

ABSTRACT

This study aims to analyze the impact of greenwashing practices on consumer purchase intention, with a case study on Unilever in Java. Greenwashing is a marketing strategy in which companies claim environmental sustainability without actual implementation, potentially influencing consumer perceptions of the brand. Using theoretical frameworks and empirical analysis, this research examines the relationship between greenwashing perception, green consumer confusion, green consumer trust, and green purchase intention. The findings indicate that a higher perception of greenwashing leads to greater consumer confusion, ultimately reducing their trust in the company. Moreover, consumers' distrust in the company's sustainability claims negatively affects their intention to purchase environmentally friendly products. These findings highlight the importance of transparency in green marketing strategies for companies to avoid negative perceptions and build long-term consumer trust. Additionally, this study provides valuable insights for consumers to be more critical in evaluating sustainability claims, as well as for regulators in formulating policies that encourage more ethical and sustainable business practices.

Keywords : Greenwashing, Consumer Green Confusion, Consumer Green Trust, Green Purchase Intention, Unilever

