The Influence of Lifestyle and Brand Image on Purchasing Decisions for Coca-Cola Products in Surabaya

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ARTICLE INFO	ABSTRACT

This research aims to analyze the influence of lifestyle and brand image on purchasing decisions for Coca-Cola products in Surabaya. This research uses quantitative methods with the sampling technique used, namely Non Probability Sampling, a method of sampling that does not offer every component or member of the population an equal chance to be chosen as a sample using a purposeful sampling methodology. The research sample consisted of 80 respondents who were consumers aged over 17 years who specifically purchased and consumed Coca-Cola products in Surabaya. The technique for collecting data uses primary data obtained through questionnaires distributed to respondents. The analysis method employed in this study uses the PLS or Partial Least Square application and uses validity testing, reliability testing and hypothesis testing. Based on the research results, we can concluded that lifestyle has a positive and significant effect on purchase decisions, acceptable, with a path coefficient of 0.518627, and a T-statistic value of 5.126284. Likewise, the brand image variable has a positive and significant effect on purchasing decisions, acceptable, with path coefficients of 0.372649, and a T-statistic value of 3.926683 for Coca-Cola products in Surabaya.

Keywords: Brand Image , Lifestyle, Purchasing Decisions.

INTRODUCTION

In the current era of globalization, people live in a modern environment that has an instant lifestyle, this can be seen from the increasing habit of consuming soft drinks. Soft drinks circulating in the community now generally like carbonated drinks. As a consequence of the Covid-19 pandemic, society has also experienced changes, especially in lifestyle. In today's active life, lifestyle is starting to become a top priority for people to carry out their daily activities. According to Euromonitor International data recorded in the United States Department of Agriculture (USDA) report titled Indonesia: Food Processing Ingredients April 2023 edition. According to the report, sales of packaged food and beverages in Indonesia have increased every year since 2018. In 2022, the growth rate reached 11.9% year-on-year. The USDA also estimates

that sales of packaged food and beverages in Indonesia will continue to increase along with changes in people's habits.
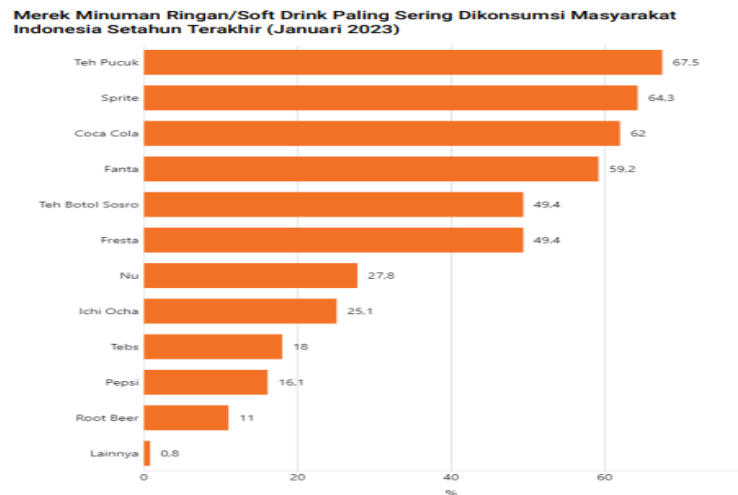

Figure 1: Soft Drink Brands Most Frequently Consumed by Indonesians in the Last Year
(Source: Databoks katadata.co.id)

According to the Kurious survey results from Katadata Insight Center (KIC), there are a number of soft drink brands that are most frequently consumed in Indonesia. As many as 67.5% of respondents admitted that they most often consume soft drinks with the brand Teh Pucuk in the past year. Next, 64.3% and 62% of respondents respectively said they often consumed Sprite and Coca Cola in the past year. Sugar-sweetened beverages, aka soft drinks, are not only consumed by children, but also adults.

Coca-Cola is the largest manufacturer that sells carbonated soft drinks, in its marketing business coca-cola has exceeded more than 200 countries. Coca-Cola drinks are produced by The Coca-Cola Company, which is a global soft drink company with market share spread quite evenly throughout the world. The soft drink market is a highly competitive market, brands like Coca-Cola compete to maintain and increase their market share. Meanwhile, consumers have a variety of beverage choices.

Table 1. Top Brand Index of Soft Drink Category in 2020 - 2024

Brand	2020	2021	2022	2023	2024
	TBI(%)	TBI(%)	TBI(%)	TBI(%)	TBI(%)
Coca-Cola	31.5%	33.4%	37.3%	37.7%	35.4%
Fanta	32.2%	30.4%	31.9%	28.9%	24.7%
Sprite	17.9%	19.9%	17.6%	18.5%	21.1%
Pepsi	6.7%	7.4%	5.8%	5.4%	7.4%
Big Cola	8.1%	8.4%	6.6%	5.6%	5.2%

Source: topbrandindex

Based on table 1.2, in the last 5 years Coca-Cola drinks are still leading and becoming the top brand in the soft drink category. The brand image built by the Coca-Cola company is quite strong, the data shows that from 2020 to 2023 Coca-Cola experienced a significant increase. In 2020, the percentage of Coca-Cola drinks was 31.50%, then in 2021 it increased by 1.9% to 33.40%. In the following year 2022, it increased again by 3.9% to 37.30%. Experienced another increase in 2023 by 0.4% to 37.70%. In this case Coca-Cola has successfully won the hearts of the public with strong marketing and is embedded throughout the world. Coca-cola has become a Top of Mind

Brand or the most remembered brand, with awareness about this brand enough to signify the brand image of a brand.

Changes in lifestyle among the community, both among the younger generation and parents, have greatly affected the consumption of coca-cola soft drinks because the taste is quite concentrated due to the high soda content contained in coca-cola drinks (Rahmadani et al., 2023). Even so, coca-cola is still the Top Brand for the past few years in the soft drink category.

Coca-Cola is produced by a company that has a strong brand image, therefore Coca-Cola must maintain and create this world-famous brand image so that it remains embedded in the minds of consumers by being able to follow trends in society and maintaining creativity in its products with its own characteristics.

To maintain its market share, the Coca-Cola company must know the needs and desires of consumers. There must be many considerations in the purchasing decisions made by consumers before making a purchase, so the company must create innovations in its products to suit what each consumer expects. Consumers also make purchasing decisions to buy a product they want, so each company must implement a strategy so that consumers can decide to buy their products.

Purchasing decisions are a selection process in which buyers really choose to buy a product among the many other product choices. Lifestyle can affect the back and forth of a business because, a person's lifestyle determines how they determine to spend their money according to the lifestyle they are applying. A good brand image will also generate high profits for the company.

Research conducted by Sukmawati et al (2020), lifestyle has a significant influence on purchasing decisions for Soyjoy products in Yogyakarta. This result is in line with the research of Wowor et al (2021) that lifestyle influences consumer purchasing decisions. Similar results were also shown by the research of Shofia et al (2023) that lifestyle has a high contribution to the tendency to make purchasing decisions.

Research conducted by (Fatma Ningrum, 2020) show that Brand Image has a positive and significant effect on Purchasing Decisions. These results are in line with research conducted by (Fauzi & Maulana, 2024) that brand image has a positive and significant effect on purchasing decisions. Likewise, the results of research from (Hidayah, 2022) show that the brand image variable has a positive effect on purchasing decisions.

Based on the various phenomena explained above, the researcher is interested in conducting research undertaking study under the title "The Influence of Lifestyle and Brand Image on Purchasing Decisions for Coca-Cola Products in Surabaya".

Lifestyle

Lifestyle is an individual's effort to adapt in such a way as to achieve the basic values of life, despite changes in the environment. Therefore, lifestyle changes over time systematically, not randomly so that it is possible to maintain a balance between changes in the environment and the system owned by the individual. According to (Kotler & Keller, 2019) lifestyle is a person's pattern of living in the world that is reflected in activities, interests, and opinions. Lifestyle describes a person's complete relationship with their environment.

Brand Image

Brand image can be interpreted as consumer perception through experience with a particular brand. If a brand succeeds in creating a positive image, it is likely that customers will repurchase the brand. According to (Kotler & Keller, 2019) Brand Image is a consumer's perception of a brand as a reflection of the associations in the consumer's mind. Brand image is an association that appears in the consumer's mind when remembering a particular brand.

Purchasing Decisions
According to Kotler & Armstrong (2018) purchasing decisions are consumer evaluation stages that can produce brand preferences in selection and can also form intentions to buy the most preferred brand. In addition, purchasing decisions are to buy the most preferred brand, but there are influential factors, namely between purchasing intentions and purchasing decisions. Purchasing decisions are also consumer actions towards a product to buy or not.

The Influence of Lifestyle on Purchasing Decisions
People's lifestyles can be considered to influence how consumers determine or decide to purchase a product they want. According to (Kotler & Armstrong, 2018) lifestyle captures something more than just a person's social class or personality. Lifestyle displays a profile of a person's entire pattern of actions and interactions in the world. If used carefully, the concept of lifestyle can help marketers understand changing consumer values and how lifestyle influences purchasing behavior. Based on research conducted by Sukmawati et al (2020), lifestyle has a significant influence on purchasing decisions for Soyjoy products in Yogyakarta. This result is in line with the research of Wowor et al (2021) that lifestyle influences consumer purchasing decisions. Similar results were also shown by the research of Shofia et al (2023) that lifestyle has a high contribution to the tendency to make purchasing decisions.
H1: It is suspected that Lifestyle has a positive influence on the Decision to Purchase Coca-Cola Products in Surabaya.

The Influence of Brand Image on Purchasing Decisions
Brand image is the image that consumers build about a brand or product. According to (Kotler & Keller, 2019) Brand Image is the consumer's perception of a brand as a reflection of the associations that exist in the consumer's mind. Brand image is an association that appears in the consumer's mind when remembering a particular brand. This includes impressions formed based on experience, information and relationships that consumers have with a brand or product. If a brand has a good image in the minds of customers, the name of a brand will definitely be remembered and customers can buy the brand. Brand image is very important for consumers to make purchasing decisions.

The results of research conducted by (Fatma Ningrum, 2020) show that Brand Image has a positive and significant effect on Purchasing Decisions. These results are in line with research conducted by (Fauzi & Maulana, 2024) that brand image has a positive and significant effect on purchasing decisions. Likewise, the results of research from (Hidayah, 2022) show that the brand image variable has a positive effect on purchasing decisions.
H2: It is suspected that Brand Image has a positive influence on the Purchase Decision of Coca-Cola Products in Surabaya.

METHODS

This study uses a quantitative method with a sampling method, namely Non Probability Sampling, which is a sampling procedure that does not provide the same probability to each component or member of the population to be selected as a sample using a purposive sampling methodology. The population in this study were consumers who had consumed Coca-Cola products and were domiciled in Surabaya. In this study there are 2 variables, namely the independent variables Lifestyle and Brand Image, while the dependent variable is the purchasing decision. The research sample consisted of 80 respondents who were consumers aged over 17 years who specifically bought and consumed Coca-Cola products in Surabaya. The data collection technique used primary data obtained through a questionnaire that had been prepared by the researcher and then distributed to respondents. The questionnaire in this study was distributed to all consumers who had consumed Coca-Cola products and were domiciled in Surabaya via google form. The measurement scale used in this study is the Likert scale. The analysis technique used in this study

used the PLS or Partial Least Square application and through validity tests, reliability tests and hypothesis tests.

RESULTS AND DISCUSSION
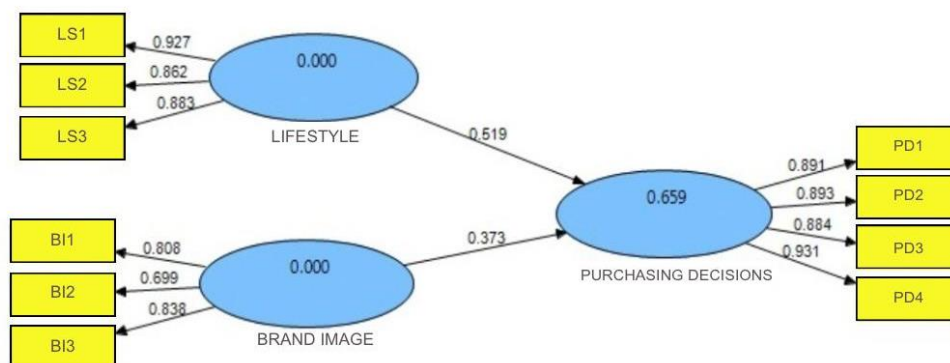
PLS Model Analysis

Figure 2 : Outer model with factor loading, path Coefficients and R-Square values
Source: Data Processed, Smart PLS output (2024)

The total of the factor loading values for every indicator, Located above the arrow connecting the variable to the indicator., and the path coefficient above the arrow line connecting the endogenous and exogenous variables, can be displayed in the PLS output image. In addition, the R-Square variable, also known as the purchasing decision variable, can be displayed inside the circle of the endogenous variable.

Validity Test

Table 2. Average Variance Extracted (AVE)

	AVE
LIFESTYLE	0.794126
BRAND IMAGE	0.614311
PURCHASE DECISION	0.809849

Source : Data Processed (2024)

The results of the AVE test for the Lifestyle variable were 0.794126, the Brand Image variable was 0.614311, the Purchasing Decision variable was 0.809849 for the three variables showing a value greater than 0.5, thus it can be concluded that the variables in this study have good validity overall.

Reliability Test

Table 3. Composite Reliability

	Composite Reliability
LIFESTYLE	0.920391
BRAND IMAGE	0.826109
PURCHASE DECISION	0.944533

Source : Data Processed (2024)

The results of composite reliability test show that the Lifestyle variable is 0.920391, the Brand Image variable is 0.826109, the Purchasing Decision variable is 0.944533, All variables in this

study are considered reliable, because the three variables show a Composition Reliability value above 0.70.

R-square value

Table 4. R-Square

	R Square
LIFESTYLE	
BRAND IMAGE	
PURCHASE DECISION	0.658604

Source : Data Processed (2024)

R^2 has a value of 0.658604. In light of this interpretation, the model accounts for 65.86% of the symptom of purchasing decisions that are impacted by independent variables such as lifestyle and brand image variations. However, factors other than lifestyle and brand image that are not included in this study account for 34.14% of the remaining percentage.

Latent Variable Correlations

Table 5. Latent Variable Correlations

	BFRAND IMAGE	LIFESTYLE	PURCHASE DECISION
BRAND IMAGE	1.000000		
LIFESTYLE	0.648750	1.000000	
PURCHASE DECISION	0.709108	0.760383	1.000000

Source : Data Processed (2024)

The average correlation value between one variable and another is found to be fairly high, exceeding 0.6, based on the latent variable correlations table above. With a correlation value of 0.760383, the Purchasing Decision variable and Lifestyle have the highest correlation of any of the research model's variables. This indicates that the relationship between the two variables is stronger than the relationships between the other variables, and it can also be interpreted to mean that the Lifestyle variable has a greater influence on high and low Purchasing Decisions than the Brand Image variable.

Hypothesis Test

Table 6. Path Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics (|O/STERR|)
LIFESTYLE -> PURCHASE DECISION	0.518627	0.515012	0.101170	0.101170	5.126284
BRAND IMAGE -> PURCHASE DECISION	0.372649	0.377805	0.094902	0.094902	3.926683

Source : Data Processed (2024)

It is clear from the preceding table that the hypothesis says:
Hypothesis 1, that lifestyle influences purchasing decisions positively, can be accepted. Path coefficients of 0.518627 and T-statistic value of 5.126284, which is higher than the Z value of $\alpha = 0.05$ (5%) = 1.96, indicate that the relationship is significant positive.

Acceptance of Hypothesis 2: A positive relationship between Brand Image and Purchasing Decisions is indicated by path coefficients of 0.372649 and a T-statistic value of 3.926683, that is greater than the Z value α = 0.05 (5%) = 1.96 and indicates a significant positive relationship.

Discussion
The Effect of Lifestyle on Purchasing Decisions
According to study findings, Surabaya residents' lifestyle choices have a advantageous and substantial impact on their selections to buy Coca-Cola products. The study findings show that the Activity indicator that I often use when drinking Coca-Cola products as part of my daily routine has the highest factor loading value, namely seen from the factor loading value of 0.927. This finding shows that the Activity indicator has the greatest influence on the Lifestyle factor that influences the decision to purchase Coca-Cola products in Surabaya. This refers to the Activities owned by the community and can affect the activities of the community in everyday life. Dense activities or activities encourage people to consume Coca-Cola products more often which provide a sensation of freshness after doing activities.

The findings of this study are consistent with research undertaken by (Sukmawati et al., 2020) The selections about what to choose while buying Soyjoy items in Yogyakarta are heavily influenced by lifestyle. These results are also in line with the research of (Wowor et al., 2021) that lifestyle affects consumer purchasing decisions. Similar results are also shown by the research of (Shofia & Soebiantoro, 2023) that lifestyle has a high contribution to the tendency to make purchasing decisions.

The Effect of Brand Image on Purchasing Decisions
According to study findings, it appears that Brand Image incorporates a positive and noteworthy impact on acquiring choices for Coca-Cola items in Surabaya. The comes about of this ponder show that the biggest calculate stacking esteem is found within the Uniqueness pointer, namely seen from the factor loading value of 0.838, Specifically the results of this study,, Coca-Cola carbonated refreshment items have interesting and unmistakable item advancements compared to other items. From these comes about, it can be seen that the uniqueness marker has the most grounded impact on the Brand Picture variable which is able to impact acquiring choices on Coca-Cola items in Surabaya.

The results of this investigation are compatible with studies undertaken by (Fatma Ningrum, 2020) that purchasing decisions are significantly and favorably impacted by brand image. These findings are also consistent with studies carried out by (Fauzi & Maulana, 2024) that brand image has a favorable and significant impact on purchasing decisions. Likewise, the results of research from (Hidayah, 2022) brand image variables have a positive effect on purchasing decisions.

CONCLUSION

After conducting the research described in the discussion above, the conclusion obtained is that Lifestyle contributes to Purchasing Decisions on Coca-Cola products in Surabaya. The findings indicated that there was an influence between activities or activities on consumer lifestyles on purchasing decisions for Coca-Cola products in Surabaya. Because lifestyle is closely related to a person's choice of products to suit their lifestyle. Brand Image contributes to Purchasing Decisions on Coca-Cola products in Surabaya. The results showed that a brand must have product innovations that are unique and different from other products, so the potential for consumers to make purchases will increase. With this, the more positive a brand's image, the more likely people are to buy the goods. To help broaden the research and obtain pertinent results, it is advised that future researchers include additional variables that were not looked at in this study.

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