

## **ABSTRACT**

*According to BPOM, the cosmetic industry has increased by 20.6% until July 2022. According to Cosmetic Packaging Market Growth, Trends and Forecast 2020, almost 50% of cosmetic packaging is made of plastic. This is supported by online shopping activities that have increased by 25% - 30% since the pandemic, which means that the amount of waste from used products has also increased, and the most dominant sector is the cosmetic sector.*

*Not all cosmetics such as skincare or body care have a negative impact. Since 2020, Garnier has transformed into one of the green beauty products. Garnier's renewal started from the basic ingredients of the product, packaging, and their strategies, which are not yet widely known as green beauty products by the public. The best-selling facial care sales data on e-commerce shows that Garnier ranks 4th, indicating a lack of green purchase intentions despite Garnier's transformation.*

*This research uses a quantitative method by examining cause and effect and focusing on research variables. Sampling in the study used non-probability sampling techniques with purposive sampling methods and resulted in 133 respondents, using Gpower 3.1.9.7. The study aimed to see whether there is a direct influence of Environmental Awareness on Green Product Knowledge and Environmental Concerns, direct and indirect influence on Green Purchase Intentions of Garnier by Green Product Knowledge and Environmental Concerns. The data analysis was conducted using the Covariant-Based Structural Equation Model (CB-SEM) with AMOS 26 software.*

*The study shows a significant positive direct influence of Environmental Awareness on Green Product Knowledge and Environmental Concerns, Environmental Concerns on Green Purchase Intentions, and Environmental Concerns playing a positive mediating role. However, Green Product Knowledge shows no significant influence on Green Purchase Intentions and also does not mediate between Environmental Awareness and Green Purchase Intentions.*

*Environmental Awareness has the greatest influence on Green Product Knowledge, and Environmental Concerns have a significant mediating effect. Therefore, it is recommended that Garnier can increase awareness through social media by discussing environmental damage issues caused by skincare and collaborating with public figures to continue online campaigns on the importance of choosing skincare for sustainable environments. Further research can add a customer review mediation variable to see how consumer reviews can enhance Garnier's green purchase intentions.*

**Keywords:** *Green Marketing, Green Product Knowledge, Green Purchase Intentions*