
A LITERATURE STUDY : THE INFLUENCE OF LIFESTYLE ON FASHION PURCHASING DECISIONS

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ABSTRACT

Regeneration from era to era has a revolution that is quite significant and has a profound impact on aspects of life. Aspects of life have important factors, including how to interact and express oneself. This research study uses a literature study to determine the influence of lifestyle on purchasing decisions in the fashion industry. This research was conducted through qualitative methods sourced from journals and articles, which became primary data. The data collection technique in this study prioritizes primary data in the form of journals and articles. The primary data is collected from journals and articles because this research focuses on literature studies. The data obtained was then analyzed using coding techniques to make it easier for researchers to group relevant variables. This literature study review results shows that the processes show how consumers analyze various information and inputs before making a final decision. The lifestyle perspective is a person's model of living life, which is reflected in how they spend their time. Activities include work, hobbies, shopping, sports, and social interactions. In addition, a person's interests can include various aspects, such as food, fashion, family, and recreation, as well as views on oneself, social issues, business, and products. This is why lifestyle has a significant positive effect on fashion purchasing decisions.

Keywords: Lifestyle, Purchase, Fashion

INTRODUCTION

Regeneration from era to era has a revolution that is quite significant and has a profound impact on aspects of life. Aspects of life have important factors, including how to interact and express oneself. This event has caused significant changes in how people live, think, and behave at the local and global levels (Darmawan et al., 2021). Changes in human life are driven by the era of progress, which is now developing rapidly and thus has a significant impact on various aspects of people's lives (Aprillia et al., 2021). The globalization process encourages using knowledge and technology to optimize resources in various parts of the world to support access to human development (Afifah & Yudiantoro, 2022). The era of progress provides sophisticated technology and knowledge so that people can easily explore technological facilities via the Internet (Darmawan et al., 2023). The knowledge possessed by the community makes it a means of obtaining information and communicating so that people's lifestyles change like people who live in cities (Darmawan, 2012). Chaney (2004) reinforces this statement, arguing that in the era of late modernity, everything individuals own tends to become an object of spectacle. This phenomenon encourages people to appear as spectators while wanting to be seen through their various appearances and self-images, including clothing choices. This phenomenon is the background for Indonesia's fashion world to grow rapidly. Fashion is a familiar term in everyday life, an important element in the daily life of a society. It reflects how individuals express themselves, influenced by their experiences, observations, and interests, so life can always be enjoyable (Swaminathan & Venkitasubramony, 2024). According to Tenaya (2021), fashion often indicates a person's attitude and feelings because it is a form of self-expression through the clothes and accessories worn.

Fashion in life is often associated only with appearing dressed, but fashion includes many things related to the era's progress, including viral or fomo appearances (Profumo et al., 2023). This rapidly evolving world of fashion has become a part of social identity that affects people of all ages and backgrounds. Fashion is not just a trend but reflects cultural dynamics, social status, and individual creativity.

The quality of products sold in the market makes consumers a factor in buying decisions, which determines the success of market value. Marketing strategies can be developed with the ability to understand producers, recognize consumer needs, and consider consumer feasibility and decisions (Darmawan, 2014). Consumer purchasing decisions reflect people's behavior in using or consuming products (Darmawan, 2023). Decision-making in commodity purchases reflects how consumers analyze various product qualifications before purchasing (Jahroni et al., 2021). According to Kotler (2000), the stages of buyer decisions are often solved by various statements of consumer views on a product. This statement is strengthened by Darmawan (2023), namely that this decision-making process consists of identifying needs, searching for alternatives, evaluating alternatives, purchasing behavior, and post-purchase behavior (Darmawan, 2003). In the next stage, after the purchase decision, the community as consumers evaluate whether the product meets expectations. This

evaluation and customer loyalty can influence customers' purchasing decisions about a particular brand.

Consumers are often influenced by various internal and external factors around them (Darmawan, 2020). Kotler dan Keller (2012) assume that there are indicators that influence purchasing decisions. First, there is stability towards a product, which reflects consumer decisions after considering various relevant information. Second, buying habits are often influenced by the experiences of personal social networks, friends, and relatives who have used the product. Third, advising others is a way of conveying positive information to attract their interest in purchasing. Finally, there is a repeat purchase after consumers feel satisfaction with the product received. This shows that direct factors influence consumer decisions in purchasing but are also influenced by personal experiences and social influences from the surrounding environment (Darmawan, 2020). Business people need to understand these factors to develop efficient marketing strategies and create permanent bonds with customers.

Lifestyle changes in this modern era are strongly influenced by various external factors such as technological developments and social media. Consumers are increasingly open to new information and choices that can influence their decisions in various aspects of life. Kotler (2000) explains that an individual's lifestyle is reflected in how they interact within their social circles. A person's lifestyle can be assessed by the way a person manages time, resources, and finances (Pulungan & Febriaty, 2018). On the other hand, Sutisna and Arsita (2021) emphasize that lifestyle is generally understood as a pattern of life determined by the way a person uses their time. Lifestyle can be interpreted as a series of behaviors that have important meanings and are useful both for that individual and others at a certain time and place. This includes various aspects of life, such as social interactions, consumption patterns, entertainment choices, and ways of dressing. (Putra et al., 2022). According to Cahyaningtyas and Iqbal (2021), lifestyle reflects how individuals interact with the surrounding environment. Meanwhile, Afifah and Yudiantoro (2022) added that lifestyle is also closely related to how people spend money and time living. Humans need to interact to see a person's activities, interests, and habits through the lifestyle of the people around them. Gunawan and Carissa (2021) also express a similar opinion, stating that lifestyle contributes significantly to individual decision-making in choosing a product or service. In addition, lifestyle habits tend to change rapidly, mainly triggered by technological advances such as smartphones, social media, and e-commerce. This suggests that lifestyles can change over time and should be understood by companies when formulating appropriate marketing strategies. A successful company will be able to adapt its products and services to consumers' evolving lifestyles.

Various factors, including social status, culture, and the surrounding environment, can influence a person's lifestyle. These factors create specific patterns in a person's life and influence purchasing decisions and consumer preferences. Lifestyle indicators, according to Kotler and Keller (2018), 1) Activities, a person's routine in running time and filling his daily life; 2) Interest, namely a person's interest or pleasure so that it gives rise to ambition; and 3)

Opinion, namely self-awareness, social challenges, and cultural context. These lifestyle indicators help companies identify the right target market and realize commodities according to consumer needs and preferences. The company's marketing strategy can attract consumer attention and be effective if the company can gain loyalty and receive consumer evaluations. Studying the factors that influence consumer behavior is essential for improving marketing strategies. Various aspects, such as lifestyle, are significant in consumer purchasing decisions. This study examines previous research to find the relationship between lifestyle and purchasing decisions. The hope of carrying out this research is to gain new knowledge for readers regarding lifestyle and purchasing decisions. The next hope is that the results of this study can help consumers and companies carry out promotional strategies efficiently.

RESEARCH METHODS

The descriptive qualitative method is an important stage used in this research. The data collection technique in this research prioritizes primary data in the form of journals and articles. The primary data is in the form of a collection of journals and articles because this research focuses on literature studies. The data obtained was then analyzed using coding techniques to help researchers group relevant variables.

RESULTS AND DISCUSSION

Lifestyle is considered the main affirmation for purchasing decisions. Consumers have preferences that are according to what they want. Preferences are obtained through patterns of habits and thoughts that become lifestyles. Purchasing decisions made by consumers tend to be driven by the desires that arise within them. This research is strengthened by 10 journals that have significant correlations to the focus of the research.

1. Chaterin Aulia Virginia, Bambang Sumardi, dan Winda Dwi Yanthi (2024)

This study aims to determine how much influence lifestyle and price perceptions have on purchasing decisions for thrifting imported used clothing for the younger generation at L21 Shop, a thrift shop in Cirebon Regency. The research method used is quantitative. The sample used amounted to 100 respondents aged 16-30 years, which was obtained using a purposive sampling method. The results showed that both lifestyle and price perception partially and simultaneously have a positive and significant influence on purchasing decisions. Thus, L21 Shop needs to strengthen strategies that focus on lifestyle and price perceptions, which can increase product attractiveness and relevance and encourage more positive purchasing decisions from consumers. The analysis techniques used are normality tests, multiple linear regression, and hypothesis testing.

2. Intisari Haryanti dan Herry Nurdin (2021)

The purpose of this study is that researchers want to know and analyze fashion trends and hedonic lifestyles on purchasing decisions for hijab users in Bima City and provide input to consumers, especially hijab users, to be more observant in choosing products

and precise in making purchasing decisions according to their needs and benefits. This research uses quantitative short-term with the number of respondents as many as 96 people. Where sampling is done by incidental sampling, namely sampling techniques based on coincidence. The correlation coefficient results show a strong relationship between fashion trends and hedonic lifestyles in terms of purchasing decisions. Meanwhile, the results of hypothesis testing show that fashion trends and hedonic lifestyles partially have a positive and significant influence on purchasing decisions. Data collection was carried out using a questionnaire instrument. The population is the people of Bima City, consisting of 5 sub-districts who wear hijab clothes. The analysis techniques used are validity test, reliability test, classical assumption test, descriptive data of research variables, hypothesis testing, coefficient test, and determination coefficient test.

3. Chairul Anam, Inuk Wahyuni Istiqomah, dan Putri Indra Asmaul Husna (2022)
This quantitative research aims to determine the effect of consumer lifestyle, product quality, brand equity, and brand image on purchasing decisions for Eiger in Mojokerto, both partially and simultaneously. The data for this study were obtained from a questionnaire (primary data). The population used in this study were all Eiger members in Mojokerto. The number of respondents in this study amounted to 115 respondents, revealing significant findings about the demographics of Eiger customers. The sample was determined by an accidental sampling technique. The analysis used is multiple linear regression, t, F, and determination tests. Based on the t-test, it shows that the consumer lifestyle variable (x_1) has a significant effect on purchasing decisions (y), the product quality variable (X_2) has a significant effect on purchasing decisions (y), and the brand equity variable (X_3) has a significant effect on purchasing decisions (y). The brand image variable (X_4) has a significant effect on purchasing decisions (y).
4. Nadia Nur Qalby, Ari Arisman, dan Depy Muhamad Pauzy (2023)
This study aims to determine the simultaneous and partial influence of lifestyle and brand equity on purchasing decisions for Nike brand shoes (survey of students of Perjuangan University Tasikmalaya). The research method used in this research is descriptive quantitative with a survey approach. Respondents in this study were 101 students of Universitas Perjuangan Tasikmalaya. The sampling technique used the formula proposed by Zikmund. The type of data used in this study is primary data obtained through a questionnaire. The data testing techniques used in this study were validity tests, reliability tests, and classical assumption tests. The data analysis in this study used multiple regression analysis tools using SPSS software version 25. The results showed that lifestyle and brand equity simultaneously had a significant effect on purchasing decisions.
5. Muhammad Qori Musyaffa dan Syamsiar Zahrani (2023)
This quantitative research aims to determine the effect of lifestyle and price on

purchasing decisions for second-import clothes in the Palembang Lemabang market. The sampling technique used Hair's theory with a total of 72 respondents who were consumers of second-import clothes in the Palembang Lemabang market. In this study, the research data were collected by distributing questionnaires to consumers who had bought second-hand clothes at Lemabang Market Palembang. The type of data used is primary with data analysis techniques using the SPSS program. The results showed that price had a significant effect on purchasing decisions, and lifestyle had a significant effect on purchasing decisions.

6. Nurul Yusna Yunus (2021)

This study aims to examine the effect of lifestyle on purchasing decisions for Maybelline cosmetics for female students of the Faculty of Economics and Islamic Business, Manado State Islamic Institute. The method used is the descriptive quantitative method. The data source of this research is female students of the Faculty of Economics and Islamic Business, Institut Agama Islam Negeri Manado, who used collection techniques through observation and questionnaires. At the same time, the sample used was 83 people using the census sampling method. The data analysis technique used is simple linear regression, and the research data was processed using SPSS version 25. The results of this study indicate that lifestyle has a positive effect on purchasing decisions. Based on the results of this study, it is concluded that lifestyle has a significant effect on purchasing decisions.

7. Arwita Dwi Andriani dan Christina Menuk Srihandayani (2021)

The expected purpose of researching the influence of lifestyle, product quality, and price on purchasing decisions for used imported clothing at the Surabaya Thrift Store Ordinary Place is to determine how much influence between these variables. Consumers who buy imported used clothing at the Ordinary Thrift Store Surabaya become a research population with an infinite population type. At the same time, the sample used was 105 people. The tests carried out are instrument testing, data testing, and hypothesis testing. The results showed that lifestyle, product quality, and price have an influence on purchasing decisions for imported second-hand clothing at the Ordinary Place Thrift Store Surabaya. Data collection was carried out using the incidental sampling method on the specified sample. The data obtained is quantitative, and the data collection instrument has been designed using a Likert scale to give a value to the existing statement.

8. Tin Agustina Karnawati dan Risa Santoso (2023)

This study aims to prove whether decision-making is influenced by lifestyle. A casual research design method related to quantitative methods was used as the research approach. One hundred consumers were used as samples in this study because they were not the first customers. The purposive sampling technique in this study was used, and then it was analyzed by multiple linear regression and hypothesis testing. The results of the study prove that purchasing decisions are significantly influenced by

lifestyle.

9. Gilang Firmansyah (2023)

This study investigates the influence of lifestyle, product quality, and brand image on purchasing decisions for Eiger sandals at Store Wiyung, Surabaya. Purchasing decisions are a crucial goal for the company, and they directly impact its operational sustainability. The method used in this research is quantitative, with purchasing decisions as the dependent variable, while lifestyle, brand image, and product quality serve as independent variables. 85 consumers were used as respondents, taking respondents through purposive sampling techniques. Partial Least Square (PLS) is the method used to analyze the data, resulting in purchasing decisions significantly influenced by lifestyle.

10. Zulfansyah La Ruas dan Agus Abdurrahman (2023)

This study aims to reveal the influence of lifestyle and product brands on purchasing decisions for thrifting goods in Yogyakarta. This influence is measured through several indicators: activities, interests, opinions, consumer memories of brands, product characteristics, and design uniqueness. The purchase decision variable serves as the dependent variable. This study involved 70 respondents who have bought and used thrifting products in Yogyakarta. This study proves that lifestyle and purchasing decisions have a significant positive influence.

Some studies, such as those conducted by Intisari Haryanti and Herry Nurdin (2021), emphasize that hedonic lifestyles and fashion trends significantly positively influence purchasing decisions. This study explains that people in Bima City decide to buy clothes because they are trendy and comfortable. These results provide evidence that lifestyle has an impact on individual interests along with developing trends, which ultimately lead to purchasing decisions. Based on research that has been conducted and resulted in as many as 10 previous studies which prove that lifestyle has a significant positive effect on purchasing decisions, tabulated in the following table.

Table 1. Study on Influence of Lifestyle on Purchasing Decisions

Researcher	Research Location	Research Focus	Research Findings
Virginia, Sumardi & Yanthi (2024)	Thrift Shop in Cirebon Regency	The influence of lifestyle and price perceptions on purchasing decisions.	Lifestyle and price perception, separately and together, positively and significantly influence purchasing decisions.
Haryanti & Nurdin (2021)	STIE Bima, Indonesia	The influence of fashion trends and hedonistic lifestyles on purchasing decisions.	Individually, fashion trends and hedonic lifestyles have a positive and significant impact on purchasing decisions.
Anam, Istiqomah & Husna (2022)	Eiger Mojokerto	Consumer lifestyle, product quality, brand equity, and brand image	Consumer lifestyle, product quality, brand equity, and brand image significantly impact purchasing decisions.

affect purchasing decisions.			
Researcher	Research Location	Research Focus	Research Findings
Qalby, Arisman, & Pauzy (2023)	Perjuangan Tasikmalaya University	The influence of lifestyle and brand equity on purchasing decisions.	Lifestyle and brand equity simultaneously have a significant influence on purchasing decisions.
Musyaffa & Zahrani (2023)	Pasar Lemabang Palembang	The influence of lifestyle and price on purchasing decisions.	Lifestyle and price have a significant effect on purchasing decisions.
Yunus (2021)	IAIN Manado	The influence of lifestyle on purchasing decisions.	Lifestyle has a significant effect on purchasing decisions.
Andriani & Srihandayani (2021)	Surabaya City	The effect of lifestyle, product quality, and price on purchasing decisions is significant.	Lifestyle, product quality, and price majorly influence purchasing decisions.
Karnawati & Santoso (2023)	Malang City	The influence of lifestyle, price, and product quality on purchasing decisions.	Lifestyle and product quality have a positive and significant effect on purchasing decisions. Price hurts purchasing decisions.
F Firmansyah (2023)	Store Wiyung Surabaya.	The effect of lifestyle, product quality, and brand image on purchasing decisions is significant.	Lifestyle, product quality, and brand image significantly impact purchasing decisions.
Ruas & Abdurrahman (2023)	Yogyakarta City	The influence of lifestyle and product brand on purchasing decisions.	Lifestyle and product brands play a significant role in decision-making when buying.

The results of research by Anam et al. (2022) proves that purchasing decisions are significantly influenced by lifestyle. Although other factors such as product quality, brand equity and brand image also have a significant influence on purchasing decisions. Research by Musyaffa and Zahrani (2023) proves that significant lifestyle factors influence purchasing decisions. Likewise, Firmansyah's research (2023) indicates that variables other than lifestyle influence purchasing decisions, namely commodity quality and brand branding, which also influence purchasing decisions.

The results of research by Qalby et al. (2023) shows that purchasing decisions are significantly influenced by lifestyle, although they can be significantly influenced by other factors such as brand equity which also play a role in consumer purchasing decisions. This shows that Eiger fashion can influence consumer lifestyles when deciding to make Eiger fashion purchases. Consumer lifestyles related to Eiger fashion products tend to reflect the need for outdoor activities like mountain climbing. Of course, this will further increase consumer interest in these products. Lifestyle plays a crucial role in influencing consumer decisions, so Eiger can be seen as a trusted fashion brand Anam et al. (2022). Based on the research findings, it is concluded that this research has implications for the marketing strategy

of fashion products and lifestyle influences purchases, especially the Eiger brand. Active customers tend to choose outdoor products that are comfortable and of high quality. Management should focus on product innovation that is suitable, durable, multifunctional, and attractive. Adventure imagery should be included in marketing campaigns by working closely with nature-loving communities.

CONCLUSION

Rapid changes in people's consumption patterns and technological developments have driven shifts in consumer behavior. This condition makes lifestyle an increasingly crucial factor in influencing purchasing decisions. Several key points can be concluded based on a comprehensive analysis of the existing literature. In general, a person's lifestyle has a significant impact on the purchasing decisions they make. One aspect of consumer behavior when using or consuming products is the buying decision-making process itself. This decision is the result of a series of processes that consumers go through when they decide to buy or use a particular product. These processes show how consumers analyze various information and inputs before making a final decision. The lifestyle perspective is a person's way of life, which is reflected in how they spend their time. Activities include work, hobbies, shopping, sports, and social interactions. In addition, a person's interests can include various aspects, such as food, fashion, family, and recreation, as well as views on oneself, social issues, business, and products. Companies need to understand consumer lifestyles in order to build more effective marketing strategies that are aligned with the changing needs of the market. More in-depth research can improve our understanding of the relationship between lifestyle and other factors influencing purchasing decisions. Through this research, it can be concluded that each variable analyzed shows a significant positive effect... These findings suggest that consumer lifestyle changes can affect their purchasing patterns. This research is considered important for companies to understand the lifestyle of consumers well when formulating marketing strategies.

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