

iPhone Purchase Decisions among Students: A Review of Product Attributes, Lifestyle, and Brand Image

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This study examines the effect of product attributes, lifestyle, and brand image on iPhone purchasing decisions among students of the Faculty of Information Systems at Universitas Prima Indonesia. The study employed a quantitative explanatory approach with a sample of 82 respondents selected from a population of 460 students using the Slovin formula. Data were collected through questionnaires measured on a Likert scale and analyzed using multiple linear regression with SPSS. The results showed that product attributes, lifestyle, and brand image had positive and significant partial effects on purchasing decisions. Product attributes had the strongest effect, followed by brand image and lifestyle. Simultaneously, the three independent variables also had a significant effect on purchasing decisions, with an Adjusted R Square value of 0.581, indicating that 58.1% of the variation in purchasing decisions could be explained by the model. These findings suggest that students tend to consider functional product value, compatibility with their lifestyle, and the strength of brand image when deciding to purchase an iPhone. This study implies that companies should strengthen product quality, maintain a strong brand image, and align marketing strategies with consumer lifestyles in order to increase purchasing decisions.

Keywords: product attributes, lifestyle, brand image, purchasing decision, iPhone

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1. Introduction

The development of technology has grown rapidly, especially in the communication and electronic device industry. Innovations in artificial intelligence, flexible displays, 5G connectivity, and security features have become common standards in modern technology products (Nasib et al., 2026). In the smartphone industry, competition is no longer limited to hardware specifications, but also involves operating systems, application ecosystems, and digital services offered to users (Amelia et al., 2023). This condition makes consumers more selective in choosing devices that are able to meet their needs in terms of performance, price, and ease of integration with other devices (Amelia, 2024).

Indonesia, smartphones have become one of the main needs in daily life. They are used not only for communication, but also for entertainment, financial transactions, and productivity support (Kamal & Afrizal, 2025). As digital dependence increases, consumers tend to look for smartphones with strong specifications and competitive prices (Sembiring & Nisa, 2024). In the premium smartphone market, iPhone and Samsung are among the most recognized brands (Rahmawati, 2023). However, consumer preferences toward these brands are strongly influenced by innovation, product value, and pricing policies (Manalu et al., 2024). While iPhone continues to maintain its image as an exclusive product, Samsung has attracted consumers through wider product variations, more flexible prices, and more adaptive technological development (Girsang & Purba, 2025) (Gulo et al., 2026).

The competition between iPhone and Samsung has become increasingly intense in recent years. Samsung has aggressively introduced innovative features such as foldable screens, S-Pen support, high-resolution cameras, large batteries, and faster charging systems (Wang & Liu, 2022). On the other hand, iPhone is often seen as more conservative in several aspects of technological innovation (Setyowati, 2026). In addition, Apple's closed ecosystem, high repair costs, and limited compatibility with non-Apple devices have led some consumers to reconsider their purchase decisions (Kazmi et al., 2023). As a result, interest in iPhone products has shown a decline, especially when consumers compare them with alternatives that offer more features at more competitive prices (Nofriza, 2022).

One of the important factors that may influence purchasing decisions is product attributes (Jauza & Prastawa, 2025). Product attributes refer to the characteristics attached to a product, such as quality, features, design, and reliability (Hasanah & Habibi, 2025). These attributes shape the value of a product in the eyes of consumers and often become the basis for comparing one brand with another (Manurung et al., 2025). In the context of smartphones, consumers are likely to prefer products that provide complete features, attractive design, and reliable performance (Sundari et al., 2021). When product attributes are perceived as less competitive, consumers may delay or even cancel their intention to purchase the product (Purba et al., 2026).

Lifestyle is also an important factor in consumer behavior. Lifestyle reflects a person's activities, interests, and opinions in daily life, and it can influence preferences toward certain products (A. Y. Putri, 2024) (Fungky et al., 2021). Previously, iPhone was often associated with prestige, social status, and an exclusive lifestyle. However, current consumers increasingly prioritize efficiency, comfort, functionality, and added value rather than symbolic status alone. In this situation, products that are more practical and versatile may become more attractive to consumers (Manurung et al., 2025). Therefore, lifestyle changes may also affect the purchasing decisions of iPhone users, especially among university students who are highly exposed to trends, technology, and social influence (Khairani et al., 2025).

Another factor that plays a major role is brand image. Brand image is the perception formed in consumers' minds based on their experience, exposure, and interaction with a brand (A. E. Putri & Mulyati, 2024). A strong and positive brand image can build trust, increase perceived quality, and encourage consumers to choose a product over competing brands. However, when a brand is perceived as less innovative, less flexible, or less aligned with consumer expectations, its image may weaken (Amelia et al., 2024). In the case of iPhone, the brand has long been recognized as premium and reputable, but changes in consumer perception and stronger competition from

Samsung may reduce the influence of that image on purchasing decisions. Purchasing decision itself is a cognitive and emotional process in which consumers recognize their needs, evaluate alternatives, develop purchase intentions, and finally make actual purchases. This process can be influenced by many factors, including product attributes, lifestyle, and brand image. Because of that, understanding how these variables affect consumers is important, particularly in the smartphone market where competition is very dynamic. This issue becomes more relevant when the object of the study is university students, as they represent an active, technology-oriented, and trend-sensitive consumer group.

Based on these conditions, this study is important to conduct because it examines the factors that influence the purchasing decision of iPhone products among students of the Faculty of Information Systems at Universitas Prima Indonesia. This research focuses on three independent variables, namely product attributes, lifestyle, and brand image, and analyzes their effect on purchasing decisions. The study applies a quantitative explanatory approach and is designed to identify both partial and simultaneous effects of those variables. Through this research, it is expected that the findings will provide a better understanding

of student consumer behavior toward iPhone products and contribute to the development of marketing studies in the field of consumer decision-making

2. Method

This study employed a quantitative explanatory approach to examine the causal relationships between product attributes, lifestyle, and brand image as independent variables and purchasing decisions as the dependent variable. The research was conducted at Universitas Prima Indonesia, Medan, from February to April 2025, with a population of 460 students from the Faculty of Information Systems. The sample was determined using the Slovin formula with a 10% error tolerance, resulting in 82 respondents. Data were collected through a questionnaire measured on a Likert scale. Product attributes were assessed through indicators of product quality, features, design, and durability; lifestyle through daily activities, personal interests, opinions, and compatibility with individual way of life; brand image through perceived quality, uniqueness, reputation, and positive associations; and purchasing decisions through need recognition, evaluation of alternatives, purchase intention, and actual purchase action. The data were analyzed using descriptive statistics and multiple linear regression with SPSS. Prior to hypothesis testing, the instrument was tested using validity and reliability tests. Classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, were also conducted. Hypotheses were tested partially using the t-test and simultaneously using the F-test, while the coefficient of determination (Adjusted R²) was used to assess the contribution of the independent variables to purchasing decisions.

3. Results and Discussion

Result

Overview of iPhone

Apple iPhone is a smartphone series developed by Apple Inc. since it was first introduced in 2007. The iPhone is known as a device that integrates communication technology, internet access, camera functions, and various applications into a single device using the iOS operating system. This product also features a modern design, high performance, and a broad application ecosystem, making it one of the most popular smartphones in the world.

Respondent Characteristics

Table 1. Respondent Characteristics by Gender

Gender	Total (People)	Percentage (%)
Male	36	43.9
Female	46	56.1
Total	82	100

Based on Table 1 most respondents were female, totaling 46 people or 56.1%, while male respondents amounted to 36 people or 43.9%. This indicates that the respondents in this study were dominated by females.

Table 2 Respondent Characteristics by Source of Information

Information Source	Total (People)	Percentage (%)
Recommendation	21	25.6
Personal Search	27	32.9
Social Media	34	41.5
Total	82	100

Based on Table 2 most respondents obtained information through social media, totaling 34 people or 41.5%. Respondents who obtained information through personal search amounted to 27 people or 32.9%, while those who obtained information through recommendations amounted to 21 people or 25.6%. This shows that social media was the most dominant source of information for the respondents.

Table 3 Respondent Characteristics by Monthly Income

Income	Total (People)	Percentage (%)
Below IDR 10,000,000	37	45.1
IDR 10,000,000 – IDR 15,000,000	28	34.1
Above IDR 15,000,000	17	20.8
Total	82	100

Based on Table 3, most respondents had a monthly income below IDR 10,000,000, totaling 37 people or 45.1%. Respondents with an income of IDR 10,000,000–IDR 15,000,000 amounted to 28 people or 34.1%, while respondents with an income above IDR 15,000,000 amounted to 17 people or 20.8%.

Table 4 Respondent Characteristics by Occupation

Occupation	Total (People)	Percentage (%)
Entrepreneur	18	22.0
Employee/Staff	29	35.4
Student	25	30.5
Others	10	12.1
Total	82	100

Based on Table 4, most respondents worked as employees or staff, totaling 29 people or 35.4%. Respondents who were students amounted to 25 people or 30.5%, entrepreneurs amounted to 18 people or 22.0%, and respondents with other occupations amounted to 10 people or 12.1%

Validity Test

Table 5. Validity Test Results

Variable	Item	r-count	r-table	Description
Product Attributes (X1)	1	0.729	0.361	Valid
	2	0.720	0.361	Valid
	3	0.689	0.361	Valid
	4	0.766	0.361	Valid
	5	0.666	0.361	Valid
	6	0.648	0.361	Valid
	7	0.641	0.361	Valid
	8	0.767	0.361	Valid
Lifestyle (X2)	1	0.624	0.361	Valid
	2	0.654	0.361	Valid
	3	0.649	0.361	Valid
	4	0.650	0.361	Valid
	5	0.566	0.361	Valid
	6	0.727	0.361	Valid
	7	0.694	0.361	Valid
	8	0.629	0.361	Valid
Brand Image (X3)	1	0.660	0.361	Valid
	2	0.658	0.361	Valid
	3	0.579	0.361	Valid

Variable	Item	r-count	r-table	Description
	4	0.656	0.361	Valid
	5	0.755	0.361	Valid
	6	0.703	0.361	Valid
	7	0.756	0.361	Valid
	8	0.580	0.361	Valid
Purchasing Decision (Y)	1	0.557	0.361	Valid
	2	0.649	0.361	Valid
	3	0.675	0.361	Valid
	4	0.594	0.361	Valid
	5	0.659	0.361	Valid
	6	0.530	0.361	Valid
	7	0.701	0.361	Valid
	8	0.678	0.361	Valid

Based on Table 5 all r-count values are greater than the r-table value of 0.361, which means that all questionnaire items were declared valid.

Reliability Test

Table 6 Reliability Test Results

Variable	Cronbach's Alpha	Number of Items	Criterion	Description
Product Attributes (X1)	0.852	8	0.6	Reliable
Lifestyle (X2)	0.801	8	0.6	Reliable
Brand Image (X3)	0.825	8	0.6	Reliable
Purchasing Decision (Y)	0.782	8	0.6	Reliable

Based on Table 6, all variables have Cronbach's Alpha values above 0.6; therefore, all variables are categorized as reliable.

Normality Test

Table 7 One-Sample Kolmogorov-Smirnov Test

Statistic	Value
N	82
Mean	0.0000000
Std. Deviation	2.69081118
Most Extreme Differences (Absolute)	0.067
Most Extreme Differences (Positive)	0.063
Most Extreme Differences (Negative)	-0.067
Test Statistic	0.067
Asymp. Sig. (2-tailed)	0.200

Because the significance value is 0.200, which is greater than 0.05, the data can be concluded to be normally distributed.

Table 8 Multicollinearity Test Results (VIF Test)

Variable	Tolerance	VIF	Description
Product Attributes	0.801	1.249	No multicollinearity
Lifestyle	0.725	1.379	No multicollinearity
Brand Image	0.664	1.507	No multicollinearity

Based on Table 9, each variable has a tolerance value greater than 0.1 and a VIF value below 10. Therefore, no multicollinearity problem was found in this study.

Heteroscedasticity Test

Table 9. Glejser Test Results (Heteroscedasticity Test)

Variable	B	Std. Error	Beta	t	Sig.
Constant	3.509	1.254	–	2.799	0.006
Product Attributes	0.019	0.035	0.069	0.550	0.584
Lifestyle	-0.022	0.034	-0.086	-0.656	0.514
Brand Image	-0.044	0.056	-0.109	-0.791	0.431

Since the significance values of all independent variables are greater than 0.05, it can be concluded that no heteroscedasticity problem was found in this study.

Multiple Linear Regression Analysis

Table 10. Multiple Linear Regression Coefficients

Variable	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
Constant	5.795	2.255	–	2.569	0.012	–	–
Product Attributes	0.355	0.063	0.455	5.658	0.000	0.801	1.249
Lifestyle	0.190	0.061	0.262	3.101	0.003	0.725	1.379
Brand Image	0.303	0.101	0.265	2.998	0.004	0.664	1.507

The regression equation is:

$$\text{Purchasing Decision} = 5.795 + 0.355 \text{ Product Attributes} + 0.190 \text{ Lifestyle} + 0.303 \text{ Brand Image} + e$$

Based on the equation above, the constant value of 5.795 indicates that if Product Attributes (X1), Lifestyle (X2), and Brand Image (X3) are equal to zero, then the Purchasing Decision (Y) is 5.795. An increase in Product Attributes would increase Purchasing Decision by 35.5%, an increase in Lifestyle would increase Purchasing Decision by 19.0%, and an increase in Brand Image would increase Purchasing Decision by 30.3%.

Coefficient of Determination (R²)

Table 11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.773	0.597	0.581	2.742

Based on Table 11, the Adjusted R Square value is 0.581. This indicates that Product Attributes (X1), Lifestyle (X2), and Brand Image (X3) explain 58.1% of the variation in Purchasing Decision (Y), while the remaining 41.9% is explained by other variables not examined in this study.

Partial Hypothesis Testing (t-test)

Table 12 Partial Hypothesis Testing Results

Variable	t-count	t-table	Sig.	Conclusion
Product Attributes (X1)	5.658	1.987	0.000	Significant
Lifestyle (X2)	3.101	1.987	0.003	Significant
Brand Image (X3)	2.998	1.987	0.004	Significant

Based on Table 12, Product Attributes (X1) has a t-count of 5.658, which is greater than the t-table value of 1.987, with a significance value of 0.000, which is smaller than 0.05. This indicates a significant partial effect of Product Attributes on Purchasing Decision. Lifestyle (X2) has a t-count of 3.101, which is also greater than the t-table value of 1.987, with a significance value of 0.003, which is smaller than 0.05.

Therefore, Lifestyle has a significant partial effect on Purchasing Decision. Brand Image (X3) has a t-count of 2.998, which is greater than the t-table value of 1.987, with a significance value of 0.004, which is also smaller than 0.05. This indicates that Brand Image has a significant partial effect on Purchasing Decision.

Simultaneous Hypothesis Testing (F-test)

Table 13 ANOVA Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	867.974	3	289.325	38.479	0.000
Residual	586.478	78	7.519		
Total	1454.451	81			

Based on Table 13, the F-table value is 2.70 at a significance level of 5% (0.05), while the F-count value is 38.479 with a significance value of 0.000. These findings indicate that H_a is accepted and H_0 is rejected. The comparison between F-count and F-table proves that Product Attributes, Lifestyle, and Brand Image simultaneously have a significant effect on Purchasing Decision.

Discussion

Product Attributes Have an Effect on Purchasing Decisions

For the Product Attributes variable (X1), the t-value of 5.658 was greater than the t-table value of 1.987, with a significance value of 0.000, which was lower than 0.05. This indicates that Product Attributes had a significant partial effect on Purchasing Decisions. The regression coefficient of 0.355 also indicates that a better perception of product attributes tends to increase purchasing decisions. In the context of this study, this finding means that students are more likely to decide to buy an iPhone when they perceive the product as having strong quality, complete features, attractive design, and reliable performance. This interpretation is also consistent with the conceptual framework of the study, which positions product attributes as one of the main determinants of consumer evaluation before making a purchase decision

This finding is consistent with previous studies showing that product attributes significantly influence iPhone purchase decisions. Studies by (Novrianto, 2024), (Meizary, 2024), (Satdiah et al., 2023) all reported that product attributes or product features have a positive and significant effect on consumers' decisions to purchase iPhones. These findings suggest that consumers, particularly students, pay close attention to functional aspects such as quality, features, design, and performance before making a purchase. The implication of this study is that companies need to continuously improve and communicate the key product attributes of iPhone in order to strengthen consumer interest and encourage purchase decisions.

Lifestyle Has an Effect on Purchasing Decisions

For the Lifestyle variable (X2), the t-value of 3.101 was greater than the t-table value of 1.987, with a significance value of 0.003, which was below 0.05. This indicates that Lifestyle had a significant partial effect on Purchasing Decisions. The regression coefficient of 0.190 shows that an increase in lifestyle alignment is followed by an increase in purchasing decisions. This result suggests that iPhone purchasing decisions among students are not only driven by technical considerations, but also by the extent to which the product fits their daily activities, personal interests, self-image, and modern digital habits. Since smartphones are closely attached to communication, entertainment, academic work, and social media use, students tend to choose devices that reflect and support the way they live.

This finding is consistent with previous studies showing that lifestyle has a positive and significant effect on iPhone purchase decisions. Studies by (Farida, 2025), (Yahya & Rahayu, 2020), (Alzikri & Susanti, 2023) all support the view that lifestyle is an important factor influencing consumers in choosing iPhone products.

The implication of this study is that companies should align their marketing strategies with consumers' lifestyles by emphasizing how iPhone supports modern, practical, and trend-oriented daily activities.

Brand Image Has an Effect on Purchasing Decisions

For the Brand Image variable (X3), the t-value of 2.998 was greater than the t-table value of 1.987, with a significance value of 0.004, which was lower than 0.05. This shows that Brand Image had a significant partial effect on Purchasing Decisions. The regression coefficient of 0.303 indicates that a stronger brand image tends to increase purchasing decisions. This means that students are more likely to buy iPhone when they perceive the brand as reputable, distinctive, credible, and positively associated with quality and prestige. In highly competitive smartphone markets, brand image functions as a psychological shortcut that helps consumers reduce uncertainty and strengthen confidence in their choice. Therefore, even when technical specifications matter, brand image still plays an important role in shaping final purchase decisions.

This result is in line with previous studies showing that brand image has a positive and significant effect on iPhone purchase decisions. Studies by (Julfaturrahman, 2025) (D. Putri & Pratiwi, 2024) (Shinta Amelia Putri, Dewi Sri Woelandari Pantjolo Giningroem, 2024) consistently indicate that a strong brand image encourages consumers, especially students, to choose iPhone products. The implication of this study is that companies need to maintain and strengthen iPhone's brand image through consistent quality, product innovation, and effective marketing communication to increase consumer purchasing decisions.

Product Attributes, Lifestyle, and Brand Image Have a Simultaneous Effect on Purchasing Decisions

The simultaneous test results showed that the F-value of 38.479 was greater than the F-table value of 2.70, with a significance value of 0.000. This indicates that Product Attributes, Lifestyle, and Brand Image simultaneously had a significant effect on Purchasing Decisions. In addition, the Adjusted R Square value of 0.581 shows that these three variables jointly explained 58.1% of the variation in purchasing decisions, while the remaining 41.9% was explained by other variables outside the model. This result suggests that purchasing decisions for iPhone products among students are multidimensional. Students do not make decisions based on a single factor alone, but rather through a combination of functional assessments of the product, compatibility with their lifestyle, and their perception of the brand.

This finding is supported by previous studies showing that product-related, lifestyle-related, and brand-related factors simultaneously influence iPhone purchase decisions. Studies by (Kuandi Chandra & Linda, 2023) (Arizona et al., 2020) (Manalu et al., 2024) consistently indicate that purchasing decisions are shaped by the combined effect of several factors rather than by a single variable. The implication of this study is that companies should adopt an integrated marketing strategy by improving product attributes, aligning with consumer lifestyles, and strengthening brand image to increase purchasing decisions among students.

4. Conclusion

This study concludes that product attributes, lifestyle, and brand image have positive and significant effects on iPhone purchasing decisions among students of the Faculty of Information Systems at Universitas Prima Indonesia. Partially, product attributes showed the strongest effect, followed by brand image and lifestyle. Simultaneously, these three variables also significantly influenced purchasing decisions, indicating that students consider not only the functional value of the product, but also its compatibility with their lifestyle and the strength of its brand image when deciding to purchase an iPhone. In addition, the adjusted R square value of 0.581 indicates that 58.1% of purchasing decisions can be explained by product attributes, lifestyle, and brand image, while the remaining 41.9% is influenced by other factors outside this study. These findings highlight the importance for companies to improve product quality and features, align marketing

strategies with consumer lifestyles, and maintain a strong brand image to encourage higher purchasing decisions.

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