

ABSTRACT

In resolving the problems faced by the world and the sustainability of life, one of which is climate change, a joint commitment was made in the form of the Sustainable Development Goals (SDGs) commitment. One of the companies in Indonesia that contributes to the Sustainable Development Goals (SDGs) is Unilever. Unilever has a commitment by launching the Unilever Sustainable Living Plan (USLP) in 2010. The purpose of this study is to determine the effect of Green Marketing on Green Buying Behaviour through Environmental Knowledge on Unilever Indonesia products.

In previous research conducted by Ali (2021), there are 3 dimensions that describe the Green Marketing strategy, namely Eco-Labeling, Green Advertising, and Green Branding. Eco-Labeling is a third-party certification carried out by an organisation, taking the initiative to save the environment is also included in the eco-label category. Green advertising aims to encourage consumers to use environmentally friendly products with the aim of improving environmental safety. In the concept of green marketing, Branding acts as the heart of marketing strategy in the contemporary business world. This research uses quantitative methods by conducting several tests such as validity tests, reliability tests, model fit tests, hypothesis testing with mediating variables, and descriptive analysis. The sampling technique uses nonprobability sampling with convenience sampling. The population in this study are people who have used or are currently using products from Unilever Indonesia with an unknown number. The sample obtained in this study amounted to 305 people.

Based on the results of hypothesis testing, the Green Advertising variable has no significant effect on the Environmental Knowledge variable but has a significant effect on the Green Buying Behaviour variable. The Eco-Labeling variable has a significant effect on the Environmental Knowledge variable but has no significant effect on the Green Buying Behaviour variable. The Green Branding variable has a significant effect on the Environmental Knowledge variable and the Green Buying Behaviour variable. Environmental Knowledge variable has no significant effect on Green Buying Behaviour variable. Based on the results of the mediation analysis, the Environmental Knowledge variable does not mediate the relationship between the Eco-Labeling variable and Green Buying Behavior. Environmental Knowledge variables fully mediate the relationship between Green Advertising variables and Green Buying Behaviour. Environmental Knowledge variables fully mediate the relationship between Green Branding variables and Green Buying Behaviour.

Keywords: *green marketing, eco-labeling, green advertising, green branding, environmental knowledge, green buying behaviour*