

ABSTRACT

The Influence of Lifestyle and Trends on Purchase Decisions of New Balance Shoe Brand Mediated by Consumer Preferences among Gen Z Consumers

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This study aims to examine the influence of lifestyle and trends on purchase decisions with consumer preferences as an intervening variable for branded sneakers consumers in Indonesia. Previous studies have shown varying results regarding the influence of lifestyle and trends on purchase decisions with consumer preferences as an intervening variable. This study uses a quantitative method with the research objects being branded sneakers consumers in Indonesia. The population in this study is unknown, so the purposive sampling technique was used with a sample of 241 respondents. Data were collected through questionnaires and analyzed using Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS Version 3.0 software. The results of the study indicate that lifestyle has a positive and significant influence on consumer preferences, trends have a positive and significant influence on consumer preferences, consumer preferences have a positive and significant influence on purchase decisions, lifestyle does not have a significant influence on purchase decisions, trends have a positive and significant influence on purchase decisions, lifestyle influences purchase decisions mediated by consumer preferences, and trends influence purchase decisions mediated by consumer preferences.

Keywords: Lifestyle, Trends, Consumer Preferences, Purchase Decisions, Branded Sneakers