

ABSTRACT

The increase in global warming and public awareness of the preservation of the natural environment has influenced consumer habits in buying environmentally friendly products. Because of this, the application of green marketing is now increasingly widespread by many companies and also makes brands that are labeled as environmentally friendly an added value. Related to this, the purpose of this study was to analyze the effect of green marketing on purchase decisions and brand image as intervening variables for consumers of Avoskin products in Semarang City.

The population in this study were Avoskin consumers in the city of Semarang, who had made at least one purchase of Avoskin products. The research sample used was 106 respondents and the sample was collected using a purposive sampling method and then the data was processed using SPSS 25 and AMOS 22.

The results of the study show that green product, green price, green distribution, and green promotion has a positive and significant effect on Brand Image, and then Brand Image has a positive and significant effect on Purchase Decision.

Keywords: Green Marketing, Brand Image, and Purchase Decision.