

**THE ANTECEDENTS OF GREEN PURCHASE INTENTION AND GREEN  
PURCHASE BEHAVIOR ON GENERATION Z CONSUMERS  
(A STUDY OF BASE BEAUTY BRAND)**

**Thesis**

Presented as Partial Fulfillment of Requirements for the Degree of Sarjana Management  
(SM) in International Business Management Program Faculty of Business and  
Economics Universitas Atma Jaya Yogyakarta



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2024**

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## PREFACE

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Yogyakarta, 19 September 2024

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**ABSTRACT**

*This research examines the factors influencing Generation Z's green purchase intentions and behaviors in the beauty industry, with a focus on BASE, an Indonesian beauty brand. It explores the impact of green advertisement, green brand image, green awareness, and ecological knowledge. While past studies have explored these variables, gaps remain in understanding how they interact, particularly in the beauty industry, which has a significant environmental impact yet remains underexplored in green marketing research. Generation Z, the largest global consumer group with strong spending power and a growing interest in sustainability, is the target demographic. Using a quantitative cross-sectional approach with non-probability purposive sampling, the study aims to gather responses from at least 250 participants via an online survey.*

**Keywords:** *Green Purchase Behavior, Green Purchase Intention, Green Advertisement, Green Brand Image, Green Awareness, Ecological Knowledge, Generation Z, Beauty Industry*