

ABSTRACT

This research's purpose is to know the effect of consumers' environmental concerns, awareness of green product, and awareness of green price towards buying decision process of Gramedia's eco bag. The sample for this research is people who already buying gramedia's eco bag that meet condition the researcher decided. The method to take the sample is using purposive sampling. Total sample in this study were 100 respondents. Hypothesis testing using multiple regression analysis using the program SPSS version 20.0. The result of this research is showing that awareness of green price had positive effect and significant toward buying decision process. While consumer's environmental concern and awareness of green product had positive effect but not significant towards buying decision process. The three variables can influence the purchase decision process by 19.3%, while the remaining 80.7% is influenced by other variables outside this study

Keywords: Green Marketing, Consumers' Environmental Concerns, Awareness Of Green Product, Awareness Of Green Price, Buying Decision Process