

ABSTRACT

Environmental Concern is related to the limits of growth, security, an established economy, and resource conservation. Concern for the Environment will also encourage consumers to purchase environmentally friendly products. Customers who care about issues related to the environment will have a positive attitude towards products with an environmentally friendly concept. The purpose of this study is to study the major influence of Environmental Concern on Green Purchases Behavior of Apple Inc. products that are moderated by gender.

The object of this research is Apple Inc.'s environmentally friendly consumer products. in Bandung. Data collection was obtained through distributing questionnaires to 100 respondents. The sampling technique used in this study is Nonprobability sampling. This data analysis uses Simple Linear Regression Analysis and Moderation Regression Analysis.

The results of the study stated that Environmental Concern had a positive and significant influence of 32.0% on Green Purchase Behavior. With the moderation variable, namely Gender, Environmental Concern towards Green Purchase Behavior increased to 36.7%.

Keywords : Environmental Concern, Green Purchase Behavior, Gender