

## ABSTRACT

*This extensive study how the green marketing mix builds green brand equity of a green cosmetic market in Indonesia, through a cosmetic brand called Haple. It also meticulously examines cross-cultural dynamics affecting customer reactions to ecologically conscious marketing methods, giving managers valuable insights. The study carefully uses Nguyen-Viet's (2022) research model, which includes Green Product (PD), Green Price (PC), Green Promotion (PM), Green Place (PL), Green Brand Image (GBI), Green Satisfaction (GS), Green Trust (GT), and Green Brand Loyalty (GBL). The model is thoroughly analyzed using Structural Equation Modeling (SEM), including Confirmatory Factor Analysis (CFA) and end-stage remodeling. The careful hypothesis testing process reveals six profound and supported relationships: PD on GBI, PL on GBI, PC on GS, PM on GS, GBI on GS, and GS on GT. These empirical findings are used to create a carefully planned 4P marketing strategy that takes into consideration Haple's unique personal care industry issues. This strategy is also carefully adjusted to match the changing market, ensuring Haple's competitiveness in a green and dynamic market.*

**Keywords:** *Green consumer-based brand equity, organic cosmetics, green marketing mix strategies, structural equation modelling*