

## ABSTRACT

Currently, the topic of environmental problems is increasing so that it becomes a massive demand for companies to develop ideas and creativity in developing strategies to overcome increasing environmental problems. One of the strategies to overcome increasing environmental problems is to implement environmentally friendly marketing strategies or what is commonly called green marketing. Innisfree is one of the companies in the skincare sector that implements a green marketing strategy. In this research, researchers used ecolabeling, green advertising, and green branding variables in describing green marketing.

This research aimed to determine how much influence ecolabel, green advertising, and green branding have on green purchasing behavior with environmental knowledge and green consumption as mediating variables. This research used quantitative methods with a causal research objective. Data collection used a non-probability sampling method with the type of convenience sampling of as many as 165 respondents using Innisfree. This research used a questionnaire data collection technique with an ordinal scale. The data analysis technique used in this research was Partial Least Squares Structural Equation Modeling (PLS-SEM).

Based on the results of data analysis, it was concluded that ecolabeling, green advertising, and green branding had no significant effect on green buying behavior, ecolabeling, and green advertising had no significant effect on environmental knowledge, green branding had a significant effect on environmental knowledge, ecolabeling and green branding had a significant effect on green consumption, green advertising has no significant effect on green consumption, environmental knowledge and green consumption on green buying behavior. In addition, environmental knowledge fully mediates the relationship between ecolabeling and green branding on green buying behavior, and green consumption fully mediates the relationship between green branding and green buying behavior. Meanwhile, green consumption partially mediates the relationship between ecolabeling and green buying behavior.

As for suggestions from the results of this study, companies are expected to pay more attention to the green consumption pattern of Innisfree consumers, because green consumption has the greatest influence compared to other variables on green buying behavior. Furthermore, Innisfree can focus their green marketing strategy in branding their products. such as conducting campaigns, educational marketing so that these products can be better known by consumers and also attract buying interest from consumers.

**Keywords :** *ecolabeling, environmental knowledge, green advertising, green branding, green buying behavior, green consumption , green marketing*