

ABSTRACT

The increasing number of beauty products being sold and used is creating a higher amount of plastic waste. Plastic waste from skincare or cosmetic packaging if not managed and recycled properly, plastic waste will accumulate and become an environmental problem. The Body Shop since the beginning introduced its products as green products, offering products with natural ingredients, environmentally friendly and not testing on animals. The purpose of this study was to determine how the influence of Environmental Consciousness, Eco-Label, Attitude, Green Advertising, Price on Buying Decision of Green Products on generation Z consumers of The Body Shop in Bandung City both partially and simultaneously.

This research data collection through distributing questionnaires and using quantitative data analysis. Sampling was carried out using nonprobability sampling method using purposive sampling technique. The sample used in this study was 100 respondents and analyzed by multiple linear regression analysis with the help of SPSS software version 25.

Based on the results of data processing, it is concluded that partially Environmental Consciousness and Price have a positive and significant effect on Buying Decision of Green Products. Eco-Label has no significant effect on Buying Decision of Green Products. Attitude and Green Advertising partially have a positive effect and there is no significant effect on Buying Decision of Green Products. Environmental Consciousness, Eco-Label, Attitude, Green Advertising, and Price simultaneously have a significant positive effect on Buying Decision of Green Products.

Keywords: *Green Marketing, Green Product, Buying Decision, The Body Shop*