

ABSTRACT

In the current era of globalization, the main issue is the accumulation of plastic waste and the increase in population that causes excessive industrial development. Public awareness of the environment is increasing, encouraging companies to create green products and implement green marketing strategies. One type of green product is cosmetic products. One of the best-selling green brand products is Innisfree with its environmentally friendly products.

This study aims to determine how much influence green brand knowledge has on online purchase intention with e-wom as a mediator for Innisfree products in Bandung. The method used is quantitative method. The population in this study amounted to 200 samples using non-probability sampling with purposive sampling technique. Data collection using a questionnaire distributed via Google Form. The data analysis technique used is SEM - PLS with SmartPLS 4.0 software.

Based on the research results, the green brand knowledge variable has a significant effect on online purchase intention. The green brand knowledge variable has a significant effect on e-wom. The e-wom variable has a significant effect on online purchase intention. and green brand knowledge has a significant effect on online purchase intention through e-wom.

Based on research on Green Brand Knowledge variables in Innisfree, it is recommended that companies more consistently implement environmentally friendly promotions to increase public awareness of Innisfree products and attract new consumers. Innisfree must increase green brand knowledge to be better known by the wider community, so that it can lead to electronic word of mouth (e-wom) to consumers which can lead to purchase intention.

KeyWords: *Green Brand Knowledge, Online Purchase Intention, E-WOM*