

ABSTRACT

This study aims to analyze the influence of green product knowledge, green advertising, and eco-labels on green purchase behavior, with green trust and brand eco-friendly positioning serving as mediating variables among consumers of The Body Shop Indonesia. The research adopts a quantitative approach, with data analyzed using Structural Equation Modeling (SEM) through AMOS 26. Data were collected through questionnaires, and the sample consisted of 200 respondents. The findings indicate that green product knowledge and green advertising positively influence green trust, while green advertising and eco-labels positively influence brand eco-friendly positioning. Furthermore, green trust and brand eco-friendly positioning significantly influence green purchase behavior. The results also confirm the mediating roles of green trust and brand eco-friendly positioning in linking green marketing stimuli to environmentally friendly purchasing behavior. This study offers theoretical implications for the development of a green consumer behavior model based on the S-O-R theory, as well as managerial implications for companies in designing more effective green marketing strategies.

Keywords: *Green Product Knowledge, Green Advertising, Eco Labels, Green Trust, Brand Eco-friendly Positioning, Green Purchase Behavior*



SEMARANG
FEB UNDIP