

ABSTRACT

This study aimed to analyze the influence of individual consequences, the environmental consequences, the price premium, affective ecology, ecological knowledge and environmental awareness on the intention to buy cosmetic products at consumer-friendly environment at The Body Shop in Yogyakarta as many as 150 respondents. The sampling technique in this study using a convenience sampling method is the method of collecting information from members of the population that is easily available and able to provide such information. This study uses Multiple Linear Regression using SPSS software version 21 on Windows.

Results of the analysis showed that the consequences of the individual and the premium prices affect the purchase intention green products, while the environmental consequences, affect ecology, ecological knowledge and environmental awareness does not affect the purchase intention green products.

Keyword: individual consequences, the environmental consequences, the price premium, affective ecological, ecological knowledge, environmental awareness and green purchase intention.