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The Effect of Digital Marketing, Electronic Word of Mouth, and Lifestyle on Purchasing Decisions (Study on Vegetable Product MSMEs in Kediri Regency)

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A B S T R A C T

This study investigates the influence of digital marketing, eWOM, and lifestyle on purchasing decisions for vegetable products in Kediri Regency. To measure the influence of digital marketing, eWOM, and lifestyle on purchasing decisions, this research uses a quantitative descriptive approach. It involved a population of MSME consumers of Vegetable Products in Kediri District, with 120 respondents chosen at random. Data is collected using a questionnaire and analyzed using validity, reliability, classical assumption tests, and multiple regression analysis. It took one month to finish this study, which began in August of 2024. The results of the analysis show that Digital Marketing, Electronic Word of Mouth, and Lifestyle significantly influence Purchasing Decisions in MSMEs of vegetable products in Kediri District, with Digital Marketing and eWOM contributing positively.

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INTRODUCTION

Information and communication technology development has triggered a major transformation in marketing strategies, particularly in Micro, Small, and Medium Enterprises (MSMEs). Digital marketing, which refers to using digital platforms to promote products, has become a highly effective tool to reach a wider range of consumers. According to Kotler et al. (2016), digital marketing involves not only product promotion but also creating deeper interactions with consumers, building sustainable relationships, and understanding market needs and preferences. In Kediri District, where the agricultural sector, especially vegetable products, dominates MSMEs, digital marketing can increase product visibility and bring businesses closer to consumers.

The term "electronic word of mouth" (eWOM) describes the practice of customers sharing suggestions and information via digital channels; it is an integral part of digital marketing. Since customer knowledge is often more trusted than conventional advertising, eWOM may be a potent marketing strategy, according to Mangold and Faulds (2009). Thanks to social media, eWOM may instantly reach thousands of individuals and have a major impact on their purchasing choices. For example, suppose a consumer shares his positive experience with organic vegetables from an MSME in Kediri through social media. In that case, this may encourage others to try the product, increasing sales.

Additionally, consumer habits can significantly influence purchasing choices. Individuals' beliefs, interests, and habits shape their lifestyle, which in turn affects the products they buy (Solomon, 2020). Organic, high-quality vegetable products made in a sustainable manner are becoming more popular as people become more aware of the need for a healthy diet and environmental responsibility. People who prioritize their health are more likely to be conscious about where their food comes from and how good it is, according to Septiani et al. (2024). Therefore, MSMEs that can position their products according to consumer lifestyle values and preferences will have a competitive advantage.

In light of the above, the purpose of this research is to examine how digital marketing, electronic word of mouth (eWOM), and lifestyle factors affect consumers' choices to buy vegetable products in the Kediri District. This study aims to provide MSME participants deep insights by referring to important ideas, such as those presented by Solomon (2020), Mangold and Faulds (2009), and Kotler et al. (2016). This information will help them formulate more effective marketing strategies, increase competitiveness, and meet evolving consumer expectations. Through this research, it is hoped that there will be practical recommendations for MSMEs in Kediri Regency to utilize the potential of digital marketing and eWOM, as well as understand consumer lifestyles to improve purchasing decisions for their vegetable products.

LITERATURE REVIEW

Digital Marketing

Promoting goods and services using digital channels, often including one-on-one communication with customers, is known as digital marketing. According to Kotler et al. (2016), digital marketing involves various tools and strategies designed to reach audiences effectively, such as social media, email marketing, and digital advertising. All these activities aim to increase product visibility and drive traffic to a website or sales platform. Research shows that proper use of digital marketing can increase brand awareness and consumer purchase interest (Chaffey, 2019), making it an important element in modern marketing strategies.

H1: Digital marketing has a positive and significant effect on purchasing decisions.

Electronic Word of Mouth

eWOM, or electronic Word of Mouth, refers to the type of communication that takes place among consumers regarding a particular product or service through various digital platforms available. According to research conducted by Mangold and Faulds (2009), eWOM can act as a highly effective marketing tool, as reviews and recommendations provided by consumers tend to be considered more credible and trustworthy compared to traditional forms of advertising that are often more promotional in nature. In addition, a study conducted by Cheung and Thadani (2012) shows that eWOM has great potential to influence consumer purchasing decisions because it can provide relevant and useful information while increasing consumer confidence in the products offered.

H2: Electronic word of mouth (eWOM) positively and significantly affects purchasing decisions.

Lifestyle

A person's lifestyle reflects an individual's behavior patterns, values, and preferences, which can significantly influence their shopping decisions. According to Solomon (2020), In order to have a better knowledge of customer behavior, it is helpful to study and quantify lifestyle using AIO, which stands for activities, interests, and opinions. Furthermore, Septiani et al. (2024) found that people who live a healthy lifestyle are more likely to choose organic, high-quality items when making a purchase. This goes to demonstrate that people's beliefs and daily routines have a direct bearing on the products they choose to buy.

H3: Consumer lifestyle has a positive and significant effect on purchasing decisions

Purchase Decision

A purchase decision is a process consumers go through when they choose a particular product or service to purchase. In the view of Kotler and Armstrong (2016), various factors influence this decision-making process, including the motivation underlying the desire to buy, perceptions formed from experiences and information received, and consumers' attitudes towards certain products or brands. In addition, in today's digital age, purchasing decisions are also heavily influenced by information obtained from various social media platforms and reviews posted online. This information often serves as an important reference for consumers, helping them to assess product quality and make more informed choices.

This research will look at how digital marketing, eWOM, and lifestyle all work together to affect consumer spending. Digital marketing, which includes various online marketing strategies, allows companies to reach a wider audience and interact directly with consumers, thereby increasing brand trust and awareness (Kotler et al., 2016). On the other hand, eWOM, which refers to communication between consumers about products or services through digital platforms, is considered more credible than traditional advertising and can influence purchasing decisions by providing relevant information and increasing consumer trust (Mangold & Faulds, 2009; Cheung & Thadani, 2012). In addition, individual lifestyles, which reflect behavior patterns, values, and preferences, play an important role in determining consumer responses to marketing strategies and product reviews (Solomon, 2020). Research by Septiani et al. (2024) shows that consumers with a healthy lifestyle tend to prefer organic and high-quality products. These three elements interact synergistically to significantly impact purchase decisions, suggesting that an in-depth understanding of these relationships is critical to developing effective marketing strategies.

H4: Digital marketing, electronic word of mouth (eWOM), and consumer lifestyle positively and significantly affect purchasing decisions.

The following describes the conceptual framework of research on the influence of Digital Marketing, Electronic Word of Mouth, and Lifestyle on Purchasing Decisions (Study on Vegetable Product MSMEs in Kediri Regency).

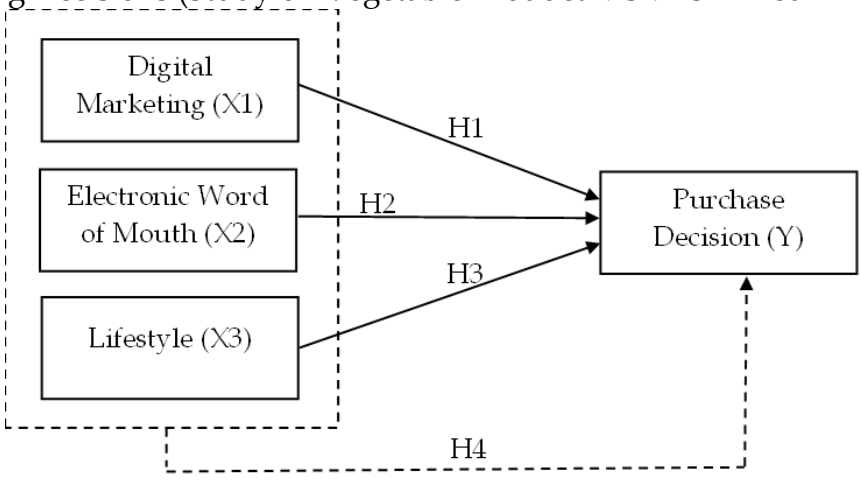

Figure 1. Conceptual Framework

METHODOLOGY

Several research methodologies may be used to study the impact of digital marketing, eWOM, and lifestyle on purchase choices at MSME Vegetable Products in Kediri Regency.

Research Type

Quantitative Descriptive research aims to describe the characteristics and relationships between variables. It allows researchers to use numerical data to clearly describe the phenomenon under study (Sugiyono, 2017). In this context, the study will statistically measure the effect of digital marketing, eWOM, and lifestyle on purchasing decisions.

Population and Sample

The population in this study were all consumers who bought at MSME Vegetable Products in Kediri Regency. The sampling method used is random sampling, which is a sampling method in which each individual in the population has the same opportunity to be selected (Creswell, 2014). This method was chosen to ensure that the respondents involved were those relevant to this research topic. The number of samples used in this study amounted to 120 respondents.

Data Collection

Data collection in this study uses a questionnaire. This questionnaire will consist of several sections, each measuring the variable under study. Digital Marketing to measure the extent to which respondents are exposed to and involved with digital marketing strategies implemented by MSMEs. Electronic Word of Mouth (eWOM) is used to assess the influence of online recommendations and reviews from other users on respondents' purchasing decisions. Lifestyle is used to explore respondents' values and life preferences regarding the choice of vegetable products. Then, purchasing decisions are used to measure the factors influencing respondents' purchase of vegetable products (Sekaran & Bougie, 2016).

Data Analysis

Validity and reliability tests are an integral part of this study's data analysis processes; they guarantee that the surveys employed are accurate and trustworthy. When the count of r surpasses the table of r, we say that the data is valid (Field, 2018). Cronbach's Alpha is a measure of dependability. “Reliable data” is defined as Cronbach's Alpha > 0.70 (., 2010).

We go on to the next step by testing our classical assumptions. In order to guarantee the validity and reliability of the analysis findings, regression analysis employs the classical assumption test to check whether the regression model satisfies certain criteria. These assumptions need to be tested so that the conclusions drawn from the regression model are reliable (Field, 2018).

The last stage is to conduct Regression Analysis. This is done to measure the effect of each independent variable (digital marketing, eWOM, lifestyle) on the dependent variable (purchase decision). Multiple regression analysis will be applied. This helps in understanding how much each variable contributes to influencing purchasing decisions (Hair et al., 2010).

RESEARCH RESULT

Validity Test

Eight questions from the questionnaire representing variables X1, X2, X3, and Y were subjected to the validity test in order to guarantee the research instrument's dependability. The results of the validity tests are shown in the table below.

Table 1. X1 Validity Test Results

Item	r_{table}	r_{count}	Description
X1.1	0.361	0.697	Valid
X1.2	0.361	0.591	Valid
X1.3	0.361	0.709	Valid
X1.4	0.361	0.422	Valid
X1.5	0.361	0.465	Valid
X1.6	0.361	0.709	Valid
X1.7	0.361	0.591	Valid
X1.8	0.361	0.657	Valid

Table 2. X2 Validity Test Results

Item	r_{table}	r_{count}	Description
X2.1	0.361	0.412	Valid
X2.2	0.361	0.432	Valid
X2.3	0.361	0.561	Valid
X2.4	0.361	0.551	Valid
X2.5	0.361	0.490	Valid
X2.6	0.361	0.544	Valid
X2.7	0.361	0.583	Valid
X2.8	0.361	0.651	Valid

Table 3. X3 Validity Test Results

Item	r_{table}	r_{count}	Description
X3.1	0.361	0.385	Valid
X3.2	0.361	0.646	Valid
X3.3	0.361	0.640	Valid
X3.4	0.361	0.593	Valid
X3.5	0.361	0.494	Valid
X3.6	0.361	0.473	Valid
X3.7	0.361	0.482	Valid
X3.8	0.361	0.422	Valid

Table 4. Y Validity Test Results

Item	r_{table}	r_{count}	Description
Y1.1	0.361	0.558	Valid
Y1.2	0.361	0.514	Valid
Y1.3	0.361	0.595	Valid
Y1.4	0.361	0.738	Valid
Y1.5	0.361	0.559	Valid
Y1.6	0.361	0.363	Valid
Y1.7	0.361	0.438	Valid
Y1.8	0.361	0.412	Valid

At the 0.05 level of significance, all elements in the table have a calculated r-count greater than the r-table value of 0.361. All of these questions may be trusted to measure the variable since each item gets a valid statement.

Reliability Test

To evaluate the internal consistency of the instruments used, the reliability test was performed on variables X1, X2, X3, and Y in this research. The following table displays the results of the reliability tests:

Table 5. X1 Reliability Test Results

Cronbach's Alpha	N of Items
0.742	9

Table 6. X2 Reliability Test Results

Cronbach's Alpha	N of Items
0.717	9

Table 7. X3 Reliability Test Results

Cronbach's Alpha	N of Items
0.714	9

Table 8. Y Reliability Test Results

Cronbach's Alpha	N of Items
0.712	9

The test results show that Cronbach's Alpha is above the minimum limit of 0.70, indicating that the instrument used has good reliability. This means all questionnaire items X1, X2, X3, and Y consistently measure the variable in question.

Classical Assumption Test

Normality Test

When analyzing data, it is common practice to run a normality test on the residual distribution of the model under development. To make sure the statistical analysis's foundational assumptions are satisfied, this normalcy test is crucial. In Table 9 below, you can see the results of the One-Sample Kolmogorov-Smirnov Test:

Table 9. One-Sample Kolmogorov-Smirnov Test Results

	Unstandardized Residual
Asymp. Sig. (2-tailed)	0.224

A significance level of 0.224 is shown in the test findings. With this number being higher than the generally accepted significance threshold (α = 0.05), there is not enough evidence to exclude the null hypothesis. Put simply, the model's residuals follow a normal distribution.

This finding is very important, indicating that the model meets the normality assumption. This supports the validity of the analysis conducted and provides confidence that the study's results can be interpreted properly. Given the positive results of this normality test, the researcher can proceed with further analysis, confident that the basic assumptions required for statistical analysis have been met.

Multicollinearity Test

Before building a regression model, it is important to check for multicollinearity by analyzing the independent variables. In order to guarantee that the calculated regression coefficients are unaffected by any strong linear connection between independent variables, it is crucial to do this test. Table 10 displays the results of the multicollinearity test in the following manner:

Table 10. Multicollinearity Test Results

	Tolerance	VIF
X1	0.185	5.404
X2	0.274	3.649
X3	0.161	6.198

The values of the Tolerance and Variance Inflation Factor (VIF) for each variable are shown in the test results. In most cases, multicollinearity is indicated by a VIF more than 10 or a tolerance lower than 0.1. No significant evidence of multicollinearity among the independent variables is shown by the fact that all VIF values are less than 10. Although the Tolerance values for X1 and X3 are quite low, they are still within acceptable limits.

Therefore, the calculated regression coefficients may be accepted, since the regression model utilized does not suffer from major multicollinearity concerns. Researchers can continue the analysis without worrying about the impact of multicollinearity that may affect the research results.

Heteroscedasticity Test

In regression analysis, one of the important assumptions that need to be tested is heteroscedasticity, a condition where the variance of the residuals is not constant. To test the presence of heteroscedasticity, an analysis is performed by visualizing the residuals against the predictor values through a scatterplot.

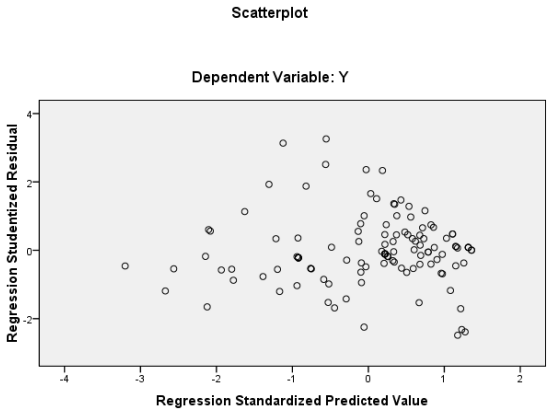

Figure 2. Heteroscedasticity Test

The scatterplot results show that the residual points spread randomly without forming a specific pattern. This spread indicates that the variance of the residuals is constant across the range of predictor values. In other words, there is no systematic tendency in the distribution of residuals, which means that the regression model fulfills the assumption of homoscedasticity.

This positive condition indicates no significant heteroscedasticity problem in the model. This means that the resulting coefficient estimates can be considered efficient and reliable, and the calculated standard errors will give an accurate picture of the estimates' variability.

Thus, the heteroscedasticity test results shown by the scatterplot give the researcher confidence that the regression analysis performed is valid. The researcher can proceed with further analysis without worrying about the impact of heteroscedasticity's impact on the research results.

T-test and Multiple Regression Analysis

The t-test

To find out whether each independent variable has a significant effect on the dependent variable in regression analysis, the t-test is used. What follows is a presentation of the t-test findings for each independent variable in Table 11:

Table 11. Table 11. t-Test Results

	t	Sig.
X1	2.540	0.012
X2	4.777	0.000
X3	2.602	0.010

A t-value of 2.540 and a Sig. value of 0.012 was recorded for variable X1. We may say that X1 has a significant effect on the dependent variable as the p-value is less than 0.05. A t-value of 4.777 and a significance level of 0.000 are shown by the X2 variable. This number is much lower than the significance level of 0.05, suggesting that X2 also significantly influences the dependent variable. Since the p-value is still less than 0.05, the fact that the independent variable X3 has a t-value of 2.602 and a significant value of 0.010 indicates that it has a significant impact on the dependent variable as well.

The examined regression model demonstrated that the dependent variable was significantly impacted by all three independent variables (X1, X2, and X3). The results are extremely relevant to support the study hypothesis and offer confidence that each variable is crucial in explaining differences in the dependent variable.

F test

When evaluating the overall significance of the model, the F test is used. With this test, we may see whether any of the independent factors significantly affects the dependent one. You may find the F Test results in Table 12 below:

Table 12. F Test Results

	F	Sig.
Regression	138.595	0.000

A significance level (Sig.) of 0.000 is shown by the F test results, which reveal an F value of 138.595. This value of significance is significantly lower than the predetermined alpha threshold of 0.05, so the constructed regression model may be considered significant. This result verifies that one of the model's independent variables substantially explains the variance in the dependent variable. To rephrase, these findings provide a solid foundation for carrying out more research, and the regression model does a good job of describing the connection between the two variables. Overall, these significant F-test results support the model's validity and indicate that the study is reliable in providing relevant insights into the influence of the variables under study.

Multiple Regression Analysis

Multiple regression analysis determines the impact of three independent variables (X1, X2, and X3) on a dependent variable. Table 13 below displays the results of the regression analysis:

Table 13. Multiple Regression Analysis Results

	Unstandardized Coefficients	
	B	Std. Error
Constant)	1.956	1.475
X1	0.275	0.108
X2	0.391	0.082
X3	0.285	0.110

Based on the results above, the multiple regression model can be written with the following formula:

$$\mathbf{Y= 1.956 + 0.275X1 + 0.391X2 + 0.285X3}$$

You can see how each independent variable affects the dependent variable in this regression coefficient:

In the absence of any independent factors, the dependent variable is expected to have a value of 1.956 as shown by the constant (intercept).

With a value of 0.275 for the X1 coefficient, we may deduce that, all else being equal, the dependent variable will grow by 0.275 units for every one-unit rise in X1. A coefficient estimate with a standard error of 0.108 is considered to be quite variable.

With a value of 0.391, X2 has a larger impact than X1. Assuming all other variables stay the same, the dependent variable will grow by 0.391 units for every one-unit increase in X2. X2 has a standard deviation of 0.082.

The coefficient for X3 is 0.285, which means that each one-unit increase in X3 will also lead to an increase of 0.285 units in the dependent variable, with a standard error of 0.110.

According to the findings of the multiple regression analysis, every single independent variable has a positive effect on the dependent variable. The relevance of each variable in the built regression model is confirmed by the resultant coefficients, which give light on the strength and direction of the association between the variables under examination.

Test of Correlation Coefficient and Coefficient of Determination (R2)

Table 14. Test Results of the Coefficient of Determination

Model Summary	
Adjusted R Square	0.776

According to the data in the table, the Adjusted R Square value is 0.776. This means that 77.6% of the variance in the dependent variable can be explained by the three independent variables (X1, X2, and X3) that were included in the regression model.

The constructed regression model has strong predictive power, as seen by this Adjusted R Square value, which is close to 1. Moreover, unlike the conventional R Square, this value takes into account the total number of model variables, painting a more complete picture of the model's efficacy.

As such, this result confirms that this regression model is not only statistically significant but also has strong explanatory power, meaning that the independent variables under study contribute substantially towards explaining variations in the dependent variable.

DISCUSSION

The Effect of Digital Marketing on Purchasing Decisions (Study on Vegetable Product MSMEs in Kediri Regency)

A t-value of 2.540 and a significance value (Sig.) of 0.012 for the digital marketing variable (X1) suggest that digital marketing significantly influences purchasing decisions (Y) according to the findings of the investigation. We may infer that alterations to Digital Marketing tactics will have a favorable effect on customer purchase choices as the p-value is less than 0.05. This indicates that consumers are more responsive to marketing done through digital platforms, so the better the digital strategy implemented, the more likely consumers are to make a purchase. This finding is very important for vegetable product MSMEs in Kediri District, as it emphasizes the need to develop effective digital strategies, such as online promotion and interaction through social media.

This significance shows that digital marketing is not just a random factor in the regression model but a substantial contribution to explaining variations in purchasing decisions. Research by Dogra & Kaushal (2023) found that implementing an effective digital marketing strategy can increase consumer engagement and positively influence purchasing decisions. In addition, the article by Suresh et al. (2020) emphasizes the importance of digital presence for MSMEs, which allows them to reach more consumers and adapt to changing purchasing behavior. Therefore, MSMEs must continuously innovate and adapt to digital trends to improve their competitiveness and maximize their sales potential.

The Effect of Electronic Word of Mouth on Purchasing Decisions (Study on Vegetable Product MSMEs in Kediri Regency)

With a t-value of 4.777 and a Sig. of 0.000, the research reveals that the Electronic Word of Mouth (X2) variable has a very significant influence on Purchasing Decisions (Y). This high t number reflects the large contribution of Electronic Word of Mouth in explaining variations in consumer purchasing decisions, where information conveyed through digital reviews and recommendations can shape consumer perceptions and attitudes toward products. Research by Cheung and Thadani (2012) shows that Electronic Word of Mouth plays an important role in influencing purchasing decisions, with consumers tending to trust information that comes from the experiences of others. Thus, changes in Electronic Word of Mouth, such as an increase in the number of positive reviews, can have a significant impact on purchasing decisions. Therefore, MSMEs must pay attention to and effectively manage Electronic Word of Mouth to capitalize on its positive influence in increasing sales.

The Effect of Lifestyle on Purchasing Decisions (Study on Vegetable Product MSMEs in Kediri Regency)

A t-value of 2.602 and a significance level (Sig.) of 0.010 were found for the Lifestyle variable (X3) in the study. The p-value is less than 0.05, which means that Lifestyle does have a substantial impact on Purchasing Decisions (Y). This significant effect reflects that consumers' lifestyles, which include their preferences, habits, and values, can directly influence their decisions to buy products. For example, consumers with a healthy lifestyle tend to choose products that support health, such as organic vegetables or low-calorie foods.

Research by Kahn and Wansink (2004) supports this finding by showing that consumers' lifestyles influence product choices and purchasing decisions. They found that consumers who are more health-conscious will prefer products that match their health values, thus significantly influencing purchasing decisions. Therefore, MSMEs need to pay attention to lifestyle aspects in designing marketing strategies to attract the attention of consumers who have a certain lifestyle and increase their likelihood of making purchases.

The Effect of Digital Marketing, Electronic Word of Mouth, and Lifestyle on Purchasing Decisions (Study on Vegetable Product MSMEs in Kediri Regency)

The F test results show an F value of 138,595 with a significance value (Sig.) of 0.000. Because this significance value is far below the alpha level of 0.05, it can be concluded that Digital Marketing, Electronic Word of Mouth, and Lifestyle variables positively and significantly affect Purchasing Decisions. This shows that the three variables interact with each other and make a significant contribution to influencing consumer purchasing decisions.

Research by Gabelaia (2022) supports these findings by showing that combining digital marketing, consumer reviews, and lifestyle can strongly influence purchasing behavior. They found that consumers exposed to consistent and relevant information from multiple sources, including social media and friend recommendations, are likelier to purchase. In addition, the article by Altınay et al. (2017) emphasized that consumer lifestyles, when coupled with the right digital marketing strategy, can increase the effectiveness of marketing campaigns and contribute to more positive purchasing decisions. Therefore, MSMEs need to capitalize on the interaction between these three variables in their marketing strategies to increase product appeal and drive more favorable purchasing decisions.

CONCLUSIONS AND RECOMMENDATIONS

The analysis results show that digital marketing, electronic word of mouth, and lifestyle significantly influence purchasing decisions at MSMEs regarding vegetable products in Kediri Regency. Digital Marketing (t = 2.540, Sig. = 0.012) and Electronic Word of Mouth (t = 4.777, Sig. = 0.000) positively shape consumer purchasing decisions, making consumers more responsive to digital marketing and online recommendations. Lifestyle (t = 2.602, Sig. = 0.010) is also influential, reflecting how consumers' lifestyle influences product choice. The F test shows that these three variables interact with each other with an F value of 138,595 (Sig. = 0.000), emphasizing the importance of integrating these three aspects in marketing strategies to increase product appeal and drive more profitable purchasing decisions.

The findings of this study suggest that small and medium-sized enterprises (SMEs) in the vegetable product sector in Kediri District would benefit from enhancing their digital marketing approach by using social media and online advertisements. In addition, it is important to manage Electronic Word of Mouth by encouraging customers to leave positive reviews and tailoring products to the lifestyle of health-conscious consumers. Training in digital marketing and online reputation management is necessary to enhance the skills of owners and employees. In addition, collaboration with local influencers can increase product exposure. Regularly evaluating marketing strategies and utilizing data analytics will help MSMEs make necessary adjustments to improve competitiveness and sales.

ADVANCED RESEARCH

Further research is recommended to explore other variables influencing purchasing decisions, considering that 22.4% of the variables analyzed in this study have not been explained.

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