



ENHANCE BEHAVIOUR PREFERENCE LIFESTYLE AND CONSUMER PREFERENCES IN CHOOSING LOCAL OR FOREIGN BRANDS IN MEDAN CITY INDONESIA.

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ABSTRACT.

This study is shows that in the first hypothesis trial shows that lifestyle and the reference group together influence the purchasing to understand the influence of cultural, social, personal and psychological factors on consumer decisions in choosing shopping at north sumatera. Analysis using multiple linear regression, f test, t test, and the coefficient of determination test (R²). A sample of this study is 100 consumers. The technique used in sampling is an accidental sampling. The results of this study is a manufacture company or business actors which is able to offer the benefit through increased brand preference by providing added value services to business and consumers, will eventually be able to influence its consumer behaviour in purchasing decisions. Multiple linear regression analysis shows that all variables have positive coefficients. The f test shows that the variables of personal factors, social factors, cultural factors, psychological factors, price factors together influence the decision of consumers to shop north sumatera.

Keywords: Buying, Shopping, Consumer, Decision, lifestyle.

1. INTRODUCTION.

Indonesia, have a strategies and needed good marketing. To make things happen That, a lot of research is done to Find out how consumer tastes are days it changes with time trends that occur, and are a challenge for companies to be able to estimate upcoming trends. This understanding is need to be further investigated find out how consumers consider, everything before the end take a decision to buy. Study of consumer behavior needs to be known how the factors influence consumer behavior for the purchase of goods or service. According to (Engel, Blackwell and Miniard, 1995) these factors originate from environmental influences (including culture, class social, personal, family, situation) and influence individual differences (including resources consumers, involvement and motivation, knowledge, attitude, personality, lifestyle, and demographics. In order



to accommodate the needs of the people of North Sumatera to explore the various needs of consumers in shopping through research and observation of consumer shopping behavior. The conclusion is that people tend to choose shopping at modern outlets, with reasons for the completeness of the choice of quality products, certain and competitive prices, and a comfortable atmosphere (Aryza et al., 2018).

These factors are important for marketer, but very interesting if can find out more about what is inside and individual thoughts about what is can affect him before make a decision to buy goods or services, thus the consumer's personality need to be understood as something related by product selection or purchase because consumers will buy that item according to his personality. Personality closely related to understanding lifestyle someone, which can be defined as the pattern by which people live and use money and time (Engel, Blackwell, and Miniard, 1995).

Changing dynamic environment lead to studies of consumer lifestyles can help marketers understand how consumers think and choose various alternatives. Lifestyle perspective in marketing shows classification individuals into a group based on for what they do, how they spend time, and how they choose to take advantage income. Psychographic or lifestyle refers to Consumer Activity, Interest and Opinion (AIO).

In more detail, focus on what people like to do, what the scope of their interests, and what opinions people about various things. Lifestyle of adults today, is now beginning to spread to teenagers, including teenagers in the city of Sidoarjo. Patterns and lifestyles of adolescents are currently undergoing changes, such as increased social life activities, so that often makes adolescents spend time outside with their members and social groups. Gathering or hanging out after undergoing various activities is no stranger to teenagers.

Today, teens prefer to spend their free time hanging out in cafes or restaurants to simply hang out with friends. The goal is to unwind, entertain yourself, or do the task while drinking coffee or eating the food served. Most teenagers nowadays more often gather outside, in cafes, and in public places with a variety of styles and behavior.

The emergence of cafes in big cities from the development of consumer lifestyles that are different from before. Lifestyle changes from generation to generation are caused by social changes in the social fabric and the changing environment. These changes are caused by several factors. These factors will affect one's lifestyle. There are two factors that influence lifestyle, namely internal and



external factors Armstrong (in Susanto, 2013: 2). Factors originating from within (internal) consist of attitudes, experiences and observations, personality, self-concept, motives, and perceptions. Whereas external (external) factors consist of reference groups, family, social class, and culture.

II. LITERATURE REVIEW.

2.1. Lifestyle

Lifestyle refers to a consumption pattern that reflects one's choice of various things and how to spend time and money, Kasali (in Mandey, 2009: 93). The broad lifestyle as a way of life is identified by how people spend their time (activities) what they consider important in their environment (interests) and what they think about themselves and the world around them (opinions), Setiadi (in Habibi, 2007: 3). Lifestyle shows how people live, how to spend their money, and how to allocate time, Mowen and Minor (in Mayasari, 2012: 99). Lifestyle refers to consumption patterns that reflect a person's choice of time and money he spends, Solomon (in Dwiastuti, 2012: 75). Lifestyle affects one's behavior and ultimately determines one's consumption choices. From some of the above understanding it can be concluded that lifestyle more describes a person's behavior, namely how someone lives using his money and utilizing the time he has. Lifestyle is often described through a person's activities, interests and opinions. A person's lifestyle is usually not permanent. Lifestyle changes will change one's consumption patterns. In this study lifestyle measurements using psychographic methods. According to Mowen and Minor (in Mandey, 2009) outlining the questions AIO (Activity, Interest, Opinion) as follows: (1) Activity that is asking consumers to identify what they do, what they buy, and how they spend their time, (2) Interests that focus on consumer preferences and priorities, (3) Opinions that are investigating consumers' views and feelings about topics of world, local, moral, economic, and social events.

A person's lifestyle can be seen through activities, interests, and opinions shown by someone, Setiadi (in Habibi, 2007). Somebody act based on the existence of motives and perceptions formed in themselves. Motives that arise in a person will generate interest someone about something. While someone's perception can influence their opinions on certain objects. So the internal factors are used is the attitude, motives, and perceptions seen through activities, interests and opinions someone. Activities, interests and opinions is an indicator used for knowing how lifestyles are is being experienced by individuals, Mowen and Minor (in Mandey,



2009). In addition to factors from within, lifestyle someone will be influenced by factors external. External factors include reference groups, families, social classes, and culture will have an influence on teen lifestyle. More teens will spending time with friends their peers in groups for do various activities (supratiknya, 2006). So that outside influences are greatly affect the lifestyle of adolescents is a group of peers who become reference group for teenagers. Since birth, someone already have the instinct to live in groups with other people. Not surprising if even teenage life to gather with friends can not be separated from him.

As is known, that adolescence is a transitional stage between periods children with marked adulthood with various changes a both in aspects physical, social and psychological (www.academia.edu). The amendment as an effort to find identity or personal identity. In gaining identity, adolescents trying to form an images about himself and this effort are seen in a picture of how each teenager is perceive himself (Sunastiko, 2013). Including how a person the teenager tries to present himself. Thing That makes them sensitive so encourage them to do various things efforts according to group demands their social. Desire to fulfill the claim is allegedly encouraging adolescents to behave consumptively.

This is caused partly because unstable and easy characteristics of teenagers influenced so that finally pushed emergence of various symptoms in behavior buy unnatural. Buy in terms of This is no longer done because of the product indeed not needed, but bought done for other reasons like just go with the flow mode, just want try new products, want to get social recognition and so on. Currently, purchases made by consumers based on the needs that lead to lifestyle.

2.2. Reference group

Reference group is a point of comparison or face to face or indirectly in the formation of a person's attitude. A reference group is an individual or group of people that significantly influences a person's behavior (Sumarwan, 2003). Another understanding of the reference group or reference is every person or group that is considered as the basis of comparison for someone in forming general / special values and attitudes or specific guidelines for behavior (Dwiastuti, 2012: 118). Another opinion says the reference group is each person or group that is considered as the basis of comparison (or reference) for someone in forming general or special values and attitudes, or specific guidelines for behavior (Schiffman and Kanuk, 2007). Reference group is defined as a person or group of people who significantly influence an individual's behavior (Rangkuti, 2006: 53).

From some of the above understanding it can be concluded that the reference group is an individual or group of people with an approximate



perspective or value that significantly affects directly or indirectly and is used by individuals as a guide for someone to behave in certain situations. In this study, for the measurement of reference groups used reference group indicators according to Engel, Blackwell, and Miniard (1995). Namely information / knowledge, experience, credibility, activeness, and attractiveness.

2.3. Buying decision

Decision making can be interpreted as an assessment process and Purchase Decisions

can be interpreted as a process of assessment selection of various alternatives in accordance with certain interests by determining a choice that is considered most beneficial. Purchasing decision is an approach to solving problems in human activities to buy a product to meet their wants and needs. The purchase decision is the buyer's decision about the choice of brand to be purchased, but two factors can be between the purchase intention and the purchase decision, Kotler and Armstrong (in Habibi, 2007).

In this study, the measurement of purchasing decisions using four measurements from Kotler (1995). Measurement of purchasing decisions according to Kotler (1995), namely stability in a product, habits in buying products, giving recommendations to others, making repeat purchases.

III. METHOD OF RESEARCH.

This type of research is analytic research, namely research that uses inferential statistics used to test hypotheses regarding the analysis of the influence of internal and external factors on consumer purchasing decisions. Research Population

According to Arikunto, (1993: 102) stated that: "Population is the whole subject of research. While Sugiyono (2002: 72) explains that the population is a generalization area consisting of subjects or objects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions.

a. Population

Population is a generalization area consisting of objects or subjects that have the quality of certain characteristics determined by researchers to be studied and then drawn conclusions (Sugiyono, 2007: 61). The population in this study were all users of electronic products in Purworejo.



b. Sample

According to Sugiyono (2007: 62) the sample is part of the number and characteristics possessed by the population. If the population is large, and researchers may not study everything in the population, for example due to limited funds, manpower and time, then researchers can use samples taken from that population. For this reason, samples taken from the population must be truly representative.

The sampling technique of this study uses Non-Probability Sampling, which is a sampling technique that does not provide equal opportunity or opportunity for each element or member of the population to be selected to be a sample (Sugiyono, 2007: 66). The type of technique used is Purposive Sampling which is a sampling technique with certain considerations (Sugiyono, 2007: 68). The considerations for respondents in this study are:

- 1) Respondents aged over 16 years. According to Sugiyono (2009), the age limit of respondents is more than 16 years because at that age they are considered to have the ability to make decisions to make purchases and make assessments.
- 2) Respondents are consumers who use electronic products.
- 3) Respondents domiciled in Purworejo.

Roscoe in Sugiyono (2007: 74) gives a suggestion that for a decent sample size in the study is between 30 to 500. In this study the researchers took a sample of 130 respondents, with the consideration that the amount is considered sufficient to represent populations whose numbers are unknown certainly.

VALIDATION TEST

A valid instrument means that the instrument can be used to measure what is being measured (Sugiyono, 2007: 348). This validity test is done by looking at the correlation value (r arithmetic) on Corrected Item-total Correlation. According to Sugiyono (2010: 153), if the correlation value (r count) is more than 0.3, it can be considered as a strong construct or an instrument that has good validity. Conversely, if the correlation value (r count) is less than 0.3, it can be considered a weak construct or the instrument has bad validity.

Based on the results of the validity test that has been done, it shows that the r count per item question has a positive value and more than r min 0.3 so that the questionnaire can be declared valid.



RELIABILITY TEST

A variable instrument is an instrument that if used several times to measure the same object will produce the same data (Sugiyono, 2009). The criteria used is to look at the value of Cronbach Alpha. A measuring instrument can be called reliable if it has a Cronbach Alpha value of more than 0.6 (Ghozali, 2007). Based on the results of the reliability test data of respondents conducted, showed that all variables produce Cronbach's Alpha values if Deleted items more than 0.6 and Cronbach's Alpha more than 0.6 so that it can be concluded that the results of the reliability test are reliable, meaning the questions in the questionnaire have consistency to measure the construct or research variables.

Professional marketers must be good at determining the needs of consumers to make purchases of their products. Consumer buying decisions often arise because they are faced with various types of goods available. The reaction will always be there both consciously and unconsciously and very reasonable because basically humans have the nature of wanting to have. This desire can be used by marketers to encourage them to increase the volume of unplanned purchases in advance and without going through long thoughts (impulse buying) 2. Impulsebuying arises because of stimulation. Impulse buying has changed meaning. If used to be seen as irrational buying behavior of conventional goods, now impulse buying is carried out on luxury goods such as houses and cars. To identify consumer needs marketers can use Abraham Maslow's hierarchy of human needs. According to him, humans have multilevel needs. Each level will be fulfilled first before increasing to the upper level. By looking at the hierarchy, marketers will know which groups should be targeted to buy their products.

IV. ANALYZE AND RESULTS.

Lifestyle Influence (X1) and Groups Reference (X2) to Purchase Decisions (Y) to Consumers in North Sumatra Based on the results of regression analysis linear multiple, then it can be seen that lifestyle (X1) and reference group (X2) influence purchasing decisions (Y) amounted to 31.4% while the rest amounted 68.6% is influenced by other variables outside the variables used in this study like other internal factors namely culture, social class, family, role and status, personality, motivation, perception, learning, as well as external factors such as price, product, and service.

Of the 97 majority respondents respondents in this study were male and female Respondents in the study are respondents in their teens between 17 years



and 45 years. In this research most respondents 23 years old with status as college student,

Table 1. Analysis Test Results for Multiple Linear Regression.

Variables	Standardized Coefficients Beta	P Value	Informations
Activity (X1)	0.148	0.018	Positive and significant
Interests (X2)	0.370	0.000	Positive and significant
Opinion (X3)	0.391	0.000	Positive and significant

Based on the results of regression analysis on hypothesis one, it was found that the activity had a positive and significant effect on purchasing decisions. Activities are very important things that consumers consider when making purchasing decisions. Activities represent one part of the behavior of a lifestyle, which is related to the use of time each individual has to spend the time and money they have. As a manufacturer of electronic products, it must know the daily activities of individuals who are their target markets in order to find a match between the relationship between the products offered and the activities carried out by their target markets. Consumers tend to more easily decide to buy electronic products when consumers need electronic products to complete their work. Electronic products can be used as a means of supporting hobbies. Electronic products can also be used as a means of entertainment such as watching television or listening to the radio.

The results of this study support research conducted by Azwar (2013) which states that activity has a positive and significant effect on purchasing decisions. Based on the results of the regression analysis on hypothesis two, it was found that interest has a positive and significant effect on purchasing decisions. Interest is also a matter that is highly considered in making a purchase decision. Interest refers to the level of excitement that is accompanied by special and continuous attention to an object. Interest is an individual factor found in individuals in influencing purchasing decisions. Consumer interest in electronic products can be due to several things, among other things because all family members really need to support their activities. Using electronic products can help in completing household chores such as washing, ironing, and other work that must



be done with electronic products. Interest in electronic products can also be influenced by advertisements that are informed through information media such as television, radio, brochures, or other advertising media. The results of this study support research conducted by Setiawan (2013) and Azwar (2013) which states that interest has a positive and significant effect on purchasing decisions.

Based on the results of the regression analysis on hypothesis three, it was found that opinion has a positive and significant effect on purchasing decisions. Opinion is the opinion of every individual who comes from their own person. An opinion is an oral or written answer given by someone in response to a stimulus situation, where there is a kind of question to ask. Personal opinions expressed by someone are also accompanied by thoughts and further understanding that will influence the purchase decision. Culture also influences the process of purchasing decisions for electronic products seeing that currently electronic products have become the culture of every individual today because most people are inseparable from electronic products to support their daily activities. So, do not rule out the possibility of electronic products will continue to develop, innovate continuously, and will also be increasingly sophisticated. The results of this study support the research conducted by Mandey (2009) and Setiawan (2013) which states that opinion has a positive and significant effect on purchasing decisions.

V. CONCLUSIONS.

Based on the results of research and discussion on the influence of lifestyle factors consisting of activities, interests, and opinions on consumer purchasing decisions (studies on the people of North Sumatra), the following conclusions can be drawn:

1. Activities can have a positive and significant influence on consumer purchasing decisions for electronic products, food items in Medan.
2. Interest can have a positive and significant influence on consumer purchasing decisions for electronic and food products in Medan.
3. Opinion can provide a positive and significant influence on consumer purchasing decisions for electronic and food products in Medan.



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