



**THE INFLUENCE OF BRAND IMAGE, LIFESTYLE, AND PRICE
PERCEPTION ON GENERATION Z'S DECISION TO PURCHASE
AN IPHONE IN LAMONGAN REGENCY**

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Abstract

This study aims to analyze the influence of brand image, lifestyle, and price perception on Generation Z's decision to purchase an iPhone in Lamongan Regency. The study employed a quantitative approach using purposive sampling of 108 Generation Z respondents who had previously purchased and used an iPhone. Data were collected via an online questionnaire using a Likert scale and analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that brand image, lifestyle, and price perception have a positive and significant influence on the decision to purchase an iPhone. These findings indicate that Generation Z's decision to purchase an iPhone is influenced by a strong brand image, the product's alignment with consumers' lifestyles, and a positive perception of the price's alignment with the quality and benefits received. This study is expected to contribute to the development of consumer behavior science and provide insights for Apple and other smartphone businesses in formulating more effective marketing strategies.

Keywords: Brand Image, Lifestyle, Price Perception, Purchase Decision



INTRODUCTION

Advances in information and communication technology have brought significant changes to people's lives, particularly in the use of smartphones as the primary device to support various daily activities. Smartphones no longer function merely as communication tools but have evolved into multifunctional devices that support social activities, work, education, entertainment, and access to various digital services. These changes indicate that smartphones have become an integral part of modern life, leading to a continuous increase in demand for devices with high quality and advanced technology. Click or tap here to enter text.

The rising use of smartphones in Indonesia has fueled increasingly fierce competition among various smartphone manufacturers. Each company strives to introduce technological innovations, improve product quality, and develop marketing strategies capable of attracting consumers. Amid this competition, Apple, through its iPhone products, has successfully maintained its position as one of the premium smartphones with a strong brand image. According to StatCounter data (2025), although the iPhone's market share remains below that of several Android brands, the trend in iPhone market share shows an increase during the 2022–2025 period. This phenomenon indicates that public interest in the iPhone continues to rise, particularly in the premium smartphone segment.

This trend is supported by data from the Top Brand Index (TBI) for the smartphone category in Indonesia, which shows that the iPhone's brand index has risen consistently from 11% in 2021 to 14.4% in 2024. This increase demonstrates that the iPhone is becoming increasingly effective at building brand awareness, driving adoption, and earning recommendations from its customers. Additionally, Apple remains one of the companies with the highest brand value in the world. This high brand value reflects the strong trust and loyalty consumers have in Apple products, enabling the company to maintain its position as a leader in the premium smartphone segment.

One of the factors influencing the decision to purchase an iPhone is brand image. Apple is known as a company that has successfully built a strong brand image through product innovation, premium quality, and an integrated digital ecosystem. This has led to the iPhone being viewed not only as a communication device but also as a symbol of prestige and social identity for its users. Click or tap here to enter text. Therefore, an increasingly positive brand image is expected to boost consumer confidence in making purchasing decisions.



In addition to brand image, lifestyle is also a factor influencing smartphone purchasing decisions, particularly among Generation Z. This generation is known for its high rate of technology adoption and active use of various digital platforms. Data from GoodStats (2025) shows that WhatsApp, Instagram, TikTok, and YouTube are the platforms most widely used by Generation Z in Indonesia. This indicates that smartphones have become an integral part of their lifestyle, meaning purchasing decisions are based not only on communication functions but also on the device's role in supporting digital activities and expressing personal identity. Click or tap here to enter text.

Additionally, price perception is also one of the factors believed to influence the decision to purchase an iPhone. Although marketed in the premium segment at a price that is relatively higher than most other smartphones, this high price does not diminish consumer interest in iPhone products. This phenomenon indicates that consumers do not merely consider the price itself but also evaluate the alignment between price and the quality, features, and benefits derived from the product. In line with this, quality, features, and benefits derived from the product. In line with this, it is stated that consumers' perceptions of the alignment between price and the benefits received can influence purchasing decisions.

This phenomenon is reinforced by global iPhone sales data, which shows that demand for the iPhone remains high. According to Statista (2025), iPhone sales reached 242 million units in 2021 and are projected to rise to 247 million units by 2025. This sales stability indicates that the iPhone continues to hold strong appeal amid an increasingly competitive smartphone industry. In Lamongan, iPhones are also becoming more readily available through various authorized distributors, making them an interesting subject for study among Generation Z consumers as a potential market segment.

Numerous studies have been conducted on the influence of brand image, lifestyle, and price perception on purchasing decisions. However, the results of previous studies remain inconsistent. A study by Kumala & Yasri (2025) showed that brand image has a positive effect on purchasing decisions, whereas Putri & Harti (2022) found different results. Regarding the lifestyle variable, Dewi & Mahargiono (2022) stated that lifestyle has a significant effect on purchasing decisions, while Irawan & Meliana (2022) found no significant effect. Similarly, regarding the price perception variable, the study by Imansyah & Pudjoprastyono (2023) indicates a positive influence on purchasing decisions, whereas Saputra & Cokki (2025) obtained differing results. These discrepancies



suggest that a research gap still exists, necessitating further research on different subjects, respondent characteristics, and research locations.

Based on the evolving smartphone industry, the growing strength of the iPhone brand, changes in Generation Z's lifestyle, the importance of price perception in premium smartphone purchases, and the inconsistencies in previous research findings, this study aims to analyze the influence of brand image, lifestyle, and price perception on Generation Z's iPhone purchasing decisions in Lamongan. This study is expected to contribute to the development of consumer behavior science and serve as a basis for companies to formulate more effective marketing strategies.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is a fundamental concept in marketing studies that explains how individuals and groups engage in consumption activities. Consumer behavior is not only related to the act of purchasing a product but also encompasses the processes of information search, use, evaluation, and post-purchase behavior. According to Schiffman & Wisenblit (2019), consumer behavior is the study of how individuals allocate their resources—such as time, money, and effort—toward consumption-related activities, including information search, purchase, use, evaluation, and post-purchase behavior regarding a product or service. Meanwhile, Pangke & Lintong (2023) state that consumer behavior refers to the actions consumers exhibit when searching for, purchasing, using, evaluating, and consuming products or services to satisfy their needs and desires. Thus, consumer behavior can be understood as a process involving various consumer activities before, during, and after making a purchase, thereby serving as the foundation for companies to understand consumer needs and behavior in making purchasing decisions.

Brand Image

Brand image is the perception formed in consumers' minds regarding a brand based on experiences, information, and impressions gained while using or becoming familiar with a product. Brand image is a key factor that distinguishes a product from its competitors and builds consumer trust in the brand. According to Arianty & Andira (2021), brand image is consumers' perception of a brand that shapes their level of trust and confidence in selecting a product. Furthermore, Mariah and Yuswari (2022) explain that the brand image of iPhone products reflects consumers' perceptions of the quality, exclusivity, and prestige associated



with the brand, thereby increasing consumers' interest in choosing an iPhone over other brands. Meanwhile, Ariyanti & Hendratmoko (2025) state that a positive brand image enhances consumers' confidence in a product, which in turn drives purchasing decisions. Therefore, the better a brand's image, the greater the likelihood that consumers will choose and purchase that product. In this study, brand image was measured using several indicators, namely Corporate Image and Product Image (Arianty & Andira, 2021)

Lifestyle

Lifestyle refers to a way of life that reflects how a person carries out activities, manages time, spends money, and expresses their interests and opinions in daily life. Lifestyle can change in response to environmental developments, technological advancements, or emerging trends in society, making it one of the factors influencing an individual's consumption behavior. According to Diwyarthi et al. (2022), *lifestyle* is an individual's way of life reflected through activities, interests, and opinions that illustrate how a person interacts with their environment. Additionally, Aufa (2023) states that *lifestyle* reflects consumer behavior patterns that influence preferences in selecting and using a product in accordance with needs or the self-image one wishes to project. Mariah and Yuswari (2022) also explain that *lifestyle* plays a significant role in iPhone purchase decisions because the product is viewed not only as a communication tool but also as a symbol of lifestyle, social status, and the user's identity. Therefore, the higher the alignment of a product with a consumer's lifestyle, the greater the consumer's tendency to choose and purchase that product. In this study, lifestyle was measured using the indicators of activity, interest, and opinion (Dewi & Mahargiono, 2022)

Price Perception

Price perception is a consumer's assessment of a product's price based on the balance between the benefits received and the cost incurred. Price perception is a key consideration in the purchase decision-making process because consumers tend to compare a product's price with its quality, benefits, and the prices of similar products offered by competitors. According to Septiani & Nurhadi (2020), price perception is the way consumers view and evaluate a product's price—whether they consider it affordable, appropriate, or commensurate with the benefits received. Meanwhile, Imansyah and Pudjoprastyono (2023) state that price perception reflects consumers' assessment of the fairness of the price set by the company based on product quality and consumers' purchasing power. Furthermore, Munir et al. (2025) explain that a positive price perception increases consumers' confidence in making a purchase



because they feel the price paid is commensurate with the quality and benefits received. Therefore, the more favorable consumers' perception of a product's price, the greater their tendency to make a purchase decision. In this study, price perception was measured using several indicators, namely price-quality fit, price-benefit fit, and price competitiveness (Kotler & Armstrong, 2018).

Purchase Decision

A purchase decision is the final decision made by a consumer in selecting a product or service after considering various factors. A purchase decision does not occur spontaneously but rather through a series of processes, ranging from identifying needs, seeking information, evaluating various alternatives, to selecting the product deemed most capable of fulfilling the consumer's needs and desires. According to Kotler & Keller (2016), a purchase decision is a stage in the consumer decision-making process when an individual selects one product from among various available alternatives to satisfy their needs and desires. Meanwhile, Elliyan et al. (2022) state that a purchase decision is a decision made by a consumer to buy a product or service after considering various specific factors, which simultaneously reflects the success of a company's marketing strategy in influencing consumers. Thus, a purchase decision can be understood as the process by which consumers make a choice regarding a product or service after considering various available alternatives to meet their needs and desires. In this study, purchase decisions are measured using several indicators, namely: consumer confidence in making a purchase after obtaining product information; purchase decisions based on preferences for a particular brand; purchases based on alignment with consumer needs and desires; and purchases influenced by recommendations from others. (Kotler & Armstrong, 2018)

Research Hypotheses:

- H1: Brand image has a positive effect on iPhone purchasing decisions among Generation Z in Lamongan Regency.
- H2: Lifestyle has a positive effect on iPhone purchasing decisions among Generation Z in Lamongan Regency.
- H3: Price perception has a positive effect on iPhone purchasing decisions among Generation Z in Lamongan Regency.

RESEARCH METHOD

This study employs a quantitative approach with the Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis method. The research population consists of Generation Z in Lamongan Regency who use or have



previously purchased an iPhone. The sampling technique used is purposive sampling, with a total of 108 respondents determined based on the guidelines of Hair et al. (2017), namely 9 times the number of research indicators (12 indicators). Data were collected through an online questionnaire using Google Forms and a five-point Likert scale. Data analysis was conducted using SmartPLS 4.0 through outer model evaluation, including convergent validity, discriminant validity, and reliability testing, as well as inner model evaluation through R^2 , bootstrapping, and hypothesis testing.

RESULTS AND DISCUSSION

1. Respondent Characteristics

Table 1.
Respondent Characteristics

Characteristics	Category	Number	Percentage
Gender	Male	65	60.2%
	Female	43	39.8%
	Total	108	100%
Age	18–20 years	6	5.6%
	21–23 years	72	66.7%
	24–26 years	30	27.8%
	Total	108	100%

Source: Data Analysis Results, Smart PLS Output

Based on Table 1, the questionnaire distribution results show that this study involved 108 respondents—members of Generation Z in Lamongan Regency—who had previously purchased and used an iPhone. The characteristics of the respondents in this study were analyzed based on gender and age. By gender, the majority of respondents were male, totaling 65 people or 60.2%, while female respondents numbered 43 people or 39.8%. This indicates that iPhone users among Generation Z in Lamongan Regency are predominantly male. By age, the majority of respondents were in the 21–23 age group, totaling 72 people or 66.7%, followed by those aged 24–26, totaling 30 people or 27.8%, and those aged 18–20, totaling 6 people or 5.6%. These results indicate that most respondents belong to the early adult age group, which exhibits a high level of technology adoption, actively uses social media, and relies on smartphones as their primary device to support communication, education, work, and entertainment. This suggests that the iPhone is a popular choice among Generation Z because it fulfills functional needs while also providing symbolic value through its premium brand image.



2. Structural Model Results

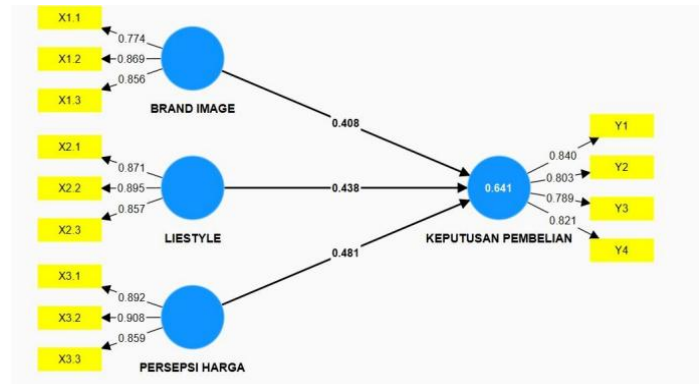


Figure 1.
Outer Model

Source: Data Analysis Results, Smart PLS Output

Based on Figure 1, the results of the measurement model (*outer model*) testing show that all indicators for the variables brand image, lifestyle, price perception, and purchase decision have outer loadings above 0.70. The *factor loadings* for the brand image variable range from 0.774 to 0.869, for lifestyle from 0.857 to 0.895, for price perception from 0.859 to 0.908, and for purchase decision from 0.789 to 0.840. These results indicate that all indicators met the criteria for convergent validity, meaning each indicator is capable of representing the construct being measured and is suitable for use in further analysis.

3. Data Analysis

Table 2.
Outer Loadings

	Brand Image	Purchase Decision	Lifestyle	Price Perception
X1.1	0.923			
X1.2	0.924			
X2.1			0.879	
X2.2			0.894	
X2.3			0.869	
X3.1				0.913
X3.2				0.907
X3.3				0.919
Y1.1		0.812		
Y1.2		0.811		
Y1.3		0.827		



Y1.4		0.843		
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Source: Data Analysis Results, Smart PLS Output

According to Table 2 above, all indicators for the variables brand image (X1), lifestyle (X2), price perception (X3), and purchase decision (Y) show factor loadings (original sample) greater than 0.70, which are considered significant. Therefore, all indicators used in this study have met the criteria for convergent validity, meaning their validity is good.

Table 3.
Composite Reliability

	Composite Reliability
Brand Image (X1)	0.828
Purchase Decision (Y)	0.842
Lifestyle (X2)	0.869
Price Perception (X3)	0.903

Source: Data Analysis Results, Smart PLS Output

Based on Table 3, the *Composite Reliability* test results show that the *Brand Image* (X1) variable has a value of 0.828, the *Lifestyle* (X2) variable has a value of 0.869, the *Price Perception* (X3) variable has a value of 0.903, and the *Purchase Decision* (Y) variable has a value of 0.842— All four variables show Composite Reliability values above 0.70, so it can be concluded that all variables in this study are reliable.

Table 4.
R-Square

	R-squared
Purchase Decision (Y)	0.620

Source: Data Analysis Results, Smart PLS Output

In Table 4. R-Square above, the R-Square value is 0.620. This indicates that the variables brand image (X1), lifestyle (X2), and price perception (X3) collectively explain 62% of the variation in the decision to purchase Vans shoes among Gen Z in Lamongan Regency. Based on the model evaluation criteria in PLS-SEM, an R-Square value of 0.620 falls into the “moderate” category. This indicates that the research model has a fairly good explanatory power in describing the relationship between brand image, lifestyle, and price perception on purchasing decisions. Meanwhile, the remaining 38% is influenced by other factors outside the variables examined in this model.



Table 5.
Path coefficients (Mean, STDEV, T values, p values)

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T-statistics (O/STDEV)	p-values
Brand Image → Purchase Decision	0.392	0.391	0.057	6.912	0.000
Lifestyle - > Purchase Decisions	0.499	0.500	0.050	9.963	0.000
Price Perception -> Purchase Decision	0.538	0.538	0.058	9.274	0.000

Source: data analysis, SmartPLS output

Based on the information in the Path Coefficients Table, it can be concluded that all hypotheses in this study are accepted. The Brand Image variable has a positive and significant effect on Purchase Decision with a *path coefficient* of 0.408, a *T-statistic* of 5.775 (> 1.96), and a *p-value* of 0.000 (< 0.05). The Lifestyle variable also has a positive and significant effect on Purchase Decision, with a *path coefficient* of 0.438, a *T-statistic* of 6.949 (> 1.96), and a *p-value* of 0.000 (< 0.05). Furthermore, the Price Perception variable has a positive and significant effect on the Purchase Decision with a *path coefficient* of 0.481, a *T-statistic* of 8.160 (> 1.96), and a *p-value* of 0.000 (< 0.05). These results indicate that Brand Image, Lifestyle, and Price Perception positively contribute to the decision to purchase an iPhone among Generation Z in Lamongan Regency.

The Effect of Brand Image on Purchase Decisions

Based on the results of the analysis, this study shows that brand image has a positive and significant effect on the purchase decision of iPhone smartphones among Generation Z in Lamongan Regency. This indicates that brand image is one of the considerations consumers take into account when making purchasing decisions. Consumers tend to choose iPhone because of its good reputation, trusted quality, and image as a premium smartphone.



The results show that the most representative aspect of brand image is product image (X1.2). This indicates that respondents have a positive perception of iPhone as a smartphone product in terms of quality, design, technology, and product characteristics that distinguish it from other brands. A strong product image can create a positive perception in consumers' minds, thereby increasing their trust and confidence in iPhone. This condition ultimately encourages consumers to choose iPhone as a product that suits their needs and preferences.

These findings are consistent with the results of Kumala and Yasri (2025) and Basri and Ariyanto (2025), which concluded that brand image has a positive and significant effect on purchase decisions. However, these findings differ from Putri and Harti (2022), who found that brand image did not have a significant effect on purchase decisions. This difference may be attributed to variations in the research object, respondent characteristics, and research location. In this study, Generation Z in Lamongan Regency has a positive perception of iPhone's product image, making perceptions of its quality, design, technology, and product characteristics one of the considerations in making purchasing decisions. Therefore, the more positive the product image formed in consumers' minds, the greater their tendency to choose and purchase an iPhone.

The Influence of Lifestyle on Purchase Decisions

Based on the results of the analysis, this study shows that lifestyle has a positive and significant effect on the purchase decision of iPhone smartphones among Generation Z in Lamongan Regency. This indicates that lifestyle is one of the considerations consumers take into account when making purchasing decisions. For Generation Z, iPhone is not only used as a communication tool but also as a device that supports daily activities and reflects the user's lifestyle.

The results show that the most representative aspect of lifestyle is interest (X2.2). This indicates that respondents' interest in iPhone is an important representation of consumers' lifestyles. This interest may be reflected in their preferences for technology, design, features, and various advantages offered by iPhone. This condition shows that Generation Z consumers in Lamongan Regency are interested in iPhone because the product is considered consistent with their interests and preferences, thereby encouraging their purchase decisions.

These findings are consistent with the results of Dewi and Mahargiono (2022) and Aufa (2023), which concluded that lifestyle has a positive and significant effect on purchase decisions. However, these findings differ from Irawan and Meliana (2022), who found that lifestyle did not have a significant effect on purchase decisions. This difference may be attributed to variations in the



research object, respondent characteristics, and research location. In this study, Generation Z in Lamongan Regency perceives iPhone as a smartphone that supports their activities and reflects their lifestyle, making lifestyle one of the factors influencing purchase decisions.

The Influence of Price Perception on Purchase Decisions

Based on the results of the analysis, this study shows that price perception has a positive and significant effect on the purchase decision of iPhone smartphones among Generation Z in Lamongan Regency. This indicates that consumers' perceptions of price are one of the considerations in making purchasing decisions. Consumers tend to assess the suitability between the price paid and the quality, benefits, and value obtained before deciding to purchase an iPhone smartphone.

The results show that the most representative aspect of price perception is price competitiveness (X3.3). This indicates that respondents consider the price position of iPhone compared to smartphones from other brands with similar specifications and product segments. Although iPhone has a relatively high price, consumers still perceive its price as competitive based on the quality, features, performance, and benefits offered. This condition shows that the assessment of price competitiveness can create a positive price perception, thereby encouraging consumers to make a purchase decision.

These findings are consistent with the results of Imansyah and Pudjoprastyono (2023), which concluded that price perception has a positive and significant effect on purchase decisions. However, these findings differ from Saputra and Cokki (2025), who found that price perception did not have a significant effect on purchase decisions. This difference may be attributed to variations in the research object, respondent characteristics, and research location. In this study, Generation Z in Lamongan Regency considers the price competitiveness of iPhone compared to other smartphone products and evaluates the price based on the quality and benefits obtained. Therefore, price competitiveness is one of the aspects of price perception that influences the purchase decision of iPhone smartphones.

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