

Green Marketing become a trend in many countries. The tendency for consumer consumption patterns shift from consuming organic products to conventional products has become an interesting phenomenon today. The development of green marketing in Bandung been slow although it has potential. This is evident from the increase in consumption pattern towards environmentally friendly products. Shifting patterns of life has become the people's choice to suit a healthy lifestyle. Currently the company uses corporate social responsibility strategy to invite the community and employees of companies in the real action. In this research method used is multiple linear regression. The population in this study was the city of Bandung where samples were taken by 400 respondents. The results showed that green marketing does not significantly influence the purchasing decision it is caused by a lack of consumer knowledge about Unilever products that are environmentally friendly, and corporate social responsibility have significant influence purchasing decisions terhdap this because PT. Unilever heavily in informing about the corporate social program responsibilitynya to consumers or potential consumers.

Keywords: green marketing, corporate social responsibility, purchasing decisions.