

ABSTRACT

Skincare trends have targeted men, so that the development of skincare products continues to experience growth and innovation. Companies producing skin care products are constantly competing to campaign or carry out green marketing programs by claiming that their products are classified as environmentally friendly. This study aims to analyze the influence of green marketing, environmental concerns, attitudes, subjective norms, and perceived behavioral control on green purchasing decision among consumers of Garnier Men products in Semarang City.

Data collection techniques were used in this study using questionnaire. The sample determination technique used purposive sampling with 162 respondents who were collected. The data analysis technique uses the structural equation modeling (SEM) method using the AMOS 24 software program.

The results of this study indicate that green marketing influences attitudes, subjective norms, and perceived behavioral control. The environmental concern variable has no effect on attitudes, subjective norms and perceived behavioral control. Attitude variables, subjective norms and perceived behavioral control influence green purchase decisions. Then the green marketing variable has no influence on the green purchase decisions.

Keywords : Green Marketing, environmental concern, attitude, subjective norm, perceived behavioral control, green purchasing decision