

ABSTRACT

The existence of the impact of environmental pollution makes the current consumer begin to realize the importance of maintaining the environment. This awareness also changes the pattern of daily behaviour of consumers. This is an opportunity by companies sensitive to change in the pattern of daily behaviour by developing or creating products that support environmental protection.

The beauty industry sector is one of the industries that make part in producing environmentally friendly product. Cosmetic and skincare product containing excessive chemicals are considered to interfere with the environment and the health of the body of its users. Innisfree is a Korean beauty brand that manufactures cosmetics and skincare product made from natural and organic. From the very beginning Innisfree always caught the attention of its consumers.

Based on data on buying interest on innisfree products taken by the author of 30 innisfree users, the interest in buying innisfree products is quite high. In this study, it aims to find out how health consciousness, environmental consciousness and appearance consciousness can influence the interest in buying green cosmetic and skincare product innisfree through consumer attitude.

This study uses quantitative method. The data collection technique use questionnaires distributed to respondents namely innisfree consumers of 400 respondents. Sampling technique uses nonprobability sampling that is convenience sampling.

To interpret the study results uses descriptive analysis and analysis with SEM-PLS. The results of data processing showed that health consciousness, environmental consciousness and appearance consciousness positively and significantly influence to attitude. And attitude positively and significantly influence to buying interest.

Keywords: *Health Conception, Environmental Consciousness, Appearance Consciousness, Attitude, Buying Interest.*