

## ABSTRACT

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The differences Purchase behavior skin care products based on a reference group of men early adulthood; (Dr. Fransisca Iriani, M.Sc. and Meike Kurniawati, MM., S.Psi); Study Program S-1 Psychology, University Tarumanagara (ix, 43 pages, P1-P4; L1-).

Using skin care products, is a part of the man, now. It makes sales of male grooming products increase. The Increasing demand for skin care products followed by the number of product offerings, so that producer have to choose the right marketing communication methods, especially with selecting the appropriate reference group to influence purchasing behavior of consumers. Reference group is any person or group that serves as a point of comparison ( or reference) for an individual in forming either general or specific values, attitudes, or a specific guide for behavior. The aim of this research is to examine differences in the behavior of buying skin care products based on the reference group at early adulthood. Subject of this research are 237 participants as early adult men who use skin care products and minimal using facial wash. The instrument of reference group use Role Model Influence and for purchase behavior using Purchase Intention and Behavior. Those instruments adaptation from Martin and Bush. The selection of sample is using purposive sampling technique. The data analysis use Kruskal - Wallis show Chi square = 9.923,  $p = 0.128$  ( $p > 0.05$ ). It means there is no the differences of purchase behavior skin care based on reference group at men early adulthood. Mate is one of seven groups that selected as a reference when purchasing a skin care product.

Keywords: Reference Group, Purchase Behavior,