The Effect of Lifestyle on Purchasing Decision of Salad in Pekanbaru City

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Article Info	Abstract
	Individuals with a healthy lifestyle will tend to prefer to consume foods that are good for health such as salads. Lifestyle is also one of the factors that can influence individuals in making decisions to make food purchases. This study aims to analyze the influence of lifestyle on salad purchasing decisions in Pekanbaru City. Respondents in this study were residents who lived in Pekanbaru City, had consumed salad, and were aged 17-65 years. The consumer survey was conducted in July-August 2022. The number of respondents in this study was 160 respondents. The characteristics of respondents in this study were dominated by female consumers with an average age of 21-30 years. The respondent's average education level was undergraduate. The results of research through SEM-PLS show that the factors that influence consumer decisions directly to purchase salads in Pekanbaru City are lifestyle, education level, product quality and gender, factors that influence consumer decisions indirectly are income through lifestyle.

INTRODUCTION

Food is the main need of individuals that must be sufficed. The choice of food consumed must fulfill several functions, such as reducing hunger and meeting the daily nutritional needs of the body. Individuals will choose foods with the proper food quality when making purchases (Antal & Kasza, 2022). Food selection is the amount of food consumed by an individual or a group to meet physiological, psychological, and sociological needs (Sediaoetama, A, 2000). Aritonang (2011) Food selection is the amount of food consumed by an individual or a group to meet physiological, psychological, and sociological needs (Sediaoetama, A, 2000). (Aritonang, 2011) explained that food selection is one way that is carried out by someone who has a characteristic of themselves in meeting the needs of food consumed and to meet their daily nutritional needs. The choice of food can affect the level of an individual's quality of life (Santoso *et al*., 2018).

When buying food, consumers must decide on the product to be purchased. To reach a purchase decision, consumers go through several stages to obtain a final decisions (Aulia & Yuliati, 2018). Food purchases are also affected by several factors. These factors can come from internal, external, and other factors. Kotler (2005). These three major factors are divided into several factors that affect purchasing decisions. External factors are divided into cultural factors, social class factors, and membership in a group. In addition, situational factors are divided into several factors, such as physical environment and time factors. Personal factors are divided into several factors, such as motivation, knowledge, attitude, lifestyle, perception, family, learning, and age grouping. Current ratio affects financial distress. The debt to equity ratio affects financial distress. Return on assets affects financial distress (Volta, 2020).

A factor that affects food purchasing decisions is a lifestyle. Lifestyle is a conscious construct and frame of reference that is created relatively freely by individuals to strengthen their identity in association and assist them in communication, as a reference in behaving (Sande 2005). Kotler & Keller (2016) argued that lifestyle is an individual's pattern of living in the world which is reflected in activities, interests, and opinions. Lifestyle is defined as the pattern in which people live and spend their time, and allocate their finances.

Clean eating is one of the lifestyle that a lot of people aware of and start doing it. The choice of a clean eating lifestyle can be conducted as a way to improve the quality of health,

reduce the risk of infection with chronic diseases. Herlina *et al*. (2015) showed that there are 81% of Pekanbaru people practice the clean and healthy behaviour (PHBS) through eating fruits and vegetables everyday.

The praciticing of this clean eating in Pekanbaru also caused by eating habit of oily, coconut milk, and fatty foods. If such food is consumed continuously, it can lead to chronic diseases such as heart disease, stroke, hypertension, and cancer. In 2014, stroke in Pekanbaru City was in the top 5 diseases (Dinas Kesehatan Provinsi Riau, 2016).

Salad functions as an addition to nutritional value. It improves digestion and adds nutrition to the body as an appetizer (Budiningsih, 2009). Based on the explanation above, this research aims to analyze the factors that influence the purchase of salads in Pekanbaru City and how lifestyle affects the purchase of salads in Pekanbaru City.

LITERATURE REVIEW

Lifestyle

Lifestyle is a person's mode of life which is indicated by activities, interests, and opinions of the person (Basu 2010). A healthy lifestyle is an effort to empower a group or group members to be aware, willing, and able to carry out healthy living behaviors (Suratno and Rismiati, 2001). Lifestyle has an influence on the decision to buy fast food, the better the consumer's lifestyle, the less often they consume fast food (Anggraini & Sudarwanto, 2020). Adiwinata *et al*. (2021); Pramesty & Simanjuntak (2020) in their research explained that lifestyle affects purchasing decisions, consumers tend to prefer products that are durable and prioritize the functions and values that exist in these products.

Consumers with a healthy lifestyle are currently dominated by the millennial generation (Shipman, 2020). When purchasing food, millennial consumers with a healthy lifestyle will check the nutritional value and raw materials used (Adawiyah *et al*., 2021; Shipman, 2020).

Several previous studies that examined the effect of a healthy lifestyle on food purchases had research indicators regarding a healthy lifestyle, namely (1) purchasing food because of the high nutritional value of food, (2) purchasing food because it uses organic raw materials, (3) purchasing food because make it healthier, and (4) purchasing food because it is low in the process (Adawiyah *et al*., 2021; Shipman, 2020; Widyastuti, 2018).

Education

Education consists of formal and non-formal education. Education will provide knowledge to someone who lives it. Consumer knowledge is all the information that they have about various kinds of related products (Engel *et al*, 2005). Education level affects consumers in considering and evaluating products and knowledge affects how much information can be absorbed by consumers (Engel *et al*, 2005). Education affects consumer considerations before purchasing food. The effect is how consumers evaluate nutrition and the benefits to be obtained and distinguish what is good and bad for the body (Gracia & de Magistris, 2008). Wijaya (2014) in his research, obtained the result that education affects consumer decisions in purchasing organic vegetables. Consumer beliefs and evaluations are based on various developments through the knowledge possessed by consumers (Wijaya, 2014).

A good education will indirectly affect an individual's health level (Li & Powdthavee, 2015). High levels of education tend to pay attention to personal health, such as eating healthier food, carrying out frequent health checks, and reducing smoking and alcohol (Li & Powdthavee, 2015). Education can increase individual awareness of the three components of health (physical, mental and social) and promote healthy lifestyle behaviors (Brunello *et al*., 2016; ŞEMİN & TENGİZ, 2016). Individuals with higher levels of education pay attention to a healthy lifestyle compared to individuals with lower levels of education (Park & Kang, 2008).

An individual's level of education will affect their perspective, way of thinking, income, perceptions, and values they are adhered (Fazrina *et al*., 2013). Individuals with a high level of education are able to choose and determine the values they will adhere to. A healthy lifestyle is a value that can be chosen by an individual. When they choose to adopt a healthy lifestyle, it will affect the choice of food to be consumed.

Product Quality

Product quality is the product's ability to display or perform functions consisting of durability, reliability, accuracy, ease of operation, and other attributes (Kotler & Keller, 2016). If the quality of a product is good, it will improve the company's image or customers consider that the company's image is good and it will affect their purchasing decisions (Amrullah & Agustin, 2016; Irana et al., 2017; Prasastiningtyas & djawoto, 2016). When a product has good quality, the higher consumer desire to purchase the product (Pasaribu et al., 2019). (Pasaribu et al., 2019). Consumers can make purchases based on the most preferred brand (Vikaliana et al., 2021). (Vikaliana et al., 2021). Kilcast (2005) argued that Product visuals can also affect the taste of a dish. Mohd-Any et al. (2014) in their research obtained results that sensory appeal is the third important factor. Visual impressions can attract consumers to purchase a product. However, research conducted by Saleh et al. (2020) showed different results that product quality does not affect food purchasing decisions, students as consumers pay less attention to the quality of packaged food products they consume.

Stanton (1984) (Stanton 1984) stated that there is conformity between the quality of the product and the price of the product. The price offered follows the quality of the product obtained. Product quality can also be used as an indicator of selling prices, the higher the selling price, the more consumers will have higher expectations of product quality (Rizkitania et al., 2022).

Income

Food purchases are affected by external factors such as the economic situation, norms, social regulations, and others (Furst et al., 1996). Economic factors or an individual's income will be the factor that most influences the decision to buy a product (Rizkiansah et al., 2018). Setiadi (2003) argued that an individual's income can reflect their purchasing power, the level of income will affect the quantity demanded. Income has a positive effect on organic food choices in Europe where consumers with high incomes are more willing to buy organic food (Gracia & de Magistris, 2008). It is in line with the research conducted by Nagy-Pércsi & Fogarassy (2019), He explained that Most consumers who consume organic food are those who have high incomes.

Income affects changes in individual behavior (Cutler & Glaeser, 2005). Income level is generally associated with better health (Cutler & Glaeser, 2005; Robinson & Smith, 2003). In general, Income is directly proportional to the lifestyle they choose. Families with low-income levels think that a healthy lifestyle is an obstacle (Cason-Wilkerson et al., 2015). Financial resources will affect how individuals make decisions about the choice of food to be consumed (Sobal & Bisogni, 2009). A healthy lifestyle affects purchase intention. The higher consumer awareness of living a healthy lifestyle, the higher the intention to buy healthy food (Diyah & Tony, 2017).

Gender

Gender is a personal factor that affects purchasing decisions made by consumers (Santoso et al., 2018). Onyango et al (2007) in their research, obtained results that women at a young age would pay more attention to the things they bought. In line with Nagy-Pércsi & Fogarassy (2019), they showed that most consumers who consume organic food are women. Female consumers show a higher purchase intention for low-calorie foods compared to male consumers (Roseman et al., 2017). Not only the type of food consumed, female consumers also prefer places to eat compared to male consumers (Skripnuk et al., 2021).

Consumers who pay more attention to lifestyle are female consumers. They tend to pay attention to the food consumed. There is a relationship between gender and health. Women will focus more on health (Beardsworth et al., 2002). (Beardsworth et al., 2002). Women are more likely to make dietary changes that adjust their level of

health compared to men (Rappoport *et al*., 1993). Consumers with a healthy lifestyle will pay attention to the food they consume (Pasaribu *et al*., 2019). Most consumers who consume organic food are female consumers (Nagy-Pércsi & Fogarassy, 2019).

Hypothesis
This research has 5 hypotheses to answer the research objectives. The hypothesis in this research is built based on the literature and previous research. The research hypothesis is described as follows.
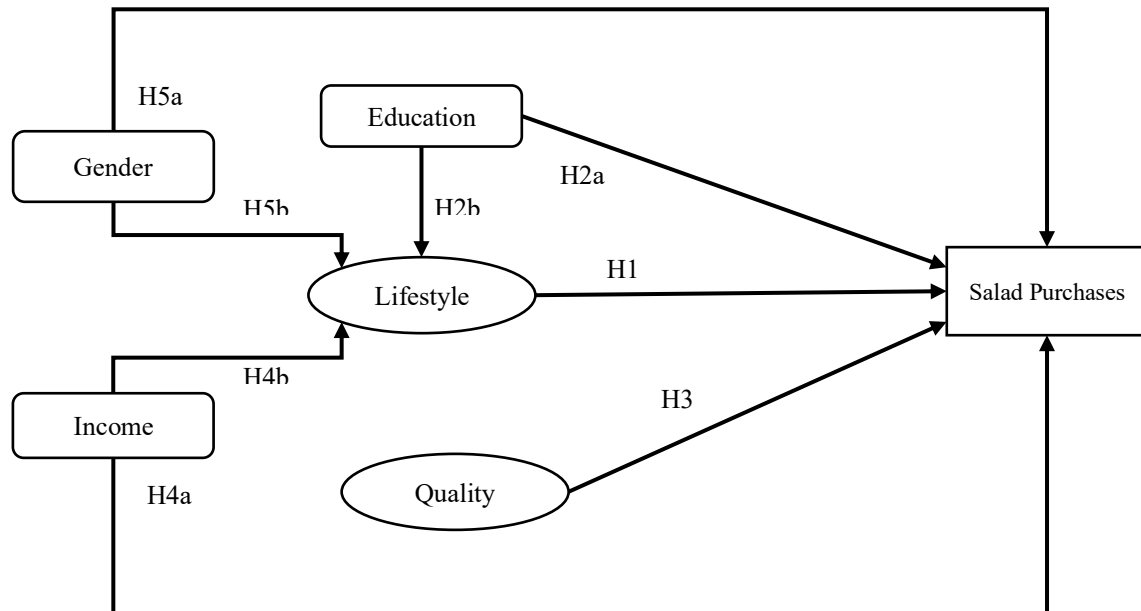

Figure 1 Research Conceptual Framework:
1. Lifestyle has a positive effect on salads purchase (H1).
2. Education has a significantly positive effect on purchasing salads directly (H2a) and indirectly through lifestyle (H2b).
3. Product quality affects positively on purchasing salad (H3).
4. Income has a significantly positive effect on purchasing salads directly (H4a) and indirectly through lifestyle (H4b).
5. Gender has a significantly positive effect on purchasing salads directly (H5a) and indirectly through lifestyle (H5b).

METHOD

1.   Sampling Design and Data Collection
This study used primary and secondary data. Primary data was obtained from an online survey with the help of a google form tool in July-August 2022 in Pekanbaru City. The result of the primary data obtained is the identity and decision of respondents in buying salad against consumer decisions to buy salad. Secondary data are obtained from previous research, journals, articles, books, and static publications. The determination of the sample for this research used non-probability sampling using a purposive sampling technique. There were criteria for respondents in this research, namely respondents consuming salad and aged 17-65 years. Consideration of this criterion was because respondents could determine the food they consume. In line with Hair *et al*. (2014) the number of samples is determined by 5-10 times the number of normative indicators used. This research had 16 normative indicators. Thus, the number of samples in this study was $10 \times 16 = 160$ respondents.

2. Location and sample determination

This research used dependen variables and independent variables. Answers to questions were closed answers using a 5-point Liker scale ranging from 1 (totally disagree) to 5 (totally agree). Variable indicators and variable measurements in this research are shown in table 1.

Table 1. variables and indicators of research variables

Variable	Code	Indicator of variable	Reference
Salad purchase	B1 B2 B3	1. Make a purchase or not 2. The intensity of consumers buying salad 3. Willing to recommend salad products to others	(Adawiyah *et al.*, 2021; Widyastuti, 2018)
Lifestyle	C1 C2 C3 C4	1. I consume salads because of the high amount of nutrients in salads 2. I consume salads because I live a clean-eating lifestyle 3. I consume salads because salads are low-process foods 4. I eat salads because they use organic ingredients	(Adawiyah *et al.*, 2021; Ergönül, 2013; Gracia & de Magistris, 2008; Kaya, 2016; Widyastuti, 2018)
Education		Measured by observing the last level of education of respondents, it is categorized into: 1: Elementary School 2: Junior High School 3: Senior High School 4: Diploma 5: Bachelor Degree 6: Master Degree	(Hwang, 2016; Kim *et al.*, 2013)
Gender		The gender of respondents was measured by measuring scale 1 = female, 0 = male	(Gracia & de Magistris, 2008; Hwang, 2016; Kim *et al.*, 2013)
Income		Consumer income categories/month 1: < IDR 1.000.000 2: IDR 1.000.000 < X ≤ 2.500.000 3: IDR 2.500.000 < X ≤ IDR 4.000.000 4: IDR 4.000.000 < X ≤ IDR 5.000.000 5: > IDR 5.000.000	(Ergönül, 2013; Gracia & de Magistris, 2008; Lee & Yun, 2015)
Product quality	D1 D2 D3 D4	1. I buy a salad because it has a good taste 2. I buy a salad because it has a fresh taste (fruit salad) 3. I buy a salad because the benefits match the affordable price offered 4. I buy a salad because the quality of the	(Ergönül, 2013; Gracia & de Magistris, 2008; Lee &

Variable	Code	Indicator of variable	Reference
	D5	product matches the price offered 5. I buy a salad because the taste of the product matches the price offered	Yun, 2015)

3. Data Analysis

Data analysis in this research used SEM-PLS analysis, which was estimated through SmartPLS 3.0 software. SEM-PLS analysis was used to estimate the relationship between paths in the model by minimizing errors and maximizing the value of endogenous constructs (Hair *et al.*, 2014). (Hair *et al.*, 2014). In SEM-PLS, there are several tests such as the outer model and inner model tests. The outer model test is a structural model that displays the relationship between constructs and indicator variables, which is shown in the validity test and reliability test. The inner model test is a structural model that displays the relationship between construction lines (Hair *et al.*, 2014).

RESULT

1. Characteristic of Respondent

The number of respondents in this research was 250 people who filled out questionnaires online via the Google form. The characteristics of the respondents in this research can be seen in Table 2.

Table 2 the characteristics of the respondents

Variabel	Characteristic	Total (n)	Persentase (%)
Gender	Male	85	34
	Female	165	66
Age (Years)	<20	28	11
	21-30	165	66
	31-40	33	13
	41-50	12	5
	51-60	9	4
	>61	3	1
Education	Elementary School	0	0
	Junior High School	1	0
	Senior High School	66	26
	Diploma	14	6
	Bachelor Degree	146	58
	Master Degree	23	9
Occupation	Student	85	34
	Housewives	15	6
	Civil Servants	19	8
	Self employed	14	6
	Private Employees	70	28
	Other	47	19
Income	< Rp 1.000.000	70	28
	Rp 1.000.000 < X ≤ 2.500.000	58	23
	Rp 2.500.000 < X ≤ Rp 4.000.000	43	17

Rp 4.000.000 < X ≤ Rp 5.000.000		31	12
> Rp 5.000.000		48	19

Source: Author's calculation from field survey 2022

Table 2 on the characteristics of respondents shows that the characteristics of respondents are dominated by women by 66% and the age range of 21-30 years by 66% of the total respondents. The education level of respondents was dominated by undergraduates by 146 respondents or 58%. Students are the most types of work respondents in this study, namely 34% or 85 respondents with an income level of <Rp 1,000,000 of 70 respondents or 28%.

Table 3 Salad Purchase

Variabel	Karakteristik	Jumlah (n)	Persentase (%)
Types Of Salad	Fruit Salad	223	89
	Vegetable Salad	27	11
Purchase Intensity Of Salad	0-1 Times	123	50
	2 Times < X ≤ 5 Times	98	39
	5 Times < X ≤ 10 Times	18	7
	10 Times < X ≤ 15 Times	7	3
	> 15 Times	4	2
Method Of Purchasing	Directly at the point of sale	177	71
	Delivery	73	29

Source: Author's calculation from field survey 2022

Table 3 shows that 90% of respondents who made salad purchases or 226 respondents made an average of 0-1 purchases a month. The type of salad that respondents always buy is a fruit salad with the method of purchasing directly at the point of sale.

2. Empirical Results Analysis
2.1 Outer Model Test
The outer model test is divided into 3, namely the discriminant validity test, the convergent validity test, and the reliability test. Convergent validity test is the relationship of a latent variable with its indicator variable (Hair *et al*., 2014). The discriminant validity test is the validity of a latent variable relative to other latent (Hair *et al*., 2014).

Table 4 Convergent Validity Test Results

Konstruk/Dimensi	Code	Loading Factor	AVE
Salad Purchase	B1	0.734	
	B2	0.879	0.655
	B3	0.809	
Lifestyle	C1	0.791	
	C2	0.740	
	C3	0.722	0.536
	C4	0.671	
Quality	D1	0.744	
	D2	0.686	
	D3	0.744	0.589
	D4	0.796	
	D5	0.831	

Source: Author's Estimation

The results of the discriminant validity test, all indicators pass the discriminant validity test. The results showed that in accordance with the requirements of the discriminant validity test, namely the LF value of > 0.7 and AVE >0.7. for C5 and and D2 obtained an LF value of <0.7 but obtained an AVE>0.7 value so that it could be declared to have passed the discriminant validity test.

Table 5 Discriminant Validity Test Results

Konstruk	1	2	3
Salad Purchase	0.809		
Lifestyle	0.284	0.732	
Quality	0.274	0.465	0.768

Source: Author's Estimation

Based on table 5 test results, it is known that the cross loading (CL) test value is greater than each indicator compared to other indicators. So based on the test results, it can be said that all variables pass the discriminant validity test. Furthermore, it is the result of the reliability test of this study.

Table 5 The Result of the Reliability Test

Variabel	Cronbach's Alpha (CA)	Rho_A	Reliabilitas Komposit (CR)	Rata-rata Varians Diekstrak (AVE)
Salad Purchase	0.733	0.732	0.850	0.655
Lifestyle	0.714	0.728	0.821	0.536
Quality	0.826	0.843	0.877	0.589

Source: Author's Estimation

The reliability test results show that all three variables have a CA and CR value of more than 0.7 so that it can be concluded that all variables pass the reliability test.

2.2 Inner Model Test
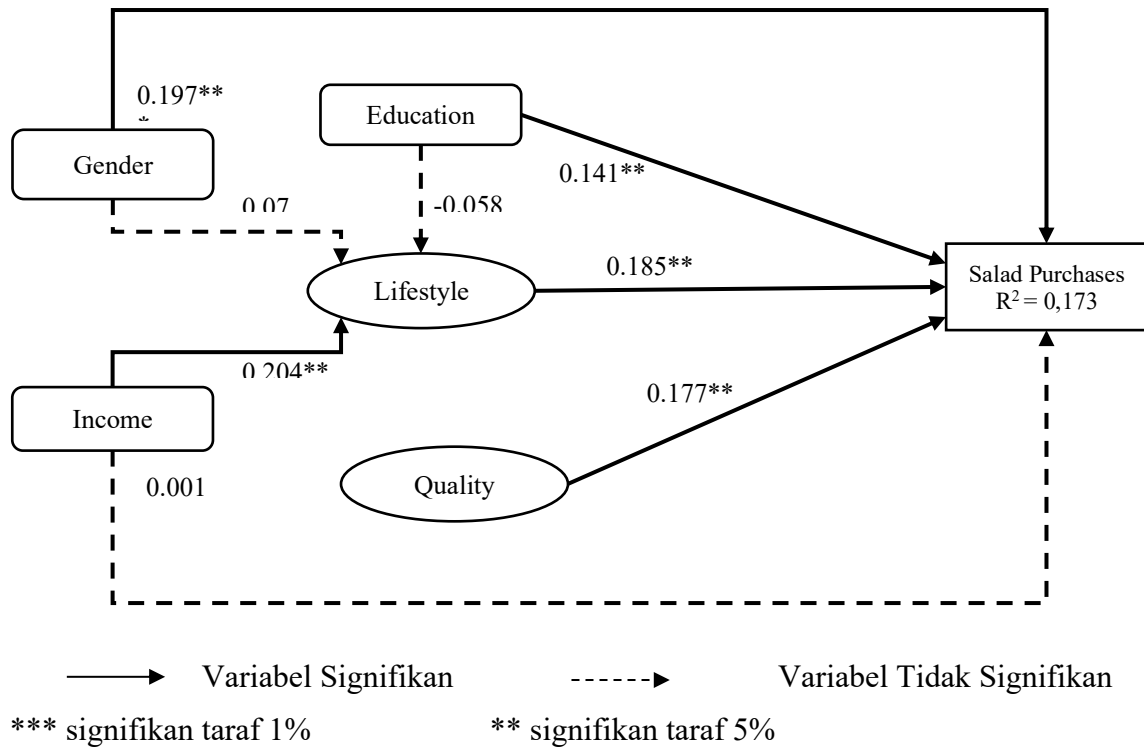
Figure 2. The Result Of The Inner Model Analysis

Figure 2 is the result of the inner model analysis which presents the results of R2 and the results of the coefficients for each path. Figure 2 shows that the R2 value for buying salad was 0.173. Falk & Miller (1992) explained that the acceptable R2 value of money is R2 > 0.10. The coefficient results for each path indicated that there were 5 significant paths and 6 insignificant paths.

These results accepted hypothesis 1, about lifestyle having a positive effect on salad purchases (β = 0.187; P <0.05). Furthermore, the results of the analysis showed that hypothesis 2a was accepted, namely that education has a positive effect on salad purchases (β = 0.143; P <0.05). Hypothesis 3, about product quality, has a positive effect on salad purchases, was also accepted at a significance of 5% with a β value of 0.163. Besides, the results of the analysis also showed hypothesis 6, namely gender affects salad purchases (β = 0.197; P<0.01) and accepts hypothesis 8, namely income influences salad purchases indirectly through lifestyle (β = 0.204; P<0, 01).

DISCUSSION

The results of the hypothesis test showed that lifestyle, education, product quality, and gender had a direct effect on salad purchases, and the income variable affected salad purchases indirectly through consumer lifestyles. Meanwhile, the variables of consumer income did not directly affect salad purchases. Education and gender variables also did not affect indirectly through lifestyle.

Lifestyle had a direct effect on purchasing salads. These results were in line with research by Adiwinata et al. (2021); Pramesty & Simanjuntak (2020) They explained that lifestyle affected an individual's activities and behavior in consumption and lifestyle can directly affect consumption behavior. Consumers with a healthy lifestyle will maintain their diet by consuming healthy food and using organic raw ingredients (Pasaribu et al., 2019). Public awareness of the food they consume will affect the resistance to purchasing (Muzayanah et al., 2015).

The higher a person's lifestyle, the more consumption behavior will increase (Adiwinata et al., 2021). In line with Kanserina (2015) lifestyle influences consumptive behavior, the more luxurious one's lifestyle and hedonism, the more one's consumptive behavior increases. The results of this research were inversely proportional to the research of Widyastuti (2018). She explained that lifestyle did not affect purchasing organic food.

In this research, lifestyle was measured based on 4 indicators, namely C1 (consumers consume salad because the amount of nutrients in the salad is high), C2 (consumers consume salad because they live a clean eating lifestyle), C3 (consumers consume salad because salad is a low-process food), and C4 (consumers consume salads because they use organic ingredients).

Education directly affected salad purchases. Consumers with a higher level of education will influence the choice of food they consume (Bus & Worsley, 2003). Consumer knowledge will affect the purchase of healthy food consumed by consumers, especially knowledge about food nutrition that affects the type of food consumed by consumers (Chung et al., 2019; Roseman et al., 2017).

Quality is consumer satisfaction with a product. A product is considered to have a certain quality when the product can provide satisfaction to consumers and also gives what consumers expected (Nasution, 2015). The results of the hypothesis test showed that the quality directly affects the purchase of salad. These results follow the research by Nagy-Pércsi & Fogarassy (2019); Wills et al. (2019) which shows that taste is the most important factor in buying organic food. Fasya and Rahwana (2020) explained that taste influences purchasing decisions, the more it has a distinctive taste, the more interested consumers are in purchasing these products.

Products with organic raw materials will have a higher selling price so that consumers will reduce purchases (Magnusson et al., 2003; Padel & Foster, 2005). However, if the price issued follows the quality of the product obtained, consumers will continue to make purchases (Babin et al., 1994).

Gender had a direct effect on salad purchases. This research was in line with Beardsworth et al. (2002); Bellows et al. (2010); Robinson & Smith (2003) Gender influenced consumers in making food purchases. Women make more dietary changes and have higher levels of knowledge about health and good eating habits than men (Fagerli & Wandel, 1999). Nagy-Pércsi & Fogarassy (2019) explained that 60% of consumers of organic food are women.

Income had an indirect effect on salad purchases through lifestyle. An individual's income affected the lifestyle he lived. (Bong, 2011) stated that an individual's economic or income level affected lifestyle and purchases, if an individual's income level increases then his/her lifestyle will also be high, and his/her purchases will increase as well. Nagy-Pércsi & Fogarassy (2019); Simanjuntak et al. (2015) explained that consumers who consume organic food have a high income. Consumers with higher economic levels will choose food based on their ideology or lifestyle, but consumers with lower incomes will focus on price, convenience, and familiarity with the food they are consuming (Grossiey & Khan, 2001).

CONCLUSION AND SUGGESTION

The results showed that lifestyle affects consumer decisions in purchasing salads in Pekanbaru City. Not only lifestyle, but several other factors also affect the purchase of salads, namely education, quality, and gender which directly influence the purchase of salads in Pekanbaru City. The income factor also affects the purchase of salads in Pekanbaru City, however, the income factor affects indirectly lifestyle.

Based on the results of this research regarding the factors that affect salad purchasing decisions in Pekanbaru City, the policy implications that can be considered by producers as a marketing strategy to increase sales are as follows:

1. Producers must pay more attention to the target market, such as groups with high-income levels and female consumers.
2. If producers want to reach lower-middle-income-levels groups, producers can make promotions such as discounts to attract groups with lower-middle-income levels.

3. Based on the results of the research, shows that female is more likely to make purchases compared to the male gender. Producers can make promotions to attract male consumers such as giving discounts to male consumers to increase buying interest of male consumers.
4. The results of the research showed that consumers with higher levels of education tend to have better lifestyles than those with lower levels of education. Thus, there must be a policy from the government to carry out education or a movement to adopt a healthy lifestyle.
5. The results show that quality affects purchasing decisions. Therefore, the producer must improve product quality

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