



The Influence of Brand Image and Lifestyle on Iphone Purchasing Decisions in Cirebon City

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Abstract

The development of lifestyle trends and increasingly strong brand images in Indonesia have a major influence on consumer purchasing decisions, especially in the technology product category such as the iPhone. This creates very tight competition in the gadget market. This study aims to analyze the influence of lifestyle and brand image on purchasing decisions for iPhone products, especially for consumers in Indonesia. Product purchasing decisions will be influenced by lifestyle factors and brand image owned by consumers. In this study, primary data were collected using a Likert scale questionnaire. The questionnaire was systematically designed to collect responses relevant to the research topic and consisted of a series of questions distributed to respondents aged 18 to 35 years, with a calculation of the coachran formula for 380 respondents. The data analysis method was carried out using Structural Equation Modeling - Partial Least Square (SEM-PLS). The results of the study showed that lifestyle and brand image had a significant influence on purchasing decisions for iPhone products. This means that these two independent variables together drive iPhone purchasing decisions, with lifestyle and brand image playing an important role in shaping consumers' desire to buy the product. A modern lifestyle and a positive brand image are the main factors driving iPhone purchasing decisions. This shows that consumers choose products based on social identity and brand quality that can meet their lifestyle needs.

Keywords: Brand image, lifestyle, purchasing decisions, iphone.

1. Introduction

In the business world, companies do not only focus on the quality of the products or services offered. However, companies strive to build a strong and attractive brand image for consumers (Dam and Dam, 2021). A strong brand image is very important for a company to differentiate itself from competitors, which has an effect on consumers who will have more confidence in the products the company offers, thus influencing consumer purchasing decisions. In addition, consumer lifestyle, which includes consumption patterns, habits, and values held, is also a significant factor in the purchasing decision-making process. Lifestyle influences preferences for certain products that are in accordance with the consumer's identity or hobbies. Therefore, brand image and lifestyle on purchasing decisions are very important for companies to design effective and relevant strategies for the target market.

The iPhone is one of the most iconic technology products ever, first released by Apple Inc. in 2007 (Merchant, 2017). As the first smartphone to successfully combine telephone, multimedia, and internet functions in one device, the iPhone has revolutionized the way people communicate and interact with technology. More than just a device, the iPhone has become a symbol of innovation and modern lifestyle.

The iPhone is not only recognized as a sophisticated technological device, but also as a modern lifestyle icon that reflects the social status and personality of its users. This is reflected in its minimalist design, integrated ecosystem, and marketing campaigns that always emphasize premium value. The iPhone brand image is supported by consumer perceptions of product excellence, such as cutting-edge technology, high security, and seamless user experience (Zou, 2023). Moreover, Apple has succeeded in creating extraordinary brand loyalty through a consistent branding strategy, so that the iPhone is not only the device of choice, but also creates a community of users who feel emotionally connected to the brand, stating that a brand is a symbol or certain name that can be a characteristic and differentiator of a product produced by a particular company, the brand can be a logo, trade name, or packaging The purpose of branding a product

is so that consumers can distinguish a particular product from other similar products from its competitors, so that consumers are not confused in distinguishing certain products even from products that are usually made very identical.

Brand image is one of the important concepts in marketing a product. Although not all providers or sellers of products/services agree on how to measure it. However, there is one generally accepted concept, namely consistency with the memory model related to a particular relationship. It can be understood that brand image is the acceptance or response of consumers to a particular brand according to what is in the memory stored in its association. Even today, the image of a Smartphone product brand is mostly built by promotion and advertising or use, no longer located on the features, technology, and actuality of the product. Who said that brand image is an explanation/description related to something that consumers believe is related to a brand. However, the success of building a strong brand image is also inseparable from challenges, such as criticism of high prices and environmental issues. Nevertheless, the image of the iPhone as a premium brand remains strong, making it one of the most influential products in the global technology industry and modern society culture.

2. Literature Review

2.1. Brand image

Brand image is a consumer's perception of a brand that is formed from experiences, observations, and information obtained related to the product or company. Apple has succeeded in building a very strong brand image through various factors, such as elegant product design, technological innovation, and unique user experience. The positive image created in the minds of consumers often creates high brand loyalty. In the context of the iPhone, the brand image built by Apple is not only related to product quality, but also the social status attached to the use of the iPhone (Biloš et al., 2022).

2.2. Lifestyle

Lifestyle reflects a person's behavioral patterns that include their values, interests, and daily activities that are influenced by social, economic, and cultural factors. Agada (2017) explains that consumer lifestyles are often related to the choice of products they consume. Consumers with a certain lifestyle tend to choose products that match their identity and aspirations.

Apple targets consumers with a lifestyle that values advanced technology, modern design, and ease of use. iPhone, as a premium product, is often chosen by individuals who want to show their social status and want to keep up with the latest technological developments. Therefore, a lifestyle that is oriented towards luxury, practicality, and the desire to always be digitally connected can influence the decision to purchase an iPhone.

2.3. Purchasing decision

The purchasing decision is a very important process in marketing strategy. For manufacturers like Apple, creating a strong brand image and understanding the relationship between consumer lifestyle and their product purchasing decisions are key factors in attracting interest and maintaining customer loyalty (Mao et al., 2020). The iPhone, as Apple's flagship product, is a clear example of how brand image and lifestyle can influence purchasing decisions.

2.4. Hypothesis Development

1) The relationship between Brand image and purchasing decision

A strong brand image influences purchasing decisions because consumers tend to trust brands that are well-known and have a good image in their eyes. Apple's brand image, which is synonymous with quality, innovation, and status, can encourage consumers to buy an iPhone because they feel that the product can meet their functional needs while reflecting their lifestyle. In addition, a positive brand image can create long-term loyalty to Apple products.

H₁: Brand image has a positive and significant effect on purchasing decision

2) Relationship between lifestyle and purchasing decision

Consumer lifestyle is closely related to purchasing decision. Consumers who have a modern and stylish lifestyle, which is oriented towards luxury and technology, tend to choose products such as iPhone that can reflect their identity. In this case, lifestyle is not only related to functional needs but also to the emotional aspects that accompany it, namely the feeling of having a classy and high-value product.

In addition, consumers with an active social media lifestyle, who tend to follow trends and technological developments, may be more interested in buying an iPhone because of the advanced features offered, such as a high-quality camera and integration with social media platforms. there is a positive and significant effect of brand trust on repurchase intention and the following hypothesis can be formulated:

H₂: Brand image has a positive and significant effect on purchasing decision

3) Relationship between Brand image and lifestyle on purchasing decision

The relationship between brand image and lifestyle is very strong in influencing purchasing decisions. Apple's brand image that reflects luxury, quality, and innovation is very much in line with the lifestyle of consumers who want high technology, attractive design, and social status. These two factors support each other and strengthen consumers' decisions in choosing an iPhone compared to competing products.

H₃: Brand image and lifestyle have a positive and significant effect on Purchasing decision

2.5. Framework

From the description above, the following framework of thought is obtained.

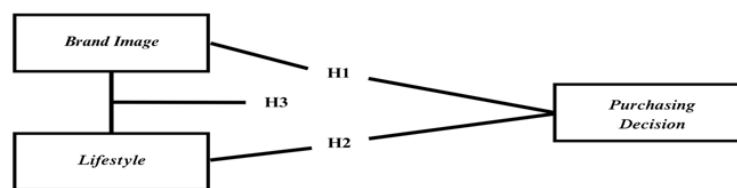


Figure 1: Framework of thought

3. Methods

The research method used is a quantitative method. Quantitative Research Method is a research approach that prioritizes the collection and analysis of quantitative data, namely data in the form of numbers or numeric variables (Barella et al., 2024). This approach aims to measure the relationship between variables or to understand phenomena through statistical analysis. This method focuses on the objectivity, measurement, and generalization of research results.

In this study, primary data were collected using a Likert scale questionnaire. The questionnaire was systematically designed to collect responses relevant to the research topic and consisted of a series of questions distributed to respondents. Each statement in the questionnaire relates to a topic related to the focus of the research, making it easier for respondents to provide answers based on their views and experiences. This method allows researchers to collect structured and measurable data, so that the analysis becomes more accurate and in-depth (Taherdoost, 2021).

3.1. Data analysis method

Analysis using Structural Equation Modeling (SEM) is a confirmation method that provides a comprehensive means of assessing and modifying measurement models and structural models. The method has the ability to assess the unidimensionality, validity and reliability of a measurement model. The Partial Least Square (PLS) technique was chosen because this tool is widely used for complex causal-predictive analysis and is suitable for prediction applications and theory development, such as in this study (Subhaktiyasa, 2024).

3.2. Measurement Variables

The variables were measured using a research questionnaire. The narrative questionnaire was designed using the A Like Scale research. Moreover, the respondents' answers were divided into five scores, namely, Strongly Disagree (1), Disagree (2), Neutral (3), Agree (4), and Strongly Agree (5) (Derisma, 2020). The following dimensions and indicators were used to measure the variables:

- i. Brand image
Brand image indicators include the strength of brand associations, the benefits of brand associations, the uniqueness of brand associations (Kotler and Keller, 2016). Which is made into 3 Statements
- ii. Lifestyle
Lifestyle has several indicators, namely activities, interests, opinions (Kusumasari, 2020). Which are made into 3 statements.

- iii. Purchasing decision
Purchasing decision Indicators are, Problem recognition, Information search, Alternative evaluation, Purchase decisions, Post-purchase behavior. which are made into 5 statements.

4. Research Results

4.1. Results

4.1.1. Descriptive Analysis

The respondents who filled out the questionnaire were 400 respondents with the following description:

Table 1: Respondent demographics

Category	Posible Answer	F	%
Gender	Female	198	52,1%
	Male	182	47,9%
Age	<20 years old	69	18,2%
	21-25 years old	159	41,8%
	26-30 years old	85	22,4%
	31-35 years old	45	11,8%
	<36 years old	22	5,8%

Source: Processing data 2025

It can be seen in Table 1 with the number of respondents 380 with male and female types. This questionnaire is dominated by women with 198 respondents or 52.1% of the total. This questionnaire is dominated by ages 21-25. At this age most people look more at brand image and lifestyle to support their needs.

4.1.2. Model Measurement Test Results

Outer model analysis is carried out to ensure that the measurement model used is appropriate. The appropriate model measurement is analyzed using validity and reliability. In order for the research data to be valid and reliable, this study uses several analysis tests, namely outer loading, average variance extracted (AVE), cronbach's alpha, and construct reliability. The results can be seen in Table 2.

Table 2: Measurement model

Variable	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Brand image	X1.1	0.834	0.643	0.722	0.844
	X1.2	0.839			
	X1.3	0.837			
Lifestyle	X2.1	0.836	0.700	0.786	0.875
	X2.2	0.772			
	X2.3	0.796			
Purchasing decision	Y1.1	0.824	0.605	0.836	0.844
	Y1.2	0.763			
	Y1.3	0.701			
	Y1.4	0.790			
	Y1.5	0.804			

Source: Processing data 2025

As shown in Table 2, the outer loading value of each item must be greater than 0.7 while the average variance extracted (AVE) value is greater than 0.5. Therefore, it shows that all indicators in this study are valid. The results of the calculation of the reliability of the study show that the composite reliability and Cronbach's alpha values meet the established criteria. Thus, it can be concluded that this research item is valid and can be relied on for use in further analysis.

4.1.3. Structure of Analysis Model

Model analysis evaluates the structural model used to predict causal interactions between latent variables or variables that cannot be assessed directly. The analysis of the inner model is indicated by r square, f-square, and r-square. The results of data processing for r square and r square adjusted are:

Table 3: Output r square and r square adjusted

Model	R Square	Adjusted R Square
X1 and X2 to Y	0.571	0.569

Source: Processing data

In the R square value there are three categories. This value is considered strong if it exceeds 0.75; moderate if the value is 0.50 to 0.74; and weak if the value is 0.25 to 0.49 (Hair et al., 2011). Table 3 shows that the R Square value and the Adjusted R Square value of the Brand image (X1) and Lifestyle (X2) models on Purchasing decision (Y) are obtained 0.571 with an Adjusted R Square value of 0.569, this means that the independent variables affect the dependent variables included in the moderate category. The size of the influence of each variable must be compared with the effect size, or f, to determine whether there is a significant relationship between the variables. The f square value in this study is:

Table 4: Output f square

Variable	Repurchase Intention
Customer testimonials	0.139
Brand trust	0.247

Source: Processing data

Table 4 shows that the effect size or f-square value for each research variable shows that the Customer Testimonial variable on Repurchase Intention has a weak influence while the Brand Trust variable on Repurchase has a very strong influence.

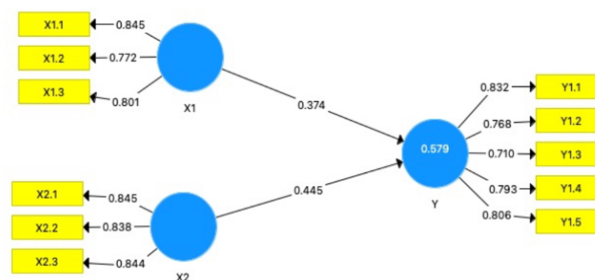


Figure 2: Path Analysis

4.1.4. Hypothesis Testing

For direct and indirect hypothesis testing in this study can be seen in Table 5.

Table 5: Summary of Hypothesis Testing

Hypothesis	Independent Variable	Path Analysis	t Value	P Value
H ₁	Brand image -> Purchasing decision	0.374	5.174	0.000
H ₂	Lifestyle -> Purchasing decision	0.445	7.419	0.000
H ₃	Brand image -> Lifestyle -> Purchasing decision	0.579	-	-

Source: Processing data

The results of the data above show that the path coefficient for Brand image shows a direct influence on Purchasing decision of 0.374. The Lifestyle variable has a direct influence on Purchasing decision of 0.445. So it can be concluded that the one that has the greatest direct influence on Purchasing decision is the Lifestyle variable. All hypotheses discussed in this study are accepted, both directly and indirectly all independent variables have a direct effect on the dependent variable. For the t value results for all variables, the calculated t value is greater than the t table, which is 7.419.

4.2. Discussion

Brand image gives consumers confidence in the product to be purchased because Brand image is one form of customer trust in a product or service. By sharing the trust obtained, it can increase customer credibility and trust, thereby encouraging purchasing decisions for customers. This is evidenced by the results of this study that Brand image has an effect on consumer purchasing decisions of 0.374. Although it has a small influence, Brand image can provide an attraction for consumers to determine purchasing decisions for iPhone products.

Lifestyle is defined as a lifestyle that can be expressed through a person's activities, interests, and opinions. How each individual interacts with their environment can show the whole person's personality from their lifestyle. Visually, with a person's lifestyle pattern, a person's character can be assessed through their attitude towards themselves and their surroundings. Lifestyle plays a role in influencing purchases by consumers. Consumers who already have strong brand trust, especially if that trust is influenced by those closest to them, will show loyal consumer attitudes and behavior. Lifestyle is a person's activity in their social life with others and how they spend their money and time to support their needs. This is evidenced by the results of this study that Lifestyle influences Purchasing Decisions by 0.445. This supports that lifestyle or lifestyle will influence purchasing decisions. It can be concluded that Brand image and Lifestyle have an influence of 0.578, which means they have a significant influence on Purchasing Decisions. This is because both provide information that is reliable and in accordance with customer needs that drive purchasing decisions. Lifestyle has a big influence on purchasing decisions because customers tend to choose products or services that match their fashion and identity.

5. Conclusion

The results of the study revealed that Brand image and lifestyle influence purchasing decisions. A strong influence on purchasing decisions of 0.445 in Cirebon City is from Lifestyle. This is because lifestyle on purchasing decisions can be based on lifestyle and relationships at the age of 21-25 who highly value lifestyle. In addition, it is also influenced by brand image, which is consumer trust in the product itself.

Brand image and lifestyle have a mutually supportive role in influencing consumer purchasing decisions. A strong brand image can create trust, loyalty, and positive perceptions of quality towards a product, while lifestyle reflects the preferences and personal values of consumers who also determine their choices in shopping.

A good brand image helps brands differentiate themselves in the market, create emotional connections with consumers, and form strong perceptions of product quality. Meanwhile, consumer lifestyle influences their preferences for products that match their identity or values. Consumers who have a certain lifestyle will be more likely to choose brands that reflect that lifestyle.

Overall, companies need to understand these two factors, namely brand image and lifestyle, to design effective marketing strategies and create products that are relevant to the needs and desires of the target market. Combining the two will strengthen the brand's appeal and make it easier for consumers to make purchasing decisions that are driven by trust and fit with their lifestyle.

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