

THE EFFECT OF LIFESTYLE AND REFERENCE GROUPS ON E-CIGARETTE PURCHASING DECISIONS



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ABSTRACT

This study aimed to investigate the effect of lifestyle and reference groups on e-cigarette consumer purchasing decisions in Kupang City. Convenience sampling was employed as the sampling strategy and the questionnaire was utilized to obtain the data. Multiple linear regression analysis was used to identify the changes of independent variables on the dependent variable in the data analysis. The hypothesis test was performed to test the effect of the significance of independent variables on the dependent variable. The findings of this study indicate that lifestyle has no positive and significant influence on the purchasing decision of e-cigarettes, reference groups have a positive and significant impact on e-cigarette purchasing decisions, and lifestyle and reference groups simultaneously have a positive and significant effect on the purchasing decision of e-cigarettes in Kupang city. It is suggested to study further other consumer behavior personal factors such as job and economic conditions that might moderate or mediate the relationship between lifestyle or reference groups toward consumers' purchasing decisions.

Keywords: Lifestyle; References Groups; Purchasing Decisions; e-Cigarette

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INTRODUCTION

Smoking has become a common habit among Indonesians (Istiqomah et al. 2016). The demand for cigarette consumption in Indonesia has increased every year. The Central Statistics Agency (Badan Pusat Statistik) reported that cigarettes are categorized as the main consumption of the Indonesian people and the average expenditure on cigarettes and tobacco was IDR 76,583 per capita per month in March 2021 (Jayani 2021). This causes Indonesia to be the country with the third largest number of smokers in the world (Fikriyah & Febrijanto 2012; Hutapea & Fasya 2021).

Due to Indonesia's high cigarette consumption rate, the electronics industry has created new technologies to enter the cigarette market by producing electric cigarettes (commonly known as e-cigarettes) (Istiqomah et al. 2016). An "e-cigarette" is a battery-operated device that emits nicotine vapor (Elsa & Nadjib 2019). Demand for electronic cigarettes is rapidly increasing globally and in Indonesia as well (Drummond & Upson 2014; Elsa & Nadjib 2019; Sihalohe et al. 2020). In Indonesia, there were 2.2 million e-cigarette users as of July 2022 (Fauzan 2022). Traditional smokers use e-cigarettes as a substitute for quitting or lessening their dependence on traditional cigarettes (Elsa & Nadjib 2019; Hutapea & Fasya 2021). Additionally, the popularity and trends among Indonesian smokers also encourage the usage of e-cigarettes (Sussan et al. 2017).

The use of e-cigarettes is a consumer behavior that does not emerge on its own. Consumer behavior is defined by Rumondang et al., (2020) as the behavior of beginning and searching for, purchasing, using, evaluating, and spending products and services that are expected to meet their needs. Consumer behavior is influenced by several factors, so it will ultimately influence the decision-making process in purchasing (Schiffman & Kanuk 2012). Understanding consumer behavior is a way for a company to serve customers according to their needs and to develop a marketing strategy related to consumer purchasing decisions (Amri & Prihandono 2019; Herawati et al. 2019). According to Kotler and Keller (2014), Ramya and Ali (2016), and Yan-mei et al., (2011), consumer buying decisions are influenced by lifestyle and reference groups.

Indonesian smokers' lifestyles may change as e-cigarette use becomes more popular throughout the country (Utami 2020). Pratiwi and Yasa (2019) claimed that consumers purchasing decisions were impacted by the lifestyle in their community. In almost every city in Indonesia, there are e-cigarette stores and communities where smokers may socialize (Hutapea & Fasya 2021). Communities for e-cigarette users have also started to develop in Kupang, a city in southern Indonesia. The reference group, in this example, the e-cigarette community, may have an impact on the behavior of buying e-cigarettes in Kupang City. However, there has been no investigation into how consumers' purchasing decisions for e-cigarettes in Kupang City are influenced by lifestyle and reference groups.

Given the foregoing context, the question of this study is whether lifestyle and reference groups significantly affect consumers' decisions to buy e-cigarettes in Kupang City. Therefore, the objective of this study was to ascertain how consumer purchasing decisions for e-cigarettes in Kupang City were influenced by lifestyle and reference groups. This study obtains a theoretical contribution that is connected to the theory of consumer behavior, especially the impact of lifestyle and reference groups on consumers' purchasing decisions. The study's practical contribution is the recommendation for e-cigarette marketers on how to build marketing campaigns and promotional activities that take lifestyle or reference group preferences into account.

LITERATURE REVIEW

To understand the factors analyzed, some literature explaining the variables in this study, particularly lifestyle, reference groups, and purchase decisions, is required. The literature examined in the following subsections will explain the theories as well as some past study findings on the link between those variables.

Lifestyle

Lifestyle is characterized by how someone spends their time, the things they value in their surroundings, and their self-perception (Rahmah et al. 2018). Maney and Mathews (2021) described lifestyle as an integrated system of attitudes, values, interests, views, and behavior. A consumer's lifestyle also reflects how they use time and money, which is rapidly evolving to adapt to the changes in their lives (Herawati et al. 2019). Lifestyle is a part of consumer behavior that will affect consumer purchasing (Herawaty & Tresna 2019; Rosif et al. 2015). Several studies have been conducted to better understand the connection between lifestyle and consumer behavior (Herawaty & Tresna 2019; Maney & Mathews 2021; Nguyen et al. 2020). According to certain studies, lifestyle has a positive and significant impact on purchasing decisions (Amri & Prihandono 2019; Harnoto & Silintowe 2018; Khalik & Permatasari 2019; Nguyen et al. 2020; Oktavianingsih & Setyawati 2020; Pratiwi & Yasa 2019; Rahmadika & Kristianingsih 2019; Rahmah et al. 2018; Rosif et al. 2015; Tarigan et al. 2020; Warayuanty & Suyanto 2015). Customers now have higher expectations for a lavish lifestyle and a good reputation in their surroundings (Fatharani, 2013). Consumers with modern lifestyles are more prone to purchase the newest, most prestigious, and priciest products. Conversely, those who lead conservative lifestyles are more likely to buy the item because of its purpose (Suharno & Sutarso 2010). When making a purchase decision, various lifestyles will result in varying interests, actions, and ideas (Nguyen et al. 2020).

Reference groups

Sumarwan (2014) defined a reference group as a collection of individuals who have the power to influence a person's personality and sense of style. Members of a group that has a substantial impact on a person's views and conduct are referred to as reference groups (White & Dahl 2006; Yan-mei et al. 2011). Reference group affects their member ideas, attitudes, and decisions (Aghaei & Alarsali 2022; Daud 2022). When a customer purchases a product, the reference group establishes a style that will be emulated or used as an example (Lutfie & Hidayat 2017; Miswanto et al. 2020). Members of reference groups may assess themselves against that group and alter their behavior to fit in with it (Pransopon & Hoonsopon 2019). The impact of reference groups on purchase decisions has been the subject of several studies (Miswanto et al. 2020; Yan-mei et al. 2011). For instance, Anoraga and Iriani's (2014) research found that the reference group influences the smartphone buyer's purchase decisions. Aghaei and Alarsali (2022) discovered that the reference group has a favorable and considerable influence on customers' decisions to purchase medications. According to certain studies, the reference group influences purchasing decisions favorably (Anoraga & Iriani 2014; Daud 2022; Harnoto & Silintowe 2018; Lutfie & Hidayat 2017; Miswanto et al. 2020; Oktavianingsih & Setyawati 2020). However, other findings by Salangka et al. (2017) conclude that the reference group had no appreciable influence on the choice to purchase a smartphone.

Purchasing Decisions

The consumer purchasing decision is a series of steps that consumers take in making a purchase initially by meeting their needs and desires (Herawaty & Tresna 2019; Ramya & Ali 2016; Tarigan et al. 2020). Kotler and Armstrong (2018), and Tjiptono (2015) defined a purchasing decision as a process by which consumers recognize the problem, seek information about the product and evaluate alternatives and then lead to the purchase decision. Purchasing decision is regarded as a process of integrating by combining various information about the product which is used to evaluate several alternative options (Peter & Olson 2013; Sumarwan 2014). Consumer purchasing decisions to buy a product are influenced by stimuli offered by the company (Pratiwi & Yasa 2019). Understanding consumers purchasing decisions provides the easiness for marketers to plan marketing strategies, product quality, price, and promotion and services (Herawati et al. 2019)(Ena et al. 2019).

METHOD

The objective of this study was to discover the extent to which lifestyle and reference groups influence consumer purchasing decisions for e-cigarettes in Kupang City. Therefore, the research method used had to be acceptable, and relevant, and answer the research questions as well as the study's objective (Attard 2018; Thomas 2021). Data collection, analysis, and interpretation techniques are all part of the research method (Creswell & Creswell 2018).

This study's research design model uses a descriptive quantitative research approach. According to Joshi (2019), quantitative research may be defined as everything that can be expressed in the findings with a definite quantity that can be compared. Sugiyono (2019) described that quantitative research is a type of study that uses research instruments to collect data on specific populations or samples to verify preconceived assumptions. In quantitative research, conclusions are drawn based on the gathering of numerical data and confirmatory and deductive analyses (Hair et al. 2019; Thomas 2021).

The population is the entire set of people, events, or things of interest that the researcher wishes to investigate (Beins & McCarthy 2017; Bougie & Sekaran 2019; Kale & Jayanth 2019). A sample is a subset of the population that is being researched in a certain study (Beins & McCarthy 2017). Residents of Kupang City who used e-cigarette products are the study's population. Samples were taken because the number of the study's population was not known. Using the Lemeshow formula, 100 samples were acquired for this investigation (Maharani & Alam 2022).

Convenience sampling, which is choosing sample components that are the most accessible to participate in the study and that can offer the necessary information, was employed as the sampling strategy in this study (Hair et al. 2019). Convenience sampling is likely the finest method for obtaining some basic information fast and effectively, and it is most frequently employed during the exploratory stage of a research study (Sekaran 2003). Convenience sampling is inexpensive and simple to do, however, there is no way of knowing how representative the study results are (Bougie & Sekaran 2019). The inclusion criteria for this study comprised respondents who were both male and female and older than 18 as well as those who had used electronic cigarettes.

A questionnaire was utilized to obtain the data. A questionnaire is a series of questions designed to elicit information from respondents (Hair et al. 2019).

Questionnaires are employed in research with the fundamental and significant premise that respondents are willing to provide honest responses (Thomas 2021). A Likert scale is used to measure all items. (ranging from 1 = strongly disagree to 5 = strongly agree) (Nurqamarani et al. 2022).

A questionnaire was tested for validity and reliability before it was distributed to respondents. It is critical to establish reliability and validity since it is frequently attempting to analyze something complicated and the judgments will be meaningless if the measurements are invalid (Beins & McCarthy 2017). Validity is a test that determines how effectively a designed instrument measures the specific notion that it is meant to assess (Bougie & Sekaran 2019). The possibility that an instrument will execute its intended function properly for a specific amount of time under the stated operating condition or environment is referred to as its reliability (Mane & Nikam 2019). Reliability is crucial regardless of the format of the question, but it is most usually connected with multi-item scales (Hair et al. 2019). A questionnaire is deemed to be reliable if a person's responses are consistent or constant across time. The tool for measuring reliability is Cronbach's Alpha. A variable is said to be reliable if Cronbach's Alpha value > 0.60 (Purwanto et al. 2021)

Multiple linear regression analysis is used to identify the changes of independent variables on the dependent variable in the data analysis (Sartika & Mulyana 2022). The hypothesis test is performed to test the effect of the significance of independent variables on the dependent variable. A T-test is used to examine the effect of independent variables on the dependent variable (Fahrika et al. 2022):

H1: Lifestyle has a positive and significant effect on Purchasing Decisions

H2: Reference Group has a positive and significant effect on Purchasing Decisions

Meanwhile, to test whether each independent variable has a significant effect on the dependent variable simultaneously is carried out with the F-test (Fahrika et al. 2022):

H3: Lifestyle and Reference Groups simultaneously have a positive and significant effect on Purchasing Decisions

The last analysis is a coefficient of determination analysis (R^2) that measures the contribution of the model (Lifestyle and Reference Group) can explain the variations in dependent variables (Purchasing Decisions). The value of the coefficient of determination is between zero (0) and one (1). A small R^2 value means that the ability of the independent variables to describe the variation of the dependent variable is limited (Lee et al. 2012). SPSS version 21 data processing tools were utilized in this study.

RESULT AND DISCUSSION

Characteristics of Respondents

From the results of the data processing from the questionnaire, the characteristics of respondents were obtained as follows:

a. Gender

The characteristics of respondents by gender can be seen in the following table:

Table 1
Characteristics of respondents by gender

Gender	Number (people)	%
Men	94	94%
Women	6	6%

Source: Analyzed data, 2020

According to the statistics, most respondents were men, with 94 persons (94%), while the remainder were women, with six people (6%). It is understandable, given that men constitute the majority of smokers in Indonesia.

b. Age

According to Table 2, the respondents who use e-cigarettes are between the ages of 17 and 39. Based on the research, the majority of respondents are between 17 and 22 years old (48%) and between 23 and 27 years old (30%). It represents the majority of e-cigarette users who are young and productive.

Table 2
Characteristics of respondents by age

Age Group (year)	%
17-22	48%
23-27	30%
28-31	8%
32-35	10%
35-39	4%

Source: Analyzed data, 2020

c. Occupation

Table 3 shows the characteristics of respondents based on their employment. The bulk of responders were university students (50%), entrepreneurs (25%), and private employees (17%). This might be attributed to university students being more aware of the emergence of the e-cigarette craze.

Table 3
Characteristics of respondents by occupation

Occupation	%
University student	50 %
Student	4 %
Entrepreneurs	25 %
Private employees	17 %
Police	2 %
Civil servants	1 %
Farmers	1%

Source: Analyzed data, 2020

d. Join the community

The characteristics of respondents based on whether they joined the e-cigarette community or not, acquired data from 46% of those who joined the e-

cigarette community and 54% of those who did not join. It reveals that over half of the respondents are members of the e-cigarette community in Kupang City.

Table 4
Join the e-cigarette community

Join/Not Join	%
Join	46 %
Not join	54 %

Source: Analyzed data, 2020

Validity test

A validity test is used to determine the validity of a questionnaire. Validity is a test that determines how effectively a designed instrument measures the specific notion that it is meant to assess (Bougie & Sekaran 2019). The validity criterion is where $r_{count} > r_{table}$. It is known that the r_{table} is 0.1966, then the validity test results can be seen in Table 5.

According to Table 5, statements containing 18 items fulfill the validity criterion since $r_{count} > r_{table}$. This signifies that all claims are certified valid, and the data is worth studying.

Table 5
Validity test results

Variable	Items	r count	Remarks
Lifestyle (X1)	X1.1	0,667	valid
	X1.2	0,792	valid
	X1.3	0,730	valid
	X1.4	0,775	valid
	X1.5	0,796	valid
	X1.6	0,788	valid
	X1.7	0,506	valid
Reference Groups (X2)	X2.1	0,754	valid
	X2.2	0,873	valid
	X2.3	0,838	valid
	X2.4	0,806	valid
	X2.5	0,883	valid
	X2.6	0,661	valid
Purchasing Decisions (Y)	Y.1	0,838	valid
	Y.2	0,775	valid
	Y.3	0,898	valid
	Y.4	0,817	valid
	Y.5	0,894	valid

Source: Analyzed data, 2020

Reliability test

A reliability test is performed to verify the reliability of an instrument (Darma 2021). A questionnaire is considered reliable if a person's replies are consistent or stable throughout time. Cronbach's Alpha is a tool for determining reliability. If Cronbach's Alpha is more than 0.60, it is said to be reliable (Purwanto et al. 2021)

According to Table 6, all Cronbach's Alpha values are more than 0.60. This signifies that all variables have passed the reliability test requirements and may be utilized in the test.

Table 6
Reliability test results

Variable	Number of items	Cronbach's Alpha	Cut-off value	Remarks
Lifestyle (X1)	7	0,846	0,60	Reliable
Reference Groups (X2)	6	0,887	0,60	Reliable
Purchasing Decisions (Y)	5	0,898	0,60	Reliable

Source: Analyzed data, 2020

Data analysis

A classical assumption test, comprising a normality test, a heteroscedasticity test, and a multicollinearity test, was done prior to multiple regression analysis. The classical assumption test is an examination used to determine whether there are classical assumption problems in a linear regression model (Mardiatmoko 2020). The normality test determines whether the data to be utilized in the regression model is normally distributed (Nugraha 2022). The heteroscedasticity test determines whether there is a variance dissimilarity between the residuals of one observation and another in the regression model (Andriani 2017). The multicollinearity test analyzes whether regression models found a correlation between independent variables (Nugraha 2022). The result of the classic assumption test was model of regression was normally distributed, with no heteroscedasticity and no correlation between independent variables. As a consequence, data may be regressed and hypothesized.

a) Multiple Linear Regression Analysis

Multiple linear regression analysis is used to identify the changes of independent variables on the dependent variable in the data analysis (Sartika & Mulyana 2022).

Based on Table 7, a model of multiple linear regression equations is obtained as follows:

$$Y = 5,875 - 0,038 X1 + 0,648 X2$$

Remarks:

Y = Purchasing decisions

X1= Lifestyle

X2= Reference groups

Table 7
Multiple Linear Regression results

Model	Coefficients			T	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
(Constant)	5.875	1.612		3.644	.000
1 Lifestyle	-.038	.068	-.045	-.550	.584
Reference groups	.648	.074	.716	8.734	.000

Source: Analyzed data, 2020

According to the equation, the regression coefficient of the independent variable the Lifestyle (X1) is negative, whereas the Reference Group (X2) is positive. The Reference Group (X2) has the greater effect on the Purchasing Decisions (Y)

The equation of multiple linear regression can be interpreted as follows: The value of the constant of 5.875 means that if the Lifestyle variable (X1) and the Reference Groups variable (X2) are equal to zero then the value of the Purchasing Decision variable (Y) is 5.875 units. The coefficient value of the Lifestyle variable (X1) shows a value of -0.038 units, which means that if the value of the Lifestyle variable increases by 1 unit then the value of the Purchasing Decision variable (Y) will decrease by 0.038 units, assuming that other independent variables are constant value. The value of the regression coefficient of the Reference Group variable (X2) shows a value of 0.468 units, which means that if the value of the Reference Group variable (X2) increases by 1 unit then the value of the Purchasing Decision variable (Y) will increase by 0.468 units, assuming that the other independent variables are constant value.

b) T-test

A T-test is used to examine the effect of independent factors on the dependent variable (Fahrika et al. 2022). If the Sig. value is less than 0.05, then the independent variable has a significant effect on the dependent variable. If the Sig. value is greater than 0.05, then the independent variable has no significant effect on the dependent variable.

According to Table 8, the Lifestyle variable has no positive and significant effect on the e-cigarette Purchasing Decisions variable (Sig 0.584>0.05). Meanwhile, the Reference Groups variable has a positive and significant effect on the e-cigarette Purchasing Decisions variable in Kupang city (Sig 0.000<0.05).

Table 8
T-test results

	Coefficients				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients			
	B	Std. Error	Beta			
(Constant)	5.875	1.612			3.644	.000
Lifestyle	-.038	.068	-.045		-.550	.584
Reference groups	.648	.074	.716		8.734	.000

Source: Analyzed data, 2020

c) F-test

An F-test is used to examine the influence of the independent variables on the dependent variable simultaneously (Fahrika et al. 2022). If the Sig. value is less than 0.05, then the independent variables simultaneously have a significant effect on the dependent variable. If the Sig. value is greater than 0.05, then the independent variables simultaneously have no significant effect on the dependent variable. The results of the F-test can be seen in Table 9.

Table 9
F-test results

ANOVA					
Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	1449.435	2	724.718	45.614	.000b
1 Residual	1541.125	97	15.888		
Total	2990.560	99			

Source: Analyzed data, 2020

According to Table 9, the Sig. value is $0.00 < 0.05$, indicating that the Lifestyle variable and the Reference Group variable simultaneously influence e-cigarette Purchasing Decisions in Kupang City.

d) Coefficient of Determination

The coefficient of determination (R^2) evaluates how well the model (Lifestyle and Reference Groups) explains the variation in dependent variables (Purchasing Decisions). The coefficient of determination has a value between zero (0) and one (1). A low R^2 value indicates that the independent variables' ability to represent the variance of dependent variables is limited. A value close to one (1) indicates that independent variables provide almost all the information needed to predict the variance of dependent variables. Table 10 shows the results of the coefficient of determination test.

Table 10
Coefficient of determination test results

Model Summary					
MModel	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.696	.485	.474	3.986	1.893

Source: Analyzed data, 2020

Table 10 displays the results of the determination analysis, which yielded an R^2 (R Square) of 0.485, or 48.5%. This demonstrates that the effect of the independent variables (Lifestyle and Reference Groups) on the dependent variable (Purchasing Decisions) of the e-cigarette in Kupang City was 48.5%, with the remaining 51.5% influenced or explained by other variables not explored in this study.

Discussion

The T-test (partial test) results in this study demonstrated that lifestyle had no positive and significant influence on e-cigarette purchasing decisions in Kupang City. This finding contradicts the theory that lifestyle influences consumer purchasing decisions (Kotler and Keller, 2014), as well as several previous studies that found lifestyle to have a positive and significant impact on purchasing decisions (Amri & Prihandono 2019; Harnoto & Silintowe 2018; Khalik & Permatasari 2019; Nguyen et al. 2020; Oktavianingsih & Setyawati 2020; Pratiwi & Yasa 2019; Rahmadika & Kristianingsih 2019; Rahmah et al. 2018; Rosif et al. 2015; Tarigan et al. 2020; Warayuanty & Suyanto 2015).

Lifestyle has no significant influence on the purchasing decision of e-cigarettes in Kupang City since it is based on the needs of individuals who wish to switch from conventional cigarettes to e-cigarettes and is not influenced by e-cigarette trends and

popularity. They believe that e-cigarettes are healthier than traditional cigarettes. This is why lifestyle has less influence on their purchasing decisions. This study showed the same results as previous research by Kusumo (2018), which found that lifestyle characteristics had no significant influence on purchasing decisions.

The partial test results also revealed that the reference groups partially had a positive and significant influence on the purchasing decision of e-cigarettes in Kupang City. These findings confirmed the theory that reference groups impact consumer purchase decisions (Kotler & Keller, 2014). Moreover, the findings of various earlier studies showed that the reference groups influence purchasing decisions (Anoraga & Iriani 2014; Harnoto & Silintowe 2018; Lutfie & Hidayat 2017; Miswanto et al. 2020; Oktavianingsih & Setyawati 2020). Before making a purchase decision, consumers research the product specifications. The reference group is one source of knowledge. The reference group might include relatives, co-workers, friends, and members of the communities. These persons are regarded as trustworthy and knowledgeable about the goods; their expertise with the product is taken into account by purchasers when making purchasing decisions. In the case of Kupang City's e-cigarette users, the e-cigarette user community influences their decision to purchase e-cigarettes.

The F-test has shown that lifestyle and reference groups simultaneously have a positive and significant effect on e-cigarette purchasing decisions in Kupang City. The greater the effect of lifestyle and reference groups, the greater the increase in e-cigarette purchasing decisions. A previous study by Choiriyah (2019) indicated that both lifestyle and reference groups impact purchasing decisions. The percentage of the effect of lifestyle and reference groups on the e-cigarette purchasing decisions in Kupang City was 48.5%, with the remaining 51.5% influenced or explained by other variables not explored in this study.

CONCLUSION AND RECOMMENDATION

The use of e-cigarettes is a consumer behavior that is influenced by several factors, so it will ultimately influence the decision-making process in purchasing. According to Kotler and Keller (2014), Ramya and Ali (2016), and Yan-mei et al., (2011), consumer buying decisions are influenced by lifestyle and reference groups. The findings of this study indicate that lifestyle has no positive and significant influence on the purchasing decisions of e-cigarettes in Kupang City. This is because e-cigarette users' purchasing decisions are focused on their needs to switch from traditional cigarettes to e-cigarettes, rather than on lifestyle or the trend and popularity of e-cigarettes. They believe that e-cigarettes are healthier than traditional cigarettes.

The reference group has a positive and significant impact on e-cigarette purchasing decisions in Kupang City. E-cigarette users seek information about the specifics of an e-cigarette product before making a buying choice. A reference group, the e-cigarette community in Kupang City, is one of the sources of information. People in this community are considered trusted and knowledgeable people in using e-cigarette products, and their experience in using it is taken into account by e-cigarette users when making purchasing decisions.

Lifestyle and reference groups simultaneously have a positive and significant effect on the purchasing decision of e-cigarettes in Kupang City. The percentage of influence of lifestyle and reference groups on the dependent variables of e-cigarette purchasing decisions in Kupang City was 48.5%, while the remaining 51.5% was influenced or explained by other variables not explored in this study.

This study has limitations in that only discusses a small community in Kupang City and only measures the direct effect of two variables, lifestyle and reference groups, on purchasing decisions. It is suggested that additional studies investigate the association between these factors on a broader scope, such as comparing the phenomena in other cities and including other consumer behavior factors. Consumer behavior is impacted by personal, social, cultural, and psychological aspects, therefore personal factors such as job and economic conditions might moderate or mediate the relationship between lifestyle or reference groups toward consumers' purchasing decisions.

The practical value of the study is advice for e-cigarette marketers to consider the reference groups in their marketing strategy. Marketers may organize events in partnership with the e-cigarette community to promote and raise product awareness.

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