

## **CHAPTER V CONCLUSION AND IMPLICATION**

### **A. Conclusion**

1. There is positive effect of eco-label on perception about green product.
2. There is no effect of packaging on perception about green product.
3. There is positive effect of ingredients on perception about green product.
4. There is positive effect of perception about green product on purchase intention.
5. There is positive effect of purchase intention on purchase decision.
6. Green price no moderate the effect of purchase intention on purchase decision.

### **B. Implication**

To increase the customers' purchase decision significantly, marketers of the green product cosmetics, including PT Monica Hijau Lestari as official franchiser of The Body Shop in Indonesia need to apply the appropriate marketing strategy in order to increase level of consumers' perception about green product, and increase purchase intention.

Related to the lack of effect on packaging variable on perception about green marketing, PT Monica Hijau Lestari as the marketers of The Body Shop in Indonesia should improve their strategy, should improve their packaging become more eye catching as recyclable package such as using paper bag and

shown big symbol that has recyclable meaning to make consumers more believe to the product. Thing that important to do is The Body Shop Indonesia should maintain their quality to make their product in the top of consumers' mind as green product cosmetics. By keep consistent with the motto "Enrich not Exploit" and keep airing that, it can make consumer awareness about The Body Shop better time by time.

There are some suggestion for future research, researcher must use different variable to see improvement of company such as brand image. Refer to the limitation above, further research needs to give some merchandise for respondents so the respondents candidate interest to fill the questionnaire.