

**THE INFLUENCE OF CONSUMER PERCEPTION, CONSUMER  
ATTITUDES AND BRAND AWARENESS TOWARD GREEN PRODUCT  
CONSUMPTION THE BODY SHOP MANADO**

**THESIS**

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**16042023**



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**UNIVERSITAS KATOLIK DE LA SALLE**

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**Presented as a fulfilment of the requirement**

**In obtaining Bachelor Degree in Management at Faculty of Economics**

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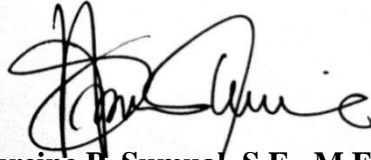
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**THE INFLUENCE OF CONSUMER PERCEPTION, CONSUMER ATTITUDES, AND  
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**AT THE BODY SHOP MANADO**

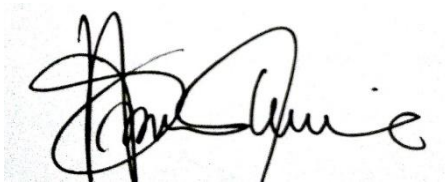
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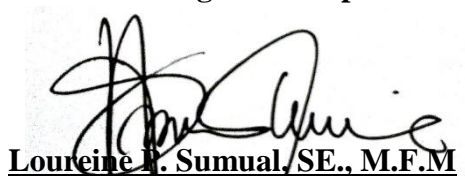
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## **ABSTRACT**

**JUAN J.E WAURAN, THE INFLUENCE OF CONSUMER PERCEPTION,  
CONSUMER ATTITUDES, AND BRAND AWARENESS TOWARD  
GREEN PRODUCT CONSUMPTION THE BODY SHOP MANADO  
TOWN SQUARE**

**(GUIDED BY SUMUAL P. LOUREINE AND KOROMPIS J. MERRY)**

Green products are products that are not harmful to humans and their environment, are not wasteful of resources, do not produce excessive waste, and do not involve cruelty to animals. Green products must consider environmental aspects in the product life cycle so as to minimize negative impacts on nature.

This study aims to, test whether there is a consumer perception of Green Product Consumption, to test whether there is an influence of consumer attitudes towards Green Product Consumption, to test whether there is an influence of Brand Awareness of Green Product Consumption This type of research uses qualitative data using processed questionnaire data using SPSS by using regression analysis as a measurement tool.

***Keyword : consumer perceptiom , consumer attitudes , brand awareness , green product consumption***

## ABSTRAK

**JUAN J.E WAURAN, PENGARUH PERSEPSI KONSUMEN, SIKAP KONSUMEN, DAN KESADARAN MEREK TERHADAP KONSUMSI PRODUK HIJAU THE BODY SHOP MANADO TOWN SQUARE**

**(DIBIMBING OLEH SUMUAL P. LOUREINE DAN KOROMPIS J. MERRY)**

Produk hijau (Green product) adalah produk yang tidak berbahaya bagi manusia dan lingkungannya, tidak boros sumber daya, tidak menghasilkan sampah berlebihan, dan tidak melibatkan kekejaman pada binatang. Produk hijau harus mempertimbangkan aspek-aspek lingkungan dalam siklus hidup produk sehingga dapat meminimalkan dampak negatif terhadap alam.

Penelitian ini bertujuan untuk , menguji apakah terdapat Persepsi konsumen terhadap Green Product Consumption, untuk menguji apakah terdapat pengaruh Sikap konsumen terhadap Green Product Consumption, untuk menguji apakah terdapat pengaruh Brand Awareness terhadap Green Product Consumption. Jenis penelitian ini menggunakan data kualitatif dengan menggunakan data kuesioner yang diolah menggunakan SPSS dengan menggunakan analisis regresi sebagai alat ukur.

***Kata kunci : persepsi konsumen, sikap konsumen , kesadaran merek , konsumsi produk hijau***

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Students realize that this report is imperfect. Students apologize for anything that may have gone wrong and unclear in this report, so any criticism and suggestions are welcome. Hopefully this report will be of use to anyone who reads it.

**Manado, 29<sup>th</sup> July 2020**

**Student**

## STATEMENT OF THESIS ORIGINALITY

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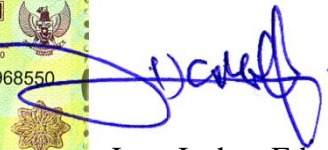
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