

ABSTRACT

This research analyzes how Environmental Awareness and Green Innovation shape Generation Z buyer intentions in purchasing green skincare products from Garnier in Indonesia. Green product knowledge, sustainability issues, and attitudinal evaluation toward green products perform mediating roles in this relationship Using the Comprehensive Action Determination Model (CADM). Involving Generation Z consumers of Garnier as respondents, data were collected through online questionnaires. Quantitative and structural data analysis was conducted by SEM using AMOS 26.

The findings prove that green product knowledge and sustainability issues are positively and significantly correlated with knowledge about environmental issues and green innovation. Furthermore, both indicators are strongly influenced to Green Purchase Intentions. Green product knowledge becomes the most dominant factor in increasing purchase intentions, both directly and as a mediating variable. However, objectives to choose green purchases aren't significantly influenced by attitudinal evaluation toward green products.

These outcomes strengthen existing understandings of how various factors impact Gen Z's sustainable consumption habits and provide managerial implications for skincare companies to design more educational, informative, and innovation-based green marketing strategies to enhance consistent green purchasing behavior.

Keywords: *Environmental Awareness, Green Innovation, Green product knowledge, Environmental Concerns, Attitudinal Evaluation, Green Purchase Intention, Generation Z, Skincare, Garnier.*