

ABSTRACT

Concerns about the dangers of pesticides in foodstuffs lead many to switch to organic food products. So the public interest to use organic agricultural products (natural) is increasing. One of the organic food products that should be purchased is vegetables and fruits, because according to a report from the Environmental Working Group (EWG) said the most contaminated products remaining pesticides are vegetables and fruits.

This research aims to know the effect of Green Marketing Tools to Consumer Purchase Behavior on vegetables and organic fruits in Indonesia, . There are three main dimensions used by the Environmental Advertising, Eco Label, Eco Brand.

The research instrument used was questionnaire distributed to 400 respondents with sampling method of purposive sampling technique and to collect data, this research used descriptive analysis and multiple linear regression test.

The results of this study can be concluded that Environmental Advertising, Eco Label and Eco Brand influence Consumer Purchase Behavior on vegetables and organic fruits in Indonesia. While Environmental Advertising variables do not partially influence Consumer Purchase Behavior on vegetables and organic fruits in Indonesia. Environmental Advertising, Eco Label, Eco Brand influence simultaneously (collectively) on Consumer Purchase Behavior on vegetables and organic fruits in Indonesia.

Keywords: Green Marketing Tools, Consumer Purchase Behavior