

ABSTRACT

Cosmetics sales growth was driven by the upward trend of the use of cosmetic products. Green products become popular due to environmental issues such as greenhouse effect, global warming and environmental pollution of water, air or soil. Green product become a choice to resolve the issue on the environment. The use of a green product is a marketing strategy that is carried out to build brand image and mindset of consumers. The purpose of this research is to know the influence of green product against establishment of brand image in Oriflame.

This research using quantitative methods with descriptive of type of research and causal. This research was conducted on consumers Oriflame in Bandung. The types of data needed for this research is the primary data and secondary data. Samples are taken with a non-probability sampling with purposive sampling type, the number of respondents was taken by 100 respondents who use products Oriflame. Then for analysis techniques using simple linear regression analysis and data processing using SPSS version 23.

Based on the results of hypothesis testing significantly show that green product has an influence on the establishment brand image of Oriflame. Results of determination coefficient affect the establishment of green product brand image by 46.1% and the remaining 53.9% is influenced by other factors not examined in this study.

Key Word: green product, brand image, Oriflame