

SUMMARY

The complexity of the relationship between business activity and the natural environment is an important topic to be discussed. According Ozmen (2006), companies need to adopt a consistent approach to the problems of strategic, structural, and contextual, including the natural environment. Implementation is natural that incorporate environmental considerations into corporate strategy is more proactive. They also provide an alternative solution to the issues involving the natural environment through view more proactive in changing the model of corporate strategy is implemented. Ozmen (2006) also provide empirical evidence that there is a relationship between business strategy and corporate approach to the natural environment.

Provide a strategic response to addressing environmental issues for a business organization, must be a comprehensive understanding of how they incorporate natural environmental agenda in particular, to the anticipation of emerging environmental problems, and implement them in their business practices. In other words, the efforts towards environmental awareness is not enough linguistically expressed alone, but must be supported by good planning and documentation (Goll, et al., 2007).

Increased environmental awareness has a profound effect on consumer behavior, with the expanding market environmentally friendly products (green product) at an incredible rate. For example, Mintel survey concluded that 27 percent of UK adults are ready to pay up to 25 percent more for environmentally friendly products (Schlegelmilch and Diamantopoulos, 1996). While in the United States, an estimated rate of growth of the market for environmentally sound products 10.4 percent in 1993 to \$ 121.5 billion, and has projected that it will continue to increase (Ren and Lin, 2001).

This study proposes a new segmentation approach, through the analysis of the relationship between pro-environmental behavior and the steps are environmentally conscious purchasing. The rationale for this approach is based on the fact that consumers have traditionally express their environmental awareness through the products they buy (Nyborg, et al., 2003).

The description above is very important to be applied in our society, by taking a sample of urban society Joglosemar, to answer the problem as follows: a) Is the community Jogjakarta, Solo and Semarang (Joglosemar) already has a consciousness and awareness on the environment? b) Is the increase in environmental awareness significantly influences consumer behavior in buying environmentally friendly products?

Goals to be achieved through this research are as follows, a) Describe the level of public awareness Solo, Yogyakarta and Semarang, on the environment and their awareness to purchase environmentally friendly products b) Analyze the influence of the level of public awareness on environmental sustainability of the behavior of purchasing environmentally friendly products

Some important findings from this study that contribute to the development of science and technology are as follows: a) Obtain a comprehensive picture of the mapping element of the urban community level of awareness of environmental sustainability b) The results of this study also found that the higher the level of public knowledge on the environment will further raise awareness for the purchase of environmentally friendly products

Contribution to the Development

- a. For hand-related parties, especially governments and environmental activists, the results of this study show a measurable Joglosemar citizen awareness of environmental conservation. Among them is the still low level of knowledge the community to preserve this environment can be a powerful reason for socialization and learning for the community about the importance of environmental conservation.
- b. For business practitioners, the results of this study indicate that awareness of the importance of environmental sustainability already embedded in the minds of consumers. Businesses need to respond immediately to this important issue, for example through advertising theme and content of products and packaging that leads to the green product. Environmentally friendly products can better ensure stability along with the increasing demand for public awareness of environmental sustainability.