
The Influence of Brand Equity, Life Style, and Product Variety on Purchase Decisions for Aerostreet Shoes

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Abstract

Research aim : Aims to determine the influence of brand equity, life style, product variations both partially and simultaneously on the decision to purchase Aerostreet shoes.

Design/Method/Approach : The purpose of this study was to examine the influence of product variations, lifestyle factors, and brand equity on decisions to buy Aerostreet shoes. This study is cause-and-effect in nature and employs a quantitative methodology. The population in this study refers to all Aerostreet product users, regardless of how many there are in the count. Using random sampling techniques, a sample of 40 respondents was selected for analysis. Multiple linear regression is used in this study to determine the degree to which the independent variable affects the dependent variable.

Research Finding : This research shows that brand equity, life style, and product variety have a significant influence on the decision to purchase Aerostreet brand shoes in generation z..

Theoretical contribution/Originality : Brand equity is the identity of a product that can be trusted to influence consumer behavior and purchasing decisions. Measuring the impact and preferences of consumers on life style, and digging deeper into product variations from a consumer perspective influences purchases.

Practitioner/Policy implication : This research provides practical implications for Aerostreet Shoes in improving purchasing decisions.

Research limitation : This research only discusses brand equity, life style, and product variety as independent variables. There are still other variables that influence the dependent variable that need to be researched further.

Keywords : Brand Equity, Life Style, Product Variety and purchasing decisions.

1. Introduction

The development of the global fashion industry in Indonesia is increasing every year. There are always lots of new trends and they are getting more and more interesting. making people always appear up to date and contemporary, one of which is wearing local brand shoes. A brand is an additional identity of a product that not only differentiates it from competing

products, but is a promise from the manufacturer to consumers that the product will always be able to provide the value that consumers need from a product. [1]. Even though the global shoe industry has existed for a long time, the innovations made by the local shoe industry have produced various types of shoes, resulting in an increasing number of shoe fans. Innovation encompasses any type of knowledge, ideas, perspectives, customs, and principles that were not previously known to the community and that are subsequently adopted and made available to the larger community for use in altering existing things or creating new ones that enhance performance or [2]. In Indonesia itself, many new shoe brands have emerged. To attract consumers, local shoe manufacturers are competing to come up with various variations of new shoes with attractive and contemporary models. It is not uncommon for the local shoe industry to now be able to compete with foreign shoe brands. Because they can choose to buy something or not, or just spend their time, consumers are in a position to make decisions. [3]. To attract the interest of consumers, manufacturers prioritize several important things such as brand equity, life style and product variety in purchasing decisions.

In determining purchasing decisions there are several stages of pre-purchase, consumption and buyer evaluation [4]. The pre-purchase process occurs in all activities before the purchase transaction and product selection process occurs. Consumers make purchasing decisions based on whether or not a product satisfies their requirements and wants. The buying decision requires the individual managing the issue to be able to select from a number of solutions. When presented with two possibilities, a person has the ability to determine whether or not to buy, and he ultimately chooses to buy. The purchasing decision is also a stage that consumers carry out before purchasing a product [5]

Based on the hypothetical portrayal over, analysts are curious about inquiring about the impact of brand value, life fashion and item varieties on obtaining decisions for Aerostreet brand shoes. Aerostreet may be a neighborhood shoe brand that was established in 2015 in Klaten, Central Java. Adhitya Caesarico is the proprietor of Aerostreet shoes which has the trademark "presently everybody can purchase a products shoe" with this motto making the proprietor create quality shoes at reasonable costs.

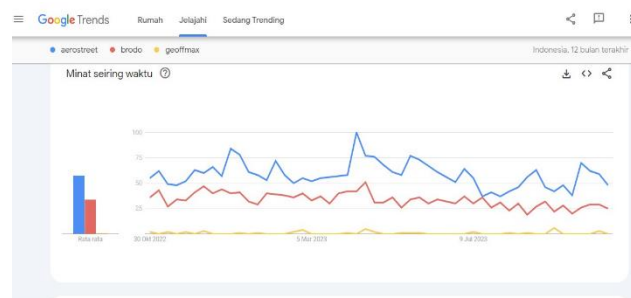


Figure 1. Trend graph for purchasing several shoe products from brands

Local Source: (Google Trends, 2023)

Based on the graph above, we can see that there are more people interested in products from the Aerostreet brand compared to the two competing brands, namely Brodo and

Geoffmax. With the strategy carried out by Aerostreet in raising the name of its products, consumer interest in Aerostreet products is increasing. This greatly influences the decision to purchase Aerostreet brand shoes for Indonesian people. Analyzing or identifying requirements and preferences, gathering information, evaluating sources, choosing amongst purchases, and acting upon those purchases are all steps in the problem-solving process that goes into making purchases. [6]. Brand Equity is one of the important things in determining purchasing decisions. Brand Equity is the added value provided to a product or service, and is reflected in the way consumers perceive and act towards it [7]. When making purchasing decisions, the current generation or generation Z always prioritizes a contemporary and attractive appearance by using Aerostreet shoes which have their own advantages in terms of fashion.

Generation Z is a generation born between the 1980s - 2000s or known as young people currently aged 17-37 years who are synonymous with using technology and social media or are often called the internet generation [8]. Aerostreet considers people's current lifestyles as a way to approach consumers to meet the increasingly fashionable lifestyle of generation Z. Lifestyle is part of secondary human needs which can change depending on the times or a person's desire to change their lifestyle [9]. Lifestyle is also defined as a model of daily behavior for a group of people in society. Apart from considering lifestyle, product variety is also no less important.

To make a product more competitive, a brand needs to increase its product variety. Product variations are something that companies must pay attention to to improve product performance. If the product is not diverse then the product will certainly be unable to compete with other products [10]. The existence of good product variations can attract consumers to make purchases. Things that must be considered by a product are how to make various decisions about the product mix produced now and for the future.

1.1. Statement of Problem

Brand Equity Aerostreet Shoes is a reference for consumers to buy and use Aerostreet products, but Aerostreet products are only known to certain groups, especially Gen Z. Consumers' life style is a reason to buy Aerostreet products even though the shoe designs are less varied.

1.2. Research Objectives

The purpose of this research is to find out how much influence Brand Equity, Life Style, and Product Variety have on Gen Z's purchasing decisions for Aerostreet Shoes.

2. Method

This research uses a quantitative approach and is casual relationship research. The quantitative data used in this research is the result of questionnaire processing [11]. A questionnaire is a tool used to collect data through a series of questions that have been designed with the aim of measuring research variables [12]. The subjects in this research were countless consumers of Aerostreet products. The objects in this research are Brand Equity, Life Style, Product Variations, and Purchasing Decisions. This ponder employments multivariate testing, which is based on increasing the whole number of factors (autonomous + subordinate) by 10. This think about will utilize the coincidental examining approach since it takes a non-probability test from an interminable populace. The test for this think about comprises of 40 respondents since there are 4 factors in it. Whereas essential information is the source of this investigate, quantitative information was utilized in this consider. A survey is used as the information collecting device to induce the fundamental data. The analysis method makes use

of coefficient of determination, multiple linear regression, classical hypothesis testing, and hypothesis testing.

3. Results and Discussion

Numerous straight examination is the explanatory procedure utilized, and its objective is to urge a total see of the subordinate variable—the item range—and the autonomous variables—brand value and way of life. choosing to purchase Aerostreet tennis shoes whereas utilizing Windows form 23 of IMB SPSS. According to the conditions given within the numerous straight relapse show, numerous direct relapse and the coefficient of assurance must come to begin with, at that point classical theory testing.

3.1 Classical Assumption Testing

Essential information is the accentuation of the investigate information source, and the different straight relapse strategy is the explanatory instrument utilized. When utilizing straight relapse models, it is as often as possible required to test conventional presumptions in arrange to fulfill the prerequisites. A test utilized to decide whether or not the information given veers off from classical suspicions is known as a classical speculation test. The multicollinearity test and the commonality test are the two tests utilized within the default test. The comes about of the ordinariness test show whether or not the utilized information is ordinarily dispersed.

Finding out in the event that the autonomous variable, subordinate variable, or both take after a ordinary conveyance is the point of this test. The Kolmogorov-Smirnov test, ordinary likelihood bend, and histogram investigation can all be utilized to appear that a conveyance is typical. On the off chance that the information shows a chime design in a histogram, the nearness of a ordinary dissemination can be appeared. By analyzing the dissemination of focuses encompassing the corner to corner line, which speaks to the fittingness of the information conveyance, typical likelihood plots can too affirm that the information conveyance is ordinary.

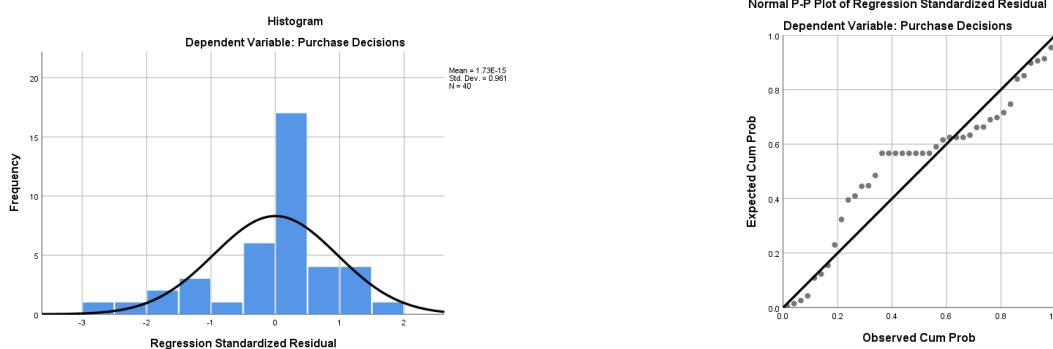


Figure 2. Normality Test Results

Source: Processed by SPSS 2023

It is clear from the typicality test comes about based on Figure 2 that the inspected information contains a typical dissemination. The coming about bell-shaped histogram picture shows changing information. Meanwhile , the information or focuses are scattered along the

corner to corner line and take after its heading, agreeing to the comes about of the ordinary likelihood plot.

Testing whether a relapse show identifies a relationship between free factors is the objective of the multicollinearity test. There shouldn't be any relationship between the autonomous factors in a better than average relapse demonstrate. A strategy for distinguishing multicollinearity is the Change Swelling Figure, or VIF. The table shows the discoveries from the multicollinearity test of the relationship lattice between the autonomous factors, resistance values, and VIF.

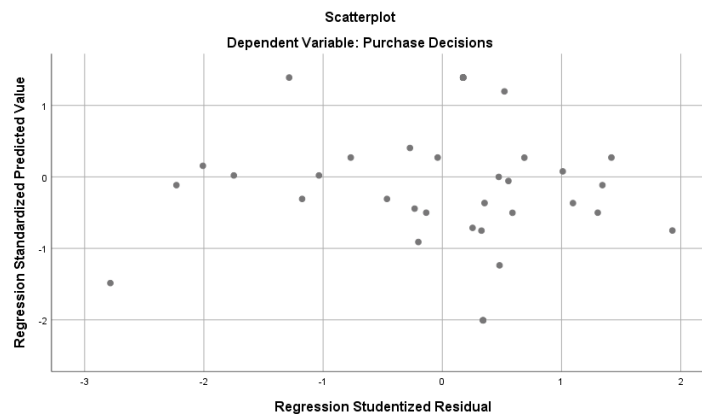
Table 3. Multicollinearity Test

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
(Constant)	1.316	3.588		-.367	.716		
Brand Equity	.327	.159	.303	2.055	.047	.311	3.214
Lifestyle	.465	.173	.321	2.691	.011	.475	2.107
Product Variations	.468	.195	.340	2.400	.022	.337	2.969

a. Dependent Variable: Purchase Decisions

Source: Processed by SPSS 2023

Multicollinearity is a phenomenon where two or more independent variables or exogenous constructs are highly correlated, causing poor model performance. The VIF value should be < 5 , because if > 5 then the construct is collinear. From the results of the multicollinearity test in Table 3, it is known that the tolerance value is > 0.10 and the VIF value is < 10.00 . Good regression models are homoscedastic and heteroscedastic. The results of the heteroscedasticity test using a scatter plot are shown in Figure 3.



Source: Processed by SPSS 2023

Figure 3. Heteroscedasticity Test Results

Figure 3's dissemination outlines how the dabs are scattered haphazardly, without any recognizable design, and both over and underneath the zero on the Y pivot. This shows that the relapse show does not show heteroscedasticity. Subsequently, it is set up that heteroscedasticity does not exist within the relapse show.

3.2 Multiple Linear Regression Analysis

Table 4 multiple linear regression

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.316	3.588		-.367	.716		
Brand Equity	.327	.159	.303	2.055	.047	.311	3.214
Lifestyle	.465	.173	.321	2.691	.011	.475	2.107
Product Variations	.468	.195	.340	2.400	.022	.337	2.969

a. Dependent Variable: Purchase Decisions

Source: Processed by SPSS 2023

As can be seen from the above table, it is double linear; the standard value (α value) is 1.316, the β value for Brand Equity (0.327), the β value for Lifestyle (0.465), and the β value for Product Variety (0.468). The following is how to generate the regression equation:

The following multiple linear regression model or formula is used in this analysis. The following is the multiple linear regression analysis model:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + e$$

$$Y = 1,316 + 0,327x_1 + 0,465x_2 + 0,468x_3 + e$$

$a = 1.316$ indicates that brand equity, lifestyle and product choice have a positive value. $b_1 = 0.327$ which shows that the brand equity variable has a positive effect, which means that when brand equity increases by unit, purchasing decisions increase by 0.327, with the other assumption being that the variable is considered constant.

$b_2 = 0.465$ indicates that the lifestyle variable has a positive effect, meaning that if lifestyle increases by one unit, purchasing decisions increase by 0.465. Assuming other variables are considered constant.

$b_3 = 0.468$ indicates that the product variable has a positive influence, meaning that if the product variation increases by one unit, purchasing decisions increase by 0.468 with other assumptions remaining constant.

3.3 Determination Coefficient Analysis (Adjusted R2)

This coefficient indicates the extent to which the dependent variable accounts for the variation in the independent variable utilized in the model. Modified R2 = 0 indicates that even the slightest differences in the independent variables do not account for variations in the

method's independent variables. Conversely, if Adjusted R2 = 1, then all of the variation in the dependent variable can be explained by changes in the independent variable employed in the model.

Table 5 below shows the results of three independent variables - brand equity, lifestyle and coefficient of determination of product variety.

Table 5. Coefficient of Determination Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.870 ^a	.757	.737	1.427	1.824

a. Predictors: (Constant), Product Variations , Lifestyle , Brand Equity

b. Dependent Variable: Purchase Decisions

Source: Processed by SPSS 2023

Based on this table, it can be concluded that the coefficient of determination (R2) for purchasing decisions for Aerostreet Shoe Products (Y) for the Brand Equity (X1), Lifestyle (X2) and Product Variety (X3) variables is 0.870 or 87.0%. Or in the guidelines for interpreting the coefficient of determination in this study it is classified as very strong. The average purchasing decision for Aerostreet footwear consumers is 87.0% based on brand equity (X1), lifestyle (X2), and product variety (X3), with 13% determined by other factors not researched.

3.4 Hypothesis test

The following hypothesis is tested in this study using the T and F tests: Table 6 displays partial test results using a t test with compared values at a significance level of 0.05.

Table 6. T Test (Partial Test) Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	1.316	3.588		-.367	.716		
Brand Equity	.327	.159	.303	2.055	.047	.311	3.214
Lifestyle	.465	.173	.321	2.691	.011	.475	2.107
Product Variations	.468	.195	.340	2.400	.022	.337	2.969

a. Dependent Variable: Purchase Decisions

Source: Processed by SPSS 2023

As can be seen from the t test discoveries within the over table, Ha is acknowledged and H0 is rejected since the brand value variable's importance esteem is 0.047, which is less

than 0.05. This shows that the choice to purchase Era Z Aerostreet shoes, Mojoroto Kediri Locale, is to some degree impacted by the brand value variable.

Table 6's computation comes about appear that the way of life variable's noteworthy esteem is 0.011, which is less than 0.05, meaning that H_a is acknowledged and H_0 is rejected. This shows that the choice to purchase Era Z Aerostreet shoes, Mojoroto Area, Kediri City, is altogether affected by the way of life calculate in portion.

The item variety variable's critical esteem is 0.022, which is less than 0.05 based on the computation comes about in Table 6, meaning that H_a is acknowledged and H_0 is rejected. This demonstrates that choices around what to purchase are altogether impacted by the item variety variable. From Kediri City's Mojoroto Area, Era Z Aerostreet Shoe Items.

The F test is outlined to look at the concurrent (combinatorial) impacts of item differing qualities, brand value, and way of life on the subordinate variable, which is obtaining choice. The likelihood values' results can be compared to decide the F test. The comes about of the concurrent test with the F test are appeared underneath; Table 7 appears a comparison of the test values at the 0.05 noteworthy level.

Table 7. F test (Sig value)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	228.323	3	76.108	37.391	.000 ^b
	Residual	73.277	36	2.035		
	Total	301.600	39			

a. Dependent Variable: Purchase Decisions

b. Predictors: (Constant), Product Variations , Lifestyle , Brand Equity

Source: Processed by SPSS 2023

As can be seen from the above table, the variables Brand Equity (X1), Lifestyle (X2), and Product Variety (X3) all have simultaneous influences, both individually and together, with a significant value of $0.000 < 0.05$. impact the choice to buy Aerostreet Shoe Products.

4. Conclusion

The aim of this research is to determine the influence of brand equity, lifestyle and product variety on purchasing decisions for Aerostreet brand footwear products. Based on the data analysis carried out, it can be concluded that the variables Brand Equity (X1), Lifestyle (X2) and Product Variety (X3) simultaneously or jointly influence the decision to purchase Aerostreet shoe products in generation Z. This is shown as the F value. The total is 37.391 with a significance value of 0.000 smaller than $\alpha = 0.05$. This means that there is a significant influence between these variables on purchasing decisions. This research contributes to the development of science, especially in the field of marketing. This research shows that brand equity, lifestyle and product variety are important factors that influence consumer purchasing decisions for Aerostreet shoes.

The comes about of this ponder cannot as of now be connected to all Aerostreet clients in all districts of Kediri city due to a number of imperatives, one of which is that it was restricted to the Mojoroto neighborhood. Since this think about fundamentally utilizes essential information from shopper overviews, respondent subjectivity may have an affect on the discoveries. Owing to the imperatives of this consider, a number of other inquire about plans, counting considers that may well be carried out all through numerous Indonesian cities, can be recommended. The analysts offer exhortation and suggestions to businesses on how to keep enhancing and developing so that Aerostreet brand shoes become Indonesians' first choice and draw in more clients. It would be ideal for following analysts to require into consideration more factors. For occasion, progressing the steadfastness of the item and its changing highlights. with the trusts that more investigate may surrender more prominent comes about.

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