

The Influences of Life Style Toward Customers' Behavior in Buying a Car Toyota New Yaris

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Abstract - The role of automotive industry, especially car industry plays an important role to support mobility of community in growing a country. This study aims to determine the probability of lifestyle in buying's behavior of Toyota New Yaris. Data were collected through questionnaires of respondents who bought and did not buy. The research design in collecting data named explanative. Binary logistic regression is used in analytical techniques. The results of the study explain that simultaneously lifestyle consisting of activity dimension, interest, and opinion has significant effect to buy Toyota New Yaris car. While, the individual test that dimension of activity does not have significant effect with probability value of 0.329 ($p > 0.05$), the dimension of interest significantly influence in buying's behavior of Toyota New Yaris with probability value of 0.010 ($p < 0.05$). While, opinion has no significant effect in buying's behavior of Toyota New Yaris with probability value equal to 0,154 ($p > 0,05$).

Keywords - Life Style; Customer's Behavior; Toyota New Yaris Andbinary Logistic Regression.

I. INTRODUCTION

Automotive industry grows up very fast, it holds important role in economically in each country. Transportation system like car has been growing up well and it holds important role in economics field, even in Indonesia. Thailand is in the first rank country in ASEAN that holds manufactory car industry, and Indonesia in second place. But, the measurement in marketing, Indonesia is the biggest market in car industry. Because Indonesia has big population (258 million people) and Indonesia has growing up the second grade, so it makes customers form tightly. Indonesia bent on and tried on becomes to the biggest automotive manufacture industry in ASEAN area. (<https://www.Indonesia-investements.com> taken on July, 12th, 2017).

The role of automotive industry, especially car industry plays an important role to support the mobility of society in building a country. In Indonesian people has a high enthusiasm for the car. Increased the car sale shows that people need for transportation, especially using car,

triggering business competition in the increasingly and competitive auto industry.

Toyota is one of automotive industry players in Indonesia that has grown in Indonesian society. Toyota New Yaris is one brand of Toyota car classified as hatchback. Car purchases are categorized in high engagement. Consumers in buying a car certainly has many considerations. Buying a car in addition to the needs factor is also influenced by lifestyle factors. Adequate income encourages a person to pay more attention to prestige, thus demanding a lifestyle to be noticed, so indirectly affect the lifestyle of a person who ultimately determines one's consumption patterns. The lifestyle of a society will be different from other societies, because the lifestyle of an individual and a particular group of people will move dynamically and quickly change, so that lifestyle variable is an important variable in the development of marketing strategy.

II. LITERATURE REVIEW

A. Life Style

Kaynak dan Kara (2001) in Banerjee et al (2015) states that lifestyles are defined as patterns in which people live and spend their time and money. While Peter dan Olson (1990) in Banerjee et al (2015) suggests that lifestyle is described as the way people conduct their lives including activities, interests and opinions. The activity, interest and opinion approach (AIO) is the most popular used for lifestyle segmentation. Activities are described as actions such as work, hobbies and others, while interest as a level of excitement in some objects, events or topics and opinions as a descriptive belief about oneself, social problems etc.

Berkowitz, Kerin, Hartley, Rudelius (2000) argue that lifestyle is a way of life that is identified by how people spend their time and resources, what they perceive as important in their environment (interest) and what they think about themselves in their own and the world around them (opinions), so that lifestyle consumer analysis has generated a lot of insight into consumer behavior. Assael (2001: 423) states that lifestyle variables are defined by how people spend their time (activities), what they perceive as important in their environment (interest) and what they think about themselves and the world around them). Lifestyle variables are also known as psychographic characteristics because their activities, interests, and opinions are psychologically measurable variables that can be measured. Psychographic is a method with quantitative approach to measure lifestyle so as to determine market segmentation.

The activity, interest, and opinion approach (AIO) is the most popular used for lifestyle segmentation, so this approach is used as an indicator in this study. The AIO (Activity, Interest, Opinion) component proposed by Reynold and Darden (2000) in Amanah, Harahap (2013) explains that activity is a real action such as watching a medium, shopping in a store or telling a neighbor about a new ministry. Interests such as objects, events or topics are levels of excitement that accompany special or continuous attention to it. While opinions are the oral or written answers that people give in response to the stimulus situation in which a kind of question is asked. Opinions are used to describe interpretations, expectations and evaluations such as beliefs about the intentions of others, anticipation in relation to future events.

B. Consumer Behavior

Simamora (2002) suggests consumer behavior from some experts, Engel et al (1995), which states that consumer

behavior is a direct action involved to obtain, consume and spend products and services including decision processes that precede and follow the action. While Loudon and Bitta (1988) argue that consumer behavior is a decision-making process that requires individual activity to evaluate, obtain, use or organize goods and services. While Kotler and Armstrong (1997) define consumer behavior as the behavior of end-consumer purchases, both individuals and households, who buy products for personal consumption.

From the above definitions can be concluded that consumer behavior includes observable behavior such as the amount spent, when, with whom, by whom and how purchased goods consumed, and includes variables that can not be observed as the value of value owned by consumers, personal needs, perceptions, how they evaluate alternatives and how they feel about the ownership and use of different products.

III. METHODOLOGY

The research used is quantitative research. The research design in collecting data is explanative research. Explanative research is a type of research that explains a sample generalization of its population or explains the relationship, the difference or the influence of one variable with another variable (Purwanto, Sulistyastuti, 2007). While the research method using survey research. Survey research is a study that collects data on a number of individuals who are considered representative of the population to obtain a certain number of values for a given number of variables (Slamet, 2006). Population and Sample of the study were respondents bought and did not buy Toyota New Yaris. The sampling method used is the central limit theme. Sampling method is nonprobability by using quota sampling. The analytical technique used binary logistic regression.

IV. RESULT AND DISCUSSION

A. Result

The results explain that Omnibus tests of model coefficients present simultaneous test of all variable coefficients in binary logistic regression. The chi-square value of 8,400 with df 3 and significance ($p = 0.038$) indicates that lifestyles consisting of dimensions of activity, interests and opinions have a significant effect on car buying behavior. So, decision to reject H_0 and accept H_a , this can be forwarded to individual testing. Omnibus tests results of model coefficients can be seen in table 1.1 as follows:

Tabel 1.1 Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	8,400	3	,038
	Block	8,400	3	,038
	Model	8,400	3	,038

Source: primer data proceed, 2018

B. Model Summary

Test of goodness of fit logit model explains the value of Nagelkerke R square equal to 0,0174, it means dimension of activity, interest and opinion in logit model able to explain

consumer behavior in buying car or not equal to 1,74%. This can be shown in table 1.2 as follows:

Tabel 1.2 Uji Goodness of fit

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	74,777(a)	,131	,174

Source: primer data proceed, 2018

Tabel 1.3 Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95,0% C.I. for EXP(B)	
		Lower	Upper	Lower	Upper	Lower	Upper	Lower	Upper
Step 1	A	-,178	,182	,952	1	,329	,837	,586	1,196
1(a)	M	,835	,324	6,617	1	,010	2,304	1,220	4,351
	O	-,382	,268	2,037	1	,154	,682	,404	1,153
	Constant	-2,781	2,097	1,759	1	,185	,062		

Source: primer data proceed, 2018

Based on logistics regress result in table 1.3 can be made logistics regress model as follow :

$$\ln\left(\frac{p_i}{1-p_i}\right) = -2,781 - 0,178 + 0,835 - 0,382$$

Table 1.3 above shows the results of the study that individual test using Wald Statistika from the dimensions of activity and opinion did not have a significant effect, while the dimension of interest has a significant effect in buying behavior of Toyota New Yaris. The activity dimension (X1) has a Wald value of 0.952 and a probability of 0.329 ($p > 0.05$), thus H0 is accepted and Ha is rejected, so this result states that no influence of activity influences in buying behavior of Toyota New Yaris. The interest dimension (X2) has a Wald value of 6.617 and a probability of 0.010 ($p < 0.05$), thus H0 is rejected and Ha is accepted which means there is an influence of interest affecting the buying behavior of the Toyota New Yaris. While the opinion dimension (X3) has a Wald value of 2.037 and a probability of 0.154 ($p > 0.05$), thus H0 is accepted and Ha is rejected, so this result states there is no influence of opinion in buying behavior of Toyota New Yaris.

The antilog value of coefficient B in Exp (B) column is odds ratio, Odds ratio of activity dimension (X1) is 0,837 meaning that if activity is high then ratio of consumer behavior possibilities in buying car higher than not buying

car equal to 0,837 times. The dimension of interest (X2) is 2,304 which means if interest is high then the ratio of possible consumer behavior in buying a car is higher than not buying a car of 2,304 times. While the dimension of opinion (X3) is 0.682 which means if the interest is high then the ratio of possible consumer behavior in buying a car higher than not buying a car of 0.682 times.

A. Discussion

This study explains that lifestyles significantly influence car buying behavior. Kotler (2012: 189) states that one's lifestyle is a lifestyle that is expressed in the activities, interests and opinions. Lifestyle describes the whole person who interacts with his environment. This study is relevant to Pratama findings (2013) that lifestyle is a very important variable and has a significant effect on purchasing decisions. This opinion is in line with research by Ariyanto (2016) that brand equity has a positive and significant impact on purchasing decisions, and the most dominant variable is the lifestyle variable.

Lifestyle characteristics have a big impact on buying behavior. When consumers choose a product or brand then the consumer can show the identity and actualize his lifestyle through the identification of the selected product or brand. While Wijayanti, Seminari (2015) suggests the opinion of Hawkin et al (1995) which states that one's

lifestyle influences the needs, behavior and buying behavior, while Assael (1992) states that lifestyle influences purchasing, changing habits, tastes and buying behavior. Lifestyle is a concept that represents the characteristics of the mode of life in society or within a particular community in society. Lifestyle increasingly become one of the important indicators to predict consumer behavior, so the lifestyle gradually and widely used by marketers to do market segmentation.

V. CONCLUSION

Based on the results in this research shows that lifestyle simultaneously significant effect on behavior of buying a Toyota New Yaris. But for the individual test states that the lifestyle of activity dimension has no significant influence, the dimension of interest has a significant influence, and the dimension of opinion has no significant effect on buying behavior of the car. The probability value of the activity dimension is 0.329, interest is 0.010, and opinion is 0.154.

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