

**THE IMPLEMENTATION OF 3C PRINCIPLES (CONSUMER VALUE  
POSITIONING, CALIBRATION OF CONSUMER KNOWLEDGE,  
CREDIBILITY OF PRODUCT CLAIMS) TO AVOID GREEN MARKETING  
MYOPIA IN INDONESIA**

**(Study on The Body Shop)**

**UNDERGRADUATE THESIS**



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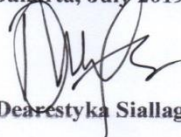
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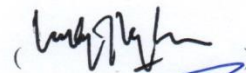
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CREDIBILITY OF PRODUCT CLAIMS) TO AVOID GREEN  
MARKETING MYOPIA IN INDONESIA**

**(Study on The Body Shop)**

**Dearestyka Febriana Siallagan<sup>1</sup>**

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**ABSTRACT**

Green marketing Myopia is a condition where green companies fail to satisfy two main objectives: improved environmental qualities and consumer satisfaction. This study aims to analyze The Body Shop's implementation of 3C Principle (Consumer Value Positioning, Calibration of Consumer Knowledge, Credibility of Product Claims) in avoiding green marketing myopia in Indonesia. This study gathers information from 200 respondents, selected using the non-probability sampling and purposive sampling method. The result of this study is that Consumer Value Positioning, Calibration of Consumer Knowledge and Credibility of Product Claims partially and simultaneously help The Body Shop avoid green marketing myopia in Indonesia.

Keywords: green marketing myopia, Consumer Value Positioning, Calibration of Consumer Knowledge, Credibility of Product Claims

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<sup>1</sup> Management Undergraduate Student of Universitas Bakrie

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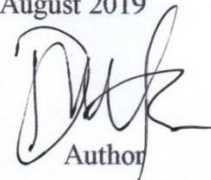
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Jakarta, 2 August 2019



Author

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