ABSTRACT

HASAN, J. Model Development on Improving Desire to Buy Environmental Friendly Products: Theory Diffusion of Innovation perspective. Under direction of HARTOYO, BUDI SUHARJO, and UJANG SUMARWAN.

Obviously company must know how to cater to today’s green consumers. From literatures it is known there are factors which lead to consumer preference to environmental friendly products. Those factors are attributes, personal characteristics and external factors. In this study those factors are put into a model which lead to consumer desire to buy. The objectives are to analyze those factors which influence the desire to buy environmental friendly products with Structural Equation Modelling, and to examine AIDA model in relation to promote the desire to buy. Since Indonesia as tropical country has seen its citizen to high usage of Air Condition (AC) and also its consumer growing needs for electronic and electrical household appliances, TV and AC will be the focus of this study. Respondents were taken from household in Jakarta provincial area, using multistage random sampling method. It was found that external factor have influenced the desire to buy environmental friendly AC and TV products, more compare to other factors in personal characteristics and product attributes.

Keywords: environmental friendly products, green consumers, green marketing, SEM