

ABSTRACT

Recently, the issue of environmental preservation has become an international topic of discussion. In the midst of the severe environmental conditions that occur, awareness has emerged in the community about environmental preservation, marked by the emergence of organizations and movements that care for the environment such as Green Peace, Earth Hour, and Go Green. (Ardianti, Fahmi, & Ratnawaty, 2008). This concern for the environment changes the way consumers perceive and considerations in the choice of goods, their behavior and purchasing decisions. The company's business activities contribute a great deal to environmental damage. Production activities carried out by the company produce various kinds of waste that pollute the environment. According to data from The Emissions Gap Report 2017, UNEP, industry is the 2nd sector that causes a high increase in emissions in the world from year to year after the energy sector. The Body Shop is known and remembered as a brand that is committed to environmental preservation. The eco-friendly label used by the body shop is able to attract the hearts of consumers to make purchases while at the same time realizing the importance of environmental conservation. Therefore, the purpose of this study is to analyze what factors build consumer Green Brand Awareness on The Body Shop products.

This research uses quantitative methods that are descriptive. The population in this study were consumers of The Body Shop products domiciled in Bandung. The sampling technique in this study is non-probability sampling with a purposive sampling technique with a sample of 100 respondents. This study uses factor analysis using SPSS 22 data analysis tools.

Based on the results of the study, it can be concluded that the response of respondents to the green brand awareness variable has a percentage of 75.5% with a good category. The results of this study produced two new factors called product perception factors and the meaning of the environmental slogans and symbols. The most dominant factor is the product perception factor with a variance value of 61.230 and the second component has a variance value of 10.322.

Keywords: Green Brand Awareness, The Body Shop