

LIFESTYLE AND CONSUMER PREFERENCES IN CHOOSING LOCAL OR FOREIGN BRANDS: A STUDY OF CONSUMER BEHAVIOR IN SURAKARTA – INDONESIA

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Abstract

This study discusses the relationship between lifestyle and individual preferences in choosing local or foreign brands. The sample consisted of 250 people, taken randomly through surveys in several public places in Surakarta - Indonesia, including the department stores, traditional markets, or other public areas, where many people were there and were willing to become research participants. Furthermore, the collected data is processed using factor analysis to reduce lifestyle dimensions, and logistic regression analysis is used to explain the relationship between lifestyle dimensions and preferences in choosing a local brand or foreign brand, in this case represented by Wong Solo Grilled Chicken (WSGC) or Kentucky Fried Chicken (KFC). The test results indicate 13 dimensions of lifestyle, and only 5 dimensions are significantly related to brand preference: (1) individuals who have a fashion consciousness lifestyle tend to choose KFC rather than WSGC, (2) individuals with health consciousness lifestyles tend to choose WSGC rather than KFC, (3) individuals with leadership lifestyles tend choosing KFC rather than WSGC, (4) individuals with attentiveness lifestyle tend to choose WSGC rather than KFC, and (5) individuals with extroversion lifestyles tend to choose KFC rather than WSGC. This study also discusses the implications of studies related to the contribution of theory, practitioners, and possibilities for future studies.

Keywords: Lifestyle, brand preference, consumer behavior.

Introduction

Lifestyle is a research issue that is still interesting to study, because previous studies still indicate the diversity of research models, especially for the observed variables that are associated with the lifestyle groups of consumers observed, and each of these studies is constrained by the applicability of the research model it can only be applied to the setting of research that is a study observation. Some previous studies that can be stated here are studies conducted by Kaynak and Kara (2001) which examine the relationship between consumer lifestyle, ethnocentrism, knowledge structure, attitudes and behavioral tendencies, then a study conducted by Naylor and Kleiser (2002) that explores perceptions cross segment life satisfaction, a study conducted by Kavak and Gumusluoglu (2007) which examined food market segmentation the role of ethnocentrism and intention to understand lifestyle, a study conducted by Atcharyachanvanich and Okada (2007) which examined the relationship between lifestyle and buying behavior towards the Internet Shopping in Japan. Even though in the context of the same object, namely food products, each of them offers a different research model, according to the problems described.

The study was interested in uncovering the issue of the relationship between lifestyle and decisions in choosing a brand that is a local brand or a foreign brand, because the emergence of various overseas food businesses conceptualized from the culture of home countries has become a deadly competitor for traditional local brands, and this get a positive response from Indonesian consumers (Diamantopoulos, Schlegelmilch, Sinkovics, & Bohlen, 2003; Forbes, Cohen, Cullen, Wratten, & Fountain, 2009). This is proven by the growing development of food with foreign brands and the decline in traditional food (Kotler & Gertner, 2002). Related to this interest, on this occasion I want to explain the relation between the lifestyle of consumers and brand preference so that through this explanation, local brand marketers can design effective strategies in marketing their products by understanding lifestyle as a predictor.

The research model built in this study focuses on the relationship between lifestyle and the preferences to choose local brands or foreign brands that occur in Indonesia. This concept rests on a concept built from previous research which explains that there is a tendency for consumers who prefer foreign brands and consider foreign brands to be better than local brands (Usunier & Shaner, 2002; Yorkston & Menon, 2004).

The phenomenon described is how different lifestyles influence the selection of foreign brands or local brands, in this case Wong Solo Grilled Chicken (WSGC) as a local brand and Kentucky Fried Chicken (KFC) as a foreign brand. Several other studies that have examined food and beverages used as a reference in designing the concept of this research are originated from studies conducted by Janda and Rao (1997) that explain the effect of country-of-origin related to stereotypes and personal beliefs on product evaluation. Next is a study conducted by Gil, Gracia, and Sánchez (2000) which explains the market segmentation and willingness to pay for organic products in Spain, a study conducted by Aurifeille, Quester, Lockshin, and Spawton (2002) which describes segmentation based on global vs. international involvement, a study conducted by Barber, Almanza, and Donovan (2006) which explains the autonomic factors of gender income and the age of selecting a bottle of wine, a study conducted by Barber (2010) who examined green wine packaging with the target environmental consumers.

Whereas some previous studies focused on the selection of local brands and foreign brands, including Kashi (2013) who tried to explore consumer purchase behavior for foreign versus local brands, then Correa and Parente-Laverde (2017) who examined consumer ethnocentrism, country image and local brand preference, but in the context of fashion products, and several other studies that also focus on the selection of foreign brands or local brands and this provides an understanding that the entry of foreign brands has an impact on changing consumer preferences faced with two choices, namely choosing a foreign brand or local brand (Ahmed, Astous, & Lemire, 1997; Assael, 1998; Alden, Steenkamp, & Batra, 1999; Kotler & Gertner, 2002; Forbes *et al.*, 2009).

Thus the originality of this study is to explain the relationship between lifestyle and consumer preferences in choosing a local brand in this case is the Wong Solo Grilled Chicken (WSGC) as the KFC as the foreign brand. This is said to be a novelty of study because there has not been one previous study that conceptualized the relationship between lifestyle and preferences in choosing local brands and foreign brands. Thus, this study can contribute to the consumer behavioral field, especially focused on lifestyle and its effects on consumer preferences in deciding the purchase of a brand, besides this study also contributes local brand marketers in an effort to create effective strategies to serve consumers by understanding lifestyle of each consumer.

Furthermore, for the lifestyle concept, this study was approved by the lifestyle group which was approved in several previous studies about AIO

which tried to find individuals expressing their lifestyle, by asking about their activities (e.g. sports, entertainment, hobbies, shopping), interests (e.g. food, fashion, home), and opinions (for example about themselves, social problems, products) as stated in some previous studies (Mitchell, 1983). This is needed to better understand potential or existing customers; they want to find the best fit between the segment profile and their marketing strategy.

Several studies indicate a diversity of lifestyle profiles formed, ranging from the four lowest profiles to 13 most profiles (Kavak & Gumusluoglu, 2006; Bruwer & Li, 2007; Brunner & Siegrist, 2011). The dimensions of the lifestyle formed revolve around family orientations, fashion consciousness, health consciousness, leadership, casualness, practicality, craftsmanship, community consciousness, cost consciousness, extroversion, adventure, interest in sports, attention. Conceptually, this study refers to the AIO concept and confirms the dimensions of lifestyle that have been publicized by Kavak and Gumusluoglu (2006) because the dimensions formed are relatively stable (Kaynak & Kara, 2001), but some adjustments made related to the force indicator live to suit the conditions of Indonesia.

Lifestyle

Lifestyle is the orientation of individuals who create the structure of life, and this is the value inherent in each person expressed in different behaviors (Wells, 1975; Kaynak & Kara, 2001). This concept began with research conducted by Wells and Tigert (1971) who examined the dimensions of lifestyle as the basis of market segmentation. Relatively relevant studies to be put forward because it is the initial milestone in developing lifestyle concepts in consumer behavioral science. In his study, lifestyle items were developed to explain the activities, interests, and opinions (AIO) of individuals in everyday life. At the beginning of the study, the activities, talents, and opinions of individuals are identified to describe the lifestyle of individuals who are general in nature. Furthermore, this concept was developed by Assael (1998) by adding individual demographic characteristics as new variables, so that the profile of the lifestyle formed can explain individual lifestyles along with demographic characteristics, so that the profile of the individual's lifestyle can be identified with demographic characteristics.

Furthermore, various studies have been developed with different concepts from the initial concepts offered by previous studies, including Mitchell (1983) with a well-known concept of lifestyle, namely value

and life style or VALS. The concept is considered superior to the previous concept because it is a result of the integration of AIO values and individual values, which by several subsequent studies, this approach was developed to measure consumer attitudes, beliefs, opinions, hopes, fears, biases, needs, and expectations, which in turn is used as a psychological concept in the context of consumer behavior. Several studies that have developed the concept of VALS are Straughan and Roberts (1999) who examined environmental segmentation alternatives in the context of the green consumer behavior in the new millennium. Next is Kinra (2006) which focuses on the effect of country-of-origin on the foreign brand names in the Indian market, and a study conducted by Kavak and Gumusluoglu (2007) which segmented food markets into 13 lifestyle groups and linked them to variables ethnocentrism, and the study conducted by Kaynak and Kara (2001) continue the previous concept of linking 13 lifestyle groups and linking them with ethnocentrism, knowledge structures, attitudes and behavioral tendencies.

As a basis for lifestyle segmentation, many researchers developed their research concepts based on the two basic concepts as explained, namely the concepts of AIO and VALS as the basis for segmentation, as Jain & Kaur (2006) developed and linked them to the role of socio-demographics in an effort to segment and profiling green consumers. This is done to explore the segmentation of consumers in India, the study of Kavak and Gumusluoglu (2007) which has identified lifestyle into 13 segments namely family orientation, fashion awareness, health awareness, leadership, simplicity, practicality, public awareness, cost awareness, extroversion, adventure, interest in sports, and attention, several other studies have also followed him by developing a lifestyle profile with the same concept (Brunner & Siegrist, 2011; Verain *et al.*, 2012).

This study uses conceptualization of lifestyle segmentation based on the concept developed by Kavak and Gumusluoglu (2007), because this concept has proven its validity in classifying lifestyles (Brunner & Siegrist, 2011; Verain *et al.*, 2012). Furthermore, the identified lifestyle profile is used to predict brand choices, namely the intention to buy Döner as a local brand in Turkey or McDonald's as a foreign brand. The results indicate that not all lifestyle profiles are significantly related to the tendency of individuals to buy local brands or foreign brands, but only a few are significant, including health conscious, cost conscious crafts-manlike which significantly affects individuals to tend to buy Döner, while only fashion conscious which affects individuals to choose Mc-

Donald. Based on the results obtained in previous studies, it can be said that there are still no conclusive opinions on lifestyle profiles and their relationship with the decision to buy a brand, each in condition, so there is a possibility of a good shift in profile lifestyle and its relationship with preferences in choosing a brand. This study attempts to confirm the lifestyle profile by developing AIO indicators as conceptualized in previous studies, which are adapted to the conditions in Indonesia as the setting of research, and then reexamine the relationship between profiles of lifestyle segments formed with the preferences of the community choose WSGC as a local brand or KFC as a foreign brand.

Family Orientation

Family orientation is an individual perspective that is oriented to the needs of the family that must take precedence, so that all activities carried out are for the sake of the family. This is one of the specific lifestyle that can be recognized from the number of children in the family, marital status (single or married), living with parents or on one's own, and the frequency of contact with family members. In its development, this family orientation will be an individual lifestyle that is operationalized in various activities, intentions, and opinions, which will eventually be actualized in the form of behavior including the purchase of products of a brand.

In relation to brand selection preferences, previous studies indicated that individuals who have family-oriented lifestyles, they tend to like local or traditional brands (LeClerc, Schmitt, & Dube, 1994; Mohamad, Ahmed, Honeycutt Jr., & Tyebkhan, 2000). This can be explained through studies conducted by LeClerc *et al.* (1994) which explains the phenomenon of foreign branding and its effects on product perceptions and evaluations. Explained in the study that family-oriented individuals prefer local brands rather than foreign brands, because local brands are connoted as brands that use locally sourced materials, while foreign brands are connoted by using materials derived from genetic engineering as a result of advanced technology. This can be explained through the perceptions and evaluation results of the two brands.

Likewise, the study conducted by Mohamad *et al.* (2000) who tried to explore differences in perception and satisfaction among lifestyle segments. Explained in the study that individuals who have family-oriented segmentation of family style are more satisfied with local brands than foreign brands. Based on these arguments, then used as a concept for for-

ulating hypotheses in this study, namely individuals with family-oriented lifestyles, they will tend to choose local brands (WSGC) rather than foreign brands (KFC). Family-oriented, individual lifestyles tend to pay attention to each family member including their health, KFC is ready-to-eat food which is charged as a food which is full of weak saturation which has a negative impact on human health if consumed in the long run, unlike WSGC is food traditional ingredients that use local chicken ingredients which are not dangerous if consumed (Gil *et al.*, 2000; Kaynak & Kara, 2001; Verain *et al.*, 2012; Pandey & Pandey, 2013). This would have implications for WSGC and KFC selection preferences. Thus, the hypothesis formulated is:

H₁: The higher the degree of the family-oriented lifestyle of an individual, the higher their tendency to choose WSGC rather than KFC.

Fashion Consciousness

Fashion consciousness is the next lifestyle associated with individual preferences for new and innovative products, people prefer to have fun from new things, as well as individual preferences and awareness in the latest world of fashion and product models. Individuals like this are considered less careful in shopping, more impulsive, and less sensitive to price changes. Previous research shows that fashion-conscious individuals tend to prefer foreign brands than local brands (Sprotles & Kendall, 1986; Siu & Chan, 1997; Pandey & Pandey, 2013).

According to Sprotles and Kendall (1986) who examined the profiling of consumer decision-making styles, that consumers who are aware of fashion are oriented towards foreign brands. This was revealed by a study put forward by Siu and Chan (1997) that ethnic Chinese consumers in Hong Kong in buying products tended to pay attention to the country of origin of the product with an ethnic pattern that was in accordance with the Chinese culture that was still attached. The study conducted by Kavak and Gumusluoglu (2007) indicates that individuals with a fashionable lifestyle tend to choose foreign brands rather than local brands. This happens, for them, foreign brands are considered more innovative, more attractive, and more modern than local brands (He & Wang, 2014; Haque *et al.*, 2015). In the context of food selection, individuals who are aware of fashion tend to choose food not only from the functional side, but there is the possibility of being adjusted to the atmosphere of a place that is more innovative, creative and contemporary so that there are elements of style in it (Supphellen & Rittenburg, 2001; Usunier

& Shaner, 2002). This is often found in cafes or restaurants that show more nuances of a fashionable and modern lifestyle than traditional restaurants that are designed in a traditional style. This argument underlies the concept of the hypothesis which explains that individuals with conscious lifestyles tend to choose KFC rather than WSGC (Gil *et al.*, 2000; Kaynak & Kara, 2001; Verain *et al.*, 2012; Bandara Wanninayake, 2014). Thus, the following is the hypothesis formulated.

H₂ The higher the degree of the fashion consciousness of an individual, the higher their tendency to choose KFC rather than WSGC.

Health Consciousness

Health consciousness is the next lifestyle that describes the characteristics of individuals who have an awareness of the importance of health. Individuals with these characteristics are usually very selective in choosing products consumed, especially those related to health aspects. The phenomenon conceptualized in previous studies is that the higher an individual's awareness of health, the higher the individual's preference for choosing a local brand rather than a foreign brand (Siu & Chan, 1997; Mohamad *et al.* 2000; Kavak & Gumusluoglu, 2007; Zucca, Smith, & Mitry, 2009).

According to Siu and Chan (1997) when examining country-of-origin effects on product evaluations, the results indicate that Chinese consumers in Hong Kong prefer foreign products, especially those made in China. This can happen because there is a match between the consumer and the country of origin of the product, namely the country of China which subsequently impacts on the evaluation of a brand. This argument is reinforced by research conducted by Mohamad *et al.* (2000) that country of origin determines consumer choice. Zucca *et al.* (2009) explain consumer attention to wine or alcoholic beverages, which results indicate that individuals who are aware of health will tend to avoid unhealthy drinks including alcoholic beverages. This argument is supported by a study conducted by Kavak & Gumusluoglu (2007) which explains that individuals whose lifestyle care for health will tend to choose local brands rather than foreign brands.

Based on the arguments that have been stated, the hypothesis formulated in this study rests on the regularity of the phenomenon which states that health-conscious individuals tend to consume healthy food products. So this is manifested in the preference of brand choices that tend to choose local brands rather than foreign brands (Gil *et al.*, 2000; Kaynak & Kara,

2001; Verain *et al.*, 2012; Bandara Wanninayake, 2014). Thus, below is the hypothesis formulated.

*H*₃: The higher the degree of health consciousness individuals, the higher their tendency to choose WSGC rather than KFC.

Leadership

Furthermore, leadership is one lifestyle that describes the characteristics of individuals who have a sense of leadership. In this case, leadership spirit refers to having high self-confidence, having the ability as a leader, having a strong desire to be a leader, and having the ability to influence others. Individuals who are trusted as leaders are required to be responsible for all good behavior and as examples of other individuals around it.

Previous studies explained that as an inherent lifestyle, a person will automatically be bound by exemplary behavior in everything that is deemed good and will be imitated by other individuals around him (Mohamad *et al.*, 2000; Kavak & Gumusluoglu, 2007). It will implicate all decisions that are inherent in exemplary aspects, including their preferences in choosing a brand (Gil *et al.*, 2000; Kaynak & Kara, 2001; Verain *et al.*, 2012). Individuals with a high leadership lifestyle tend to choose foreign brands rather than local brands. This can happen because the selection of a foreign brand will be considered a good and practical decision as demanded by a leader. Thus the following is the hypothesis formulated.

*H*₄: The higher the degree of the leadership lifestyle, the higher their tendency to choose WSGC rather than KFC.

Casualness

Meanwhile, casualness is a characteristic of individuals who prefer something less formal. Individuals who have a lifestyle like this usually pay less attention to cleanliness, appearance, or other activities that are considered formal. Kavak and Gumusluoglu (2007) indicate that individuals who are casual will behave tend to be ignorant and do not care about environmental opinions, including in their decisions in choosing products.

In the context of food selection, individuals with a lifestyle that are casual in nature tend to judge traditional food as food consumed in a relaxed atmosphere and do not need to be formal, so that the place and feel of the service is packaged in comfortable traditional nuances to relax. This is different from foreign restaurants which are packaged in a modern, practical, fast-paced atmosphere with international

standard service packages, so that this is sometimes felt to be less suitable for individuals who have a lifestyle of casualness (Yorkston & Menon, 2004; Kavak & Gumusluoglu, 2007). This argument is then used to form a hypothesis that explains that individuals with a casualness lifestyle tend to choose WSGC rather than KFC (Gil *et al.*, 2000; Kaynak & Kara, 2001; Verain *et al.*, 2012). Thus, the hypothesis formulated is:

*H*₅: The higher the degree of the casual lifestyle of an individual, the higher their tendency to choose WSGC rather than KFC.

Practicality

Previous studies also explained that practicality is a characteristic of individuals who prioritize things that are pragmatic, simple, and not complicated. Individuals with this lifestyle are characterized by simplicity and practicality and the point is not to spend a lot of time and energy. Canned food and credit cards are two examples of symbols of practicality. Previous studies indicated that practical lifestyle individuals viewed everything from a simple, fast, not many considerations that consumed a lot of energy and time (Siu & Chan, 1997; Mohamad *et al.*, 2000; Kavak & Gumusluoglu, 2007).

Related to brand selection, foreign brands are connoted as a result of innovation, where there is an element of practicality both in terms of manufacturing, presentation, and use, so the consumption or use of brands is relatively simple and does not take much time. In contrast, local brands are connoted as brands that are not practical in their use so individuals with lifestyles that prioritize practicality will avoid traditional brands (Supphellen & Rittenburg, 2001; Usunier & Shaner, 2002). This argument underlies the hypothesis formulation which explains that the higher the level of practicality in lifestyle, the more individuals tend to choose foreign brands rather than local brands (Gil *et al.*, 2000; Kaynak & Kara, 2001; Verain *et al.*, 2012; Kavak & Gumusluoglu, 2007; Bhardwaj, Park, & Kim, 2011). Thus, the following is the hypothesis formulated.

*H*₆: The higher the degree of practicality of a person's lifestyle, the higher their tendency to choose KFC rather than WSGC.

Craftmanship

Workmanship is an individual characteristic in the form of individual abilities in the form of special skills that are better than others. People with special skills are transactional in the sense that their expertise

is used as bargaining power in earning income, they tend to be rich, and modern, and have extensive insight into employment and job opportunities (Pan & Schmitt, 1996; Kavak & Gumusluoglu, 2007).

Previous studies indicated that those who have a workmanship lifestyle prefer brands from foreign brands to local brands, because they are more practical, and are most suitable for establishing transactional relationships with clients. Also in restaurant choices, they will choose restaurants that are seen as building a good self image, which is expected to have implications for transactional relationships (Supphellen & Rittenburg, 2001; Usunier & Shaner, 2002). Thus, individuals who have a workmanship lifestyle are involved in choosing foreign brands rather than local brands (Gil *et al.*, 2000; Kaynak & Kara, 2001; Verain *et al.*, 2012; Kavak & Gumusluoglu, 2007). Thus, the hypothesis formulated is:

H₇: The higher the degree of individual craftsmanship, the higher their tendency to choose KFC from WSGC.

Cost Consciousness

Next is cost consciousness, which describes the characteristics of individuals who have an awareness of costs. Individuals with this lifestyle are individuals who are always looking for the best value for every expenditure that occurs. In brand selection, individuals with this trait tend to choose products based on low cost considerations. Some literature has explained that some local brands tend to set prices that are relatively cheaper than foreign brands because simpler materials, manufacturing processes and presentation are compared to foreign brands, resulting in cheaper prices (Sprotles & Kendall, 1986; Pan & Schmitt, 1996; Ozretic-Dosen, Skare, & Krupka, 2007).

Different previous studies provide further explanation of the relation to brand preference, explained that individuals who are aware of costs tend to choose local brands rather than foreign brands (Gil *et al.*, 2000; Kaynak & Kara, 2001; Verain *et al.*, 2012; Kavak & Gumusluoglu, 2007; Bandara Wanninayake, 2014). This is because local brands are connoted with prices that are cheaper than foreign brands so that individuals with a lifestyle awareness of the local brand's costs are the choice (Correa & Parente-Laverde, 2017). Thus, the following is the hypothesis formulated.

H₈: The higher the degree of the individual's tendency towards cost consciousness, the higher their tendency to choose WSGC rather than KFC.

Community Consciousness

Furthermore, community consciousness can be described as an expression of an individual's conscience in social life, and assumes that they are part of society in general. Individuals who have a lifestyle like this are always active in the community of organizations, whether political organizations or community organizations. There is no empirical explanation of behavior in brand selection (Pan & Schmitt, 1996; Kaynak & Kara, 2001; Seyfang, 2006).

However, it is explained here that for individuals with these types of traits, local brands are preferred because they are considered better than foreign brands. This happens because generally, individuals with social awareness tend to have relatively high nationalism, and this is stated in their brand choices (Supphellen & Rittenburg, 2001; Usunier & Shaner, 2002; Kaynak & Kara, 2001; Seyfang, 2006; Baquillas, 2018). Their actions in buying a brand are inherently proud of the local brand and that they want to show to other individuals. Regarding food choices, individuals with a lifestyle community consciousness tend to choose foods with traditional labels rather than foods labeled foreign (Kavak & Gumusluoglu, 2007; Bandara Wanninayake, 2014; Correa & Parente-Laverde, 2017). Based on these arguments, here is the formulation of the hypothesis.

H₉: The higher the degree of the individual's tendency towards community consciousness, the higher their tendency to choose WSGC rather than KFC.

Adventurer

The next lifestyle profile is adventure, namely lifestyle profile, where individuals like adventure and are interested in new things in different places. Individuals with this lifestyle also really like the things they believe are challenging for them. This is the nature, they tend to choose products that are perceived to be new and available that are different from the previous brands (Supphellen & Rittenburg, 2001; Usunier & Shaner, 2002). Although this opinion is not entirely true, but they always associate brand purchases that have something to do with the spirit of adventure they have.

In food selection, the basic consideration in purchasing brand products is based on aspects of novelty, practicality, or other things that are all simple as an adventure soul inherent in them (Pan & Schmitt, 1996; Kaynak & Kara, 2001; Ozretic-Dosen *et al.*, 2007). In this context, KFC is considered better than WSGC (Kavak & Gumusluoglu, 2007). Therefore,

adventurous individuals have a tendency to choose foreign brands rather than domestic brands (Kavak & Gumusluoglu, 2007; Harun & Abdullah, 2011). The following is a hypothesis formulation:

H₁₀: The higher the degree of life of an adventurous individual, the higher their tendency to choose KFC rather than WSGC.

Interest in Sports

Individuals who have a lifestyle of interest in sport tend to anything that has to do with sports issues, both in terms of listening to sports news, hobbies in watching sports, exercising regularly, and in all things preferring sports rather than attending to things other things like parties or formal ones. Previous studies indicate that interested individuals in sports tend to behave in a simple, casual manner in appearance, practical, and this has implications for the choice of brands that suit the lifestyle of those who are interested in sports and usually they tend to buy foreign brands rather than local brands (Kavak & Gumusluoglu, 2007; Ozretic-Dosen *et al.*, 2007).

Although several studies have explained the relationship between lifestyle and interest in sport and foreign brand preferences, this argument is still debated about the pattern of trends. Further explanation states that individuals who have interest in sport tend to choose foreign brands for a number of reasons, including aspects of practicality both in terms of presentation, packaging, and speed of service (Supphellen & Rittenburg, 2001; Usunier & Shaner, 2002; Kavak & Gumusluoglu, 2007). This argument is then used to justify brand preference in relation to individual lifestyles, namely individuals with lifestyles that prioritize sports will tend to choose foreign brands rather than local brands, including the selection of food with foreign labels or local labels. Thus, the following is the hypothesis formulated.

H₁₁: The higher the degree of lifestyle of individuals who are interested in sports, the higher their tendency to choose KFC rather than WSGC.

Attention

Attentiveness lifestyle is the nature of individuals whose behavior pays attention to everything that is considered valuable and considered important. Usually the attention in question is in the form of concern with problems related to other people or polluted or damaged environments, and this has implications for the purchase of a product that is concerned about the health and harmony of the environment. In relation to the preference of local brands or

foreign brands, previous studies show that attentive individuals tend to choose local brands rather than foreign brands, because local brands are considered to be more environmentally friendly both the use of raw materials and processing that do not use additives that endanger health also the packaging does not use environmentally friendly materials (Kavak & Gumusluoglu, 2007; Ozretic-Dosen *et al.*, 2007; Shu, Strombeck, & Hsieh, 2013; Correa & Parente-Laverde, 2017).

The phenomenon to be explained is that if the individual's lifestyle is attentiveness, they tend to choose traditional labeled foods rather than foreign labeled foods (Gil *et al.*, 2000; Kaynak & Kara, 2001; Verain *et al.*, 2012; Kavak & Gumusluoglu, 2007). Thus, the following is the hypothesis formulated.

H₁₂: The higher the degree of the individual's attention, the higher their tendency to choose WSGC rather than KFC.

Research Methods

Sample

The study sample was 250 people in Surakarta - Indonesia who were distributed equally: 125 people who had a preference for WSGC as a local brand, and 125 others who had a preference for KFC as a foreign brand. Equality of the number of samples is needed for the processing of selected statistical data, which in this case is Logistic Regression Analysis, with the dependent variable preference on WSGC and preference on KFC (Hair, Rolph, Reynolds & William, 1998).

Furthermore, sample were taken non-randomly by convenience sampling technique by meeting individuals directly in several public areas in Surakarta including department stores, traditional markets, or other places where there are many people who can be asked to become research participants. Furthermore, the selected individuals were asked to be willing to fill out the questionnaire, and the questionnaire was immediately withdrawn if all of the questionnaire items were filled in. This technique has proven effective to get a high response rate (Sekaran, 2006).

Of 125 individuals who prefer WSGC, the majority are dominated by women (65.30%), and a minority of other men (44.70%), their age is dominated by older adults or 45 years and over (40.43%), then by the young adult group or between 30–44 years old (15.35%), then the old teen age group or 20–29 years (10.76%), and the rest are young teenagers or less than 20 years old (7.35%). education is domi-

nated by undergraduate students (55.86%), others are students who are still in college (34.65%), and others (9.49%), and monthly income is dominated by groups that earn around 2 million–3 million IDR (40.83%), others earn 1 million to 1.99 million IDR (35.24%), then groups that earn more than IDR 3 million (13.35%), and a small percentage others are less than 1 million IDR (10.58%) (See Table 1).

Table 1
Respondens Profile

	Preference for WSGC (n = 125)	Preference for KFC (n = 125)
Sex		
Woman	65.30%	70.30%
Man	44.70%	29.70%
Age		
>45 years old	40.43%	45.44%
30-44 years old	15.35%	25.30%
20-29 years old	10.76%	15.36%
<20 years old	7.35%	13.90%
Education		
Undergraduate Degree	55.86%	34.65%
High School and student in College	34.65%	60.86%
Others	9.49%	4.49%
Income		
>3 million IDR	13.35%	10.78%
2–3 million IDR	40.83%	11.35%
1–1.9 million IDR	35.24%	37.34%
<1 million IDR	10.58%	40.53%

While individuals who prefer KFC, mostly dominated by women (70.30%), and a small number of other men (29.70%), then for the age dominated by groups of older adolescents or 45 years and over (45.44%), followed by groups of young or old adolescents between 30–44 years (25.30%), then the old adult age group or 20-29 years (15.36%), and the rest are young adults or less than 20 years (13.90%), education is dominated by High School and Student in College(60.86%), Undergraduate degree (34.65%), and others (4.49%), monthly income is dominated by groups that earn around less than 1 million IDR (40.53%), others earn 1 million to 1.99 million IDR (37.34%), then groups that earn more than 2–3 million IDR (11.35%), and another small portion is more than 3 million IDR (10.78%) (See Table 1).

Definitions and Measurement of Variables

Family orientation is a lifestyle that tends to pay attention to the family with all its needs (Kaynak &

Kara, 2001; Kavak & Gumusluoglu, 2007). This lifestyle is operationalized into several indicators, namely family health, family interest, and home arrangement, providing good examples, consideration of spending time with family, the desire for family welfare, and the desire for a better life.

Fashion consciousness is a lifestyle that tends to pay attention to fashion with all its trends (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). This lifestyle is operationalized into several indicators namely dressed for fashion, attempt to try the latest models, preference of a new brand, time allocation to talk about such new brand, and consideration on the suggestions of others in buying a new product.

Health consciousness is a lifestyle that prioritizes health (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). This lifestyle is operationalized into several indicators namely by consumption of low-calories soft drinks, low-calories foods, and diet.

Leadership is a lifestyle concerning how they that positions themselves as a leader (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). This lifestyle is operationalized into several indicators, namely activities having a high confidence, having a greater ability to feel, living independently, having a strong desire to be a leader, always being asked for opinions and suggestions by others, influencing others to buy something.

Casualness refers to individuals’ modesty in conducting irregular action (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). This lifestyle is operationalized into several indicators namely having an aversion to clean the house/room, considering that such activity is an unpleasant task, such as paying in cash when making purchases.

Practicality is a lifestyle one has concerning their practicality on everything (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). This lifestyle is operationalized into several indicators namely the dependency on canned products, always travelling with canned foods, assuming that a credit card is a good thing.

Craftsmanship is a lifestyle oriented to skill or professionalism (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). This lifestyle is characterized by a desire to become proficient in the skills possessed, often using his skill, creating something of such skills.

Cost Consciousness is a lifestyle that is always oriented to cost considerations (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). This lifestyle is operationalized into several indicators namely always looking at the price of a product, bargaining when purchasing, a thought that they can save money if they make their own clothes.

Community Consciousness is a lifestyle that prioritizes the interests of society. This lifestyle is operationalized into several indicators namely being active in an organization, being a part of a political campaign or other campaigns, working for the benefit of the community/society, volunteering in social activities.

Extroversion refers to a hedonistic lifestyle (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). This lifestyle is operationalized into several indicators namely being a partygoer, preferring attending a party rather than spending time alone, and displeased to stay at home.

Adventurism is a willingness to take risks, actions, tactics, or attitudes that are considered bold or reckless (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). In this context, this variable is operationalized into several indicators namely feeling happy to travel around the world, and being pleased to spend the end of the year in another country.

Interest in sports is a lifestyle of individuals whose opinions, activities, and interests are related to sports (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). This variable is characterized by listening to the news or watch sporting event, doing a regular exercise, and preferring to come to sports events rather than attending party.

Attentiveness is a lifestyle that seeks to show the kindness and attention of others (Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007). Attentive individuals are characterized by always taking care of their house, feeling uncomfortable if they do not see the house clean, having interest in organizing the house.

Furthermore, all indicators of lifestyle are measured by five Likert scales: 1 strongly disagree to 5 strongly agree.

The brand preference was measured by two scales; 0 for WSGC and 1 for KFC (See Diamantopoulos *et al.*, 2003; DiStefano, Zhu, & Mindrila, 2009).

Furthermore, to profiling lifestyle, this study uses factor analysis namely Confirmatory Factor Analysis (CFA) to reduce the conceptual indicators as has been done in some previous studies (Sprotles & Kendall, 1986; Kaynak & Kara, 2001; Kavak & Gumusluoglu, 2007; Verain *et al.*, 2012). Through this method, it is hoped that lifestyle dimensions can be produced that are relevant to Indonesia's condition (DiStefano *et al.*, 2003). While to explain the relationship between lifestyle and preferences of WSGC or KFC, we use Logistic Regression Analysis (Logit Regression) (Hair *et al.*, 1998). This method is expected to accommodate the relation among of

observed variables as conceptualized in the formulated hypothesis. The following is a formula of Logistic Regression Analysis.

$$\log it_i = \ln \left(\frac{prob_{event}}{1 - prob_{event}} \right) = b_0 + b_1 X_1 + \dots + b_n X_n$$

Note:

Log it_i : The preference of WSGC or KFC

b_0 : Constanta

b_1 : Coefficient

X_1, \dots, X_n : The lifestyle $1, \dots, n$

Results and Discussion

Profile of Lifestyle

Among the conceptualized indicators, there are some that were dropped from the results of the analysis including indicators of me advising others to buy new products in the dimension of fashion consciousness, I have high self-confidence and I am always asked for opinions and suggestions by others in the Leadership dimension Next, I always give a good example on the Family orientation dimension, while the other indicators are valid to explain the dimensions of lifestyle (See Table 2).

Choosing the Best Model

Based on the results of the lifestyle profile, the next step is to examine the relationship between lifestyle and preference for WSGC or KFC. There are several steps taken, where the sequence of steps is based on Wald Value and Expected Beta (*Exp. B*).

Step 1, in the Logistic Regression equation model, leadership is the first variable to contribute goodness-of-fit on the equation model, which is relatively good (Wald Stat. = 12.256; *Exp. (β)* = .423). Furthermore, the model was developed, by adding other variables, which could potentially contribute to the model, with a better Goodness-of-fit (See Table 3).

Step 2. Attentiveness is another variable included in the model, and this variable contributes goodness-of-fit, which shall better the model. The highest Wald's value is still in leadership (Wald stat. = 10.881; *Exp. (β)* = .440), while attentiveness is the next variable that contributes the model (Wald stat. = 9.032; *Exp. (β)* = 1.892). In this step, it was found out that the model can still be developed by trying to include other variables that have relatively high Wald's values (See Table 3).

Step 3, Fashion Consciousness is the next variable added in the model. The highest Wald's value is attentiveness (Wald stat. = 9.540; *Exp. (β)* =

Table 2
Profile of Life Style

Indicators	Loading Factor	Chronbach's Alpha
Family Orientation Lifestyle		.7596
I am concerned with family health,	.714	
I pay attention to family interest,	.697	
I pay attention to home arrangement,	.634	
I'm always providing good examples,	.449	
I am aware of family welfare,	.703	
I am aware of a better life.	.573	
Fashion Conciousness Lifestyle		.7396
I dressed for fashion	.662	
I try to try the latest models	.720	
I have a preference for a new brand	.811	
I always allocate time to talk about such a new brand	.706	
I was considering suggestions from others in buying a new product.	.564	
Health conciousness Lifestyle		.7796
I always have the consumption of low-calories soft drinks	.719	
I always consume low-calories foods	.773	
I tried to go on a diet	.639	
Leadership Lifestyle		.8197
I am looking for activities having a high confidence	.721	
i have a greater ability to feel	.722	
I am living independently	.791	
I was able to influence others to buy something	.691	
Casualness Lifestyle		.6483
I have an aversion to clean the house / room	.481	
I am considering that such activity is an unpleasant task	.756	
I reject paying in cash when making purchases	.699	
Practicality Lifestyle		.7385
I have the dependency on canned products	.762	
I always traveling with canned foods	.795	
I am assuming that a credit card is a good thing	.503	
Craftmanship Lifestyle		.8976
I desire to become proficient in possessed skills	.753	
I often use his skill	.811	
I always create something of such skills	.667	
Cost Conciousness Lifestyle		.6433
I am always looking at the price of a product	.709	
I am always bargaining when purchasing	.722	
I always think that they can save money if they make their own clothes	.712	
Community Conciousness Lifestyle		.6733
I am always active in an organization	.626	
I have always been part of a political campaign	.743	
I am always part of other campaigns	.592	
I am working for the benefits of the community / society	.490	
Extroversion Lifestyle		.8293
I like to be a party visitor	.667	
I prefer to attend parties rather than spending time alone	.655	
I don't like staying at home	.690	
Adventurism Lifestyle		.7004
I feel happy to travel around the world	.871	
I am pleased to spend the end of the year in another country	.814	
Interest in sports is a lifestyle		.7580
I like listening to the news or watch sporting events	.846	
I am doing a regular exercise	.781	
I prefer rather than attending party sports events	.799	
Attentiveness Lifestyle		.6170
I always taking care of their house	.817	
I feel uncomfortable if they don't see the house clean	.871	
I have interest in cleaning the house	.587	

Note: Cut off value of Loading factor > .40; Chronbach's Alpha > .60 (Hair *et al.*, 1998)

Table 3
Results of logistic regression analysis (Dependent variable: 0: WSGC; 1: KFC)

Model	Variable	Estimate (<i>b</i>)	St.Error (<i>SE</i>)	Wald Stat.	<i>df</i>	Sign	<i>Exp</i> (β)	95.0% C.I. for <i>Exp</i> (β)	
								Lower	Upper
Step 1(a)	Ld	-.860	.246	12.256	1	.000	.423	.261	.685
	Constanta	3.012	.877	11.782	1	.001	20.326		
Step 2(b)	Ld	-.821	.249	10.881	1	.001	.440	.270	.717
	At	.638	.212	9.032	1	.003	1.892	1.248	2.867
	Constanta	.488	1.189	.168	1	.682	1.629		
Step 3 (c)	FC	-.559	.238	5.539	1	.019	.572	.359	.911
	Ld	-.655	.261	6.328	1	.012	.519	.312	.865
	At	.668	.216	9.540	1	.002	1.949	1.276	2.978
	Constanta	1.387	1.270	1.192	1	.275	4.002		
Step 4(d)	FC	-.753	.255	8.701	1	.003	.471	.286	.777
	HC	.503	.219	5.291	1	.021	1.654	1.077	2.540
	Ld	-.600	.263	5.193	1	.023	.549	.328	.920
	At	.619	.220	7.894	1	.005	1.857	1.206	2.861
	Constanta	.561	1.324	.179	1	.672	1.752		
Step 5(d)	FC	-.645	.261	6.089	1	.014	.525	.315	.876
	HC	.538	.221	5.905	1	.015	1.712	1.110	2.641
	Ld	-.592	.265	4.966	1	.026	.553	.329	.931
	At	.557	.222	6.285	1	.012	1.746	1.129	2.699
	Ex	-.423	.211	4.033	1	.045	.655	.433	.990
	Constanta	1.544	1.433	1.161	1	.281	4.685		

1.949), followed by leadership (Wald stat. = 6.328; *Exp.*(β) = .519), and the last is fashion consciousness (Wald stat. = 5.539; *Exp.*(β) = .572). In stage 3, the model can be maximized by adding health consciousness (See Table 3).

In the step 4, by adding health consciousness, the highest Wald's value obtained in the model is fashion consciousness (Wald stat.= 8.701; *Exp.*(β) = .471), which is followed by attentiveness (Wald stat. = 7.894; *Exp.*(β) = 1.857), Health Consciousness (Wald stat. = 5.291; *Exp.*(β) = 1.654), and the last is leadership (Wald stat. = 5.193; *Exp.*(β) = .549). In this step, the model still allows to be maximized again by adding another variable, because the relationships among of variables obtained in this step still indicate significant results (See Table 3).

Step 5, Extroversion is the last variable added to the model. The highest Wald's value obtained is attentiveness (Wald stat. = 6.285; *Exp.*(β) = 1.764), followed by fashion consciousness (Wald stat. = .6089; *Exp.*(β) = .525), health consciousness (Wald stat. =5.905; *Exp.*(β) = 1.712), leadership (Wald stat. = 4.966; *Exp.*(β) = .553), and the last is extroversion (Wald stat. = 4.033; *Exp.*(β) = .655). Step 5 is the last step because the addition of variables indicates the Wald's value was getting smaller, with expected beta beyond confidence interval value (See Table 3).

Interpretation of the Test Results

The fashion consciousness is the first lifestyle that has a relationship with the individual probability

in choosing the brand. The result shows that the relationship between fashion consciousness and brand preference is negative and significant ($b = -.645$; $SE = .261$; $sig = .014$) (See Table 3). This finding explains that the higher the individual's consciousness towards fashion, the higher their likelihood to buy KFC as a foreign brand. It means that individuals with fashion awareness tend to choose the foreign brand rather than a domestic brand. This phenomenon occurs individuals with such lifestyle tend to favor new and innovative products, get pleasure from seeing new things, want to look fashionable with the latest models, always talking about something new, even suggesting others to buy such product. People who have the fashion consciousness lifestyle tend to consume brand connoted as modern brand, including the preference in choosing food brand. For them, KFC is perceived as a foreign or modern brand, while WSGC is a local brand. This connotation has an impact on people's preferences in choosing the brand. This study provides support that people who have fashion conscious lifestyle tend to choose foreign brand rather than local brand (Sprotles & Kendall, 1986; Kavak & Gumusluoglu, 2007).

The health consciousness is the next variable, which influences the probability of an individual in choosing the brand. The result shows that the relationship between health consciousness and brand preference is positive ($b = .538$; $SE = .221$; $sig. = .015$) (See Table 3). The phenomenon described is the higher the consciousness of individuals to health, the

higher their probability to buy WSGC. This means that people who are aware of health tend to choose traditional food, in this case WSGC, and fast food, as represented by KFC. The tendency of these options is based on an opinion that traditional foods are made of low-fat, natural ingredients that are not harmful to health, which in turn is expressed on the purchasing behavior of a product. These findings lend support to previous research which describes that the tendency of individuals with health-conscious lifestyle will choose local brands instead of foreign brands (Kavak & Gumusluoglu, 2007).

The test result also demonstrates that there is a negative relationship between leadership and brand preference ($b = -0.592$; $SE = .265$; $sig = .026$) (See Table 3). The result explains that the higher the tendency of leadership lifestyle, the lower the tendency of individuals to choose KFC than WSGC. The leadership in question is the nature and characteristic of individuals associated with self-confidence, having a willingness to act and take decisions, self-dependent, having a strong willingness to lead, having ability to influence others, and always being asked for opinions and suggestions. Individuals with such characteristics will influence their behavior in buying a brand, in this case is the tendency of selecting KFC rather than WSGC. For them, a consideration in choosing the brand is based on the side of practicality and fast. KFC, being viewed as a modern brand, is perceived relatively more practical than WSGC, both in preparing and serving the foods (Sprotles & Kendall, 1986; Kavak & Gumusluoglu, 2007).

Furthermore, the result indicates that there is a positive relationship between attentiveness and brand preference ($b = .557$; $SE = .222$; $sig = .012$) (See Table 3). It explains that the higher the individual's attentiveness, the higher their probability to choose WSGC. Individuals who have an attentiveness lifestyle is characterized as always taking care of the house, both in terms of cleanliness and comfort. For them, home is heaven, so they make every effort to create a sense of comfort at home, and they would feel uncomfortable if the house is disorganized and dirty. Attentive individuals tend to choose local brands than foreign brands. This fact is established since attentive people are perceived to prefer staying at home and tend to feel more comfortable staying at home instead of going out of the house. Attentive individuals tend to choose products based more on aspects of basic benefits than other aspects (Siu & Chan, 1997; Mohamad *et al.*, 2000; Kavak & Gumusluoglu, 2007).

The latter result shows that there is a negative relationship between extroversion and brand preference ($b = -0.432$; $SE = .211$; $sig = .045$) (See Table

3). The phenomenon described is the higher extroversion lifestyle of an individual, the higher their probability to choose KFC. Individuals, who have extroversion lifestyle, marked by a fondness for a party, spending most of the time at the party rather than spending time alone and disliking staying at home. These behaviors have an impact on the trend in choosing the brand of the products to be consumed. People with extroversion lifestyle tend to choose foreign brands, in this case KFC, rather than the local brand, in this case WSGC. These findings lend support to previous studies that explain that individuals with extroversion lifestyle tend to choose foreign brands than local brands (Siu & Chan, 1997; Mohamad *et al.*, 2000; Kavak & Gumusluoglu, 2007).

Discussion

It can be explained here that of the 13 dimensions of lifestyle, it turns out that only five dimensions significantly influence individual preferences in choosing WSGC or KFC, while the other eight dimensions are found to be insignificant. It has been explained previously that the results of the Logistic Regression Analysis test only indicated five variables that produced goodness-of-fit models, namely fashion consciousness, health consciousness, leadership, attentiveness, and extroversion. whereas eight dimensions of other lifestyles that have no significant effect on preferences in choosing WSGC or KFC are family orientation lifestyle, casualness lifestyle, practicality lifestyle, craftsmanship lifestyle, cost consciousness lifestyle, community consciousness lifestyle, adventurism lifestyle, and interest in sport lifestyle, so that the hypotheses formulated in this study were not supported in the statistical tests performed. This is indicated by the value of the Wald statistic, which is not significant with expected beta beyond the value of the confidence interval, when the eight lifestyle variables are tried to be included in the model. This also happened in previous studies, which indicated that not all dimensions of lifestyle were reduced, significantly related to brand purchase decisions (Supphellen & Rittenburg, 2001; Usunier & Shaner, 2002; Kaynak & Kara, 2001; Seyfang, 2006).

In addition to statistical reasons, the insignificance of relationships is likely due to the absence of strong reasons for choosing WSGC or KFC as individual preferences in choosing food. This happens to individuals, with family-oriented lifestyles, when asked about their preferences in choosing WSGC or KFC they do not have a clear tendency, even though they basically care about the family, but they are free in choosing the type of food. The same phenomenon

also occurs in individuals with a lifestyle of casualness, practicality, craftsmanship, cost consciousness, community consciousness, adventurism, and interest in sport. Individuals with this lifestyle have no clear preference in choosing foods related to WSGC or KFC. It is possible that they do not care about the stimulus that distinguishes the two types of brands. In this case, individuals may only pay attention to things that are generic, such as the delicacy of food taste, fairness of prices, strategic location, or other things that are not related to their lifestyle.

Conclusion

It can be concluded here that there are five dimensions of lifestyle associated with WSGC or KFC preferences, namely individuals who have a fashion consciousness lifestyle tend to choose KFC rather than WSGC, then individuals with health consciousness lifestyles tend to choose WSGC rather than KFC, individuals with leadership lifestyles tend choosing KFC rather than WSGC, individuals with attentiveness lifestyle tend to choose WSGC rather than KFC, and finally individuals with extroversion lifestyles tend to choose KFC rather than WSGC.

Theoretically this study contributes in the field of marketing, especially consumer behavioral science related to the relationship between lifestyle and preference for two brands that have not been conceptualized in previous studies (Assael, 1998). Actually, there is nothing new about the lifestyle concept and profiling, but what makes this study original is connecting the lifestyle profiles formed with the preference of two brands to explain phenomena that occur in Indonesia, so that there are different findings from previous studies (Gil *et al.*, 2000; Bruwer & Li, 2007; Brunner & Siegrist, 2011).

Practically, marketers can use this study to build better relationships with their customers by understanding what their daily activities are, what their interests are, and what their opinions are. This needs to be known as the basis for building an effective marketer strategy that can be expressed in the form of a marketing mix option that is only focused on the lifestyle of its customers (Alden *et al.*, 1999; Kotler & Gertner, 2002; Aurifeille *et al.*, 2002).

For future studies, this study can be used as a reference that can be developed in different contexts. This is necessary because the study of lifestyle still has no conclusive opinions on its dimensions and indicators. These differences that still occur provide opportunities for future studies to examine them so that developments in lifestyle concepts and dimensions can be explained through real phenomena that

occur. In addition, this study can also be used as a reference to link lifestyle with other consumer decision variables in different contexts. Through this method, it is expected that the concepts constructed in this study can be generalized.

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