

## LIST OF FIGURES

<b>Figure 1.1 The Body Shop Logo.....</b>	<b>1</b>
<b>Figure 1.2 CAGR of Indonesia Beauty Industry.....</b>	<b>5</b>
<b>Figure 1.3 PCE of skincare in Indonesia 2016 – 2026.....</b>	<b>6</b>
<b>Figure 1.4 Best seller of FMCG Product from e-commerce in 2023.....</b>	<b>7</b>
<b>Figure 1.5 Top Brand Index of Body Mist .....</b>	<b>10</b>
<b>Figure 1.6 Top Brand Index of Body Butter .....</b>	<b>10</b>
<b>Figure 1.7 Top Brand Index of Body Lotion.....</b>	<b>11</b>
<b>Figure 1.8 Top Brand’s Measurement Methodology .....</b>	<b>12</b>
<b>Figure 1.9 Bring Back Our Bottles Campaign by The Body Shop .....</b>	<b>18</b>
<b>Figure 2.1 Theoretical Framework.....</b>	<b>43</b>
<b>Figure 3.1 Research Stages.....</b>	<b>52</b>
<b>Figure 3.2 Continuum Line Score.....</b>	<b>61</b>
<b>Figure 4.1 Respondent Characteristics Based on Gender .....</b>	<b>66</b>
<b>Figure 4.2 Respondent Characteristics Based on Generation .....</b>	<b>66</b>
<b>Figure 4.3 Respondent Characteristics Based on Occupation .....</b>	<b>67</b>
<b>Figure 4.4 Continuum Line Green Marketing .....</b>	<b>75</b>
<b>Figure 4.5 Continuum Line Brand Image.....</b>	<b>79</b>
<b>Figure 4.6 Continuum Line Customer Loyalty .....</b>	<b>83</b>
<b>Figure 4.7 Outer Model .....</b>	<b>84</b>
<b>Figure 4.8 Inner Model .....</b>	<b>91</b>