The Effect of Green Marketing on Purchase Intention Mediated by Brand Image
Case Study at Love Beauty and Planet Consumers in Bogor City

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Abstract—Environmental conditions. This environmental issue, especially plastic waste, encourages individuals to be more environmentally conscious. This change in consumer attitudes can be seen by business people as an opportunity for a business approach to create environmentally friendly products. Green Marketing was then developed as an alternative strategy that provides added value to the company's business and enhances the company's Brand Image, with the hope that it will influence consumers in purchasing interest. The aims of this research are (1) to find out and analyze the influence of Green Marketing on Brand Image. (2) to find out and analyze the effect of Green Marketing on purchasing interest. (3) to find out and analyze the influence of Brand Image on Purchase Intention. (4) to find out and analyze the role of Brand Image in mediating the effect of Green Marketing on Purchase Interest in Love beauty and planet products. Researchers conducted a study of 400 people from Bogor City who met the purposive sampling technique criteria. The data collection method used is a questionnaire. The statistical analysis method used is Structural Equation Modeling (SEM). The software used in this study is AMOS and SPSS 25. The results of the research that has been carried out prove that (1) Green Marketing has a positive and significant effect on Brand Image. (2) Green Marketing has a negative and insignificant effect on Buying Interest. (3) Brand Image has a positive and significant effect on Purchase Intention. (4) Brand Image has a positive and significant effect in mediating the influence of Green Marketing on Purchase Intention.

Keywords—Green Marketing; Brand Image; Purchase Intention

I. Introduction

Care and beauty market in Indonesia is estimated Already earned US$ 6.03 million in 2019, and is estimated will earning US$ 8.46 million by the end of 2022, according to Euromonitor research published on Marketeers.com (2019). There is a possibility increase This will produce more Lots waste produced. According to waste4change, 90% of personal care packaging can recycled repeat However only 10 % is actually recycled repeat. Therefore the beauty industry also has it very important role in preserve and maintain environment. Production plastic globally for packaging reached 146 million metric tons, so is sector producing industry request plastic highest from sector anywhere. Ministry of Environment and Forestry The Republic of Indonesia states the volume of waste produced in a way national reaching 68.5 million tons of waste in 2021, where about 17% or about 11.6 million tonnes is rubbish plastic, incl packaging cosmetics and care partial skin big No can be recycled repeat.

Issue of environment, esp rubbish Very dangerous plastic, encouraging individual For more aware environment. Comsumption Pattern world consumers today This Already changed in line with awareness consumer to environment. Change attitude

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consumer This can seen by the perpetrator business as opportunity approach business For create product friendly environment that consumers are interested in. The Ministry of Industry of the Republic of Indonesia revealed appearance the trend " is back to nature " opens opportunity for industry beauty For use composition made from experience or product friendly environment. With the more increasing awareness consumer related problem environment, trigger appearance draft Marketing that pays attention problem environment in the world of marketing and is known as *Green Marketing*. *Green Marketing* is a social and encompassing process all created activities For satisfying needs and desires consumers who have least effect dangerous to environment.

The results of research conducted by CDP Bloombeng (2019) regarding company friendly environment, occupy order First is Unilever company. One of Unilever products which are implementation form real from principle *Unilever Sustainable Living Plan* is product maintenance Love Beauty and Planet body, which is not only invite consumer For nurse self but also at the same time invite consumer For guard earth. Use *green marketing* in business done with hope will influence consumer in interest buy, where consumer will take into account aspect environment before do decision. Interest in buying defined as what do you think? consumer will they buy. Love beauty and planet rated as something proclaiming product various based programs friendly assessed environment capable help reduce exists environmental pollution in the sector industry beauty. *Brand Image* defined as view consumer to brand as expressed by their relationship have with brand related in mind they. Owned Brand *Image* brand love beauty and planet rated own good reputation by consumers in facet quality and capabilities For committed with product friendly consistent environment.

Researcher choose problem This For researched more carry on based on a stated theory that consequence many problem environment, consumers in the world and including Indonesia become more care to environment and more interested in a product that is not damage environment. However, as proven by the Love Beauty and Planet products that have been set as Eco-friendly products, some consumer tend Still do purchase to product maintenance still body use composition material that is not friendly environment, Therefore That researcher interested For do study with title " The Influence of Green Marketing on Purchase Interest Through Brand Image as Variable Mediation (Case study Love Beauty and Planet consumers in Bogor City)". Research purposes:

1. To know how much big influence *green marketing* against *brand image of* Love beauty and Planet products.

2. To know how much big the influence of green *marketing* on interest buy Love beauty and Planet products.

3. To know how much big the influence of brand *image* on interest buy Love beauty and Planet products.

4. To know how much big role *Brand Image* in mediate influence *Green Marketing* on Interest in Buying Love Beauty and Planet products.

II. LITERATURE REVIEW

2.1. Green Marketing

According to definition marketing social, marketing green refers to production and marketing goods with objective reduce effect dangerous for environment and improve quality. According to Setiyaningrum et al. (2016), co conceptual, marketing green is a marketing strategy in respond impact environment from every activity operational company, incl activity design product, production process, packaging product, usage product, and disposal product or service. According to Polonsky (in Wu and Chen, 2014), defining marketing green as all activities designed by the company For fulfil need or desire man with impact minimal harm to environment nature. There are 4 indicators *green marketing* according to Tiwari et al (2011) include: 1) Environmentally Friendly Products (*Green Products*). 2) Premium Price (*Green Price*). 3) Channels Environmentally Friendly Distribution (*Green Place*). 4) Environmentally Friendly Promotion (*Green Promotion*).

2.2. Brand Image

According to Coaker (2021), Tharpe (2014), and Simonson and Schmitt (2009), *Brand Image* is reinterpretation from all perception to brands that are based on information and experience customers in the past to brand. More consumers possible For do purchase to something brand is existing consumers own good image to brand (in Sitorus et all., 2022). *Brand Image* is something existing impression in the mind consumer about something brand thing This shaped by messages and experiences

consumer about brand, so give rise to existing image in mind consumers (Kotler, 2009). Brand image is component important from A products, and brands can increase mark product For interesting consumer. There are 3 indicators *Brand Image* according to Simamora (2008) in Alfionita (2017), namely : 1) Company image *(Corporate Image).* 2) User Image *(User Image).* 3) *Product Image.*

2.3. Purchase Intention

Kotler & Keller (2016) define interest buy as behavior emerging consumers as response to indicating object desire somebody For do purchase. Marketer must understand connection between Power buy consumers and every product provided. Consumer evaluate information that has been given at stage interest buy (Hartini, 2012). Interest in buying can used as instruction for consumer in do purchasing, planning, and relevant activities like give suggestions, choose, and take decision in purchase product or services (Rossiter and Percy in Mulyana, 2016). There are 4 indicators of Buying Interest according to Hanjani & Widodo (2019), namely : 1) Transactional Interest *(Transactional interest).* 2) Referential Interest *(Referential interest).* 3) Preferential Interest *(Preferential interest).* 4) Exploratory Interest *(Explorative interest).*

III. METHOD

On research This based on type the information researcher use study quantitative. Based on Meaning from research, research This including to in study associative. Subject study This is informed consumers Love and beauty Planet products in Bogor City. Object study This is *green marketing, brand image,* and interest buy. Study This done from September 2022 to May 2023. Research location will carried out in the Bogor City area.

Population used in research This is the people of Bogor City who know Love Beauty and Planet products. Population the nature Infinite or No can is known in a way sure and no possible For done measurement about amount whole population (Kurniawan & Puspitaningtyas, 2016), so big sample study calculated based on formula *Cochran formula.* Respondents inside study This A total of 500 people were selected with technique *non-probability sampling* use method *purposive sampling,* where the criteria specified sample ie domiciled in Bogor City, Age respondent must be at least 18 years old, and know Love beauty and Planet products.

Data analysis method used ie method *Structural Equation Modeling* (SEM) uses Amos *software.* Before do data analysis with using SEM, the data obtained will through stage *pre-test* validity, reliability, and normality test with use SPSS *software* version 25. Next *Confirmatory factor analysis* test was carried out For prove *construct validity* and *construct reliability. Construct validity* done with method see correlation from indicator with the construct, where mark *loading factor* at least must reach minimum value required that is ≥ 0.5. Temporary *construct reliability* is the stage where the instrument is tested with count mark *Construct Reliability (CR)* and *Average Variance Extracted* (AVE). when CR value ≥ 0.6 and AVE ≥ 0.5 then indicators and variables can stated reliable. Next the data will be through stage of testing the accuracy of the model *(goodness of fit index)* with uses 9 indexes measurement.

Testing hypothesis done with using the t test and Sobel test. With provision accepted If t value – calculate or *Critical Ratio (*CR) ≥ 1.96 or mark p≤ 0.05. Temporary that's it, sobel test done use manual and *online* calculations using *Sobel test online.* Sobel test used For know is influence mediation within study This significant or No. If the Z value > 1.96, then variable *intervening* significant can mediate influence variable independent to variable dependent.

Framework Thoughts and Hypotheses

H$_1$: *Green Marketing* has an effect positive and significant to *Brand Image*

H$_2$: *Green Marketing* has an effect positive and significant on Purchase Interest

H$_3$: *Brand Image* has an influence positive and significant on Purchase Interest

H$_4$: *Brand Image* has an influence positive and significant in mediate influence *Green Marketing* on Purchase Interest
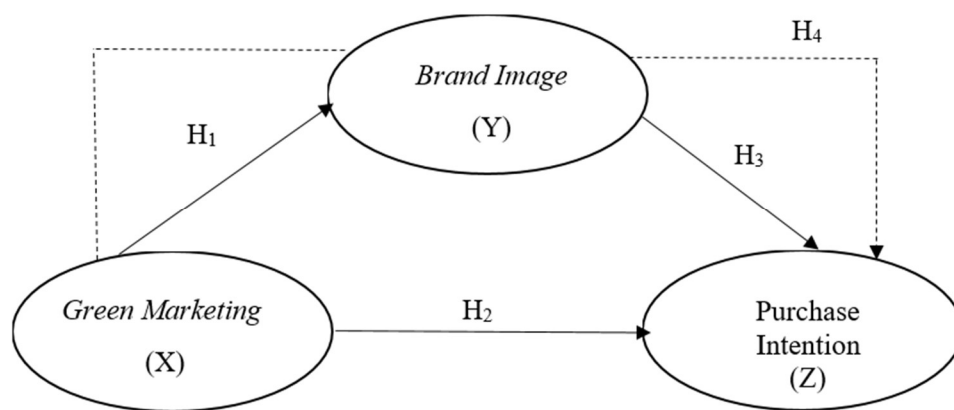
Fig. 1. Research Model

IV. RESULT AND DISCUSSION

4.1. Respondents Profile

Based on the data obtained from 400 respondents, it was obtained information about profile respondents based on characteristics that will explained as following :

TABLE I.   PROFILE OF RESPONDENTS

Criteria	n	%
Age		
18 – 22 Years	322	80.50%
23 – 27 Years	69	17.30%
28 - 31 Years	4	1.00%
32 - 35 Years	4	1.00%
> 35 Years	1	0.30%
Domicile		
South Bogor	166	41.50%
East Bogor	28	7.00%
Central Bogor	33	8.30%
North Bogor	39	9.80%
West Bogor	102	25.50%
Land of Sareal	32	8.00%
Gender		
Woman	330	82.5
Man	70	17.5
Education		

High school/ equivalent	142	35.5
D3	104	26
S1	151	37.8
S2	3	0.8
Work		
Student / Students	236	59.00%
Employee Private	101	25.30%
Civil servants	6	1.50%
Self-employed	14	3.55
Other	43	10.80%
Income		
≤ IDR 1,000,000	138	34.5
IDR 1,000,000 – IDR 3,500,000	130	32.5
IDR 3,500,000 – IDR 5,000,000	73	18.3
≥Rp 5,000,000	31	7.8
Other	28	7

In the table profile respondent, yes is known that part big respondents study This dominated by ages 18 – 22 years ie as many as 322 respondents or as big as 80.50% of total respondents, some big respondents domiciled in South Bogor, namely as many as 166 respondents or amounting to 41.50% of the total respondents, in part big respondents manifold sex Woman ie as many as 330 or amounting to 82.5% of the total respondents, in part big respondents own education final bachelor ie as many as 151 respondents or amounting to 37.8% of the total respondents, in part respondents own work Student / Students ie as many as 236 respondents or amounting to 59.00% of the total respondents, and in part big respondents own income ≤ IDR 1,000,000 as many as 138 respondents or amounting to 34.55% of the total respondents.

4.2. Result of Research Data Analysis

TABLE II.   VALIDITY TEST RESULT FOR GREEN MARKETING VARIABLE

No	Indicator Code	r-product Moment Calculate	r-product Moment table n = 120 α= 5%	Significance	conclusion
1	GM1	0.829	0.150	0,000	Valid
2	GM2	0.669	0.150	0,000	Valid
3	GM3	0.750	0.150	0,000	Valid
4	GM4	0.794	0.150	0,000	Valid

Source : Data processed by IBM SPSS 25, 2023

TABLE III.   VALIDITY TEST RESULT FOR BRAND IMAGE VARIABLE

No	Indicator Code	r-product Moment Calculate	r-product Moment table n = 120 α= 5%	Significance	conclusion
1	BI1	0.842	0.150	0,000	Valid
2	BI2	0.830	0.150	0,000	Valid
3	BI3	0.862	0.150	0,000	Valid

Source : Data processed by IBM SPSS 25, 2023

Based on The validity test results listed in Table 2 are known that mark *r – product moment* calculated in the statement variable *Green marketing* with a total of 4 statements, yields mark *r –* calculated product moment above 0.150 with mark significance all below 0.05, so can concluded that all items in the variable *green marketing* is declared valid and acceptable used For study furthermore. Based on The validity test results listed in Table 3 are known that mark *r – product moment* calculated in the statement variable *Brand Image* with a total of 3 statements, results mark *r –* calculated product moment above 0.150 with mark significance all below 0.05, so can concluded that all items in the variable *Brand Image* is declared valid and acceptable used For study furthermore.

TABLE IV.   VALIDITY TEST RESULT FOR PURCHASE INTENTION

No	Indicator Code	r-product Moment Calculate	r-product Moment table n = 120 α= 5%	Significance	conclusion
1	MB1	0.822	0.150	0,000	Valid
2	MB2	0.823	0.150	0,000	Valid
3	MB3	0.848	0.150	0,000	Valid
4	MB4	0.732	0.150	0,000	Valid

Source : Data processed by IBM SPSS 25, 2023

Based on the validity test results listed in table 4 are known that mark *r – product moment* calculated in the statement Purchase Interest variable with a total of 4 statements, produces mark *r –* calculated product moment above 0.150 with mark significance all below 0.05, so can concluded that all items in the Purchase Interest variable are declared valid and acceptable used For study furthermore.

TABLE V.   RELIABILITY TEST RESULT

Variable	Cronbach's Alpha	N of items	Conclusion
GM	0.755	4	Reliable
BI	0.794	3	Reliable
MB	0.818	4	Reliable

Source : Data processed by IBM SPSS 25, 2023

Based on results listed in table 5, value *Cronbach's Alpha* for each variable study more big of 0.6, then can concluded that all over variables inside study This reliable.

TABLE VI.   TEST RESULT OF DATA NORMALITY

	Green Marketing (GM)	*Brand Image* (BI)	Purchase Interest (MB)
Skewness	-0.158	-0.026	-0.078
Std. Error of Skewness	0.122	0.122	0.122
Skewness Ratio Results	-1,281	-0.215	-0.638
Kurtosis	-0.355	-0.482	-0.187
Std. Error of Kurtosis	0.243	0.243	0.243
Kurtosis Ratio Results	-1,459	-1,979	-0.767

Source : Data processed by IBM SPSS 25, 2023

Based on table 6 can obtained mark ratio *skewness* and *kurtosis* with method share mark *skewness* with *std. Error of skewnwss,* and value *Kurtosis* is divided with *Std. Error of Kurtosis.* After done calculations, proven that mark ratio *skewness and kurtosis* for each variable study is in the range -2 to 2, so can concluded that all over variables inside study This declared normal and acceptable used For stage study next.

TABLE VII.   CONFIRMATORY FACTOR ANALYSYS RESULT

Variable	Indicator Code	Standardized Loading Factor ≥ 0.50	Standard Errors	Information	Reliability	
					CR (Construct Reliability) ≥ 0.70	VE (Variance Extracted) ≥ 0.50
Green Marketing	GM1	0.795	0.63	VALID	0.80	0.51
	GM2	0.638	0.41	VALID		
	GM3	0.665	0.44	VALID		
	GM4	0.734	0.54	VALID		
Brand Image	BI1	0.773	0.60	VALID	0.81	0.59
	BI2	0.715	0.51	VALID		
	BI3	0.809	0.65	VALID		
Purchase Interest	MB1	0.788	0.62	VALID	0.85	0.58
	MB2	0.807	0.65	VALID		
	MB3	0.781	0.61	VALID		
	MB4	0.659	0.43	VALID		

Source : Data processed using excel, 2023

In table 7 you can is known that mark *standardized loading factor* for all instruments for each variable study own value above The minimum value that applies is 0.5. So from that, you can taken conclusion that all the instruments inside study This can proven its validity. In addition, the CR and AVE coefficients for each latent variables have meets the specified minimum limits, namely CR ≥ 0.6 and AVE ≥ 0.5. With so, then can concluded that all over variable study stated reliable and capable used For stage testing next.
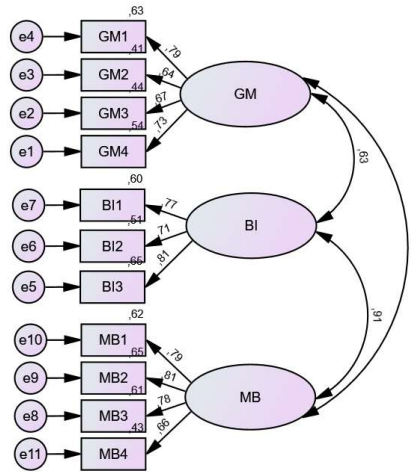
Fig. 2. CFA Model

Chi-Square =92,553
CMINDF = 2,257
GFI = ,959
AGFI = ,934
RMSEA = ,056
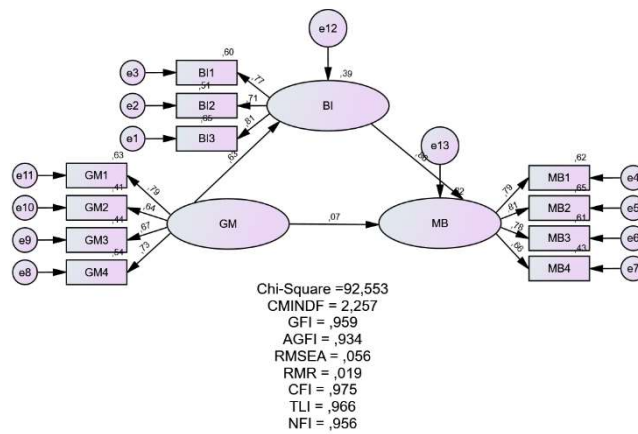RMR = ,019
CFI = ,975
TLI = ,966
NFI = ,956

Fig. 3. SEM Model Modificated

Based on criteria *goodness of fit* described in the table under This For assessment of model fit before um modified as following :

TABLE VIII.   GOODNESS OF FIT

No	Goodness of fit Index	Cut off value	Results	Information
	Absolute Fit Index			
1	Chi-square	< 95.08	92, 553	*Good Fit*
2	CMIN/DF	≤2.00	2,257	*Bad Fit*
3	RMSEA	≤0.08	0.056	*Good Fit*
4	RMR	≤0.05	0.019	*Good Fit*
5	GFI	≥0.90	0.959	*Good Fit*
	Incremental Fit Index			
6	AGFI	≥0.90	0.934	*Good Fit*

7	TLI	≥0.90	0.966	*Good Fit*
8	NFI	≥0.90	0.966	*Good Fit*
9	CFI	≥0.90	0.975	*Good Fit*

Based on table 8 is obtained various criteria *goodness of fit* and exist some are becoming part from *Absolute Fit Index* that meets condition provision namely Chi – square, RMSEA, RMR, and GFI. Whereas for CMINDF parameters classified to not fit category value 2,257. And from part *Incremental Fit Index* throughout criteria that have been determined fulfil Terms and Conditions namely AGFI, TLI, NFI, and CFI. So from that, for furthermore will done testing return with effort modification index.
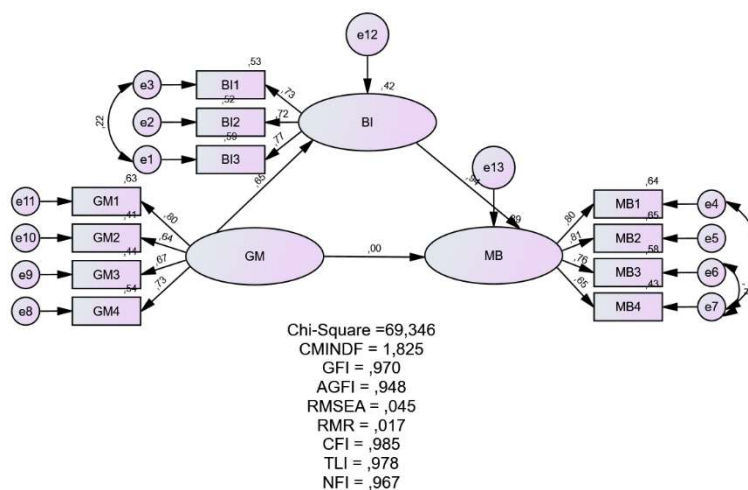

Fig. 4. Second SEM Model Modificated

Based on criteria *goodness of fit* that can be seen in the table under This as following :

TABLE IX. GOODNESS OF FIT FOR RESEARCH MODEL MODIFICATED

No	Goodness of fit Index	Cut off value	Results	Information
Absolute Fit Index				
1	Chi-square	< 95.08	69,346	*Good Fit*
2	CMIN/DF	≤2.00	1,825	*Good Fit*
3	RMSEA	≤0.08	0.045	*Good Fit*
4	RMR	≤0.05	0.017	*Good Fit*
5	GFI	≥0.90	0.970	*Good Fit*
Incremental Fit Index				
6	AGFI	≥0.90	0.948	*Good Fit*
7	TLI	≥0.90	0.978	*Good Fit*
8	NFI	≥0.90	0.967	*Good Fit*
9	CFI	≥0.90	0.985	*Good Fit*

Source : Data processed using AMOS, 2023

Based on table 9 above after done respecification 3 (three) times and obtained results abhwa For criteria in *Absolute Fit Index*

and *Incremental Fit Index* all criteria has fulfil condition so that can decided that in a way sadness; envy For *goodness of fit* or suitability test of the research model declared fit model and can be accepted.

Hypothesis testing done to four proposed hypothesis. With criteria hypothesis accepted If t value – calculate or Critical Ratio (CR) ≥ 1.96 and standard p value≤ 0.05

TABLE X. HYPOTHESIS TEST

No	Path	Direct Effects	Indirect Effects	Total Effect	P	CR	Hypothesis
H1	GM →BI	0.575	-	-	***	9,737	Backed by data
H2	GM →MB	0.001	-	-	0.989	0.013	Not supported by data
H3	BI →MB	1,049	-	-	***	10,032	Backed by data
H4	GM →BI →MB	-	0.603	0.604	0,000	6,976	Backed by data

Source : Data processed using AMOS, 2023

Sobel test done with method test influence No direct variable independent to variable dependent through variable mediation.
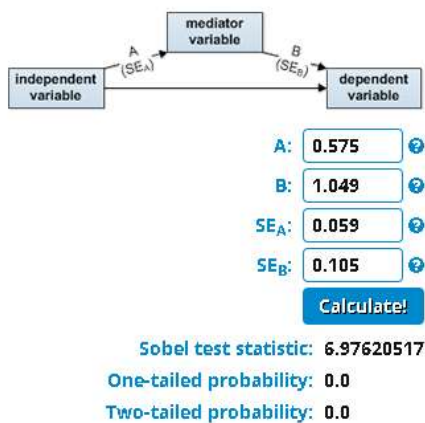

Fig. 5. Sobel Test Result

Based on sobel test results with use *calculate sobel online,* obtained mark *Sobel test statistic* is 6.976 which is the number the more big from 1.96. Besides that the P-Value value shows more numbers small from 0.05, namely 0.00. With So, you can is known that *Brand Image* mediates influence *Green Marketing towards* Interest in buying in a way significant.

Discussion

Influence *Green Marketing* Against *Brand Image.* *Green Marketing* influential positive and significant to *Brand Image.* Because the t – Value or CR value is 9.737 ≥ 1.96 and the P value is there *** sign means mark probability < 0. So from that, stated that on research This is Green *Marketing* influential in a way positive and significant *on Brand Image.* So you can concluded that hypothesis first (H1) is fulfilled. Research result This supported with research conducted by Mursandi (2020) stated that *Green Marketing* influential positive and significant to *Brand Image.* With thereby can taken conclusion that *Green Marketing* carried out by the company own significant influence to enhancement *Brand Image,* which can be push consumer For buy product green Because they aware will image product friendly environment.

Influence *Green Marketing* Against Buying Interest. *Green Marketing* has negative and negative effects significant on Purchase Interest. Because the t – Value or CR value is 0.013≤ 1.96 and the P value is 0.989> 0.05. So from that, stated that on research This, Green Marketing is influential in a way negative and not significant on Purchase Interest. so can concluded that hypothesis second No fulfilled. Results inside study This aligned with research conducted by Balawera (2013) stated that *Green*

Marketing own no influence significant to interest buy. Opinion the also supported by previous preliminary survey data has done in a preliminary survey Where point statement " I intend buy Love beauty and planet products ". And based on this data there is opinion No agree 46 %, and 26% undecided. So that signifies that Lots consumers who don't agree If they as consumer buy love beauty and planet products, because consumer feel friendly product environment like love beauty and planet have the price is more expensive and also the place love beauty and planet tough sell reachable by some consumer. So that the concept of Green Marketing does not own influence to interest buy consumer.

Influence *Brand Image* on Purchase Intention. *Brand Image* influential positive and significant on Purchase Interest. Because the t-value or CR is $10.032 \geq 1.96$ and the P value is *** sign means mark probability < 0. So from that, stated that on research This, Brand Image is influential in a way positive and significant on Purchase Interest. so can concluded that hypothesis third (H3) is fulfilled. Research result This supported with research conducted by Baghban Baghestan (2021) stated that Brand Image has an influence positive and significant to interest buy. With thereby that can taken conclusion that *Brand Image* will give influence on attitudes consumer when do purchase on a brand that will used in intensity long, so *Brand Image* from something product sued For own good reputation, safe, and if the product campaign as friendly product environment, then in action real product must contribute preserve and maintain environment For Can get purchase maximize and overcome competition in similar markets.

The role of brand *image* positive and significant in mediate influence *Green Marketing* on Purchase Interest. *Brand Image* influential positive and significant in mediate *Green Marketing* on Purchase Interest. Because based on calculation through the Sobel test, the t – Value or CR was obtained at $6.976 > 1.96$ and for P value is obtained acquisition number equal to $0.0 < 0.05$. So from that, stated that on research this, *Brand Image* influential in a way positive and significant in mediate *Green Marketing* on Purchase Interest. So you can concluded that hypothesis fourth (H4) is fulfilled. This result aligned with study previous ones that have been conducted by Reynaldi (2019) which proves this that *Brand Image* can mediate variable *Green Marketing* on Buying Interest. So that can made conclusion If *Brand Image* will created with exists *Green Marketing* carried out companies that can increase interest buy consumer. Companies that implement *Green Marketing* strategies are considered capable For create Positive Brand *Image,* so get support from consumer For product friendly environment and create consumer own interest For buy the product.

V. CONCLUSION

Based on methods and testing hypothesis regarding " influence *Green marketing* on Purchase Interest through *Brand Image* as variable mediation (Case Study of Love beauty and planet Bogor City) above, then can concluded that *: Green Marketing* influential positive and significant to *Brand Image* on Love beauty and planet products in Bogor City. With Thus, when the *Green marketing* strategy carried out by Love beauty and planet products increases so *Brand Image* love beauty and planet products also experienced enhancement. *Green Marketing* influential negative and not significant on Purchase Interest in Love beauty and planet products in Bogor City. With thereby when *Green Marketing* increase will but No accompanied with interest buy. *Brand Image* influential positive and significant on Purchase Interest in Love beauty and planet products in Bogor City. With so, when perception consumer to *Brand Image* love beauty and planet products are increasing so interest buy consumers also experience it enhancement. *Brand Image* is influential positive and significant in mediate influence *Green Marketing* on Purchase Interest in Love beauty and planet products in Bogor City. With thereby when *Green Marketing* experience enhancement Because mediated by *Brand Image* then interest buy consumer will experience enhancement.

Based on from conclusion research that has been shown above so will possible suggestions are presented made material consideration for company whatever For research to be carried out by researchers next, viz as following : Advice from study This For Love beauty and planet products, based on results research conducted by existing researchers explained on is known that *Green Marketing* is influential positive and significant to *brand image,* however *Green Marketing* is influential negative and not significant to interest buy, however because exists *Brand Image* as mediation *Green Marketing* to interest buy it, then *Green Marketing* can influential positive and significant to interest buy helped with *Brand Image* as the mediation. So the advice from researcher to Love beauty and planet products are For improving the *Green Marketing* strategy for love beauty and planet products, by for example provide discount promotions price on the day day particular day, for example earth, so that consumers do not interest buy love beauty and planet products because price is more expensive than product kind can buy with promotional price. This matter can increase interest buy consumer, Advice in study This Love beauty and planet products are

necessary do campaign more about user product, that product This No just targeted For consumers only care to sustainability environment course, but other interested consumers For guard self you can do it yourself too use product This. This matter done so that other consumers do not feel sensitive to product with marketing strategy green. Deep advice study This, company need do innovation in development product so can become preference consumer when buy product maintenance body. Deep advice study This is for study next, will more Good if add variable decision purchasing and *Corporate Social Responsibility* so that can produce good output in study furthermore.

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