

## ABSTRACT

### **THE INFLUENCE OF GREEN MARKETING MIX ON UNILEVER INDONESIA'S BRAND IMAGE**

*Economic growth in Indonesia shows so many impacts for the environment. This environmental issue encourages companies to start looking at a marketing concept that prioritizes the movement to care for the environment, namely green marketing. This study aims to find out whether the Green Marketing Mix has an effect on the Brand Image of Unilever Indonesia. This research is a quantitative research with a descriptive approach. The research objects to be studied are the following variables, namely (1) Green Product, (2) Green Price, (3) Green Place, (4) Green Promotion and (5) Brand Image but the most influential variables are Green Product and Green Price. The target population in this study are the consumers of Unilever with a sampling technique of purposive sampling as many as 160 respondents. The results show the effect of all independent variables partially has an effect on the Brand Image variable. This research is expected to be a consideration for companies to participate in implementing this concept in the future so that later in the coming year more companies will prioritize the noble goal of protecting the environment for the implementation of a sustainable life for future generations.*

**Keyword:** green marketing, brand image, marketing strategies