

The Effect of Price and Lifestyle on the Decision to Purchase Imitation Products in Malang City

Lailatul Hikmah^{a*}, Wulan Dri Puspita^b, Shella Fitryah Anggraeni^c

^{a, b, c} Universitas Merdeka Malang, Indonesia

*e-mail: lailatul.hikmah@unmer.ac.id

ARTIKEL HISTORY

Submitted:

July 10, 2025

Revised:

March 04, 2026

Accepted:

March 29, 2026

Available Online:

March 31, 2026

***Correspondence Author**

Nama:

Lailatul Hikmah

e-mail:

lailatul.hikmah@unmer.ac.id

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh harga dan gaya hidup terhadap keputusan pembelian produk imitasi di Kota Malang. Metode yang digunakan adalah deskriptif kuantitatif untuk menggambarkan fenomena yang terjadi. Variabel independen dalam penelitian ini adalah harga dan gaya hidup, sedangkan variabel dependen adalah keputusan pembelian. Data dikumpulkan melalui kuesioner terbuka kepada 54 responden yang pernah membeli produk imitasi di Kota Malang, Jawa Timur. Teknik analisis data menggunakan regresi linear berganda dan uji hipotesis. Hasil penelitian menunjukkan bahwa harga berpengaruh negatif dan tidak signifikan terhadap keputusan pembelian, sedangkan gaya hidup berpengaruh positif dan signifikan. Hal ini menunjukkan bahwa gaya hidup menjadi faktor yang lebih dominan dibandingkan harga dalam mempengaruhi keputusan pembelian konsumen. Penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan teori perilaku konsumen serta menjadi acuan bagi pelaku bisnis dalam menyusun strategi pemasaran yang lebih efektif dan sesuai dengan preferensi konsumen.

Kata Kunci: harga; gaya hidup; keputusan pembelian

ABSTRACT

This study aims to analyze the influence of price and lifestyle on purchasing decisions of imitation products in Malang City. The method used is a quantitative descriptive approach to describe the existing phenomenon. The independent variables are price and lifestyle, while the dependent variable is purchasing decision. Data were collected through an open questionnaire distributed to 54 respondents who have purchased imitation products in Malang City, East Java. Data analysis was conducted using multiple linear regression and hypothesis testing. The results show that price has a negative and insignificant effect on purchasing decisions, while lifestyle has a positive and significant effect. This indicates that lifestyle is a more dominant factor than price in influencing consumer purchasing decisions. This study is expected to contribute to consumer behavior theory and provide practical insights for businesses in developing more effective marketing strategies aligned with consumer preferences.

Keywords: price; lifestyle; purchasing decision

INTRODUCTION

In this era of modernization, it will provide benefits to the fashion industry which is developing rapidly, one of which is shoe trends. Various shoe models from well-known brands have emerged, such as official and unofficial models. As the shoe trend develops, this can be seen by companies as a potential business opportunity that can influence the emergence of potential businesses that can influence the emergence of businesses that focus on the shoe imitation industry. The company has worked hard so that its products can be chosen by consumers as the final choice.

By creating an attractive design for consumers to make decisions about buying these shoes. The decision to consume this product is a reason to survive in competition. Purchasing decisions are the final choices made by consumers to fulfill their wants or needs. According to Tjiptono (2020), the consumer decision-making process involves a series of psychological and behavioral steps in which consumers recognize a need, search for information about possible solutions, evaluate available alternatives, and ultimately make a purchase decision. This process is essential in marketing because it highlights how consumers approach buying not only from a rational perspective but also based on perceptions, emotions, and prior experiences. Atnawati & Widiastini (2021) supports this view by explaining that the decision-making process does not occur in isolation; rather, it is shaped by various internal factors such as motivation, attitudes, and personal preferences, as well as external influences like social environment, marketing messages, and cultural norms. She further emphasizes that after the purchase, consumers engage in post-purchase evaluation, where they assess whether the product or service met their expectations. If satisfied, the experience may lead to brand loyalty; if not, it may result in negative word-of-mouth or brand switching. Understanding this complex process is crucial for businesses, as it allows marketers to design more effective strategies that align with consumer behavior at each stage of the decision journey. Therefore, recognizing and responding to the psychological drivers behind consumer decisions can significantly enhance customer satisfaction and long-term business success.

According to Rantelina et al., (2023), lifestyle is influenced by external factors such as socio- economic status and environmental conditions. These factors shape individuals' consumption patterns, preferences, and overall behavior in daily life. Socio-economic status determines one's access to resources, education, and lifestyle choices, while environmental factors such as urbanization, technological advancement, and cultural surroundings affect how people live, interact, and make decisions. Purwati et al., (2023), further emphasize that lifestyle is not only a reflection of personal values and habits but also a result of ongoing adaptation to one's social and physical environment. As modern society becomes more dynamic and interconnected, external influences play an increasingly critical role in shaping how individuals express themselves through their lifestyles. For example, individuals in higher-income brackets may prioritize convenience and premium experiences, while those in lower- income groups may focus more on practicality and necessity. Therefore, understanding lifestyle as a product of both socio-economic and environmental influences is essential for businesses and policymakers aiming to meet the needs of diverse consumer segments.

Imitation can be done by imitating the design, creating generic products at a lower price, and making some improvements to the previous product. This strategy is commonly used by companies that aim to enter a competitive market without incurring high research and development costs. By replicating existing successful products, businesses can reduce innovation risks while still appealing to consumers who are price-sensitive or seeking alternatives. Moreover, imitation does not always imply a lack of originality; it can involve strategic modifications that improve upon the original, such as enhanced features, better usability, or more eco-friendly materials. According to Kotler & Keller (2016), imitation can be a legitimate competitive strategy when it adds value to the consumer and differentiates the product in meaningful ways. Therefore, when done ethically and within legal boundaries, imitation can be a practical approach to gaining market share and responding to evolving consumer demands.

Therefore, it can be concluded that the higher a person's self-awareness, the greater the influence on the decision to buy imitation goods. Individuals with higher self-awareness tend to make more deliberate and conscious decisions, including in their consumption behavior. They may be more influenced by personal values, social perception, and their desire to project a certain image to others. As a result, such individuals might choose imitation goods either to maintain a particular lifestyle image without paying premium prices or to align with trends observed in their social circles. Additionally, self-aware consumers are often more reflective about how their purchases affect their identity and social standing, which can increase their likelihood of choosing imitation products that closely resemble luxury brands. This suggests that self-awareness is not only a psychological trait but also a significant factor that shapes consumer preferences, particularly in markets where brand symbolism and social influence are strong.

Based on the results of data analysis and hypothesis testing, this research concludes that price and lifestyle factors together influence the decision to purchase imitation goods in Malang City. The combination of these two factors can provide a more comprehensive understanding of consumer behavior, therefore a marketing strategy that integrates price and lifestyle aspects can be an effective approach to increasing product competitiveness in the market. These conclusions can serve as a guide for entrepreneurs to optimize their marketing strategies and respond more appropriately to consumer needs and preferences.

Apart from that, lifestyle has also been proven to have a significant influence on the decision to purchase imitation branded shoes in the city of Malang. This shows that consumer preferences are not only influenced by functional factors such as price, but also by lifestyle factors reflected in the product. Therefore, manufacturers and traders of imitation branded shoes should pay attention to consumer lifestyle trends in Malang City to increase the attractiveness of their products.

This study addresses an existing research gap related to the limited attention given to product quality, business ethics, and the influence of social media in the context of counterfeit footwear within the rapidly growing fashion industry. These factors are important in shaping consumer purchasing decisions, yet remain underexplored, particularly at the local level. Building on this gap, the study emphasizes the role of price and lifestyle as key determinants of purchasing decisions. Price is associated with affordability and perceived value, while lifestyle reflects consumer behavior patterns and social identity. Accordingly, this study proposes that price and lifestyle influence purchasing decisions, with lifestyle expected to have a stronger impact. The novelty of this research lies in its focus on local consumer preferences in Malang City, particularly through an analysis of educational marketing strategies for local and counterfeit products, as well as the role of ethical awareness in shaping purchasing decisions. This approach provides a more comprehensive understanding of consumer behavior and offers a basis for developing marketing strategies that are more relevant to local market conditions.

The aim of this research is to understand and analyze the influence of price (X1) and lifestyle (X2) on the purchasing decision variable (Y) for imitation products in Malang City. This research aims to provide insight into the factors that influence consumer preferences for imitation products in the city market. Reason this research was carried out because of market understanding. This research was conducted to better understand consumer behavior in Malang City regarding purchasing imitation goods. By understanding the factors that influence purchasing decisions, entrepreneurs can optimize marketing and pricing strategies. This can include price adjustments, product development that suits consumer lifestyles and appropriate promotions. By developing more relevant products, the aim of this research is also to help companies develop products that are more in line with consumer preferences in Malang City. By understanding the factors that consumers consider important, companies can produce more attractive and relevant products. Therefore, this research not only provides insight into consumer preferences in Malang City but also provides a basic reference or strategic decision-making tool for entrepreneurs who want to market imitation products in the area.

LITERATURE REVIEW

Definition of Marketing

Marketing is an activity carried out by a company or organization to achieve its goals. Success in achieving these goals depends on the company's expertise in marketing, manufacturing and other fields that support these goals. Marketing aims to direct and coordinate the company's activities, meeting the needs of users for goods and services. In addition, marketing is an important factor in generating profits, because without effective marketing support, the chances of success in providing goods and services are very small (Mashudy & Surianto, 2024).

According to the American Marketing Association (AMA), marketing is the process of planning and executing the design, pricing, promotion, and distribution of ideas, goods and services to create responsive exchanges according to individual and organizational goals. Marketing is the process of creating, distributing, promoting, and pricing goods, services, and ideas to facilitate satisfying exchange relationships with customers and build and maintain positive relationships with stakeholders in a dynamic environment (Wahyuningtyas & Prijati, 2021). From the definition above, marketing management can be explained as a process that includes planning, distribution and promotion of a company's products and services to meet the wants and needs of consumers. To create an effective marketing strategy, companies must pay attention to the marketing mix concept.

According to Aini et al., (2022), the marketing mix is composed of four main elements known as the 4Ps, namely product, price, place, and promotion, which together function as strategic tools used by organizations to achieve their marketing objectives. The product element refers to any offering made available to the market in the form of goods, services, ideas, or experiences that is designed to attract consumer attention and be purchased, used, or consumed in order to satisfy specific needs or desires. Products provide value to consumers and represent the core benefit sought in an exchange between producers and the market, whether they are tangible items such as physical goods or intangible offerings such as services, information, or digital content. Price reflects the amount of money charged for a product or the value that consumers are willing to sacrifice in exchange for the benefits obtained from owning or using the product, and it plays a crucial role in shaping consumer perceptions and purchase decisions. Place, also known as the distribution channel, encompasses the set of business activities that ensure products are delivered efficiently from producers to consumers, and decisions related to distribution channels directly influence other marketing decisions, including pricing strategies and promotional efforts. Promotion refers to communication activities aimed at informing, persuading, and reminding consumers about the advantages and value of a product, and it is a key factor in influencing consumer behavior and determining the overall success of a marketing program.

According to Zulkarnaen (2023), price is the monetary value that must be paid in exchange for goods or services, reflecting the agreement between the seller and the buyer. In other words, price represents the value of an item as determined by the seller (Satdiah et al., 2023). Price plays a crucial role in influencing consumer purchasing decisions, as it often serves as an indicator of product quality, perceived value, and affordability. For many consumers, price is one of the most important considerations when evaluating alternatives in the market. A product that is priced too high may be perceived as exclusive but unaffordable, while a product priced too low might raise doubts about its quality. Therefore, setting the right price is a strategic decision for businesses, as it not only affects revenue but also shapes consumer perception, brand positioning, and market competitiveness.

According to Kotler & Armstrong (2021), pricing strategies can be broadly classified into three main approaches: consumer value-based pricing, cost-based pricing, and competition-based pricing. Consumer value-based pricing focuses on the buyer's perception of value as the primary basis for determining prices, meaning that prices are set according to how much value consumers believe a product provides rather than solely on production costs. This approach includes pricing based on the perceived value of a product as well as pricing that reflects additional value created through product features, services, or brand image. Cost-based pricing, on the other hand, determines prices by calculating the total costs incurred in producing, distributing, and selling a product and adding a reasonable margin to compensate for the company's efforts and risks. Meanwhile, competition-based pricing involves setting prices by considering competitors' pricing strategies, cost structures, and market supply conditions. Pricing plays a crucial role in the provision of goods and services and has significant economic implications both for the market and within the firm. As emphasized by Setyaningsih (2021), pricing decisions are made to achieve several key objectives, including increasing market share by offering competitive prices combined with acceptable quality, maximizing profits through optimal price levels, maintaining consumer loyalty by ensuring prices align with perceived value, and sustaining competitiveness in the market by positioning prices appropriately relative to competitors.

According to Kotler & Armstrong (2021), price can be described through several key indicators that influence consumer perceptions and purchasing behavior. First, price is closely associated with product quality, as companies typically set prices that reflect the level of quality offered and that are considered acceptable by consumers. Second, pricing is aligned with the benefits received, meaning that firms determine prices based on the value and advantages consumers obtain from using or consuming a product. Third, price competitiveness refers to how a company's prices compare with those of competitors offering similar products in the market, which plays an important role in shaping consumer choice. In practice, consumers often rely on price as a signal of product quality, particularly when they face uncertainty and must make purchasing decisions among competing alternatives.

Lifestyle

According to Al Shabiyah (2019), lifestyle is the way a person lives their life, including the products they buy, how they use them, and what they think and feel after using the product or lifestyle which refers to the actual response to something, the purchase made by the consumer (Triadi et al., 2021). Lifestyle can also be defined as an individual's activities, interests and opinions which reflect his life patterns in the surrounding environment (Pratiwi & Patrikha 2021). Lifestyles develop because of desires, needs, and support.

Behaviorism believes that a behavior will be repeated if it brings satisfaction or pleasure and is not accompanied by any punishment.

Lifestyle is commonly conceptualized through two primary dimensions: demographic determinants and psychographics. Demographic factors, including education level, gender, age, and income, shape basic lifestyle patterns, while psychographics capture more complex behavioral and attitudinal aspects such as activities, interests, and opinions. The psychographic approach provides a holistic framework for understanding consumer characteristics and market segmentation, enabling more targeted marketing strategies. Consistent with this perspective, Kotler & Keller (2020), define lifestyle as an individual's pattern of living as reflected in activities, interests, and opinions, noting that shifts in lifestyle significantly influence consumers' preferences for product design and brand selection.

According to Kotler & Keller (2020), lifestyle is reflected through three main indicators: activity, preference, and opinion, which together provide a comprehensive understanding of consumer behavior. Activity refers to consumers' daily actions and patterns of behavior in their routines, consumption habits, and use of time. By examining these activities, businesses can gain valuable insights into how consumers interact with products and services, enabling firms to identify market needs and design strategies that align with their target segments. Preference, or interest, represents aspects that attract consumers' continuous attention, encompassing their interests, desires, and life priorities. These preferences play a critical role in shaping consumption choices and influencing purchasing decisions over time. Meanwhile, opinion reflects consumers' personal evaluations, beliefs, and viewpoints regarding products or services, which are formed through individual experiences and perceptions. Consumer opinions contribute to how products and brands are perceived in the market and significantly affect decision-making processes. Collectively, these three indicators form an integrated framework for analyzing lifestyle and its implications for marketing strategy and consumer behavior research.

Buying Decision

According to Swastha & Sawlani (2021), a purchasing decision represents a stage within the overall mental and physical processes experienced by consumers during the act of buying, occurring over a specific period of time and aimed at fulfilling particular needs. This decision-making process involves a sequence of cognitive evaluations, considerations, and judgments that guide consumers in selecting products or services. In addition to mental activities, purchasing decisions also include observable actions, such as choosing a product, determining the place of purchase, and completing the transaction. As noted by Juniarsih et al., (2023), purchasing decisions can therefore be understood as a series of structured steps taken by consumers, reflecting the integration of thought processes and physical actions that ultimately lead to consumption and satisfaction of needs.

According to Bafadhal et al., (2020), purchasing decisions refer to the choices made by consumers concerning what products to buy, the quantity to be purchased, and the method by which the purchase is carried out. This concept emphasizes that purchasing decisions are not limited to the final act of buying, but also involve prior considerations related to product selection, purchase volume, and purchasing procedures. As explained by Tua et al., (2022), these decisions reflect a structured process in which consumers evaluate alternatives and make choices based on their preferences, needs, and available resources. Consequently, purchasing decisions represent an important aspect of consumer behavior, as they directly influence consumption patterns and market outcomes.

According to Kotler & Armstrong (2021), purchasing decisions are determined by several important indicators that reflect consumers' evaluation and behavioral processes. One key indicator is product stability, which refers to consumers' perception of consistent product quality and performance; this stability provides assurance and encourages consumers to make purchase decisions based on reliable information. Another indicator is buying habit, which develops from repeated purchasing experiences and is often reinforced by recommendations or information provided by suppliers, making it a valuable reference in the decision-making process. In addition, recommendations from others play a significant role in influencing purchasing decisions, as information conveyed by peers, family members, or other consumers can increase interest and reduce perceived risk associated with a purchase. Furthermore, repurchase behavior represents an essential indicator in purchasing decisions, as it reflects consumer satisfaction and trust toward a product. The tendency to repurchase demonstrates that consumers perceive value in the product, making repurchases a critical aspect of long-term business sustainability.

According to Kotler & Armstrong (2021), the consumer purchase decision process consists of five sequential stages. The process begins with need recognition, in which consumers become aware of a problem or need triggered by internal or external stimuli, requiring marketers to identify conditions that stimulate such needs. This stage is followed by information search, where consumers actively seek information about products or services that may satisfy their needs. Next, during the evaluation of alternatives, consumers assess available options and develop preferences among brands, which may lead to an intention to purchase a preferred product. The purchase decision stage involves several sub-decisions, including brand choice, supplier selection, purchase timing, purchase quantity, and payment method. Finally, the process concludes with post-purchase evaluation, in which consumers experience varying levels of satisfaction or dissatisfaction, indicating that marketing activities extend beyond the point of purchase and continue throughout the post-consumption phase.

According to Karnawati & Santoso (2023), consumer product purchase decisions can be evaluated through several interrelated decision dimensions. The product type decision involves consumers' consideration of factors such as product quality, price, and reliability. Once a product type is selected, consumers evaluate the product form decision by assessing various forms or variations offered, choosing those that best match their needs and personal characteristics. Brand decision reflects consumers' commitment to a particular brand after being convinced of its value, which is often influenced by prior purchasing frequency and previous brand usage experience. In addition, the sales decision emphasizes the importance of distribution channels, as consumers tend to prefer products that are easily accessible, making distribution a critical concern for firms. Purchase time decision refers to consumers' consideration of when to buy a product, requiring companies to develop strategies that facilitate purchasing at any time. Finally, payment method decision plays a crucial role in reinforcing purchase intentions, as convenient and reliable transaction options enhance consumer confidence and prioritize product selection (Ningrum & Tumanggor, 2022).

RESEARCH METHODS

This study employs a quantitative explanatory approach to examine the relationship between price and lifestyle as independent variables and purchasing decisions as the dependent variable. The research was conducted in Malang City, East Java. The population of this study consists of consumers who have purchased imitation products, with a sample of 54 respondents selected using a purposive sampling technique, based on the criterion that respondents have experience purchasing imitation products in Malang City. Data were collected through a structured questionnaire.

Each variable was measured using indicators adapted from previous studies. Price was measured through affordability, price suitability, and price competitiveness. Lifestyle was measured through activities, interests, and opinions (AIO). Purchasing decision was measured through problem recognition, information search, evaluation of alternatives, and post-purchase behavior. All indicators were measured using a Likert scale (1–5). Data analysis was conducted using multiple linear regression analysis to test the effect of independent variables on the dependent variable. Hypothesis testing was carried out using the t-test for partial effects and the coefficient of determination (R^2) to assess the explanatory power of the model.

RESULTS AND DISCUSSION

Respondent description

Respondent's age

A general description of consumers who purchase imitation shoes products based on age at the time of sampling is as follows:

Table 1. Respondents by age

Age	Amount	Percentage
19	1	2%
20	14	28%
21	32	64%
22	1	2%
23	1	2%
24	1	2%
27	1	2%
50	1	2%
Amount	54	100%

Source: Primary data, 2025

From the table above, it can be seen that the most dominant decision to purchase imitation products in Malang City were 32 respondents aged 21 years old.

Respondent's gender

Table 2. Respondents by gender

Gender	Amount	Percentage
Man	11	20%
Woman	43	80%
Total	54	100%

Source: Primary data, 2025

From the table above, it can be seen that the most dominant people making decisions to purchase imitation products in Malang City are 43 women.

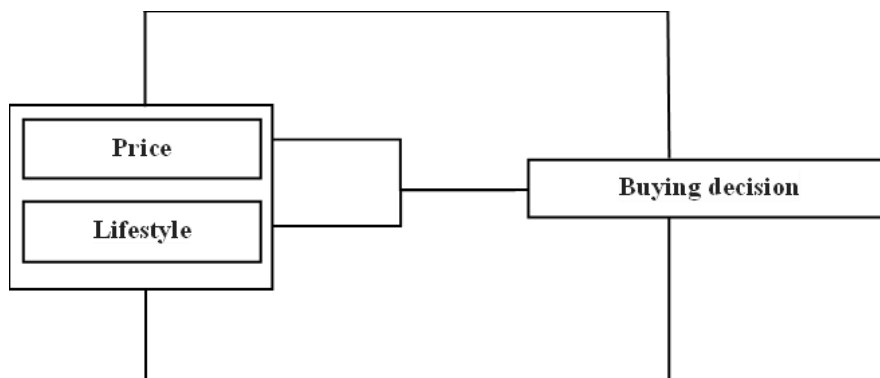


Figure 1. Conceptual Framework

Source: Primary data, 2025

Respondent's occupation

Table 3. Respondent's occupation

Work	Amount
Student	48
Government employees	1
Private employees	4
Businessman	1
TOTAL	54

Source: Primary data, 2025

From the table above, it can be seen that the most dominant decisions makers to purchase imitation products in Malang City are 48 students.

Validity and Reliability Test

Validity test

The significance level for the two-way test is 0.05 $df = (n-2)$ = number of respondents 54 ($54 - 2$) with a validity value of $df = 52 = 0.2681$.

Price (X1): The result of validity calculations on the price scale from 5 items, it was found that all 5 items were valid. The correlation coefficient for valid items moves from 0.594 to 0.769.

Lifestyle (X2): The result of validity calculations on the lifestyle scale from 6 items showed that 5 items were valid, while it was found that 1 item was invalid. The correlation coefficient moves from 0.197 to 0.740.

Purchase Decision (Y): The result of calculating the validity of the purchase decision scale from 9 items, it was found all 9 items were valid. The correlation coefficient moves from 0.468 to 0.836.

Reliability test

Reliability testing use the Alpha Cronbach formula assisted by SPSS for Windows. Meanwhile, the reliability coefficient ranges from 0.00 to 1.00. Provided that the higher the coefficient value is close to 1.000 the higher the reliability. In this research the reliability of the formulas and its calculations uses the reliability criteria by Sugiono (2016), with the following criteria:

Table 4. Reliability

Reliability Coefficient	Criteria
0.00-0.199	Not Reliable
0.20-0.399	Less Reliable
0.40-0.599	Quite Reliable
0.60-0.799	Reliable
0.80-1,000	Very Reliable

Source: Primary data, 2025

Research Scale Reliability Test Result

The result of the reliability test show that the price research scale has an interval value 0.848 so it included in the very reliable criteria. On the lifestyle scale, it gets a value of 0.753 so it included in the reliable criteria, and on the purchase decision scale the value obtained in 0.914 which is included in the very reliable criteria. So, the conclusion is that the three scales have reliable reliability and can used for research.

Multiple linear regression test

Table 5. Multiple Regression Test

Model	Var.	Unstandardized Coefficients		Standardized Coefficients	Q	Sig
		B	Std. Error	Beta		
(Constant)		1,921	2,623		0.733	0.467
Price	Price	0.104	0.233	0.062	0.448	0.656
Lifestyle	Lifestyle	1,316	0.236	0.766	5,576	0,000
Dependent Variable		Buying decision				
R		0.817				
R2		0.668				
R2Adjusted		0.655				
F-count		51,261				
Line Equations		$Y = a + b_1X_1 + b_2X_2 + e$				
Results		$Y = a + 1.921 + 0.467X_1 + 0.656X_2 + e$				

Source: Primary data, 2025

DISCUSSION

Based on the results of the multiple linear regression analysis, the regression model in this study is expressed as: $Y = 1.921 + 0.104X_1 + 1.316X_2 + e$, where purchasing decision (Y) is influenced by price (X_1) and lifestyle (X_2) at a significance level of $\alpha = 5\%$ (0.05). The constant value of 1.921 indicates that when the variables of price and lifestyle are assumed to be constant, the purchasing decision score is 1.921. This suggests that there are other factors outside the model that may also influence purchasing decisions. The regression coefficient for price (X_1) is 0.104, indicating a positive but weak relationship with purchasing decisions. However, based on the results of the t-test, the significance value of price is greater than 0.05 ($p > 0.05$), indicating that price does not have a statistically significant effect on purchasing decisions. Thus, H1 is rejected. Meanwhile, the regression coefficient for lifestyle (X_2) is 1.316, indicating a strong and positive influence on purchasing decisions. The results of the t-test show that the significance value of lifestyle is less than 0.05 ($p < 0.05$), meaning that lifestyle has a positive and statistically significant effect on purchasing decisions. Therefore, H2 is accepted. These findings indicate that lifestyle is the most dominant factor influencing purchasing decisions for imitation products in Malang City, while price plays a relatively minor role.

Effect of Price (X_1) on Purchasing Decisions (H1)

The results indicate that price has a positive but insignificant effect on purchasing decisions, suggesting that price is not the primary determinant in consumers' decisions to purchase imitation products. This finding is consistent with Kotler & Keller (2020), who argue that consumers do not always base their decisions on price when symbolic value and perceived suitability are more salient. In line with consumer behavior theory, Schiffman (2019), explain that when products are perceived as low risk and frequently purchased, consumers tend to rely less on price considerations. Empirical evidence from Pratama et al., (2021), also confirms that price sensitivity is relatively low in imitation product markets. Therefore, H1 is rejected.

Effect of Lifestyle (X_2) on Purchasing Decisions (H2)

The findings demonstrate that lifestyle has a positive and significant effect on purchasing decisions, indicating that consumers with stronger lifestyle orientation are more likely to purchase imitation products. This result supports the theoretical perspective of Kotler & Keller (2020), who emphasize that lifestyle, reflected in activities, interests, and opinions, shapes consumer preferences and consumption patterns.

Solomon (2018), further argues that consumption serves as a symbolic means through which individuals express identity and social affiliation. Consistent with these theories, Nugroho & Sari (2020), found that lifestyle significantly influences purchasing decisions in fashion-related markets. Thus, H2 is accepted.

Joint Effect of Price (X1) and Lifestyle (X2) on Purchasing Decisions (H3)

The results show that price and lifestyle jointly influence purchasing decisions, although lifestyle plays a more dominant role. This finding aligns with the integrated consumer decision-making framework proposed by Schiffman et al., (2019), which highlights the interaction between rational evaluation and symbolic considerations in shaping purchase behavior. While price contributes to perceived value and purchase justification, lifestyle more strongly influences emotional attachment and preference formation (Kotler & Armstrong, 2021). Therefore, H3 is supported.

Dominant Effect of Lifestyle on Purchasing Decisions (H4)

Lifestyle is identified as the dominant factor influencing purchasing decisions compared to price. This condition can be understood in the context of Malang City, which is characterized by a large proportion of young consumers, particularly students, who are highly exposed to fashion trends and social influences. In such a context, consumers tend to prioritize self-expression, trend alignment, and social identity over purely economic considerations. In addition, the increasing influence of social media and peer environments in Malang encourages consumers to follow current trends, including the consumption of imitation products that reflect their desired lifestyle. This explains why lifestyle has a stronger influence than price in this study. This finding reinforces Solomon (2018), who states that modern consumers increasingly prioritize products that reflect their lifestyle and identity rather than purely functional or economic attributes. Kotler & Keller (2020), similarly emphasize that lifestyle-based segmentation provides deeper insight into consumer behavior than demographic or price-based segmentation alone. Consequently, the dominance of lifestyle in this study supports the acceptance of H4.

Overall Contribution

Overall, the findings indicate that purchasing decisions for imitation products are influenced more strongly by lifestyle than by price. By integrating empirical results with established consumer behavior theories (Kotler & Keller, 2020; Schiffman et al., 2019; Solomon, 2018) and supported by prior empirical evidence (Nugroho & Sari, 2020; Pratama et al., 2021), this study contributes to the marketing literature by highlighting the central role of lifestyle in shaping purchasing behavior, particularly within the local context of Malang City.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of validity and reliability testing, the research instrument is generally valid and reliable. Although one item on the lifestyle variable (X2) was found to be invalid, the overall instrument meets the validity criteria at a significance level of 0.05. The price variable (X1) and purchasing decision variable (Y) show good validity across all items. In terms of reliability, all variables demonstrate high reliability, with Cronbach's Alpha values of 0.848 (price), 0.753 (lifestyle), and 0.914 (purchasing decision), indicating that the instrument is suitable for research use. Furthermore, the results of the regression analysis show that price (X1) has a positive but not significant effect on purchasing decisions (Y), while lifestyle (X2) has a positive and significant effect. This indicates that lifestyle is the most dominant factor influencing purchasing decisions. Therefore, purchasing decisions for imitation products in Malang City are influenced more strongly by lifestyle than by price.

Based on the research findings, several recommendations are proposed for practical application, instrument development, and future research. First, in terms of instrument development, it is necessary to improve the lifestyle scale (X2) by revising or replacing the invalid item to enhance overall validity. The revision process should involve re-evaluating the wording of the item to ensure clarity, relevance, and alignment with the theoretical dimensions of lifestyle, such as activities, interests, and opinions (AIO). After revision, a pilot test should be conducted to assess whether the modified items meet validity and reliability standards. In addition, involving academic experts or practitioners in the validation process is recommended to strengthen content validity. Continuous refinement of the instrument based on updated literature will also help ensure that the measurement remains accurate and relevant to current consumer behavior trends.

Second, from a practical perspective, companies should not rely solely on price as the main determinant of purchasing decisions, as the findings show that price has a positive but insignificant effect. Instead, businesses are encouraged to adopt a value-based pricing approach by emphasizing the overall benefits received by consumers. This includes improving product quality, strengthening brand image, enhancing service quality, and ensuring that products align with consumers' lifestyle and identity. Marketing strategies should also focus on lifestyle-driven aspects, such as following current trends, leveraging social media influence, and creating products that reflect consumers' self-expression. By doing so, companies can build stronger emotional connections with consumers and increase purchasing intentions, even when competing in markets with similar price levels.

Third, for future research, it is recommended to increase the sample size ($N > 54$) to improve the accuracy, representativeness, and generalizability of the findings. A larger sample will provide more robust statistical results and reduce potential bias. Future researchers are also encouraged to expand the scope of variables by including factors such as product quality, social media influence, and ethical awareness, which may provide a more comprehensive explanation of purchasing behavior. In addition, the use of alternative analytical methods, such as structural equation modeling (SEM) or path analysis, can be considered to better capture complex relationships between variables. Expanding the research to different cities or demographic segments will also allow for comparative analysis and deeper insights into consumer behavior across different contexts.

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