

## ABSTRACT

The increase of climate change has required businesses to adopt the new business strategy, green strategy. Many businesses have produced green products as the implementation of green strategy, including Unilever. Unilever launched the beauty care brand that presents products from natural ingredients and packs its products in bottles that are recycled from plastic waste, Love Beauty Planet. However, the factors that affect green purchase in Indonesia remains unclear.

This study aimed to examine how the modified version of Theory of Planned Behavior will predict the purchase intention of green products, especially the Love Beauty and Planet products from Unilever. In addition, this study also examines how price consciousness will moderate the relationship between green attitude, subjective norm, and perceived behavioral control towards green purchase intention. This study adopts the SEM-PLS method to analyze the data obtained from an online questionnaire to undergraduate students in Indonesia.

There are several findings that emerge from this research. First, green attitude insignificantly affects green purchase intention. However, the other TPB determinants such as perceived behavioral control and subjective norms are positively and significantly affecting green purchase intention. The second finding shows that price consciousness is positive and significantly affects green purchase intentions. However, price consciousness insignificantly moderates the relationship between green attitude, subjective norm, and perceived behavioral control towards green purchase intention. These findings provide an important reference for companies to be more focused on increasing the customers' purchase intention with the understanding to extended version of Theory of Planned Behavior model.

**Keywords:** Green Attitude, Subjective Norm, Perceived Behavioral Control, Green Purchase Intention, Price Consciousness, Theory of Planned Behavior.