

EFFECT OF BRAND IDENTITY AND LIFESTYLE ON PURCHASING DECISIONS WITH EXPERIENTIAL BUYING AS MODERATING IN BABY BOOMERS IN MEDAN CITY RESTAURANTS

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Abstract

Many businesspeople have benefited financially from this culinary industry. However, many people in the culinary industry have failed financially due of poor marketing tactics and subpar customer service. It implies that a culinary company's ability to outperform the competition depends on the adoption of an effective marketing plan and strong consumer interactions. The purpose of this study is to ascertain how brand identity and lifestyle affect purchasing decisions that are tempered by experience shopping. Slovin sampling was used to perform this study on all restaurant patrons in Medan City. Modified regression analysis is used for the analysis. Purchase decisions are unaffected by brand identity. Purchase decisions are impacted by a person's lifestyle. The impact of brand identity on purchase decisions might be tempered through experiential buying. Experiential purchasing is unable to mitigate the impact of lifestyle on purchasing choices. At eateries in Medan City, Babyboomers' purchase decisions are influenced by both brand identity and lifestyle. At eateries in Medan City, experiential buying can reduce the simultaneous effect of brand identity and lifestyle on baby boomers' purchase decisions

Keywords: *Brand Identity, Lifestyle, Experiential Buying and Purchase Decision*

1. INTRODUCTION

One industry that is now expanding quickly and with a substantial growth potential is the food sector (culinary). This culinary industry has generated profits for several enterprises. As a growing nation, Indonesia undoubtedly experiences phenomena like these. Urban communities are forced to satisfy demands quickly and effectively because of their activities and bustle. This is also influenced by the plethora of new eateries and quick food outlets that are opening up, which means that urban populations are spending less time sourcing their dietary needs. Making changes through a lifestyle approach is therefore the tactic used to win the competition. A food firm might also benefit by developing a strong brand identity.

A brand, or what is often referred to as a brand, serves to set it apart from competing goods and services and to offer goods and services with various levels of pleasure. Keller, Kotler (2013). These components can take the shape of names, logos, and slogans that highlight the distinctiveness or distinctions between a firm and other businesses. Keller, Kotler (2013). Brand identity has a favorable and substantial impact on purchase decisions, according to Priyono's 2017 research. The study's findings, however, did not support Warsinah's (2018) research, which showed that brand identity had little influence on consumer choices.

According to Kotler and Keller (2016), a person's pattern of living in the world is manifested in their activities, interests, and opinions. A way of life that is constantly expanding, along with the entertainment venues that support it, including malls. Increasing the amount of socializing and gathering that folks engage in. According to Fauzi's research from 2020, lifestyle has a favorable and considerable impact on buying decisions. The study's findings, however, did not support Suharsono's (2016) research, which showed that lifestyle did not significantly influence purchase choices.

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Handoko and Dharmesta (2016) Experience is another aspect that might affect how someone observes themselves acting. Experience can be gained by one's prior actions or through learning, since experience can be gained through learning. According to Kusuma (2018), the impact of experience buying on purchasing decisions is greater than that of experimental buying, which, according to Chasanah et al (2018) research, has no influence on decisions to buy.

Purchase decisions, according to Romdonah (2015), are a decision-making process for making purchases that includes deciding what will be purchased or not, and the decision is made using data from prior actions. Meanwhile, Consumer behavior, which is the study of how people, groups, and organizations choose, acquire, use, and how products, services, ideas, or experiences meet their wants and desires, is what Kotler and Keller (2016) define as consumer purchasing decisions.

2. LITERATURE REVIEW

2.1 Brand

According to Tjiptono (2015), a brand is any name, word, sign, symbol, or design that is used to distinguish products or services from one seller or group of sellers and set them apart from rivals. A brand is defined by Kotler and Armstrong (2018) as "a name, word, sign, symbol, or design, or a combination of these, that identifies the creator or seller of a product or service."

2.2 Brand Identity

By incorporating practical advantages, emotional benefits, or Kotler Keller's self-expression into value propositions, brand identity will support the stability of connections between businesses and consumers (2013 261). In a nutshell, Smith (2011) argued that a brand's identity, which includes its logo, colors, and graphics, is its outward appearance. (Identity is the way a brand is presented; it's often referred to as narrative visuals; it consists of the logo, color, and graphics).

2.3 Lifestyle

Sumarwan (2014), "Lifestyle is frequently characterized by a person's hobbies, interests, and viewpoints (Activities, Interests, Opinions). The typical lifestyle of an individual is transient and subject to rapid change. A person could fast switch brands and models of clothing since they adapt to changes in his or her life ". According to Kotler and Keller (2016), a person's pattern of living in the world is manifested in their activities, interests, and opinions. defines a lifestyle. According to Kotler and Keller (2016), a person's pattern of living in the world is manifested in their activities, interests, and opinions. A person's lifestyle is how they are as a whole while engaging with their surroundings.

2.4 Experiential buying

Schmitt (2008) There are many different ways to define experience. One sort of experience defense relates to the past (i.e., knowledge and the accumulation of experience over time), whereas the other type pertains to ongoing perception, sensation, and direct observation. Handoko (2016) Experience is another aspect that might affect how someone observes themselves acting. Experience can be gained by one's prior actions or through learning, since experience can be gained through learning.

2.5 Purchase decision

"At the assessment stage, customers acquire preferences between brands in options and may even create the desire to buy the most favored brand," Kotler and Keller (2016) said. Kotler and Keller (2016:198) state that the buyer "develops preferences among the brands in the choice and may even create an intention to acquire the most desired brand" during the evaluation stage of the purchasing process. "Purchasing decisions are a decision process when buyers truly opt to acquire one of the items amid multiple alternative possibilities," claim Kotler and Armstrong (2014). Consumers go through a process while making purchases where they identify the issue, research potential solutions offered by various companies or items, then make a selection., which then leads to the decision to purchase Tjiptono (2014).



3. MATERIALS & METHODS

Associative research, which uses at least two related variables, is the type of research used in this study. Associative research, according to Sugiyono (2019), is a formulation of research topics that inquire into the connection between two or more variables. The study was done in Tip Top, Bandrek Sorbat, Fountain, Eskrim Ria, Massa Kok Tong, and Mie Ayam Mahmud restaurants in the city of Medan. The research period began in February 2022 and ran until July 2022. Baby Boomers who frequented Tip Top, Bandrek Sorbat, Fountain, Eskrim Ria, Massa Kok Tong, and Mie Ayam Mahmud made up the study's demographic. Utilize the Slovin formula to calculate the required number of samples for this investigation. According to Sugiyono (2014), a total of 99 Baby Boomers in Medan City who had made a purchase at the eateries Tiptop, Bandrek Sorbat, Fountain, Eskrim Ria, Massa Kok Tong, dan Mie Ayam Mahmud were the respondents in this study. employing moderate regression analysis as a method of analysis.

4. RESULT

4.1 T Test

The partial hypothesis test (T test) is used to determine whether or not the independent variable has a significant impact on the dependent variable separately or partially. Independent variables' impact the dependent variable independently or in part in this research (Ghozali, 2016). The partial test's findings (T test) are shown in the table below as follows:

Table 4.1 T Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.905	1.709		1.700	.092
X1	.086	.093	.084	.917	.361
X2	.320	.108	.340	2.956	.004
Z	.228	.073	.334	3.122	.002

a. Dependent Variable: Y

As a result of table 4.1 above, the following may be said:

1. The Brand Identity (X1) has no significant impact on the Purchase Decision, as indicated by the significance value of $0.361 > 0.05$. (Y).
2. The significance value of $0.004 < 0.05$ for lifestyle (X2) demonstrates that lifestyle (X2) significantly influences purchasing decisions (Y).

4.2 Coefficient of Determination

The coefficient of determination is used to gauge an independent variable's capacity to explain the dependent one. Ghozali (2016) advises researchers to utilize the adjusted R2 value when assessing the most effective regression model since the adjusted R2 might change depending on how many independent variables are included in the model. The findings of the coefficient of determination are shown as follows:

Table 4.2 R Square

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.670 ^a	.449	.432	1.63896

a. Predictors: (Constant), Z, X1, X2

b. Dependent Variable: Y

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In Table 4.2 above the coefficient of determination is obtained $R^2 = 0.449$ means the brand identity variable, lifestyle and experiential buying has an influence on purchasing decisions. The value of $R^2 = 0.449$ means that the purchasing decision is able to explain the brand identity, lifestyle and experiential buying by 44.9%, while the remaining 45.1% can be explained by other variables outside the scope of the study.

4.3 Moderating Regression Analysis (MRA)

The goal of this study is to determine if the moderating variable will make the association between the independent and dependent variables stronger or weaker. Utilizing a residual test in this investigation. The MRA test results are displayed below:

Table 4.3 The results of the experimental buying significance test in moderating the effect of brand identity on purchasing decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.500	2.394		6.058	.000
	X1	.658	.136	.440	4.827	.000

a. Dependent Variable: Z

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.730	1.472		4.572	.000
	Y	-.266	.084	-.305	-3.151	.002

a. Dependent Variable: abs_res1

Based on Table 4.3 above, the following residual moderation equation is obtained:

$$Z = 14,500 + 0,658 \text{BrandIdentity} + e$$

Based on Table 4.3 above, a coefficient value of -0.266 and a significance value of 0.002 are found for the buy decision variable, respectively. We find that the choice to buy has an impact on the residual's absolute worth. Therefore, it is possible to say that experiential buying can reduce the influence of brand identification on consumer decisions.

Table 4.4 The results of the experimental buying significance test in moderating the effect of brand identity on purchasing decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.922	2.195		2.242	.027
	X2	.963	.100	.700	9.641	.000

a. Dependent Variable: Z



Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.834	1.322		2.901	.005
	Y	-.131	.076	-.173	-1.733	.086

a. Dependent Variable: abs_res2

Based on Table 4.4 above, the following residual moderation equation is obtained

$$Z = 4,922 + 0,963 \text{lifestyle} + e$$

The purchase choice does not alter the absolute residual value, as shown by the coefficient value of -0.131 on the buy decision variable in Table 4.4 above and the significance value of 0.086, which is larger than 0.05. Therefore, experimental buying cannot offset the influence of a consumer's lifestyle on their purchase decisions.

Table 4.5 The results of the experimental buying significance test in moderating the influence of brand identity and lifestyle on purchasing decisions

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.160	2.348		1.772	.080
	X1	.119	.130	.080	.920	.360
	X2	.902	.120	.656	7.544	.000

a. Dependent Variable: Z

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.794	.903		4.203	.000
	Y	-.154	.052	-.289	-2.973	.004

a. Dependent Variable: ABS_RES3

Based on table 4.5 above, the following residual moderation equation is obtained:

$$Z = 4,160 + 0,119 \text{BrandIdentity} + 0,902 \text{lifestyle} + e$$

Based on Table 4.5 above, a coefficient value of -0.154 and a significance value of 0.004 are found for the buy decision variable, respectively. We find that the choice to buy has an impact on the residual's absolute worth. Therefore, it may be said that experimental shopping can reduce the impact of brand identification and lifestyle on purchase choices.

5. DISCUSSION

5.1 The effect of brand identity on purchasing decisions

It is concluded that the brand identity has no statistically significant impact on purchase decisions based on the partial findings of statistical testing where the significance value of 0.361 is larger than 0.05. The findings of this study concur with those of Warsinah's (2018) study, which concluded that brand identity had no bearing on consumer choices. However, they differ with those

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of Amelda's (2021) study, which found that brand identity does have an impact on consumer choices.

Making or developing an identity brand for a product is essential since it may motivate and influence customers to buy a product. With a strong brand identity and a distinguishing quality, purchase decisions will be positively and significantly influenced. Considering that it will help people recognize, recall, and perceive a product as having a brand identity. When creating and developing a product's brand identity, extreme care must be taken to ensure that the names and logos reflect the brand identity's personality.

5.2 The effect of lifestyle on purchasing decisions

It is concluded that lifestyle has a substantial impact on purchasing decisions based on the partial findings of statistical testing where the significance value of 0.004 is less than 0.05. The findings of this study support research by Fauzi (2020), according to which purchasing decisions are influenced by a person's way of life. The findings of this study, however, conflict with those of Fatimah's (2013) study, which found no relationship between lifestyle and shopping behavior.

A person's lifestyle in the world is shown by his or her activities, hobbies, and opinions. This implies that every improvement in lifestyle will enhance customer decision-making. People strive to follow fashion trends because of the more current developments that generate this. According to Kotler (2016), lifestyle describes the entire person who interacts with his environment, including interests, activities, and opinions that are more than just social classes than other personalities. This is evidence that lifestyle is one of the factors that influence purchase decisions. A person's lifestyle in the world is shown by his or her activities, hobbies, and opinions. This implies that every improvement in lifestyle will enhance customer decision-making. People strive to follow fashion trends because of the more current developments that generate this. People in the city of Medan have more contemporary lives; they may accept that going to restaurants is no longer a luxury requirement and can simplify their everyday tasks.

5.3 The effect of brand identity on purchasing decisions moderated experimental buying

The Moderated Regression Analysis (MRA) technique computation yielded a significance value of 0.002 < 0.05. According to this, the relationship between brand identification and purchase decisions is strengthened by respondents' perceptions of the experimental buying variable. According to the aforementioned assertion, experimental consumer buying at the renowned Medan restaurant is highly effective. This may enhance the influence of brand identity on consumer choices. Legendary eateries in the city of Medan may enhance purchase decisions with good experimental buying. Using brand identification to differentiate one product from another has various advantages, including, may influence consumers' thoughts, leave a lasting impression on them, and also have a strong brand identity that is intriguing and distinctive enough to entice them to buy the goods. In order to increase purchase decisions by influencing brand identification through experimental buying.

5.4 The influence of lifestyle on purchasing decisions moderated experimental buying

The Moderated Regression Analysis (MRA) technique computation yielded a significance value of 0.086 > 0.05. According to this, the relationship between lifestyle and purchasing decisions is not moderated by respondents' perceptions of the experimental purchase variable. Lifestyle is characterized as "as a way of life defined by how one spends their time (activities), what they value in their surroundings, and how they view both themselves and the outside world (opinions). Just one approach to categorize customers is by lifestyle. In general, lifestyle refers to how someone uses their time and money. A person's lifestyle can have an impact on their behavior, which in turn influences the products they choose to consume ". The choice of a restaurant in the city of Medan and customer buying decisions both heavily depend on lifestyle. A product's ability to uphold or further a certain lifestyle will drive customers to purchase it. With wise experimental shopping, lifestyle may be strengthened, which will lead to better purchasing choices.

5.5 The influence of brand identity and lifestyle on purchasing decisions

Based on the outcomes of statistical testing, a significance of 0.004 0.05 was determined. This demonstrates how brand identity and lifestyle collectively have an impact on purchasing decisions. The purchase choice will rise as the brand identity and lifestyle do, and vice versa. This shows that some respondents believed his pick of the restaurant was not exactly the correct one and regretted going there afterward since it did not meet their expectations. Therefore, the restaurant should update its logo to be more illustrative so that clients can comprehend the goods they provide, as well as more inviting so that clients feel at home when they dine or just hang out with friends. With effective experimental marketing, the power of brand identification, which may serve as a reminder for purchase decisions, can be strengthened.

5.6 The influence of brand identity and lifestyle on purchasing decisions moderated experimental buying

The Moderated Regression Analysis (MRA) technique computation yielded a significance value of 0.002 0.05. This claims that attitudes about the experimental purchase variable among respondents modify the relationship between lifestyle and purchasing choices. This shows that some respondents believed his pick of the restaurant was not exactly the correct one and regretted going there afterward since it did not meet their expectations. In order to boost the impression and positive experience of the restaurant, every aspect of it should be improved, including the service, cleanliness, ambience of the store, and taste of the goods they offer. Following the establishment of a strong brand identity in consumers' thoughts and the opulent lifestyle that Rstoran offers in Medan, the company can influence consumer behavior. This indicates that consumers' lifestyles in making decisions about what to buy at Medan City restaurants and their experiences being strengthened by experiential buying will increase because Baby Boomers' preferred lifestyles in Medan City restaurants will be more encouraged by their attitude, so consumers try to fulfill it by choosing to buy goods at the desired Medan restaurant.

6. CONCLUSION

According to the findings, the restaurant should create a unique logo that expresses its own personality without diluting the previous logo's shape, increasing its notoriety and enhancing the mood of the most recent shop. To improve the perception that consumers have of both restaurants, allow customers to visit with friends, maintain a feeling of warmth and affection, and keep it as high as possible. You can also add perfumes to the floor and in areas that are likely to get filthy or stinky. to boost sales.

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