

THE EFFECT OF SUSTAINABLE MARKETING ON BRAND IMAGE AND ITS IMPLICATION ON CUSTOMER PURCHASE INTENTION (A Survey at Martha Tilaar)



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**Yonastasya Agustina Puny
Suresh Kumar**

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2997.2021

ID : 2997.2021
Subjek : Marketing

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and Suresh Kumar**

**Published by
President University**

**Jababeka Education Park Jl. Ki Hajar
Dewantara, Kabupaten Bekasi 17550,
Indonesia**

Telephone: +6221 89109762 - 63 (Ext. 404)

Email: lrmpu@president.ac.id

Website: www.president.ac.id

Published: JULY, 2021

ISBN: 9 786236 655689

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Being beautiful is the dream of every woman wherever they are. This encourages the growth of the cosmetic industry, in various parts of the world, including in Indonesia. The cosmetic industry includes skin creams, lotions, powders and sprays, perfumes, lipsticks, fingernail polishes, eye and facial makeup, hair colors, deodorants, baby bath oils, bubble baths, and mouthwashes. As for the materials used in the manufacture of these cosmetics ranging from traditional ingredients to chemicals. With so many players in this industry, there is competition not only to find a market but also to find suppliers of raw materials. This monograph offers a competitive strategy for the performance of green marketing, social marketing, and social responsibility which can be used to improve the company's image so as to increase productivity. Green marketing is the practice of promoting a product in an ecologically friendly manner, which may include adjusting the product, altering the manufacturing process, altering the packaging, and even altering the concept or method of promotion. The goal of a marketing method is to persuade a target consumer to approve a new habit, or discontinue a habit for the sake of an individual or group. Society is known as social marketing. Corporate Social Responsibility (CSR) is a stakeholder relationship that is frequently regarded as a responsibility to the well-being of society and corporate capital allocated in business activities. The results of this monograph are expected to give more insight to cosmetic companies on the importance of green and social marketing as well as corporate social responsibility to enhance their image among their existing customers as well as future customers.

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ISBN 978-623-6655-68-9

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