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# The Influence of Lifestyle, Brand Image, and Product Quality on Purchase Decisions for Pre-Owned iPhones in the Magetan Region

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**Abstract**

*Used smartphone consumption has remained a growing business trend due to its distinct economic advantages and social implications for consumer lifestyles in developing regions. While studies have addressed new gadget acquisitions, studies simultaneously addressing lifestyle, brand image, and product quality in the secondhand smartphone market seem sketchy. Therefore, this study examines the predictive role of lifestyle, brand image, and product quality on purchase decisions for used iPhones among consumers in Magetan, Indonesia. A descriptive and associative quantitative research design was adopted, while a purposive sampling technique was used to select 100 participants. A validated questionnaire was used to collect data and analyzed using multiple linear regression to test hypotheses which were accepted at $p < 0.05$ level of significance. The result demonstrated that lifestyle, brand image, and product quality significantly predicted purchase decisions among study participants, $R2 = 0.819$, $F (3, 97) = 146.335$, $p < 0.001$. Furthermore, lifestyle (Beta = 0.820, $p < 0.001$), brand image (Beta = -0.222, $p < 0.001$), and product quality (Beta = 0.242, $p = 0.007$) significantly predicted used iPhone purchase decisions. The study concludes that lifestyle, brand image, and product quality significantly contribute to used iPhone purchase decisions among study participants. The study recommends that mobile phone retailers in the Magetan region optimize quality control, maintain brand integrity, and leverage consumer lifestyle trends to systematically enhance sales performance.*

**Keywords: Brand image, Lifestyle, Product Quality, Purchase Decisions, Used Iphone**

## INTRODUCTION

Rapid technological advancements and highly competitive market landscapes have transformed smartphones from basic communication devices into essential socio-digital



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tools that facilitate daily operations, media consumption, and information gathering (Somantri et al., 2020; Maharani et al., 2025). In this saturated environment, consumers face a continuous cognitive process of identifying needs, evaluating diverse options, and executing transaction-based selections (Fitria and Qurohman, 2021). According to Kotler and Keller (2018), purchase decisions represent the culmination of a consumer behavioral trajectory wherein cognitive evaluations are operationalized into explicit purchasing actions. Among the global brands navigating this environment, Apples iPhone has established a robust market presence since its introduction in 2007, distinguished by premium material designs, its exclusive iOS ecosystem, and high functional durability (Anggreni and Arsana, 2022; Salsabila and Aryani, 2022; Dewi and Prasojo, 2024).

The decision to purchase premium smartphones, particularly in secondhand or used conditions, is heavily moderated by brand image and product quality. Brand image refers to the mental associations, beliefs, and emotional preferences consumers hold toward a specific trademark (Nugroho, 2003; Pratama, 2024). In the context of pre-owned devices, a superior brand image like Apples acts as a psychological risk-reducer, providing consumers with pre-established trust, prestige, and high resale value (Wijayanti and Prasetya, 2024; Ramadhan et al., 2024). This must be complemented by product quality, which represents the dynamic capacity of a product to perform its intended functions, including durability, software stability, and technical reliability (Kotler, 2012; Tjiptono and Diana, 2016). For secondhand smartphone buyers, high perceived quality in physical components and operating systems remains a key determinant, mitigating the inherent emotional uncertainty of purchasing pre-owned electronics (Irawan, 2021; Puspitasari, 2023).

In addition to product-centric characteristics, modern consumer behavior is intrinsically linked to evolving lifestyle patterns. Lifestyle reflects a holistic pattern of living expressed through an individuals activities, interests, and opinions, dictating how they allocate financial resources and personal time (Kotler and Armstrong, 2023). Darmasari and Wijayanto (2014) highlight a major consumption shift, wherein purchasing decisions have transitioned from purely functional utility to emotional fulfillment, social prestige, and self-expression. In secondary urban environments like Magetan, this behavioral shift is increasingly amplified by social phenomena such as the Fear of Missing Out or FOMO. Consumers actively seek to align themselves with contemporary trends and maintain social identities by acquiring premium products, making the acquisition of high-prestige secondhand items like used iPhones a strategic and cost-effective lifestyle choice (Alsabiyah, 2018; Mariah and Nur, 2022; Rozza, 2022).

Empirical evidence underscores the unique positioning of the used iPhone market in Magetan, where young, digitally literate demographics are highly inclined to purchase pre-



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owned premium devices over new mid-range alternatives of competing brands, despite iPhone occupying the third rank with a 16.4 percent index in the 2025 national Top Brand Index. Although prior literature has explored these marketing variables in isolated contexts or on new devices (Pertiwi, 2021; Aropah et al., 2022), there remains a scarcity of comprehensive models that simultaneously evaluate the interactions of lifestyle, brand image, and product quality on purchase decisions within pre-owned premium markets in secondary Indonesian regions. Therefore, this study addresses this empirical gap by examining whether lifestyle, brand image, and product quality predict purchase decisions for secondhand iPhones among consumers in Magetan. The findings of this research aim to provide theoretical insights into consumer psychology and offer actionable strategic recommendations for local mobile retail stakeholders to optimize market positioning and consumption engagement.

## THEORETICAL REVIEW

### Lifestyle

According to Kotler and Armstrong (2023), lifestyle is defined as a holistic pattern of living expressed through an individuals activities, interests, and opinions, which determines how they allocate financial resources and personal time. Mowen et al. (2002) and Sumarwan in Zaezatun and Rimiyati (2022) further conceptualize lifestyle as a behavioral representation of how people manage their daily lives, spend their money, and distribute their time within a given social structure. Additionally, Selvie and Sujana (2018) describe lifestyle as an identifiable pattern of physical and cognitive behavior, which Cleopatra (2015) and Nasution and Nio (2019) identify as an ideological tool that reflects status, self-image, and social identity. To evaluate this variable, Susanto (2013) establishes three primary indicators comprising activities, which measure physical engagement in daily tasks; interests, representing areas of cognitive priority and excitement; and opinions, capturing subjective assessments of surrounding social environments.

### Brand Image

Brand image is conceptually defined by Jeff Bezos in Rosita and Yulianti (2016) as a corporate reputation that parallels human character, serving as an iconic entity that establishes market trust. Tjiptono (2020) elaborates that brand image is the description of cognitive associations and beliefs that consumers hold toward a specific trademark. This matches the view of Kotler and Keller (2012), who define brand image as a cognitive process wherein consumers select, organize, and interpret external information to synthesize a


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cohesive mental picture of a brand. Furthermore, Keller (2013) states that this mental image relies on three core dimensions namely strength, favorability, and uniqueness, while. To measure brand image, Ratri (2007) provides three operational indicators encompassing product attributes, which involve the physical and visual traits of the brand; consumer benefits, representing functional and emotional utility; and brand personality, which captures the psychological traits associated with the brand character.

**Product Quality**

Product quality is defined by Tjiptono and Diana (2016) as the ability of a product to deliver results that meet or exceed customer expectations. Kotler (2012) and Armstrong (2012) add that quality represents the overall capability of a product to perform its intended functions, including durability, reliability, ease of operation, and repairability. Furthermore, Davis in Lupiyoadi and Hamdani (2006) states that quality is a dynamic condition involving products, services, people, processes, and environments that align with customer desires. To operationalize product quality in technological contexts, Stefani (2026) outlines five main indicators consisting of technical characteristics, which evaluate processing speed and hardware responsiveness; consumer perception of features, representing satisfaction with auxiliary capabilities; durability, measuring body sturdiness and battery health; reliability, reflecting system stability and consistent updates; and conformity with needs, assessing how well specifications align with consumer expectations.

**Purchase Decision**

Purchase decisions are theoretically described by Arfah (2022) as a critical phase in consumer behavior where individuals choose among pre-established product alternatives. Tjiptono (2020) and Lupiyoadi and Hamdani (2006) explain that this process includes the entire sequence of physical and cognitive actions involved in acquiring a product, starting from the motivational forces that precede the transaction to the post-purchase evaluations, Kholidah and Arifiyanto (2020) categorize as a pragmatic action resulting from systematic problem-solving and information gathering. This is supported by Kotler (2005), who characterizes the purchase decision as a multi-stage process where consumers actively evaluate options, requirements, and desires before committing financial resources. Drawing from Munanda (2026), the indicators used to measure purchase decisions comprise product or service choice, brand choice, purchase timing, and payment method choice.


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## METHOD

### Research Design

This study utilized a quantitative method with a descriptive associative research design to investigate and measure the statistical impacts of the predictor variables on the criterion variable. The independent parameters evaluated in this model were lifestyle, brand image, and product quality, whereas the dependent parameters focused on purchase decisions.

### Setting and Study Population

The environmental setting for this empirical investigation was confined to the administrative boundaries of Magetan Regency, East Java. The target study population encompassed all community members who utilize or own pre-owned premium iPhone smartphones within this specific region. Given the lack of periodic institutional records tracking the exact transactions of secondary communication devices, the total population baseline was categorized as an unquantified or infinite population.

### Sampling Technique Procedure

A non-probability sampling framework was deployed using a purposive sampling technique to select a highly representative sample from the unknown population baseline. To determine a statistically viable sample size for an infinite framework, the Lemeshow mathematical formula was introduced with a 95% confidence interval, a maximum variance estimate of 0.5, and a 10% margin of error, which established a baseline of 96.04 participants. This minimum threshold was tactically rounded up to a final sample size of 100 respondents. The strict inclusion parameters required that respondents were residents of Magetan, fell within the productive age bracket of 15 to 40 years, and possessed verifiable experience in purchasing or operating secondhand iPhones.

### Instruments

Primary data were gathered using a highly structured, closed-ended questionnaire operationalized through a five-point Likert scale, ranging from a score of 1 for strongly disagree to 5 for strongly agree.

**Lifestyle** was evaluated through dimensional parameters of activity, interest, and opinion based on Susanto (2013) and Kotler and Armstrong (2023).

**Brand image** was measured via product attributes, customer benefits, and brand personality dimensions derived from Ratri (2007) and Kotler and Keller (2018).



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**Product quality** was captured using technical characteristics, feature perceptions, durability, reliability, and need conformity based on Stefani (2026) and Tjiptono and Diana (2016).

Finally, **purchase decisions** were captured through metrics of product selection, brand selection, timing selection, and payment method selection derived from Munanda (2026) and Arfah (2022). To secure instrument integrity prior to data processing, all scale items were subjected to valid analysis via Pearson correlation coefficients against a threshold of 0.1965, and internal consistency checks were verified by achieving a Cronbach Alpha coefficient above the 0.60 threshold.

**Data Collection**

The field data collection procedure was executed through the direct distribution of structured paper-based questionnaires to eligible consumers in Magetan Regency who met the predefined purposive selection criteria. Secondary data sources, including relevant academic textbooks, past scientific literature, digital trade articles, and market data, were concurrently compiled to form the operational basis for the analytical evaluations. The obtained hand-delivered data were carefully audited for completeness before being transferred into statistical software for multiple linear regression modeling.

**Data Analysis**

SPSS was used to analyze data collected. Both descriptive and inferential statistics were collected. The hypothesis was tested using multiple linear regression analysis and accepted at p <.001 level of significance. This study successfully evaluated the demographic profiles of 100 respondents who purchased and utilized pre-owned iPhones in Magetan Regency, East Java. The consolidated demographic characteristics, consisting of gender, age, and occupation distributions, are systematically presented in Table 1.

**RESULTS**

**Table 1: Participants' Demographic Information**

| Variable | Categories | Frequency | Percentage (%) |
|---|---|---|---|
| **Gender** | Male | 42 | 42.0 |
| | Female | 58 | 58.0 |
| | | | |



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| | | | |
|---|---|---|---|
| **Age** | 15 – 20 Years | 28 | 28.0 |
| | 21 – 30 Years | 57 | 57.0 |
| | 31 – 40 Years | 15 | 15.0 |
| | | | |
| **Occupation** | Student / Undergraduate | 48 | 48.0 |
| | Private Sector Employee / Civil Servant | 26 | 26.0 |
| | Entrepreneur | 18 | 18.0 |
| | Others | 8 | 8.0 |
| | | | |
| **Total** | | **100** | **100.0** |

The empirical data demonstrates that the secondhand iPhone consumer base in the Magetan region is heavily dominated by female users (58.0%), young adults in the 21 to 30 years age cohort (57.0%), and students or undergraduates (48.0%). This structural profile indicates that younger demographics, particularly students, represent the primary consumer segment for pre-owned premium smartphones. For this segment, acquiring a used iPhone serves as a practical, budget-conscious alternative that allows them to satisfy their social and academic lifestyle demands while maintaining financial sustainability.

**Testing the hypothesis**

Lifestyle, brand image, and product quality will significantly predict purchase decisions for pre-owned iPhones among consumers in Magetan Regency. The hypothesis was tested using multiple linear regression and the results are presented in Tables 2a-c.


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**Table 2a: Model Summary of Lifestyle, Brand Image, and Product Quality on Purchase Decisions**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | 0.905 | 0.819 | 0.813 | 1.450000 |

**Table 2b: ANOVA of Lifestyle, Brand Image, and Product Quality on Purchase Decisions**

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|
| Regression | 923.008 | 3 | 307.669 | 146.335 | < .001 |
| Residual | 203.943 | 97 | 2.103 | | |
| Total | 1126.950 | 100 | | | |

**Table 2c: Coefficients Predicting Purchase Decisions from Lifestyle, Brand Image, and Product Quality**

| Model | Unstandardized Coefficients (B) | Std. Error | Standardized Coefficients (Beta) | t | Sig. |
|---|---|---|---|---|---|
| (Constant) | 1.543 | 1.094 | | 1.675 | < .001 |
| Lifestyle (X1) | 0.784 | 0.108 | 0.820 | 8.619 | < .001 |
| Brand Image (X2) | 0.118 | 0.049 | 0.222 | 3.806 | < .001 |
| Product Quality (X3) | 0.194 | 0.070 | 0.242 | 2.770 | 0.007 |

Table 2a-c shows the result of the regression analysis carried out to determine if lifestyle, brand image, and product quality will predict purchase decisions for pre-owned iPhones among consumers in Magetan. The result revealed that these predictors significantly predicted purchase decisions among study participants, $R2 = .819$, $F(3,96) = 146.335$, $p < .001$. The standardized beta coefficients indicate that lifestyle (Beta = .820, $p < .001$) is the most dominant predictor, followed by product quality (Beta = .242, $p = .007$)


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and brand image (Beta = .222, p < .001). The unstandardized coefficients suggest that for every one-point increase in lifestyle and product quality, purchase decisions increase by approximately .784 and .194 points, respectively, whereas a one-point increase in brand image results in a .118 point decrease. Furthermore, the model explains that the predictors accounted for 81.9% of variance in purchase decisions, a proportion considered high and meaningful in behavioral research. This supported the hypothesis.

## DISCUSSION

The findings demonstrated that lifestyle and brand image partially, positively, and significantly predicted purchase decisions for pre-owned iPhones in Magetan. This outcome aligns with previous literature by Arsita (2022) and Aropah et al. (2022), indicating that contemporary lifestyle shifts prioritize status-driven consumption where secondhand premium devices serve as cost-effective identity markers. Additionally, the dominant role of brand image corroborates the assertions of Pertiwi (2021) and Puspitasari (2023), confirming that Apples global prestige, iconic physical attributes, and the smooth functional utility of the iOS ecosystem generate a strong sense of consumer trust and emotional value. In Magetan, consumers view pre-owned iPhones not merely as utility tools but as luxury symbols that bolster social confidence and establish parity within their peers, effectively overcoming the psychological reservations of buying secondhand electronics.

Furthermore, product quality emerged as a significant predictor of secondhand iPhone purchase decisions, supporting prior studies by Irawan (2021) and Puspitasari (2023), while contrasting with Ahnaf and Lestari (2024) who found no such effect in online shopping environments. In Magetans physical and localized secondary market, tangible elements of quality remain paramount, with consumers prioritizing technical reliability, hardware responsiveness, camera clarity, and battery health over cheap alternatives. The stability of the iOS ecosystem and structural durability of Apple devices assure buyers of long-term functional value, aligning with their economic expectations of acquiring a high-performing device at a fraction of its original price.

Simultaneously, the integration of lifestyle, brand image, and product quality robustly predicted used iPhone purchase decisions, corroborating the integrative frameworks of Irawan (2021), Aropah et al. (2022), and Puspitasari (2023). The synergy of these factors indicates that the consumer decision-making process for used premium gadgets is holistic. Sociological pressures to follow modern lifestyle trends do not trigger purchases unless backed by the functional guarantee of technical quality and the protective reputation of Apples brand image. Synergistically, these variables mitigate the perceived


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risks of pre-owned consumption, transforming used iPhone acquisitions into perceived smart financial investments that provide high functional utility and social gratification.

## CONCLUSION

This study investigates lifestyle, brand image, and product quality as predictors of purchase decisions for pre-owned iPhones in Magetan Regency, East Java, Indonesia. The empirical findings confirm that lifestyle, brand image, and product quality, both individually and collectively, serve as robust positive predictors of secondhand premium smartphone purchase decisions within the study area.

### Recommendations

Based on these findings, several practical recommendations are proposed for mobile phone retailers and store owners in Magetan to systematically stimulate used iPhone purchase decisions. First, retailers should actively align with and facilitate the lifestyle requirements of consumers by generating engaging educational content, safety-selection tutorials, and comprehensive product reviews on social media platforms, while also offering personalized consultation services to help buyers select devices that elevate their social standing. Second, merchants must uphold the premium prestige of the Apple brand by ensuring that the physical condition of secondhand units, original packaging, and accessories are meticulously presented in pristine condition, backed by absolute transparency and honesty regarding the origin of the devices, whether official domestic units or ex-international models, to build long-term consumer trust.

Furthermore, since product quality is a primary determinant, store owners must implement rigorous quality control protocols prior to showcasing pre-owned iPhones, strictly verifying crucial parameters such as battery health percentages, biometrics functionality like Face ID or Touch ID, and hardware responsiveness. To alleviate risk perceptions, retailers should offer robust store-backed warranties and rapid repair services. Finally, businesses must integrate these physical and psychological strategies with transaction-based conveniences, specifically by offering flexible and affordable payment mechanisms, such as cardless installment plans and consumer-friendly trade-in programs, to seamlessly lock in purchase decisions.

### Limitations and suggestions for further study

Despite its valuable contributions, this study has several limitations that warrant attention in future research. Primarily, the narrow geographical scope focusing exclusively



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on Magetan Regency and the relatively small sample size of 100 respondents limit the generalizability of the findings to the broader pre-owned premium smartphone market. Additionally, the quantitative model only accounted for 81.1 percent of the variance in purchase decisions, indicating that 18.9 percent of the behavioral outcome is influenced by factors outside this study. Therefore, future researchers are encouraged to expand the geographical coverage, increase the sample size, and incorporate fresh variables such as customer trust, price perception, and post-purchase warranties to minimize purchase anxiety. Moreover, subsequent studies could investigate digital ecosystem dynamics like electronic word-of-mouth (e-WOM) and online platform reputation, or employ advanced methodologies like structural equation modeling (SEM) with mediating variables to capture a more comprehensive picture of consumer behavior.

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