

The Influence of Lifestyle on the Process of Purchase Decision (A Study on Android Users Community)

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ABSTRACT

This research aims at finding out the influence of lifestyle on the process of purchase decision of Android smartphone consumers (a study to Indonesian Android Community). The research method used was explanatory research method. The data were collected from literature study and field study through observation, interview, and questionnaire. The sampling technique was simple random sampling through drawing. It is by taking a sample from a population randomly, without looking at the strata in the population. The analysis of data was conducted by using quantitative analysis and statistics that covers simple linear regression, Pearson correlation analysis, determination coefficient, and hypothesis test. The Pearson correlation analysis shows that the closeness relationship is 0.595. The determination coefficient is 35.4% and the regression equity is $Y=10,409+0,744X$, which show that there is a positive influence of lifestyle on the process of purchase decision. Lifestyle plays a role for consumers to make purchase decision process. Along with the consumer lifestyle, it is better for companies to provide facilities that are in a line with consumer needs and lifestyle. The purpose is for consumer satisfaction and to increase purchase decision regarding Android smartphone.

1. RESEARCH BACKGROUND

Purchase decision of a consumer to a product is started with a buyer's awareness towards needs. A consumer realizes that there is a difference between a real condition and wanted condition. It causes a consumer to look for more information to find out his desired product. After he obtains information, he does an evaluation about what he wants and what he needs. Before a decision is made, a consumer will be facing processes of decision making which are needs recognition, information search, alternative evaluation, purchase decision, and post-purchase behavior (Kotler, 2009:204).

The process of consumer purchase decision is usually affected by consumer behavior mainly in relation to consumer lifestyle in which in this era, the consumer lifestyle is following technology development, especially in smartphone field. Lifestyle reflects an entire people that interact with their environment. Lifestyle has an influence on someone's behavior that in the end, it decides someone's consumption choice. It is strengthened by Kotler (2008:210) who says that lifestyle is someone's life pattern in the universe represented in his

activity, interest, and opinion. Lifestyle illustrates “the whole person’s self” which interacts with his environment.

Lifestyle which is a part of consumer behavior also affects consumer act in making a purchase. Consumer purchase decision is close to their lifestyle which wants to buy useful products and good-quality product. Consumer variety in meeting their needs is also affected by the characteristic of lifestyle; that is activities in which someone does them to meet his needs like work, hobby, shopping, entertainment, sport, and interest based on the products he wants. In addition, someone's opinion or point of view to the product that is about to be bought could affect consumer decision behavior.

Lifestyle comes from a phenomenon which happens to Indonesian people especially to Indonesian Android Community. Such phenomenon becomes a problem because the need for convenient and fast internet usage as well as keeping data in a smartphone turns into something handy. A high people's activity due to most of their time is spent on using Android smartphone causes their use of internet using a laptop to become limited. Indonesian Android Community is a group of Android smartphone users in all over Indonesia. This community was founded by Hans Isme from Surabaya. It gives each other member information or insight into technology development or developing trend/lifestyle.

2. LITERATURE STUDY

According to Sutisna (2002:145), lifestyle is broadly defined as a way of life identified by how people spend their time (activity), what they consider as important in their environment (interest), and what they think about their selves and the world surrounded (opinion). “Lifestyle is defined as a pattern in which people live and spend their time and money.” (Engle et al., 1994:383).

Meanwhile, Kotler says that lifestyle is someone’s life pattern captured in activity, interest, and opinion. Lifestyle reflects “the whole person’s self” which interacts with his environment.

Sunarto (2000:103) states that lifestyle is someone’s life pattern to understand these powers. It is measured from AIO dimension of main consumer namely, activities (job, hobby, shopping, social activity), interest (food, fashion, family, and leisure), opinion (about yourself, social problems, business, product). Lifestyle covers something more than just social class or someone’s personality.

Kasali (2009:226—227) mentions that market researchers who adhere lifestyle approach tend to classify consumers based on activity variable, interest variable, and opinion variable. Joseph Plumer, for instance, the segmentation of lifestyle measures human activity in these things:

- 1) How they spend their time
- 2) Their interest, what is considered as important
- 3) Positive opinion about yourself and competitors
- 4) Basic steps, such as the stage they have passed in real life, income, education, and where they live.

Lifestyle Classification

Lifestyle is classified based on values and lifestyle typology (VALS) from Stanford Research International (Kotler & Armstrong, 2008:151—152), namely:

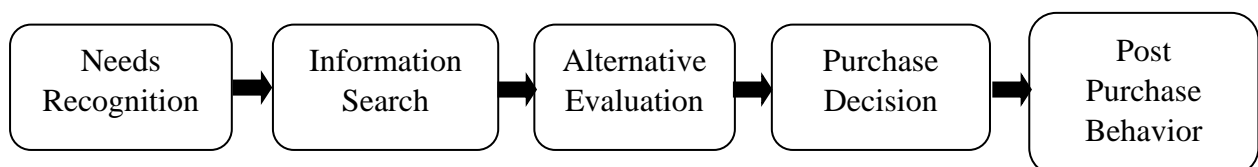
- 1) Actualizes: people with the strongest opinion who have lots of resources involved in one or all self-orientation.
- 2) Fulfilled: established, responsible, and high-educated professionals who have a strong opinion but they are categorized to a practical consumer and value-oriented.
- 3) Believers: conservative consumers in which they concern about their family, religion, community, and nation.
- 4) Achievers: successful, work-oriented, and politically conservative people who get satisfaction from their work and family. They appreciate authority and quo status. They also love to wear expensive products and services to establish their success.
- 5) Strivers: people with similar values to achievers but have less economic resource, social, and psychology.
- 6) Experiences: consumers who are hungry for new things.
- 7) Makers: people who love to influence their environment in a practical way.
- 8) Strugglers: people who earn the least income and have too small resources to put into any consumer orientation. With all of the limitation, they tend to be a loyal customer for a brand.

Concept of Purchase Decision Process

Consumer decision making is begun with the awareness in meeting needs and desires. Afterward, if a consumer acknowledges his needs and desires then he will look for information about the product that he wants. This information search will be done by collecting all information related to the product that a consumer wants. By the various purchase decision processes, Kotler (2009:204) says that purchase decision process is a step of consumer decision process; that is when the consumer really feels to buy the product.

Meanwhile, according to Hawkins et al. (2004:470), consumer decision process is composed of a sequence of activities: problem recognition, information search, brand evaluation and selection, outlet choice purchase, and post-purchase process.

Kotler (2009:151) mentions that consumer decision process consists of five steps, namely: problem recognition, information search, alternative evaluation, purchase decision, post-purchase behavior. Therefore, it is a task for sellers to understand consumer behavior in each step and what influence that works in each step. Other person's choice, situation, and risk factor seem to be able to affect purchase decision as well as satisfactory level of post-consumer purchase and post-purchase activity on the company side. A satisfied customer will keep on making purchase, in contrary, a dissatisfied customer will stop making purchase and possibly, the customer would tell the information to his friends.



Steps of Purchase Decision Process

Source: Kotler (2009:204)

Figure 2.1

Consumer Purchase Decision Process Model

Relationship between Lifestyle and Purchase Decision Process

According to Irawan and Wijaya (1996:340), lifestyle will have a huge impact on consumer purchase behavior. In contrast, Kasali (2005:225) states that lifestyle will affect someone's desire to behave and at the end decide his consumption choices.

Engel et al. (1995:9) say that a product or service is accepted or rejected by consumers based on its relevance to consumers' needs and lifestyle. Additionally, based on Kotler's (2009:191) thought which mentions that purchase decision is also affected by personal characteristics. The characteristics include age and life cycle, occupation, economy, lifestyle, personality, and buyer's self-concept.

RESEARCH METHOD

The research method used was survey method. The research design engaged by the writer was causal research design. This research used statistical analysis which was simple linear regression, Pearson correlation coefficient, determination coefficient, and hypothesis test. The type of research used was level of explanation research.

Population and Sample

The number of Android smartphone users in Indonesian Android Community is 753 people but those who become active members in the last 6 months are 110 people. In other words, the population in this research is 110 Android smartphone users.

Data Analysis Technique

Simple Linear Regression Analysis

$$Y = a + bX$$

Pearson Correlation Coefficient Analysis

This formula is used to find out the closeness of the relationship between X and Y:

$$r = \frac{n \sum XY - \sum X \sum Y}{\sqrt{(n \sum X^2 - (\sum X)^2)(n \sum Y^2 - (\sum Y)^2)}}$$

3. FINDINGS AND DISCUSSION

Lifestyle of Android Smartphone Users

Activities

If the activities dimension is drawn in an interval then it will be in strong category. Activities ask consumers to identify what they do, what they buy, and how they spend their time (Mowen et al., 2003). Activities in each person's life are the most important thing to be discovered through seeing what they do daily, how they buy a product, and how they spend their time in a day so what they need in daily life will be seen. Based on the reality the writer gets, the internet is one of the troubleshooters or needs that they have to have. All information they need is easily downloaded from the internet so it is very important for everyone. This

smooth internet access is given by Android smartphones that have mastered everyone's needs in this era. By a cooperation with apps from Google, Android smartphones give an access to people to surf the whole world and finally, Android smartphones become a helper for everyone.

Interest

If the interest dimension is drawn in an interval then it will be in strong category. Interest focuses on preference and consumer priority (Mowen et al., 2003). Interest can be considered as a stimulant of someone in achieving the target he aims or a motivation for someone in doing what he intends to. So, someone's interest to Android smartphone is due to the extra features other smartphones do not have. As what advertisement shows in mass media, Android smartphone is open source; that is the use of apps in the smartphone depends on the characteristics of the user. Besides, this smartphone that is compatible with Google gives an easy access to the internet to search for information users need. The features of Android smartphone generate interest to anyone for buying or having the phone. Apart from the features, people want an Android smartphone because of their curiosity about other people who use this phone. So it presents a sense of belonging to use this kind of phone.

Opinion

If the opinion dimension is drawn in an interval then it will be in very strong category. Opinion is a point of view and perspective regarding worldwide, local, moral, economic, and social topics (Mowen et al., 2003). Someone's opinion, especially about technology development in this era, needs to have listened in order to be an input for a company so it acknowledges what market and people want and need. For instance, a regular home phone. With the development of technology, people are getting busy with their activity and they need a phone they could carry anywhere. There comes a technology called cellphone. In fact, a regular cell phone cannot afford everybody's needs who are very mobile. Another technology was invented called a smartphone. It is not only used for making a phone call or sending a short message but also keeping important data, taking pictures, and listening to the music. So it is very important to consider people's opinion about technology development in this era.

It is because lifestyle is a part of consumer behavior which then will affect consumer act in making purchase. Consumer purchase decision is not far from their lifestyle who wants to buy a more useful product and having good quality. Consumer variety in meeting their needs is affected by lifestyle characteristics; that is an activity in which someone does for his needs like work, hobby, shopping, entertainment, and sport. Other influences are someone's interest based on his desire for a product and someone's opinion about the product he wants to buy. Those dimensions affect consumer decision behavior.

Purchase Decision Process of Android Smartphone Consumers

Needs Recognition

The respondents agree that recognizing their needs first before buying a product is because, in the process of purchase decision making, it is always started with needs recognition beforehand. Needs recognition is a condition when it appears difference between what is desired and what is really happened. Needs must be activated before being recognized. There

are some needs according to Engel, Blackwell, and Miniard in Sumarwan (2011:294). Needs recognition consists of time, change of situation, product selection, product consumption, individual difference, and marketing influence. Therefore, someone's needs have to be found out first so that it will help to make purchase decision of a product that he needs.

Information search

The respondents state that information about Android smartphone is easy to get. The information about Android smartphone is everywhere. It is on the internet, printed media, brochure, pamphlet, banner, and so on. It is the fact that Indonesian people easily get the information. However, information search is started to be done when a consumer sees that the needs can be affected by buying a product (Sumarwan, 2011:294). Consumers will search for information kept on their memory (internal search) and information from outside (external search).

Knowledge

Lots of respondents agree that knowledge about Android smartphone they get encourage them to buy the product. Curiosity along with the product marketed massively by many people stimulate other people to buy it. As what respondents say in an open interview that they are curious to Android smartphone ads which mention that the phone could access internet fast. With the branding of smartphone, it can be used to keep data, listen to music, take pictures, and other things.

Alternative Evaluation

The respondents compare Android smartphone to its competitor, iPhone. Usually, after consumers gather information about a number of smartphone brands which is relatable with their needs, the consumers evaluate their smartphone selection and constrict their selection to the alternative ones that they want. So it is very important to the consumers in comparing one product to another. For sure, the consumers would pick the best quality smartphone. This thought is strengthened by Kotler (2009:251) that the basic concept of making purchase decision will help consumers to understand the process of consumer evaluation; that is first, consumers try to meet their needs and second, consumers look for benefit of a product.

Purchase Decision

Some of the respondents agree that when they make a purchase, they are confident with the product. It is because beforehand they have done information search process about what they want to buy and evaluate existing alternatives, so they could decide confidently which product to buy. Consumer decision to buy comes after considering some attributes with different values. Consumers will look for a product which gives above average quality but lower price. It happens to Android smartphone compared to its competitor, iPhone.

Post-purchase Behavior

The respondents feel satisfied after buying Android smartphone. It is due to the truth that advertisement presents in the mass media about Android smartphone. What advertisement says are the features like free apps, convenient and fast internet connection, open source in which people could characterize apps used on Android smartphone according to the character of the user so it would generate satisfaction to Android smartphone users.

Influence of Lifestyle to Purchase Decision Process of Android Smartphone Users (A Study to Indonesian Android Community)

Based on the calculation using SPSS 13.00 for Windows software, it generates

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	10.409	4.390		2.371	.022
	Lifestyle (X)	.744	.142	.595	5.238	.000

a. Dependent Variable: Purchase Decision (Y)

Based on the output above, the regression equation that will be formed is

$$Y = 10.409 + 0.744 X$$

With the equation above, the regression coefficient is positive. It shows a positive influence. It means every lifestyle increase of one unit will be followed by the increase of consumer purchase decision process of 0.744.

4. CONCLUSION

1. Lifestyle of Android smartphone consumers is in a strong category. It shows a strong life pattern which tends to lead to a modern one that follows technology development, especially Android smartphone.
2. Purchase decision process of Android smartphone users is in a strong category. It shows that consumer purchase decision process takes an important role in each product like smartphone which competes by giving better features than the competitors.
3. The calculation shows a positive influence between lifestyle and purchase decision process of Android smartphone consumers (a study of Indonesian Android Community). Based on the Pearson correlation, the value is 0.595 to positive and in medium category. It means the higher the lifestyle, the higher the consumer purchase decision process.

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