ABSTRACT

The issue of global warming is a debate in society. One of the factors of increasing global warming is the excessive use of electrical energy. About seeing many issues the global warming raises concerns happens and awareness community to the environment as well as business agent. One company that applies the concept of green marketing is Philips. Philips applies the green marketing concept in its company by making green products. This is exactly the basis for researchers to review the conduct research on the influence of green marketing consisting of ecolabel, ecobrand, environmental advertising, environmental awareness, green products, green price, green promotion and demographic for brand image of philips led light products at bandung city. The method used is quantitative with descriptive data analysis and causality, and using multiple regression analysis, respondents studied in this study amounted to 100 people ie users of Philips LED lights at Bandung city, so using incidental sampling technique. The results showed that there were four variables that influenced for the brand image namely advertising environment (1787), environmental awareness (3508), green products (1808) and the green price (2,211). The magnitude of the effect of green marketing for brand image is amounted 67,4%.

Keywords: Green Marketing, Brand Image, Multiple Regression Analysis