



The Influence of Green Marketing and Social Media Engagement on The Body Shop Product Purchase Decisions on Consumers in Cirebon City

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ARTICLE INFO

Keywords: Green Marketing, Social Media Engagement, Purchase Decisions.

Received : 20, April

Revised : 10, May

Accepted: 26, June

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ABSTRACT

Businesses are encouraged to implement sustainable and interactive marketing tactics by rising consumer knowledge of environmental issues and the intensity of social media use. The purpose of this study is to examine how social media engagement and green marketing affect Cirebon City customers' decisions to buy products from The Body Shop. This study employs a quantitative approach with a survey method, collecting data from 158 individuals chosen through purposive sampling procedures using a structured questionnaire. With the aid of SPSS software, multiple linear regression was used to examine the data. The study's findings demonstrate that green marketing significantly and favorably affects purchase decisions, suggesting that eco-friendly marketing techniques might boost consumer preferences and confidence. Additionally, Purchase Decisions are positively and significantly impacted by Social Media Engagement, highlighting the significance of customer involvement through social media in influencing purchase behavior. With a determination coefficient value of 75.6%, the two independent factors significantly influenced purchasing decisions at the same time. These results serve as the foundation for businesses to create more successful and customer engagement-focused marketing strategies, as well as an empirical contribution to the development of sustainable marketing and digital marketing studies.

INTRODUCTION

In recent years, Indonesia's beauty sector has advanced significantly. According to the official Indonesian website, the number of businesses in this sector increased from 819 units in 2021 to 913 units in 2022 and then to a range of 1,010 to 1,039 units in 2023, based on data from the Food and Drug Supervisory Agency (BPOM).go.id. The graph below displays this data:



[Graph 1.1 of the growth of the cosmetics industry in Indonesia]

Driven by market enthusiasm and more active company players, this good trend is expected to continue beyond 2024, with forecasts that the number of enterprises might surpass 1,200 units. This development makes it abundantly evident that the cosmetics industry is going through a period of rapid growth and intensifying rivalry; therefore, a steady marketing strategy and active engagement on social media platforms are essential to influencing consumer purchase patterns.

At the local level, Cirebon City proves to be a very promising market for the beauty business. According to the official statistics that is currently available, the population of Cirebon City is approximately 344,851 as of mid-2024, while the surrounding territory, known as Cirebon Regency, has a population of over 2.38 million. Because of its demographic makeup, Cirebon is a major hub for consumption and economic activities in the Ciayumajakuning region..

Further information reveals that over 65.87% of Cirebon City's population is between the ages of 15 and 59, which is considered the productive age. As a result, the consumption habits of this younger generation have a significant impact on the growth of the city's beauty product market. Because of this, all businesses, including The Body Shop, must create a more innovative, value-added, and marketing strategy that satisfies the demands of modern consumers. One of the global cosmetics companies that has long been acknowledged as a pioneer of ecological, ethical, and eco-friendly products is The Body Shop. With global sales of €945 million, the brand oversees over 2,000 outlets across 50 countries, proving its dominance in the global market. (Lita Qory Diana et al., 2024) .

Customers in Indonesia are picking beauty goods more wisely as a result of growing public awareness of environmental issues such plastic waste, the use of dangerous chemicals, and animal testing. illustrates how consumers' choice of sustainable products is influenced by these different ecological challenges. In particular, Generation Z is recognized for being the most engaged in the digital world and for having a strong concern for environmental issues.

Customers consider a brand's ethical and sustainable ideals in addition to its products. (Dwi Arviana and others, 2024)

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

1. The Triple Bottom Line Theory (Elkington, 1997)

The three pillars of sustainability – profit, people, and planet – must be considered in green marketing strategies, according to the Triple Bottom Line (TBL) philosophy. This idea is evident in The Body Shop's dedication to cruelty-free, ethical sourcing, and packaging waste reduction. Therefore, consumers' ethical attitudes are shaped by green marketing, and this influences their purchase decisions.

2. Engagement Theory (Brodie et al., 2011; Hollebeek, 2014)

According to engagement theory, customers who interact with a brand on a cognitive, emotional, and behavioral level will be more loyal and likely to make purchases. Using the COBRA model, Trunfio & Rossi (2021) clarify that social media consumption, contribution, and creative activities – all of which are very consistent with consumer behavior – are how involvement emerges.

3. Theory of Planned Behavior (Ajzen, 1991)

According to TPB, attitudes, subjective standards, and perceived behavioral control all have an impact on purchasing decisions. While social media participation reinforces digital social norms through reviews, influencers, and e-WOM, green marketing cultivates a favorable attitude toward environmentally responsible items.

RESEARCH METHODS

Creswell (2014) This study employs an associative quantitative approach, a type of research methodology that seeks to quantitatively and scientifically examine the link between variables. Associative quantitative research uses numerical data processing to objectively assess the relationship or influence between independent and dependent variables. This method was applied in this study to examine the impact of social media engagement (X2) and green marketing (X1) on purchase decisions (Y) among Cirebon City customers who use The Body Shop goods.

RESULTS AND DISCUSSION

Research Results

Descriptive Statistics

Table 4.1 Descriptive Statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Green_Marketing	158	14	45	39.32	4.244
Social_Media_Engagem ent	158	20	45	38.41	4.926
Keputusan_Pembelian	158	14	55	47.80	4.918
Valid N (listwise)	158				

The Green Marketing variable (X1) had an average value of 39.32 (SD = 4.244) among 158 respondents, according to table 4.1 of the Descriptive Statistical test, indicating that customer perception of The Body Shop's sustainability activities is in the very high category. The average score for the Social Media Engagement (X2) variable was 38.41 (SD = 4.926), indicating the degree of digital connection among active consumers in terms of content contribution and consumption. In the meantime, the Purchase Decision variable (Y) had an average score of 47.80 (SD = 4.918), indicating a significant inclination among respondents to select goods based on brand interaction and ethical principles. The study's respondents' responses were consistent and the data distribution was homogeneous, as seen by the low standard deviation number across all variables.

Validity Test

To make sure the questionnaire was entirely accurate in measuring the research variables, a validity test was conducted. Validity, according to Azwar (1986), shows how accurate a measurement device's function is. In the meantime, according to Ghozali (2009), a questionnaire is deemed genuine if its questions can accurately expose what you wish to measure. The results of the variable validity test in this study are as follows:

Table 4.2 Validity test

Variable	Item	r-table	r-count	Ket
Green Marketing (X1)	X1.1	0.163	0.727	Valid
	X1.2	0.163	0.740	Valid
	X1.3	0.163	0.746	Valid
	X1.4	0.163	0.631	Valid
	X1.5	0.163	0.622	Valid
	X1.6	0.163	0.738	Valid
	X1.7	0.163	0.649	Valid
	X1.8	0.163	0.639	Valid
	X1.9	0.163	0.711	Valid
Social Media Engagement (X2)	X2.1	0.163	0.527	Valid
	X2.2	0.163	0.629	Valid
	X2.3	0.163	0.675	Valid
	X2.4	0.163	0.634	Valid
	X2.5	0.163	0.810	Valid
	X2.6	0.163	0.758	Valid
	X2.7	0.163	0.841	Valid

	X2.8	0.163	0.717	Valid
	X2.9	0.163	0.717	Valid
Purchase Decision (Y)	Y1.1	0.163	0.726	Valid
	Y1.2	0.163	0.632	Valid
	Y1.3	0.163	0.726	Valid
	Y1.4	0.163	0.554	Valid
	Y1.5	0.163	0.636	Valid
	Y1.6	0.163	0.709	Valid
	Y1.7	0.163	0.694	Valid
	Y1.8	0.163	0.688	Valid
	Y1.9	0.163	0.652	Valid
	Y1.10	0.163	0.593	Valid
	Y1.11	0.163	0.731	Valid

According to table 4.2 of the research instrument's validity test results, every statement is deemed genuine as its r-calculation value is higher than the r-table value of 0.163. Nine statement items in the Green Marketing (X1) variable demonstrated a high degree of validity, with r-calculated values ranging from 0.622 to 0.746. With r-calculated values ranging from 0.527 to 0.841, the Social Media Engagement (X2) variable likewise exhibits good validity. Lastly, with the lowest value of 0.554, eleven indicators in the Purchase Decision variable (Y) all surpassed the minimum standard. Therefore, all tools that incorporate the dimensions of eco-friendly products into the process of evaluating purchases have satisfied the standards for measuring precision and are appropriate for gathering information from customers of The Body Shop in Cirebon City.

Reliability Test

According to Sugiyono (2017), the reliability test is used to see to what extent the measurement results of the same object will produce the same money data, so that the data can be trusted. The research instrument is said to be reliable if the reality test has a Cronbach's alpha value of >0.70.

Capabilities X1

Table 4.3 Reliability test (X1)

Reliability Statistics

Cronbach's Alpha	N of Items
.855	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X1.1	34.94	14.169	.626	.835
X1.2	34.85	14.265	.636	.834
X1.3	34.92	13.923	.642	.833
X1.4	34.98	14.809	.503	.848
X1.5	35.02	14.910	.510	.847
X1.6	35.00	14.306	.645	.834
X1.7	34.95	14.978	.528	.845
X1.8	34.96	14.705	.518	.846
X1.9	34.91	14.349	.593	.839

The results of the reliability test on 9 items of the Green Marketing variable statement showed a value of 0.855 (>0.70). Thus all statement items are declared reliable.

X2 Capabilities

Table 4.4 X2 Reliability Test

Reliability Statistics

Cronbach's Alpha	N of Items
.869	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
X2.1	34.07	20.830	.404	.872
X2.2	34.06	20.276	.534	.861
X2.3	34.09	19.972	.575	.857
X2.4	34.09	20.469	.535	.861
X2.5	34.16	18.533	.736	.842
X2.6	34.21	19.109	.659	.850
X2.7	34.18	17.943	.758	.839
X2.8	34.16	19.115	.616	.854
X2.9	34.26	19.162	.607	.855

The results of the reliability test on 9 items of the Social Media Engagement variable statement showed a value of 0.869 (>0.70). Thus all statement items are declared reliable.

Capabilities

Table 4.5 Reliability Test (Y)

Reliability Statistics

Cronbach's Alpha	N of Items
.871	11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	43.4304	19.865	.626	.856
Y2	43.5127	20.519	.513	.864
Y3	43.4304	19.406	.637	.855
Y4	43.4051	21.313	.458	.867
Y5	43.4494	20.580	.543	.862
Y6	43.4177	19.952	.629	.856
Y7	43.3924	20.113	.595	.858
Y8	43.4051	20.013	.595	.858
Y9	43.5759	20.360	.545	.862
Y10	43.4810	20.977	.499	.865
Y11	43.4747	19.627	.648	.855

The results of the reliability test on 11 items of the Purchase Decision variable statement showed a value of 0.871 (>0.70). Thus all statement items are declared reliable.

**Classic assumption test
 Normality Test**

Table 4.6 Normality Test (Monte Carlo)

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		158	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	2.43082674	
Most Extreme Differences	Absolute	.101	
	Positive	.101	
	Negative	-.079	
Test Statistic		.101	
Asymp. Sig. (2-tailed)		.000 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.075 ^d	
	99% Confidence Interval	Lower Bound	.068
		Upper Bound	.081

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 10000 sampled tables with starting seed 2000000.

This study's normality test results were used to determine whether the regression model's residual is normally distributed, which is a prerequisite for the model's viability. Since the Asymp test's Sig. (2-tailed) value of 0.000 is typically less than 0.05, further tests are conducted using the Monte Carlo approach to obtain more precise results. A Monte Carlo Sig is based on the One Sample Kolmogorov-Smirnov Test table with 158 respondents. A (2-tailed) value of 0.075 was found. It may be inferred that the residual value in this research model is normally distributed as the significance value is higher than the significance value of 0.05 ($0.075 > 0.05$).

Heteroscedasticity Test

Table 4.7 Heteroscedasticity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.154	1.221		7.499	.000
	Green_Marketing	-.167	.043	-.395	-3.910	.000
	Social_Media_Engagement	-.025	.037	-.069	-.684	.495

a. Dependent Variable: Abs_RES

The Glejser regression approach with ABS_RES dependent variables was used to perform the heteroscedasticity test. According to the test results, Social Media Engagement had a significance value of 0.495, indicating that it did not exhibit heteroscedasticity, whereas the Green Marketing variable had a significance value of 0.000, indicating that it did.

Multicollinearity Test

Table 4.8 Multicollinearity Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	7.451	1.853		4.021	.000		
	Green_Marketing	.779	.065	.673	12.049	.000	.506	1.977
	Social_Media_Engagem ent	.253	.056	.253	4.536	.000	.506	1.977

a. Dependent Variable: Keputusan_Pembelian

Tolerance and Variance Inflation Factor (VIF) values were examined in order to perform the multicollinearity test. According to the findings, the variables for social media engagement and green marketing each had a VIF value of 1.977 (< 10) and a tolerance value of 0.506 (> 0.10). Therefore, it can be said that independent variables do not exhibit multicollinearity.

Multiple Linear Regression Test

Table 4.9 Multiple Linear Regression Test

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.451	1.853		4.021	.000
	Green_Marketing	.779	.065	.673	12.049	.000
	Social_Media_Engagem ent	.253	.056	.253	4.536	.000

a. Dependent Variable: Keputusan_Pembelian

The results of multiple linear regression analysis produce the following equations:

$$Y = a + b_1X_1 + b_2X_2 + e$$

Description:

Y = Purchase Decision

a = Constant

b1, b2 = Regression coefficients for X1 and X2

X1 = Green Marketing

X2 = Social Media Engagement

e = Error (error factor)

It is clear from the regression equation above that:

1. Assuming all variables outside the model remain constant, the Green Marketing coefficient of 0.779 indicates that for every point increase in perceived convenience, the value of customer buying interest will rise by 0.779 points.

2. If other variables outside the model are held constant, the Social Media Engagement coefficient of 0.253 indicates that for every point improvement in E-Service Quality, the value of consumer buying interest will rise by 0.253 points.

Hypothesis Test

T test (partial)

Table 5.1 T test
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.451	1.853		4.021	.000
	Green_Marketing	.779	.065	.673	12.049	.000
	Social_Media_Engagem ent	.253	.056	.253	4.536	.000

a. Dependent Variable: Keputusan_Pembelian

- Hypothesis 1 (H1)

The Influence of Green Marketing on Purchase Decisions

H0: The Green Marketing variable partially has no significant effect on the Purchase Decision.

H1: Green Marketing variables partially have a significant effect on Purchase Decisions.

Testing Criteria

The test criteria are carried out by looking at the statistical significance value of the calculation as follows:

If the significance value > 0.05 , then Fail Reject H0.

If the significance value ≤ 0.05 , then Subtract H0.

Interpretation

The Green Marketing variable's t-value was found to be 12.049 with a p-value of 0.000 based on empirical data (field results). The hypothesis test result is Reject H0 because the p-value is less than alpha (5%). Therefore, it can be said that the Green Marketing variable has a significant partial impact on the Purchase Decision at a 95% confidence level.

- Hypothesis 2 (H2)

The Influence of Social Media Engagement on Purchase Decisions

H0: The Social Media Engagement variable partially has no significant effect on the Purchase Decision.

H1: Social Media Engagement variables partially have a significant impact on Purchase Decisions.

Testing Criteria

The test criteria are carried out by looking at the statistical significance value of the calculation as follows:

If the significance value > 0.05 , then Fail Reject H0.

If the significance value ≤ 0.05 , then Subtract H0.

Interpretation

The Social Media Engagement variable's t-calculated value was 4.536 with a p-value of 0.000 based on empirical data (field findings). The hypothesis test result is Reject H0 because the p-value is less than alpha (5%). Therefore, it can be said

that the Social Media Engagement variable has a significant partial impact on the Purchase Decision at a 95% confidence level.

A. F test (simultaneous)

Table 5.2 Tests f

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2869.819	2	1434.909	239.744	.000 ^b
	Residual	927.700	155	5.985		
	Total	3797.519	157			

a. Dependent Variable: Keputusan_Pembelian

b. Predictors: (Constant), Social_Media_Engagement, Green_Marketing

H0: The variables of Green Marketing and Social Media Engagement simultaneously do not have a significant effect on the Purchase Decision.

H1: Green Marketing and Social Media Engagement variables simultaneously have a significant effect on Purchase Decisions.

Interpretation

An F-calculation value of 239.744 with a significance value of 0.000 was obtained based on the F test findings. The hypothesis test result is Reject H0 because the significance value is less than 0.05. Thus, it can be said that social media engagement and green marketing both significantly influence purchase decisions at a 95% confidence level.

B. Coefficient of Determination (R²)

Table 5.3 Model Summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.869 ^a	.756	.753	2.446

a. Predictors: (Constant), Social_Media_Engagement, Green_Marketing

The Model Summary table's multiple linear regression analysis findings yielded a R Square (R²) value of 0.756. This figure indicates that the Green Marketing and Social Media Engagement variables utilized in this research model account for 75.6% of the variation in Purchasing Decisions.

In the meantime, other variables that were not part of the research model – such as price factors, product quality, brand image, promotion, and other elements that can affect customer purchasing decisions – explained the remaining 24.4%.

The variables Green Marketing and Social Media Engagement are significant factors in affecting purchase decisions because of the regression model's excellent explanatory capabilities, as seen by the comparatively high R² value.

DISCUSSION

The Influence of Green Marketing (X1) on Purchase Decisions (Y)

The first hypothesis (H1) is accepted since the study's findings demonstrate that green marketing significantly and favorably influences purchase decisions. The Green Marketing variable has a t-calculated value of 12.049 with a significance level of 0.000, which is less than the value of $\alpha = 0.05$, as demonstrated by the results of a partial hypothesis test (t-test). As a result, the alternative hypothesis (H1) is accepted and the zero hypothesis (H0) is rejected, indicating that green marketing has a statistically significant impact on purchase decisions. These results show that consumers are more likely to make purchases when businesses use eco-friendly marketing techniques. Green marketing strategies, such as the use of eco-friendly materials, sustainability-focused promotions, and the company's dedication to environmental conservation, can create favorable opinions and consumer trust in the products offered, boosting consumer confidence when making decisions about what to buy.

In this study, green marketing serves as a marketing tactic that emphasizes the company's ethical principles and environmental responsibilities in addition to the product's practical advantages. When evaluating a product, modern consumers—particularly the younger generation—tend to take sustainability into account. Customers' decisions to buy are influenced by perceived value and moral fulfillment in addition to necessity when they believe that the goods they purchase support environmental conservation initiatives.

(Rahmadini, 2025) The results of this study are consistent with those of other studies that demonstrate that green marketing significantly and favorably influences consumer choices. Because people view businesses that employ green marketing as having a high level of concern for the environment and social responsibility, the study reveals that the technique can persuade consumers to make purchases. Therefore, green marketing serves as both a promotional tool and a way to foster consumer trust and a favorable perception of the business.

(Mulyadi & Pucangan, 2025) These findings are further supported by research showing that, although its contribution is less than that of product quality and brand image, green marketing has a favorable and significant impact on purchasing decisions. These results demonstrate that green marketing strategies still have a significant impact on consumers' decisions to buy, particularly when they believe a company's eco-friendly efforts are real, consistent, and not merely symbolic or greenwashing.

Overall, value perceptions, favorable impressions, and the conviction that the products purchased have a greater environmental impact are all ways that green marketing, when implemented consistently and openly, can enhance customer purchasing decisions. On the other hand, uneven or unsupported green marketing strategies have the potential to erode consumer confidence and influence purchasing decisions. In order to improve consumer purchasing decisions, businesses must make sure that green marketing strategies are not only effectively conveyed but also actually appear in all operational and marketing operations.

The Influence of Social Media Engagement (X2) on Purchase Decisions (Y)

The second hypothesis (H2) is accepted because the study's findings demonstrate that social media engagement significantly and favorably affects purchase decisions. The findings of a partial hypothesis test (t-test) demonstrate that the Social Media Engagement variable has a t-calculated value of 4.536 with a significance level of 0.000, which is less than the value of $\alpha = 0.05$. As a result, the alternative hypothesis (H2) is accepted and the zero hypothesis (H0) is rejected, indicating that social media engagement has a statistically significant impact on purchase decisions. These results demonstrate that consumers are more likely to make a purchase when they interact with brand material on social media. Social media interactions like liking, commenting, sharing material, and taking part in brand debates can boost customers' interest in, confidence in, and trust in the products being sold, which helps them make judgments about what to buy.

(Purba and associates, 2025) In this study, social media involvement serves as a means of two-way communication between businesses and customers, facilitating the development of more intimate and personal connections. Businesses may create a satisfying social media experience for customers by producing educational, interesting, and pertinent material. In addition to raising brand awareness, this kind of interaction affects how consumers assess brands before making a purchase. Customers are more likely to be familiar with and emotionally connected to a company if they regularly engage with its social media pages. The results of this study are consistent with those of researchers who claimed that social media use significantly and favorably influences shopping decisions. The partial test's results demonstrated that social media engagement's significance value was less than 0.05, demonstrating the significant influence of social media use on customer decision-making. According to the study, customers' active engagement with the company's digital material might boost their interest and confidence prior to making a purchase. Additionally, social media interaction enables customers to directly view other customers' reactions and experiences as well as rapidly receive product information. This lessens ambiguity during the purchasing process, particularly for items that need more thought. Customers' favorable opinions of goods and brands are reinforced by interactive information, such as user reviews, conversations in the comment section, and prompt responses from businesses. In general, increasing consumer connection, trust, and emotional engagement with businesses can influence purchase decisions when social media participation is high. On the other hand, limited social media activity and communication might lower consumer interest and confidence in making purchases. In order to boost customer involvement and improve purchase decisions, businesses must actively and strategically manage social media by offering pertinent, dynamic, and responsive material.

The Influence of Green Marketing (X1) and Social Media Engagement (X2) on Purchase Decisions (Y)

The third hypothesis (H3) is accepted since the study's findings demonstrate that social media engagement and green marketing both positively and significantly affect purchase decisions. The F test findings demonstrate this,

with an F-calculated value of 239.744 at a significance level of 0.000, which is less than the value of $\alpha = 0.05$. Therefore, it can be said that the two separate factors taken together have a significant impact on consumers' decisions to buy The Body Shop products in Cirebon City.

Furthermore, the determination coefficient (R^2) analysis revealed a value of 0.756, indicating that the combination of Green Marketing and Social Media Engagement factors can account for 75.6% of the variation in Purchase Decisions. Other variables outside the research model, such as pricing, product quality, brand image, promotion, and customer preferences, had an impact on the remaining 24.4%. This comparatively high R^2 value suggests that the study model has a powerful and pertinent ability to explain consumer purchase behavior.

From a conceptual standpoint, this simultaneous influence demonstrates how digital connection and sustainability principles work together to influence consumer choices. While social media engagement functions as an interactive communication tool that reinforces and spreads the sustainability message to consumers, green marketing contributes to the development of ethical perception, trust, and a favorable image of the business through a dedication to the environment. Customers not only receive information but also interact emotionally and intellectually with the brand when green marketing messages are actively and captivatingly shared on social media.

The integration of social media engagement and green marketing is becoming more and more crucial in the context of Cirebon City customers. It is commonly known that this generation engages in a lot of internet activity and is very concerned about environmental issues. As a result, The Body Shop's ability to successfully combine eco-friendly marketing techniques with social media customer interaction can produce a meaningful brand experience, boost trust, and inspire consumer confidence when making purchases.

The results of this study are consistent with other studies showing that interactive digital communication will boost the effectiveness of sustainable marketing tactics. Research indicates that the combination of social media interaction and green marketing might increase consumer attention and purchase decisions. This demonstrates that contemporary marketing relies not just on product quality but also on the value conveyed and the degree to which the customer participates in the communication process. (Qory Diana Lita et al., 2024; Purba et al., 2025)

Overall, the study's findings support the idea that a mix of sustainable, emotional, and logical considerations influence customer purchase decisions. While social media engagement enhances the consumer's relationship and experience with the company, green marketing offers a foundation of value and trust. Therefore, in order to boost marketing efficacy and influence customer purchase decisions in a sustainable way, businesses must manage these two techniques in an integrated and consistent manner.

CONCLUSION

Green marketing has a favorable and substantial impact on consumers' decisions to buy The Body Shop products in Cirebon City, according to the findings of data analysis and conversations that have taken place. These results demonstrate that consumers' propensity to make purchases increases with how well they perceive a company's eco-friendly marketing strategies. Purchase decisions have been found to be significantly influenced by green marketing.

Purchase decisions have also been shown to be positively and significantly impacted by social media participation. Consumer interest and confidence in making purchases can be boosted by The Body Shop's high level of social media engagement, which includes interaction with content, involvement in digital campaigns, and two-way communication with businesses. This demonstrates that social media is crucial for building relationships between brands and customers in addition to serving as a promotion tool.

Purchase decisions are significantly influenced by social media participation and green marketing at the same time. A substantial explanation for the variation in customer purchase decisions can be found in the company's communicated sustainability ideals combined with a successful digital engagement strategy. Therefore, in addition to the product's functional features, consumers' perceptions of the product's value, brand image, and interaction experience also play a role in their choice to buy.

DISCUSSION

The study's findings demonstrate that customer purchase decisions are significantly influenced by green marketing. These results show that while choosing products, consumers are increasingly taking corporate social responsibility, business ethics, and the environment into account. As a company that continuously upholds the value of sustainability, The Body Shop is able to cultivate favorable perception and customer trust, which in turn promotes the development of purchasing decisions. These findings support the idea that, in the face of intensifying market rivalry, environmental value-based marketing can be a successful differentiation strategy.

Purchase decisions are also significantly influenced by social media activity. The strong emotional bond and intimacy between customers and brands is reflected in the high level of social media interaction. Customers might feel more involved and appreciated by intense connection through likes, comments, and participation in digital material, which boosts trust and the propensity to buy things. These results demonstrate how social media is now a crucial component of consumers' decision-making processes.

The study's findings demonstrate how social media participation and green marketing work well together to influence consumer choices. Positive brand values and images are formed through green marketing, and social media interaction is a way to interactively express and reinforce those ideals. When these two factors work together, consumers have a more meaningful brand experience, which influences their decision to buy.

These results are consistent with earlier studies showing that the effectiveness of contemporary marketing techniques depends not only on the content being transmitted but also on how the message is received by customers.

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