LIFESTYLE AND SELF-ESTEEM OF GENERATION Z

by Eddy M. Sutanto

LIFESTYLE AND SELF-ESTEEM OF GENERATION Z IN GADGET PURCHASING DECISION

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Abstract

The consumer purchasing decision is one of the essential aspects for companies to assess the success of their products. Lifestyle and self-esteem can cause consumer purchasing decisions. This study aimed to find the dependencies between lifestyle and self-esteem with the decision to purchase gadgets by Generation Z. The type of research was quantitative research with a judgmental sampling technique. The samples were 100 respondents who had purchased a gadget at least once. This study used questionnaires to collect data and processed the chi-square test by SPSS 2.5. The results showed that lifestyle and self-esteem had a positive dependency relationship on consumer purchasing decisions.

Keywords: *lifestyle; self-esteem; gadget; purchase decisions; generation z*

INTRODUCTION

In the modern era, humans experience rapid development. This development holistically affects every aspect of human life, which results in different characters in each generation. Since the emergence of the generation theory, there have been various generations, such as Generations X, Y, and Z. Philip (2019) mentions that there are five generations born after the world war, namely baby boomers (born in1946–1964), Generation X (born 1965–1980), Generation Y (born in 1981–1994), Generation Z (born 1995–2009), and Generation Alpha (born in 2011–2025). Currently, Generation Z has entered a productive age which makes it the holder of a milestone in the development of a nation. Various privileges possessed by Generation Z support it because it was born amid the development and progress of human civilization.

Generation Z, in general, has the following characteristics: (1) social, which is very intense interaction through social media; (2) fluent in technology; (3) expressive, that is, tend to be tolerant of cultural differences and very concerned with the environment; and (4) quickly move from one job thought to another job owner (Wibawanto, 2016). Social and environmental situations predominantly formed these characters that occurred when Generation Z was born and grew up during the modernization period. The rapid development of technology has provided many conveniences in accessing information. It has made Generation Z a generation that is responsive, rich in information, and able to absorb developments. However, these various developments also affect the lifestyle and psychology of Generation Z.

Generation Z's openness to information makes their life needs diverse. Especially the need for various electronic gadgets essential in supporting daily life activities. One of the electronic gadgets that is a vital component for Generation Z is a gadget, especially a smartphone. According to Williams and Sawyer (2011), a gadget was a cellular phone combined with the functionality of a PC and handset. So, it produced a luxury gadget that included text messaging applications, cameras, music players, videos, games, email access, digital TV, search engines, personal information managers, GPS, internet, and digital wallets.

The facilities contained in the gadget are not only limited to telecommunication functions. For Generation Z, the gadget is also one of lifestyle icons. A smartphone is a communication product that provides prestige value for its users who have become part of the lifestyle of Generation Z and society in general. The need for gadgets, especially the type of smartphone for the community, makes the gadget no longer a secondary need but a primary need. Gadget manufacturers are increasingly competing to produce and develop gadgets with the latest technology, and gadgets are no longer just necessary. However, they have become a symbol that determines one's existence.

Gadgets are no longer viewed based on their primary functions but on quality, specifications, and accompanying brands. The ability to send and receive messages, take pictures, or even record them on a gadget is currently a social standard that Generation Z must have. However, the quality of these features dramatically affects a person's existence in a social group. Using a smartphone with a particular brand will give special pride because it has good specifications and high quality. It indirectly affects a person's self-confidence. It has an impact on consumptive behavior that increases the number of gadget purchases. Generation Z, who is currently young, tend to adopt other people's traits to see if those traits suit them. They observe and try to do the same to fit into particular social groups. For example, several groups use smartphones with certain brands that are popular among the public. If they do not have a smartphone with the same brand, they feel that they are individuals who are behind the times and not "up to date," which can have an impact on existence that affects their influence. One's self-esteem to himself or often called self-esteem. Johnson states self-esteem is an evaluation of a person in assessing himself, namely how satisfied a person is with himself (Sveningson, 2012). Several characteristics show the level of individual self-esteem. Rosenberg and Owens suggest that individuals with high self-esteem are optimistic; proud, and satisfied with themselves; more sensitive to their level of ability and competence, ignore negative feedback and seek feedback on competence; accept the adverse events experienced; and try to improve themselves (Guindon, 2010). On the other hand, adolescents with low self-esteem tend to show characteristics: Such as pessimism, dissatisfaction with themselves, want to be someone else or to be in someone else's position, more sensitivity to experiences that will damage their self-esteem (disturbed by criticism from others and more emotional when experiencing failure), tending to see events as unfavorable (exaggerating the adverse events experienced).

The lifestyle of Generation Z, which tends to require electronic gadgets, especially capable smartphones, is also influenced by each individual's self-esteem level. Someone with high self-esteem will not try to prove his position by showing ownership of a prestige symbol but will have more confidence in his quality. On the contrary, what happens if someone has low self-esteem? The need for self-existence and freedom in socializing is an effort made by a person to show his social position in society, one of which is by owning a gadget that has a high value in the eyes of society. It indirectly affects the purchase of gadgets by Generation Z. They have a strong desire to continuously upgrade the gadget's specifications following the latest technological developments and production.

There is a research gap compared to the previous research. The recent research focused on the digital gadget addiction effect on lifestyle (Hoque, 2018), on Generation Z's lifestyles towards technology or digital developments (Wijaya, Darmawati, & Kuncoro, 2020), on impulse purchase orientation, quality orientation, brand orientation, online trust, and online purchase experience (Isa, Annuar, Gisip, & Lajuni, 2020; Hidayat, 2022), on the sustainable orientation of Generation Z in retail (Dabija, Bujan & Puşcaş, 2020), on the role of brand identity (Buenafe, Espedido, Samonte, Vitto, & Magsino Marasigan, 2022). In contrast, this research will explore the role of Generation Z's lifestyle and self-esteem in their gadget purchasing decisions.

The research problems are: does lifestyle have a dependency on the purchase of gadgets in Generation Z? and does self-esteem have a dependency on buying a gadget in Generation Z? Based on the problem formulation, here are the research objectives: To describe test, and analyze lifestyle dependencies with the purchase of a gadget in Generation Z and to describe, test, and analyze the dependence of self-esteem (self-esteem) with the purchase of a gadget in Generation Z. In his essay entitled The Problem of Generations, Karl Manheim first introduced the theory of generation, which was then continuously developed by experts (Rachmawati, 2019). Kupperschmidt (2000) defined a generation as a group of individuals who identified their group based on the similarity in a year of birth, age, location, and events in their life of a group of individuals, which has a significant influence on the growth phase.

Many experts developed the theory of generation, but broadly speaking, classified into several generations; namely, the baby boomer generation, Generation X, Generation Y or commonly referred to as millennials, and Generation Z, called Generation Z, also as iGeneration or net generation (Putra, 2017). In 1990, Stillman began to conduct his research by researching the various generations and dividing the generation starting from the Generation of baby boomers. Each generation has different backgrounds and characters, such as historical factors, educational background, environment, technology, trends, and culture. In addition, there are micro factors that can influence the character of an individual, such as the family environment in which a person grows up, which has a more decisive influence than macro factors, such as trends that are emerging when an individual grows up (Stillman & Stillman, 2018). In comparison, Kupperschmidt (2000) divided generations into several, namely Generation X with a range of 1930–1980, Generation Y with a span of 1980–1995, and Generation Z with a span of 1995–2010.

Generation Z was born between 1995 and 2010 (Kupperschmidt, 2000). This generation was born and grew up when digital technology was developing rapidly. Since childhood, Generation Z has been familiar with sophisticated gadgets, for example, smartphones. Technology has started to become a part of everyday life. Therefore Generation Z is a digitally native generation who grew up with technology.

Cell phones are one of the most important objects for members of Generation Z. The cell phone is always in their hands. When talking with other people in the real world, the same time, it can also establish communication with other people in cyberspace. Sigarlaki (2009) added that Generation Z is a generation that quickly loses focus and is dependent on technology. Generation Z members can also relate to people in cyberspace when they are active with other people in the real world. The short message service feature makes it easier for Generation Z to establish long distance communication. However, the ease of instant messaging reduces the intensity of encounters in the real world, which is different from the previous generation.

Generation Z is adept at using the internet, smartphones, computers, and other digital gadgets. All gadgets connect to internet facilities. They only need various kinds of information to type their finger and keywords in a search engine. Looking at the cellphone screen makes Generation Z more accustomed to visual stimuli. Google and YouTube are both places and sources for digging for information. In addition, social networking trends have also become very popular among Generation Z teenagers. So broadly speaking, Generation Z is a generation that grows together with technology and cannot be separated. Generation Z, as the current young generation, is expected to become a generation that is ready to face the future in the digital world. With telecommunication technology proficiency coupled with good social skills, Generation Z can undoubtedly be a superior generation.

Lifestyle is how a person does activities, carries out interests, and makes various choices in his life. Lifestyle describes "one's whole self" in interacting with the environment (Kotler, Keller, & Chernev, 2022). According to Mowen and John (2002), lifestyle shows how people live, spend their money, and allocate time. In addition, lifestyle, according to Rismiati and Suratno (2006), was a person's pattern of living in daily life which was expressed in the activities, interests, and opinions concerning. Lifestyle reflects the whole person who interacts with the environment. Therefore, activities, interests, and opinions in spending money and time allocation express a person's lifestyle.

Behavioral patterns will always be different in different situations or social environments and are constantly changing, and nothing is constant. An individual's lifestyle, characterized by individual behavior patterns, will have an impact on the health of the individual and subsequently on the health of others. In "health," a person's lifestyle can be changed by empowering the individual to change his lifestyle but changing it not only for the individual but also by changing the social environment and conditions of life that affects his behavior patterns. No standard rules about the "same and suitable" lifestyle apply to everyone. Culture, income, family structure, age, physical ability, home environment, and work environment make various "styles" and living conditions more attractive, applicable, and acceptable.

Mowen and Minor suggested there were nine types of lifestyles, namely, as follows (Sumarwan, 2011). Functionalist is the lifestyle of a person spending money on essential things and being less than 55 years old and married. They use assets spent on essential things such as education, health, and rental housing. This lifestyle usually occurs in factory workers, construction workers, and other unskilled workers who have low to average education. They have mediocre property ownership and lack the opportunity to increase their level of life, so they tend to use the assets they have only for things considered critical, especially those who do not. They have a high educational background, so they lack the vision to change the situation.

Nurturers lifestyle focuses more on raising children, building a household, and family values. Young people are just starting a household, so the use of their wealth is focused on family life and building a comfortable home for their lives. Later. Usually have an average economic level and higher education. People with a nurturers lifestyle tend to want an everyday, comfortable, and safe life so that from the start of building their household, they will focus on preparing the family. It is due to their high educational background and economic adequacy that they can, formulate a more optimistic vision and mission of life.

Aspirers lifestyle focuses more on enjoying a high lifestyle by spending an above average amount of money on getting status, having a high level of education, and a high economy. People who adhere to the aspirer's lifestyle have an environment of high social status caused by opportunity because they also have high education and economics. However, they are then obsessed with living in luxury without interpreting its essence, so they tend to have the desire to continue to increase their extension by buying various products. Experiential is a person's lifestyle that prioritizes spending money above the average on goods that are entertainment, hobbies, and pleasures. Usually owned by a group of entrepreneurs who have average education but are persistent in their work, they have a high economic level. People with experientials lifestyles tend to like their hobbies, so they push themselves to work to fulfill various needs that can support hobbies.

Succeeders is a lifestyle with the highest economic level but prioritizes long term effects such as education, investment, and self-development. This lifestyle usually has an established household, has a middle age, and is highly educated. Usually, They are prominent entrepreneurs who prioritize the progress of their businesses. People who have the lifestyle of success in addition to having a high economic level are also intelligent and visionary people who come from an excellent educational and social background, so they always mean different.

Moral Majority is the lifestyle of a person willing to spend big on educational organizations, political matters, and the church. This group is in the emptynest stage and has the second highest income single breadwinner. They are highly educated and highly educated people in the economy. People with a moral majority lifestyle have very high social sensitivity and have experienced various events that encourage them to participate in helping to improve social welfare.

The Golden Years lifestyle is retirees and has savings used for entertainment in old age and renovating homes for the comfort of life after quitting work. They are people with high education and a high economy. People who have the lifestyle of the Golden Years are usually people who spend their productive days working and developing their potential so that they have enough knowledge and wealth to be able to arrange a good retirement plan. Sustainer lifestyle is a lifestyle owned by retirees or old age. It has the highest level of income and spends it on mere entertainment such as alcohol, prostitution, and gambling. People with a sustainable lifestyle tend not to use their productive time with positive things, so they cannot control their attitudes and behavior even though they are old. People with low socioeconomic status own subsisters lifestyles. Most people with this lifestyle are breadwinner families, single parents, and minority groups.

Lifestyle measurement can be done by psychographic analysis using AIO (Activities, Interest, Opinion) indicators to measure lifestyle, personality, and consumer demographics. Manufacturers often use the psychographic approach in promoting their products (Jushermi, 2013). Plummer and Assael explained that lifestyle would develop in each dimension (AIO) (in Nugroho, 2013), shown in Table 1.

Table 1. Lifestyle Inventory

Activities	Interest	Opinion
Work	Family	Oneself
Hobby	Home	Social Problem
Social Events	Work	Politic
Holiday	Community	Business
Entertainment	Recreation	Economy
Club member	Fashion	Education
Community	Food	Product
Shopping	Media	Future
Workout	Achievement	Culture

Source: Plummer and Assael (in Nugroho, 2013)

Psychographics contains several statements describing consumers' activities, interests, and opinions of consumers. Producers often use it in promoting their products (Jushermi, 2013). Psychographics has always been a valid and valuable methodology for many marketers. In this study, the Generation Z lifestyle was measured based on the AIO dimensions identified by Plummer. Plummer and Assael state that activity shows how a person spends his time in everyday life (Nugroho, 2013). From the indicators of activities, this research will use the dimensions of work, hobbies, social events, entertainment, holidays, club members, and community. The reason for using the working dimension is that gadgets are goods with reasonably high prices, so not all people can buy a gadget. The reason for using the dimensions of hobbies, social events, entertainment, holidays, club members, and communities is because many people in Indonesia have communities or clubs that love certain gadget brands and have a hobby of collecting and following developments. The sports dimension is unrelated to this study.

Plummer and Assael also state that interest is an interest that a person considers important in the surrounding environment (Nugroho, 2013). This study will use family, home, work, community, recreation, fashion, and media dimensions. The reason for using the dimensions of family, home, and work is that the purchase of gadget products is strongly influenced by the family, home, and work environment that likes to use a gadget. The reason for using fashion indicators is that fashion products from a gadget are related to fashion trends. It uses the media dimension because product marketing uses social media. So it can be concluded that the role of media is crucial. It does not use the food and achievement dimensions because they are unrelated to this research.

Moreover, Plummer and Assael state that opinion is a person's view of himself and others (Nugroho, 2013). This research will use the dimensions of self, economy, product, business, culture, and social problems. The reason for using self and culture indicators is that each individual has a different internal and external culture. The reason for using the dimensions of economics, business, and social problems is because economic conditions and social problems can influence consumer decisions in purchasing gadget products in Indonesia. It uses the product indicators because the quality of gadget products will affect consumers in buying a product. It does not use dimensions of politics and education because they are unrelated to this research.

Based on the dimensions of each AIO indicator (Activities, Interests, Opinions). Based on the set of dimensions of each AIO indicator (Activities, Interests, Opinion), the classification to determine the type of respondent's lifestyle will use psychographic measurements containing questions designed to assess the type of lifestyle. It also reveals each respondent's activities, interests, and opinions and will then be classified according to the type of lifestyle each. Table 2 categorizes the lifestyle classifications.

Table 2. Lifestyle Classification Based on AIO

	Functionalist	Nurturers	Aspirers	Experiential	Succeeders	Moral Majority	The Golden Years	Sustainers	Subsisters
Activities									
Hobby				✓	✓		✓	✓	✓
Holiday				✓			✓		✓
Entertainment				✓			✓	✓	✓
Work	✓	✓	✓	✓	✓	✓			
Social Event						✓			
Shopping			✓					✓	✓
Community						✓	✓		✓
Interest									
Family	✓	✓				✓	✓		
Community				✓			✓		✓
Fashion			✓						
Work	✓	✓			✓				
Media									✓
Recreation				✓			✓	✓	✓
Opinion									
Oneself	✓	✓	✓	✓	✓		✓	✓	✓
Culture						✓			
Business		✓		✓	✓				✓
Politic									
Economy			✓						✓
Social Problem						✓			
Product			✓	✓			✓		

According to Bos, Muris, Mullens, and Schaalma (2006), the development of self-esteem (both global and selective self-esteem) in individuals from childhood to adulthood only decreases in adolescence. The drastic decline in global self-esteem in adolescents is related to the storm and stress phase during adolescence, as indicated by changes in biological, cognitive, social, psychological, and academic (Bos et al., 2006).

In addition, Erikson suggested that the increase in cognitive abilities experienced by adolescents is also related to the task of socioemotional development, which enters the identity vs. confusion stage (Guindon, 2010). Who is he? and how to show oneself according to one's identity. It is because, at this stage, adolescents feel that displaying self-image is essential, for example, in appearance, activities, or comparisons with highly admired adults. With the task of socio-emotional development, adolescents begin to have self-awareness and focus on themselves (Marotz & Allen, 2013). Harter suggests that the existence of self-awareness and increased capacity for self-reflection makes adolescents feel that there is a difference between the actual self and the ideal self (Guindon, 2010). The existence of this discrepancy between the actual self and the ideal self has an impact on the decline in adolescent self-esteem.

Several characteristics show the level of individual self-esteem. Rosenberg and Owens suggest that individuals who have high self-esteem show themselves: as optimistic individuals; proud and satisfied with themselves; more sensitive to their level of ability and competence, ignore negative feedback and seek feedback on competence; accept the adverse events experienced, and try to improve themselves; more often experience positive emotions (happy); flexible, courageous, and better able to express themselves when interacting with others (spontaneous and active); trying to do something so that his capacity increases (grows and develops more); dare to take risks; be positive towards other people, groups, or institutions; constructive thinking (flexible); able to make decisions quickly and confidently with the decisions he made (Guindon, 2010).

On the other hand, adolescents with low self-esteem tend to show characteristics such as: pessimism; dissatisfaction with themselves, desire to be someone else or to be in someone else's position; more sensitivity to experiences that will damage their self-esteem (disturbed by criticism from others and more emotional when experiencing failure); tend to see events as unfavorable (exaggerating adverse events experienced); tend to experience social anxiety

and more often experience negative emotions; clumsy, shy, and unable to express themselves when interacting with others (less spontaneous and more passive); protect oneself and do not dare to make mistakes; avoid taking risks; cynical and have a negative attitude towards other people, groups, or institutions; thinking tends to be non constructive (inflexible), and tend to be indecisive and slower to respond when making decisions.

Three critical components influence the high and low self-esteem of adolescents involved in the self-evaluation process, namely, feedback from significant others; knowledge about who he is and feelings about his identity, values owned, belief in personal values; and awareness of the level of competence and appreciate their achievements (Bos et al., 2006). In line with these components, Mruk (2006) also argued that several external factors could affect adolescent self-esteem. Namely family factors (both parental support and involvement, parental warmth, parental expectations and consistency, parenting, and modeling), gender, race, ethnicity, socio-economic status, and social value.

People who have high self-esteem tend to have good self-confidence. Their strength shows it, so they are not easily influenced by new things they meet, their ability to regulate and influence others, achievements, and the awareness to comply with various applicable rules and norms (Guindon, 2010). Individuals who have high self-esteem tend to get good enough attention and positive affirmations so that they will indirectly. Hidayat (2022) mentioned that new resources that are the primary basis for impulsive buying are gadgets or devices and marketplaces with their applications. Internal factors that encourage impulsiveness are cognitive dissonance, hedonism and materialism, anxiety/uncertainty, and self-esteem. This study measures self-esteem by indicators, as stated by Coopersmith, which are Significance, virtue, and competence (Buss, 1995).

The definition of purchasing is a buyer's decision and integration process to combine and evaluate two or more options and choose one (Kotler et al., 2022). Device users tend to consider various things, one of which is price, brand, specifications, and trends, when buying a device. Internal psychological factors strongly influence a person's purchasing decisions, and marketers must pay attention to consumer lifestyles suitable for their products to increase their marketing effectiveness and efficiency. Kotler et al. (2022) explain that the decision making process is a basic psychological process that plays a vital role in understanding consumers' purchasing decisions. The starting point for understanding consumer behavior is the stimulus response model. Marketers shall understand what happens in the consumer's consciousness between the arrival of external stimuli and the final purchasing decision. Four critical psychological processes fundamentally influence consumer responses to various marketing stimuli, motivation, perception, learning, and memory.

Lifestyle has an essential role in a person's decision making process. Research conducted by Wijonarko (2016) also strengthens the conclusion that lifestyle has a dependency on the purchase of gadgets because the use of the gadget in students gets fulfillment be individuals with broad insights and highly intellectual. In their research, Suji and Saptomo (2017) state that lifestyle has a positive and significant dependency on gadget purchases. Das and Panigrahi (2017) show that lifestyle influence strongly influences purchasing decisions. Halim and Dinaroe (2019) show that lifestyle, money attitude, and personal value significantly affect the purchase decision of Apple products. Andi and Ali (2019) also show that lifestyle positively and significantly affects purchasing decisions for Samsung smartphones in Jakarta.

Further, Hidayat (2022) suggests that social media and peer group interaction influence gadgets' impulsive buying. Moreover, Oe, Yamaoka, and Sato (2022) suggest that Chinese consumers are more concerned with fashionableness in smartphone purchases. Through the elaboration of these concepts, the hypotheses in this study are as follows:

H1: Lifestyle has a dependency on gadget purchasing decisions.

Self-esteem has an essential role in the process of making a person's purchasing decision. Herawati (2009) in her research stated that self-esteem has a positive and significant relationship with gadget purchasing decisions. Alfiah and Budiani (2014) conclude that a positive and significant relationship exists between self-esteem and decision making to purchase the gadget. Elida, Rahardjo, and Raharjo (2021) found that self-esteem and marketing mix correlated with an online shopping decision. In comparison, Hidayat (2022) states that the primary basis for impulsive buying is gadgets or devices, and self-esteem is one of the internal factors that encourages impulsiveness. Through the elaboration of these concepts, the hypotheses in this study are as follows:

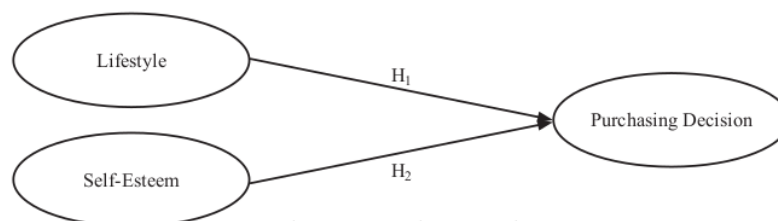H2: Self-Esteem has a dependency on gadget purchasing decisions.

Figure 1. Research Framework

METHODS

This study tested the dependency of lifestyle and self-esteem on the decision to purchase a gadget. The research method used to conduct this research was quantitative research, namely revealing dependencies between variables expressed in numbers and explaining them by comparing existing theories and using data analysis techniques according to the variables in the study (Sugiyono, 2017). The variables studied in this study are lifestyle, self-esteem, and gadget purchasing decisions in Generation Z. This study will prove the hypothesis that has been formulated previously and then produce a simulation.

This study selected Generation Z, who had a birth year range of 1995–2010 and at least once decided to purchase a gadget to become a population. They can assess in this study are people who have decided to purchase a gadget and are included in Generation Z. In this study, the sample used was part of the existing population because the population was huge and could not be determined.

The sample collection method was judgmental sampling. According to Ferdinand (2014), judgmental sampling is a sample collection method that carries out using certain considerations adapted to the research objectives or research problems. Therefore, this study determined several considerations and criteria that the respondent must meet. It only uses respondents who meet the criteria. The criteria for this research were Generation Z, born between 1995 and 2010, and purchased a gadget at least once. The sample taken will use the Lemeshow formula (1997) the number of samples is 96 and rounded up to 100. Respondents were Generation Z, who had decided to purchase a gadget at least once. They filled out the distributed questionnaires in Google form. The questionnaire contained statements about Generation Z's lifestyle, self-esteem, and purchasing decisions.

After data was collected, the next process was testing validity and reliability. The Pearson correlation is valid if the Significance is < 0.05 (Arikunto, 2012). While the reliability test used Cronbach's Alpha. The questions were reliable if Cronbach's Alpha value was > 0.6 (Arikunto, 2012). When the data is valid and reliable, it moves to analyze descriptive statistics and test the dependency between variables by Chi-Square. Moreover, this study also tested the closeness of relationship among variables by calculating the contingency coefficient with the following criteria: 0.00 to 0.19 = very weak relationship; 0.20 to 0.39 = weak relationship; 0.40 to 0.59 = quite strong relationship; 0.60 to 0.79 = strong relationship; - 0.80 to 1.00 = very strong relationship.

RESULTS

This study determines the accuracy and validity of the statements in the distributed questionnaire to 30 respondents. It tested data using SPSS. The validity test results showed that all indicators of the lifestyle and self-esteem variables were declared valid. The reliability test results also showed that the instruments for all indicators of the lifestyle and self-esteem variables were reliable or consistent.

Respondents who will be the subject of this study were Generation Z, aged 18–26 years old, and had purchased a gadget at least once. The number of respondents in this study was 100 people. As many as 51% were male and 49% female, which explained that male and female respondents had almost the same opportunity to purchase a gadget. As many as 64% had the last high school education, and 35% had college. Most respondents who made purchasing decisions more often had a high school education and above. Data reinforce that 57% of respondents were students, 23% were entrepreneurs, and 20% were employees. 73% of respondents stated that they purchased the gadget when they were damaged, while 26% made purchases once a year. The three main things to consider when purchasing a gadget are quality, price, and brand. Most respondents have high purchasing power and social status because 50% are willing to spend IDR 10,000,000 up to IDR 20,000,000 to buy a gadget and 30% more than IDR 20,000,000.

Lifestyle variables are measured by grouping each respondent's lifestyle type, which is measured using the AIO (Activities, Interest, Opinion) indicator. Then it will be classified according to the type of each lifestyle. The most dominant lifestyle is experientials lifestyle, as much as 66%, followed by the succeeders lifestyle of as much as 32%, and the moral majority and functionalist lifestyle of only 2%. It shows that the respondent's lifestyle prioritizes hobbies, entertainment, and fun and has a reasonably high economic level. From the aspect of gender, there is no significant difference, while respondents own the lifestyle of experiential and succeeders with a high school and college education.

Based on the mean analysis, it shows that the overall responses for the self-esteem variable are 4.01 in the high category. It shows that the respondent has a good assessment of himself and has a high level of satisfaction and self-confidence. From the aspect of gender, there is no significant difference, while respondents have high self-esteem with high school education.

The Chi-Square analysis determines the dependency of the independent variable on the dependent variable. This study uses the Chi-Square test because lifestyle is a nominal scale variable. Based on Table 3, the value of sig. < 0.05. It shows a dependency between lifestyle and gadget purchasing decision variables. Therefore it can be concluded that H1 is accepted and H0 is rejected. Likewise, the dependency between the self-esteem and purchasing decision variables (Significance <0.001). As a product loaded with technological sophistication, the gadget is also a touch of fashion.

Table 3. Chi-Square Analysis

	Value	df	Asymptotic Significance (2-sided)
Lifestyle and Gadget Purchasing Decision	15.361[a]	4	0.004
Self-Esteem and Gadget Purchasing Decision	25.561[a]	4	< 0.001

The contingency coefficient is a correlation test between two variables with a nominal data scale. It aims to determine the association or relationship between two related variables. The following results (Table 4) are from the contingency coefficients of lifestyle variables, self-esteem, and gadget purchasing decisions.

Table 4. Contingency Coefficient

	Value	Approximate Significance
Lifestyle and Gadget Purchasing Decision	0.365	0.004
Self-Esteem and Gadget Purchasing Decision	0.451	< 0.001

Based on Table 4, with a significance of 0.004 and a contingency coefficient of 0.365, it can be said that the relationship between lifestyle and gadget purchasing decisions is relatively weak, with a significance of < 0.001 and a contingency coefficient of 0.451. The close correlation between self-esteem and the decision to purchase a gadget is quite strong.

DISCUSSIONS

Based on the data processing results above, the lifestyle variable strongly depends on the gadget purchasing decision. It shows that lifestyle is related to a person's behavior in making gadget purchasing decisions, even though it is pretty weak. Lifestyle impacts consumptive buying behavior because it is triggered by the desire always to follow trends so that there is a desire to buy goods that are following trend developments. The greater a person's lifestyle, the greater the potential and improvement of consumer purchasing decisions.

Based on the data processing results, the implications between the two lifestyle variables and the decision to purchase a gadget on the marketing strategy of the gadget. Companies that produce gadgets can make considerations to produce gadgets by the purchasing considerations of the majority of respondents, namely by looking at the quality of the gadget. In addition, the company can adjust the price of the gadget according to the level of purchasing power and the nominal that the majority of Generation Z people are willing to spend, namely IDR 10,000,000 up to IDR 20,000,000.

This research is in line with the previous ones conducted by Wijonarko (2016) that reinforced the conclusion that lifestyle had a dependency on the purchase of gadget because the use of gadget in students got fulfillment to be seen as a broadminded and highly intellectual individuals, by Sutji and Saptomo (2017) that found that lifestyle had a positive and significant dependency on gadget purchases, by Das and Panigrahi (2017) that showed influence on lifestyle was high on the purchasing decisions, by Halim and Dinaroe (2019) that showed lifestyle, money attitude, and personal value affects significantly towards the purchase decision of Apple products, by Andi and Ali (2019) that also showed lifestyle has a positive and significant effect on purchasing decision of Samsung smartphone in Jakarta, by Hidayat (2022) that suggested social media and peer group interaction influence the gadgets impulsive buying, and by Moreover, Oe et al. (2022) that suggested Chinese consumers are more concerned with fashionableness in smartphone purchase.

In addition, the self-esteem variable has a significant and positive dependency on the gadget purchasing decision variable. The results of the Chi-Square analysis test in Table 3 show that the self-esteem variable has a significance value of <0.001. The test results indicate a desire to appear attractive to teenagers by owning a smartphone. Self-esteem is formed and develops based on experiences and interpretations of the environment, other people's judgments, attributes, and self-behavior. Self-esteem development affects the behavior displayed, so how other people treat and what others say about the individual will be used as a reference for self-assessment. These results reinforced the previous research (Herawati, 2009; Alfiah & Budiani, 2014; Elida et al., 2021; and Hidayat, 2022).

CONCLUSIONS

Based on the data processing results above, the lifestyle variable strongly depends on the gadget purchasing decision. It shows that lifestyle is related to a person's behavior in purchasing gadgets even though it has a weak impact. This result seems strange because gadget purchasing theoretically relates to an individual's lifestyle. Stylish people update and upgrade their belongings, including their gadget styles. However, the self-esteem variable strongly impacts the gadget purchasing decisions of Generation Z.

The research has implications between the two variables, self-esteem and the decision to purchase a gadget, on the marketing strategy. Companies that produce gadgets can make considerations to produce gadgets with the consideration that the higher a person's self-esteem, the higher his desire to always appear attractive in front of others. Therefore, in producing gadgets, companies must be able to follow the development of existing trends and fashions so that respondents are interested in buying their gadget products. The boundaries used in this study will focus on Generation Z, 18–26 years old, and have purchased a gadget at least once. It can be more focused on the research objectives and research problems. Future research should expand it to those who have bought more than one gadget to get precise responses.

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