

THE ROLE OF GENDER MODERATION IN GREEN MARKETING EFFECT ON THE DECISION OF PURCHASING BODYSHOP COSMETIC PRODUCT IN BANDAR LAMPUNG

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ABSTRACT

The concept of green marketing is growing along with the demands of people who are increasingly aware of the protection of the environment. In line with that, many companies are initially competing to attract the attention of the customers with the matters related to the environment. Green marketing comes by seeing the needs, wants, and desires of the customers who concern about the preservation of the environment. The purpose of this research is to identify the green marketing through gender roles in purchasing decision of the customer towards the Body Shop product in Bandar Lampung. The data analysis technique used the SEM-PLS technique. The result of the research showed that Gender as the moderator variable has no significant positive effect in the green marketing effect towards the decision in purchasing the product.

Keywords: green marketing, purchasing decision.

BACKGROUND

The Body Shop is a well-known company in the cosmetics industry and is one of the pioneers of green marketing. According to Fabricant and Gould in Ferrinadewi (2005), the product of the cosmetics industry is a unique product, because not only this product has the ability to meet the basic needs (especially women) for beauty as well as a means for consumers to clarify their identity in the community. Furthermore, this product actually has considerable usage risk considering the chemical content does not always give the same effect for each customer, thus, the selection of product quality is usually the main criterion of product assessment to be purchased, besides the other indicators of the mix element such as price, distribution, and promotion. In the conditions of society in Indonesia, the selection of cosmetics is considered something that is easy but difficult, meaning that customers are faced with many choices that cause them confusion to choose, because if having wrong decision in choosing one product, it could be fatal for health, beauty of skin and their faces. Nevertheless, what The Body Shop offers is somewhat different because it offers products with natural ingredients, safe and environmentally friendly. The Body Shop has five basic values that are against animal testing, community fair trade support, activate self-esteem, defend human rights, and protect our planet.

The Body Shop's basic principle which is environmentally friendly derives from the ideas for reusing, recharging, and recycling what could be re-used again. The role of business as a determinant of the direction of change is reflected in the emergence of a "triple bottomlines" approach that lead the business in measuring the success of the three supporting pillars of profit, people, and planet. The Body Shop applies its concern for the environment as a competitive advantage where the philosophy of environmental concern is reflected in the corporate culture. In addition, profit is not the only source of the energy of survival for the company. In line with that, without respecting the people (social aspect) and the planet (environmental aspect), a company would never be able to continue its life. Therefore, Anita Roddick, a human right activist and also the founder of The Body Shop, called The Body Shop's gait in running its business by applying the principles of the three botomline is still being an example of Business as Unusual. Based on the above background, the researchers try to analyze the effect of green marketing in form of green product, the price of green product, the publicity and the distribution of the green product and also the impact in the decision to purchase the product by the costumers of The Body Shop Cosmetics Product. In line with that, the researchers try to conduct a research entitle "The Role Of Gender

Moderation In Green Marketing Effect On The Decision Of Purchasing The Body Shop Cosmetic Product In Bandar Lampung”. This research applies the indicators used in the variables of Green Marketing (Green product, the price of green product, the publicity and the distribution of the green product) and the Gender Role as the moderator variable in the decision to purchase the cosmetic product of The Body Shop.

RESULT AND DISCUSSION

The effect of gender moderation on the Green Marketing effect test on Purchasing Decision did not have a significant positive effect. This means statistically men and women have no difference in deciding the purchase of Body Shop products. Purchasing products by them are more influenced by Green Marketing factors. However, if it is reviewed further, from the descriptive results for each respondent's response to the measurement items of each determinant factor of Green Marketing, then the portion of the declared responses is not good enough, there is a green place factor, amounting to about 15%. This means that the placement of sales of products that support the beautiful environment needs to be considered by the management team to support the place of a beautiful sales environment. The second largest share of the green price factor, especially for the customers' willingness to pay higher products on environmentally friendly products still needs consideration, because as many as 7.46% of customers are not willing to pay for products at higher prices. This could be expected from the consumer's paying ability as measured by the average monthly earned income (less than Rp1,500,000.00), and even when it is viewed from the employment status, the largest portion of the respondent's work is the student, where the ability to buy for a student is very dependent of the parents.

On the other hand, the purchasing decision of the customers towards the environmentally friendly products such as The Body Shop product are greatly determined by the item of the measurement from the customers purchase belief on the environmentally friendly products and the feeling of being proud in buy back the environmentally friendly products, as measured by the agreed and strongly agreed choices which is amounted to 67.11% and 75.44%. Nevertheless, there are still some customers who are not sure about buying green products or environmentally friendly products amount around 5.70% and there also the potential not to buy the products amounts to 27.19%. Likewise, the customers responses to the plan of not re-purchasing is still around 3.51% and there is even the potential not to re-purchase on green environmentally friendly products around 27.19%. These data reflect that the customers of the green product are still less convinced or still hesitant to make purchases of green and environmentally friendly products. This happens allegedly due to the price factors that need to be adjusted to the income of the customers. Other factors that can also affect the customers' buying uncertainty, that is, there is still doubt or a degree of confidence whether the activity of these green products is really an activity that can build a beautiful environment and care for the community to create free chemicals product that will support human health, especially human skin.

The results of this research support the findings of previous research, such as Wang et al (2016) and Prashant and Ghodeswar (2015) that green marketing influences the decision of purchasing. More specifically, Prashant and Ghodeswar (2015) argue that customers purchasing decisions are influenced by green marketing strategies especially if the company conducts the environmental campaigns and green products. The results of this research indicate that there are 6.58% of customers' decision to buy environmentally friendly products or green products as a result of seeing environmentally friendly product campaigns in the category of disagreement, and at neutral response of 34.21%. This means that there is a tendency for the customers to buy products that do not consider environmentally friendly product campaigns.

Thus it can be concluded that the consideration of purchasing decision of someone can be influenced by green marketing aspect, but the potency of purchase decision will weaken or even can not be realized as result of factor of consideration of high price or unreachable in accordance with the customers income. It means the customers' income have the potential as the interference factor or the factors that moderate the effects of green marketing on purchasing decisions. This research has not

examined the income factor as a variance that moderates the effects of green marketing on customers' purchasing decisions.

On the other hand, the customers' confidence level factors can also interfere with the effects of green marketing on customers' purchasing decisions on green products. This is seen from the existence of doubt in re-buy the product. This doubt occurs and suspected as a result of costumers doubt about the implementation of the company's green marketing strategy whether it can be seen as an actual activity of social or environmental concern or polished activity, in accordance with Ghodeswar:2015; Mizerski:2016; Devi Seewoo:2015; Rahman:2015; Ramanakumar:2012; Doris Shaw:2012; Singh:2010; Suki:2016; Ning Chen:2016. It means that this research needs to be developed to check the trust factor as the mediator variable.

CONCLUSION AND SUGGESTION

The findings of this research also indicate that there are still about 32% of customers' confidence level to make purchases not because of the application of green marketing mix strategy, or about 34% of consumers feel not to do redemption plan on green or environmentally friendly products.

The results of this research have implications, namely the company's management should be able to design an affordable price offer in accordance with targeted market. This needs to be done considering the results of this research that the consumer profile of users of The Body Shop products is distributed mostly in female, with the status of student and income of Rp1.500.000,00, and reviewing that there is still a reluctance of customers to buy green products on prices are high. The Future Research needs to be developed by entering the variable trust as a mediator variable, considering there is still customers uncertainty to make purchases as a result of green marketing factors and customers' tendency in planning not to repurchase the products.

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