

LIST OF TABLES

Table 1.1 Time and Period of Research.....	9
Table 2.1 Previous Research.....	18
Table 3.1 Operational Variables.....	28
Table 3.2 Research Score.....	31
Table 3.3 Validity Test Results for Variable X.....	35
Table 3.4 Validity Test Results for Variable Y.....	36
Table 3.5 Reliability Test Results for Variable X & Y.....	38
Table 3.6 Score Interpretation Criteria.....	40
Table 4.1 Details of Research Questionnaire.....	45
Table 4.2 Respondents' responses to Promoting the Environment Dimensions.....	49
Table 4.3 Respondents' responses to Promoting a Friendly Life Style Dimensions.....	51
Table 4.4 Respondents' responses to Presenting a Company that Cares About the Environment Dimensions.....	52
Table 4.5 Recapitulation of Green Advertising Variables.....	54
Table 4.6 Respondents' responses to Information/Knowledge Dimensions...	56
Table 4.7 Respondents' responses to Personal Attitude Dimensions.....	58
Table 4.8 Respondents' responses to General Belief/Values Dimensions.....	60
Table 4.9 Recapitulation of Environmental Awareness Variables.....	62