

The Influence of Lifestyle and Sales Promotion on Online Purchase Decisions for Home-Cooked Culinary during COVID-19 in Medan City, Indonesia

Eka Dewi Setia Tarigan, Hesti Sabrina, Yuni Syahputri

Faculty of Management and Business, Universitas Medan Area Medan, Indonesia

Corresponding Author: Eka Dewi Setia Tarigan

ABSTRACT

Pandemic COVID-19 has brought many changes to the human side of life, such as the lifestyle of ordering culinary online. As a result of this Covid-19 society is also affected in the economic field so that consumers tend to look for culinary online that offers attractive incentives. This study discusses how the influence of lifestyle variables and sales promotion on culinary purchase decisions in Medan city during pandemic Covid-19. The results of this study show that lifestyle variables affect culinary purchase decisions in Medan city and sales promotion variables have a positive and significant effect on culinary purchase decision during Covid-19 in Medan city. Lifestyle variables and sales promotions simultaneously had a positive and significant effect on culinary purchasing decisions during Covid-19 in the city of Medan.

Keywords: Lifestyle, Sales Promotion, Culinary, Online Purchase Decision, Covid-19

INTRODUCTION

The outbreak of Covid-19 prompted the government to take steps to protect the population and break the chain of virus transmission. After the enactment of large-scale regulation, the government continues with the new normal. Although the situation is new normal but the spread of Covid-19 is still quite high. Based on an online survey on March 17-18 conducted by Snipcart on eight major cities in Indonesia (Jakarta, Bandung, Semarang, Surabaya, Medan,

Palembang, Makassar, and Manado) showed that the corona virus pandemic brought many changes to the good community that 15-50 year olds make lifestyle changes, work habits, and business people especially urban areas¹. Many businesses are affected by Covid-19; one of the businesses most affected by Covid-19 is the food and beverage culinary business. The culinary business of food and beverage is very affected; Covid-19 even its turnover decreased to 75% even experienced a turnover of up to 75%².

This Covid-19 pandemic gives rise to new consumer habits that fill their free time with new activities, home-cooked culinary business is the main choice of consumers in buying healthy food in the midst of Covid pandemic 19. Consumers prefer to order healthy food, order food online by utilizing delivery service applications. Consumers feel that buying culinary online can increase their sense of security due to lack of direct contact with the crowd. In addition, in the midst of the growing culinary home, consumers are now trying to get a purchase offer that can provide attractive incentives. The city of Medan is famous for its culinary offerings that offer a variety of specialties in North Sumatra.

As a result of Covid-19 many culinary entrepreneurs are complaining about the decline in sales turnover. People in the city of Medan are starting to order

culinary online to avoid crowds. To maintain the continuity of the business, culinary entrepreneurs in the city of Medan began to serve online purchases and also offer attractive incentives to consumers. The results of research conducted by Evi Rachmaty and Anik Lestari Andjarwati stated that consumerism has a positive and significant effect on purchasing decisions. In this study shows that sales promotion variables have a greater influence. It can be further concluded that effective sales promotion is a tool to influence consumer behavior by offering a variety of incentives that attract consumers.

LITERATURE REVIEW

Purchase Decision

The purchase decision is a series of steps that consumers take in making a product purchase. According to (Kotler and Armstrong, 2014) states that the purchase decision is the steps taken in making a decision among the several alternatives available to buy goods that suit the needs and desires of consumers. Purchasing decisions according to (Schiffman and Kanuk, 2008), purchasing decisions are various stages that are processed from several different alternatives in making a choice. While according to Peter and Olson (2013), purchasing decisions are the process of integrating by combining various information about the product which is used to evaluate several alternative options in making a decision. Some of the above scholars opinion can be concluded that consumer decision-making is a stage that consumers go through in deciding to buy a product that begins with the search for various sources of relevant information and the selection of various alternatives that are beneficial for consumers to be selected as one of several alternatives. In the purchase decision a consumer will also determine the category of product selection, brand and various other attractive offers for consumers.

Lifestyle

Lifestyle is how the consumer or everyday behavior in meeting their needs by consuming a product based on interests, activities and opinions. Based on the daily life of a person can reflect how a consumer's lifestyle reflects the behavior / pattern of how a person lives life in consuming a product based on interests, activities, and opinions in their daily lives and that differentiate each other. Lifestyles have changed in recent decades. According to Kindra (1994) lifestyle is an external expression of individuals about their needs, opinions, and tendencies to participate in the socio-economic and political life of their country. As an external expression of individuals about their needs, opinions, and tendencies to participate in the socio-economic and political life of their country. Lifestyle patterns give consumers a broader three-dimensional view so marketers can think of them more intelligently. According to Assael (1992) that lifestyle is a person's lifestyle resulting from activities, interests, and opinions that are reflected in daily activities of life According to Mowen (1995) lifestyle is how a person consumes products, spend their money and provide their time in obtaining products. Based on this definition, it can be concluded that lifestyle is a series of activities of a person that is reflected in his daily life in carrying out life activities based on activities, interests, opinions.

Sales Promotion

Kotler and Armstrong (2014) define sales promotion as an attractive incentive offer for consumers that can motivate consumers to make purchases at the moment. According to Lamb, Hair and McDaniel (2001), sales promotion is an attempt to communicate the products offered by providing attractive incentives other than advertising, personal sales, publicity and public relations. Incentives offered by manufacturers to consumers can motivate consumers to make purchasing decisions.

Sales Promotion Techniques. Techniques or tools in conducting sales promotion according to Sutisna (2003) as follows: 1. Coupons; 2. Price-off deals; 3. Premium and advertising specialties; 4. Contest and sweepstakes; 5. Sampling and trial offers; 6. Brand placement; 7. Rebates; 8. Frequency programs
9. Event sponsorship

RESEARCH METHODOLOGY

This study is a survey study with a form of explanatory research. The research population is the people of Medan City who have done online culinary purchase transactions in Medan city. The number of samples in this study is 100 respondents

taken proportionally from each region in Medan City with the technique of sampling is done purposively. The distribution of the questionnaire was done through google forms media, where respondents were given several alternative answer choices.

DISCUSSION

Multiple Linear Regression Analysis Partial Test (T-test)

Statistical tests were intended to test the partial influence between independent variables on dependent variables assuming that other variables were considered constant, with a 95% confidence level ($\alpha = 0.05$). Based on the table of multiple linear regression analysis obtained.

Table 1: Partial Test (T-test)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.230	2.180		2.399	.018
	Lifestyle (X1)	.405	.068	.452	5.989	.000
	Sales Promotion (X2)	.383	.066	.436	5.779	.000

a. Dependent Variable: Purchase Decision (Y)

Lifestyle (X1)-The t-statistical value is obtained 5,989 where the t-table value at α 5% which is 1,670, it means a positive and the standard α is 5%, t-statistic is (5,989) > t-table (1.670) and the p-value in column sig 0.000, it means significant. It explains that the lifestyle has a positive and significant effect on purchase decision culinary during Covid-19 in Medan City.

Sales Promotion (X2) -The t-statistical value is obtained = 5,779 where the t-table value at α 5% which is 1,670, it means a positive. Where the standard α is

5%, and the value of the t-statistic is (5,779) > t-table (1.670) and the p-value in the column sig 0.000, it means a significant. This explains that sales promotion has a positive and significant effect on culinary purchasing decisions in the city of Medan.

Simultaneous Test (F Test)

The F-test with the intending to test whether simultaneously independent variables affect the dependent variables, with a confidence level of 95% ($\alpha = 0.05$).

Table 2: Simultaneous Test (F-Test)

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	681.030	2	340.515	73.224	.000 ^b
	Residual	451.080	97	4.650		
	Total	1132.110	99			

a. Dependent Variable: Purchase Decision (Y)

b Predictors: (Constant), Sales Promotion (X2), Lifestyle (X1)

The value of F-statistical is obtained (73,224) > F-table (3.09), it means positive. While the p-value obtained in the sig column 0.000, it means significant. Thus it can be concluded that lifestyle variables and sales promotion simultaneously have a positive and significant effect on culinary

purchasing decisions during the covid pandemic 19 in the city of Medan.

Determination Coefficient

Table 3: Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 ^a	.602	.593	2.156

a. Predictors: (Constant), Sales Promotion (X2), Lifestyle (X1)

Based on the calculation of the coefficient of determination, it can be seen that the adjusted R-Square value is obtained 0.593. It indicates that 59.3% of purchase decisions can be explained by lifestyle factor variables and sales promotion, and 40.7% influenced by other factors which is not explained in this study.

DISCUSSION

Testing of Lifestyle had a positive impact on the decision to purchase culinary during Covid 19 in the city of Medan. The results of this research are not supported by prior study who conducted by Al Rasyid, et;al (2017) that entitled Analysis of lifestyle, innovation products, and marketing mix of product purchase decision hen's instant omelette (Case Study In Pt Eco Nature Multiindo). The prior study shows that lifestyle does not have a positive effect on purchasing decisions. Meanwhile, the research worked by Rahmah, et.al. (2018) which is entitled The Effect of Brand Equity, Marketing Mix, And Lifestyle To Purchase Decision at Maxx Coffee, Bogor. Their study discusses that Lifestyle variables have a direct positive effect on purchasing decisions. The more luxurious or high lifestyle consumers of XYZ Coffee Bogor, the higher the purchasing decision at XYZ Coffee Bogor. Overall, the results of the recapitulation score of 3 (three) lifestyle indicators explained that the respondents related to lifestyle is dominated by the desire of customers to visit XYZ Coffee Bogor who is enjoy the service at XYZ Coffee Bogor, pamper themselves, and improve prestige. Its indicate that the fulfillment of consumer expectations to improve lifestyle and imaging in the environment had an impact on consumer purchasing decisions at XYZ Coffee Bogor.

Sales promotion testing had a positive and significant effect on culinary purchasing decisions during Covid-19 in the city of Medan. Based on prior study by Orji, et.al. (2020) that entitled "Effects Of Sales Promotion On Consumer Buying Behavior Of Food Seasoning Among Nigerian House

Holds: A Case Study Of Nestle Maggi Naijpot. The results of prior study raise the main determinants of sales promotion that can be nurtured by company management to further influence consumer buying behavior. Therefore, their study expands the scope of identifying measures that will improve organizational performance such as rebates, free trials and free prizes. Discounted sales, free trials, and free gifts are one of the most important marketing tools that companies need to consider in order to influence their buying behavior. Furthermore, the prior study conducted by Neha, S., & Manoj, V. (2013), that entitled Impact of sales promotion tools on consumer's purchase decision towards white good (refrigerator) at Durg and Bhilai Region of CG, India. The result shows that among the various sales promotion tools: offer, premium and contest are the most influencing variables for consumer purchase decision". The purpose of their study is to find out the various sales promotion tools and their impact on the decision to purchase electronic items in the refrigerator. The data were then analyzed with statistical tools using multiple regression techniques. The results show that among the various tool sales promotions: offers, premiums and contests are the most influential variables for consumer purchasing decisions.

CONCLUSION

Based on the results of this study, it can be seen that lifestyle has a positive effect on consumer purchasing decisions and sales promotion have a positive and significant effect on consumer purchasing decisions. The adjusted R-value is 0.593, it means that the consumer purchase decision variant is 59.3% explained by lifestyle and sales promotion, while 40.7% is explained by other variables that are not discussed in this study. The results of the above conclusion, we recommended to home-based culinary entrepreneurs to offer a variety of products, although the situation was not conducive during the Covid-19 pandemic.

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