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The Effect of Lifestyle and Impulsive Buying on Apple Smartphone Consumers' Purchase Decisions in Depok City

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Abstract

This study aims to examine and analyze the effects of lifestyle and impulsive buying, both partially and simultaneously, on the purchasing decisions of Apple smartphone consumers in Depok City. The urgency of this study arises from the limited research directly examining the relationship between lifestyle, impulsive buying, and purchasing decisions without incorporating mediating variables such as purchase intention, particularly among consumers in Depok City. This study employed an associative quantitative approach with a survey design. Data were collected through questionnaires distributed to 96 respondents who had previously purchased Apple smartphones and resided in Depok City. Respondents were selected using purposive sampling, while the sample size was determined using the Lemeshow formula. The collected data were analyzed using validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing (t-test and F-test) with the assistance of IBM SPSS Statistics version 26. The results revealed that lifestyle had a positive and significant effect on purchasing decisions, with a calculated t-value of 5.426, exceeding the critical t-value of 1.986, and a significance value of 0.000. Impulsive buying also had a positive and significant effect on purchasing decisions, with a calculated t-value of 8.971, exceeding the critical t-value of 1.986, and a significance value of 0.000. Simultaneously, lifestyle and impulsive buying had a positive and significant effect on purchasing decisions, with a calculated F-value of 263.973, exceeding the critical F-value of 3.09, and a significance value of 0.000. These two variables collectively explained 85.0% of the variance in purchasing decisions. These findings suggest that companies should maintain product innovation and a premium brand image while implementing marketing strategies that effectively encourage impulsive purchasing behavior among consumers.

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1. Introduction

The rapid development of digital technology has substantially transformed consumer behavior, particularly through the increasing integration of smartphones into everyday activities. Smartphones are no longer perceived merely as communication devices but have increasingly become products associated with consumers' lifestyles, preferences, and self-expression. This phenomenon is particularly evident in the premium smartphone market, where purchasing decisions may reflect not only functional considerations but also consumers' lifestyle orientation and perceptions of product attributes. Recent evidence from Indonesian iPhone consumers indicates that lifestyle can significantly influence purchasing decisions alongside product quality and product design (Amrin et al., 2025). Similarly, lifestyle and brand image have been shown to contribute to purchasing decisions among young iPhone consumers, indicating that premium smartphone purchases may involve both functional and lifestyle-related considerations (Mamosey et al., 2025).

The development of digital marketing has further intensified consumers' exposure to product information, advertisements, reviews, recommendations, and promotional content. Digital technologies enable companies to personalize marketing activities, improve consumer targeting, and analyze consumer preferences more effectively, thereby increasing opportunities for consumer engagement and purchase conversion (Syam,

2025). Social media has become particularly influential because consumers are continuously exposed to brand-related content, influencers, user-generated content, promotional messages, and rapidly changing consumption trends. Social media marketing activities have been shown to significantly influence consumers' emotional responses and online impulse-buying intentions (Safeer, 2024). Repeated exposure to viral trends and influencer-based content has also been associated with greater emotional attachment, impulse buying, and consumption as a form of social identity among Generation Z consumers (Rahmah & Tamamudin, 2026).

These developments indicate that smartphone purchasing decisions may not always result from extensive and deliberate evaluation. Consumers may respond spontaneously to attractive product designs, brand appeal, social trends, promotional stimuli, or emotionally engaging digital content. Such behavior is closely associated with impulse buying, in which purchasing occurs with limited prior planning and is strongly affected by immediate psychological and situational stimuli. Hedonic shopping value and positive emotional responses have been found to significantly increase consumers' tendency to engage in impulse buying (Hari, 2025). Shopping lifestyle and positive emotion have also been found to exert positive and significant effects on impulse buying among Indonesian consumers (Zein & Hadi, 2025). From a social-commerce perspective, impulsiveness can directly affect consumer choice because purchase decisions may be initiated immediately after consumers encounter attractive products or marketing stimuli while their attention and evaluation processes remain limited (Bernstein & Guo, 2025).

The relevance of lifestyle is particularly important in understanding premium smartphone consumption. Lifestyle represents patterns through which consumers allocate their time, interests, preferences, and consumption resources, thereby influencing the products and brands they consider compatible with their desired way of life. Lifestyle has been found to have a positive and significant influence on iPhone purchasing decisions and to mediate the effects of product quality and product design on purchasing decisions (Amrin et al., 2025). Lifestyle has also been reported to influence iPhone purchasing decisions among young consumers, further indicating that consumers may select smartphones that correspond with their consumption preferences and lifestyle orientations (Mamosey et al., 2025).

Nevertheless, previous findings regarding the relationship between lifestyle and iPhone purchasing decisions remain inconsistent. Several studies have identified a significant contribution of lifestyle to iPhone purchasing decisions (Amrin et al., 2025; Mamosey et al., 2025). In contrast, more recent evidence involving iPhone consumers in the Cilacap, Purbalingga, and Banyumas regions indicates that product quality, price, and brand image significantly influence purchasing decisions, whereas lifestyle and promotion do not have significant effects (Subagyo et al., 2026). This inconsistency suggests that the influence of lifestyle on iPhone purchasing decisions may vary according to consumer characteristics, geographic context, market conditions, and other behavioral variables included in the research model.

A similar development can be observed in the literature on impulse buying. Digital environments, positive emotional responses, hedonic consumption, and shopping lifestyle have increasingly been identified as important determinants of spontaneous purchasing behavior. Shopping lifestyle and positive emotion have been found to positively and significantly influence impulse buying (Zein & Hadi, 2025). Hedonic shopping value has also been shown to influence impulse buying through positive emotional responses (Hari, 2025). Furthermore, social media marketing can enhance emotional responses and online impulse-buying intentions (Safeer, 2024). Continuous exposure to digital trends and influencer-based content may also encourage impulsive consumption behavior, particularly among younger consumers who frequently interact with social media platforms (Rahmah & Tamamudin, 2026). These findings demonstrate that emotional, digital, and lifestyle-related factors have become increasingly relevant in explaining consumer decisions in contemporary markets.

However, recent iPhone-related studies in Indonesia have predominantly examined lifestyle together with variables such as product quality, product design, brand image, price, and social class (Amrin et al., 2025; Mamosey et al., 2025; Subagyo et al., 2026). Meanwhile, contemporary impulse-buying studies have largely focused on e-commerce, social commerce, fashion products, and digitally

mediated shopping environments (Bernstein & Guo, 2025; Hari, 2025; Safeer, 2024; Zein & Hadi, 2025). Consequently, there remains room for further investigation that simultaneously examines lifestyle and impulsive buying as direct predictors of Apple smartphone purchasing decisions, particularly within a specific urban consumer context such as Depok City. Such investigation is particularly relevant because previous empirical findings regarding the effect of lifestyle on smartphone purchasing decisions have not been entirely consistent across consumer groups and geographical settings.

Based on this research gap, the present study aims to examine and analyze the effects of lifestyle and impulsive buying, both partially and simultaneously, on Apple smartphone purchasing decisions among consumers in Depok City. This study employs a quantitative associative research design. Primary data are collected through questionnaires administered to 96 respondents who use Apple smartphones and reside in Depok City. The data are analyzed using instrument testing consisting of validity and reliability tests, classical assumption tests, multiple linear regression analysis, and hypothesis testing through the t-test and F-test. Through this approach, the study is expected to provide empirical evidence regarding the extent to which lifestyle orientation and impulsive purchasing tendencies contribute to consumers' decisions to purchase Apple smartphones.

Based on the theoretical framework and empirical findings discussed above, the following hypotheses are proposed:

H1: Lifestyle has a significant effect on Apple smartphone purchasing decisions among consumers in Depok City.

H2: Impulsive buying has a significant effect on Apple smartphone purchasing decisions among consumers in Depok City.

H3: Lifestyle and impulsive buying simultaneously have a significant effect on Apple smartphone purchasing decisions among consumers in Depok City.

2. Literature Review

2.1. Lifestyle

Lifestyle represents an individual's pattern of living as reflected in daily activities, interests, preferences, opinions, and consumption behavior. In consumer research, lifestyle provides an important basis for understanding how individuals allocate their time, attention, and financial resources and how these patterns subsequently influence their preferences for particular products or services. Lifestyle is therefore closely related to consumer identity because purchasing behavior may reflect not only functional needs but also personal interests, social orientation, and desired forms of self-expression. Empirical research indicates that lifestyle is an important determinant of consumer purchasing decisions and may influence how consumers evaluate products that correspond with their daily activities and preferences (Rahmatia et al., 2025; Saputra & Komaladewi, 2025).

A commonly applied psychographic approach to lifestyle is the Activities, Interests, and Opinions (AIO) framework. *Activities* describe how individuals spend their time through work, social interaction, recreation, shopping, and product usage; *interests* represent the degree of attention and importance individuals attach to particular products, trends, or areas of life; and *opinions* refer to consumers' views, evaluations, and attitudes toward products, brands, themselves, and their social environment. These dimensions provide a systematic framework for examining lifestyle because they capture behavioral, preferential, and evaluative aspects of everyday consumption. Recent empirical evidence has demonstrated that AIO dimensions can contribute to explaining variation in consumer decisions, supporting their relevance as indicators of lifestyle in consumer behavior studies (Djamaly et al., 2024).

Lifestyle does not operate independently of the consumer's environment but develops through the interaction of personal preferences, social relationships, economic conditions, technological practices, and consumption experiences. Social factors may even strengthen the relationship between lifestyle and purchasing decisions, suggesting that the products consumers select can simultaneously reflect individual preferences and the influence of their social environments (Saputra & Komaladewi, 2025). In digital consumption environments, lifestyle patterns have also been associated with spontaneous purchasing tendencies, particularly among consumers who frequently interact with social-commerce platforms and rapidly changing online trends (Retnaningrum et al., 2026). Accordingly, lifestyle in this study is conceptualized as an individual pattern of living reflected through activities, interests, and opinions that can shape

preferences and purchase decisions.

2.2. Impulsive Buying

Impulsive buying refers to purchasing behavior that occurs spontaneously and with limited prior planning or deliberation. Unlike extensively planned purchases, impulse purchases are generally characterized by an immediate urge to buy and relatively rapid movement from exposure to a product or marketing stimulus to the actual purchasing response. Contemporary research describes impulse buying as a multidimensional consumer behavior involving spontaneous purchasing tendencies, psychological mechanisms, and responses to various environmental stimuli (Lee et al., 2025; Maggon, 2025).

From a psychological perspective, impulsive buying involves both cognitive and affective components. The cognitive component is characterized by reduced planning, limited reflection, and less extensive evaluation of purchase consequences, whereas the affective component reflects emotional responses and urges that may arise before, during, or after a purchase. Consumers may therefore make impulsive purchases when emotional desire becomes more dominant than deliberate evaluation of alternatives and consequences (Qureshi et al., 2025).

Impulsive buying can be stimulated by both internal and external factors. Internal factors include hedonic motivation, positive emotion, personality characteristics, immediate desire, and consumers' tendency to seek pleasurable shopping experiences. External and situational factors may include price promotions, visually appealing content, ease of platform use, social interactions, product presentation, perceived security, and unexpected product encounters within digital shopping environments (Utama et al., 2025; Xue et al., 2024). Shopping lifestyle and digital marketing content have also been shown to significantly contribute to impulsive purchasing behavior, demonstrating that consumers' habitual consumption patterns can interact with marketing stimuli in triggering spontaneous purchases (Widiarta et al., 2025).

Based on these perspectives, the principal characteristics of impulsive buying include purchase spontaneity, a sudden urge to buy, emotional stimulation, limited rational deliberation, and responsiveness to situational or external stimuli. These characteristics distinguish impulse purchases from highly planned purchasing behavior and demonstrate the importance of consumers' emotional and cognitive responses in the purchasing process (Lee et al., 2025; Qureshi et al., 2025).

2.3. Purchase Decision

A purchase decision represents the outcome of a consumer decision-making process in which an individual selects a product or service from available alternatives. Consumer decision-making generally involves several interconnected stages, including recognition of a need or problem, information search, evaluation of alternatives, purchase choice, and post-purchase evaluation. The increasing availability of digital information has made this process more complex because consumers can access multiple information sources, recommendations, product comparisons, and social opinions before making a final choice (Gurtner et al., 2025).

Purchase decisions are influenced by both individual and environmental considerations. Consumers evaluate products according to their needs and preferences while simultaneously responding to product information, perceived value, social conditions, digital environments, and marketing stimuli. Recent empirical evidence demonstrates that lifestyle can significantly affect purchase decisions and that social factors can strengthen the role of lifestyle in determining consumers' choices (Saputra & Komaladewi, 2025). In the mobile-phone market, lifestyle has also been found to exert a positive and significant effect on purchasing decisions, indicating that smartphone choices can reflect consumers' patterns of living in addition to functional product considerations (Rahmatia et al., 2025).

Digital communication and technology-related perceptions are increasingly relevant to consumer decision processes. Content marketing and influencer marketing can affect perceived product quality, which subsequently contributes to consumer purchase decisions in digitally connected markets (Dewi & Thalib, 2026). Evidence from digital financial-service consumers similarly demonstrates that perceived ease of use and perceived usefulness consistently contribute to consumer adoption intentions, illustrating the broader importance of convenience, usefulness, trust, and technological perceptions in contemporary consumer decision-making (Ishak et al., 2025).

Accordingly, a purchase decision in this study refers to the consumer's determination to select and purchase a particular product after

evaluating available alternatives according to individual preferences, perceived product suitability, and relevant environmental information. In the context of Apple smartphones, this process may involve the evaluation of product and brand alternatives, purchase timing, purchasing channels, and other considerations that ultimately lead consumers to choose an Apple smartphone.

2.4. Previous Studies

Recent empirical studies have demonstrated a significant relationship between lifestyle and consumer purchase decisions. Research involving mobile-phone consumers found that lifestyle had a positive and significant effect on purchasing decisions, indicating that consumers' patterns of living can contribute to the selection of particular smartphone products (Rahmatia et al., 2025). Similar evidence from millennial consumers found that lifestyle significantly influenced purchase decisions and that social factors strengthened the relationship between lifestyle and consumers' purchasing choices (Saputra & Komaladewi, 2025).

Lifestyle has also been increasingly associated with impulsive purchasing behavior. Research on urban e-commerce consumers found that shopping lifestyle significantly affected impulse buying, alongside sales promotion and content marketing, indicating that habitual shopping preferences can increase consumers' responsiveness to spontaneous purchase opportunities (Widiarta et al., 2025). More recent evidence among Generation Z TikTok Shop users demonstrated that lifestyle had a positive and significant effect on impulsive buying, while lifestyle and FOMO jointly explained 63.3% of the variance in impulsive buying behavior (Retnaningrum et al., 2026).

The role of emotional and situational mechanisms in impulse buying is also supported by recent international research. Impulse buying in digital commerce has been associated with external stimuli and internal cognitive-affective responses, demonstrating that the transition from product exposure to purchasing behavior can occur rapidly when consumers experience a strong purchasing urge (Lee et al., 2025). Hedonic motivation and positive emotions have similarly been identified as important determinants of impulse buying among young consumers, further demonstrating that spontaneous purchasing behavior is strongly connected with emotional and experiential aspects of shopping (Utama et al., 2025). Technical and situational cues, including visual appeal, platform-related conditions, and unexpected product encounters, can also encourage impulsive responses in social-commerce environments (Xue et al., 2024).

Empirical research has additionally established a direct connection between impulse buying and purchase decisions. Impulse buying has been found to exert a positive and significant effect on consumers' purchase decisions, indicating that spontaneous behavioral tendencies can translate directly into actual purchasing choices (Suryono et al., 2026). This finding supports the argument that purchasing decisions are not necessarily generated exclusively through extensive rational consideration but may also emerge through immediate emotional and situational responses.

The development of digital consumer environments further emphasizes the importance of information and marketing stimuli in shaping purchasing behavior. Perceived quality has been shown to significantly affect purchase decisions and to mediate the effects of digital content and influencer marketing on consumers' final choices (Dewi & Thalib, 2026). Consumer acceptance research in digital services also indicates that perceived usefulness and ease of use consistently contribute to consumer behavioral intentions, reinforcing the broader relevance of digital convenience and perceived benefits in contemporary consumer behavior (Ishak et al., 2025).

Overall, the reviewed empirical evidence confirms meaningful relationships among lifestyle, impulse buying, and consumer purchasing behavior. However, within the recent literature reviewed in this study, lifestyle research has frequently examined its direct relationship with purchase decisions, whereas impulse-buying studies have commonly focused on e-commerce, social commerce, emotional responses, and promotional stimuli. Consequently, further empirical examination is relevant to investigate lifestyle and impulsive buying simultaneously as predictors of Apple smartphone purchase decisions in a specific geographical context, particularly among consumers in Depok City.

2.5. Conceptual Framework

Based on the theoretical review and previous empirical findings, this study positions

lifestyle (X_1) and impulsive buying (X_2) as independent variables and purchase decision (Y) as the dependent variable. Lifestyle is expected to influence purchase decisions because consumers' activities, interests, opinions, and consumption patterns contribute to the formation of preferences for products that correspond with their way of life. Empirical evidence from mobile-phone and other consumer markets supports the relationship between lifestyle and purchase decisions (Rahmatia et al., 2025; Saputra & Komaladewi, 2025).

Impulsive buying is expected to influence purchase decisions because emotional urges, limited cognitive deliberation, and responses to situational stimuli can accelerate the transition from product exposure to actual purchase behavior. The cognitive-affective nature of impulsive buying and its empirically demonstrated relationship with purchase decisions provide a basis for positioning this variable as a predictor of consumers' final purchasing choices (Qureshi et al., 2025; Suryono et al., 2026).

The conceptual framework therefore assumes that lifestyle and impulsive buying can independently influence purchase decisions and can also jointly contribute to explaining Apple smartphone purchase decisions among consumers in Depok City.

Conceptual relationship:

Lifestyle (X_1) → Purchase Decision (Y)
Impulsive Buying (X_2) → Purchase Decision (Y)
Lifestyle (X_1) + Impulsive Buying (X_2) → Purchase Decision (Y)

2.6. The Effect of Lifestyle on Purchase Decisions

Theoretically, lifestyle reflects consumer patterns expressed through activities, interests, and opinions that contribute to the formation of preferences and consumption choices. Consumers are more likely to consider products that are consistent with their interests, daily routines, consumption habits, and desired forms of self-expression, making lifestyle an important factor in understanding product selection and purchasing behavior (Djamaly et al., 2024).

Empirical findings support the relationship between lifestyle and purchase decisions. Lifestyle has been found to positively and significantly influence mobile-phone purchasing decisions, demonstrating its relevance in a product category closely related to the present study (Rahmatia et al., 2025). Lifestyle has also been shown to significantly affect purchase decisions in other consumer contexts, with social factors strengthening the influence of lifestyle on consumer choices (Saputra & Komaladewi, 2025). Based on the theoretical arguments and empirical findings, the first hypothesis is formulated as follows:

H01: Lifestyle has no significant effect on Apple smartphone purchase decisions among consumers in Depok City.

Ha1: Lifestyle has a significant effect on Apple smartphone purchase decisions among consumers in Depok City.

2.7. The Effect of Impulsive Buying on Purchase Decisions

Impulsive buying is theoretically characterized by spontaneous purchasing urges, emotional responses, and reduced cognitive deliberation. When consumers experience a strong immediate urge to purchase, the evaluation process may become shorter and more affectively driven, allowing impulsive tendencies to contribute directly to the final purchasing action (Lee et al., 2025; Qureshi et al., 2025).

Recent empirical findings provide support for this relationship. Impulse buying has been found to positively and significantly influence consumer purchase decisions, indicating that spontaneous and emotionally driven purchasing tendencies can contribute directly to the decision to purchase a product (Suryono et al., 2026). Based on these theoretical arguments and empirical findings, the second hypothesis is formulated as follows:

H02: Impulsive buying has no significant effect on Apple smartphone purchase decisions among consumers in Depok City.

Ha2: Impulsive buying has a significant effect on Apple smartphone purchase decisions among consumers in Depok City.

2.8. The Effect of Lifestyle and Impulsive Buying on Purchase Decisions

Lifestyle and impulsive buying represent two complementary dimensions of consumer behavior. Lifestyle reflects a relatively enduring pattern of activities, interests, opinions, and consumption preferences, whereas impulsive buying represents a more immediate behavioral tendency arising from emotional and situational stimuli. Lifestyle may therefore influence which products consumers perceive as compatible with their preferences, while impulsive buying may determine how rapidly those preferences are translated into actual purchasing actions

(Lee et al., 2025; Rahmatia et al., 2025).

Empirical research demonstrates that lifestyle significantly contributes to purchase decisions and is also associated with consumers' tendencies to engage in impulsive purchasing behavior (Retnaningrum et al., 2026; Saputra & Komaladewi, 2025; Widiarta et al., 2025). At the same time, impulse buying has been shown to exert a direct positive and significant effect on purchase decisions (Suryono et al., 2026). These findings provide an empirical basis for examining lifestyle and impulsive buying simultaneously in explaining Apple smartphone purchase decisions among consumers in Depok City. Based on this reasoning, the third hypothesis is formulated as follows:

H03: Lifestyle and impulsive buying simultaneously have no significant effect on Apple smartphone purchase decisions among consumers in Depok City.

Ha3: Lifestyle and impulsive buying simultaneously have a significant effect on Apple smartphone purchase decisions among consumers in Depok City.

3. Research Method

3.1 Research Design

This study employed a quantitative associative survey design to examine the effects of lifestyle and impulsive buying on Apple smartphone purchase decisions among consumers in Depok City. A quantitative approach was considered appropriate because the variables were measured numerically through a structured questionnaire and subsequently analyzed using statistical procedures. Survey-based research is particularly appropriate for examining attitudes, perceptions, behavioral characteristics, and relationships among measurable variables when the population, eligibility criteria, instrument, and analytical procedures are clearly defined (Wilson et al., 2024). Recent quantitative studies have similarly employed structured questionnaires and regression analysis to examine the relationships between independent and dependent variables, supporting the suitability of this design for associative research (Permatasari et al., 2026; Syam, 2025).

The research procedure consisted of several systematic stages. First, the research problem concerning the effects of lifestyle and impulsive buying on Apple smartphone purchase decisions was identified. Second, the research questions and objectives were formulated based on the observed consumer phenomenon. Third, relevant theories and previous empirical studies were reviewed to establish the conceptual framework and formulate the hypotheses. Fourth, the variables, indicators, population, sample, and research instrument were determined. Fifth, primary data were collected through questionnaires, supported by observation and interview information where relevant, while secondary information was obtained from scientific journals and previous studies. Sixth, the collected data were processed through editing, coding, and tabulation. Finally, the data were analyzed through validity and reliability tests, classical assumption tests, multiple linear regression, partial hypothesis testing using the t-test, simultaneous testing using the F-test, and the coefficient of determination (R^2). Clear reporting of the survey population, respondent eligibility, measurement instruments, data-collection procedures, validity evidence, and statistical analyses is essential to ensure methodological transparency and reproducibility (Wilson et al., 2024).

3.2 Population and Sample

The target population consisted of all consumers who had purchased and used Apple smartphones and resided in Depok City. The exact size of this population could not be identified because comprehensive and continuously updated data regarding the total number of Apple smartphone consumers in Depok City were unavailable. Consequently, the population was treated as an unknown or effectively infinite population.

The sample was selected using a non-probability purposive sampling technique because respondents were required to meet criteria relevant to the study objectives, a common approach in consumer survey research involving predefined eligibility requirements (Dzamani & Muzakir, 2025). The inclusion criteria were as follows: (1) respondents were Apple smartphone users; (2) respondents resided in Depok City; and (3) respondents were at least 17 years of age.

Because the exact population size was unknown, the minimum sample size was estimated using the Lemeshow formula. Recent questionnaire-based research involving an unknown population has applied the same formula with a 95% confidence level, an estimated proportion of 0.50, and a 10% margin of error (Rizkita et al., 2025).

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The formula is expressed as follows:

$$n = \frac{Z^2 \times p(1-p)}{d^2}$$

where:

n = required sample size;
Z = Z-score corresponding to a 95% confidence level (1.96);
p = estimated population proportion (0.50); and
d = tolerated margin of error (0.10).

The sample-size calculation was:

$$n = \frac{(1.96)^2 \times (0.50)(1-0.50)}{(0.10)^2}$$

$$n = \frac{3.8416(0.50)(0.50)}{0.01}$$

$$n = 96.04$$

Based on this calculation and the available responses that met the inclusion criteria, the study analyzed data from 96 respondents who were Apple smartphone consumers residing in Depok City.

3.3 Operational Definition of Variables

This study examined two independent variables and one dependent variable. The independent variables were lifestyle (X1) and impulsive buying (X2), whereas the dependent variable was purchase decision (Y). Operational definitions are necessary to translate theoretical constructs into measurable indicators that can be systematically assessed through questionnaire items, while rigorous measurement requires that each item corresponds to the construct it is intended to represent (Stefana et al., 2025).

Table 1. Operationalization of Research Variables

Variable	Operational Definition	Indicators	Item Numbers
Lifestyle (X1)	Lifestyle refers to a consumer's pattern of living as reflected in activities, interests, and opinions that may influence preferences and product choices.	Activity	1–2
		Interest	3–4
		Opinion	5–6
Impulsive Buying (X2)	Impulsive buying refers to purchasing behavior undertaken spontaneously without prior planning because of an emotional urge or temporary attraction to a product.	Purchase Spontaneity	7–8
		Emotional Urge	9–10
		Lack of Deliberation	11–12
		Momentary Desire	13–14
Purchase Decision (Y)	Purchase decision refers to the consumer decision-making process involved in selecting and purchasing a product based on needs, preferences, and relevant considerations.	Product Choice	15–16
		Brand Choice	17–18
		Dealer Choice	19–20
		Purchase Timing	21–22
		Purchase Quantity	23–24

The questionnaire therefore consisted of 24 measurement items, comprising six items for lifestyle, eight items for impulsive buying, and ten items for purchase decision.

3.4 Data Collection Techniques

Primary data were primarily collected through a structured questionnaire administered to respondents who met the predetermined sampling criteria. Survey methodology requires researchers to clearly specify the target population, inclusion criteria, questionnaire structure, response format, and procedures used to collect and analyze responses (Wilson et al., 2024).

Observation was also used as a supplementary data-collection technique to obtain contextual information regarding Apple smartphone consumers in Depok City, particularly their lifestyle-related characteristics and purchasing behavior. The principal statistical data, however, were derived from the respondents' questionnaire responses.

The questionnaire contained closed-ended statements measured using a five-point Likert scale. Likert-type scales are widely used to quantify respondents' attitudes, perceptions, and behavioral evaluations, and contemporary measurement guidelines emphasize that the number of response categories and their anchors should be explicitly stated in survey-based studies (Stefana et al., 2025; Wilson et al., 2024; Syam, 2025).

Table 2. Likert Scale

Response	Code	Score
Strongly Agree	SA	5
Agree	A	4
Somewhat Disagree	SWD	3
Disagree	D	2
Strongly Disagree	SD	1

The questionnaire responses were measured using a five-point Likert scale ranging from 1 to 5. A higher score indicates a stronger level of agreement with the statement, while a lower score reflects a stronger level of disagreement. This scale was used to quantify respondents' perceptions and attitudes toward the variables examined in the study.

3.5 Literature Review

A literature review was conducted to establish the theoretical and empirical foundation of the study. Relevant scientific sources were identified and examined to obtain theoretical definitions, measurement indicators, empirical findings, and methodological evidence concerning lifestyle, impulsive buying, and consumer purchase decisions. The reviewed sources consisted primarily of peer-reviewed national and international journal articles, particularly recent studies relevant to consumer behavior, smartphone purchasing, lifestyle, impulse buying, survey measurement, and quantitative statistical analysis. A systematic examination of relevant literature contributes to the conceptual definition of constructs, development of measurement items, formulation of hypotheses, and justification of the analytical model used in empirical research (Stefana et al., 2025; Wilson et al., 2024).

3.6 Data Analysis Techniques

The collected data were processed and statistically analyzed using IBM SPSS Statistics version 26. The analysis consisted of instrument-quality testing, classical regression assumption testing, multiple linear regression, hypothesis testing, and determination of the explanatory power of the regression model. The use of SPSS and regression-based statistical procedures is well established in recent quantitative questionnaire research (Permatasari et al., 2026; Syam, 2025).

3.6.1 Validity Test

The validity test was conducted to determine whether each questionnaire item adequately measured the construct for which it was designed. Item validity was assessed by comparing the item correlation coefficient (r-calculated) with the critical correlation coefficient (r-table). The degrees of freedom were calculated as:

$$df = n - 2$$

An item was classified as valid when the calculated correlation coefficient was positive and exceeded the critical r-value at the specified significance level. Questionnaire validation through item-total correlations is commonly employed to evaluate whether individual items adequately represent the intended measurement construct (Khanal & Chhetri, 2024; Rizkita et al., 2025).

3.6.2 Reliability Test

Reliability testing was conducted to assess the internal consistency of the items used to measure each research variable. Cronbach's Alpha was employed as the reliability coefficient because it is one of the most widely used measures of internal consistency for questionnaire-based constructs (Stefana et al., 2025). Following the reliability criterion adopted in this study, a construct was considered reliable when its Cronbach's Alpha coefficient exceeded 0.60. The application of Cronbach's Alpha with a 0.60 threshold has also been reported in recent questionnaire research using SPSS (Rizkita et al., 2025).

3.6.3 Classical Assumption Tests

Classical assumption tests were conducted before multiple linear regression analysis to ensure the reliability of the model (Gaskin et al., 2025; Rajh-Weber et al., 2025). Normality was assessed using the One-Sample Kolmogorov–Smirnov test, with residuals considered normally distributed when $p > 0.05$ (Midway & White, 2025). Multicollinearity was evaluated using the Variance Inflation Factor (VIF), with values below 10 indicating no severe multicollinearity (Gaskin et al., 2025). Heteroscedasticity was assessed using the Glejser test and a scatterplot of ZPRED against SRESID. A significance value above 0.05 and the absence of a systematic scatterplot pattern indicated no heteroscedasticity (Farrar et al., 2025). These diagnostic procedures are commonly applied in empirical regression analysis (Zacharias et al., 2025).

3.6.4 Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to estimate the effects of lifestyle and impulsive buying on Apple smartphone purchase decisions. This technique is appropriate when a study examines the contribution of more than one predictor to a single continuous dependent variable and seeks to estimate both individual regression coefficients and the overall explanatory capacity of the model. Multiple linear regression continues to be widely employed in contemporary quantitative survey research involving purchase decisions and other

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behavioral outcomes (Dzamani & Muzakir, 2025; Permatasari et al., 2026).

The regression model was specified as follows:

$$Y = \alpha + \alpha_1 X_1 + \beta_2 X_2 + e$$

where:

Y = Purchase Decision;

α = regression constant;

β_1= regression coefficient for Lifestyle;

X_1 = Lifestyle;

β_2 = regression coefficient for Impulsive Buying;

X_2 = Impulsive Buying; and

e = error term.

3.6.5 Partial Hypothesis Test (t-Test)

The t-test was employed to determine whether each independent variable individually had a statistically significant effect on purchase decisions. Hypothesis testing was conducted at a significance level of 5% (α = 0.05). H0 was not rejected when p > 0.05, whereas H0 was rejected when p < 0.05. Accordingly, the t-test was used to separately evaluate the effect of lifestyle (X1) and impulsive buying (X2) on purchase decisions (Y).

3.6.6 Simultaneous Hypothesis Test (F-Test)

The F-test was used to determine whether lifestyle and impulsive buying collectively contributed significantly to explaining Apple smartphone purchase decisions. The simultaneous hypothesis test was evaluated at a significance level of 5%. H0 was rejected and Ha was accepted when the probability value was below 0.05, indicating that the independent variables jointly had a statistically significant relationship with the dependent variable. Simultaneous F-testing is commonly reported together with multiple regression results when evaluating the overall statistical significance of a model containing several predictors (Permatasari et al., 2026).

3.6.7 Coefficient of Determination

The coefficient of determination was used to evaluate the proportion of variation in purchase decisions explained by the independent variables included in the regression model. The simultaneous explanatory power of the model was evaluated through the Adjusted R Square reported in the SPSS Model Summary. Reporting R^2 or adjusted R^2 together with regression coefficients and significance tests enables researchers to distinguish statistical significance from the amount of variance explained by the model (Permatasari et al., 2026). For the partial coefficient of determination, the squared zero-order correlation was multiplied by 100%, as expressed below:

$$KD = r^2 \times 100\%$$

where KD represents the coefficient of determination and r represents the zero-order correlation coefficient.

4. Results and Discussion

4.1. Data Description

This study employed a quantitative approach, in which numerical data were collected and analyzed using IBM SPSS Statistics version 26. The data were obtained through questionnaires distributed to 96 respondents who met the predetermined research criteria, namely consumers who had previously purchased Apple smartphones and resided in Depok City. The collected data were used to describe respondents' perceptions of *lifestyle*, *impulsive buying*, and purchase decisions. Descriptive analysis was conducted to identify the distribution of responses for each statement item before proceeding to further statistical analysis.

Table 3. Descriptive Data for Lifestyle (X1)

Statement	SD	D	N	A	SA	Total
I use an Apple smartphone to support my daily activities.	6	7	22	23	38	96
I use an Apple smartphone to support my daily activities.	2	17	18	34	25	96
I am interested in using an Apple smartphone because of its attractive design and features.	0	0	11	41	44	96
I follow developments related to the latest Apple smartphone products.	2	16	23	32	23	96
In my opinion, Apple smartphones reflect a modern lifestyle.	1	3	12	49	31	96
I believe that Apple smartphones have a premium image.	1	17	18	26	34	96

Note: SD = Strongly Disagree; D = Disagree; N = Neutral; A = Agree; SA = Strongly Agree.

The strongest agreement was found for the statement on Apple smartphones' attractive design and features, with 44 respondents selecting "Strongly Agree." Overall, the results indicate that lifestyle (X1) received favorable responses and is relevant to Apple smartphone purchase decisions in Depok City.

Table 4. Descriptive Data for Impulsive Buying (X2)

Statement	SD	D	N	A	SA	Total
I have purchased an Apple smartphone without prior planning.	5	5	32	34	26	96

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I purchase an Apple smartphone spontaneously when I become interested in the product.	1	4	16	20	34	96
I purchase an Apple smartphone because of emotional urges or feelings of pleasure.	3	2	20	33	42	96
I feel satisfied when purchasing an Apple smartphone spontaneously.	0	13	28	26	45	96
I purchase an Apple smartphone without carefully considering my actual needs.	1	10	24	35	20	96
I purchase an Apple smartphone without thinking extensively beforehand.	1	7	31	31	30	96
I am interested in purchasing an Apple smartphone because of a momentary desire.	1	17	18	26	31	96
I am easily tempted to purchase an Apple smartphone when I see an attractive promotion.	1	1	17	28	46	96

The strongest agreement was found for the statement on attractive promotions, with 46 respondents selecting "Strongly Agree." Overall, the results indicate that *impulsive buying* (X2) reflects a relatively strong tendency toward spontaneous Apple smartphone purchases.

Table 5. Descriptive Data for Purchase Decision (Y)

Statement	SD	D	N	A	SA	Total
I choose an Apple smartphone because of its good product quality.	1	1	48	22	24	96
Apple smartphones meet my needs.	1	3	13	37	42	96
I prefer Apple smartphones to other smartphone brands.	3	17	25	28	23	96
I believe that Apple smartphones are the right brand choice.	11	13	20	22	30	96
I choose to purchase Apple smartphones from a trusted seller.	1	5	16	37	37	96
I consider the location or store before purchasing an Apple smartphone.	2	19	18	34	23	96
I purchase an Apple smartphone at a time that I consider appropriate.	4	16	29	27	20	96
I consider specific timing before purchasing an Apple smartphone.	11	11	20	24	30	96
I purchase Apple smartphones according to my needs.	1	17	16	35	27	96
I am willing to repurchase an Apple smartphone in the future.	2	18	18	33	25	96

The strongest agreement was recorded for the statement that Apple smartphones met respondents' needs, with 42 respondents selecting "Strongly Agree." Overall, the purchase decision variable (Y) showed favorable responses, indicating a strong tendency to purchase Apple smartphones in Depok City.

4.2. Respondent Characteristics

Table 6. Respondent Characteristics by Gender

No.	Gender	Frequency	Percentage
1	Female	59	61.5%
2	Male	37	38.5%
	Total	96	100%

The results show that most respondents were female, accounting for 59 respondents or 61.5% of the total sample, whereas male respondents accounted for 37 respondents or 38.5%.

Table 7. Respondent Characteristics by Age

No.	Age	Frequency	Percentage
1	28–34 years	35	36.5%
2	17–22 years	30	31.3%
3	23–27 years	20	20.8%
4	>35 years	11	11.5%
	Total	96	100%

Respondents aged 28–34 years constituted the largest age group, accounting for 35 respondents or 36.5%. This was followed by respondents aged 17–22 years with 31.3%, those aged 23–27 years with 20.8%, and respondents older than 35 years with 11.5%.

Table 8. Respondent Characteristics by Occupation

No.	Occupation	Frequency	Percentage
1	Private-Sector Employee	31	32.3%
2	Entrepreneur	28	29.2%
3	Student/University Student	23	24.0%
4	Civil Servant	13	13.5%
5	Other	1	1.0%
	Total	96	100%

Most respondents were female (61.5%), aged 28–34 years (36.5%), and employed in the private sector (32.3%). These characteristics indicate that Apple smartphone consumers in this study were predominantly working-age adults, particularly individuals who were already employed and were therefore likely to have independent sources of income.

4.3. Data Quality Test

Validity testing was conducted by comparing the calculated correlation coefficient (*r*-calculated) with the critical correlation coefficient (*r*-table) at a significance level of 5%. With $df = n - 2 = 96 - 2 = 94$, the critical *r*-value was 0.200.

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Table 9. Validity Test Results

Variable	Item	r-Calculated	r-Table	Sig.	Result
Lifestyle (X1)	X1.1	0.828	0.200	0.05	Valid
	X1.2	0.839	0.200	0.05	Valid
	X1.3	0.379	0.200	0.05	Valid
	X1.4	0.755	0.200	0.05	Valid
	X1.5	0.460	0.200	0.05	Valid
	X1.6	0.802	0.200	0.05	Valid
Impulsive Buying (X2)	X2.1	0.727	0.200	0.05	Valid
	X2.2	0.389	0.200	0.05	Valid
	X2.3	0.615	0.200	0.05	Valid
	X2.4	0.523	0.200	0.05	Valid
	X2.5	0.653	0.200	0.05	Valid
	X2.6	0.596	0.200	0.05	Valid
	X2.7	0.545	0.200	0.05	Valid
	X2.8	0.769	0.200	0.05	Valid
Purchase Decision (Y)	Y.1	0.588	0.200	0.05	Valid
	Y.2	0.456	0.200	0.05	Valid
	Y.3	0.770	0.200	0.05	Valid
	Y.4	0.870	0.200	0.05	Valid
	Y.5	0.264	0.200	0.05	Valid
	Y.6	0.807	0.200	0.05	Valid
	Y.7	0.759	0.200	0.05	Valid
	Y.8	0.852	0.200	0.05	Valid
	Y.9	0.807	0.200	0.05	Valid
	Y.10	0.838	0.200	0.05	Valid

All 24 questionnaire items had calculated correlation coefficients greater than the critical *r*-value of 0.200. Therefore, all measurement items were considered valid and appropriate for inclusion in the subsequent statistical analyses.

4.4. Reliability Test

Table 10. Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Threshold	Result
Lifestyle (X1)	0.791	6	0.60	Reliable
Impulsive Buying (X2)	0.756	8	0.60	Reliable
Purchase Decision (Y)	0.756	10	0.60	Reliable

All research variables had Cronbach's Alpha coefficients above the predetermined threshold of 0.60. Specifically, *lifestyle* recorded a coefficient of 0.791, while *impulsive buying* and *purchase decision* each recorded coefficients of 0.756. These findings indicate that all constructs demonstrated acceptable internal consistency and that the questionnaire items were sufficiently reliable for further analysis.

4.5. Classical Assumption Tests

4.5.1. Normality Test

The normality test was conducted using the **One-Sample Kolmogorov–Smirnov Test**. The regression residuals were considered normally distributed when the Asymp. Sig. (2-tailed) value exceeded 0.05.

Table 11. Normality Test Results

Statistic	Unstandardized Residual
N	96
Mean	0.0000000
Standard Deviation	2.33222726
Absolute Difference	0.071
Positive Difference	0.065
Negative Difference	−0.071
Test Statistic	0.071
Asymp. Sig. (2-tailed)	0.200

Notes:
a. Test distribution is normal.
b. Calculated from the data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.

The One-Sample Kolmogorov–Smirnov test produced an Asymp. Sig. (2-tailed) value of 0.200, which was greater than the significance level of 0.05. Therefore, the regression residuals were considered normally distributed, indicating that the regression model satisfied the normality assumption. This result suggests that the residual distribution did not show a significant deviation from normality. Accordingly, the data were considered appropriate for further multiple linear regression analysis.

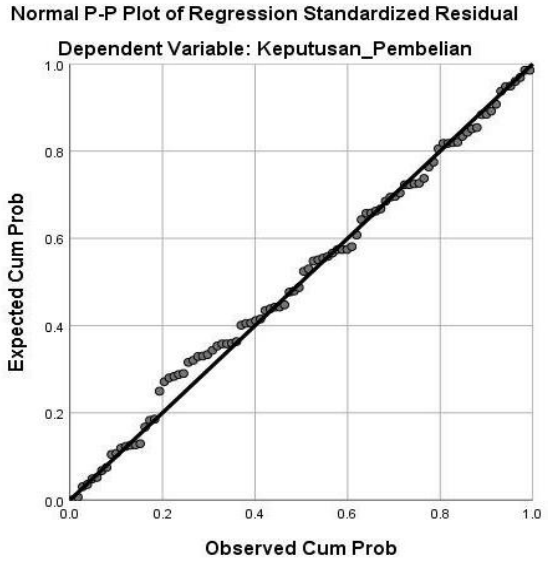


Figure 1. Normality Test P–P Plot

The distribution of the observed data points was located close to and generally followed the diagonal reference line. This pattern indicates that the residuals were approximately normally distributed and that the regression model satisfied the normality assumption.

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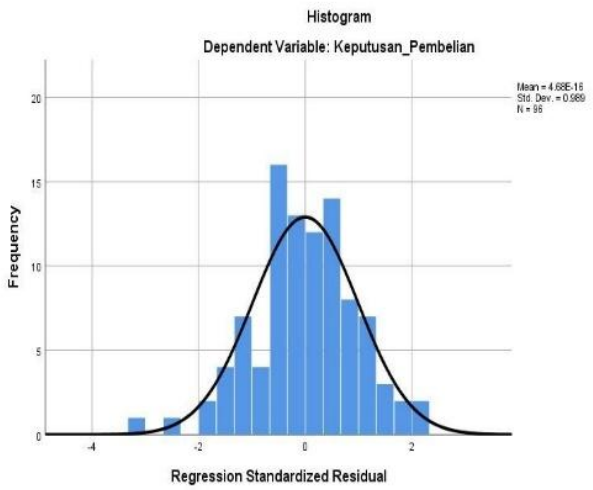


Figure 2. Normality Test Histogram

The histogram exhibited an approximately bell-shaped distribution pattern. This finding further supports the conclusion that the regression residuals were normally distributed and that the normality assumption of the regression model was fulfilled.

4.5.2. Heteroscedasticity Test

Heteroscedasticity testing was conducted to determine whether the variance of the regression residuals remained constant across observations. The Glejser test was applied using the criterion that a significance value greater than 0.05 indicated the absence of heteroscedasticity. A scatterplot of the standardized predicted values and standardized residuals was also examined to identify possible systematic patterns.

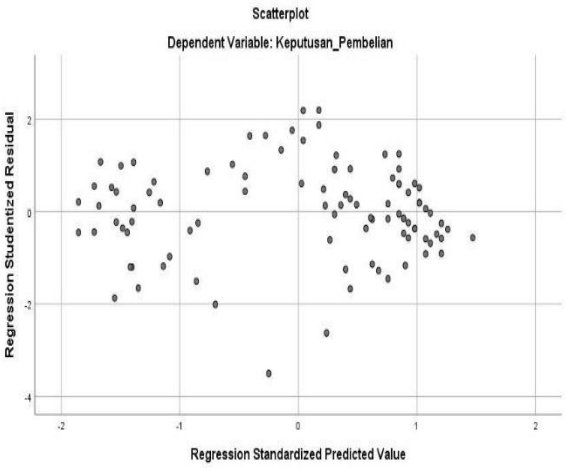


Figure 3. Heteroscedasticity Test Scatterplot

The scatterplot showed that the data points were randomly distributed above and below the zero line and did not form a systematic pattern. This distribution indicates that the residual variance was relatively constant across observations. Therefore, the regression model showed no apparent symptoms of heteroscedasticity.

4.6. Discussion

The discussion interprets the empirical findings by relating the statistical results to relevant consumer behavior concepts and recent empirical evidence. The results demonstrate that both lifestyle and impulsive buying play important roles in explaining Apple smartphone purchase decisions among consumers in Depok City.

4.6.1 The Effect of Lifestyle (X1) on Purchase Decision (Y)

The partial hypothesis test showed that lifestyle (X1) had a t-value of 5.426, which was greater than the critical t-value of 1.986, with a significance value of $p < 0.001$. These results indicate that lifestyle has a positive and significant effect on Apple smartphone purchase decisions among consumers in Depok City. This finding suggests that consumers are more likely to purchase Apple smartphones when the products correspond with their activities, interests, preferences, and perceptions of a modern lifestyle. Apple smartphones may be perceived not only as functional technological devices but also as products that represent personal preferences, contemporary lifestyles, premium brand positioning, and consumers' desired self-image.

The positive relationship further suggests that greater compatibility between Apple smartphones and consumers' lifestyles is associated with a stronger tendency to make purchase decisions. This result is consistent with recent research on Generation Z iPhone consumers, which found that lifestyle positively influences iPhone purchasing decisions, demonstrating that consumers' patterns of living remain relevant in explaining their preference for premium smartphones (Maharani & Ananda, 2026). Similar evidence indicates that a hedonistic lifestyle, together with brand image and product quality, has a positive and significant influence on iPhone purchasing decisions, reinforcing the relevance of lifestyle orientation in technology-product consumption (Maulana et al., 2025). The result is also supported by recent evidence among Generation Z women showing that hedonic lifestyle contributes significantly to iPhone purchase decisions (Sasikirana et al., 2025).

4.6.2 The Effect of Impulsive Buying (X2) on Purchase Decision (Y)

The partial hypothesis test showed that impulsive buying (X2) had a t-value of 8.971, which exceeded the critical t-value of 1.986,

with a significance value of p < 0.001. These findings confirm that impulsive buying has a positive and significant effect on Apple smartphone purchase decisions among consumers in Depok City. The higher t-value obtained for impulsive buying compared with lifestyle also indicates that spontaneous purchasing tendencies constitute an important behavioral factor within the model, although the relative magnitude of the effects should ultimately be evaluated using the regression coefficients rather than the t-statistics alone.

Impulsive purchasing behavior may occur when consumers experience strong immediate attraction toward a product, such as interest in product appearance, technological features, promotional offers, or emotional satisfaction associated with purchasing an Apple smartphone. Under such conditions, consumers may shorten the process of evaluating alternatives and proceed more rapidly toward an actual purchase. Recent evidence demonstrates that impulsive buying can function as an important mechanism through which marketing stimuli are translated into purchase decisions, particularly when consumers make quicker and less deliberative choices (Nusantara et al., 2025). Impulse buying has also been shown to mediate consumer purchase decisions in social-commerce environments, confirming that psychological urgency and spontaneous responses can contribute to the transition from marketing exposure to actual purchasing behavior (Salsabila et al., 2025). More specifically in the iPhone context, shopping lifestyle and promotional stimuli have been found to significantly encourage impulsive buying among Generation Z iPhone consumers, providing additional support for the relevance of promotional and lifestyle-related stimuli in spontaneous smartphone purchasing behavior (Maulana, 2026).

4.6.3 The Simultaneous Effect of Lifestyle (X1) and Impulsive Buying (X2) on Purchase Decision (Y)

The simultaneous hypothesis test produced an F-value of 263.973, which was substantially higher than the critical F-value of 3.09, with a significance value of p < 0.001. Therefore, lifestyle and impulsive buying simultaneously have a statistically significant effect on Apple smartphone purchase decisions among consumers in Depok City. These findings indicate that consumer purchase decisions may be explained by the interaction of relatively stable lifestyle orientations and more immediate spontaneous purchasing tendencies.

Lifestyle may shape consumers' preferences by encouraging them to select products that correspond with their activities, interests, social identity, and desired image, whereas impulsive buying may accelerate the conversion of these preferences into actual purchasing behavior when consumers encounter attractive product or marketing stimuli. Recent evidence indicates that lifestyle significantly influences iPhone purchasing decisions, while other contemporary studies demonstrate that impulsive buying plays an important role in translating psychological and marketing stimuli into consumer purchase decisions (Maharani & Ananda, 2026; Nusantara et al., 2025; Salsabila et al., 2025). Evidence from digital consumer environments also demonstrates that lifestyle can significantly encourage impulsive purchasing decisions, further illustrating the behavioral connection between consumers' lifestyle patterns and spontaneous purchasing tendencies (Tumangger & Munthe, 2025).

These findings have practical implications for Apple smartphone marketers and retailers. Marketing strategies should not rely exclusively on functional product attributes but should also communicate how Apple smartphones correspond with consumers' contemporary lifestyles while maintaining strong product and brand positioning. Digital marketing communication, engaging content, and a consistent brand image may strengthen consumers' engagement with a brand and reinforce favorable behavioral responses in increasingly competitive markets (Elhuria et al., 2026). Content marketing has also been shown to contribute positively to brand image, indicating that well-designed digital content can strengthen consumer perceptions of a brand and support broader marketing effectiveness (Nurbaiska et al., 2024). Accordingly, maintaining technological innovation, a premium brand image, relevant digital content, and attractive but responsible promotional strategies may strengthen consumer interest and support purchase decisions without relying solely on short-term impulsive responses.

5. Conclusion

Based on the findings from 96 respondents, this study concludes that lifestyle has a positive and significant effect on Apple smartphone purchase decisions among

consumers in Depok City, as indicated by a t-value of 5.426, which exceeded the critical value of 1.986, with $p < 0.001$. This result indicates that the stronger the compatibility between Apple smartphones and consumers' lifestyles, the greater their tendency to make purchase decisions.

Impulsive buying also has a positive and significant effect on purchase decisions, with a t-value of 8.971, exceeding the critical value of 1.986, and $p < 0.001$. This finding suggests that stronger spontaneous purchasing tendencies are associated with a higher likelihood of purchasing Apple smartphones. Simultaneously, lifestyle and impulsive buying significantly influence purchase decisions, as shown by an F-value of 263.973, which was higher than the critical value of 3.09, with $p < 0.001$. The model explains 85.0% of the variation in purchase decisions, while the remaining 15.0% is attributable to other factors not examined in this study. Based on these findings, Apple and its authorized distributors are advised to maintain a premium brand image, continuously innovate products, and develop marketing strategies that align with consumers' lifestyles. Consumers are encouraged to consider product needs and benefits more rationally before making purchases. Future studies should examine additional variables, such as price, product quality, brand image, and word of mouth, while expanding the geographical scope and sample size to improve the generalizability of the findings.

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