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The Influence of Product Quality, Content Marketing, and Lifestyle on Purchase Decisions of Eiger Products

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Abstract

The main objective of this research is to evaluate the direct and combined effects of product quality, content marketing, and lifestyle on Eiger product purchase decisions in Bandar Lampung. This investigation responds directly to the reality that outdoor recreation has re-defined itself as a contemporary lifestyle expression, alongside the complications that widespread counterfeit products cause for genuine consumer quality perceptions. To execute this, an explanatory research design under a quantitative approach was implemented, capturing the perspectives of 96 respondents using a blend of purposive and snowball sampling techniques. Following a multiple linear regression analysis via SPSS, the framework shows that product quality, content marketing, and lifestyle each have a significant partial effect on purchasing decisions. The joint analysis shows an equally strong pattern: simultaneously, these three variables significantly influence purchasing decisions. Crucially, the coefficient of determination (R^2) highlights that 81.2% of consumer decision variance is driven by this model, with only 18.8% left to outside factors. Based on this evidence, Eiger should maintain product reliability, enhance after-sales service, and prioritize community-driven content to successfully anchor consumer trust and positive perceptions.

Keywords: Product Quality, Content Marketing, Lifestyle, Purchase Decision

INTRODUCTION

Recreational outdoor activities have become a core identity marker for today's urban populations. Pursuits such as hiking, trekking, and camping are no longer restricted

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to isolated groups; they now represent widespread lifestyle expressions. This cultural shift has directly accelerated the global outdoor equipment market. While valued at USD 61.7 billion in 2025, projections by Business Research Insights (2025) suggest the market will expand to USD 111.68 billion by 2035, fueled by a compound annual growth rate (CAGR) of 5.8% (Grand View Research, 2025). In Indonesia, the hiking gear market alone reached USD 78 million in 2025, growing at 12.1% annually since 2021, creating substantial opportunities for local brands to compete with international players (6Wresearch, 2026).

Eiger Adventure, established in 1989, has emerged as a leading local outdoor brand in Indonesia with over 2.2 million Instagram followers and 237 stores nationwide (Toprank Media, 2024). The brand's success is attributed to its focus on tropical adventure gear, innovative technologies such as Hydroshield water-resistant materials, and ergonomic designs tailored for Indonesian consumers (Zetizens, 2024). However, the proliferation of counterfeit Eiger products poses a significant challenge, as thousands of fake items circulate in the market, potentially damaging consumer perceptions of product quality and influencing purchase decisions (VOI, 2025; Santiago et al., 2025).

In the digital era, content marketing has become a critical strategy for brands to engage consumers. Eiger leverages Instagram as its primary communication channel, providing educational content, product specifications, and community-driven narratives that resonate with outdoor enthusiasts (Laelian & Widodo, 2021). Research indicates that effective content marketing enhances brand awareness, builds trust, and drives purchase decisions by providing valuable information that reduces consumer uncertainty (Pulizzi, 2014; Bokko et al., 2025). Furthermore, lifestyle has emerged as a crucial factor in consumer behavior, particularly for products that serve as identity expressions. Consumers increasingly choose brands that align with their self-concept and social identity, transforming purchases from functional transactions into lifestyle statements (Schiffman & Wisenblit, 2019; Maney & Mathews, 2021).

Despite the growing body of research on these factors, significant gaps remain. Previous studies have produced contradictory findings: while Aisyah et al. (2023) and Prihartono (2021) found that product quality significantly influences purchase decisions, Tasak et al. (2024) reported no significant effect in the fast fashion context. Similarly, Evania et al. (2023) and Bokko et al. (2025) demonstrated the positive impact of content marketing, whereas Maretha et al. (2024) found no significant influence in the skincare industry. Regarding lifestyle, Setyowati (2022) and Maney and Mathews (2021) confirmed

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its direct effect on purchase decisions, but Haq et al. (2024) found that lifestyle only affects decisions when mediated by price perception.

These inconsistencies suggest that the influence of these variables may be context-dependent, varying across product categories and consumer segments. The outdoor equipment industry, characterized by high-involvement products that require functional reliability and identity alignment, presents a unique context that has not been adequately explored. Moreover, most studies have examined these variables in isolation or within Western contexts, limiting understanding of their combined effects in emerging markets like Indonesia.

The theoretical novelty of this investigation builds upon the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974). It describes the exact mechanism where external marketing stimuli, namely product quality and content, merge with internal personal drivers like lifestyle to dictate final purchase decisions. This specific lens is deployed to bridge academic gaps by observing these combined variables in relation to Eiger consumer behavior within Bandar Lampung, Indonesia. Merging functional, informational, and psychological perspectives ensures a complete overview of how individuals navigate the outdoor equipment market. Through this method, the project secures distinct theoretical value for consumer behavior fields and offers functional benchmarks for enterprises working within lifestyle-driven markets.

LITERATURE REVIEW

Consumer Behavior

Kotler & Keller (2016) define consumer behavior as an investigation into how individuals, groups, or organizations choose, acquire, utilize, and eventually discard items, services, concepts, or experiences. This entire cycle aims to fulfill specific needs and wants. The timeline encompasses actions taking place prior to, throughout, and following the actual acquisition. Furthermore, this mechanism relies heavily on external forces like culture, social networks, and marketing efforts, coupled with internal elements including perception, motivation, and lifestyle to determine ultimate consumer selections (Schiffman & Wisenblit, 2019).

Stimulus-Organism-Response (S-O-R) Theory

Real behavioral outcomes often serve as the final response (R) to a chain of environmental events. As outlined in the S-O-R framework by Mehrabian and Russell

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(1974), outside cues modify the internal cognitive and affective states of the organism (O) first. This specific internal processing subsequently shapes how individuals decide to act.

Product Quality

A product's operational capacity depends on its inherent value traits, encompassing parameters like reliability, lifespan, precision, and operational simplicity (Kotler & Keller, 2016). This functional capability aligns with consumer fulfillment and demand fulfillment (Prihartono, 2021). Consequently, this investigation assesses specific benchmarks: performance, reliability, product lifespan, maintenance feasibility, and supplementary features.

Content Marketing

Generating and sharing meaningful material allows businesses to target precise audiences and cultivate profitable customer behaviors (Pulizzi, 2014). Analytically, this method serves as a tool to shift consumer buying decisions (Bokko et al., 2025). To evaluate this impact, the research assesses five critical dimensions: relevance, accuracy, value, discoverability, and operational consistency.

Lifestyle

Activities, interests, and opinions serve as the primary foundational metrics used to analyze consumer living patterns. These three dimensions heavily dictate how individuals choose to distribute their money and time (Schiffman & Wisenblit, 2019). Ultimately, consumers purchase commercial goods that match these profiles to articulate their internal self-identity (Maney and Mathews, 2021).

Purchase Decision

After navigating systematic assessments, consumers reach the definitive transaction phase within their overarching choice-making journey (Kotler & Keller, 2016). This behavioral path comprises five distinct phases (Han (2021)). To evaluate this process analytically, the framework tracks problem recognition, information search, alternative evaluation, the purchase choice itself, and subsequent post-purchase actions.

METHODOLOGY

An explanatory quantitative framework structures this empirical investigation. To gather data, 96 respondents completed structured questionnaires. These participants

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were selected via purposive and snowball sampling, filtering for Bandar Lampung outdoor enthusiasts following the Eiger Store Lampung Instagram profile. Methodologically, the collected metrics were processed using multiple linear regression via SPSS version 27. This setup serves to analyze the direct impacts of product quality, content marketing, and lifestyle on Eiger consumer purchasing decisions.

RESULT AND DISCUSSION

Validity Test

Statistical calculations using a 5% (0.05) significance level and 30 respondents produced a critical r table value of 0.361. This outcome derived from the r distribution chart after establishing the degrees of freedom via the df = n - 2 formula, specifically df = 30 - 2 = 28. Every statement item within each variable underwent this validation process using SPSS 27. Ultimately, this test ensures the operational precision and accuracy of the measurement instrument, matching definitions by Sekaran and Bougie (2016).

Table 1. Recapitulation of Validity Test Results

Variable	Item	Computed r	Table r	Description
Product Quality (X1)	X1.1	0.602	0.361	Valid
	X1.2	0.751		Valid
	X1.3	0.704		Valid
	X1.4	0.778		Valid
	X1.5	0.651		Valid
	X1.6	0.789		Valid
	X1.7	0.682		Valid
	X1.8	0.624		Valid
	X1.9	0.778		Valid
	X1.10	0.492		Valid
Content Marketing (X2)	X2.1	0.794	0.361	Valid
	X2.2	0.842		Valid
	X2.3	0.785		Valid
	X2.4	0.797		Valid
	X2.5	0.644		Valid
	X2.6	0.714		Valid
	X2.7	0.771		Valid
	X2.8	0.718		Valid
	X2.9	0.578		Valid
	X2.10	0.772		Valid
Lifestyle (X3)	X3.1	0.723	0.361	Valid
	X3.2	0.824		Valid
	X3.3	0.561		Valid
	X3.4	0.541		Valid
	X3.5	0.615		Valid
	X3.6	0.554		Valid

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Purchase Decision (Y)	Y1.1	0.672	0.361	Valid
	Y1.2	0.693		Valid
	Y1.3	0.718		Valid
	Y1.4	0.425		Valid
	Y1.5	0.643		Valid
	Y1.6	0.471		Valid
	Y1.7	0.621		Valid
	Y1.8	0.707		Valid
	Y1.9	0.495		Valid

Source: Processed data (2026)

The selected research indicators demonstrate complete precision in measuring product quality (X1), content marketing (X2), lifestyle (X3), and purchase decisions (Y). This high accuracy level reflects the underlying validity test outcomes. Specifically, all evaluated questionnaire items generated computed r values > 0.361, successfully surpassing the required r table threshold (n=30, α=0.05).

Reliability Test

Surpassing a Cronbach's Alpha benchmark of 0.60 served as the primary requirement to confirm the reliability of this study's instrument. All corresponding variable items underwent this statistical evaluation using SPSS 27. Ultimately, this test ensures the tool provides the stable, consistent data outlined by Sekaran and Bougie (2016).

Table 2. Reliability Test Results

Variable	Cronbach Alpha	Description
Product Quality (X1)	0.874	Reliable
Content Marketing (X2)	0.903	Reliable
Lifestyle (X3)	0.708	Reliable
Purchase Decision (Y)	0.776	Reliable

Source: Processed data (2026)

The questionnaire statements demonstrate complete consistency and reliability throughout the empirical testing phase. This steady measurement capability directly reflects the underlying reliability data, where all variables secured Cronbach's Alpha values ≥ 0.60.

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Multiple Linear Regression Results

Table 3. Results of Multiple Linear Analysis

Model	Unstandardized Coefficients (B)	Std. Error	t	Sig.
(Constant)	3.877	1.736	2.234	0.028
Product Quality	0.398	0.074	5.4	0
Content Marketing	0.199	0.07	2.846	0.005
Lifestyle	0.372	0.093	3.987	0.001

Source: Processed data (2026)

Table 3 above shows that Product Quality (X1) is 0.398, Content Marketing (X2) is 0.199, and Lifestyle (X3) is 0.372. From the multiple linear regression equation, we obtain:

$$Y = 3.877 + 0.398X1 + 0.199X2 + 0.372X3 + e$$

The regression model establishes a baseline constant of 3.877, which reflects the purchase decision level when all independent metrics are locked. Analytically, individual predictor changes generate distinct upward shifts in consumer behavior. For instance, the product quality coefficient of 0.398 guarantees that a single-unit increase stimulates purchase decisions by 0.398. In parallel, the content marketing coefficient of 0.199 proves that a one-unit growth boosts the buying metric by 0.199, while the lifestyle coefficient of 0.372 links a single-unit rise to a 0.372 purchase decision expansion. Consequently, the empirical data validates that all independent factors systematically generate positive directional impacts.

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Classic Assumption Test
Assessment of Normality

Table 4. Normality Test Results (Kolmogorov-Smirnov)

One-Sample Kolmorogov-Smirnov Test		
N		96
Normal Parameters	Mean	.0000000
	Std. Deviation	1.82873082
Most Extreme Differences	Absolute	.071
	Positive	.071
	Negative	-.064
Test Statistic		.071
Asymp. Sig. (2-tailed)		.200

Source: Processed data (2026)

A representative normal distribution characterizes the data gathered across specific research subpopulations. This appropriate distribution status stems from the underlying survey metrics passing standard normality requirements. Specifically, running a Kolmogorov-Smirnov test generated an Asymp. Sig. (2-tailed) coefficient of 0.200. Since this calculated probability clearly exceeds the mandatory 0.05 benchmark (0.200 > 0.05), the final research data fulfills all analytical criteria for true normality.

Examination of Multicollinearity

Table 5. Multicollinearity Test Results

Coefficients[a]		
	Collinearity Statistics	
Variable	Tolerance	VIF
Product Quality	0.282	3.551

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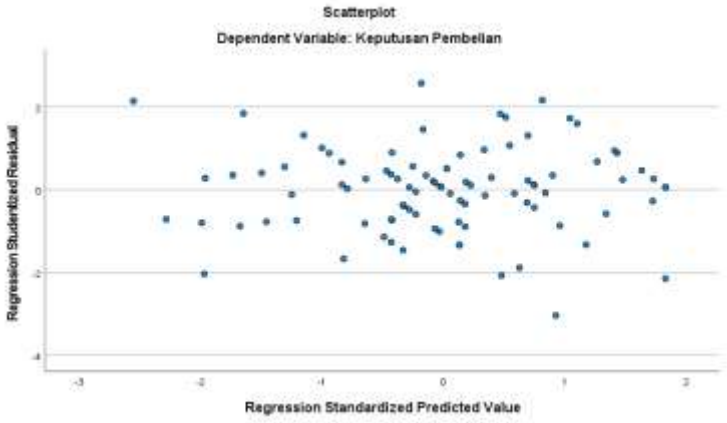
Content Marketing	0.306	3.263
Lifestyle	0.405	2.472

Source: Processed data (2026*)*

Statistical diagnostics show that all three independent variables generate tolerance statistics exceeding 0.1 alongside VIF scores remaining under 10. These specific metrics confirm the total absence of multicollinearity across X1, X2, and X3. Consequently, this lack of internal association proves that each explanatory metric functions completely separate from the others.

Heteroscedasticity Test Results

Outcomes of the Heteroscedasticity Test



Findings from the heteroscedasticity test reveal that the model utilized in this investigation is devoid of heteroscedasticity problems concerning the variable under study. Consequently, the model meets the required diagnostic standards. This is evident from the even distribution of points above and below, or around the number 0 on the scatterplot.

Hypothesis Test

Table 6. T-test Results

Coefficients[a]		
Model		
	t	Sig.
(Constant)	2.234	0.028

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Product Quality	5.400	<0.001
Content Marketing	2.846	0.005
Lifestyle	3.987	0.001
a. Dependent Variable: Purchase Decision		

Source: Processed data (2026)

The empirical findings demand the complete rejection of H01, H02, and $H03$ in favor of their alternative hypotheses. Looking at specific metrics, product quality (X1) impacts consumer buying choices through a 5.400 t-value that outpaces the 1.986 t-table index at a 0.000 significance level. Furthermore, content marketing (X2) asserts its relevance in the model, producing a 2.846 t-value alongside a 0.005 significance score to validate Ha2. This positive trend finishes with lifestyle (X3), which establishes a significant behavioral effect by generating a calculated t-value of 3.987 and a corresponding significance profile of 0.001, confirming Ha3. All of these findings demonstrate that product quality, content marketing, and lifestyle are important factors in determining whether or not a customer chooses to purchase Eiger products.

Results of the F-Test

Table 7. F-Test Results

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1369.035	3	456.345	132.147	<.001[b]
	Residual	317.704	92	3.453		
	Total	1686.740	95			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Lifestyle, Content Marketing, Product Quality						

Source: Processed data (2026)

The empirical data establishes that product quality, content marketing, and lifestyle act together to shape Eiger transaction choices. This combined impact is verified

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analytically by an F-calculated score of 132.147 surpassing the 2.70 F-table limit, coupled with a 0.000 significance probability below the 0.05 alpha standard.

Coefficient of Determination Test (R2)

Table 8. Determination Analysis Results (R2)

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.901[a]	0.812	0.806	1.85831
a. Predictors: (Constant), Lifestyle, Content Marketing, Product Quality				
b. Dependen Variable: Purchase Decision				

Source: Processed data (2026)

Analytically, 80.6% of the shifts within buyer transaction choices stem directly from the combination of product quality, content marketing, and lifestyle. This explanatory power is anchored by a calculated Adjusted R Square of 0.806. Consequently, alternative variables operating outside this research boundaries account for the final 19.4% of the total variance.

DISCUSSION

The Influence of Product Quality on Purchase Decisions at Eiger

Empirical evidence confirms that product quality exerts a significant positive impact on Eiger purchase decisions. This positive correlation indicates that as consumers' perceptions of product quality, especially with regard to durability, reliability, and ergonomic features, increase, the likelihood of making a purchase decision also rises. This outcome indicates that product quality is a crucial driver for consumers in adopting outdoor equipment, primarily due to the functional assurance and safety it provides for extreme conditions.

This is further reinforced by the research of Aisyah et al. (2023) and Prihartono (2021), which demonstrates that superior product quality reduces consumer perceived risk and builds trust. In a similar vein, this conclusion aligns with the view of Kotler and Keller (2016) that quality forms a positive perception that can increase purchase decisions. This stands in contrast to Tasak et al. (2024), who found no significant effect

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in the fast fashion context, because Eiger represents high-involvement technical gear where quality is a critical safety factor.

Analytically, superior product quality serves as a major driver for Eiger transaction choices. Integrating ergonomic construction, robust durability, and reliable utility reduces consumer hesitation by offering psychological security during wilderness travel. Consequently, these structural benefits optimize user confidence, directly motivating adventurers to prioritize this brand when acquiring specialized equipment for their trips.

The Influence of Content Marketing on Purchase Decisions at Eiger

Empirical evidence confirms that content marketing exerts a significant positive impact on Eiger purchase decisions. This positive correlation indicates that as consumers perceive the content provided by Eiger, especially with regard to ease of finding information, accuracy, and value, the likelihood of making a purchase decision increases. This outcome indicates that content marketing is a crucial driver for consumers, primarily due to the simplified access it provides for obtaining technical specifications and product education.

Empirical data from Evania et al. (2023) and Bokko et al. (2025) confirms this connection, illustrating how high-caliber media generates user commitment to successfully influence transaction choices. In a similar vein, this conclusion aligns with the work of Pulizzi (2014), whose research indicates that valuable and accessible content plays a substantial role in shaping profitable customer action. This contrasts with Maretha et al. (2024), who found no significant effect for skincare products, because outdoor equipment requires detailed technical information, making content marketing a vital information source.

It can therefore be stated that content marketing yields a considerable beneficial influence on the decision to purchase Eiger products. A digital communication strategy that offers ease of access, accurate specifications, and educational value fosters a positive outlook and reduces uncertainty among consumers. This situation empowers consumers to feel more informed and more inclined to proceed with the purchase.

The Influence of Lifestyle on Purchase Decisions at Eiger

The research proves a direct upward relationship between individual lifestyle choices and Eiger buying patterns. Analytically, a stronger consumer commitment to wilderness and outdoor-centric activities systematically multiplies the probability of final

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purchase execution. This outcome indicates that lifestyle is a crucial psychological driver for consumers, primarily due to the identity expression and social validation it provides.

This is further reinforced by the research of Setyowati (2022) and Maney and Mathews (2021), which demonstrates that lifestyle directly affects purchase decisions, particularly for products closely related to activities and self-identity. In a similar vein, this conclusion aligns with the view of Schiffman and Wisenblit (2019) that lifestyle is an expression of identity that shapes consumer preferences. This stands in contrast to Haq et al. (2024), who found that lifestyle requires price perception mediation in fast fashion, because Eiger consumers have a strong emotional bond and community identity that directly drives purchase decisions without needing price as a mediator.

It can therefore be stated that lifestyle yields a considerable beneficial influence on the decision to purchase Eiger products. A brand positioning that aligns with consumers' self-identity as nature enthusiasts fosters a strong emotional attachment. This situation empowers consumers to view Eiger not just as a functional tool, but as a vital expression of their personal identity.

The Influence of Product Quality, Content Marketing, and Lifestyle on Purchase Decisions

The study proves that Eiger buying actions depend on the combined forces of product quality, content marketing, and lifestyle. Analytically, individual transaction choices are multi-layered phenomena shaped by interconnected variables rather than single independent drivers. This behavioral mechanism fits the standard Stimulus-Organism-Response (S-O-R) framework perfectly. Here, marketing materials and product features supply the external stimuli, the buyer's personal lifestyle acts as the internal organism processing unit, and the purchase execution forms the actual behavioral response.

Such an outcome suggests that consumers' choices regarding Eiger products result from a convergence of various elements. Their propensity to use the product to satisfy their outdoor needs is driven by their lifestyle identity, product quality provides the functional assurance and safety, and content marketing provides the necessary information and accessibility to facilitate the transaction.

CONCLUSION

Product quality, content marketing, and lifestyle significantly and favorably dictate the decision to purchase Eiger products, according to partial and simultaneous testing.

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Product quality provides critical functional assurance, durability, and ergonomic comfort, allowing consumers to trust the product for extreme conditions, which serves as a primary driver for product adoption. High levels of lifestyle alignment, which are frequently brought on by social and community conformity in outdoor activities, serve as a psychological stimulant that further motivates customers to choose Eiger to express their identity. Meanwhile, content marketing facilitates streamlined access to technical information, minimizing consumer uncertainty.

Analytically, a calculated Adjusted R Square value of 0.806 proves that product quality, content marketing, and lifestyle drive 80.6% of the variance within consumer buying choices. This specific numerical metric isolates the total explanatory capacity of the chosen predictors. Other elements lying outside this model's scope explain the remaining 19.4% of the variation. In summary, the decision to purchase Eiger products is a result of the synergy between the functional reliability of the product, the informative convenience of digital content, and the identity-driven patterns of the users, which together minimize perceived risk and support an active, adventure-oriented lifestyle.

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