Consumer Behavior and Lifestyles Marketing University Products

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Abstract

The decision of customers in choosing a college is influenced directly or indirectly. Customer lifestyle significantly affects how the behavior of students as customers formed in the perception which then strengthens the influence of customer purchasing decisions, especially in the process of entering college. However, lifestyle impacts strongly influence customer behavior. Surely this result becomes important for universities to shape the image of their graduates in order to make it a lifestyle for the alumni to obtain a more significant result on the output of the college.
Key Words: Consumer Behavior, Lifestyle, Buying Decision

INTRODUCTION

Based on data from the Economic Census 2016 by the Central Bureau of Statistics (BPS), the number of business / education companies in Indonesia reached 619,947 businesses. This amount is equivalent to 2.32 percent of the total business / company in Indonesia. The educational enterprises / enterprises referred to in this census include educational activities at various levels and for various occupations, whether oral or written as well as various communication modes. (Harvey, L. and Green, D., 2016). Java Island became the region with the most educational efforts in Indonesia. The number of businesses / educational companies located in Java reached 350.665 or equal to 56.56 percent of total education effort. Meanwhile, eastern Indonesia, Maluku Island and Papua, has only 13,677 educational efforts. The high proportion of businesses / companies in Java is influenced by the number of young population more than other islands.

Lifestyle is a stimulus in the behavior of customers, especially in terms of product segmentation in a college pemasarn strategy Indirectly, lifestyle describes the pattern of a person in action and interact in the world through activities, interests, and environment (Kotler, 2012). This correlates with research conducted by Hoeffler and Keller. (2003) entitled "The Marketing Advantage of Strong Brands" brand power has a major impact on customer purchasing preferences. In addition, in this study concluded that colleges that invest in branding to customers have a better competitiveness compared with universities that do not invest in branding. (Hoeffler, Steve and Keller, Kevin Lane, 2013).

Besides Sathis and Rajamohan (2008) in his research entitled "Consumer Behavior and Lifestyles Marketing" reveals that the role of lifestyle measured through activity, interest, and opinion is instrumental in determining a person's decision especially in terms of making a purchase. It would be interesting to know how far the lifestyle and brand influence in purchasing lipstick decisions on the customer's mind. (Rajput, Ansir A. 2012).

RESEARCH METHODOLOGY

Brand research and purchasing decisions have been conducted by (Hamza Salim Khraim, 2011) in Saudi Arabia using descriptive analysis, one-way anova and pearson correlation. The results of this study indicate that the brand has a positive and significant relationship between brand loyalty factor (brand identity, product quality, price, design, promotion, service quality and store environment) with brand loyalty that ultimately affect consumer purchasing decisions. Of course, in this study were restrictions with a focus on the influence of lifestyle and the influence of brand image on customer purchasing decisions. (Gilbert A. Churchill, Jr Dawn Lacobucci. 2005).

Based on the method used this research using descriptive and verification methods. Descriptive method is a method in researching a group of individuals, objects, systems of thought or events in the present to create factual and accurate factual or factual representations of facts in variable relations. According to (George J. F. & King J. L. 1991) descriptive research related to the process of determining the frequency of occurrence of something or the relationship between research variables. In preparing the data processing activities, has been prepared the operationalization of variables that contain variables and sub-variables as well as related indicators used in this study. (Albert L. Lederer and Vijay Sethi. 2017).

RESEARCH RESULT
The direct impact of lifestyle on the formation of brand image
To know the effect of lifestyle with brand image is done statistical test with linear regression method with result is attached in table 1.1.

Table 1.1Tabulation of Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Adjusted R Square
	B	Std. Error	Beta			
(Constant)	.829	.189		4.380	.000	
Consumer Behavior	.716	.065	.745	11.060	.000	0.551

In table 1.1 it can be seen that the value of R Square generated amounted to 0.551 which means that lifestyle has the amount of contribution contribution in the formation of lipstick product brand image of 55.1% while the rest of 45.9% is explained by other variables that are outside the test model data. So it can be concluded that lifestyle has a significant impact in the formation of brand image of college products. While the value of beta coefficient of 0.745 indicates that lifestyle has a strong direct impact in the formation of brand image of college in the minds of customers.

Multilinier lifestyle regression, brand image, and college products
The statistic test using multilinier regression method shows that the value of R Square produced is 0.781 which means that lifestyle and brand image have amount of contribution variation in the formation of product purchase decision equal to 78,1% while the rest equal to 21,9% explained by other variable which is in beyond the data testing model. So it can be concluded that lifestyle and brand image have a significant impact in product purchasing decision of college. While the results of testing the third hypothesis obtained significant value of 0.000 in testing error rate of 0.05 which means that Ho is rejected and Ha accepted. So it can be concluded that the brand image can be an intervening variable between lifestyle to the decision of purchasing products of higher education. (Ha Accepted). Then based on test value of F-Test and Test T-Test can be concluded that lifestyle and brand image have significant impact to purchasing decision because of significance value equal to 0,00 <alpha 0.05 simultantly or partially because t-count value equal to 7.76 and 5.5 more large compared to the t-table value of the two independent variables concerned.

Calculation of path analysis
Path analysis is performed to analyze the causal relationships that occur in multiple regression analysts if the independent variables affect other variables either partially or simultaneously. The first stage of path analysis is to calculate the path coefficients as follows:

$$Pxyi = \sqrt{1 - R^2 Y_{X1x2x3}}$$
$$Pxyi = \sqrt{1 - 0.745}$$
$$Pxyi = \sqrt{0.255}$$
$$Pxyi = 0.505$$

The second stage in path analysis is to find the value of direct and indirect influence between variables related to the calculation as follows:

1. Direct Variable Influence X1

$$Y \leftarrow X1 \rightarrow = Y{:}pyx1.pyx1$$
$$= 0.553 \times 0.553$$
$$= 0.2809$$

2. Indirect Variable Influence X1 dan X2

$$Y \leftarrow X1 \, \Omega \, X2 \rightarrow Y{:} \quad pyx1.rx1x2.pyx2$$
$$= 0.553 \times 0.745 \times 0.391$$
$$= 0.1611$$

3. Direct Variable Influence X2

$$Y \leftarrow X2 \rightarrow = Y{:}pyx2.pyx2$$
$$= 0.391 \times 0.391$$
$$= 0.1529$$

The total direct impact of lifestyle on purchasing decisions is 28.09% and the direct impact between the brand image on purchasing decisions is 15.29%. While the total influence between lifestyle and brand image with mediation between the two variables is 44.2% and 31.4%. In the table can be seen that the total lifestyle and brand influence on purchasing decisions is equal to 75.6% with the remaining 24.4% influenced by other variables not described in the study.

CONCLUSION

The decision of the customer in purchasing the product of the College is directly or indirectly affected. The customer lifestyle significantly affects how a brand's image is formed in the customer's perception which then reinforces the influence of the customer's purchase decision especially in the process of purchasing a lipstick. However, lifestyle impacts strongly influence purchasing decisions of college products for customers. Surely this result becomes important for colleges to form their brand image of lipstick products in order to make it a lifestyle for customers to obtain more significant results on college revenues.

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