THE EFFECT OF SOCIAL INFLUENCE ON GREEN PURCHASING BEHAVIOR ON THE PURCHASE OF LOVE BEAUTY AND PLANET BRAND PRODUCTS

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ABSTRACT. The pollution of the earth and the problems that arise because of pollution make consumers aware of the importance of protecting and preserving the environment. This encourages a change in consumption patterns from conventional consumption to green consumerism which is more environmentally friendly. Consumption activities based on green consumerism are referred to as green purchasing behavior, where these activities refer to the consumption of products that are good or beneficial to the environment, which are expected to suppress or minimize environmental problems that have occurred on earth.This study discusses how social influence, whether sourced from friends (peer influence) and family (parental influence) has an influence on green purchasing decisions (green purchasing behavior) on buyers of Love Beauty and Planet brand products. The purpose of this study is to see whether there is an influence of social influence on green purchasing behavior seen from indicators such as the frequency of discussions with friends or family, information obtained from friends or family and learning obtained from friends or family. The method used in this study is quantitative explanatory with data collection methods using online questionnaires to 272 respondents who have purchased or used Love Beauty and Planet brand products. The sampling technique used in this study used non-probability sampling, then analyzed using simple linear regression analysis to test the effect of the two variables studied. The results showed that the regression coefficient was 38.6% on green purchasing behavior, which means that social influence has a positive effect on green purchasing behavior. The dominant indicator in influencing consumer respondents and users of Love Beauty and Planet brand products is the frequency of discussions with friends and learning that comes from family. 6% of green purchasing behavior which means that social influence has a positive effect on green purchasing behavior. The dominant indicator in influencing consumer respondents and users of Love Beauty and Planet brand products is the frequency of discussions with friends and learning that comes from family. 6% of green purchasing behavior which means that social influence has a positive effect on green purchasing behavior. The dominant indicator in influencing consumer respondents and users of Love Beauty and Planet brand products is the frequency of discussions with friends and learning that comes from family.

KEYWORDS: green consumerism, social influence, peer influence, parental influence, green purchasing behavior, Love Beauty and Planet

1. Introduction

Consumer behavior is a multidisciplinary study, where consumer behavior can also be discussed in communication studies. To explain consumer behavior, sociopsychological traditions are used in communication. According to Littlejohn (2014) this tradition aims to study and examine humans as social beings. This tradition comes from the study of social psychology, with theories that focus on individual social behavior, psychological variables, individual effects, personality and traits, perception and cognition. Social psychology has traditionally been defined as the study of the ways in which humans influence and are influenced by other humans. Communication is a way for humans to influence and be influenced by other

people. One of the things that can be influenced by other people is consumer behavior. Consumer behavior is defined according to Solomon (2006) as the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires,which can be interpreted as a study that studies how the processes that occur when individuals or groups choose, buy, use, or dispose of products, services, ideas, or experiences that are intended to satisfy needs or wants.

According to Littlejohn (2014) learning cannot occur without communication. However, communication scientists have not been able to develop a theory that specifically addresses learning. So, the existing learning theories can be used. To examine behavioral changes resulting from social learning, social learning theory (social learning theory) was originally developed by Albert Bandura (1977) where the theory was based on the idea that humans learn from other humans in a social context, namely by observing behavior of others that will lead to the formation of a similar attitude. After observing, Assimilation and imitation of behavior occurs and behavioral changes will then occur, especially if the observed behavior is behavior that is assessed as positive behavior. Social learning in this study is seen from two main sources, namely peers (peer influence) and family (parental influence).

Beauty products with an ecofriendly concept have shifted from just a trend to become a necessity in line with the increasing awareness of consumers to protect the environment. Small movements that consumers have started to reduce waste and protect the environment, such as bringing their own tumbler, using menstrual cups instead of conventional sanitary napkins, bringing iron straws and their own cutlery, always bringing a tote bag to reduce plastic use, to choosing beauty products that have formulas. which is ecofriendly and the packaging can be recycled to minimize waste is a movement whose impact will be large if many people participate in practicing these things. More and more brands with ecofriendly concepts have sprung up to enliven the beauty product market, especially in Indonesia. In addition to environmental pollution caused by garbage, AC Nielsen's research in Indonesia in Harvita (2013) also shows that 66% of research respondents are very concerned about the environment, 69% are very concerned about global warming, 72% are very concerned about water scarcity, and 80% are very concerned about water scarcity. really care about water pollution. However, even though the public's interest is quite high, in Indonesia there are still several obstacles, such as the lack of stimulus, the lack of government support, and the high price of environmentally friendly products. This is the background for the emergence of a shift in consumption behavior to consumption behavior that is more environmentally friendly, which then wants to be tested using social learning theory which will later be tested on consumers from the Love Beauty and Planet brand. AC Nielsen's research in Indonesia in Harvita (2013) also shows that 66% of research respondents are very concerned about the environment, 69% are very concerned about global warming, 72% are very concerned about water scarcity, and 80% are very concerned about water pollution. However, even though the public's interest is quite high, in Indonesia there are still several obstacles, such as the lack of stimulus, the lack of government support, and the high price of environmentally friendly products. This is the background for the emergence of a shift in consumption behavior to consumption behavior that is more environmentally friendly, which then wants to be tested using social learning theory which will later be tested on consumers from the Love Beauty and Planet brand. AC Nielsen's research in Indonesia in Harvita (2013) also shows that 66% of research respondents are very concerned about the environment, 69% are very concerned about global warming, 72% are very concerned about water scarcity, and 80% are very concerned about water pollution. However, even though the public's interest is quite high, in Indonesia there are still several obstacles, such as the lack of stimulus, the lack of government support, and the high price of environmentally friendly products. This is the background for the emergence of a shift in consumption behavior to consumption behavior that is more environmentally friendly, which then wants to be tested using social learning theory which will later be tested on consumers from the Love Beauty and Planet brand. 69% are very concerned about global warming, 72% are very concerned about water scarcity, and 80% are very concerned about water pollution. However, even though the public's interest is quite high, in Indonesia there are still several obstacles, such as the lack of stimulus, the lack of government support, and the high price of environmentally friendly products. This is the background for the emergence of a shift in consumption behavior to consumption behavior that is more environmentally friendly, which then wants to be tested using social learning theory which will later be tested on consumers from the Love Beauty and Planet brand. 69% are very concerned about global warming, 72% are very concerned about water scarcity, and 80% are very concerned about water pollution. However, even though the public's interest is quite high, in Indonesia there are still several obstacles, such as the lack of stimulus, the lack of government support, and the high price of environmentally friendly products. This is the background for the emergence of a shift in consumption behavior to consumption behavior that is more environmentally friendly, which then wants to be tested using social learning theory which will later be tested on consumers from the Love Beauty and Planet brand. lack of government support, as well as the high price

of environmentally friendly products. This is the background for the emergence of a shift in consumption behavior to consumption behavior that is more environmentally friendly, which then wants to be tested using social learning theory which will later be tested on consumers from the Love Beauty and Planet brand. lack of government support, as well as the high price of environmentally friendly products. This is the background for the emergence of a shift in consumption behavior to consumption behavior that is more environmentally friendly, which then wants to be tested using social learning theory which will later be tested on consumers from the Love Beauty and Planet brand. The green brand which is part of PT. Unilever Indonesia Tbk.

Through the above background, it can then be formulated the formulation of the problem that underlies this research, namely examining how the influence of social influences in the association and consumer's family affects consumers' green purchasing decisions by using social learning theory on green buying behavior of consumers from the Love Beauty and Planet brand.

2.   *The Social Learning Theory*

Social learning theory according to Littlejohn (2009) is a theory that studies how a person's behavior can change after observing or studying the behavior of others. This theory was developed by Albert Bandura, where Bandura (1965) assumes that humans learn from other humans in a social context, and by observing the behavior of others, that person will develop similar behavior. After observing behavior, there is a process of assimilation and imitation of behavior, especially if the observed behavior is judged as positive behavior or behavior that will be judged as good behavior by many people. The principle of this theory is that learning can occur at any age, as long as humans are exposed to new influences, learning can continue to occur.

1. Observation
2. Imitation
3. Modeling

Based on the principles that have been described, Bandura (1965) also suggested that learning can occur without leading to changes in behavior, and learning may or may not lead to changes in behavior (Bandura, 2006).

2.1 Consumer behavior

Solomon (2006) defines consumer behavior as a study that studies how the processes that occur when individuals or groups choose, buy, use, or dispose of products, services, ideas, or experiences that are intended to satisfy needs or wants. According to Sangadji (2013), there are three main factors that can determine consumer purchasing decisions, namely:

1. Influence of Psychological Factors: includes perception, motivation, learning, attitude and personality.
2. Influence of Situational Factors: This factor includes the state of the facilities and infrastructure for shopping, shopping time, product use, and conditions at the time of purchase.
3. Influence of Social Factors: these factors include legislation, family, friends or reference groups, social class and culture.

This study takes the influence of social factors as the main factor that will be investigated for its influence on consumer behavior

2.2 Social Influence

Berger (2016) defines activities where humans influence each other's human decisions can be defined as social influence. Social influence will make humans imitate what other people do and will also influence others to imitate what we do.

Social influence directs humans to imitate other people consciously or unconsciously, whether imitating postures, gestures, smiles, and speech tones. Human behavior and instinctive desire to imitate and be imitated by other humans can also influence a person's buying behavior. Social influence also has a big influence on the popularity of a product in society. Social influence according to previous research conducted by Lee (2014) can be divided into two groups, namely the influence of peers (peer influence) and the influence of parents (parental influence).

2.3 Green Purchasing Behavior

Mostafa in Lee (2009) defines Green Purchasing Behavior or green purchasing behavior as consuming products that are good or beneficial to the environment, recyclable or conservable, or sensitive or responsive to ecological problems. This green buying behavior is a behavior that considers environmental and social factors with the aim of minimizing the impact on these two factors in purchasing and using products that are beneficial to the environment, made of materials that can be recycled and sensitive to environmental issues. occurs (for example: does not contain elements or substances that aggravate

environmental pollution)

3. *Research Question*

Based on the background of the problem and the literature review conducted, provisional assumptions or research hypotheses can be formulated as follows:

H0:*Social Influence*(X) does not affect Green Purchasing Behavior (Y) on Love Beauty and Planet brand consumers

H1:*Social Influence*(X) affects Green Purchasing Behavior (Y) on Love Beauty and Planet brand consumers

4. *Research Method*

This research was conducted based on the positivistic paradigm with associative explanatory quantitative research. Kriyantono (2006) suggests that explanatory research is a type of research that is used if the researcher wants to know why certain situations or conditions occur or what influences the occurrence of something. Researchers will explain the relationship between two or more predetermined variables. This type of survey is divided into two types, namely comparative, where research intends to make comparisons between one variable and other similar variables and associative where research intends to explain the relationship between variables. The research method used is a survey method using a questionnaire. Data comes from primary data, namely questionnaires and secondary data, namely literature and journals that support research. The data collected will be analyzed using simple linear regression analysis with a variable framework which will be described through the table in section 4.1.

4.1 Conceptual Definition of Variable

Variable	Conceptual Definition	Indicator	Literature	Scale
Social Influence(X)	Activities in which humans influence each other's decisions. Social influence can be divided into two groups, namely peer influence and parental influence.	*Peer Influence* •frequency of discussion with friends Information obtained from friends •Learning from friends	Lee, 2014	
		Parental Influence •Frequency of discussion with family Information obtained from family learning gained from family	Lee, 2014	
Green Purchasing Behavior(Y)	Consumption of products that are good or beneficial to the environment, recyclable or conservable or sensitive to ecological problems.	•purchase of organic products •purchase of environmentally friendly products Purchase of products that are not tested on animals •purchase of products without chemicals •purchase of certified environmentally friendly products •purchase of products with a fair trade community •purchase of products with recycled packaging	Lee, 2009	Likert

4.2 Research Population and Sample

The population in this study are those who have purchased or consumed an unknown number of products from the Love Beauty and Planet brand. So that in this study the researchers used the table for determining the number of samples from Isaac and Michael with an error rate of 10%, the result of which was 272 samples that would be taken using a non-probability sampling technique.

4.3 Validity and Reliability Test

The type of validity test that will be used by the researcher in this study is the type of construct validity which is a measurement using multiple indicators and has two subtypes, namely how well the indicators of a unified construct are and how well the indicators of different constructs deviate (Neuman, 2013). The validity test was carried out by distributing research questionnaires to 30 respondents who had purchased products from the Love Beauty and Planet brand through google forms and tested using SPSS version 25. The instrument validity test was conducted once and resulted in 19 valid instruments to be tested.

Reliability test reliability means that a measuring instrument that is stable is a reliable measuring instrument (*dependable*) and consistent (Kriyantono, 2010). The reliability test was carried out once which gave the result that the variable used had a coefficient value of *Alpha Cronbach* more than 0.9 so that the variables used in this study can be stated as reliable variables.

5. *Discussion and Conclusion*

Characteristics of Respondents

In this study, the instrument in the form of a questionnaire was distributed to those who met the criteria, namely having purchased or used a product from the Love Beauty and Planet brand, the minimum age of the respondent is 16 years, and is domiciled in Indonesia. Of the 272 respondents, the distribution of respondents was dominated by the female gender, which was 91.5% of all respondents. The product from the Love Beauty and Planet brand itself does not have a segmentation that is only intended for a certain gender even though in the campaign they do, the majority use female models. This supports the claim of Lee (2009) which states that women have a higher tendency to buy environmentally friendly products compared to men.

Simple Linear Regression Analysis

Variable Bound	Variable Free	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
Y	(Constant)	9,301	1.502		6.193	0.000
	X	0.398	0.031	0.621	13.016	0.000

R :	0.621			
R Square :	0.386			
Adjusted R Square :	0.386			
F count :	169,409		Ftable :	3.876
Sig. F :	0.000		t Table :	1969

Source: Data processed by researchers with the help of SPSS (2020)

The regression equation obtained based on the table above is as follows:

$$Y = 9.301 + 0.398 X$$

The interpretation of these constants is that Social Influence has a positive effect on Green Purchasing Behavior. In other words, if Social Influence increases, it will also be followed by an increase in Green Purchasing Behavior.

While the results of Adjusted R^2 (coefficient of determination) in this study based on the table listed above were obtained at 0.386. This means that 38.6% of the Green Purchasing Behavior variable will be influenced by the independent variable, namely Social Influence (X). While the remaining 61.4% of the Green Purchasing Behavior variables will be influenced by other variables that are not discussed in this study.

Hypothesis Test

The hypothesis test used in this study is a partial hypothesis test or t test with the following results, namely the count value is 13.016 and the significance value is 0.000. The statistical value of the t-test is greater than t-table (13.016 > 1.969) and the significance value is smaller than = 0.05. This test shows that H0 is rejected and Ha is accepted, so it can be concluded that the Social Influence (X) variable has a significant effect on the Green Purchasing Behavior (Y) variable.

Discussion

Based on the analysis results obtained in this study, it can be concluded that social influence has a significant influence on green purchasing behavior with the dominant indicator, namely the frequency of discussions with friends and learning obtained from family. The results of the regression calculation using the simple linear regression analysis method that has been carried out in this study obtained the results of R^2 (coefficient of determination) of 0.386. This means that 38.6% of the Green Purchasing Behavior variable will be influenced by the independent variable, namely Social Influence (X). While the remaining 61.4% of the Green Purchasing Behavior variables will be influenced by other variables not discussed by the researchers in this study.

The results of this study are in line with previous research conducted by Lee (2014), Trikrisna and Rahyuda (2014) where both studies suggest that social influence from friends and family has the most significant effect on green purchasing behavior. This is evidenced by the emergence of an indicator of the frequency of discussions with friends as the dominant indicator, followed by learning indicators obtained from family in the second place. In Trikrisna and Rahyuda's research (2014) the influence of peers is in the position of the dominant indicator. While in Lee's research (2014) the influence of social influence from family is higher than the influence of social influence from peers (peers) in influencing green purchasing behavior.

6. *Limitations and Recommendations*

Based on the results of the analysis obtained in this study, it can be concluded that social influence has a positive influence on green purchasing behavior with the dominant indicator, namely the frequency of discussions with friends and learning obtained from family.

Based on the conclusions of the research results and the limitations of the research collected by the researchers in this study, the researcher proposes several suggestions in academic terms that can be applied for further research and in practical terms that can be applied and beneficial for companies or other parties in need. The suggestions given are: For further researchers, to develop this research by considering other variables which are other variables outside the variables that have been included in this study. Examples of variables that can be used are environmental knowledge, lifestyle, income, social class, and social status. Further researchers can also test the same variables but distinguish between male and female respondents or use other green brands as research objects. As for companies, it is hoped that they can increase promotions that can trigger social influence activities which will have a positive effect on green purchasing behavior, for example by trying to target opinion leaders such as influencers who are popular in certain circles to create content that encourages consumers to discuss and exchange information. positive about the use of Love Beauty and Planet products so that consumers can recommend Love Beauty and Planet products to their friends through word of mouth in the form of face-to-face directly or indirectly, namely through social media which is now much loved by consumers,

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