

# The Impact of Life Style and Social Media on Purchasing Decisions in B-One Cafe, Medan

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## ABSTRACT

The situation of the food and beverage industry in Medan, North Sumatra, according to BPS data from 2015 to 2018 tends to decline. This condition had an impact to the entrepreneur, most of them are newcomers in the culinary industry, where they are still building their brands that are not yet known by the consumer. This condition had also applied to B-One Cafe, Medan, where they had operated since 2016. Their gross sales also trend to decline. Gross sales data since 2016 showed IDR 1,131 billion, decreased in 2017 become IDR 1,076 billion and then declined again in 2018 IDR 1,011 billion. Cafe B-One indicated less responsive to the lifestyle of their customers that mostly are millennial generation. Basic characters of millennial generation are practical and always connected to the internet. Cafe B-One, Medan also do not maximized their promotion on social media, is Instagram. The objectives of this study are: 1) simultaneously to study and analyze lifestyle and social media on purchasing decisions at B-One Cafe, Medan; 2) partially to study and analyze lifestyle on purchasing decisions at B-One Cafe, Medan, and; 3) partially to study and analyze social media on purchasing decisions at B-One Cafe, Medan. Multiple regression analysis is applied for research methode. Total sample are 100 customers whom has visited at least twice to B-One Cafe, Medan. Research shown that simultaneously Lifestyle and Social Media has positive and significant effect on Purchasing Decisions at B-One Cafe, Medan. Whereas partially: Lifestyle variable has positive and significant effect on Purchasing Decision at B-One Cafe, Medan. Partially Social Media variable has positive and significant effect on Purchasing Decisions at B-One Cafe, Medan.

**Keywords:** Social Media, Life Style, Purchasing Decisions.

## INTRODUCTION

The development of the culinary industry is currently experiencing a bad period. Many culinary businesses in the city of Medan whose development is not so good. Data from the Central Statistics Agency of Medan shows that the growth rate of the food and drink industry in Medan has decreased. It was high in 2015, but dropped dramatically in 2016, rising in 2017 and returning down in 2019.

Conditions like this one of which is also felt by entrepreneurs eating and drinking, especially small entrepreneurs who expect their business turnover from the consumptive pattern of society. This is increasingly complicated, for new entrants in the business world, who previously they are still pioneering their brands that are not yet known by the wider community. In general, people only want to shop for a brand that they are familiar with compared to a brand that is still new. This is as stated by Kotler and Armstrong (2014) which states that a brand that is well known by the public has more impact on customer purchasing decisions.

A closed study (blind study) of cola products between Pepsi and Coca Cola found that results were not much different from the desire of customers to choose between the two products. But when customers are communicated that product A is Coca Cola and product B is Pepsi, there is a significant difference in customer

purchasing decisions, with a ratio of 75:25 for Coca Cola (Marshall and Johnston, 2015). This condition clearly depicts the customer is very affected by the brand of a product, even though quality is not found a significant difference they feel. The same is true for some local brands that are trying to survive from established brands.

B-One Cafe, located on Jalan Pancing, Medan, is one of the new entrants in the culinary business. Present in Medan since 2016. The concept they are carrying is young urban people who are dynamic and also progressive. Selection of locations close to several major campuses in the city of Medan, namely Medan State University, Medan Area University, Medan State Islamic University, Amir Hamzah University, College of Agricultural Sciences (STIPAP) and Tourism Polytechnic (under the Tourism Office). Besides that, the cafe is also next door to the garage and car doormeer. Early conditions in 2016 are quite promising. But the development of the B-One Cafe business tends to stagnate.

To find out this condition, the author conducted an interview with the Operations Manager, Mr. Lesmana. He stated that business progress tends to be stagnant. When asked what caused the growth of the B-One Cafe culinary business to stagnate, according to him there was a misperception from customers stating that the B-One Cafe was exclusive and expensive. This is because customers in general are students who prefer cafes that are not so fancy but offer low prices. Yet according to Mr. Lesmana, Cafe B-One has adjusted prices to the surrounding cafes. Even if compared to the cafes around, the price of B-One is more expensive than the cafes around. However, Mr. Lesmana argues they offer a better taste and also a more comfortable place. Besides that, B-One Cafe also presents outdoor and indoor spaces that can be used by consumers.

The author tries to conduct a pre-study by distributing questionnaires to 30 young people whom I met around the location of the B-One Cafe. Based on this,

the authors see that the market potential is still wide open. Cafe B-One needs to take a structured action to increase sales turnover. The results of research conducted by Edi Satria (2015) found that purchasing decisions are influenced by customer lifestyles. Lifestyle is a pattern of life that is shown by customers through their daily activities, their interest in something and also the opinions they believe in. The way of life of the community continues to grow. Moreover, at this time the market domination is filled by millennials, with their variety and lifestyle trends.

Characteristics of the current millennial generation include (Statistics Indonesia, 2018):

1. Always look at their smartphone or gadget. The use of this smartphone is not only for reading something light, playing games, but also as a means of learning and reading electronic books.
2. Millennial must have a social media account as a communication tool and information center.
3. Millennials definitely prefer cellphones to television. Watching a television program is no longer an entertainment because anything they can find on a cell phone.
4. Millennial makes the family the center of their consideration and decision-making.

B-One cafe must be able to respond with the above characteristics in order to reach customers who are currently dominated by millennial generation. One effective marketing channel in capturing interest or building brand awareness for millennial generation is by building social media channels. Social media is one part of digital marketing that focuses on social media channels both through websites and mobile applications that can be downloaded on the AppStore and Play Store. Millennial generation tendencies towards the use of social media can be exploited by B-One Cafes in attracting more customers from this millennial generation.

Although the condition of the culinary business growth in the city of Medan tends to decline, but broken growth continues to change. Cafes or restaurants that were previously closed are replaced by new cafes or restaurants. Back mushrooming new restaurants or cafes not only in the city center. But it has reached the outskirts of the city. The concept offered is a great restaurant-style taste but very competitive prices (medan.tribunnews.com, 2019). Even with the merger of the mushrooming of cafes with technology, the current phenomenon makes it easier for customers to shop. They no longer need to be present. Simply order through applications such as Go-Jek or Grab, they can already get food orders delivered directly to the house.

Mr. Lesmana, as the Manager at B-One Cafe said that he had responded to this problem. They already have an account on social media namely Instagram and Facebook. They also have 1,065 followers, and they admit the followers are genuine, not paid followers. Likewise they already have a Facebook account. Only they are more active on Instagram than on Facebook. They always post their activities or food menus on their Instagram. However, as previously stated, the efforts of Cafe B-One through marketing in the online channel (social media) has not been able to lift their sales. On the basis of this, the author wants to do research on the influence of lifestyle and social media on purchasing decisions at B-One Cafe, Medan.

## **LITERATURE REVIEW**

### **Marketing**

Marketing or often referred to as marketing is a process of creating customer value and building positive, strong customer relationships with the aim of getting value from customers as an impact (Kotler and Armstrong, 2014). Basically marketing is taking care of the company's profitability through efforts to build positive relationships with customers.

The marketing effort is how to create new customers by attracting their attention and interest and also how to retain existing customers by continuously providing good, quality product services. Both of these processes are cycles, after getting new customers, marketers must maintain it and after successfully maintaining it the marketer also looks for new customers to increase the number of customers from the previous total.

### **Marketing Services**

The definition of service marketing cited by Kotler and Armstrong (2014) is that each service action is an act that can be offered by one party to another party which is basically intangible and does not result in ownership of something. According to Lovelock and Gummesson (2011) defines that service is a form of service through which customers or consumers can benefit through the expected service value. The concept of marketing services is simply as an attempt to bring together products or services produced by a company with prospective customers who will use these services, therefore products and services produced by a company or company must be able to meet the needs and desires of customers.

### **Lifestyle**

According to Mowen (quoted from Pangestu and Suryoko, 2016) lifestyle is a pattern of one's life behavior, patterns in shopping and allocating time. Meanwhile, according to Kotler and Armstrong (2014) are: "A person's pattern of living as expressed in his or her activities, interests, and opinions" If defined above, lifestyle is a pattern of human life shown in activities, hobbies and opinions. According to Kotler and Armstrong (2014), if market participants are observant in seeing changes in market lifestyles, then they can adjust their sales patterns based on market desires that match their lifestyles. Consumers sometimes buy a product not based on need, but on their lifestyle.

## Digital Marketing

Digital marketing according to Chaffey (2002) is the application of digital technology that forms online channels to the market (website, e-mail, data base, digital TV and through various other recent innovations including blogs, feeds, podcasts, and social networks) that contribute towards marketing activities, which aim to benefit and retain consumers (in multi-channel buying processes and customer life cycles), through efforts to recognize the importance of digital technology and develop planned approaches to increasing consumer awareness (of the company, behavior, values and drive loyalty to its product brand), and then deliver messages through integrated and focused online-based communication and service activities to meet specific customer needs.

## Social Media

Social media is an online media where each user can be free to share or participate in both information and entertainment that is able to support social interaction.

## Buying Decision

Understanding purchasing decisions, according to Kotler and Armstrong (2014) is the stage in the buyer decision-making process where consumers actually buy. Decision making is an individual activity that is directly involved in obtaining and using the goods offered. Another definition of a purchasing decision is the buyer's decision about which brand to buy. Consumers can form the intention to buy the most preferred brand. Purchasing decision is a process of decision making about a purchase which includes determining what to buy or not to make a purchase.

## RESEARCH METHODS

This study is a correlation analysis, which is a type of research carried out with the aim of detecting the extent of variations in a factor related (correlated) with one or more other factors based on the correlation

coefficient (Sinulingga, 2017). The selection and use of this design is related to the purpose of the study, which is to explain the influence and testing of hypotheses by analyzing various data in the field. In the context of this study is to obtain the facts of the phenomenon and look for factual information about the description of the factors increasing purchasing decisions at B-One Cafe, Medan.

The population of this study is all B-One Cafe buyers who are in cafes. The average buyer based on B-One cafe data is 1,500 shoppers per month. The sampling technique uses the Slovin formula so that the number of samples set is 100 respondents.

The type of data used is primary and secondary data. Primary data is data obtained directly from the source, observed and recorded by researchers. Primary data obtained through data collection techniques with surveys. Primary data is taken from survey results for qualitative data including employee perceptions about the factors that cause an increase in purchasing decisions at B-One Cafe, Medan. Secondary data is data that comes from B-One Cafe, Medan, namely sales, customer and menu prices.

## RESULT AND DISCUSSION

### Simultaneous Effect of Lifestyle and Social Media on Purchasing Decisions

The main results in this study found that overall Lifestyle and Social Media influence Purchasing Decisions at B-One Cafes. This is an important input for Kafe B-One in increasing sales by paying attention to the lifestyle of their consumers. The majority in this study are those who are classified as adolescents and early adulthood, ie between the ages of 18 to 30 years. This age range is classified as those in millennial generation, that is, the instant generation. BPS data (2019) also shows that the majority of active consumer groups in Indonesia are millennial generation. Millennials are those born between 1980 and 2000 (BPS, 2019).



Partially it was also found that the Lifestyle variable had a positive and significant effect on the Purchasing Decision and so did the Social Media variable which also had a positive and significant effect on the Purchasing Decision. However, by taking into account the correlation coefficient in the t test, it was found that the coefficient of Social Media (4.037) has a higher coefficient compared to Lifestyle (3.673). This shows based on the results of this study that partially Social Media factors have a closer relationship compared to Lifestyle. This needs to be a strategy suggestion and consideration for Kafe B-One in prioritizing their strategies.

### **Effect of Lifestyle on Purchasing Decisions**

The results in the study found that Lifestyle influences positively and significantly on Purchasing Decisions. This is in line with the results of a study conducted by Satria (2015), where he found that the tendency of the people of Jambi City to choose cellphones influenced their lifestyle, that is, to be seen by urban communities. As in this study also shows that respondents want to eat / drink in B-One Cafe to make it look trendy and keep up with the times.

The same research results were also shown by Long-Yi Lin, Hsing-Yu Shih (2012) where they found that the lifestyle of their respondents influenced purchasing decisions. They found that their respondents were students in making purchasing decisions about anything considering their urban lifestyle, modern and dynamic.

Pangestu and Suryoko (2016) also found that the purchase decision of their research respondents always paid attention to their lifestyle. Respondents in their study were customers of the Peacockoffie coffee shop, which in general is also in the adolescent age range. This is in line with the results of research by the author.

### **Effect of Social Media on Purchasing Decisions**

The results also showed that the influence of social media on purchasing decisions at B-One Cafe was positive and significant. Customers claim to be interested in the promotion of Cafe B-One on Instagram and keep abreast of its developments. This is in line with the results of research conducted by Putri (2016) where she found that promotions conducted by Cherie stores can increase customer interest to improve purchasing decisions. Cherie Shop itself is engaged in food and beverage by providing pastries or snacks which are packaged in the form of parcels that can be given in various special moments, for example Christmas and New Year, Eid, and birthdays.

The same thing was found by Rahman (2015) who found that the development of information technology made it easier for students (who were respondents to their research) to shop. The influence of social media on their purchasing decisions is positive and significant. Social media for students is no longer used as a lifestyle, but also a place to transact online.

Hajli (2013) states that there is a very close relationship between the role of social media in improving customer purchasing decisions. Furthermore, he stressed in conducting marketing in cyberspace, where there is no direct physical contact with the products being marketed, then trust becomes the main capital. Buyers no longer directly trust a product being marketed. They generally look for references regarding the validity of the product. That is why the assessment or review of a product that comes from direct buyers becomes very important for prospective buyers.

## **CONCLUSION AND SUGGESTION**

### **Conclusion**

Based on the analysis and discussion carried out, the following conclusions can be drawn:

1. Simultaneously, there is a positive and significant influence between Lifestyle

and Social Media on Purchasing Decisions at B-One Cafe, Medan.

2. Partially, there is a positive and significant influence between Lifestyle and Purchasing Decisions at B-One Cafe, Medan.
3. Partially, there is a positive and significant influence between Social Media and Purchasing Decisions at B-One Cafe, Medan.

### **Suggestion**

Based on the results and discussion, there are several suggestions that can be delivered:

#### **1. Lifestyle Suggestions**

Based on their lifestyle, there are several things that can be considered according to their tastes. Millennials like something simple and casual. That is why they can quickly be attracted to modern and dynamic styles, and vice versa are not attracted to something classic or monotonous. This is precisely what has become less of a concern for Cafe B-One. The design and layout of their cafe looks classic, with 1960s style wall paintings. Likewise there are some paintings on their walls. This is in line if they specialize their cafe for professionals over the age of 45 years. However, because the results of this study show that the majority of B-One Cafe customers are millennial generators, it's a good idea for B-One Cafes to redesign their cafes in a retro and instagramable style (i.e. a suitable design if they take photos behind and upload to their Instagram).

Millennial generation also likes something instant. They only search for the desired information in a short time. This can be input for Instagram admin Kafe B-One agar post information on their Instagram by loading information as concisely as possible, directly at the core of the information. They also like something informal, so the use of words on Instagram should also be words that are trending and easy to understand and get to the point before their attention is lost.

Management also needs to accommodate their instantaneous lifestyle, by facilitating online ordering, both through Go-Jek, Grab, etc., and by facilitating payment methods (through the OVO application, Link, and so on). This has not been seriously developed by the B-One Cafe. When the authors conducted an interview with the Operations Manager they stated that they had previously done this, but because no one specifically focused on online purchases and payments, they stopped it.

One marketing strategy for millennials that is trending is the use of influencers, those who have followers of thousands of people so that many see or read their Instagram. These influencers do not have to come from celebrities or artists, most of them are never on the television screen but exist in cyberspace. Social media users really like to follow this influencer, so many products promote through them or known as endorse. This strategy can be applied by the B-One Cafe in raising public awareness of the presence of the B-One Cafe by working with local influencers from the City of Medan.

#### **2. Suggestions From Side The Social Media**

In addition, the management of Kafe B-One also needs to improve marketing communication through social media in order to attract millennial customers by increasing promotion through the internet (social media). The advice that can be given is to improve the appearance of the pictures they post on their Instagram so that it is better by using the quality of the camera and an attractive image side.

Besides that, B-One Cafe needs to consider an icon that can represent B-One Cafe and be a reminder for customers. And finally the manager (admin) of Instagram B-One Cafe needs to add uploads so that customers or often known as netizens always get the latest information from B-One Cafes.

While suggestions from the side of using Instagram B-One Cafe for promotion include:

1. Strengthen the display

The author sees the quality of the images used in uploading food promotions is very ordinary. At the time the writer asked, only using the iPhone 6 series camera. Actually it is not located in the quality of the camera, but in terms of taking pictures and the background of taking photos should also be considered by the manager of the B-One Café.

2. Display an icon that can be a reference

B-One cafe must display a figure or icon that can be a customer reference. The icon doesn't have to be endorse by the artist, it could be an attractive logo or anything that is easy to remember.

3. Expand posts

Managers must upload photos or events or food menus regularly, whether every day, or every other day. The author sees that currently social media that is actively used is Instagram, but uploads can reach once a month. This is very long, considering that consumers continue to open their social media. So that if long, it will make consumers forget the presence of Cafe B-One.

4. Focus on Promotion

In some cases, the authors get Cafe B-One "Like" for something that has nothing to do with culinary or other business. The manager of B-One Kafe social media must be able to professionally separate business needs from personal needs. On Instagram, people

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