ANALYSIS OF LIFESTYLE, INNOVATION PRODUCTS, AND MARKETING MIX OF PRODUCT PURCHASE DECISION HEN'S INSTANT OMELETTE (CASE STUDY IN PT ECO NATURE MULTIINDO)

Muhammad Harun Al Rasyid
Faculty of Management and Business
Bogor Agricultural University, Indonesia
E-mail: mharunalrasyid91@gmail.com

Lilik Noor Yuliati
Faculty of Human Ecology
Department of Family and Consumer Sciences, Indonesia
E-mail: lilik_noor@yahoo.co.id

Agus Maulana
Faculty of Management and Business
Bogor Agricultural University, Indonesia
E-mail: agus.maulana0508@gmail.com

ABSTRACT

PT Eco Nature Multiindo is a company which operating in the service and food processing. Hen's Instant Omelette is one form of innovative product that exist in Indonesia. In Indonesia, there is no competitor of Hen's product so Hen's became the first of instant egg in market. Response of consumer to this product is quite good, it is can be seen from the sale of products that have been sold to 6.000 bottles for 8 months. But it is still far from the company target ,which is targeting 7.500 bottles per month in accordance with market potential and company's production capacity 300 bottles a day. The purpose of this study are (1) to analyze the life style of Hen's Instant Omelette consumer (2) to analyze the influence of lifestyle, product innovation, and marketing mix of Hen's Instant Omelette product towards purchasing decision (3) to formulate managerial implication for the company.

The results of the factor analysis indicates that the user segments of Hen's Instant Omelette consists of three segments: modern, clasic, and trendy. Analysis results of SEM indicates the variable that influence purchasing decision is Product Innovation which consists of Relative Advantages, Compatibility, Complexity, Divisibility, Communicability.

Keywords: marketing mix, lifestyle, product innovation, segmentation, SEM

1. INTRODUCTION

PT Eco Nature Multiindo is a company engaged in service and food processing. One of the products are Hen's Instant Omelette. Hen's Instant Omelette is one form of innovative products in Indonesia. Therefore in Indonesia, Hen's became the firts product of instant egg. Hen's product has been marketed since 2015 using an online marketing system, exhibitions and fairs.

The main target of these products is mountaineers and travelers. Their frequently travel lifestyle and want a practice products seems suitable as a target consumer. The consumer response to this product is quite nice, it has seen from the sale of products that have been sold 6,000 bottles for 8 months.

But still far from company target which has ta rgeting sales of 7,500 bottles per month in accordance to potential market and the company's production capacity of 300 bottles per day. This is happens due to the sales of the product to target consument and the purchase of products is still low.

The sales target it self measured by the ability of production capacity per month and observed the total of product segmentation. Until now those products selling deemed still not reach maximum level .

From the problems above we need to make further observation to t arget consumer. Therefore, researchers conducted a study to the mountaineer and traveler who is expected as the target consumer of Hen's Instant Omelette product.

Based (https://www.facebook.com/groups/256852310141/) data obtained from the communities listed from indonesia mountaineers group on facebook where there are about 19.692 active members in that group and often have a discussions about climbing activities.

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The amount of climbers does not include the active climber who does not join the group because not all mountaineers use facebook. In addition, number of mountaineers can also be predicted from instagram. Instagram account of @id_pendaki has the highest number of followers that 189.187 in category of mountain climbers.

From the preliminary study filled out by 178 mountaineers and travelers consist of 87 male and 91 female showed that the major characteristics of mountaineer and traveler is 78% because of hobby, which has the purpose for recreation, sport, foster a sense of nationalism, existence, and others.

Most climbers is between age of 20 -30 years with an occupation as students or private employees. It reinforces that mountain climbing activity is currently gaining popularity among young people and has made these activities as a hobby and lifestyle.

Introductory study also showed that climb ing activity is usually done in 3 days. These activity requires quite a lot of food supplies. Food supplies is the most crucial problem because if it too much it will make the climber have heavier loads during the climbing activity.

Therefore, they usually divide the supplies into the category of beverages, carbohydrate foods and protein foods. Rice and eggs is the most common food for carbohydrate foods and protein foods that the climbers usually brought. These combination of foods could maintain their stamina during the activity. But the negative side from these food is, it easy to be rotten and broken and also heavy to carry and difficult to serve.

Most of climbers want a fast food products which is more practice to solve their problem. Currently , new product of Hen's Instant Omelette is able to offer convenience for mountaineers and travelers and will definetely solve their problem. Hen's Instant Omelette is also intended for those who love the practicality and convenie nce in egg consumption.

Therefore, the scope of this study will be limited to the link age between lifestyle, product innovation and mix marketing to the purchasing decision. According to Méndez et al. (2013) lifestyle concept has been successfully used in the field of marketing communication to affect consumption patterns, thereby it's important to

understand about consumer behavior and the factors that influence their purchasing patterns to fulfill their needs.

Rahayu and Anggraini (2009) suggested that th e effect of product innovation on purchasing decisions have a positive influence on purchase decisions. According Ulus (2013) proved that the product, price, location, and the simultaneous promotion have a significant and positive effect on purchasing decisions.

All these things are important to investigate to observe the segmentations of users based on their lif estyle and observe the relationships between lifestyle, product innovation and mix marketing to purchasing decision which is currently unknown by the company. A further observation for all aspects which already mentioned above perceived need to be assessed for new product. So, it will be able to provide an information needed by the company to make and marketing the product right on target.

2. THEORETICAL FRAMEWORK

2.1. The relation between lifestyle on purchasing decisions

The study of consumer behavior, psychographics or lifestyle has become an accepted method of segmentation, particularly in the consumer market (BARRY; WEINSTEIN, 2009). One of the factors that determine the segmentation can be seen from the lifestyle.segmentation lifestyle focuses on relationship between the brand and the interest of customers in form of values that made based on the needs.

According to Méndez et al. (2013) lifestyle concept has been successfully used in the field of marketing communication to affect consumption patterns so it's important to understand consumer behavior and the factors that influence their purchasing patterns to meet the needs.

A good instrument is needed to measuring the people lifestyle. Which in this case was made by Haryanto (2005) in his research that in the literature review indicated that the three approaches to explore the lifestyle profiles is by analytical and synthesis approach, Value and Lifestyle (VALS), Activities, Interests and Opinions (AIO) approach.

According to another studies (KAYNAK; KARA, 2001) lifestyle is defined as a pattern of where people live and spend their time and money. The Importance

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models of VALS (Value and Lifestyle) and its relevance to consumer purchasing behavior has been explored by various researchers. Based on these studies can be said that the lifestyle influence on purchase decisions, so research approach VALS II of Stanford research institute (SRI) using 35 questions about your lifestyle.

2.2.   The relationship between product innovation to the purchasing decision

Product innovation is a new product based on the expectations of consumers. On the dynamic business environment it will have an impact on changing tastes and preferences of customers. These changes requires innovation and creativity of each organization in order to enhance existing products and develop new products in order to maintain the viability and profitability of the company (TJIPTONO, 2008).

Rahayu and Anggraini (2009) use five points to me asure product innovation :

1. The relative superiority is demonstrated excellence level of innovation to the existing products.

2. Compatibility is conformity degree of innovation with values and the experience of prospective customers.

3. Complexity is difficulty level of innovation to understand or to use.

4. Divisibility is the level of innovation can be tried gradually.

5. Communicability is a level of result proficiency of innovations that can be observe or explain to others.

Rahayu and Anggraini (2009) also explain that the effect of product innovation to purchasing decisions have a positive influence on purchase decisions. Supported by (ZHANG et al. 2009) explain that wherein, when consumer understands that the new products has more benefits, they tend to buy more and be able to maintain the position of products on market.

Based on these studies also concluded that the in fluence of product innovation to the purchase decision can be observed by five characteristics : relative advantage, compatibility, complexity, divisibility , and communicability.

2.3.   The relationship between the mix marketing to purchasing decision

The mix marketing of a company will affects the growth of company. Mix marketing consists of product, price, location, and promotions. A study done by

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(ULUS, 2013) proved that the product, price, location, and the simultaneous promotion hasignificant positive effect on purchasing decisions. Similarly, t he research done by (INSTITUTION, 2013) also concluded that mix marketing consists of: product, price, promotion, place, and service has a significant affect to consumer purchase decision in Bamara Restaurant, Surabaya.

Study about the influence of mix marketing to purchasing decision is also done by (NGUYEN et al. 2015) it confirms a significant positive relationship between the variables of mix marketing and consumer actual purchase of frozen foods which results spesifically indicate that the product is the most important factor which affecting consumer purchase decisions of frozen food followed by shopping convenience, ambience, competitive pricing, promotion and personnel.

There by, It support further research to be used as reference that mix marketing which consist of product, price, location and promotion affected consumer purchasing decisions.

3. METHODOLOGY

3.1. Study Approach

The scope of this study is regarding to users segment based on lifestyle analize by using factor analysis. Influence of lifestyle, product innovation and mix marketing to purchasing decision of Hen's Instant Omelette observed by structural Equation Modeling.

This study is limited to target consumer who has been attempting Hen's Instant Omelette product. Consumers who pastisipated in this study is centrally located throughout Indonesia. The study was conducted by online questionnaires filled directly by hen's instant omelette consumer.

3.2. Sample

The population used in this study is consumers who have purchased Hen's Instant Omelette. The sampling technique is done by using two methods. First, a non-probability sampling which samples were selected based on certain considerations and second, by using convenience sampling method which respondents were selected based on the ease to be included in this study. The di stribution of questionnaires conducted by online questionnaires.

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3.3. Study variables and measuring method

The variables used in the study consists of 4 variables derived from studies literature. The first variable used in the study was Lifestyles, using three variables derived from the three main variables that formed the grouping segments based on lifestyle by using 35 questions Value and Lifestyles II (VALS II) of Stanford research institute (SRI). The second variable product innovation drawn from the results of the study (RAHAYU; ANGGARINI, 2009) consists of the relative advantages (RA), compatibility (CMPY), complexity (CMPX), divisibility (DV), and communicability (CMNY). The third marketing mix variables are taken from the study (ULUS, 2013) consists of a product (PRD), price (PRS), place (PLC), and promotion (PRN). The fourth variable is the purchasing decision is taken on the results of the study (NUR, 2014) consisting of a purchase (Y1), recommendation (Y2), searching for information (Y3).

The scale used to assess each answer is Likert scale. Likert scale used in this study is a five-rank scale consists of five choices answer. Hovewer, this study only used 1-4 scale to avoid the grouping of median value. The use of Likert scale contained only rank without known of how many times a respondent feels better or worse than other respondents (NAZIR, 1998) due to this condition, this study also use Summated Rating Scale (SIMAMORA, 2004) to obtain quantitative result. This scale gives an opportunity to responden ts to express their feelings by their approval to a question (SAFITRI, 2014). Data collection is done by grouping the answer from the lowest level (1) to the higher level (4).

3.4. Data analysis

Data and information processed and analyzed qualitatively (descriptive) by using Statistical Product and Service Solutions (SPSS). Descriptive analysis was conducted to determine the characteristics of consumer from Hen's Instant Omelette product. To determine the segmentation of user analysis done by using factor analysis approach. The analysis of consumers' perceptions of product innovation, mix marketing, and lifestyle analized by Structural Equation Model (SEM).

4.   RESULTS AND DISCUSSION

4.1.   Consumer characteristic

Based on table 1 above, the cross tabulation between age and sex showed that the most dominant age of consumer is between 20-30 years old which consist of 74 female and 55 male categorized as young people category.

Tabel 1: Cross tabulation between age and sex

Age	Sex		Total
	Male	Female	
<20 years old	9	4	13
20-30 years old	55	74	129
30-40 years old	5	5	10
40-50 years old	3	5	8
Total	72	88	160

In addition, based on table 2 above the cross tabulation between age and income showed that consumers who has income more than Rp 5.000.000 isdominated by consumers who have age between 20 -30 years old and they're belong to middle to upper sociecy category.

Tabel 2: Cross tabulation between age and income

Age	Income (million in rupiahs)						Total
	<1	1- 2	2-3	3-4	4-5	>5	
<20 years old	4	9	0	0	0	0	13
20-30 years old	19	24	19	18	18	31	129
30-40 years old	1	1	1	2	1	4	10
40-50 years old	0	0	0	0	2	6	8
Total	24	34	20	20	21	41	160

Based on Table 3 shows the hobby is the most dominant Others with a total of 47 people and hobby Traveling as many as 34 people who are at the age of 20-30 years. So we can conclude that consumers Hen Instant Omelette are people who love the activity or outdoor activities such as trips and other activities.

Tabel 3: Cross tabulation between age and hobies

Usia	Hobies					Total
	Traveling	Sport	Reading	Cooking	Others	
<20 years old	2	4	1	3	3	13
20-30 years old	34	18	20	10	47	129
30-40 years old	3	2	0	1	4	10
40-50 years old	3	0	2	2	1	8
Total	42	24	23	16	55	160

4.2.   Validity testing results

Validity testing is needed to see whether the questionnaire is already proper to use or not. Tests done based on each dimension which each dimension added

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with total variable of tested variable. The value of r-count must be greater than r-table. Here is a summary of validity testing result table.

1. *Lifestyle Questionnaire Test Results*

Lifestyle questionnaire consisted of 35 questions taken from the Stanford Research Institute (RSI). These variables are used to observed the lifestyle of consumers. results showed that there are three variables (X10, X16, and X24) that are not valid. This happens cause of the r-count of X10 is counted of 0.106, X16 counted of -0.016, and X24 counted of -0.172 and it less than the r-table of 0.154. But another 32 variables is valid because r-count > r-table. Therefore, the third questions are not used for factor analysis and SEM analysis.

2. *Product Innovations Questionnaire Test Results*

Product innovation questionnaire consists of five dimensions, which each dimension consist of variables. Seen the results of validity testing then the whole question for product innovation questionnaire is valid with average value of r-count is 0.800 which is greater than r-table, thereby all of variables can be used.

3. *Mix Marketing Questionairre Test Results*

Mix marketing questionnaire consists of four dimensions, each dimensions consist of variables. Seen the results of validity testing then the whole question for mix marketing questionnaire is valid with average value of r-count is 0,782 which r-count > r-table of values, thereby, all of variables can be used.

4. *Purchase Decision Questionnaire Test Result*

Purchase decision questionnaire consists of only one dimension that has three variables. Y variable labeled as purchase decision as form of exogenous variables. Seen the results of validity testing then the whole question of mix marketing questionnaire is valid with average value of r-count is 0.837 which is greater than r-table. Thereby, all of variables can be used.

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4.3.   Reliability testing results

Reliability testing result of the whole question consists of 63 questions shows a reliable result because each has a reliability value greater than the alpha standard value of 0.7 so that the questionnaire is feasible to be used. Hair et al. (2006) suggested that coefficient of construct reliability which can be acceptable is worth at least 0.70 or more.

Tabel 4: Reliability testing result

Construct Variable	Counted alpha-value	Standard alpha-value	Explanation
Lifestyle Product innovation Mix marketing	0.8997	0.7	Reliabel

4.4.   Factor analysis of user segments based on lifestyle

This research will observe a segment of users based on consumer's lifestyle. The analysis used in this study is factor analysis that aims to summarize several variables into fewer or grouped by similarity. Based on the factors analysis test results showed that the value of Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO MSA) is 0.777. KMO MSA value of 0.5 - 0.1 indicates that the process is carried out factor analysis is appropriate and can be resumed. Lifestyle concept used in this study using eight dimensions of Value and Lifestyle (VALS), which consist of 8 segments. Factor analysis test result convergent to three user segments based on questions answered by 160 respondents, namely:

1. Modern Segment, is a group that motivated by practical things. They dared to spend a huge costs to try new things around them. This group is belong toestablished people, they are appreciate knowledge and have a high sense of responsibility. They are u sually well educated, and actively seeking information to assist the process of decision making. They continuosly update the information about national or international events and continues to seek the opportunities to expand their knowledge. They are like to do full - challenges activity and non- monotonous activity . The income of this segment is more than enough to buy a lot of things. This segment is also a practical consumer where they are looking for something that is durable, functional, and have more benefit. This segment is most potential target to develop a market because they are very appreciate new innovations and not sensitive to price.

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2. Classic segment, is a form of group which like to do something by their own instead of buying. They have a good lea dership and interest in mechanicalobjects. They express themselves and enjoy their life by building a house, raising children, repairing cars, cultivating plants, and has enough skill and energy to make their wishes fulfilled. Classic segment are practical people who have constru ctive skill and respect themselves. They live in traditional context of a family, work, and physical recreation, and not really interest with another things. However, this segment has the high curiosity to know about new objects or somethings. They are also interest in practical and functional things. therefore, they will buy something that is necessary and functional.

3. Trendy segment is an up-to-date group. They are predicted as young generation consumers, they have high confidence to consider themselves intellectually and have better skills than most people. As young generation consumer, they have a high sense of enthusiasm and impulsive, they are enthusiast with new things but also get bored quickly. They seek for variety of excitement, they like an extraordinary things. They spent most of their energy in places such as fitness Centre, outdoor activities, and social activities. This segment has a royal characteristic and spend most of their income on fashion, entertainment, and socializing. Their spending patterns reflect on somethings that look nice and cool. In accordance to (KURTZ; BOONE, 2010) VALS segments that have high resource, action-oriented, followers of fashion, and grown accustomed to using social media is the hallmark of the young generation (VALENTINE; POWER, 2013). Suggested that the young generation is dominated by generation Y.

4.5. Evaluation of structural models

The estimation results of goodness of fit testing by using chi-square test was concluded p-value of $0.02179 < 0.05$ so that H0 rejected and H1 accepted, which means the model is not goodness of fit. This happen due to the large, enough sample size and the number of lines that are formed on the model. Based on Nugraha (2016) chi-square value and probability also showed unfavorable because the chi -square value is very sensitive to sample size and indicators. Therefore, testing with only by chi-square are rarely performed (CARVALHO; CHIMA, 2014).

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Besides, SEM provides an alternative use of indicators of another goodness of fit. If there is one or more parameters that have been fit then declared the models is fit (NUGRAHA, 2016). RMSEA criteria produce of $0.028 \leq 0.08$ value, which means the models already goodness of fit. Another criterion of goodness of fit is GFI, NFI and CFI produce value of > 0.9, which means the models also had goodness of fit. Since the result of several indicators lead to the conclusion of goodness of fit then the hypothesis testing theory can be done.

Tabel 5: SEM model testing

Goodness-of-Fit	Cutt-off-Value	Result	Conclusion
X^2 - Chi-square	Expected to be small	448.39	defective
Significance	≥ 0.05	P = 0.02179	
RMSEA	≤ 0.08	0.031	goodness of fit
GFI	Near 1	0.96	goodness of fit
NFI	Near 1	1.00	goodness of fit
CFI	Near 1	1.00	goodness of fit

4.6. Hypothesis testing results and Impact

In sign ificance test (t-test) will seen t -count value that describes the influence between variables and indicators. Number with thicker color indicates t-test value which higher than another variables or indicators. This means that these variables have a greater influence to latent variables formation tested in the model. Variable that has the greater impact is the Product Innovation variables that can be viewed in Figure 1.

Based on Figure 1 showed the hypothesis testing result from model of this study. There are three hypotheses were tested in this study such as lifestyle, product innovation and mix marketing to purchasing decision. This stru ctural model is used to observe the cau se and effect between variables so that, the value of each endogenous and exogenous variables as a measure of the relationship between variables can be seen. The principle of decision making can be seen as follows:

• H0: If t-count $\leq$ t-table (1.96) then there is no significant effect

• H1: If t-count $\geq$ t-table (1.96) then there is a significant effect

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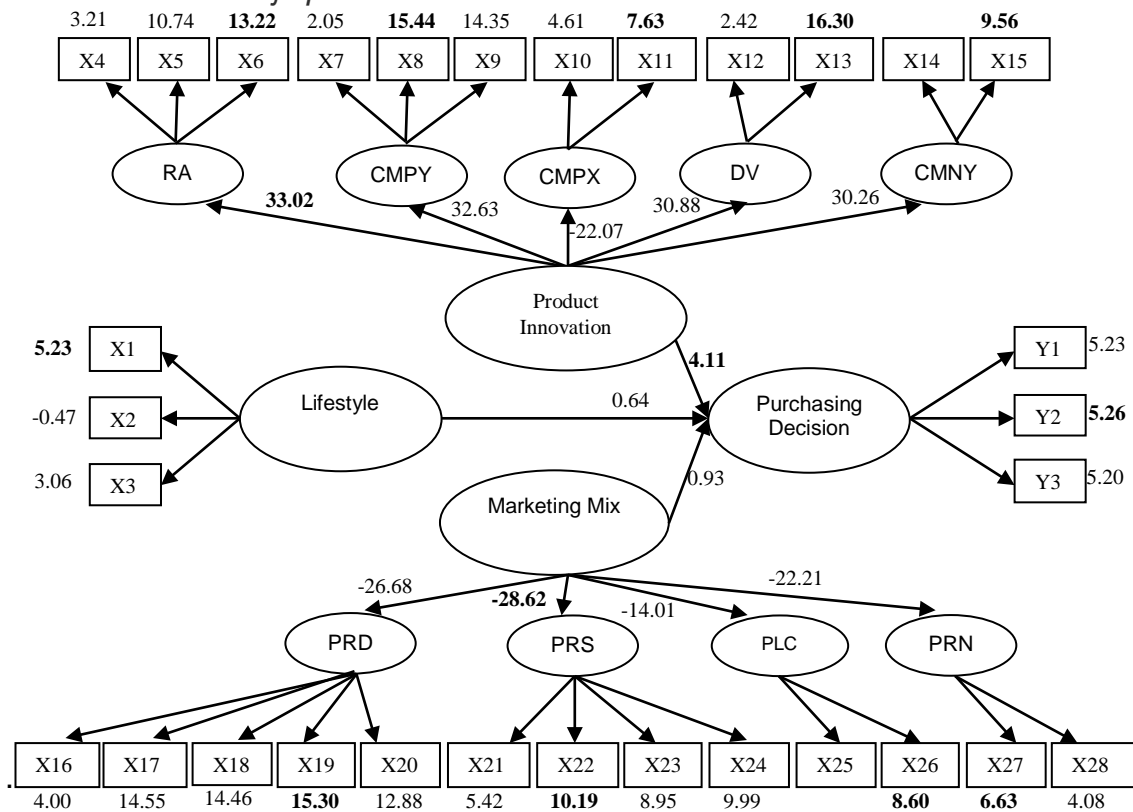
Figure 1: Significance test result (t-test)

Tabel 6: The estimation results of SEM regression models

Path	Estimate		S.E.	|t-count| > 1.96	Conclusion
	Direct	Indirect			
Lifestyle – Decision	0.270	-	0.420	0.64	Not significant
Innovation - Decision	1.040	-	0.250	4.11	Significant
Marketing Mix - Decision	0.260	-	0.280	0.93	Not significant

- **The relationship between lifestyle and purchasing decisions (H1)**

The results showed that the coefficient estimation of 0.270, which means the higher the lifestyle will have an inversely proposition of direct purchasing decisions and vice versa. These results indicate that the theory of hypothesis proposed by t-test value of 0.64 < t -table of 1.96, which means H0 accepted and it can be concluded that there is no positive influence of lifestyle to purchasing decisions.

Similar result also found by Qing et al. (2012) which explain, the lifestyle of three segments which consist of Risktaker, experience, and Traditional does not have significant influence to purchasing decisions of domestic fruit in China. I t can be happens as a result of purchase attitude of domestic fruit is still low in china. So that, it might have a similar impact to Hen's Instant Omelette product as the effect of low purchase attitude of consumers.

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- **The relationship between product innovation and purchasing decisions (H2)**

The results showed the coefficient estimation of 1.040, which means the higher the innovation will also increase the purchase decisions and vice versa. These results indicate that the theory of hypothesis proposed by t -count value of 4.11 > t-table of 1.96, which means that H0 rejected and can be concluded that there is a significant positive effect of innovation to purchase decisions. In accordance with (FRANK; MICHAEL, 2013) found that innovation has a positive influence and significant impact on consumer intentions to purchase a new product. So that the reputation of the company that continuously improve their product innovation to generate excitement and increase engagement with consumers will lead to new product sales performance and superior competitive advantage (HENARD; DACIN, 2010).

- **The relationship between mix marketing and purchasing decisions (H3)**

The results showed the coefficient estimation of 0.260, which means the higher the mix marketing mix will also increase the direct purchasing decisions and vice versa. These results indicate that the theory of hypothesis is proposed by t-test value of 0.28 < t -table 1.96 which means H0 is accepted it can be concluded that there is no positive effect of mix marketing to purchasing decision.

These results might be caused by the knowledge of consumers for such products still low and manufacturers are also not optimal for marketing the product. Supported by (FRANK; MICHAEL, 2013) that the knowledge of consumers towards new products has a positive influence to their purchase decision.

5. CONCLUSION

Based on the study that has been done, obtained some conclusions as follows :

1. Characteristics of respondents describe the diversi ty of respondent profile data, which in this case represents Hen's Instant Omelette market. dominant age ofconsumer is between 20-30 years old were dominated by female, besides followed by age between 20-30 years which has i ncome of more than Rp. 5,000,000 per month. The relationship between age and hobby

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showed that the most dominant hobby in age between 20-30 years old is non traveling. However, followed in second place was dominated by traveling, reading, sports and cooking hobbies.

2. The consumer segment of Hen's Instant Omelette based on lifestyles are divided into three groups. First, the modern group motivated and respected by the new ideas even though it need a lot of cost. Second, the clasic group is a form of group which like to do something by their own in stead of buying. The third, trendy group is a group that follows the current trends. They predicted as young generation of consumers, it can be seen that they have a high self confidence to consider themselves intellectually and have better skills than most people.

3. Based on SEM hypothesis result, hypotheses 1 stated that lifestyles has nodirect positive influence on purchase decisions, hypothesis 2 stated there is a direct positive influence on purchase decisions, and the hypothesis 3 stated the mix marketing has no direct positive influence on purchase decisions. So, as to be considered to increase product purchasing decisions is need to develop innovative products. The innovation products are made based on five dimensions, first priority is innovation of product compatibility such the conformity between quality and benefits, compliance with the price and the suitability of design to consumer demand. Next, it also need to seen from relative su periority and divisibility of products. Most dominant purchasing decisions is by recommending the product to others, so that the products will be well-known and can be accepted by consumers.

6. IMPLICATION

Based on the analysis, it can be formulate several considered managerial implications as follows :

1. The segmentation of Hen's Instant Omelette product consist of male and female with age between 20-30 years old who love traveling or outdoor activities with income above Rp. 5,000,000 and like the product innovation.

2. Hen's Instant Omelette target consumers is a group of teens and adults with high incomes and belong to the middle and upper society as well as love traveling, reading, sports and cooking.

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3. Hen's Instant Omelette product is an innovation product which offer a convenience in use and it shelf-life. Hen's Instant Omelette has no similar competitor so that product prices should be adjusted to the purchasing power of consumers and hopefully will be able to become the leader in omelette instant product market. Therefore, in need further development of innovative products according to customer needs.

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