ABSTRACT

The increasingly competitive beauty industry has driven the emergence of the green beauty trend as a response to rising consumer awareness of environmental issues. This phenomenon has encouraged companies to adopt sustainability-oriented communication strategies, one of which is green advertising aimed at influencing green buying behavior. However, inconsistencies remain in previous studies regarding the relationship between green advertising and green buying behavior. Therefore, this study aims to develop a conceptual framework based on Self-Congruence Theory, involving the variables of green advertising, eco-labeling, self-green brand congruity, customer engagement, and green product buying behavior. The research was conducted on consumers of Wardah beauty products, with a total of 232 respondents. Data were analyzed quantitatively using the Structural Equation Modeling (SEM) method through the AMOS version 24 program.

The findings indicate that green advertising has a significant effect on self-green brand congruity. Meanwhile, eco-labeling does not have a significant effect on self-green brand congruity but has a significant effect on customer engagement. Furthermore, self-green brand congruity significantly affects both customer engagement and green product buying behavior. Customer engagement also has a significant effect on green product buying behavior. The implications of this study are expected to provide insights for companies in designing more effective green marketing communication strategies to enhance customer engagement and encourage sustainable green purchasing behavior.

Keywords: *Green Advertising, Eco-Labeling, Self-Green Brand Congruity, Customer Engagement, Green Product Buying Behavior*

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