

UNIVERSITAS INTERNASIONAL BATAM

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ANALYSIS OF FACTORS AFFECTING FEMALE INTERESTS ON ENVIRONMENTALLY FRIENDLY PRODUCTS IN BATAM CITY

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ABSTRACT

Researchers conducted research on the Attitudes, Personal Norms, Environmental Concern and Willingness to pay variables on Green Purchase Intention Among Female. An individual must have good behavior, awareness of the environment, personal norms and an individual's willingness to buy which affects the desire of consumers to use environmentally friendly products.

Researchers conducted a survey and distributed questionnaires to 157 respondents. Respondents who were sampled were female students at Batam City. After the data was collected, the researchers conduct data processing using SPSS 22. The conclusion is there is significant relationship between independent variables and the dependent variable.

The results of this study indicate that it is very important for a company to continue to develop environmentally friendly products and increase consumer awareness of environmental problems.

Keywords: *Behavior, awareness of the environment, personal norms, willingness to pay and environmentally friendly products*