

Lifestyle and Consumers' Choice of Laundry Services in Manado City: An Empirical Study

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ABSTRACT

Lifestyle, including activities, interests, and opinions, influences consumer shopping behaviour and decisions in laundry businesses. It relates to individual's way of life, use of money and time, expressed in activities, interests, and opinions. Therefore, those partaking in this business need to understand their consumers' lifestyle, for complete information on what products to offer, innovate, and promote. This study was conducted in Malalayang, Paal 2, Boulevard, and the areas surrounding Sam Ratulangi Airport, the central areas of modern laundry businesses in Manado. The findings suggest that lifestyle simultaneously conferred a positive and significant effect on consumer's laundry service preference. Therefore, every related dimension, including activities, interests, and opinions, also significantly affects the parameter under investigation.

Keywords: Consumer Decisions, Laundry Business, Lifestyle

INTRODUCTION

Globalization, technology, and information development have a way of affecting people's lifestyles, which further changes consumer market structure (Chriesmaya, 2012). These are, however, difficult to avoid, especially when aggravated by high purchasing power, and the consumers, therefore, encourage businesses to fulfill their needs. Laundry business owners and individuals involved in transaction make various attempts to understand the end users' behavior, and further utilize the information to dominate the market, and lifestyle is one of the determinants (Chriesmaya, 2012). Lastovicka et al. (1988) described lifestyle as the relative way of life, use of money and time, expressed in activities, interests, and opinions, which also affect consumer behaviors. Therefore, business minded individuals need to understand this concept to gather information on products, innovations, and promotions.

Along with the development, an upsurge in the growth of various laundry outlets exist in Manado city, particularly Malayalang, an area with the most laundry outlets due to its adjacent position to Universities. Indonesian societies, in general, traditionally do the laundry themselves. However, as the results of their better economic condition, technology and lifestyle they prefer using laundry services for the reason time efficiency (Fandin, 2009).

To attract more customers and to win the competition, laundry business owners should develop their marketing strategies, through segmentation, targeting, and positioning, based more on customer's lifestyle. This is, an individual characteristic, formed from

social interaction, as a movement in the circle of life (Ginting & Sianturi, 2005). In addition, they should be able to recognize this (Chriesmaya, 2012; Hendrajuwana, 2000; Lastovicka et al., 1998; Yuliati, 2011). This research was conducted to determine the effects of lifestyle on consumer's decision in choosing a laundry business in Manado city.

According to Lastovicka, et al. (1990), lifestyle studies are beneficial for the of market dissection or psychographic segmentation, which divides consumers into homogeneous groups (with the same interests or needs) (Allenby & Ginter, 1995). Lastocika & Joachimasthaler (1998) added that lifestyle is subjective to changes, variations in situations and conditions.

It is a pattern of existence, expressed in activities, interests, and opinions. Similar culture, social class, and occupation do not indicate that the community share a common lifestyle (Kotler & Keller, 2009). It also refers to a routine, formed from diversities in consumption patterns, classified into certain groups of structural nature of the dominant individual or the regularly coordinated consumer behavior value system. Hence, each person can be represented by a coherent single character or value system, comprising his/her pattern of consumption (Holt, 1997). Lifestyle is specifically categorized by marketers, based on purchase conduct, and psychographic information including opinions, interests, and activities (Englis & Solomon, 1995). This is, therefore, capable of influencing consumer behavior, and further serves as a guide to market strategy creation. In addition, the differences in standard of living create variations in purchasing performance. This concept can be referred to as the daily attributes of a consumer, shown through all activities, and influences behavior, including the determination of expenditure choices.

According to Lastovicka et al. (1988), lifestyle is an indicator of individual's personality interacting with their environment, e.g., career-oriented individuals are more prone to buying clothes, books, magazines, computers and other different items compared to those who are family-oriented. Therefore, it includes internal factors, based on interaction among interests, unique adopted values, opinions, personality characteristics, and activities, shown by product selection, purchase criteria, attitudes toward changes, and social or physical events (Kassarjian & Robertson, 1991).

Purchasing decisions on goods or services include the behaviors consumers portray towards the acquisition or utility of certain products and services. Several influencing factors have been identified, including the need for marketers to recognize their perceptions, values, behavior, beliefs, ways of learning, as well as the needs and desires. This can further be applied in influencing actions towards a purchase. **Figure 1** showed five stages of consumer in making decisions (Kotler & sKeler, 2009).

Figure 1. Five stages of Consumer Decision Making

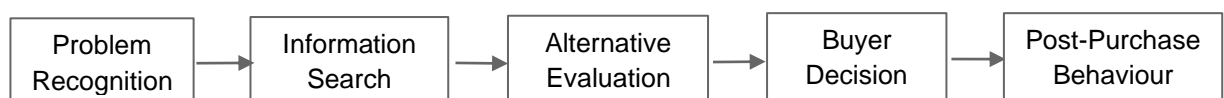


Figure 1 signifies five stages through which consumers go before deciding a purchase. The process is initiated by their to identify their problems or needs, through internal and external stimuli. After seeking more relevant information, they make some decision evaluation models viewing end user evaluation as a cognitive-oriented process,

considering that judgments are made consciously and rationally. In the evaluation phase, several brands are selected from a set of choices, and the most preferred is taken. After acquiring a product, a certain level of satisfaction or dissatisfaction is attained. These stages emphasize that the task of a marketer is not to terminate the sale, however to monitor the level of fulfillment, and actions taken, as well as the product usage.

Since lifestyle influences consumer behavior (Kotler & Keller, 2009), marketing management literature, further divides this into purchasing and consumption behavior (Chriesmaya, 2012). Recently, public expenditure is largely prompted by the consumption patterns of developed countries, as modernization can enhance an individuals' demand to fulfill basic needs, and desires. Meanwhile, some people spend a lot to attain this, e.g., celebrity lifestyle, which is alleged to be a major factor which inspires consumers. Furthermore, the era, economic, and technological advancements create the craving for a comfortable shopping atmosphere, as this practice is now considered as a part of entertainment.

Hendrajuwana (2000) proved that lifestyle modifies purchasing decision in Semarang, while Dewi and Rustini (2005) reported the possibility to identify the standard of living in Denpasar, through activities, interests, and opinions. Furthermore, according to Ginting and Sianturi (2005), both males and females assume choice making to be influenced by their lifestyle. Widyatama et al. (2020) and Turambi & Wuryaningrat (2020) highlighted product uniqueness to drive consumers' choice. Suryana et al. (2008) stated that changes in this factor inspired by advertisement can increase modern laundry sales.

According to Boyd (2000), psychographics (lifestyle) affects (1) human needs and desires, (2) purchasing power of products/services, considered satisfactory, (3) attributes or criteria used to evaluate alternative brands, and (4) attitudes, as well as preferences for different products variety. For example, elderly people spend more money on medical care and travel, while the young use theirs for household furniture or clothing.

Furthermore, the pattern and purpose of purchasing a product and brand are also influenced by certain opinions, interests, and activities, which lead to differences in behavioral models, techniques, as well as objectives for making a purchase. From various studies above, the hypothesis of this investigation is: "Lifestyle simultaneously has a significant effect on consumers' choice of a laundry business".

RESEARCH METHOD

This study is an explanatory research with a survey approach, conducted in several areas of Manado city with many laundry outlets, including Malalayang, Paal 2, Boulevard, and the areas surrounding Sam Ratulangi Airport. The study took place in October to December 2018, collecting the primary data directly on the research object. It involved the distribution of questionnaires with a 5-point Likert scale (strongly disagree to strongly agree).

It further involved the use of a non-probability technique with purposive sampling, meaning that selection was based on certain characteristics, considered to have a relationship with that of the population, which was previously known (Cooper & Schindler, 2010). Those peculiar to this research determination include: (1) respondents are consumers of modern laundry outlets, and live around the research location; and (2) only those between milenial age 17 to 45 years were considered.

A total of 200 respondents were targeted as the sample size, in accordance with the analytical technique used, which can further be adjusted, based on the sample size (Cooper & Schindler, 2008; Hair et al., 2010). Furthermore, the regression analysis required a minimum of 30 samples. Meanwhile, amidst the target respondents, only 96 were used for the research, due to time as well as cost limitations, and presence of over 25% missing data. Moreover, Hair et al. (2010) reported that the existence of more than 15% lost information must be eliminated, to avoid the invalid results.

Operational Definition and Variable Measurement

Operational definition is the determination of the construct to be considered a measurable variable, which are defined as everything assessable. They are, however, measured with various values, depending on what is represented. Meanwhile, assessments encompass numbers or attributes which utilize size or scale (Sugiyono, 2010).

Lifestyle (X) is the pattern of life, expressed in activities, interests, and opinions, which consists of three main dimensions, including activities, opinions, and interests. Consumer purchasing decisions (Y) are individual actions, directly involved in choosing a particular market.

Validity and Reliability

Validity test was conducted to determine the authenticity of the measurement instruments, which are considered to be valid, based on their ability to quantify precisely (Hair et al., 2010). Furthermore, the correlation coefficient was applied in this study, since it is acceptable in r count $>$ r table or significance value of the result obtained, when less than / equal to 0.05 (5%).

Index reliability test was used to establish the accuracy of the evaluation instruments (the extent to which a measuring instrument can be trusted or reliable) (Cooper & Schindler, 2010). Furthermore, Cronbach's Alpha value, which is greater than / equal to 0.6 (Nunnally, 1967), was considered to have a satisfactory level of reliability, and these can all be seen in **Table 1** and **Table 2** below:

Table 1. Validity Test Result

Variable	Item	R ² Value	Sig	Description
Activity (X1)	1	0,872	0,005	Valid
	2	0,789	0,045	Valid
	3	0,804	0,000	Valid
Interest (X2)	1	0,871	0,000	Valid
	2	0,804	0,005	Valid
	3	0,739	0,001	Valid
Opinion (X3)	1	0,827	0,050	Valid
	2	0,839	0,050	Valid
	3	0,860	0,001	Valid
Purchasing Decision (Y)	1	0,861	0,001	Valid
	2	0,887	0,050	Valid
	3	0,890	0,000	Valid

Source: Primary Processed Data, 2018

Table 2. Reliability Test Result

Variable	Cronbach Alpha Coefficient	Description
X ₁ (Activity)	0,700	Reliable
X ₂ (Interest)	0,734	Reliable
X ₃ (Opinion)	0,825	Reliable
Y (Purchasing Decision)	0,854	Reliable

Source: Primary Processed Data, 2018

Table 1 shows that the R square value on all question items is greater than 0.308, which is smaller than alpha (0.05), hence, they can all be declared "valid". Conversely, **Table 2** shows that the entire variables have a Cronbach Alpha Coefficient value greater than 0.6, therefore, the statement instruments used are attributed to be reliable.

Data Analysis Technique

This study applies multiple linear regression analysis, which functions in the analyses of the relationship, and the influence of one dependent variable on two / more independent variables. The data testing was performed using SPSS version 20. The hypothesis is considered to be significant, if the t-count value is greater than t-table, and "acceptable" in instances where the level of confidence is 95% or if the significance value is smaller/equal to 0.05

RESULTS AND DISCUSSION

This study involved 196 visitors of laundry stores in Manado city as the respondents. The results showed an overview of the respondents' profiles. Most women show their preference for this activity to use laundry services in comparison with men, at a ratio of 67% to 33%. Therefore, this choice is made over others, including sports or adventure. A total of 64 respondents were aged ≥ 24 years, while 33 were between 17-23 years, illustrating that adults prefer using modern laundry outlets.

Furthermore, most participants in this study (56 respondents or 58.33%) are students and stay-at-home parents. They frequently did the activity, to relieve stress. Meanwhile, students preferred using laundry services to washing their clothes by themselves, so that they have more time available to do other activities such as shopping or just going on vacation.

Data Analysis Test Results

The test results of data analysis using SPSS version 20 are shown in **Table 3** below.

Table 3. Multiple Linear Regression Test Results

Variable	B	Beta	t	Sig t	Description
Constant	3,856		1,984	0,002	
X ₁	0,253	0,219	1,714	0,002	Significant
X ₂	0,144	0,209	1,551	0,007	Significant

X3		0,232	0,244	1,827	0,003	Significant
R	=	0,528				
R Square	=	0,279				
Adjusted R Square	=	0,240				
F _{count}	=	7,210				
Sig F	=	0,000				

Source: Processed Data Results, 2014

The results of the analysis above show that lifestyle (activity, interest, and opinion) has a positive and significant effect on consumer decisions, indicated by the F-count value of 7.210, with a significance level below 0.050. Therefore, the assessment for each variable shows a t-count value for activity (1.714), interest (1.551) and opinion (1.827), which indicates significance of t, below 0.050. Therefore, the research hypothesis was successfully accepted.

This also indicates "activity" as the most influential variable influencing consumers' choice of laundry services, with an R value of 0.253, and contribution of 6.4% (see **Table 4**).

Table 4. The Contribution of Each Independent Variable to The Dependent Variable

Variable	R	r ²	Contribution (%)
X ₁	0,253	0,064	6,4
X ₂	0,144	0,020	2,0
X ₃	0,232	0,053	5,3

Source: Processed Data Results, 2014

CONCLUSIONS

The results of the study provide empirical evidence that the lifestyle of a consumer positively contributes to the choice of laundry services in Manado. Therefore, economic changes, culture modification, technology, and information, enable changes in way of life, thus, altering anticipated decisions. Contemporarily, there is a preference for shops at modern laundry outlets, over the traditional variety since they are considered able to provide comfort and luxury, in accordance with the expectation of urban communities.

The positive attribute deduced from the results encompasses the elevated openness of laundry business opportunities, although the advanced variety suppresses the traditional type. Thus, modernization and good conventional market management could assist in the maintenance and development of the established market.

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