ABSTRACT

Plastic materials nowadays become part of our daily lives to replace traditional materials. Therefore, plastic materials enthusiast keep increasing and people prefer to use plastic materials which is its a harmful materials for the environment. Tupperware is the company that has implemented a product that friendly with the environment.

This research aims to study and analyze the effects of the environmental consiousness, green advertising, eco-label labels, and price on buying decisions for green products in Tupperware on milenials generation. This method that these research uses is quantitative methods with the type of decriptive causality research. This research also uses a sampling technique in non-probability sampling. There are 100 respondents as a sample in these research from Tupperware millineial generation consumer who lives on west java. The technique data analyisis uses in these research is descriptive analysis and multiple linear regression analysis.

The results of this research indicate that environmental consiousness, eco-label, and prices variables have a significant effect on buying decision of green products partially and simultaneously while green advertising has no significant effect on the buying decision on Tupperware's millennial generation customers with the presentation 67, 5 % while the remaining 32.5% was approved by other factors which were not returned in this research.

Keywords: *Environtmental Consiousness*, *Green Advertising*, *Eco-Label*, *Price*, *Buying Decision Green Product*.