
**THE INFLUENCE OF LIFESTYLE ON PURCHASING DECISION OF “GUESS”
BRANDED GOODS IN MANADO****PENGARUH GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN BARANG BERMEREK
“GUESS” DI MANADO**

by:

Adetea Pavita Rahajeng¹**James D.D Massie²****Ferdinand J. Tumewu³**

¹²³Faculty of Economics and Business, International Business Administration, Management Program
Sam Ratulangi University Manado

E-mail:

¹adetea.rahajeng@yahoo.com²jamesmassie@gmail.com³fjtumewu@gmail.com

Abstract: Lifestyle describes a person as a whole that interacts with the environment. Currently, the role of branded goods to be bought in Indonesia has become a daily habit. Guess brand products are known as products that have an image as an outfit with a new design, color and good quality and give a prestigious impression that fits with the lifestyle of Indonesian people, especially the city of Manado so people do not hesitate to spend a lot of money to buy it. The aim of this study is to know and analyze the lifestyle affect the purchase decision and how the activity, interest and opinion variable influence purchase decision of Guess branded goods in Manado. This research is a causal type of research through questionnaires and uses multiple regression analysis. 100 respondents are the sample size of this research. The result shows that the independent variable which are activity, interest and opinion have simultaneously influence on Purchase Decision as a dependent variable. Activity variable shows that does not have significant influence on purchase decision. Interest variable shows that does have significant influence on purchase decision. And opinion shows that does have significant influence on purchase decision of Guess Branded Goods in Manado.

Keywords: *lifestyle, AIO, purchase decision, “Guess” branded goods*

Abstrak: Gaya hidup menggambarkan seseorang secara keseluruhan yang berinteraksi dengan lingkungan. Saat ini, peran barang bermerek yang akan dibeli di Indonesia telah menjadi kebiasaan sehari-hari. Produk merek Guess dikenal sebagai produk yang memiliki gambar sebagai pakaian dengan desain baru, warna dan kualitas yang baik dan memberikan kesan prestisius yang sesuai dengan gaya hidup masyarakat Indonesia, terutama kota Manado sehingga orang tidak ragu untuk menghabiskan banyak uang untuk membelinya. Tujuan dari penelitian ini adalah untuk mengetahui dan menganalisis gaya hidup mempengaruhi keputusan pembelian dan bagaimana variabel aktivitas, minat dan pendapat mempengaruhi keputusan pembelian barang bermerek Guess di Manado. Penelitian ini merupakan jenis penelitian kausal melalui kuesioner dan menggunakan analisis regresi berganda. 100 responden adalah ukuran sampel penelitian ini. Hasilnya menunjukkan bahwa variabel independen yang merupakan aktivitas, minat dan opini secara simultan berpengaruh terhadap Keputusan Pembelian sebagai variabel dependen. Variabel aktivitas menunjukkan bahwa tidak memiliki pengaruh signifikan terhadap keputusan pembelian. Variabel bunga menunjukkan bahwa memang memiliki pengaruh yang signifikan terhadap keputusan pembelian. Dan pendapat menunjukkan bahwa memang memiliki pengaruh yang signifikan terhadap keputusan pembelian barang bermerek Guess di Manado.

Kata Kunci: *gaya hidup, AIO, keputusan pembelian, barang bermerek “Guess”*

INTRODUCTION

In the middle of the global fashion lifestyle that entered into Indonesia, the appearance of the Guess brand that entered into Indonesia is very interesting public attention. The widespread of branded goods in the last few decades has grown to become part of the lifestyle of people, especially in Manado. In human life there are new habits to use branded products such as Guess brand in human daily lives. It is a fact of strengthening the culture of society in an increasingly modern life and follow the era and indication of the creation of lifestyle to use branded goods. Branded items from Guess brand products apparently hit the hearts of fashion enthusiasts from various quarters. Initially it was a limited group, socialites and celebrities. But now it has started to spread in the general public.

Currently, the role of branded goods to be bought in Indonesia has become a daily habit. Every change of time is expected always in accordance with human needs. There are many changes and developments that are applied to Guess brand in terms of products, style, function, and design.

Lifestyle of Indonesian people, especially Manado is one indicator of personal factors that contribute to consumer behavior. Lifestyle is the way of a person expressed by the activities, interests and opinions of a person. Lifestyle describes a person as a whole that interacts with the environment. Lifestyle in principle is the pattern of a person in managing his time and money. Lifestyle is basically a behavior that reflects the real problems that exist in the customer's mindset that tends to blend in with various matters related to the emotional and psychological problems of consumers.

Research Objectives

Based on the research problem, the objectives of this research are to know and analyze:

1. The lifestyle using AIO theory affect the purchase decision of Guess branded goods in Manado.
2. The Activity affect the purchase decision of Guess branded goods in Manado.
3. The Interest affect the purchase decision of Guess branded goods in Manado.
4. The Opinion affect the purchase decision of Guess branded goods in Manado.

THEORETICAL FRAMEWORK

Marketing

According to (Kotler and Armstrong, 2008 : 14) Marketing is a process of planning and executing the perception, pricing, promoting and distribution of ideas, good and services to create exchange that satisfy individual and organizational goals. While (McDaniel, Lamb, and Hair, 2011 :) stated marketing entails processes that focus on delivering value and benefits to customers, not just selling goods services, and/or ideas.

Lifestyle

According to Well and Tigert (in Susanto, 2010 : 133) suggests that consumer behavior or lifestyle can be observed or measured by the AIO (Activities, Interest and Opinion) system, with the Company's activity easily knowing what activities are done by consumers, making it easier company to create strategies from the information obtained. Interest is the personal factor of the consumer in influencing the decision-making process. Every company is required to always understand the interests and desires of its customers. By understanding the interests of its customers, it can make it easier for companies to create ideas to influence their customers' purchases. While Opinion is the idea of every consumer who comes from their private own personal.

Psychographic Components of AIO (Activity, Interest and Opinion)

According Mowen (2003 : 283), psychographic means describing (graph) consumer psychology (phsyco). Psychographic is often interpreted as a measurement AIO (activity, interest, opinion).

Purchase Decision

Kotler and Keller (2008:185) The Engle, Kollat and Blackwell model shows consumers buying decision process, based on the basic of consumer psychology that reviewed play an important role in consumers actual buying decision. It indicates that consumers pass through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. Clearly the buying process starts long before the actual purchase and has consequence long after ward. However, consumer do not always pass through all five stages, they may skip or reverse some. For example when you buy your regular brand of

toothpaste, you go directly from the need to the purchase decision, skipping information research and evaluation, and going directly from the problem recognition to the purchase decision.

Previous Research

Al-Dmour, et all (2017) The Effect of Lifestyle on Online Purchasing Decision for Electronic Services: The Jordanian Flying E-Tickets. This study aims to examine how Jordanian passenger's lifestyle effects their buying decisions of online e-tickets by utilizing the AIO theory (Activities, Interests, and Opinions). A convenience sample of 473 passengers from the Jordanian airport was chosen as the population in order to verify the hypotheses and research framework. The results of the study show that the lifestyle of Jordanian passengers significantly influences their purchase of e-tickets. The analysis of the results indicates that each of the lifestyle dimensions: Activities, Interests, and Opinions, had a significant positive effect on the purchasing decision of the e-ticket Service.

Krishnan (2011) Lifestyle – A Tool for Understanding Buyer Behavior. This study emphasizes the importance of lifestyle and its influence on the consumer's purchase behavior. The main purpose of this study is to empirically examine the association between the consumers general life styles and their consumption pattern. AIO measure was used to identify the lifestyle dimensions of the consumers. The study confirmed that there was a significant association between the lifestyle of the consumers and the brands of products used by them. From the study it was concluded that consumers often choose products, services and activities over other because they are associated with a certain lifestyle. The products are the buildings blocks of lifestyle, marketers should therefore, have a complete idea of these changing lifestyles so as to segment them and position their products successfully.

Warayuanty (2015) The Influence of Lifestyles and Consumers Attitudes on Product Purchasing Decision via Online Shopping in Indonesia. This study aims to analyze how far the lifestyles and attitudes of consumers on product purchasing decisions via online shopping in Indonesia. The method that was used is quantitative with Structural Equation Modeling (SEM) analysis. The population in this study is the Indonesian people who have been doing online shopping. The number of samples in this study were 400 respondents using convenience sampling technique. The results of the study showed that both lifestyles and attitudes of consumers have influence on purchasing decisions by 20.7% and the balance of 79.3% is influenced by other variables that was not examined in this study.

Conceptual Framework

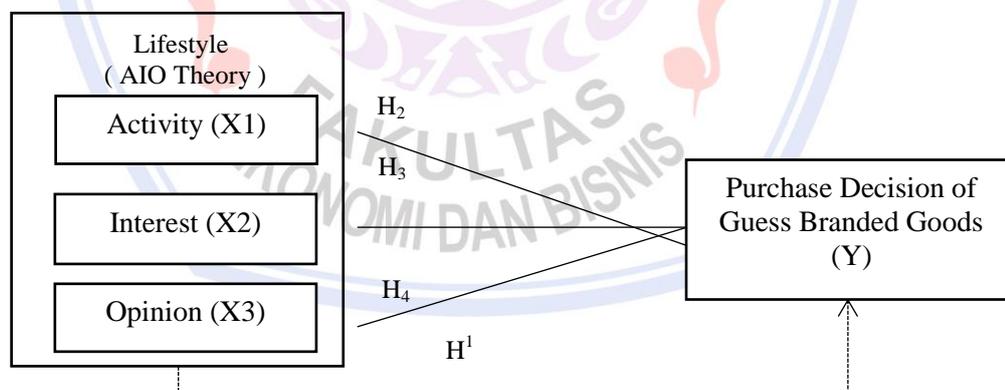


Figure 1. Conceptual Framework

Source: Theoretical Review, 2018

Research Hypothesis

The research hypotheses of this research are:

H₁. There is significant affect of Lifestyle on Purchasing Decision of Guess branded goods in Manado simultaneously.

H₂. There is no significant effect of Activity on Purchasing Decision of Guess branded goods in Manado partially.

H₃. There is significant effect of Interest on Purchasing Decision of Guess branded goods in Manado partially.

H₄. There is significant effect of Opinion on Purchasing Decision of Guess branded goods in Manado partially.

RESEARCH METHOD

Type of Research

This research is a causal type of research. Sekaran (2003 : 195) defines causal study or research as a study in which the researcher wants to investigate the cause of one or more problems. A cause study is focused on finding causal relationships between variables. It finds the cause and effect the relationship between variables. It seeks to determine how the dependent variable change with variations in the independent variable.

This research is undertaken to find out the effect of lifestyle on purchasing branded goods. Where the variables to be studied are lifestyle (activity, interest, and opinion) as the variable x (independent), moderating variables (gender, age, educational background, occupation, income), and purchasing decisions as variable y (dependent).

Place and Time of Research

This study will be conducted in Manado with the period of time from March until April 2018.

Population and Sample

Population is all members of a defined group that possess some common characteristic defined by the sampling criteria established by the researcher (Sekaran and Bougie, 2003). The population in this research are the user of goods of Guess in Manado.

Sample is defined as a part of the population. Samples should be representative / represented in order to obtain accurate results (Sekaran, 2003). According to Sekaran (2003:267), sampling is the process of selecting a sufficient number of elements from the population, so that study of the sample and an understanding of its properties of characteristics would make it possible for the researcher to generalize such properties or characteristics to the population elements. The sample of this research is 100 people who used Guess brand.

Data Collection Method

Some data are needed in order to define the solution of this research problem. Data collected in this research is derived from two ways, primary and secondary data. Primary data are the information and originated for the purpose of the research.

Data Analysis Method Validity and Reliability

Validity Value of correlation index for relation among variable independent (Activity, Interest and Opinion) with variable dependent (Purchase Decision) are greater than 0.3 and below significant level of 5% (0.05). The correlation between Activity (0.836), Interest (0.836), Opinion (0.862) with Purchase Decision (0.806) show a positive relationship. Therefore, the data is considered as valid.

Reliability value of alfa cronbach is 0.882, which is means that is above acceptance limit of 0.6. Therefore, the research instrument for relationship among the variable indicates good consistency and the data is acceptable.

Multiple Regression Analysis

There is significant relationship between the three independent variables with dependent variable. It is because value of R is 0.692 which is proved that the relationship among variable independents and dependent is strong.

F-Test

F_{count} is 29.363 with the level significant 0.000. By using the level of significant of 0.05 ($\alpha = 0.05$), value is $0.000 < 0.05$. The value of $F_{table} = 6.87$ it can be concluded that $F_{count} = > F_{table} = 6.87$. The overall influence of Activity (X1), Interest (X2), Opinion (X3), toward Purchase Decision (Y) is significant. Since the F_{count} is greater than F_{table} , H_0 is rejected and H_1 is accepted. It means that the independent variable significantly affect the dependent variable simultaneously.

Independent Sample T-Test

Activity (X₁) to Purchase Decision (Y)

The hypothesis is rejected H_0 and accepted H_2 if $T_{count} \geq T_{table}$ or accept H_0 and reject H_2 $T_{table} \geq T_{count}$. In table 4.9 the T_{count} of Activity is 1.263. Comparing T_{count} with T_{table} : $1.263 \leq 1.984$ with the significant level 0.003. Since

the T_{count} is lower than T_{table} , H_0 is accepted and H_1 is rejected. Therefore Activity has no significant influence to Purchase Decision.

Interest (X_2) to Purchase Decision (Y)

The hypothesis is rejected H_0 and accepted H_3 if $T_{\text{count}} \geq T_{\text{table}}$ or accept H_0 and reject H_3 $T_{\text{table}} \geq T_{\text{count}}$. In table 4.9 the T_{count} of Interest (X_2) is 3.245. Comparing T_{count} with T_{table} : $3.245 \geq 1.984$ with the significant level 0.210. Since the T_{count} is higher than T_{table} , H_0 is rejected and H_2 is accepted. Therefore Interest has a significant influence to Purchase Decision.

Opinion (X_3) to Purchase Decision (Y)

The hypothesis is rejected H_0 and accepted H_4 if $T_{\text{count}} \geq T_{\text{table}}$ or accept H_0 and reject H_4 $T_{\text{table}} \geq T_{\text{count}}$. In table 4.9 the T_{count} of Opinion (X_3) is 2.901. Comparing T_{count} with T_{table} : $2.901 \geq 1.984$ with the significant level 0.005. Since the T_{count} is higher than T_{table} , H_0 is rejected and H_3 is accepted. Therefore Opinion has a significant influence to Purchase Decision.

RESULT AND DISCUSSION

Validity Test

Table 1. Validity Test

		Correlations				
		Activit y	Intere st	Opini on	Purchas e decision	TOTAL
Activity	Pearson Correlation	1	1.000**	.610**	.520**	.836**
	Sig. (2-tailed)		0.000	.000	.000	.000
	N	100	100	100	100	100
Interest	Pearson Correlation	1.000**	1	.610**	.520**	.836**
	Sig. (2-tailed)	0.000		.000	.000	.000
	N	100	100	100	100	100
Opinion	Pearson Correlation	.610**	.610**	1	.625**	.862**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	100	100	100	100	100
Purchase_ decision	Pearson Correlation	.520**	.520**	.625**	1	.806**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	100	100	100	100	100
TOTAL	Pearson Correlation	.836**	.836**	.862**	.806**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

Source: IBM SPSS Statistic 22.0 output (2018)

Validity test results in Table 1 are stated valid. Because based on Pearson Correlation Value > 0.5 and the significant is < 0.05.

Reliability Statistic**Table 2. Reliability Statistic****Reliability Statistics**

Cronbach's	
Alpha	N of Items
.882	4

Source: SPSS Output 22 (2018)

Reliability test result in the Table 2 the Alpha Cronbach has a value 0.882, it proves the data is reliable

Multiple Regression Analysis**Table 3. Multiple Regression Analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.692 ^a	.479	.462	1.531

a. Predictors: (Constant), Opinion, Activity, Interest

b. Dependent Variable: Purchase Decision

Source: SPSS Output (2018)

Multiple Regression Analysis result in the Table 3 is the value of R² in table 4.4 is 0.479, it means that the linear relationship in this model is able to explain the Purchase Decision (Y) by 58.6% and the rest 41.4% are caused by others factors not included in this research.

F-Test**Table 4. F-Test**ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	206.389	3	68.796	29.363	.000 ^b
Residual	224.921	96	2.343		
Total	431.310	99			

a. Dependent

Variable: Purchase

Decision

b. Predictors: (Constant), Opinion, Activity, Interest

Source: SPSS Output (2018)

F-Test result in the table 4 is shows that F_{count} is 29.363 with the level significant 0.000. By using the level of significant of 0.05 ($\alpha = 0.05$), value is $0.000 < 0.05$. The value of $F_{table} = 6.87$ it can be concluded that $F_{count} = > F_{table} = 6.87$. The overall influence of Activity (X1), Interest (X2), Opinion (X3), toward Purchase Decision (Y) is significant.

T-Test**Table 5. T-test**

Model	Coefficients ^a				T	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
1 (Constant)	2.645	.878			3.011	.003
Activity	.090	.072	.123		1.263	.210
Interest	.314	.097	.345		3.245	.002
Opinion	.286	.099	.313		2.901	.005

a. Dependent Variable: Purchase Decision

Source: SPSS Output (2018)

T-test result in the table 5 is the T_{count} of Activity is 1.263. Comparing T_{count} with T_{table} : $1.263 \leq 1.984$ with the significant level 0.003. Since the T_{count} is lower than T_{table} , H_0 is accepted and H_1 is rejected. Therefore Activity has no significant influence to Purchase Decision. The T_{count} of Interest (X_2) is 3.245. Comparing T_{count} with T_{table} : $3.245 \geq 1.984$ with the significant level 0.210. Since the T_{count} is higher than T_{table} , H_0 is rejected and H_2 is accepted. Therefore Interest has a significant influence to Purchase Decision. The T_{count} of Opinion (X_3) is 2.901. Comparing T_{count} with T_{table} : $2.901 \geq 1.984$ with the significant level 0.005. Since the T_{count} is higher than T_{table} , H_0 is rejected and H_3 is accepted. Therefore Opinion has a significant influence to Purchase Decision.

Discussion

The article that is related with this research is "The Effect of Lifestyle on Online Purchasing Decision for Electronic Services: The Jordanian Flying E-Tickets Case by Al-Dmour, et all. (2017). This study aims to examine how Jordanian passenger's lifestyle effects their buying decisions of online e-tickets by utilizing the AIO theory (Activities, Interests, and Opinions). A convenience sample of 473 passengers from the Jordanian airport was chosen as the population in order to verify the hypotheses and research framework. The results of the study show that the lifestyle of Jordanian passengers significantly influences their purchase of e-tickets. The analysis of the results indicates that each of the lifestyle dimensions: Activities, Interests, and Opinions, had a significant positive effect on the purchasing decision of the e-ticket Service.

According to the result all the respondents who used Guess branded goods are all female and there is no male respondents for this research who use Guess branded goods in Manado because in the global fashion branded goods are preferable by female than male in Manado and for Guess branded goods, Guess has a more variation for female than for male such as fashion bag, shoes, clothes, and other accessories.

This research found that lifestyle has a significant effect on purchase decision simultaneously for the result of hypothesis 1. In this research independent variable that is lifestyle can be observed or measured by the AIO system it is Activity, Interest, and Opinion. It tells a companies of what a consumers likes, what are consumers interests and how does consumers thought process work. According to the questionnaire that has been filled by all the respondents who used Guess branded goods products, Activity variable has no significant influence to purchase decision, while Interest variable has a significant influence to purchase decision, and the last Opinion variable has a significant influence to purchase decision and it is analyzed by T-test. While the result for hypothesis 2 is independent variable (lifestyle) and dependent variable (purchase decision) has a significant influence by the moderating variable (demographic characteristics). This result shows that demographic characteristics (gender, age, educational, occupation, income) of the customer's of Guess branded goods plays an important role in their lifestyle when they buy Guess products.

Activity on Purchase Decision

There are no significant influence to purchase decision partially in activity variable. It means Activity variable are does not affect to the customers because value of activity T_{count} are lower than T_{table} and is rejected.

Activity focus on someone's daily routine and hobbies. A consumers activity can represent their characteristic in their daily life. From activity consumers can identify what they do, what they buy and how they spend their time and money to buy Guess branded goods. With the existence of consumer activity, a company can know what activities can be done by the target market, making it easier for companies to create strategies and information obtained.

This research found that Activity has no a significant influence for Purchase Decision partially because according to customers Guess products does not influence or play an important role in daily activity or their daily life such as customers do not have to buy Guess branded goods products more than one time in six months and customers do not have to use Guess products for work, school and collage or in customers daily activity so why activity variable are does not affect to the customers on purchasing decision of Guess branded goods. So to increase customers activity in buying Guess products companies must more focus on attracting customers and making products that are appropriate to their daily lives so that customers still want to buy the Guess products for their daily lives.

Interest on Purchase Decision

There are significant influence to purchase decision partially in interest variable. It means Interest variable are affect to the customers because value of interest T_{count} are higher than T_{table} and is accepted.

Consumers interest reveal concepts and ideals that drive consumers passions. Interest may also include hobbies, affiliations and pastimes. Every company is required to understand the interests of its customers, can facilitate a company in creating ideas to influence the purchase process in the target market. Focus on consumer preferences and priorities. Interest is the personal factor of the consumer in influencing the decision making process. By understanding consumer interest, the company can recognize a relative role dominant who influence in buying products and services. In this research found that Interest has a significant influence for Purchase Decision partially. A consumers may have varied interest of Guess products such as Guess Products must have functions that fit the customers daily needs, has a quality products, and has a products design that attracts customers attention. And the result according to customers Guess branded goods has all the variety of interest that customers want so why interest variable are affect to the customers on purchasing decision of Guess branded goods.

Opinion on Purchase Decision

There are significant influence to purchase decision in opinion variable. It means Opinion variable are affect to the customers because value of opinion T_{count} are higher than T_{table} and is accepted.

Opinion is the point of view of every consumer who comes from their own personal. Everyone has opinions, and consumers are no different. The company would like to know consumers opinions about the company products that is Guess branded goods it aims to create a psychographic profile of consumers, with a goal of targeting advertising and selling to various types of consumers. In this research found that Opinion has a significant influence for Purchase Decision. A consumers may have varied opinion about the Guess products. On the result according to customers opinions, Guess branded goods make customers confident, they buy Guess products because of the famous brand, and buying Guess products is their lifestyle so why opinions variable are affect to the customers on purchasing decision of Guess branded goods.

CONCLUSION AND RECOMMENDATION

Conclusion

The lifestyle concept when used by marketers carefully can help to understand the changing consumer values and how those values can affect consumer behavior. The widespread of branded goods in the last few decades has grown to become part of the lifestyle of people, especially in Manado. Currently, the role of branded goods to be bought in Indonesia has become a daily habit. Every change of time is expected always in accordance with human needs. In this case branded goods, from the look of the outdoors have been much loved people until now they have become a habit.

The result of F-Test shows that the independent variable which are Activity, Interest and Opinion have simultaneously influence on Purchase Decision as a dependent variable. Activity as the first of independent variable shows that does not have significant influence on purchase decision of Guess Branded Goods in Manado partially. Interest as the second of independent variable shows that does have significant influence on purchase decision of Guess Branded Goods in Manado partially. And Opinion as the last of the independent variable shows that does have significant influence on purchase decision of Guess Branded Goods in Manado partially.

Recommendation

Recommendations of this research are:

1. The company of Guess Branded in Manado must maintain their purchase decision with giving more reward for loyal customer and giving a good service to the customer, to improve their performance. It is important because if the customer can feel like a king or queen and they satisfy with the service, then they would give a good feedback for the company by buying the goods from Guess and being a loyal customer.
2. As the result shows that in activity variable has no significant influence on purchase decision, the company needs to maintain the activity of their store to increase the atmosphere in store and make customer comfortable. Because a warm and comfortable store could influence customer on purchase decision and could be increase the good things. Therefore, to interest and opinion variable that has a significant influence on purchase decision, the company also need to keep maintain this to make customer always feel satisfy.

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