

ABSTRACT

Purchasing Decisions Based on Hedonic Lifestyle, Consumptive Behavior, Brand Awareness, and Social Environment (Case Study on Generation Z iPhone Consumers in JABODETABEK)

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This study aims to analyze the factors that influence the purchasing decisions of Generation Z towards iPhone products. The factors studied include hedonic lifestyle, consumptive behavior, brand awareness, and social environment. This study applies quantitative methods, by distributing online questionnaires to generation Z who have made purchases and used iPhone products as many as 195 respondents using the calculation of Hair et al (2019), which is 39 questions multiplied by a factor of 5 (five). The collected data were analyzed using multiple linear regression methods to examine the relationship between independent variables (hedonic lifestyle, consumptive behavior, brand awareness, and social environment) with dependent variables, namely purchasing decisions and using SPSS 25. The results of this study prove that the results show that hedonic lifestyle, consumptive behavior, and brand awareness significantly influence the purchase decisions of Generation Z towards iPhone products. Hedonic lifestyle, consumptive behavior, and brand awareness have a positive and significant effect, while social environment does not have a significant influence on purchasing decisions.

Keywords: *Hedonic Lifestyle, Consumptive Behavior, Brand Awareness, Social Environment, Purchasing Decision, Marketing Management, Consumer Behavior*