

## ABSTRACT

*Public awareness of the importance of paying attention to environmental sustainability has led to changes in people's lifestyle in choosing or buying products, especially in skincare products. In addition to paying attention to the ingredients in the products purchased as well as the excessive use of plastic from the products used, people are also increasingly paying attention to skincare products that also develop go green principles as well as sustainability. One of the Indonesian skincare brands that runs a green marketing program in its sales strategy is Avoskin. This study aims to determine the effect of excessive product packaging, greenwashing, and green confusion on green brand equity and its implications for green repurchase intention of Avoskin skincare.*

*This research was conducted on female consumers and has purchased Avoskin products who live in Semarang City. A total of 110 respondents were used as samples in this study. Data collection was carried out through questionnaires with non-probability sampling methods and purposive sampling techniques using Structural Equation Modeling (SEM) analysis tools.*

*The results showed that excessive product packaging has a positive and significant effect on greenwashing and green confusion, greenwashing and green confusion have no significant effect on green brand equity and green brand equity has a positive and significant effect on green repurchase intention.*

*Keywords: Excessive product packaging, greenwashing, green confusion, green brand equity, green repurchase intention.*