

ABSTRACT

THE INFLUENCE OF GREEN MARKETING MIX ON THE BODY SHOP PRODUCT BUYING DECISION PROCESS (STUDIES ON THE BODY SHOP USERS IN BANDUNG)

Care and awareness of the environment and health changed the way of view and lifestyle of the people and entrepreneurs. This is shown by the change pattern of approach business that started of leading businesses with approach business activity based on environmental sustainability. Green marketing conducted by The Body Shop is expected to give a positive impact to consumers can do to buying decision on cosmetic products environmentally friendly. The purpose of this research is to find out the implementation of green marketing in The Body Shop and buying decision process on The Body Shop products, and the influence of green marketing mix on The Body Shop product buying decision process.

This research using quantitative with the causal and descriptive. The population in this research are users of The Body Shop in Bandung and the sample used in this research is 385 respondents. This research using multiple method regression analysis to the testing of hypothesis used test F and test T.

Based on the result, it can be obtained of test F is $51,420 > 2,394$ which means marketing mix of green marketing simultaneously significant on the buying decision process of product The Body Shop. While test results T in partial consisting of green product, green price, green promotion and green place, from sub four variables such green product not influence significantly on the buying decision process of product The Body Shop. While others are green price, green promotion and green place influence significantly on the buying decision process of The Body Shop product.

We can conclude the implementation of green marketing the overall is good. Therefore suggested to the company more noticed several thing, like as the price of product is still relatively high to than competitors and there promotion of environmentally friendly product.

Keyword: Green Marketing, Buying Decision Process, The Body Shop, Bandung.