



## The Influence of Brand Love and Hedonistic Lifestyle on the Purchasing Decision of Iphone Smartphones (A Study on Iphone Users From Generation Z in Surabaya)

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### A B S T R A C T

This study aims to analyze the effect of brand love and hedonistic lifestyle on iPhone smartphone purchasing decisions in Surabaya. Based on the research results of 119 respondents, love for the brand and a hedonistic lifestyle positively and significantly affect the decision to buy an iPhone smartphone. The push variable of brand love is the most significant factor in influencing consumers' purchasing decisions. At the same time, the indicator of a hedonistic lifestyle is the distribution of buying ideas or consumers' level of knowledge about the latest trends, fashions, and innovations. In this context, brand love and a hedonistic lifestyle are important factors in attracting and influencing consumers' purchasing decisions for iPhone smartphone products. This research aligns with previous research showing a positive and significant effect of brand love and a hedonistic lifestyle on product purchasing decisions.

## INTRODUCTION

The current development of communication media in Indonesia is increasingly demanding and inevitable in society's daily life. More and more people are using mobile communication media, specifically smartphones. Mobile phones, which have evolved into smartphones, were once considered luxury items. However, with the advancement of time, smartphones have become an integral part of people's lifestyles and daily necessities. The need for fast and flexible social interaction and work has caused smartphones to transition from luxury goods to essential items.

Table 1. Percentage of Smartphone Market Share Worldwide in 2021-2022

Company	2021Q2 Shipment Volumes	2021Q2 Market Share	2022Q2 Shipment Volumes	2022Q2 Market Share	Year-Over-Year Change
Samsung	59.1	18.90%	62.4	21.80%	5.60%
Apple	44.4	14.20%	44.6	15.60%	0.50%
Xiaomi	53.1	16.90%	39.5	13.80%	-25.50%
vivo	31.7	10.10%	24.8	8.70%	-21.80%
OPPO	32.8	10.50%	24.7	8.60%	-24.60%

Sumber: Industrial Development Corporation (IDC), 2022

According to data obtained from the Industrial Development Corporation (IDC), there was an increase in global smartphone usage in 2022, as evidenced by the percentage increase in sales from 2021 to 2022. Apple increased its sales by 0.50%, while Xiaomi, Vivo, and Oppo experienced a decrease of more than 20% annually. However, the situation is different in the Indonesian market, where Apple's products are less popular or in lower demand.

Table 2. Smartphone Market Share Data in Indonesia (2020-2022)

Company	2020	2021	2022
Samsung	24.44%	21.89%	20.90%
Oppo	21.24%	21.70%	21%
Xiaomi	20.26%	19.92%	19.17%
Vivo	0.99%	12.87%	14.65%
Apple	7.62%	8.45%	9.43%

Sumber : <https://gs.statcounter.com/>

Table 2. reveals that despite experiencing annual sales growth, Apple remains in the fifth position. This sales increase can be attributed to Apple's introduction of innovative features such as dynamic island and Emergency SOS via Satellite, which provides users with comfort and security. However, based on Table 1.2, it can be concluded that Apple's market share in Indonesia still needs to grow compared to the global market. One reason is that the iPhone is considered expensive for consumers in Southeast Asian countries. These countries tend to prefer smartphones manufactured in Japan, China, and South

Korea, which are perceived to be more affordable. In contrast, the global market is dominated by reputable brands such as Samsung and Apple. In Indonesia, the market is predominantly influenced by brands such as Samsung, Oppo, Vivo, and Xiaomi.

Table 3. Top Brand Index (2016-2022)

Brand	2016	2017	2018	2019	2020	2021	2022
Samsung	43.40%	46.40%	48.60%	45.80%	46.50%	37.10%	33%
Oppo	3.40%	4.10%	11.20%	16.60%	17.70%	19.30%	20.60%
Xiaomi	0%	0%	5.50%	14.30%	7.90%	12.40%	11.20%
Iphone	5.80%	5.17%	0%	0%	0%	11%	12%
Vivo	0%	0%	0%	4.50%	7.90%	7.90%	9.70%

*Sumber : TopBrandIndex (2016-2022)*

Based on the data in Table 1.3, Apple entered the Top Brand category in 2021 with a market share of 11%, which increased to 12% in 2022 while maintaining the fourth position. This phenomenon occurred during 2021-2022, characterized by intense competition and supported by the acceleration of digital transformation, which introduced new trends in society where the role of a brand is crucial to becoming a market leader. In this context, Apple has a competitive advantage over other smartphone brands. The reasons why iPhone has a large user base include its camera quality and ecosystem. According to a survey conducted by Jakpat, 74.2% of loyal respondents use the iPhone because of its excellent camera quality.

Additionally, 51.6% of loyal respondents use the iPhone because Apple's ecosystem is well-integrated. Jakpat conducted this survey with 442 iPhone users on September 5, 2022, as reported by Data Indonesia.id. On the other hand, most Generation Z individuals prefer Apple products over Android. This is partly due to the prestige of owning an iPhone, known for its above-average pricing. The iconic bitten apple logo makes society perceive that owning an Apple product signifies belonging to the elite class or having a high social status.

Accelerated digital transformation also influences brand selection to support these developments. The effects of digital transformation have led to several trends, such as remote work and the ability to work from home (WFH), exclusive designs, and the introduction of various flagship features. Apple Inc. is known for its continuous innovation in design and the high-security measures in its software. This has resulted in a 49% increase in usage among Generation Z users (source: zonabanten.pikiran-rakyat.com).

The lifestyle of today's youth also influences their purchasing decisions, where social media platforms serve as places to share information and build personal branding. Many individuals engage in "flexing" behaviors, which involve showing off their possessions to gain recognition from others. In practice, many Generation Z individuals take photos in front of other people's cars or homes or screenshot iPhone screens to create an illusion of ownership, as reported by hypeabis.id. Some Generation Z individuals even sacrifice their money and time to save up and purchase an iPhone because they feel

embarrassed when their friends use iPhones. On the positive side, iPhones are popular due to their excellent camera quality, which enables content creators to produce high-quality content on platforms such as Instagram and TikTok (source: froyonion.com).

The abundance of brand choices in the smartphone market leads to diverse consumer behaviors. Consumer behavior studies how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires (Kotler & Keller, 2016).

The consumer experience plays a significant role in creating brand love and influencing purchasing decisions. When an individual has previously used a brand and trusted it as an object that represents them, there is potential for the development of brand love (Putri et al., 2021). Consumer love for a product also influences their likelihood of recommending the beloved brand to others (Shakeri & Alavi, 2016). When consumers feel love towards a brand, they develop a desire or passion for possessing that brand (Carroll & Ahuvia, 2006).

In addition to brand love, purchasing decisions are also influenced by lifestyle. Lifestyle is a part of consumer behavior involving purchasing decisions (Kotler & Amstrong, 2016). Lifestyle indicates how individuals lead their lives, spend their money, and allocate their time (Mowen & Minor, 2002). Lifestyle can be considered as a characteristic of an individual's personality. Therefore, various lifestyles have emerged in society, including the hedonistic lifestyle. A hedonistic lifestyle is a living pattern where activities focus on seeking pleasure in life. This includes spending more time outside the home, engaging in recreational activities, enjoying the hustle and bustle of the city, indulging in the purchase of expensive items that bring pleasure, and always desiring to be the center of attention (Chaney in Praja & Damayantie, 2013).

Individuals who adopt a hedonistic lifestyle prioritize activities that lead to the enjoyment of life. Most of their activities are conducted outside the home; they enjoy playing, seek attention, and tend to purchase unnecessary items (Susianto in Rianton, 2012).

### **Research Question**

Based on the previous description, the problem statement can be formulated as follows: Does Brand Love and Hedonistic Lifestyle influence the Purchase Decision of iPhone smartphones?

### **Research Objectives**

This study aims to determine and analyze the influence of Brand Love and Hedonistic Lifestyle on the Purchase Decision of iPhone smartphones.

## **THEORETICAL REVIEW**

### **Marketing**

According to Kotler & Keller (2016), marketing is a social process in which individuals and groups obtain what they need and desire by creating and exchanging products and value with others.

## **Brand**

The unique expertise of professional marketers lies in their ability to create, maintain, protect, and enhance brands that are to be marketed or have already been marketed. Marketers claim that branding is an art and the most crucial aspect of marketing. According to Irawan (2021), a brand is a complete package of a product or service that includes its name, terms, symbols, logos, packaging, and combinations, which identify a product and distinguish it from competitors' products. Additionally, a brand guarantees the product's quality and represents the seller's promise to consistently deliver specific features, benefits, and services to consumers. The best brands assure quality. According to Artiany (2018), a brand is an identifying mark that differentiates one's ownership from that of others.

## **Brand Love**

According to Carroll & Ahuvia (2006), brand love is defined as the feeling of love that a consumer has towards a brand, which creates a desire or passion for possessing that brand. Essentially, consumers desire a brand that fulfills promises of quality, provides sensory pleasure through the offered product, allows for self-identification with the brand, and requires trust in the brand. It is only possible for brand love to emerge if consumers feel satisfied (Zhang et al., 2020). Kusuma et al. (2020) explain that brand love is a strong emotional desire that accompanies consumer satisfaction with a particular brand. When a person has used a brand and trusts it as an object that represents them, there is potential for the formation of brand love. According to Putri et al. (2021), companies should emphasize brand love to increase purchases. Rageh Ismail & Spinelli (2012) argue that brand love plays a significant role in a buyer's purchase decision. Le in Kusuma et al. (2020) suggest that by cultivating brand love in consumers' minds, companies can influence their thinking patterns to consider a specific brand when purchasing immediately. Based on the opinions above, brand love represents the emotional attachment and desire or attitude towards a specific brand. Consumers who have experienced and trusted a brand that represents them have the potential to develop a strong relationship with that brand. According to Guna in Putri et al. (2021), the indicators of brand love include 1) Positive attitude valence, 2) Positive emotional connection, 3) Self-brand integration, 4) Paccon-driven behaviors, 5) Long-term relationship, 6) Anticipated separated distress, 7) Attitude strength.

## **Hedonistic Lifestyle**

Utami (2012) states that a hedonistic lifestyle is a form of life that revolves around consumptive activities in the pursuit of worldly pleasure. According to Sudarsih in Bernatta (2017), hedonism is commonly associated with a life of pleasure and extravagant spending without considering the consequences, including the future disasters it may bring. This understanding of hedonism ultimately threatens humanity's future and the environment as it shifts human life towards worshipping material pleasure and happiness. Kunto in Saputri & Rachmatan (2016) declares that hedonism encompasses any

activity undertaken to achieve pleasure, regardless of the means or consequences. Furthermore, it is explained that hedonism is a lifestyle that makes pleasure or happiness the ultimate goal of life. Rinandiyana et al. (2018) mention three aspects of a hedonistic lifestyle: activity, interest, and opinion. Susianto in Rianton (2012) describes a hedonistic lifestyle as a pattern of life that directs activities towards seeking pleasure, characterized by spending more time outside the home, engaging in recreational activities, enjoying urban crowds, purchasing unnecessary items, and desiring attention. Levant & Linda (2003) define a hedonistic lifestyle as a pattern of behavior identifiable through activities, interests, and opinions that emphasize the pursuit of pleasure in life. Arnold & Reynolds (2003) outline the following indicators of a hedonistic lifestyle: 1) Adventure shopping, 2) Social shopping, 3) Gratification shopping, 4) Distro Idea shopping, 5) Role shopping, 6) Value shopping.

### **Purchase Decision**

Here are several definitions of purchase decisions according to experts. According to Alma (2016), the purchase decision is a consumer decision influenced by economic, financial, technological, political, cultural, product, price, location, promotion, physical evidence, people, and process factors. It forms the consumer's attitude in processing information and reaching conclusions regarding which product to purchase. Tjiptono (2015) defines consumer purchase decision as a process where consumers recognize their problems and search for information about specific products or brands. According to Kotler & Keller (2016), the consumer purchase decision is part of consumer behavior, which studies how individuals, groups, and organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Purchase decisions are closely related to the nature of consumer behavior, and each consumer has different purchasing habits. Thompson (2016) identifies four indicators of purchase decision: 1) Fulfilling needs, 2) Providing benefits, 3) Accuracy in purchasing the product, and 4) Repeat purchases.

### **The Influence of Brand Love on Purchase Decision**

Brand love is consumers' emotional affection and interest in a brand (Sitorus et al., 2022). As the consumer's love for a brand increases, it influences their purchase decisions. Research conducted by Rahayu (2020) has shown that brand love positively contributes to purchase decisions. This indicates that when consumers like or love a particular brand, it influences their product selection process. The preference for a beloved brand influences purchase decisions.

Therefore, brand love can influence consumer purchase decisions. When consumers have a strong emotional connection and affinity towards a brand, they are likelier to choose products associated with it. The love for a brand can shape consumer preferences and play a significant role in their decision-making process. Consumers who have a strong brand love are more likely to be loyal to

the brand and actively seek out products from that brand. Thus, brand love has the potential to impact consumer purchasing behavior significantly.

**H1: Brand Love positively influences the purchase decision of iPhone smartphones.**

### **The Influence of Hedonistic Lifestyle on Purchase Decisions**

According to Kotler and Keller (2012), several factors influence consumer behavior, including internal factors such as personal characteristics (lifestyle, occupation, personality, economic status, age, and life cycle stage) and social, psychological, and cultural factors. Subandy, as cited in Syaiful (2012), identifies various forms of lifestyles, including independent, hedonistic, and consumptive. A hedonistic lifestyle has become a current trend, which companies should consider to enhance their marketing efforts.

Based on the research conducted by Fitria (2022), it was found that a hedonistic lifestyle significantly contributes to purchase decisions. This means that the presence of a hedonistic lifestyle motivates consumers to make purchases of specific objects. Consumers explicitly and implicitly buy objects that they desire spontaneously. Furthermore, this behavior stimulates purchase decisions. Therefore, a hedonistic lifestyle influences consumer purchase decisions.

**H2: Hedonistic Lifestyle positively influences the Purchase Decision of iPhone smartphones.**

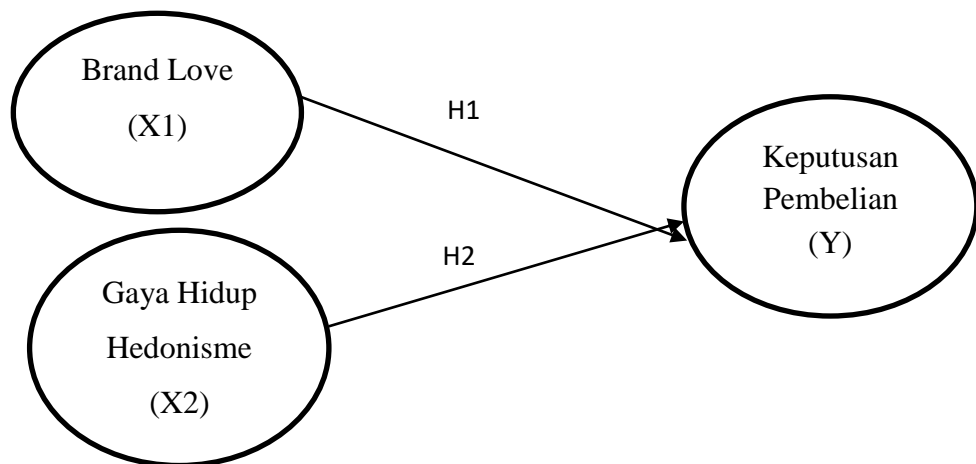


Figure 1. Theoretical

## METHODOLOGY

The research method used in this study is quantitative, employing a non-probability sampling technique known as purposive sampling. The population under study consists of individuals in East Surabaya who have purchased iPhones and smartphones. The sample selection criteria include individuals who have purchased iPhone smartphones and belong to Generation Z, born between 1997 and 2012. The sample size of 119 respondents was determined using the Ferdinand formula, which suggests a minimum sample size of 5-10 per indicator. This study involves 17 indicators, with a measurement parameter of 7. Secondary data was collected from various sources such as literature, websites, social media, articles, and journals relevant to the research issue. The data analysis technique used to process the data is Structural Equation Modeling-Partial Least Squares (SEM-PLS 3).

## RESULT

### Validity Test

Table.4 Outer Loadings (Mean, STDEV, T-Values)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Standard Error (STERR)	T statistics ( O/STERR )
X1.1 <- Brand Love	0,808	0,808	0,028	0,028	29,006
X1.2 <- Brand Love	0,836	0,835	0,034	0,034	24,916
X1.3 <- Brand Love	0,857	0,856	0,023	0,023	37,473
X1.4 <- Brand Love	0,842	0,841	0,036	0,036	23,403
X1.5 <- Brand Love	0,858	0,857	0,025	0,025	33,989
X1.6 <- Brand Love	0,839	0,838	0,029	0,029	29,330
X1.7 <- Brand Love	0,794	0,793	0,030	0,030	26,113
X2.1 <- Gaya Hidup Hedonisme	0,805	0,805	0,038	0,038	21,167
X2.2 <- Gaya Hidup Hedonisme	0,813	0,812	0,033	0,033	24,538
X2.3 <- Gaya Hidup Hedonisme	0,810	0,810	0,033	0,033	24,893
X2.4 <- Gaya Hidup Hedonisme	0,818	0,815	0,040	0,040	20,596
X2.5 <- Gaya Hidup Hedonisme	0,804	0,803	0,030	0,030	27,054



	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	Standard Error (STERR)	T statistics ( O/STERR )
<b>X2.6 &lt;- Gaya Hidup Hedonisme</b>	0,803	0,800	0,044	0,044	18,051
<b>Y1.1 &lt;- Keputusan Pembelian</b>	0,855	0,854	0,036	0,036	24,012
<b>Y1.2 &lt;- Keputusan Pembelian</b>	0,889	0,887	0,023	0,023	39,403
<b>Y1.3 &lt;- Keputusan Pembelian</b>	0,896	0,894	0,021	0,021	41,870
<b>Y1.4 &lt;- Keputusan Pembelian</b>	0,882	0,881	0,023	0,023	38,479

*Source: Processed Data (2023)*

The validity of the indicators is measured by examining the factor loading values from the variables to their indicators. The validity is considered sufficient if the factor loading is greater than 0.5 and/or the T-Statistic value is greater than 1.96 (Z value at  $\alpha = 0.05$ ). Factor loading represents the correlation between the indicator and the variable; if it is greater than 0.5, it is considered to have met the validity criteria. Similarly, the significance is met if the T-Statistic value is greater than 1.96.

All the reflective indicators for the Brand Love variable (X1), Hedonistic Lifestyle variable (X2), and the Purchasing Decision variable (Y) demonstrate factor loadings (original sample) greater than 0.50 and/or are significant (T-Statistic value greater than the Z value at  $\alpha = 0.05$  (5%) = 1.96). Therefore, the estimation results for all the indicators have met the criteria for convergent validity, indicating good validity.

### **Reliability Test**

The results of the Composite Reliability testing indicate that the Brand Love variable (X1) has a value of 0.941, the Hedonistic Lifestyle variable (X2) has a value of 0.919, and the Purchasing Decision variable (Y) has a value of 0.932. The construct reliability, measured by the composite reliability value, indicates that a construct is reliable if the composite reliability is above 0.70. This means that the indicators are consistent in measuring their latent variables. All three variables in this study show composite reliability values above 0.70, indicating reliability

**R-Square**

Table 5.R-Square

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ( O/STERR )
<b>Brand Love -&gt; Keputusan Pembelian</b>	0,688	0,684	0,083	0,083	8,283
<b>Gaya Hidup Hedonisme -&gt; Keputusan Pembelian</b>	0,233	0,239	0,088	0,088	2,661

Source: Processed Data (2023)

The R2 value of 0.810 can be interpreted as the model's ability to explain 81.0% of the variance in the Purchasing Decision phenomenon, which is influenced by the independent variables, namely Brand Love and Hedonistic Lifestyle. Variables outside the scope of this study influence the remaining 19.0%.

**Path Analysis (T-Statistic)**

Tabel 6. Path Analysis

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	Standard Error (STERR)	T Statistics ( O/STERR )
<b>Brand Love -&gt; Keputusan Pembelian</b>	0,688	0,684	0,083	0,083	8,283
<b>Gaya Hidup Hedonisme -&gt; Keputusan Pembelian</b>	0,233	0,239	0,088	0,088	2,661

Source: Processed Data (2023)

Based on the table above, the following conclusions can be drawn regarding the hypotheses:

1.The hypothesis stating that Brand Love has a positive effect on Purchasing Decision is accepted. The path coefficient is 0.688, and the T-Statistic value is 8.283, which is greater than the critical value of  $Z\alpha = 0.05 (5\%) = 1.96$ . Therefore, the relationship is significant and positive.

2.The hypothesis stating that Hedonistic Lifestyle has a positive effect on Purchasing Decision is also accepted. The path coefficient is 0.233, and

the T-Statistic value is 2.661, which is greater than the critical value of  $Z_{\alpha} = 0.05$  (5%) = 1.96. Therefore, the relationship is significant and positive.

## **DISCUSSION**

### **The Influence of Brand Love on Purchase Decision**

Based on the research findings, Brand Love has a positive and significant effect on the Purchasing Decision of iPhone smartphones in East Surabaya, thus supporting the acceptance of the hypothesis.

The results of the descriptive analysis of the Brand Love variable indicate that the indicator with the most influence is "long-term relationship." This suggests that consumers prefer the iPhone brand over other smartphones because iPhone has provided long-term assurance to consumers since the first product release, creating a strong emotional attachment. The iPhone brand also offers comfort to users by consistently maintaining the product ecosystem. Based on the respondents' feedback, it is evident that iPhone smartphones are the preferred choice for Generation Z when purchasing a smartphone. This indicates a strong emotional bond between consumers and the iPhone brand. These findings align with a study conducted by Kusuma et al. (2022), which concluded that Brand Love positively and significantly impacts purchasing decisions.

### **The Influence of Hedonic Lifestyle on Purchase Decision**

Based on the research findings, Hedonistic Lifestyle has a positive and significant effect on the Purchasing Decision of iPhone smartphones in East Surabaya, thus supporting the acceptance of the hypothesis.

The results of the descriptive analysis of the Hedonistic Lifestyle variable indicate that the indicator with the most influence on the purchasing decision is "distro idea shopping," which measures the extent to which consumers are aware of the latest trends, fashion, and innovations in a product. Based on the respondents' feedback, it is evident that iPhone smartphones are chosen because they are trending and offer the latest innovations. According to the respondents, iPhone smartphones are the preferred choice for Generation Z when purchasing a smartphone. These findings are consistent with a study conducted by Pranawa and Abiyasa (2019), which concluded that Hedonistic Lifestyle positively and significantly impacts Purchasing Decisions.

## **CONCLUSION AND SUGGESTION**

Based on the analysis and discussion in the previous chapter, the following conclusions can be drawn:

The research findings support the hypothesis that Brand Love contributes to the purchasing decision of iPhone smartphones in Surabaya. The higher the consumer's love and affection for iPhone smartphones, the higher their purchasing decision. In other words, the stronger the emotional attachment to the iPhone brand, the more likely consumers will choose and buy the product.

A hedonistic Lifestyle contributes to the Purchasing Decision in Surabaya. The higher the consumer's inclination towards a hedonistic lifestyle,

the higher their purchasing decision for iPhone smartphones. Consumers are motivated to buy iPhone smartphones because of the lifestyle trends associated with the brand, especially in Surabaya.

Based on the above conclusions, the following recommendations are provided for consideration and benefit in making decisions:

The iPhone smartphone product possesses a strong brand love. This can be attributed to the trust and satisfaction of consumers when purchasing the iPhone product, supported by the Apple brand itself, which provides quality assurance and consistently innovates to meet consumer needs and desires. This leads to an increase in consumer affection towards the Apple brand. Therefore, the iPhone smartphone product needs to emphasize brand love strongly. The better the brand love cultivated by the iPhone product, the higher the consumer's purchasing decision.

The iPhone smartphone product should be able to create and capitalize on trends, specifically targeting consumers with hedonistic lifestyles, particularly among Generation Z. If the company effectively executes this strategy, it will enhance consumers' purchase decisions. The iPhone product must align itself with current trends and understand the preferences and behaviors of consumers with hedonistic lifestyles. The iPhone product can attract and influence their purchase decisions by catering to their lifestyle aspirations.

As a consideration for future research, these findings can serve as an additional reference for further studies. It is recommended to explore additional variables beyond those used in this research. Incorporating other factors or dimensions related to brand love, hedonistic lifestyles, and consumer behavior can provide a more comprehensive understanding of the subject matter.

#### **ADVANCED RESEARCH**

This research still has limitations so that further research is still needed on this topic.

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