

ABSTRACT

Now the scientists discovered the existence of a change in self consumers who began to care with the environment and product start making any choice based on the impact of the long run to the environment .To answer disquiet consumers created is the concept of green marketing .But the character of indonesian consumers having the character of care not to the environment .They bought not because environmental care according to product quality .These matters become the background researchers to conducted research on green marketing on consumer behavior in the body shop . In this research methods used is descriptive method and causality by involving 385 respondents research as an object . Data analysis technique that is used is simple regression analysis .The treatment is variable green marketing as the independent variable as well as of consumer behavior as the dependent variable . Based on the results of the study it can be concluded that: (i) green marketing positions 75,20% and (ii) the consumer behavior is at the position of 77,35% and green marketing variables take effect directly and significantly to the variables of consumer behavior.

Keywords: Green Marketing, Consumer Behaviour, Simple Regression