

The Effects of e-WOM and Green Product Innovation on Consumer Purchase Decisions through Social Media Marketing on Beauty Products in Sociolla

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Abstract

The study aims to analyze the determinant of electronic word of mouth and green product innovation on purchasing decisions through Social Media Marketing for beauty products at Sociolla. This research is quantitative, with a sample of 96 people. The non-probability sampling technique used is the accidental sampling technique. Primary data collection was obtained by distributing questionnaires. Data processing uses smart PLS and data analysis used in this study includes descriptive statistical analysis, instrument testing, classical assumption testing, regression analysis, hypothesis testing, and coefficient of determination testing. The results of the study show that partially and simultaneously social media marketing, electronic word of mouth, and green products affect purchasing decisions. The findings of this study are expected to provide fundamental data for strategy development related to social media marketing of beauty products. In addition, this study has implications for suggestions to increase the use of e-wom and green product innovation through social media marketing.

Keywords: electronic word of mouth, green product innovation, social media marketing, purchasing decisions

Introduction

Online transaction media make it easier for consumers to analyze what products will be purchased according to their needs which will later determine the purchasing decision of these products. The purchasing decision is the concept of consumer purchase behavior to make something, purchase, or use a particular product or service. Consumer decision-making will have an impact on the process after making a purchase (Primandaru, 2021).

In making purchasing decisions, consumers usually consider things in choosing a product, one of which is by looking at social media. Social media has now become a trend in marketing communications. Sociolla is an e-commerce (retail) brand engaged in the beauty sector. Sociolla has an identity as the largest and most comprehensive retail brand that specializes in selling beauty products in Indonesia online.

Beauty products always experience an increase in sales every year, even increasing every month. This can also be seen in e-commerce which carries out sales promotion strategies or campaigns with various attractive promos on offer that have experienced an increase in sales. Statistical data shows that the total income of the beauty and care market in Indonesia is almost Rp. 620 million in 2021 (Nikita Puspita Ing Endit, 2022). Not only successful through offline sales, this industry also growing rapidly in the online market.

Apart from social media, another factor that influences purchasing decisions is e-wom. Electronic word of mouth (e-wom) by utilizing the internet is very influential on purchasing decisions. E-wom is a form of information obtained from consumers in response to a particular product without a strong theory but can influence other consumers to use the product to maximize the business value of a company (Babić Rosario et al., 2019). E-wom are customer comments about products or companies on the internet that have had a significant impact on the course of mass communication, including through advertising, and have changed the buying environment (Verma & Yadav, 2021).

Green product innovation can also influence consumer purchasing decisions, namely the introduction of new or better products, such as improvements to components or technical materials that aim to reduce environmental impact during the product life cycle and meet market needs by creating new products (Xie et al., 2019). Green product innovation can improve the environmental and economic performance of companies, whereby investing in green product innovation can shield businesses from environmental protests and legal sanctions, besides that it can develop new market opportunities and achieve new green product success (M. Wang et al., 2021).

Previous research on the influence of purchasing decisions concluded various kinds. One of them places brand image and store atmosphere as influences on purchasing decisions (Solihin, 2021). Other research places product quality and purchase promotion as mediators of consumer satisfaction that influence purchasing decisions. In other studies, it has been revealed that brand, price, quality, design, utility, and technical considerations influence purchasing decisions (Dhanabalan et al., 2018). In research conducted by Gvili & Levy (2018) supports the research carried out, which shows that the perceived credibility of e-wom is influenced by various attributes of digital channel delivery including social media marketing. However, e-wom has less effect on product marketing that uses less dominant social media marketing channels, this is because consumers are tied to the culture behind them (Chambers, 2017). Social media marketing is closely related to purchasing decisions to use green product innovation (Nekmahmud et al., 2022). However, in the research of Tajudeen et al (2018) states that lack of understanding, it is not surprising that many companies, including environmentally friendly companies, are unable to take advantage of the benefits of social media marketing in developing green product innovation.

This study seeks to fill the gap of previous research by combining and adding green variable product innovation as an independent variable. This approach uses the theory that expectations when buying and consuming products, the more their expectations will be fulfilled so that the more value they will consider in making purchasing decisions (Dhanabalan et al., 2018). Green product innovation is a strategy to attract consumer purchasing decisions by creating new products that can meet consumer wants and needs (Nanda Rifky V. A, 2022) On the other hand, the existence of e-wom or product reviews on social media marketing makes it easier for consumers to be able to publish thoughts, opinions, and feelings about a product directly. E-wom can spread more widely and quickly because of e-wom unique characteristics. This makes the potential impact of e-wom on consumer behavior stronger than word of mouth (Luthfiyatillah et al., 2020). Therefore the purpose of this study was to analyze the effect of electronic word of mouth and green product innovation on purchasing decisions through social media marketing.

Literature Review and Hypotheses

E-wom on social media marketing

Advances in technology and information today can make it easier for every consumer to share information and can also be easily accessed by other consumers. Through internet

media, it offers the potential for more practical communication so that this can influence consumer purchasing decisions. Information via the internet media will be effective when more and more people provide input. Information is a message that is analyzed or contextualized delivered and differences follow depending on the recipient's recognition, with the development of social media today, the public can approach information more freely to produce production. and delivery of information that is far more massive in quantity compared to the past (Seo et al., 2020). More and more people interact on social media enabling them to socialize by sharing product opinions or experiences using brands to form word of mouth information. (Gvili & Levy, 2018). Social media marketing platforms have played a role in facilitating consumer relationships with brands and other consumers by advocating for them through e-wom (Morrison & Humlen, 2015). After the explanation is formulated, then write your hypothesis in the following format:

H1: *e-wom has a positive effect on the use of social media marketing.*

Green product innovation on social media marketing

The need to support green growth and comply with environmental regulations is increasing forcing manufacturing companies to be more proactive in finding new information that can help improve their green practices and develop green products. (Xie et al., 2019). Companies are increasingly appreciating and trying to utilize the benefits of social media marketing effectively because it can be the best platform used to disseminate information about green product innovations (Sun & Wang, 2020). If necessary, the research focus could be written in this part in the question form in the following format:

H2: *green product innovation has a positive effect on the use of social media marketing.*

E-wom on purchasing decisions

The birth and emergence of new communication channels gave rise to information in the form of e-wom. E-wom can be used by consumers to share their opinions and experiences regarding various products/services with friends or other consumers who have the same interest.(Sardar et al., 2021). Adopting information via e-wom that is spread on various social media can help turn purchase recommendations into actual purchases. Viral messages are considered very useful by consumers because they contribute to strengthening consumer purchasing decisions for products (Madli et al., 2018). If necessary, the research focus could be written in this part in the question form in the following format:

H3: *e-wom has a positive effect on purchasing decisions*

Green product innovation on purchasing decisions

Environmental issues have become the focus of the public and media, and have attracted the attention of many groups. Green product innovation has received attention from companies, by promoting consumers to buy environmentally friendly products. To gain a larger share of the eco-friendly product market, the company develops various eco-friendly products and services to meet consumer demands (Dangelico & Pujari, 2010). Marketers disseminate environmental functional attributes, innovations, and characteristics of environmentally friendly products through various media, with the hope of persuading consumers to try new environmentally friendly products, which will influence consumer purchasing decisions (H. Wang et al., 2019). If necessary, the research focus could be written in this part in the question form in the following format:

H4: *green product innovation has a positive effect on purchasing decisions*

E-wom on purchasing decisions through the use of social media marketing

Social media has been used by several businesses to sell their goods. They view social media marketing as a more affordable and effective kind of advertising. The purpose of using social media as a promotional tool is to attract customers to purchase a product. Consumers have easier access to product information because of extremely quick technology advancements. Through social media, there will be interactions that allow consumers to communicate with each other by exchanging information, views, opinions, experiences, and so on that, they post on various platforms (Patria Laksamana, 2018). Social media marketing has a progressive influence on consumer buying decisions (Moslehpour et al., 2020). Social media marketing and e-wom carried out by business actors can influence the thoughts of consumers/potential consumers which will certainly have an impact on purchase intentions and decision making (Alyssa Anindya Putri, 2022). If necessary, the research focus could be written in this part in the question form in the following format:

H5: e-wom influences purchasing decisions through the use of social media marketing

Green product innovation on purchasing decisions through the use of social media marketing

Continuous climate change and the release of carbon dioxide and toxic substances into the air and water will damage the environment. For this reason, there is a need for sustainable consumption practices, where consumers need to consume products that are environmentally friendly, durable, reusable, repairable, upgradeable, renewed, and recycled (Nekmahmud et al., 2022). Various social media marketing platforms used to promote green product innovations (Sharma et al., 2022). Social media has played an important role in influencing the buying process effectively for various types of products such as banking, cosmetics, electronic products, textile products, and consumer goods. (Hisashi Masuda, 2022). Consumers who are familiar with green products will tend to believe that green innovation products are good for health and the environment, moreover the results of various social media marketing show a positive impact. (Nekmahmud et al., 2022). If necessary, the research focus could be written in this part in the question form in the following format:

H6: green product innovation influences purchasing decisions through the use of social media marketing

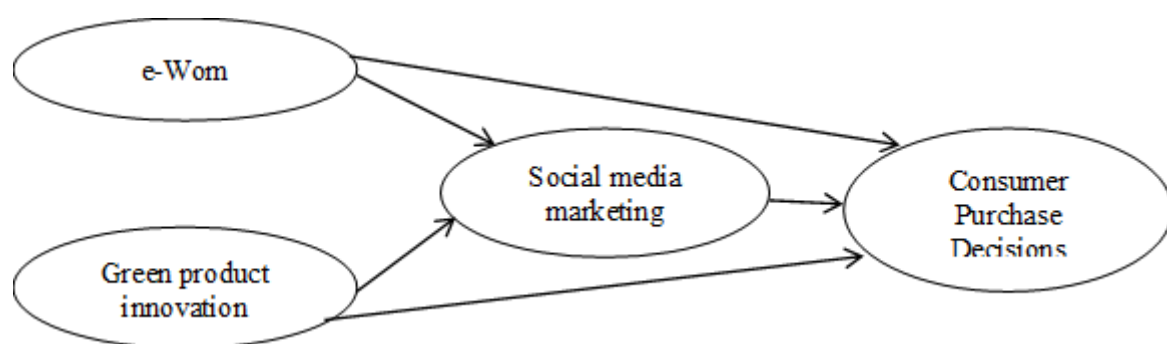


Figure 1. Conceptual Framework

Social media marketing on purchasing decisions

Social media marketing has been accepted by various groups as a reference for looking for a product, besides that, through social media, producers can obtain information about consumers in deciding to buy it (Mason et al., 2021). Consumers are becoming more comfortable using internet channels and social media sites to communicate, so most service providers create pages on social media to connect with customers online and enhance brand reputation (Hanaysha, 2022). The existence of information through social media marketing

will make consumers aware of the brand's reputation so that the offer will increase, then will assess the benefits of the product and make a purchasing decision (Sharma et al., 2022). If necessary, the research focus could be written in this part in the question form in the following format:

H7: social media marketing has a positive effect on purchasing decisions

Research Method

This research is quantitative research that originates from primary data obtained by distributing questionnaires using Google Forms media to active Instagram @Sociolla followers. In preparing the questionnaire using indicators that refer to Affifa Sardar's research (Sardar et al., 2021) for the e-wom variable, the product innovation green variable refers to research by Salim et al. (2020), social media marketing variables refer to Jalal Rajeh Hanaysha's research (2022) and the purchase decision variable refers to the research of Jia En Lee and Mei Ling Goh (2019).

The sample used was 96 respondents taken from a population of 865,000 active Instagram followers @ Sociolla Indonesia using the Slovin formula and a 10% confidence level. In addition, the sampling technique used non probability sampling, where the follower has made a beauty product purchase transaction at Sociolla at least 3 times. Data was obtained by distributing questionnaires via google form.

Results and Discussion

The method used in this study is a structural equation model (SEM) processed using Smart PLS 3.2 software. Some testing conducted is the test validity, reliability, F squared, R squared, hypothesis testing, and mediation tests.

Profile of respondents

From the results of distributing questionnaires, it is known that the dominant age of respondents is between 21-24 years old as much as 67%. Female respondents dominate by 99%, while male respondents are only 1%. Based on the work most respondents are students, 55%. Based on monthly income the most dominant is Rp.1,500,000 - Rp. 2,500,000, - per month by 47%. Based on the duration of using social use in a day, the most dominant is 3-5 hours per day by 63%. The frequency of shopping for cosmetic products at sociolla within a year is more than 3 times as much as 72%.

Validity and Reliability Test

This study uses the Convergent Validity Test (CVT), which is a factor loading value on the latent variable with its indicators, it is hoped that the value is ≥ 0.7 . In addition, discriminant validity is also used using the Average Variant Extracted (AVE) Where it is said valid, the value should be over 0.5. The reliability test in this study used Cronbach's Alpha assessment criteria. The Cronbach alpha value of each indicator variable is ≥ 0.7 , the conclusions obtained from this study of all data sources are considered reliable or consistent. The result of this study is described in the following table 1.

Based on Table 1, the result of the analysis shows that all indicators of all variables have factor loading values on latent variables (CVT) ≥ 0.70 so they are declared to fulfill the validity rules. Outer loading and AVE value ≥ 0.50 , so that the data can be said to meet both convergent and discriminant validity criteria. Similarly, all variable indicators have a Cronbach's alpha value of 0.70, indicating that the data have reliable.

Table 1. Validity and Reliability Test Results

Variable	Items	CVT	AVE	CA
E-Wom	ATI	0,740	0,583	0,856
	IU	0,814		
	IA	0,826		
	IQ	0790		
	IC	0,768		
	NOI	0,732		
Green product innovation	GPI1	0,704	0,595	0,788
	GPI2	0,804		
	GPI3	0,765		
	GPI4	0,766		
	GPI5	0,701		
	GPI6	0,700		
Consumer Purchase Decisions	KP1	0,741	0,652	0,732
	KP2	0,750		
	KP3	0,706		
Media Social Marketing	HH	0,908	0,610	0,785
	IT	0,820		
	KI	0,706		
	RS	0,785		

Testing in this study used two criteria, namely the results of R Square and F Square. R square is used to determine the contribution of exogenous variables to endogenous variables simultaneously, where if the R square value of 0.67 is stated to be strong; 0.33 is declared moderate; and 0.19 is declared weak. F square is used for the magnitude of the influence between variables with the effect size, with the criterion if a value of 0.02 is declared small, a value of 0.15 is declared medium and a value of 0.35 is declared large. The results of testing R square and f square are as follows.

Tabel 2. R Square and F Square

	F Square	R Square
Purchase Decision	0,509	0,499
Media Social Marketing	0,614	0,601

Based on Table 2, the result of the analysis shows that the R square value of the Purchase Decision variable can simultaneously explain the e-Wom and Green Product Innovation variables of 0.499 or 49.9% which are included in the moderate or medium category and while the remaining 50.1% is explained by other variables outside the category the. research. Meanwhile, the R Square value for the Social Media Marketing variable can simultaneously explain the e-Wom and Green Product Innovation variables of 0.601 or 60.19% which are included in the moderate or medium category, while the remaining 39.81% is explained by other variables outside the category. The results of F square, it can be seen that the Purchase Decision variable explains the e-wom and Green Innovation variables of 0.509 or 50.9% which are classified as large or strong. In addition, the Social Media Marketing variable explains the e-wom and Green Innovation variables of 0.614 or 61.4% which are classified as large or strong.

Hypothesis Testing

The results of the analysis show the results of hypothesis testing as follows. In the first hypothesis (H1, there is a positive and significant influence between e-wom on the use of social media marketing as evidenced by the obtained probability value of 0.009 (<0.050). green product innovation has a positive and significant effect on social media marketing. The

third hypothesis (H3), the effect of e-wom on purchasing decisions is accepted because the probability value is 0.002 (<0.050). In the fourth hypothesis (H4) the probability value is 0.000 so this states that there is a positive and significant influence between the green variable product innovation and purchasing decisions. The fifth hypothesis (H5), social media marketing as a mediator variable between e-wom and purchasing decisions has a P value of 0.000 (<0.05) less than 0.050. The sixth hypothesis (H6), social media marketing as a mediator variable between green product innovation and purchasing decisions has a P value of 0.000 (<0.05) less than 0.050. Whereas in the seventh hypothesis (H7), the influence of social medical marketing on purchasing decisions is proven, by obtaining a probability value of 0.000 (<0.05). Based on this, all hypotheses in this study can be accepted.

Table 3. Hypothesis test results

Hypothesis	Prob	Decision
H1	0,009	Supported
H2	0,000	Supported
H3	0,002	Supported
H4	0,000	Supported
H5	0,000	Supported
H6	0,000	Supported
H7	0,000	Supported

In the first hypothesis (H1), there is a positive and significant influence between e-wom on the use of social media marketing as evidenced by the obtained probability value of 0.009 (<0.050). green product innovation has a positive and significant effect on social media marketing. The third hypothesis (H3), the effect of e-wom on purchasing decisions is accepted because the probability value is 0.002 (<0.050). In the fourth hypothesis (H4) the probability value is 0.000 so this states that there is a positive and significant influence between the green variable product innovation and purchasing decisions. The fifth hypothesis (H5), social media marketing as a mediator variable between e-wom and purchasing decisions has a P value of 0.000 (<0.05) less than 0.050. The sixth hypothesis (H6), social media marketing as a mediator variable between green product innovation and purchasing decisions has a P value of 0.000 (<0.05) less than 0.050. Whereas in the seventh hypothesis (H7), the influence of social medical marketing on purchasing decisions is proven, by obtaining a probability value of 0.000 (<0.05). Based on this, all hypotheses in this study can be accepted.

The first hypothesis (H1) states that e-wom has a positive and significant effect on social media marketing. The stronger e-wom is used by consumers, the stronger the urge to use social media marketing. By using social media marketing, consumers will increasingly obtain information, opinions, and experiences from consumers through various social media platforms about a product that has been purchased or used. The results of this study are in line with the results of the study Sardar et al. (2021) which states that e-wom has a positive impact on purchasing decisions. Study Alyssa A.P. (2022)(Alyssa Anindya Putri, 2022); Sulthana & Vasantha (2019) ; Seo et al. (2020) and Putera & Warmika (2020) states that e-wom and social media marketing have a significant impact.

The second hypothesis (H2) states that green product innovation has a positive and significant effect on social media marketing. The stronger the green product innovation is enhanced, the stronger the urge to use social media marketing. By using social media marketing to get valuable feedback in improving green product innovation to cater to growing markets. The findings of this study are consistent with the findings of the previous study by Nekmahmud et al. (2022) states the development of social media marketing

contributes to changes in consumer behavior, especially in green product innovation. Study Salim et al. (2020) and Sun & Wang (2020) which state that consumption of green product innovation is increasing because of the great contribution of the role of social media marketing in dissemination.

The third hypothesis (H3) states that e-wom has a positive and significant effect on purchasing decisions. The stronger e-wom is used on consumers, the stronger it influences consumer decisions. Electronic word of mouth (e-wom) communication generated by consumer comments on social networking sites can influence purchase decisions at online stores. The findings of this study are consistent the findings of the previous study by Sardar et al. (2021) which states that consumers who provide comments via e-WOM are useful in increasing purchasing decisions. Likewise in research Alyssa A.P.(2022) and Sulthana & Vasantha (2019) e-wom has a positive impact on purchasing decisions. Advances in e-wom information play an important role in consumer purchasing decisions.

The fourth hypothesis (H4) states that green product innovation has a positive and significant effect on purchasing decisions. Consumers are increasingly aware of using environmentally friendly products, so this is increasing green product innovation, increasing consumer purchasing decisions. In making a purchasing decision, many consumers consider environmentally friendly products that have broader market prospects. The findings of this study are consistent with the findings of the previous study by Sun & Wang (2020); Cheung et al. (2017) and Sun & Wang (2020) revealed that consumer decisions increase by choosing green product innovation because environmentally friendly products have better quality.

The fifth hypothesis (H5) states that e-wom has a positive and significant effect on purchasing decisions through social media marketing. The stronger e-wom spreads through social media marketing, the more it will influence consumer purchasing decisions. Social media marketing has played an important role by informing consumer reviews in the form of e-wom which can influence consumer purchasing decisions. The results of this study are in line with the results of the study Sulthana & Vasantha (2019) which states that the growth of social media and the use of social media marketing connects online users to create and share user-generated eWOM content that improves purchasing decisions. Likewise, research Alyssa A.P. (2022) and Sardar et al.(2021) state that e-wom has a positive impact on purchasing decisions through the use of social media marketing.

The sixth hypothesis (H6) states that green product innovation has a positive and significant effect on purchasing decisions through social media marketing. Social media marketing has contributed a lot in promoting environmentally friendly products to consumers, so that consumers are increasingly aware of using environmentally friendly products, thereby increasing consumer purchasing decisions. The results of this study are in line with the results of the study Nekmahmud et al. (2022); Sun & Wang (2020) and Salim et al.(2020) revealed that green product innovation has a positive and significant effect on consumer purchasing decisions through social media marketing.

The seventh hypothesis (H7) states that social media marketing has a positive and significant effect on purchasing decisions. Purchase decisions are formed based on consumer perceptions of the company's offerings and brand names. Social media marketing plays a role in building consumer perceptions in informing about a product brand. So social media marketing plays a very important role in influencing consumer defense decisions. The results of this study are in line with the results of the study by Hanaysha (2022) who stated that social media marketing is an important platform for building consumer trust and increasing consumer purchasing decisions. Likewise, research by Mason et al. (2021); Moslehpour et al.

(2020), and Ceo & Park (2018) states social media marketing has a positive impact on purchasing decisions.

Conclusion

E-wom and green product innovation partially have a positive effect on social media marketing. E-wom and green product innovation partially also have a positive and significant effect on purchasing decisions. E-wom and green product innovation partially also have a positive and significant effect on purchasing decisions through social media marketing. Besides that, social media marketing has a positive and significant effect on purchasing decisions. Suggestions for further research that need to be done are (1) research variables should be added, including green trust, green image, perceived value, perceived risk, impulse buying, hedonic activation, and so on. (2) the research design uses a quantitative method, further research should use a mixed method so that the results are better. (3) the sample used needs to be added. This research is marketing research with a focus on consumer behavior. Social media is an important source for influencing consumer shopping and buying behavior when they share product reviews, service experiences, and/or product usage tips via e-Wom. The findings highlight social media's growing importance as a marketing tool for consumer decision-making processes. As a result, any business marketing strategy should include effective social media implementation.

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