
The Influence of Brand Image and Lifestyle on Purchase Intention Mediated by Consumer Attitude on Personal Care Products with Regional Comparison as Multigroup Moderator (Study on Consumers in Banda Aceh VS Lhokseumawe)

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Abstract

This study aims to examine the effect of brand image and lifestyle on purchase intention which is mediated by consumer attitudes towards personal care products with regional comparisons as moderating multigroup (Study on Consumers in Banda Aceh and Lhokseumawe). The population was consumers who bought personal care products from the Nivea brand in Banda Aceh and Lhokseumawe. The sampling technique used was Quota Sampling with the number of respondents as many as 200 people consisting of 100 people in the Banda Aceh area and 100 people in the Lhokseumawe area. Data were collected by distributing questionnaires directly to all respondents and measured using a Likert scale and tested using SEM-AMOS. The results reveal that brand image and consumer attitude affect purchase intention, lifestyle does not affect purchase intention, brand image and lifestyle affect consumer attitudes, consumer attitude partially mediates the brand image role in purchase intentions, and consumer attitude fully mediates the lifestyle role in consumer purchase intention. The result of different test on two groups of consumers in Banda Aceh and Lhokseumawe proves that the lifestyles of consumers in Banda Aceh and Lhokseumawe are different. This is because the impact of consumer lifestyle on the intention to buy Nivea personal care products will increase if sold in Banda Aceh City compared to sales in Lhokseumawe City.

Keywords: Brand Image, Lifestyle, Purchase Intention, Consumer Attitude.

1. Introduction

Companies that are engaged in producing the needs of the community, including those most needed by the community, namely personal care products. The development of the personal care industry is running so rapidly that it creates increasingly fierce competition. The company continues to issue personal care products that can support appearance, covering several major categories such as liquid soap, facial cleansing soap, hair styling, baby care series, and Men's Grooming. This category was chosen because it has fairly high growth and the market size continues to grow every year.

Various companies that produce personal care products have tried to carry out various strategies by promoting their respective products to attract consumers to buy their products.

Therefore, seeing many various aspects of each company to develop its products and attract consumers to remain loyal to the products they are interested in, this has become an interest in researching more deeply in one of the companies and Brands PT. Beiersdorf (Nivea).

Nielsen's data shows that PT. Beiersdorf (Nivea) was able to hold on to the No. 2 market share in the last 3 years, and this makes product consistency in the eyes of consumers and consumer interest makes this product one of the brands that can compete in the Indonesian market in particular, considering other companies that first existed and had very good products. widely known by consumers. However, so far PT. Beiersdorf (Nivea) has not been able to become the market leader in its class, although it can survive in the Top 10 Personal Care.

To see this, especially in Beiersdorf (Nivea), the researchers compared two areas as studies and product developments in 2 regions (Banda Aceh and Lhoksumawe) and how much influence brand image, purchase intention, attitude and lifestyle had on personal care products from PT. Beierdorf (Nivea), considering that these 2 areas are one of the business centers and the city's development is very fast compared to other cities in Aceh in particular, and the diversity of consumers is one of the supporting factors. To support this, the following sales data of PT. Beiersdorf (Nivea) for Banda Aceh and Lhoksumawe (In Value and Qty).

Table 1. Sales Data in Value and Qty

Area	2018		2019		2020	
	Qty	Value	Qty	Value	Qty	Value
Banda Aceh	326.730	4.635.939.843	417.763	6.430.493.800	493.240	8.227.585.364
Lhoksumawe	282.893	3.656.137.903	326.010	4.571.888.789	400.977	6.182.976.355

Source: Data Olapse and Value (Not Include VAT), 2021

Purchase intention arises from a positive attitude from consumers. Attitude towards shopping is what consumers imagine or feel like a whole about the advantages and disadvantages, good or bad, positive or negative when making shopping transactions (Ma'ruf, J et al, 2005). Therefore, consumers who believe that shopping will produce the most positive results will have a favorable attitude towards shopping (Avcilar & Özsoy, 2015). (Avcilar & Özsoy, 2015) found shopping attitude has a positive significant effect on the intention to shop.

In addition to the attitude factor, the brand image also influences consumer intentions in shopping. With the increasing consumer needs for a product, this brand image is very decisive for consumers to buy a product that is needed. The better the brand image of a product, the more consumers will be easier and more interested in buying the product, especially with the level of competition between companies and brands that compete with each other to attract customers.

In addition to the factors above, the current lifestyle is also one of the factors that can shape shopping intentions (Michael R. Solomon, 2019). A person's lifestyle or lifestyle is inconsistent, previous consumers tend to prefer and are accustomed to a traditional shopping lifestyle, but it is different today where the majority of the world's population is the millennial generation who has a modern shopping lifestyle. From year to year, the lifestyle or lifestyle has

its own trend, this is a benchmark for a people or consumer's lifestyle, which can change at any time according to the current or future trend or lifestyle. Therefore, every company must look at this aspect to be able to compete with competitors and produce products that can really be a trend in their time or become a pioneer for a product that is of interest to consumers. Companies, especially personal care, must understand this, which in the future will be able to become a market leaders in the personal care category.

2. Literature

Purchase Intention

(Fishbein & Ajzen, 1975) stated that behavioral intention is a function of the three basic determinants of an individual's attitude to behavior, social pressure to perform or not perform a behavior based on one's perception, and the ability to perform an attractive behavior. Purchase intentions will appear after someone obtains various information about the product to be purchased (Kotler & Keller, 2018) ; (Mohmed et al, 2013) ; (Chinomona, 2013). Then they will plan to buy the product or service at the right time (Liat & Shi, 2014). Purchase intention is a person's desire to shop for a product either directly or after getting information about the product (Saputra, Lubis, & Nizam, 2020). Thus, it concludes that purchase intention is a person's desire to transact the desired product after knowing the product. This study measures purchase intention using indicators as expressed by (Coyle & Thorson, 2001) namely 1) After considering the information about the product shared by friends. 2) I will likely buy the product. 3) I will buy the product next time I need the product. 4) I will definitely try the product. 5) I will recommend this product to my friends

Consumer Attitude

According to (Ajzen, 1991) explains that behavioral attitudes are the result of evaluating favorable or unfavorable behavior." In the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB) models, attitudes toward behavior are based on one's belief in the outcome of the behavior. TRA and TPB assume that people who behave positively will benefit and will give positive results as well. Attitude puts people in the frame of mind of liking or disliking things as they wish or not (Kotler & Armstrong, 2018). A shopping attitude is a picture that is felt by consumers about good or bad, profit or loss, and positive or negative if he makes a purchase (Ma'ruf, J et al, 2005) ; (Hoyer et al, 2012). (Michael R. Solomon, 2019) and (Honkanen & Young, 2015) noted that consumers' attitudes toward sustainable buying are the most vital factor in predicting their motivation to buy sustainably in addition to influence, or recommendations from family, friends, and colleagues. Positive feelings and images are fundamental impacts that shape customer attitudes and influence their intention to buy environmentally friendly products (Schiffman & Wisenblit, 2019). From some understanding of consumer attitudes above, it concludes that consumer attitudes in shopping are a feeling of liking or disliking a product or service offered. This study measures lifestyle using indicators as expressed by (Mantala & Kt, Gst A Suasana, 2019) namely 1) product brand, 2) product benefit knowledge, and 3) greedy feelings towards the product.

Brand Image

The company's positive reputation is manifested by ethics and the appearance of employees in serving, as well as the good name of the company in the minds of consumers (Arfianti, 2014); (Sujadi & Wahyono, 2015). Brand image is a reflection of the brand that is stored in the customer's memory. Simply put, brand image is what comes to the customer's mind when a brand is in front of the customer (Saleem & Raja, 2014). Another opinion of brand image (brand image) is a series of associations (perceptions) that exist in the minds of consumers of a brand, usually organized into a meaning. A brand image is a reflection that is stored in the customer's mind and that's basically what comes to mind when a brand is placed in the foreground (Saleem & Raja, 2014); (Forozia, Zadeh, & Gilani, 2013). This study measures brand image using indicators as expressed by (Kotler & Armstrong, 2018) namely 1) Professionalism, 2) Modern, 3) Serving all segments of society, 4) Concern (customer orientation), 5) Popularity

Lifestyle

According to (Kotler & Armstrong, 2018) very different lifestyles are exhibited by people of their different social classes, subcultures, and occupations. Lifestyle reflects a person's lifestyle in consuming their time and money, but in many cases, it also refers to the attitudes and values attached to these behavioral patterns (Michael R. Solomon, 2019). (Mowen & Minor, 2017) explained that in the perspective of marketing science, lifestyle is defined as a group of segments that depend on what they want and how they spend their money. A person's lifestyle impacts all consumption behavior based on individual characteristics that have been shaped through social interactions when a person has evolved from the life cycle (Selvakumar & Raghavan, 2017). Next according to (Ustanti, 2018) that the shopping lifestyle is a habit of people in allocating money and time for personal pleasure. According to the lifestyle marketing point of view people have differentiated themselves into different groups based on their common interests such as their work habits, and spending their time and money on different activities (Ahmed et al., 2015) ; (Saputra et al., 2020). The above definition provides an understanding that lifestyle is a person's behavior in using his economic ability to fulfill his desires. (Cobb & Hoyer, 1986) and (Ustanti, 2018) suggested finding out the relationship between shopping lifestyle and buying behavior is to using indicators: 1) Respond to buy every product advertisement offer. 2) Buy the latest product when viewing it. 3) Always buy the best quality products, 4) Buy the products from famous brands, 5) Buy other products with the same quality

Research Model

The authors reveal the study model and also hypothesis as follows.

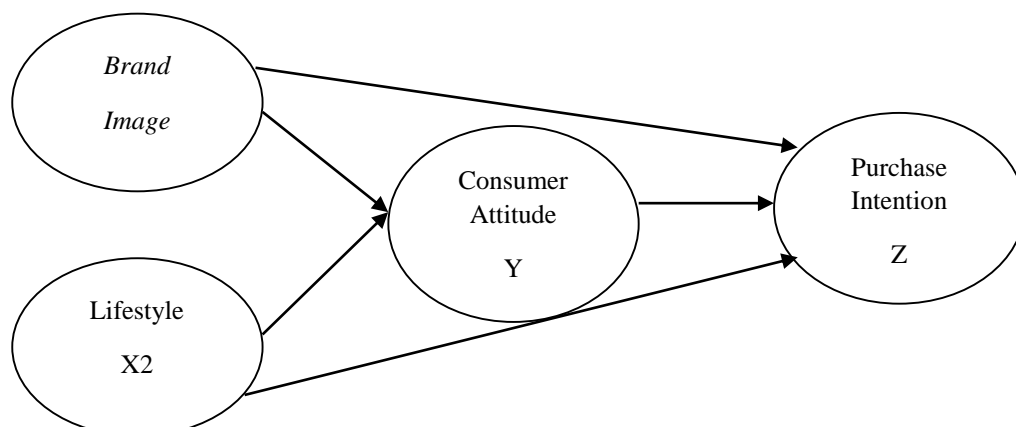


Figure 1. Effect of Variables

- H1: Brand Image affects purchase intention
- H2: Lifestyle affects purchase intention
- H3: Brand Image affects consumer attitude
- H4: Lifestyle affects consumer attitude
- H5: Consumer attitude affects purchase intention
- H6: Brand image affects purchase intention through consumer attitude
- H7: Lifestyle affects purchase intention through consumer attitude
- H8: There is a significant difference in the lifestyles of Banda Aceh and Lhokseumawe consumers affecting the purchase intention of Nivea Personal Care products

3. Method

This study was conducted in the cities of Banda Aceh and Lhokseumawe with the objects being brand image, lifestyle, consumer attitude, and purchase intention. The population was consumers who buy personal care products from the Nivea brand in Banda Aceh and Lhokseumawe. The sampling method was Quota Sampling with the respondents as many as 200 people consisting of 100 people in the Banda Aceh area and 100 people in the Lhoksumawe area. Data were collected through direct questionnaires to all respondents. Questions were measured on a Likert scale. The analytical equipment used was SEM-AMOS.

4. Result

Direct Hypothesis

The model test is shown below.

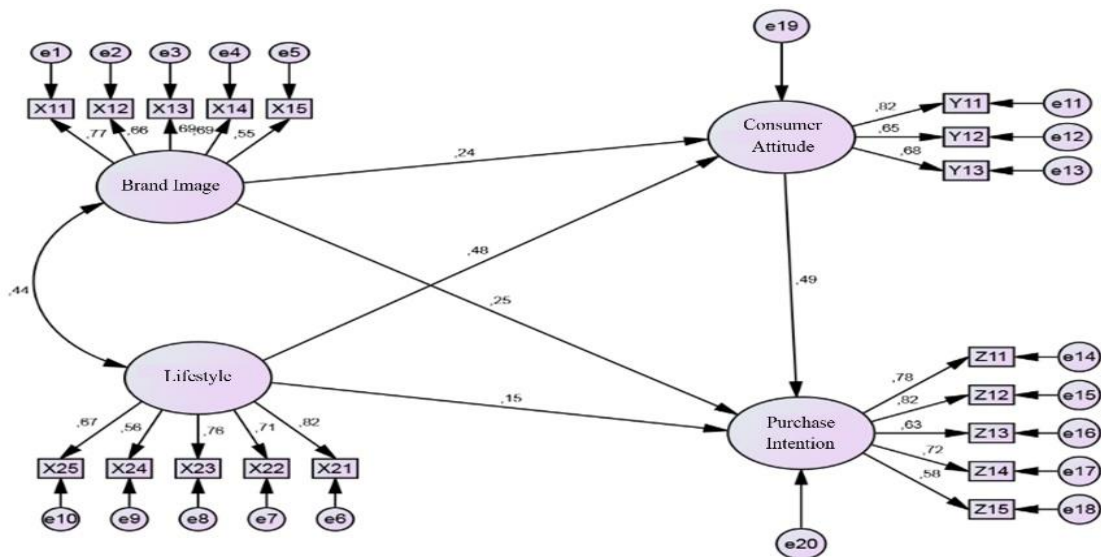


Figure 2. Structural Test

The hypothesis testing results are figured out below.

Table 2. Regression Weight

Endogenous Variables		Exogenous Variable	Estimate		S.E	C.R	P
			Standardized	Unstandardized			
Consumer attitude _Y	<-- -	Brand_Image_X1	0.244	0.242	0.089	2.721	0.007
Consumer attitude _Y	<-- -	Lifestyle_X2	0.483	0.453	0.086	5.241	***
Purchase Intention_Z	<-- -	Brand_Image_X1	0.255	0.266	0.086	3.082	0.002
Purchase Intention_Z	<-- -	Lifestyle_X2	0.148	0.146	0.091	1.613	0.107
Purchase Intention_Z	<-- -	Consumer Attitude_Y	0.487	0.513	0.112	4.589	***

Source: Processed Data (2022)

Table 2 is explained as follows.

H1: There is a role for brand image in changing Purchase Intention

Testing the brand image role in purchase intention resulted in C.R $3.082 > 1.96$, then the P-value is $0.002 < 0.05$. This figure indicates that brand image has a role in changing purchase intentions. In other words, this hypothesis accepts H_a and rejects H_0 .

This result supports previous research by (Erdil, 2015) states that brand image positively affects consumer shopping intentions. Next (Wu, Yeh, & Hsiao, 2011) also stated that brand image affects purchase intention.

H2: There is a role for lifestyle in changing purchase intention

Testing the lifestyle role in purchase intention resulted in C.R $1.613 < 1.96$, then $P 0.107 > 0.05$. This figure explains that lifestyle does not play a role in changing purchase intentions. In other words, this hypothesis rejects H_a and accepts H_0 .

This result rejects (Ahmad et al, 2010) (Mantala Suasana, 2019); and (Nora & Minarti, 2016) which state that a person's lifestyle has a positive value and has a significant effect on their purchase intention for a product. This result is also in line with (Nora & Minarti, 2016) who state that Lifestyle plays an important role in building consumer intentions to shop continuously.

H3: There is a role for brand image in changing consumer attitudes

Testing the brand image role in attitudes resulted in C.R $2.721 > 1.96$, then $P 0.007 < 0.05$. Figures indicate that brand image has a direct role in changing consumer attitudes. In other words, this hypothesis accepts H_a and rejects H_0 .

This result supports (Zhang, 2015) which states that the brand image of a product affects consumer buying attitudes. Consumers who perceive a product that is known to have a good image will be preferred over an unknown product. Pre-existing attitudes toward the parent brand, fit among their product categories, and are perceived as being consistent with the brand

itself as an important driver of co-branding success. Partner brand images and how they influence perceptions of brand alliances (Riley, Charlton, & Wason, 2015).

H4: There is a role for lifestyle in changing consumer attitudes

Testing the lifestyle role in attitudes resulted in C.R $5.241 > 1.96$, then the P *** value or $0.000 < 0.05$. This figure concludes that lifestyle has a direct role in changing consumer attitudes. In other words, this hypothesis accepts H_a and rejects H_0 .

These results support research (Nurlaily & Hussein, 2017); (Liu, Chang, & Lin, 2012); (Mantala & Suasana, 2019) and (Fong, 2013) shows that consumer lifestyles have a direct influence on attitudes, in his research, he explains that lifestyle positively affects consumer attitude, meaning that consumer attitude are formed from their lifestyle, different lifestyles will certainly produce different people's attitudes.

H5: There is a role for consumer attitudes in changing purchase intentions

Testing the attitude role in purchase intention resulted in C.R $4.589 > 1.96$, then P *** or $0.000 < 0.05$. This figure reveals that attitude has a direct role in changing purchase intentions. In other words, this hypothesis accepts H_a and rejects H_0 .

These results support (Yulianto, Edy, et al., 2014); (Juniwati, (2014); (Agag & El-Masry, 2016); (Amaro & Duarte, 2015); (Casaló et al, 2010); (Bigné, et al. 2010) and (Avcilar & Özsoy, 2015); (Amaro & Duarte, 2015) who found Attitude to have a significant effect on shopping intentions. So if the attitude about the behavior moves positive then the intention to act will be strong. If the attitude towards the behavior is negative then the intention to act will also be weak. A person's attitude towards behavior is influenced by many beliefs about the object and with these beliefs he or she has implemented evaluative responses related to those beliefs. Purchase intention is basically strongly influenced by consumer attitudes, if consumers show a positive attitude toward shopping, it will increase consumers' desire to be interested in shopping.

Indirect Hypothesis

H6: There is a Role for Attitude in mediating the Brand Image Affecting Purchase Intentions

The result of the H6 (mediation effect test) using the Sobel calculation is as follows.

Input:		Test statistic:	Std. Error:	p-value:
a	0.242	Sobel test: 2.33814089	0.05309603	0.01937994
b	0.513	Aroian test: 2.29799564	0.0540236	0.02156204
s_a	0.089	Goodman test: 2.3804664	0.05215196	0.01729074
s_b	0.112	Reset all	Calculate	

Figure 3. Brand image – Attitude – Purchase Intention

The result of the Sobel Test calculation provides P $0.019 < 0.05$ for path C'. So the significance values of all paths (A, B, C, and C') are described below.

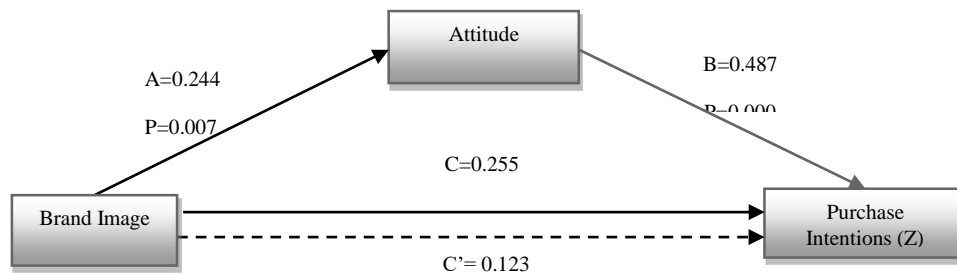


Figure 4. H6 Model Test Results

Information:

A = The coefficient of the brand image effect on attitude

B = The coefficient of Attitude effect on purchase intention

C = The coefficient of the brand image effect on purchase intention

C' = The coefficient of the mediating effect of attitude on the brand image effect on purchase intention

P = Probability or significance value

Figure 4 explains that the path A, B, and C, are significant, and also the Path c' is significant. This result figures that the attitude variable is explained as a partial mediation variable (Partial Mediator). The results of this study also indicate that accepting the hypothesis that attitude mediates the brand image effect on consumer purchase intention is 0.123%.

This study supports (Erdil, 2015) that states brand image positively affects consumer shopping intentions. Next (Wu et al., 2011) also stated that brand image affects purchase intention. The results by (Agag & El-Masry, 2016); (Amaro & Duarte, 2015); and (Casaló et al, 2010); also said attitude affects shopping intentions.

Ha7: There is a role for attitude in lifestyle affecting purchase intentions

The result of the H7 (mediation effect test) using the Sobel calculation is as follows.

Input:		Test statistic:	Std. Error:	p-value:
a	0.453	Sobel test: 3.45637159	0.06723496	0.0005475
b	0.513	Aroian test: 3.42144065	0.06792139	0.0006229
s _a	0.086	Goodman test: 3.49239474	0.06654145	0.00047871
s _b	0.112	Reset all	Calculate	

Figure 5. Lifestyle – Attitude – Purchase Intention

The result of the Sobel Test calculation provides 0.000 < 0.05 for path C'. So the significance values of all paths (A, B, C, and C') are described below.

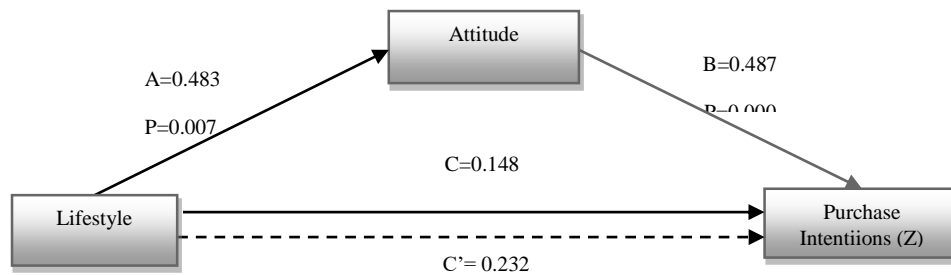


Figure 6. H7 Model Test Results

Information:

A = Lifestyle coefficient to Attitude

B = Coefficient of Attitude to Purchase Intention

C = Lifestyle coefficient to purchase intention

C' = Attitude mediation coefficient on lifestyle to purchase intention

P = Probability or significance value

Figure 6 can be explained that the path A, B, and C' are significant, but the path C is not significant. It explains that lifestyle on purchase intention does not have a direct effect, because path C the insignificant. The results state the attitude variable was declared as a full mediation variable (Full Mediator).

In other words, the influence of a consumer's lifestyle has an indirect effect on purchase intention and must go through the full role of the consumer's attitude. The result figures accepting the hypothesis that attitudes mediate the relationship between brand image and purchase intention of employees is 0.232%.

These results support (Wen et al, 2013) who found lifestyle affects purchase intention which is mediated by attitude. (Mantala & Suasana, 2019); (Nora & Minarti, 2016), (Qing et al, 2012) shows that lifestyle positively affects attitude and purchase intention, as well as other information that attitude is part of the mediating effect of lifestyle and purchase intentions. From some of the results of the research above, it concludes that lifestyle influences shopping intentions through consumer attitudes.

Multigroup Moderation Hypothesis Test

H8: There is a real difference in the lifestyles of consumers in Banda Aceh and Lhokseumawe affecting the intention to buy Nivea Personal Care products

The multigroup hypothesis test was intended to see the differences in the lifestyles of two consumer groups of Nevea brand personal care products in different locations, namely Banda Aceh City and Lhokseumawe. Visually the difference can be seen in the following picture:

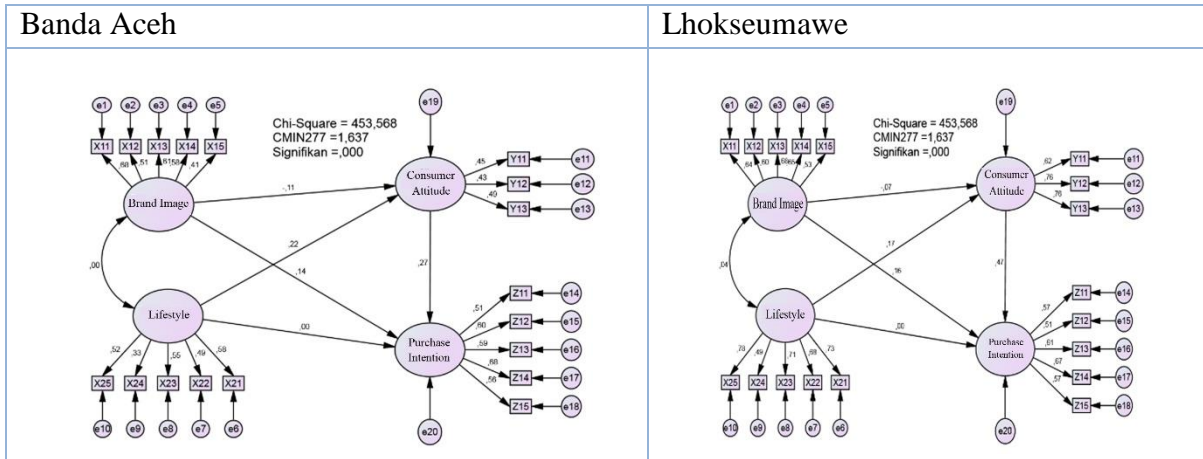


Figure 7. Structural Weights Comparison of Structural Model Sales Locations

Testing whether there is a real difference, there is a real difference in the lifestyle of Banda Aceh and Lhokseumawe consumers affecting the purchase intention of Nivea brand Personal Care products. The result is shown below:

Table 3. CMIN (Chi-Square)

Model	NPAR	CMIN	DF	P	CMIN/DF
Unconstrained	84	423.047	258	.000	1.640
Measurement weights	70	437.902	272	.000	1.610
Structural weights	65	453.568	277	.000	1.637
Structural covariances	62	462.041	280	.000	1.650
Structural residuals	60	474.162	282	.000	1.681
Measurement residuals	42	505.943	300	.000	1.686
Saturated model	342	.000	0		
Independence model	36	1093.641	306	.000	3.574

Table 3 presents many chi-square figures (CMIN), but of them, only two are important, namely the structural weight which shows that the regression coefficient between the two groups is constant and the construct of the intercept. The above probability shows that the hypothesis that states there is no real difference in the lifestyles of consumers in Banda Aceh and Lhokseumawe affecting the purchase intention of Nivea Personal Care product is rejected. Thus, it reveals that there is a significant difference between the two groups analyzed. Or in other words, there is a real difference in the lifestyle of Lhokseumawe consumers towards the intention to buy Nivea Personal Care products. This hypothesis accepts H_a and rejects H_0 .

Thus, it reveals that there is a moderating effect of sales location with the understanding that the impact of consumer lifestyle on Nivea's personal care product purchase intention will increase if sold in Banda Aceh City compared to sales in Lhokseumawe City. This is because consumers in Banda Aceh City are generally immigrants who are more easily attracted to personal care products at lower prices than other personal care products with higher prices. After all, the cost of living in Banda Aceh City is higher.

Implications

Brand image is a series of associations (perceptions) that exist in the minds of consumers towards a brand, usually organized into a meaning (Saleem & Raja, 2014). The brand image of a product can influence consumer behavior, consumer behavior begins through consumer attitudes towards the product to stimulate the intention to buy the product. Brand image is very important in influencing consumer attitudes and buying intentions. so that to increase consumer buying intentions, management must jointly consider consumer attitudes and also the product's brand image.

A person's lifestyle influences all aspects of consumption behavior (Selvakumar & Raghavan, 2017). Lifestyle is a person's view of his activities, intentions, and opinions. Lifestyle describes the whole person who interacts with his environment. Lifestyle greatly affects a person's attitude, in this case, shopping. The consumer's lifestyle does not directly affect the purchase intention but through a positive attitude toward the product. When a consumer is not familiar with a product, then he needs to cultivate a positive attitude in the form of trust in a product first, then if the product is following his needs he will be interested in buying the product. Thus, it can be implied that to increase consumer buying intentions, management must improve consumer attitudes directly. Because consumer attitudes are quite dominant factors influencing the purchase intention of Nivea brand personal care products.

The results of different tests on two groups of consumers in Banda Aceh and Lhokseumawe show that the lifestyles of consumers in Banda Aceh and Lhokseumawe are different. This is because the impact of consumer lifestyle on the intention to buy Nivea personal care products will increase if sold in Banda Aceh City compared to sales in Lhokseumawe City. People who follow modern and traditional lifestyles will have different views of one another. (Liu, et al, 2012) who revealed that different customer groups show different lifestyle features, different perceptions about the quality of each person's product are also different as well as different intentions from one person to another. From some of these theories, it explains that a person's lifestyle greatly influences a person's intentions in activities such as shopping.

5. Conclusion

The results prove that brand image and consumer attitudes affect purchase intention, lifestyle does not affect purchase intentions, brand image and lifestyle affect consumer attitude, consumer attitude partially mediates the brand image role in purchase intentions, and consumer attitude fully mediates the lifestyle role in purchase intention. This finding explains that it turns out that the model of increasing purchase intention on personal care products in Banda Aceh and Lhokseumawe is a function of increasing brand image and lifestyle which has an impact on changing consumer attitudes. In other words, an increase through a better brand image, and a higher lifestyle, the consumer's attitude will further encourage his purchase intention. Partial mediation in the model also means that brand image and lifestyle can also have a direct role in changing purchase intentions without changing consumer attitudes.

The results of different tests on two groups of consumers in Banda Aceh and Lhokseumawe prove that the lifestyles of consumers in Banda Aceh and Lhokseumawe are different. This is because the impact of consumer lifestyle on the intention to buy Nivea as a personal care

product will increase if sold in Banda Aceh City compared to sales in Lhokseumawe City. These findings are a form of new premise in the model of increasing purchase intention and can be the basis for formulating strategies and policies for personal care product manufacturers. The findings of the multigroup analysis can also be the basis for the development of further research related to why the purchase intention of personal care products is significantly influenced by lifestyle in the city of Banda Aceh than in Lhokseumawe. The results of this multigroup can also be used as a point of view for setting the target market for personal care product manufacturers.

Several recommendations from the results of the study were successfully mapped. To increase consumer buying intentions, management needs to pay attention to consumer attitudes towards personal care products. Furthermore, management must also be sensitive to changing times that have an impact on changes in consumer behavior and lifestyles both in big cities and small cities. Management must also improve the brand image with positive promotional strategies so that consumers prefer the personal care brand image. Sales in the city of Banda Aceh can also be further increased because consumers in the city of Banda Aceh are more influenced by the lifestyle that is currently changing (increasing) than in the city of Lhokseumawe, where lifestyle is also the reason consumers use personal care products.

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