

Research Article

## The Influence of Lifestyle and Brand Image on iPhone Purchasing Decisions: An Empirical Study of Generation Z in Cibubur

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**Abstract:** This study investigates the influence of lifestyle and brand image on purchasing decisions of iPhone products among Generation Z consumers in Cibubur, Indonesia. The rapid growth of the smartphone market has intensified brand competition, making consumer decisions increasingly shaped not only by functional considerations but also by psychographic and perceptual factors. However, empirical evidence focusing on digital-native consumers in specific local contexts remains limited. Therefore, this research aims to analyze both the partial and simultaneous effects of lifestyle and brand image on purchasing decisions. A quantitative approach with a causal research design was employed using a survey method. Data were collected from 100 Generation Z iPhone users through structured questionnaires and analyzed using multiple linear regression with SPSS. The results indicate that lifestyle has a positive and significant effect on purchasing decisions, suggesting that iPhone usage is closely related to entertainment needs and lifestyle expression. Brand image also shows a positive and significant effect and demonstrates a stronger influence compared to lifestyle, reflecting the importance of brand reputation, symbolic value, and perceived quality in high-involvement technology products. Furthermore, lifestyle and brand image simultaneously explain 59.2% of the variance in purchasing decisions. These findings confirm that purchasing behavior among Generation Z is shaped by the interaction between personal lifestyle characteristics and positive brand perceptions. This study contributes to consumer behavior literature in the digital generation context and provides managerial implications for developing lifestyle-oriented and brand-based marketing strategies in the smartphone industry.

**Keywords:** Brand Image; Consumer Behavior; Generation Z; iPhone; Lifestyle

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### 1. Introduction

The rapid advancement of information technology has driven a significant increase in the use of communication devices, particularly smartphones, which now function not only as communication tools but also as enablers of social, economic, and lifestyle-related activities. Smartphones have become an integral part of daily life across various age groups, in line with the growing demand for fast, practical, and integrated access to information through internet-based networks (Rumengan et al., 2022). Data from Statistics Indonesia indicate that smartphone ownership in Indonesia has increased substantially over the past decade, reflecting a shift in consumer consumption patterns toward digital technology.

Amid the rapid growth of the smartphone market, competition among brands has become increasingly intense. Consumers are presented with a wide range of products offering relatively similar technical specifications but differing in price levels and brand image. Consequently, smartphone selection is no longer based solely on functional considerations but is also influenced by personal preferences, lifestyle, and social status symbolism (Nurrohman, 2018). In this context, the Apple iPhone stands out, particularly among younger generations,

due to its strong, prestigious, and modern brand image, despite being offered at a relatively higher price compared to competing products.

Previous studies have examined various factors influencing smartphone purchasing decisions, emphasizing the role of psychographic variables such as lifestyle and brand perception. Lifestyle is understood as an individual's pattern of living as expressed through activities, interests, and opinions, which shapes how consumers select and use products (Kotler in Gazali, 2021). Meanwhile, brand image represents consumers' perceptions of a product's extrinsic attributes, including symbolic value, social status, and the fulfillment of psychological needs, even prior to actual product usage (Kotler & Keller, 2016). While this approach is effective in explaining non-functional aspects of consumer behavior, it may overlook rational considerations such as price sensitivity and individual technological needs.

The phenomenon of iPhone usage among Generation Z indicates that purchasing decisions are often not entirely based on rational evaluation but are significantly influenced by lifestyle and the brand image associated with the product. As a generation that is highly active on social media, Generation Z tends to perceive the iPhone as a symbol of self-identity, modern taste, and social status, supported by its camera quality, user-friendly applications, and integrated digital ecosystem. However, fluctuations in iPhone sales over time suggest that consumer preferences are dynamic and shaped by multiple factors, including brand competition, technological preferences, and price sensitivity.

Based on these conditions, the research problem lies in the limited empirical understanding of the extent to which lifestyle and brand image, both partially and simultaneously, influence iPhone purchasing decisions, particularly among Generation Z consumers in the Cibubur area. This study adopts a quantitative approach using a survey method to empirically analyze the relationships among these variables, thereby providing a more measurable insight into the purchasing behavior of young consumers.

The main contributions of this study are as follows: (1) providing empirical evidence on the influence of lifestyle and brand image on iPhone purchasing decisions among Generation Z; (2) enriching the consumer marketing literature with insights into digital generation behavior; and (3) offering practical implications for companies in designing more targeted and effective marketing strategies. The remainder of this paper is structured as follows: the literature review discusses relevant concepts and previous findings, followed by the research methodology, results and discussion, and finally the conclusions and research implications.

## **2. Literature Review**

### **Lifestyle and Purchasing Decisions**

Lifestyle is a crucial concept in understanding consumer behavior, as it reflects an individual's pattern of living expressed through activities, interests, and opinions. Kotler (in Gazali, 2023) explains that lifestyle represents the overall personality of an individual in interacting with their environment, while Nugroho in Yudha (2022) views lifestyle as the way individuals allocate their time and financial resources. From an economic perspective, lifestyle serves as an indicator of consumption patterns that creates opportunities for companies to align their products with consumer preferences (Lutfianto & Dawud, 2017).

Lifestyle is influenced by both internal and external factors. Internal factors include attitudes, experiences, personality, motives, self-concept, and perceptions, whereas external factors encompass reference groups, family, social class, and culture (Armstrong in Istikharotullaila, 2020). To empirically measure lifestyle, the psychographic approach is commonly applied through the dimensions of activities, interests, and opinions (AIO), which describe how individuals spend their time, set priorities, and form perspectives on their social environment (Sumarwan in Nurfitriana, 2020).

In the context of smartphone consumption, lifestyle becomes a dominant factor because products are selected not only based on functional attributes but also as symbols of identity and modern lifestyle. This is supported by empirical findings from Gazali et al. (2021), Puspita Sari & Suci (2022), and Yudha & Yulianthin (2022), which demonstrate that lifestyle has a significant effect on purchasing decisions. These findings indicate that consumers tend to choose products that align with their lifestyle patterns and personal values.

### **Brand Image and Purchasing Decisions**

Brand image reflects consumers' perceptions of a brand formed through prior information and experiences. Nurhalim (2020) and Supriyadi et al. (2016) state that brand image represents the collective mental picture of a product in consumers' minds, while Kotler and Keller (2016) emphasize that brand image encompasses extrinsic attributes that can be

evaluated even before product usage, including the fulfillment of social and psychological needs. Firmansyah (2018) further asserts that brand image constitutes the overall perception held by consumers toward a brand.

Brand image is shaped by various factors, including product quality, reliability, perceived benefits, service, risk, price, and market reputation (Indrasari, 2019). Moreover, the dimensions of brand image consist of brand identity, brand personality, brand associations, brand attitudes and behavior, as well as perceived brand benefits and advantages (Widyaningsih in Cendana, 2017). These dimensions play an essential role in forming positive perceptions that can drive purchasing decisions.

Numerous previous studies have shown that brand image significantly influences purchasing decisions. Santoso and Anggraini (2023), Tijow et al. (2022), Arafah (2025), and Mumtaz & Purwanto (2025) found that brand image exerts a positive effect on purchasing decisions across various product categories and consumer contexts. This indicates that a strong brand image is capable of enhancing consumer trust and purchase intention, even in the presence of alternative products in the market.

### **Consumer Purchasing Decisions**

Purchasing decisions are an integral component of consumer behavior, reflecting the processes of selecting, evaluating, and deciding to purchase a product or service. Haque (2020) explains that purchasing decisions relate to how individuals and groups choose and use products to satisfy their needs and desires. Aditya & Krisna (2021) view purchasing decisions as an attitudinal consideration toward buying a product, while Gunarsih (2021) emphasizes that purchasing decisions involve a series of stages beginning with problem recognition and continuing through information search and evaluation of alternatives.

According to Kotler and Keller in Indrasari (2019), purchasing decisions can be measured through several dimensions, including product choice, brand choice, distributor choice, timing of purchase, and purchase quantity. These dimensions indicate that purchasing decisions are complex and influenced by a combination of psychological, social, and situational factors.

### **Previous Studies and Research Gap**

Previous studies consistently indicate that lifestyle and brand image influence purchasing decisions, both partially and simultaneously (Gazali et al., 2021; Sari & Suci, 2022; Yudha & Yulianthin, 2022; Santoso & Anggraini, 2023; Tijow et al., 2022; Safitri & Basiya, 2022; Cahyono, 2024; Sastraviana et al., 2024). However, most of these studies were conducted within different product categories and regional contexts.

Therefore, a research gap remains regarding the influence of lifestyle and brand image on iPhone purchasing decisions among Generation Z consumers in the Cibubur area. This study seeks to address this gap by empirically examining the effects of both variables within the context of a digital generation characterized by unique consumption patterns.

### **Conceptual Framework**

Based on the theoretical framework and empirical findings from previous studies, this research develops a conceptual model to examine the influence of Lifestyle ( $X_1$ ) and Brand Image ( $X_2$ ) on Purchasing Decisions ( $Y$ ). Lifestyle reflects consumers' patterns of activities, interests, and opinions that shape their consumption behavior, while brand image represents consumers' overall perceptions and evaluations of a brand. Prior studies consistently indicate that both lifestyle and brand image significantly affect purchasing decisions, either individually or simultaneously (Sari & Suci, 2022; Yudha & Yulianthin, 2022; Tijow et al., 2022; Mumtaz & Purwanto, 2025; Cahyono, 2024; Sastraviana et al., 2024).

Accordingly, this study proposes a conceptual framework in which lifestyle and brand image are hypothesized to have direct effects on purchasing decisions among Generation Z consumers. The model also assumes that the combined influence of lifestyle and brand image strengthens consumers' purchasing decisions. This framework serves as the basis for formulating three research hypotheses: (H1) lifestyle influences purchasing decisions, (H2) brand image influences purchasing decisions, and (H3) lifestyle and brand image simultaneously influence purchasing decisions.

### 3. Research Method

This study employs a quantitative approach with a causal research design to examine the causal relationship between independent and dependent variables. Quantitative research is appropriate for hypothesis testing because it allows variables to be measured objectively and analyzed statistically to produce empirical conclusions (Sugiyono, 2022). The research model analyzes the effect of Lifestyle ( $X_1$ ) and Brand Image ( $X_2$ ) on Purchasing Decisions ( $Y$ ).

Data were collected using a survey method with a structured questionnaire. Survey research is commonly applied in consumer behavior studies because it enables efficient data collection from a large number of respondents using standardized instruments (Suhardi, 2019). All questionnaire items were measured using a five-point Likert scale, which is suitable for capturing respondents' perceptions and attitudes toward the studied variables (Hair et al., 2019).

Lifestyle was measured using a psychographic approach, specifically the Activities, Interests, and Opinions (AIO) dimensions, which are widely used to analyze consumer lifestyle patterns (Sumarwan, 2020). Brand image was measured through dimensions including brand identity, brand personality, brand associations, brand attitudes and behavior, and perceived brand benefits, as suggested in marketing and branding literature (Kotler & Keller, 2016). Purchasing decisions were measured using indicators such as product choice, brand choice, distributor choice, timing of purchase, and purchase quantity, reflecting the complexity of consumer decision-making processes (Indrasari, 2019).

The population of this study consists of Generation Z consumers who use iPhone products in the Cibubur area. Because the exact population size is unknown, the sample size was determined using the Rao Purba formula, which is appropriate for studies with an unknown population (Suhardi, 2019). Based on a confidence level of 95% and a margin of error of 10%, the minimum required sample size was 100 respondents. The sampling technique applied was probability sampling using the simple random sampling method, ensuring that each member of the population had an equal chance of being selected (Sugiyono, 2022).

Data analysis was conducted using Statistical Package for the Social Sciences (SPSS) software. The first stage involved validity testing to examine whether the questionnaire items accurately measured the intended constructs (Ghozali, 2021). This was followed by reliability testing using Cronbach's alpha to assess the internal consistency of the measurement instrument (Hair et al., 2019). Next, classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were conducted to ensure that the data met the requirements for regression analysis (Ghozali, 2021).

To test the proposed hypotheses, multiple linear regression analysis was employed to examine the partial and simultaneous effects of lifestyle and brand image on purchasing decisions. Multiple regression analysis is appropriate when a study involves more than one independent variable influencing a dependent variable (Hair et al., 2019). The regression model used in this study is expressed as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

$Y$  = Purchasing Decision

$X_1$  = Lifestyle

$X_2$  = Brand Image

$\alpha$  = regression constant

$\beta_1, \beta_2$  = regression coefficients

$\varepsilon$  = error term

Hypothesis testing was conducted using t-tests to assess the partial effects of each independent variable and an F-test to evaluate their simultaneous effects on purchasing decisions. The coefficient of determination ( $R^2$ ) was used to measure the proportion of variance in purchasing decisions explained by the independent variables (Ghozali, 2021).

### 4. Results and Discussion

#### Research Setting, Tools, and Data Source

This study was conducted among Generation Z iPhone users in the Cibubur area, Indonesia. Primary data were obtained through a structured questionnaire distributed directly to respondents. Data processing and statistical analysis were performed using SPSS version 25, which was employed to conduct descriptive analysis, reliability testing, and multiple linear regression analysis.

The dataset consists of 100 valid responses, which were deemed sufficient for regression-based hypothesis testing. The use of SPSS enables accurate computation of regression

coefficients, significance values, and model fit indicators, ensuring the reliability of the analytical results (Hair et al., 2019).

### Respondent Profile

The demographic characteristics of respondents were analyzed to describe the sample composition. Respondents were categorized based on age and gender, which are relevant to the characteristics of Generation Z consumers.

**Table 1.** Respondent Profile (Age and Gender)

| Characteristic | Category | Frequency | Percentage (%) |
|----------------|----------|-----------|----------------|
| Gender         | Male     | 40        | 40%            |
|                | Female   | 60        | 60%            |
| Total          |          | 100       | 100%           |
| Age (years)    | 13–18    | 25        | 25%            |
|                | 19–23    | 36        | 36%            |
|                | 24–28    | 39        | 39%            |
| Total          |          | 100       | 100%           |

Source: Processed primary data (2025)

The results indicate that the majority of respondents are aged 19–23 years, reflecting the dominant segment of Generation Z smartphone users. In terms of gender, female respondents account for a larger proportion of the sample, suggesting higher engagement or interest in iPhone usage among female consumers in the study area.

### Descriptive Analysis of Research Variables

Descriptive analysis was conducted to examine respondents' perceptions of Lifestyle ( $X_1$ ), Brand Image ( $X_2$ ), and Purchasing Decision ( $Y$ ). The interpretation of mean scores follows the classification proposed by Sugiyono (2021).

**Table 2.** Descriptive Statistics of Research Variables

| Variable            | Symbol | Total Mean | Category  |
|---------------------|--------|------------|-----------|
| Lifestyle           | $X_1$  | 4.40       | Very High |
| Brand Image         | $X_2$  | 4.41       | Very High |
| Purchasing Decision | $Y$    | 4.40       | Very High |

Source: Processed primary data (2025)

The results show that lifestyle, brand image, and purchasing decision variables all fall into the “very high” category, with mean values of 4.40, 4.41, and 4.40, respectively. These findings indicate that respondents strongly perceive iPhone as a product that aligns with their lifestyle preferences, possesses a strong brand image, and satisfies their purchasing considerations.

### Reliability Analysis

Reliability testing was conducted using Cronbach's Alpha to assess the internal consistency of the measurement instruments.

**Table 3.** Reliability Test Results

| Variable                    | Cronbach Alpha | Conclusion |
|-----------------------------|----------------|------------|
| Lifestyle ( $X_1$ )         | 0,631          | Reliable   |
| Brand Image ( $X_2$ )       | 0,648          | Reliable   |
| Purchasing Decision ( $Y$ ) | 0,688          | Reliable   |

Source: Processed primary data (2025)

The Cronbach's Alpha values for lifestyle (0.631), brand image (0.648), and purchasing decision (0.688) exceed the minimum acceptable threshold of 0.60, indicating that all measurement instruments are reliable and suitable for further analysis.

### Multiple Linear Regression Results

Multiple linear regression analysis was employed to examine the effect of lifestyle and brand image on purchasing decisions. The regression model is expressed as follows:

$$Y = 6.584 + 0.514X_1 + 0.541X_2$$

#### Coefficients<sup>a</sup>

| Unstandardized Coefficients |            |       |            | Standardized Coefficients |
|-----------------------------|------------|-------|------------|---------------------------|
| Model                       |            | B     | Std. Error | Beta                      |
| 1                           | (Constant) | 6,584 | 3,122      |                           |
|                             | X1         | ,514  | ,145       | ,310                      |
|                             | X2         | ,541  | ,089       | ,530                      |

a. Dependent Variable:  $Y$

**Figure 1.** Multiple Linear Regression Results  
Source: SPSS 25, processed by the author (2025)

The regression coefficients indicate that both lifestyle and brand image have positive coefficients, suggesting a direct relationship with purchasing decisions. Brand image shows a slightly stronger influence compared to lifestyle, as reflected in its higher regression coefficient.

### Hypothesis Testing and Model Fit

#### *Partial Effects (t-test)*

**Coefficients<sup>a</sup>**

| Model |            | t     | Sig. |
|-------|------------|-------|------|
| 1     | (Constant) | 2,109 | ,038 |
|       | X1         | 3,544 | ,001 |
|       | X2         | 6,068 | ,000 |

a. Dependent Variable: Y

**Figure 2.** Partial Hypothesis Testing (t-test)

Source: SPSS 25, processed by the author (2025)

The t-test results show that:

- Lifestyle (X<sub>1</sub>) significantly affects purchasing decisions ( $t = 3.544$ ;  $p < 0.05$ ), supporting H1.
- Brand Image (X<sub>2</sub>) has a significant positive effect on purchasing decisions ( $t = 6.068$ ;  $p < 0.05$ ), supporting H2.

These findings indicate that both variables independently influence consumers' purchasing decisions.

#### *Simultaneous Effect (F-test) and Coefficient of Determination*

**ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F      | Sig.              |
|-------|------------|----------------|----|-------------|--------|-------------------|
| 1     | Regression | 294,932        | 2  | 147,466     | 72,718 | ,000 <sup>b</sup> |
|       | Residual   | 196,708        | 97 | 2,028       |        |                   |
|       | Total      | 491,640        | 99 |             |        |                   |

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

**Figure 3.** Model Fit and Simultaneous Effect

Source: SPSS 25, processed by the author (2025)

The F-test result ( $F = 72.718$ ;  $p < 0.05$ ) confirms that lifestyle and brand image simultaneously have a significant effect on purchasing decisions, supporting H3. The adjusted R<sup>2</sup> value of 0.592 indicates that 59.2% of the variation in purchasing decisions can be explained by lifestyle and brand image, while the remaining 40.8% is influenced by other factors not examined in this study.

### Discussion

Based on the statistical results, the effects of Lifestyle and Brand Image on Purchasing Decisions of iPhone products (An Empirical Study on Generation Z in Cibubur) can be explained as follows.

#### *Effect of Lifestyle on iPhone Purchasing Decisions*

The descriptive results of the Lifestyle variable (X<sub>1</sub>), measured using 6 indicators from 100 respondents, show a total mean score of 4.40 (Very High). This indicates that, on average, respondents use iPhones primarily to support entertainment-related and daily lifestyle activities.

The regression coefficient of Lifestyle is 0.514, indicating that Lifestyle has a positive influence on Purchasing Decisions. This implies that a one-unit increase in Lifestyle will increase the Purchasing Decision by 0.514 units, assuming other independent variables remain constant.

The t-test results show that the calculated t-value is 3.544, which is greater than the critical t-value of 1.660, with a significance level of  $0.00 < 0.05$ . Therefore, Lifestyle has a positive and statistically significant effect on Purchasing Decisions, supporting the first hypothesis.

### ***Effect of Brand Image on iPhone Purchasing Decisions***

The descriptive analysis of the Brand Image variable (X2), measured using 10 indicators from 100 respondents, yields a total mean score of 4.41 (Very High). This reflects that respondents perceive the iPhone as an attractive product with a distinctive appearance compared to other smartphone brands.

The regression coefficient of Brand Image is 0.541, indicating that Brand Image positively influences Purchasing Decisions. This means that a one-unit increase in Brand Image will lead to a 0.541 unit increase in Purchasing Decisions, assuming other variables are held constant.

The t-test results show a t-value of 6.068, which exceeds the critical value of 1.660, with a significance level of  $0.00 < 0.05$ . Thus, Brand Image has a positive and significant effect on Purchasing Decisions, confirming the second hypothesis.

### ***Simultaneous Effect of Lifestyle and Brand Image on iPhone Purchasing Decisions***

The F-test results indicate that Lifestyle and Brand Image simultaneously have a significant effect on Purchasing Decisions, with an F-value of 72.718, which is greater than the F-table value of 2.47, and a significance level of  $0.00 < 0.05$ . This demonstrates that both independent variables jointly influence Purchasing Decisions.

Furthermore, the Adjusted R-Square value of 0.592 indicates that 59.2% of the variance in Purchasing Decisions can be explained by Lifestyle and Brand Image, while the remaining 40.8% is influenced by other factors not examined in this study.

## **5. Conclusions**

This study analyzes the influence of Lifestyle and Brand Image on the purchasing decisions of iPhone products among Generation Z consumers in Cibubur. The results indicate that Lifestyle has a positive and significant effect on Purchasing Decisions, showing that iPhone usage is closely related to entertainment needs, daily digital activities, and lifestyle expression. Brand Image also has a positive and significant effect and demonstrates a stronger influence than Lifestyle, indicating that the modern, attractive, and distinctive image of the iPhone brand plays a crucial role in shaping consumer confidence and purchase intention. Furthermore, the simultaneous effect of Lifestyle and Brand Image confirms that purchasing behavior is formed through the interaction between personal lifestyle characteristics and positive brand perceptions, thereby supporting all proposed hypotheses. This research contributes to the understanding of consumer behavior in the digital generation context and provides practical insights for smartphone marketing strategies that emphasize both lifestyle relevance and brand strength. However, this study is limited to Generation Z consumers in Cibubur and focuses only on two explanatory variables. Future studies are encouraged to expand the research scope and incorporate additional determinants such as price, product quality, and technological innovation to achieve a more comprehensive analysis of purchasing decisions.

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