

**THE INFLUENCE OF ENTERPRISES GREEN MARKETING BEHAVIOR
TOWARD CONSUMERS GREEN CONSUMPTION INTENTION ON GREEN
COSMETICS WITH MEDIATING AND MODERATING VARIABLE**

Thesis

Presented as Partial Fulfilment of the Requirement for the Degree of Sarjana
Manajemen (S1) in International Business Program Faculty of Business and
Economics Universitas Atma Jaya Yogyakarta



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**INTERNATIONAL BUSINESS MANAGEMENT PROGRAM
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APPROVAL PAGE

**THE INFLUENCE OF ENTERPRISES GREEN MARKETING BEHAVIOR
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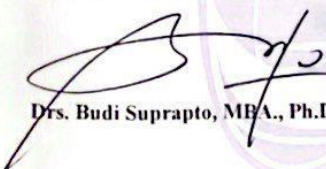
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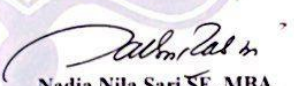
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The researcher is grateful to God for all of his favors and praises him for helping him finish his undergraduate thesis. With His permission, the researcher is able to put all of the knowledge he or she learned at Universitas Atma Jaya Yogyakarta into practice. This thesis is desired to fulfill the final task of the academic requirements in completion of Bachelor study of International Business and Management Program Universitas Atma Jaya Yogyakarta with the title:

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The researcher

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ABSTRACT

This study examines the influence of business green marketing behaviour toward consumers green consumption intention, specifically focusing on the case of local green cosmetics in Indonesia. As the relationship between humans and the environment becomes increasingly strained, green marketing has emerged as a necessary tool for sustainable development. Using a survey design and collecting data from 159 respondents, this study employs SmartPLS and a 5-point Likert scale for data analysis. The findings reveal that enterprises' green marketing behaviour positively impacts consumers' green consumption intention. Moreover, consumer perceived effectiveness partially mediates the relationship between enterprises' green marketing behaviour and consumers' green consumption intention. However, consumers' environmental awareness weakens this mediating effect. Additionally, two experiments support two conclusions: substantive green marketing activities have a stronger influence on promoting consumers' green consumption intention compared to symbolic activities, and the presence of others enhances the positive effect of enterprises' green marketing behaviour on consumers' green consumption intention. Consequently, it is recommended that enterprises adopt green marketing strategies, provide consumers

with a clear perception of their green contribution, prioritize substantive green marketing activities, optimize offline sales scenarios, and strive to enhance competitiveness and achieve sustainable development.

Keywords: *Consumer Environmental Awareness, Enterprises green marketing behavior, Consumer perceived effectiveness, Consumers green consumption intention, Types of green marketing activities, presence of others.*