

**ANALYZING THE INFLUENCE OF PERSONAL FACTORS ON CONSUMER BUYING  
DECISION FOR CLOTHES IN FACEBOOK GROUP  
(Case Study: Rumah Live Online Manado)**

*ANALISIS PENGARUH FAKTOR PRIBADI TERHADAP KEPUTUSAN MEMBELI BAJU  
KONSUMEN DI FACEBOOK GROUP  
(Studi Kasus: Rumah Live Online Manado)*

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**Abstract:** In the digital era 4.0, everyone used internet access to interact with other people, especially social media. Facebook is one of the social media that is widely used by today's society to interact with others. Facebook users especially business owners in North Sulawesi, have also started following the existing trend, which is using the live streaming feature in Facebook groups "Rumah Live Online Manado". It is one of the Facebook group that is very popular with consumers who want to shop for clothes. This study aims to determine the personal factors that influence the consumer buying decision purchase clothes on the Facebook Group "Rumah Live Online Manado". This type of research is a descriptive analysis approach. By using quantitative research methods. The sample for this study is 96 respondents. The sampling technique used is a purposive sampling method and the data collection method is in the form of a questionnaire that is run through Google Form. Testing and data analysis in this study using SPSS 26 software. The results shows that Age and Life Cycle (X1), Occupation and Economic Conditions (X2), Lifestyle (X3) and Personality (X4) simultaneously have a positive influence on consumer purchasing decisions. Occupation and Economic Conditions (X2), Lifestyle (X3) and Personality (X4) partially have a significant influence on consumer purchasing decisions while Age and Life Cycle (X1) have no significant influence on consumer buying decisions.

**Keywords:** age and life-cycle, occupation and economic condition, lifestyle, personality, buying decision, media social, facebook

**Abstrak:** Di era digital 4.0, setiap orang menggunakan akses internet untuk berinteraksi dengan orang lain, terutama media sosial. Facebook merupakan salah satu media sosial yang banyak digunakan oleh masyarakat saat ini untuk berinteraksi dengan orang lain. Pengguna facebook khususnya pemilik usaha di Sulawesi Utara juga sudah mulai mengikuti trend yang ada yaitu menggunakan fitur live streaming di grup facebook Rumah Live Online Manado merupakan salah satu grup facebook yang sangat diminati oleh konsumen yang ingin berbelanja. untuk baju. Penelitian ini bertujuan untuk mengetahui faktor-faktor pribadi yang mempengaruhi keputusan pembelian konsumen dalam membeli pakaian pada Grup Facebook "Rumah Live Online Manado". Jenis penelitian ini adalah dengan pendekatan deskriptif analisis. Dengan menggunakan metode penelitian kuantitatif. Sampel dalam penelitian ini adalah 96 responden. Teknik pengambilan sampel yang digunakan adalah metode purposive sampling dan metode pengumpulan data berupa kuesioner yang dijalankan melalui Google Form. Pengujian dan analisis data dalam penelitian ini menggunakan software SPSS 26. Hasil penelitian menunjukkan bahwa Umur dan Siklus Hidup (X1), Pekerjaan dan Kondisi Ekonomi (X2), Gaya Hidup (X3) dan Kepribadian (X4) secara simultan berpengaruh positif terhadap keputusan pembelian konsumen. Pekerjaan dan Kondisi Ekonomi (X2), Gaya Hidup (X3) dan Kepribadian (X4) secara parsial berpengaruh positif signifikan terhadap keputusan pembelian konsumen sedangkan Umur dan Siklus Hidup (X1) tidak berpengaruh signifikan terhadap keputusan pembelian konsumen.

**Kata Kunci:** usia dan siklus hidup, pekerjaan dan kondisi ekonomi, gaya hidup, kepribadian, keputusan membeli, media sosial, facebook

## INTRODUCTION

### Research Background

Consumer buying decision can come from internal factors or the consumer's self or external factors that are carried out by business owners. Talking about personal factors, there is a case when a consumer wants to buy an item or service, the consumer will think about their self-first whether they needs the goods or services or not. In particular, personal factors also have 4 characteristics that influence consumer buying decision which is the age and life cycle, occupation and economic condition, lifestyle and also the personality

Age and life cycle of the consumers, consumer always change the goods or services they need and want during their lifetime according to their age and stage of life. Occupation and economic condition of the consumers, a person's job can affect the goods or services that will buy as well as a person's income can support their choice in choosing goods or services. Lifestyle of the consumer lifestyle is a pattern of life it also affects the goods and services to be purchased which are shown through their activities, interests and opinions. Personality of the consumers everyone has a different personality that can influence their buying behavior and it can be useful for analyzing consumer behavior for product selection or certain brands. Buying decision itself is a process that happen when consumer buying a product or services. Consumer buying decisions are unique because people preferences for a product are different.

In the digital era 4.0, everyone uses internet access to interact with other people, especially social media. With the existence of Facebook, it is easier for people to get the latest information both from relatives and from people they do not know. Facebook users, especially business owners in North Sulawesi, have also started following the existing trend, which is using the live streaming feature in the Facebook group, a Facebook group that is very popular with consumers who want to shop for clothes, one of which is "Rumah Live Online Manado". The group is one of the popular groups for business owners and consumers in marketing and shopping for clothes because the sellers in the group sell various types of clothing ranging from children's clothing to adults.

### Research Objectives

1. To identify the influence of age and life-cycle on buying decision for clothes in facebook group "Rumah Live Online Manado"
2. To identify the influence of occupation and economic condition on buying decision for clothes in facebook group "Rumah Live Online Manado"
3. To identify the influence of lifestyle on buying decision for clothes in facebook group "Rumah Live Online Manado"
4. To identify the influence of personality on buying decision for clothes in facebook group "Rumah Live Online Manado"
5. To identify the simultaneous influence of age and life-cycle, occupation and economic condition, lifestyle and personality on buying decision for clothes in facebook group "Rumah Live Online Manado"

## THEORETICAL FRAMEWORK

### Marketing

According to Kotler and Keller (2008), marketing is the process by which companies create value for customers and build strong customer relationships, with the aim of capturing value from customers in return.

### Consumer Behavior

According to Kotler and Keller (2008), consumer behavior is the study of how individuals, groups, and organizations choose, buy, use, and how goods, services, ideas, or experience to satisfy their needs and wants.

### Personal Factors

According to Kotler (2000) consumer behavior is influenced by several factors including cultural factors, personal factors, social factors, and psychological factors.

### **Age and Life Cycle**

People buy different goods and services throughout their lives. A person's needs and wants will change with age. Marketers need to pay attention to the changing of consumer's purchase interests related to the human life cycle.

### **Occupation and Economic Conditions**

A person's job also affects their consumption patterns. Economic conditions include disposable income (income level, stability, and timing), savings and wealth, debt, ability to borrow, and attitudes toward spending versus savings.

### **Lifestyle**

A person's lifestyle shows the pattern of the person's life which is reflected in their activities, interests, opinions.

### **Personality**

Personality can be defined as a different psychological characteristic of a person that causes a relatively consistent and fixed response to their environment. Personality can be a useful variable in analyzing consumer behavior if personality types can be classified and if there is a strong correlation between a particular personality type and the choice of a product or brand.

### **Previous Research**

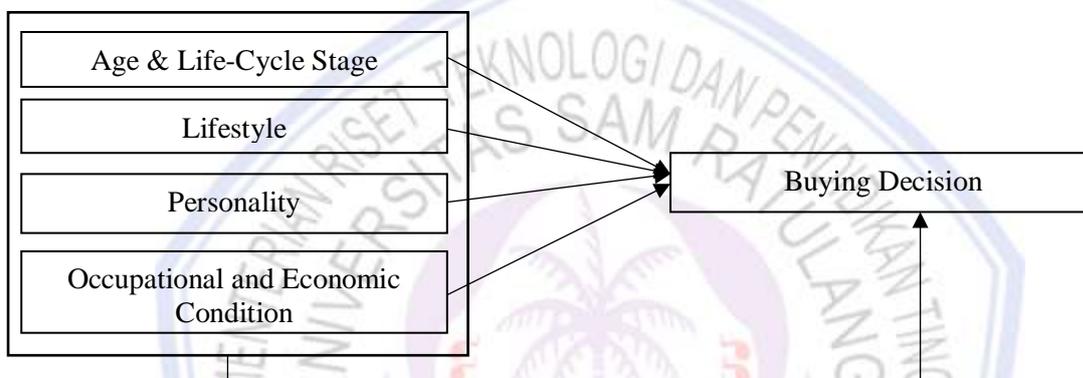
Mojtaba Nourai, Hamid Yari Moorineh, and Jamshid Kordi (2017) investigated the effect of personal factors on the customers' purchasing decision. Personal factors are investigated with the aspects of age and the life cycle stage, job, economic contexts, lifestyle, personality and self-concept and decision making strategies with the imperative, analyzing, conceptual, and behavioral aspects. The research is the descriptive-correlation and based on the purpose is an applied one which is based on the field and library studies. The statistical population of this research includes the trades people and sale customers (90 people) and the statistical sample was determined through Cochran formula and was 73 people. Sampling method in this research was the simple random and data collection was done using questionnaire. The related questionnaire to the personal factors variable (Cronbach's alpha and life cycle stage=0.746, job= 0.746, economic contexts=0.645, lifestyle=0.728, personality and self-concept= 0.851) researcher framework and purchasing decision (Cronbach's alpha =0.730) is standard and its validity and reliability have been confirmed. Analyzing the collected data was done using SPSS19 and LISREL.72 software and the obtained results are as: the internal personal factors affect the customer's decision. Age and life cycle stage affect the customer's decision. The economic contexts affect the customer's decision. Job does not affect the customer's decision. Lifestyle does not affect the customer's decision. The self-concept personality does not affect the customer's decision.

Mohammad Taheri Rouzbahani, Mosayeb Rezai, Asma Azizi Goudarzi, and Seyed Mohsen Naghibi (2013) examined the impact of individual factors on the decision of the buyer. In addition, personal factors, dimensions, age and life cycle stage, occupation, economic situation, lifestyle, and personality and self-concept and dimensions of decision-making styles, grammar, analytical, conceptual and behavioral review. Research is descriptive - correlation in terms of objectives, applications that is based on field research and library. The population of this research is merchants and sell of Borujerd city (90) and a sample of 73 patients were determined by the formula against Cochran. Sampling in this study was random and data collected by the questionnaire variable personal factors (Cronbach's age and stage of life cycle = 746/0, jobs = 750/0, and economic conditions = 645/0, 728 lifestyle / personality and self = 0 and 851/0) to research and purchase decisions (Cronbach's alpha equal to 730/0) is a standard that was upheld their validity and reliability. Analysis of the data collected with the use of software applications SPSS19, LISREL8.72 been analyzed and the results of the data analysis is thus: Internal personal factors that influence a buyer's decision. Age and stage of life cycle impact on the buyer's decision. Economic conditions affect the buyer's decision. Occupation does not affect the buyer's decision. The decision does not affect the buyer's lifestyle. Buyer's decision does not affect your character sketch

Rosemary Wanjiru Njigua (2018) aimed at determining the relationship between consumer personal factors and their purchase decisions of mobile phones in Nairobi County. Specifically, the study focused on the influence of age, income, occupation, lifestyle, and personality on consumer purchase decision. The study was grounded on the positivist philosophical framework and assumed a descriptive research design. The study

targeted mobile phone users in Nairobi County. The sample size was 384 respondents and out of these, 298 questionnaires were gathered for analysis. Data was collected using structured questionnaires which were self-administered. Descriptive and inferential statistics with the aid of SPSS Version 22 was used to analyze and interpret the data. The correlation findings indicated a positive and statistically significant association between personality, occupation, income, age, and lifestyle on consumer purchase decisions of mobile phones. The multiple regression findings indicate that these factors influenced consumer purchase decision by 51.4 % which was statistically significant. The results revealed that personality had the greatest influence on consumer purchase decision of mobile phones in Nairobi County followed by lifestyle, and income. The study concluded that these two personal factors influenced consumer purchase decision of mobile phones whereas age and occupation had no effect. The study recommended that mobile phone manufacturers should design products that elicited different emotions, perceptions and feelings from consumers. Secondly, the study recommended that mobile phone marketers should design advertising campaigns and marketing strategies around the personalities and lifestyles of consumers. This means that marketers should aim to identify personalities and lifestyle patterns of mobile phone consumers regularly

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Data Processed, 2021*

### Research Hypothesis

H1: Age & Life-cycle stage have partially influence on consumer buying decision.

H2: Occupation & Economic condition have partially influence on consumer buying decision.

H3: Lifestyle have partially influence on consumer buying decision.

H4: Personality have partially influence on consumer buying decision.

H5: Age & Life-cycle, Occupation & Economic condition, Lifestyle, Personality have simultaneous influence on consumer buying decision.

## RESEARCH METHOD

### Research Approach

This research use quantitative methodology to find out the influence of personal factors on consumer buying decision for clothes in facebook group "Rumah Live Online Manado". This research type is casual research in quantitative approach. According to Cresswell (2008), quantitative research is an investigation of social problems based on testing a theory consisting of variables, measured by numbers, and analyzed by statistical procedures to determine whether the predictive generalizations of the theory are correct.

### Population, Sample and Sampling Technique

According to Creswell (2008) populations is a group of individuals who have the same characteristics. The population for this study are the member of "Rumah Live Online Manado". The sample for this research obtained was 96 respondents. The sampling technique in this research is purposive sampling. According to

Zikmund et al. (2009), purposive sampling is a sample selection technique in which an individual selects a sample based on a personal assessment of some suitable characteristics of the sample members.

### Data Collection Method

Data collection method that was used in this study to collect the data is questionnaire. According to Malhotra (2007), primary data is data originated from researcher for the specific purpose of addressing the research problem.

### Operational Definition of Research Variables

**Table 1. Operational Definition of Research Variables**

No	Variables	Definition	Indicator
1	Age & Life-Cycle Stage (X1)	The stage of life and age in which people buy the clothes in Facebook Group "Rumah Live Online Manado"	1. Needs 2. Wants
2	Occupation and Economic Condition (X2)	Type of job that consumers of Facebook Group "Rumah Live Online Manado" have which affects their economic circumstances	1. Income Level 2. Job Status 3. Affordable
3	Lifestyle (X3)	The life of a person which expressed through their activities, interest, and opinions in this case for a clothes product	1. Activities 2. Interest 3. Opinion
4	Personality (X4)	One's personal characteristics and how they see themselves in this case regarding clothes in Facebook Group "Rumah Live Online Manado"	1. Characteristics 2. Habits
5	Consumer Buying Decision (Y)	In general is about consumer that go through a process in buying product and services	1. Problem introduction 2. Search information 3. evaluation of alternatives 4. purchase 5. post-purchase behavior

Source: Data Processed, 2021

### Validity and Reliability Test

Validity is a degree of accuracy/feasibility of the instrument used to measure what is to be measured. Validity is the degree to which a test measures what it intends to measure. Validity refers to the extent to which the accuracy of a test or scale in carrying out its measurement function. According to Braun et al. (2019) reliability is identified as the accuracy and consistency of an instrument's results.

### Multiple Linear Regression Analysis

Multiple regressions are used to express the effect of independent variables and the dependent variable. The formula of linear regression (multiple linear regressions) is general as follows:

$$Y = \alpha + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + e$$

Where:

- Y = Consumer Buying Decision  
 $\alpha$  = constant  
 $\beta_1, \beta_2, \beta_3, \beta_4$  = The regression coefficient of each variable  
 X1 = Age & Life-cycle  
 X2 = Occupation and Economic Condition  
 X3 = Lifestlye  
 X4 = Personality  
 e = error

## RESULT AND DISCUSSION

### Validity and Reliability Test

The validity test value of Age and Life-cycle, Occupation and Economic Condition, Lifestyle, Personality and Buying Decision are greater than 0.3 and the significance value is below 0.05 which means all the variables show positive relationship Age and Life-cycle (0.763), Occupation and Economic Condition (0.730), Lifestyle (0.865), Personality (0.793) and Buying Decision (0.873). So the research instrument of this study is considered valid. Reliability test is used Cronbach Alpha to find out whether the result are reliable or not. The reliability statistics shows that the Cronbach's Alpha with 5 items on this research is 0.851. According to the theory the minimum value of Cronbach's Alpha is 0.6 and since  $0.851 > 0.6$  the research instrument is considered as reliable.

### Multiple Linear Regression

**Table 2. Multiple Linear Regression**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.854	1.743		1.637	.105
	Age and Life-cycle	.052	.109	.041	.480	.632
	Occupation and Economic Condition	.403	.159	.217	2.524	.013
	Lifestyle	.700	.172	.424	4.073	<.001
	Personality	.322	.134	.223	2.401	.018

a. Dependent Variable: BuyingDecision

Source: SPSS Output, 2021

Multiple linear regression or the relationship between each independent and dependent variable can be measured using the equation below:

$$Y = 2.854 + 0.052X_1 + 0.403X_2 + 0.700X_3 + 0.322X_4$$

The result of multiple linear regression based on the regression equation above, are shown as follows:

1. The constant value of 2.854 shows the influence of Age and Life-cycle (X1), Occupation and Economic Condition (X2), Lifestyle (X3) and Personality (X4) towards Buying Decision. It means that in case all independent variables equal to zero the dependent variable value is predicted to be 2.854.
2. Age and life-cycle (X1) as the independent variable shows a coefficient value of 0.052. It can be interpreted that if there is one unit increase in Age and lifecycle (X1), the value of Buying Decision (Y) as dependent variable will be increased by 0.052. Positive relationship is shown between Age and Lifecycle (X1) and Buying Decision (Y)
3. Occupation and Economic Condition (X2) as the independent variable shows a coefficient value of 0.403. It can be interpreted that if there is one unit increase in Occupation and Economic Condition (X2), the value of Buying Decision (Y) as dependent variable will be increased by 0.403. Positive relationship is shown between Occupation and Economic Condition (X2) and Buying Decision (Y)
4. Lifestyle (X3) as the independent variable shows a coefficient value of 0.700. It can be interpreted that if there is one unit increase in Lifestyle (X3), the value of Buying Decision (Y) as dependent variable will be increased by 0.700. Positive relationship is shown between Lifestyle (X3) and Buying Decision (Y)
5. Personality (X4) as the independent variable shows a coefficient value of 0.322. It can be interpreted that if there is one unit increase in Personality (X4), the value of Buying Decision (Y) as dependent variable will be increased by 0.322. Positive relationship is shown between Personality (X4) and Buying Decision (Y)

### The Coefficient of Determination ( $R^2$ )

**Table 3. The Coefficient of Determination ( $R^2$ )**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 <sup>a</sup>	.589	.571	2.17376

a. Predictors: (Constant), Personality, Occupation and Economic Condition, Age and Life-cycle, Lifestyle

Source: SPSS Output, 2021

Based on the table above it shows that the Coefficient of Correlation (R) value is 0.767, it means there is a strong relationship between the independent variable and dependent variable. The Coefficient of

Determination (R<sup>2</sup>) value is 0.589 or 58.9%, it means the independent variable on this research only had an impact of 58.9% on Buying Decision and the remaining 41.1% came from external factors or variables that are not being discussed or explained in this research.

## Hypothesis Testing

### T-test

**Table 4. T-test**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.854	1.743		1.637	.105
	Age and Life-cycle	.052	.109	.041	.480	.632
	Occupation and Economic Condition	.403	.159	.217	2.524	.013
	Lifestyle	.700	.172	.424	4.073	<.001
	Personality	.322	.134	.223	2.401	.018

Source: SPSS Output, 2021

The result shows that:

1. Age and Life-cycle  $t_{\text{count}}$  value is 0.480.  $t_{\text{count}}$  value = 0.480 is smaller than the  $t_{\text{table}}$  value = 1.661. It means that Age and Life-cycle (X1) has no significance influence on consumer buying decision (Y) partially, then H1 is rejected.
2. Occupation and Economic Condition  $t_{\text{count}}$  value is 2.524.  $t_{\text{count}}$  value = 2.524 is greater than the  $t_{\text{table}}$  value = 1.661. It means that Occupation and Economic Condition (X2) has significance influence on consumer buying decision (Y) partially, then H2 is accepted.
3. Lifestyle  $t_{\text{count}}$  value is 4.073.  $t_{\text{count}}$  value = 4.073 is greater than the  $t_{\text{table}}$  value = 1.661. It means that Lifestyle (X3) has significance influence on consumer buying decision (Y) partially, then H3 is accepted.
4. Personality  $t_{\text{count}}$  value is 2.401.  $t_{\text{count}}$  value = 2.401 is greater than the  $t_{\text{table}}$  value = 1.661. It means that Personality (X4) has significance influence on consumer buying decision (Y) partially, then H4 is accepted.

### F-test

**Table 5. F-test**

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	615.838	4	153.959	32.585	<.001 <sup>b</sup>
	Residual	429.996	91	4.725		
	Total	1.45.833	95			

a. Dependent Variable: BuyingDecision

b. Predictors: (Constant), Personality, Occupation and Economic Condition, Age and Life-cycle, Lifestyle

Source: SPSS Output, 2021

Based on table above the Fcount value is 32.582, with the level of significance at 0.05 ( $\alpha = 0.05$ ) and with 95% level of confidence, the value of Ftable could be found in the F distribution table using the format (k; n - k) = (2; 96 - 2 = 94) the value for 94 from F distribution table is 3.09. Based on this measurement Fcount value = 32.582 is greater than the Ftable value = 3.09 with a significant value 0.001 which is less than 0.05. It can be concluded that the independent variables which are Age and Life-cycle (X1), Occupation and Economic Condition (X2), Lifestyle (X3) and Personality (X4) has significantly influence the dependent variable Buying Decision (Y) simultaneously. Therefore H5 is accepted.

## Discussion

Based on the resarch finding, there are some factors that influence the consumer buying decision for clothes in Facebook group "Rumah Live Online Manado".

Age and life-cycle is one of the variables that exist in the personal factor. From the hypothesis testing of Age & life-cycle on buying decision shows there is no significant influence then the hypothesis regarding Age & Life-cycle has been rejected. Based on the T-test table 4.11 above shows that the  $t_{\text{count}}$  value of Age and Life-cycle is 0.480.  $t_{\text{count}}$  value = 0.480 is smaller than the  $t_{\text{table}}$  value = 1.661. The result shows that Age & Life-cycle

does not have significantly influence Buying Decision partially. Age and Life-cycle didn't has a significant influence on buying decision because the people nowadays don't really think too about age and life-cycle motive when it comes to buy a clothes. When it comes to buying a clothes people not always think if they need to buy a clothes or it just because they want a certain clothes that's why Age and Life-cycle didn't has a significant influence on buying decision.

This research revealed that respondents purchased clothes associated with people of similar profession this research also revealed that 58% of the respondents were a student. These finding show that most of the respondents did not have a steady source of income. From the hypothesis testing of Occupation & Economic Condition on buying decision shows there is significant influence then the hypothesis regarding Occupation & Economic Condition has been accepted. Based on the T-test table above 4.11 shows that the  $t_{count}$  value of Occupation and Economic Condition is 2.524.  $t_{count}$  value = 2.524 is greater than the  $t_{table}$  value = 1.661. The result show that Occupation and Economic Condition has significance influence on consumer buying decision partially. Occupation and Economic Condition has a significant influence on buying decision because the respondents decided to buy a certain clothes that could be useful to them to use in their workplace and also people choose to buy a clothes in "Rumah Live Online Manado" because the price is affordable they can buy a clothes adjust to their income.

This research revealed that Lifestyle has significant influence on buying decision. The T-test table 4.11 above shows that the  $t_{count}$  value of Lifestyle is 4.073.  $t_{count}$  value = 4.073 is greater than the  $t_{table}$  value = 1.661. It means that Lifestyle (X3) has significance influence on consumer buying decision (Y) partially, then H3 is accepted. Based on the result above Lifestyle has the most significant influence to consumer buying decision of clothes in Facebook Group "Rumah Live Online Manado". Lifestyle has a significant influence on buying decision because people in Manado always think about their personal preferences first when it comes to buy a clothes.

This research shows that personality has significant influence on buying decision. The T-test table 4.11 above shows that the  $t_{count}$  value of Personality is 2.401.  $t_{count}$  value = 2.401 is greater than the  $t_{table}$  value = 1.661. It means that Personality (X4) has significance influence on consumer buying decision (Y) partially. Personality has a significant influence on buying decision because It shows that in case to buy a clothes the people in Facebook group "Rumah Live Online Manado" chose to fits it with their characteristics and it also shows that the respondent chose to buy a clothes in Facebook group "Rumah Live Online Manado" because of other people recommendation.

There are many factors that can influence the consumer buying decision, in this research the factors are Age and Life-cycle, Occupation & Economic Condition, Lifestyle and Personality.  $F_{count}$  value = 32.582 is greater than the  $F_{table}$  value = 3.09 with a significant value 0.001 which is less than 0.05. It can be concluded that the independent variables which are Age and Life-cycle, Occupation and Economic Condition, Lifestyle and Personality has significantly influence the dependent variable Buying Decision simultaneously. Therefore the hypothesis of Age and Life-cycle, Occupation & Economic Condition, Lifestyle and Personality has a positive influence on consumer buying decision which means the hypothesis is accepted. The results show that the variables mentioned above can increase the consumer buying decision for clothes in Facebook Group "Rumah Live Online Manado".

## CONCLUSION AND RECOMMENDATION

### Conclusion

Based on the result of this research, the conclusion can be seen as follows:

1. Age and Life-cycle has no significant influence on Buying Decision
2. Occupation and Economic Condition has a positive and significant influence on Buying Decision partially.
3. Lifestyle partially has the most positive and significant value on Buying Decision for clothes in Facebook group "Rumah Live Online Manado".
4. Personality has a positive and significant influence on Buying Decision partially.
5. Age & Life-cycle Stage, Occupation and Economic Condition, Lifestyle, and Personality simultaneously has positive and significant on Buying Decision for clothes in Facebook group "Rumah Live Online Manado".

**Recommendation**

1. The result from this research show that Lifestyle has the most influence on consumer buying decision in facebook group “Rumah Live Online Manado” the seller in the group must have considered to strategically targeting to market their product by considering the Lifestyle of consumer in the Facebook group “Rumah Live Online Manado”.
2. The seller should also considered giving out a coupon for the consumer and the coupon can be use to get a discount if the consumer reach a minimum 5x purchasement to attract more consumer it is related with Personality because we all know that the consumer love to have a discount.
3. The seller also can see the consumer buying decision for clothes in facebook group “Rumah Live Online Manado” as profitable behavior to increase the quantity of product sold.
4. For the next research it would be better to carried out a research on the influence of each of the personal factors separately. And also can be conducted on a wider population.

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