

## **The Influence of Green Marketing Strategy towards The Body Shop's Consumer Purchase Intentions in Yogyakarta**

### **ABSTRACT**

The Body Shop is one of companies in cosmetic industry which adopting marketing strategies as their core business. The Body Shop in Indonesia implementing the same strategy which is green marketing strategies, it is important to assure what factors that become a trigger for their customer to purchase The Body Shop products. The aim of this research is to investigate the green marketing influence The Body Shop consumers purchase intentions. In this research, the measurements of green marketing strategies through its dimension, which consist of customer belief, green labeling, green branding, and green advertising. This research was conducted to 150 respondents of The Body Shop consumers. Then the data were analyzed using multiple regression analysis. Instrument testing analysis using validity test and reliability test. The findings suggest that most of the respondents consider that The Body Shop green marketing strategy has an influence toward consumers purchase intentions.

**Key words:** Consumers Purchase Intention, Green Marketing Strategy, Customers Belief, Green Branding, Green Advertising, Green Labeling, Cosmetic Industry