

ABSTRACT

Healthy lifestyle is becoming a trend in the community, consumers began to switch to consume healthy foods by consuming vegetables, but vegetables are consumed every day not necessarily make the body become healthy even can have the opposite effect, issues circulating in the community about chemicals or pesticides contained in vegetables that make consumers aware of the importance of consume to maintain health and the environment by consuming organic products such as organic vegetables. This study aims to determine how much consumer ratings about environmental awareness, green product awareness, price awareness and brand awareness of the decision to purchase vegetables organic in Bandung.

This study uses Quantitative method that is by involving 400 respondents as a sample and using purposive sampling by spreading the questionnaire with google form, in this research also using Likert Scale. Data processing to find validity, reliability of descriptive analysis and multiple linear regression analysis researcher using SPSS ver 2.1 program.

The results of this study indicate that consumer environmental concern , awareness of green products, awareness of prices, awareness of brand image significantly influence consumer purchasing decisions of organic vegetables in Bandung.

Key words: purchase decision, green awareness, brand image,