

ABSTRACT

Electric lights have developed along with the threat of global warming caused by one of them, which is wasteful of energy. LED lights were introduced in Indonesia in 2012 and continue to experience an increase in the amount of consumption, LED lights began to be chosen by the public because they have various advantages including energy saving, environmental friendliness and brighter light.

The purpose of this study is to find out how the influence of green marketing tools on consumer buying behavior in LED lighting products in Indonesia. Analysis of the data used is using descriptive analysis and multiple linear regression, in this study the respondents studied were 400 respondents.

Based on the results of the study it can be concluded that the magnitude of the influence of green marketing tools affects the purchasing behavior of consumers is 41.5%, while the remaining 68.5% is influenced by other factors.

Based on the results of the study, it is recommended that companies that sell LED lighting products make it easier for respondents to realize and recognize eco-label LED lights by enlarging the logo and providing more detailed information about eco-labels and strengthening brand information as environmentally friendly products that are more strong appeal for consumers..

Keywords : Green marketing tools, Consumer purchase behavior, LED lamps, Multiple linear regression