

ABSTRACT

THE EFFECT OF GREEN MARKETING, GREEN BRAND IMAGE, AND ENVIRONMENTAL AWARENESS ON GREEN PURCHASE DECISION FOR AVOSKIN PRODUCTS

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The burgeoning cosmetics industry generates waste and raises environmental concerns. This study examines the influence of green marketing, green brand image, and environmental awareness on green purchase decision for Avoskin products. A quantitative research method with multiple linear regression analysis employing the data analysis tool IBM SPSS 25 is utilized to analyze data from 144 respondents. The findings reveal that green marketing does not significantly impact green purchase decision. Conversely, green brand image and environmental awareness demonstrate positive and significant influences on green purchase decision. These findings underscore the importance of fostering an environmentally friendly brand image and enhancing consumer awareness of environmental issues to promote green product purchases.

Keywords: *Green Marketing, Green Brand Image, Environmental Awareness, Green Purchase Decision*