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Online Fruit and Vegetable Purchase Decisions: The Roles of Lifestyle, Promotion, and Service Quality

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Abstract

The transformation of modern lifestyles and technological advancements has driven a significant increase in the online purchase of fresh products, such as fruits and vegetables. This study aims to analyze the influence of lifestyle, promotion, and service quality on consumers' purchasing decisions on the GoFruit.id platform. The population in this research comprises consumers who have made purchases on GoFruit.id, although the total population size is unknown. A sample of 100 respondents was obtained using purposive sampling and determined using the Rao formula (2006). Data were collected through a survey using structured questionnaires and analyzed using the Partial Least Squares (PLS) method. The results indicate that lifestyle has a positive and significant influence on purchase decisions. Similarly, service quality also shows a positive and significant effect. However, promotion does not have a significant effect on consumers' purchasing decisions. These findings suggest that online fruit and vegetable retailers should prioritize improving service quality and aligning products with consumer lifestyles rather than relying heavily on promotional strategies.

Keyword: lifestyle, promotion, service quality, purchase decision, online shopping

1. INTRODUCTION

The digital transformation of the food industry has become increasingly evident, particularly since the outbreak of the COVID-19 pandemic in early 2020. Public demand for fresh food products, such as fruits and vegetables, has risen sharply in line with the growing awareness of the importance of maintaining a healthy immune system through nutritious food consumption. According to the Central Bureau of Statistics (BPS, 2020), online vegetable purchases increased up to 20-fold during the pandemic compared to pre-pandemic levels. This data was based on daily transaction records from various national marketplaces between January and June 2020, showing a rise in fresh vegetable sales from 20,000 to 400,000 units. These figures indicate a significant shift in consumer preferences and consumption patterns toward online purchases of fresh produce.

However, in the context of local e-commerce platforms such as GoFruit.id, it is observed that the number of online visitors and the volume of fruit and vegetable sales remain lower than those in physical stores. This is notable considering that data from the National Socio-Economic Survey (Susenas) in 2016 revealed that 97.29% of Indonesians consume vegetables and 73.59% consume fruits (BPS, 2016). This situation raises important questions about the factors influencing consumers' decisions to purchase fruits and vegetables online.

Previous literature has identified several key factors influencing online purchase decisions, including lifestyle, service quality, promotion, as well as psychological and personal factors (Restuningtyaswidi & Simamora, 2021; Rakasyifa & Mukti, 2020; Vydiamanta et al., 2021). Product-related attributes such as freshness, origin, and seasonality have also been recognized as crucial in the decision-making process (Massaglia et al., 2019). Additionally, marketing strategies, service quality, and product packaging contribute to shaping consumer preferences (Tran et al., 2020; Kapoor & Kumar, 2019).

This study aims to examine the influence of lifestyle, promotion, and service quality on online purchase decisions of fruits and vegetables on the GoFruit.id platform. A quantitative research approach was adopted, employing Partial Least Squares (PLS) analysis. The findings are expected to provide valuable insights for stakeholders in the online fresh produce industry to enhance their marketing strategies in a more targeted and effective manner.

Although online purchase decision-making has been widely studied, most prior research has focused on secondary goods such as fashion, electronics, or ready-to-eat meals. Studies that specifically address consumer behavior in purchasing fresh food products like fruits and vegetables online remain limited, especially within the Indonesian context. Furthermore, the variables used in previous research are often fragmented—some emphasizing psychological factors, while others focus on marketing aspects. However, in the context of fresh produce, purchase decisions are strongly influenced by the unique characteristics of the products, including freshness, shelf life, and perceived health benefits. Thus, there exists a significant gap in the literature regarding an integrative model that includes lifestyle, service quality, and promotion to understand online purchase decisions of fresh produce in the domestic market.

Based on the background and identified research gaps, the research questions proposed in this study are as follows:

1. Does lifestyle significantly influence the decision to purchase fruits and vegetables online?
2. Does promotion have an effect on online purchase decisions of fruits and vegetables?
3. Does service quality affect the online purchase decisions of fruits and vegetables?
4. Which factor has the most dominant influence on online purchase decisions of fruits and vegetables on the GoFruit.id platform?

1.1. Literature Review

Consumer purchasing decisions are influenced by various internal and external factors. Two primary factors examined in this study are lifestyle and promotion. Both hold significant relevance to purchasing decisions, especially in the context of the increasing awareness of healthy living patterns following the COVID-19 pandemic.

Lifestyle reflects an individual's pattern of activities, interests, and opinions in daily life (Widiastutik in Masela MS, 2019). The shift toward a healthier lifestyle has become a key driver behind the rising demand for healthy and natural food products such as organic vegetables (Pebrianti, 2021).

An individual's lifestyle is shaped by several elements including attitudes, experiences, personality, self-concept, motives, perceptions, reference groups, social class, family, and culture (Wahyuni & Ruyadi, 2018). Sunarto (2010) categorizes lifestyle into three main indicators: activities, interests, and opinions. These indicators form a framework for understanding consumer orientation in making purchasing decisions.

Meanwhile, promotion is defined as a marketing communication process aimed at informing, persuading, and reminding consumers about a product or brand (Tjiptono, 2015). Laksana (2019) further explains that effective promotion can transform consumers from unfamiliarity to loyalty toward a product. This implies that promotion not only plays a role in enhancing product visibility but also continuously influences consumer perceptions and attitudes. Consumer purchasing decisions are influenced by a complex interplay of internal and external factors. Among the most prominent variables explored in this study are lifestyle and promotion, both of which play a crucial role in shaping consumer behavior, particularly in the evolving landscape of health-conscious consumption post-COVID-19. The pandemic has significantly heightened public awareness regarding health and wellness, leading to an observable shift in dietary preferences and the increased demand for fresh, natural, and organic food products, including fruits and vegetables purchased through online platforms.

Lifestyle, in this context, refers to an individual's characteristic mode of living, encompassing their patterns of activities, interests, and opinions (Widiastutik in Masela MS, 2019). It embodies how consumers allocate their time, what they find important in their surroundings, and how they perceive themselves and the world around them. The adoption of healthier lifestyles has been increasingly recognized as a key determinant in purchasing behavior, with consumers actively seeking products that align with their values and health goals (Pebrianti, 2021). This change is not only behavioral but also psychological, reflecting a deeper transformation in how individuals define well-being and make food choices accordingly.

The formation of lifestyle is influenced by a range of psychological and social variables, including attitudes, past experiences, personality traits, self-concept, underlying motives, perceptual processes, and the influence of reference groups, social class, familial background, and cultural norms (Wahyuni & Ruyadi, 2018). In particular, Sunarto (2010) delineates lifestyle into three core dimensions—activities, interests, and opinions (AIO)—which collectively provide a structured lens through which to examine and interpret consumer preferences and behaviors. These dimensions serve as diagnostic tools to assess how consumers engage with marketing stimuli and make product-related decisions.

In parallel, promotion constitutes another vital factor in consumer decision-making processes. Defined as a strategic marketing communication function, promotion involves delivering targeted messages to inform, persuade, and remind potential customers about a product, service, or brand (Tjiptono, 2015). Its role is not limited to product awareness but extends to shaping consumer attitudes, building emotional connections, and ultimately encouraging brand loyalty. Laksana (2019) emphasizes that an effective promotional strategy can guide consumers along the journey from initial awareness to eventual brand preference and advocacy. Through mechanisms such as personal selling, advertising, sales promotion, public relations, and direct marketing, promotion creates consistent brand exposure and reinforces purchase intentions over time.

In essence, lifestyle and promotion are interrelated forces that collectively influence how consumers perceive value, evaluate options, and arrive at purchasing decisions. Understanding the synergy between these two variables provides deeper insights into consumer psychology and equips businesses—particularly those operating in the online fresh produce sector—with the strategic tools needed to tailor their offerings and communications effectively.

1.2. Hypothesis Development

This study examines the influence of lifestyle, promotion, and service quality on purchasing decisions. The hypothesis development is based on findings from previous studies, which indicate positive and significant relationships between these variables and purchasing decisions.

a. Influence of Lifestyle on Purchasing Decisions

Lifestyle reflects consumers' patterns of spending time and money, thereby influencing their preferences and purchasing decisions. Rakasyifa and Mukti (2020) found that lifestyle has a positive and significant effect on purchasing decisions. Similar results were reported by Sukmawati and Ekasasi (2020) as well as Pratiwi and Patrikha (2021), who stated that lifestyle is an important determinant influencing consumers' purchasing decisions. Based on these findings, the following hypothesis is proposed:

H1: Lifestyle has a positive and significant effect on purchasing decisions.

b. Influence of Promotion on Purchasing Decisions

Promotion is a form of marketing communication aimed at informing, persuading, and influencing consumers to make purchases. Several previous studies have demonstrated that promotion significantly affects purchasing decisions. Restuningtyaswidi and Simamora (2021), Sukmawati and Ekasasi (2020), Lestari et al. (2021), Widiyanto and Sugandha (2019), Istiqomatin, Setiadi, and Ekowati (2021), Latief (2022), and Angraini and Harwani (2020) all revealed that promotion has a positive and significant effect on purchasing decisions. Therefore, the following hypothesis is formulated:

H2: Promotion has a positive and significant effect on purchasing decisions.

c. Influence of Service Quality on Purchasing Decisions

Service quality describes the extent to which the service provided meets or exceeds consumer expectations. Research by Restuningtyaswidi and Simamora (2021), Santosa (2018), Kusuma and Hermawan (2020), Tran et al. (2020), Shah et al. (2019), Paputungan, Rauf, and Halid (2020), and Agustini, Amanah, and Harahap (2020) consistently show that service quality has a positive and significant effect on purchasing decisions. Based on this empirical foundation, the following hypothesis is proposed:

H3: Service quality has a positive and significant effect on purchasing decisions.

1.3. Conceptual Framework

Based on the hypothesis development described above, a conceptual framework is constructed to clarify the direction of relationships among the studied variables. This framework illustrates that lifestyle, promotion, and service quality are expected to have a

direct influence on purchasing decisions. The diagram of the structural relationships between variables is presented in the following figure.

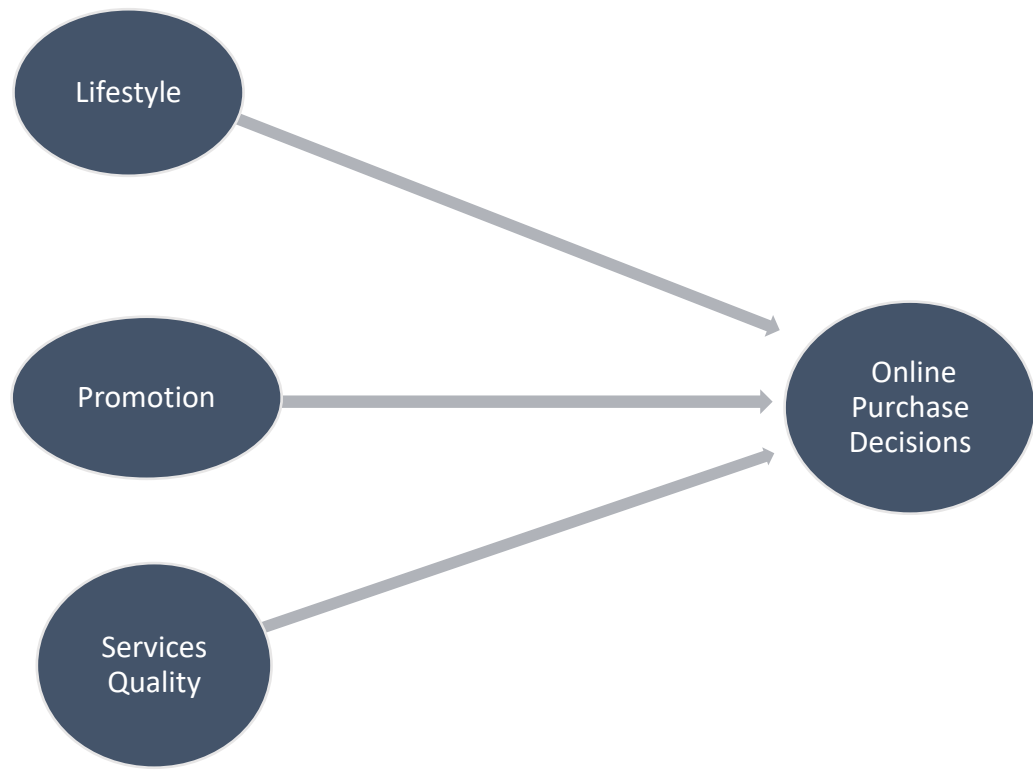


Figure 1. Research Framework

2. METHOD

This study employs a quantitative approach with a causal-comparative design, aimed at testing the influence of independent variables on the dependent variable through hypothesis testing. This method is deemed appropriate for addressing the research problem as it can objectively measure relationships among variables based on empirical data (Sugiyono, 2016). The research was conducted among consumers of the online fruit store GoFruit.id, who purchase fruits and vegetables online, with data collection carried out both online and in person within the service distribution area of GoFruit.id.

The research process spanned from March 2022 to April 2023, starting from problem formulation, data collection, data analysis, to report writing. The analytical technique used was Partial Least Squares (PLS) analysis to test the significance of the influence of Lifestyle (X1), Promotion (X2), and Service Quality (X3) variables on Purchasing Decision (Y).

Operational definitions of the variables were determined based on relevant theories. The Lifestyle variable was adapted from Sunarto (2010) as cited in Pratiwi & Patrikha (2021),

encompassing indicators of activities, interests, and opinions. The Promotion variable refers to the concept by Kotler & Armstrong (2016), which includes personal selling, advertising, sales promotion, public relations, and direct marketing. Service Quality was measured using five dimensions according to Parasuraman, Zeithaml, and Berry as cited in Saputra & Sudarsa (2019): reliability, responsiveness, assurance, empathy, and tangibles. Meanwhile, Purchasing Decision reflects consumer preferences in product selection.

The research instrument was developed in the form of a questionnaire using an ordinal (Likert) scale, which was tested for validity and reliability before being employed in data analysis. With a systematic methodology design grounded in established theory, this study is expected to provide empirical contributions to the understanding of factors influencing online purchasing decisions, particularly in the context of fruit and vegetable products.

3. RESULTS AND DISCUSSION

This section presents the empirical findings of the study and discusses them in relation to the research questions and existing literature. All hypotheses were tested using structural equation modeling, with t-statistics and path coefficients evaluated to determine significance. The results are discussed in detail below.

The profile of the 100 respondents indicates that the highest proportion consists of female respondents, totaling 59 individuals or 59%, while the lowest proportion is male respondents, with 41 individuals or 41%. Overall, the majority of purchasers at GoFruit.id are female. Regarding age, the largest group is respondents aged 21–30 years, comprising 70 individuals or 70%, whereas the smallest group is respondents under 20 years old, totaling 8 individuals or 8%. Generally, buyers at GoFruit.id are within the 21–30 years age range. In terms of occupation, the majority are employees, accounting for 58 respondents or 58%, while entrepreneurs represent the smallest group, with 5 respondents or 5%. Thus, the predominant occupation among GoFruit.id buyers is employee status. Income distribution shows that most respondents earn between IDR 1,001,000 and IDR 5,000,000, with 57 individuals or 57%, while the smallest groups earn below IDR 1,000,000 and above IDR 10,001,000, each comprising 10 respondents or 10%. In general, GoFruit.id buyers have a monthly income ranging from IDR 1,001,000 to IDR 5,000,000. Regarding purchasing frequency, 87 respondents or 87% purchase fruits and vegetables daily, whereas the smallest group of 13 respondents or 13% purchase only occasionally. Overall, the typical buyer at GoFruit.id regularly purchases fruits and vegetables every day.

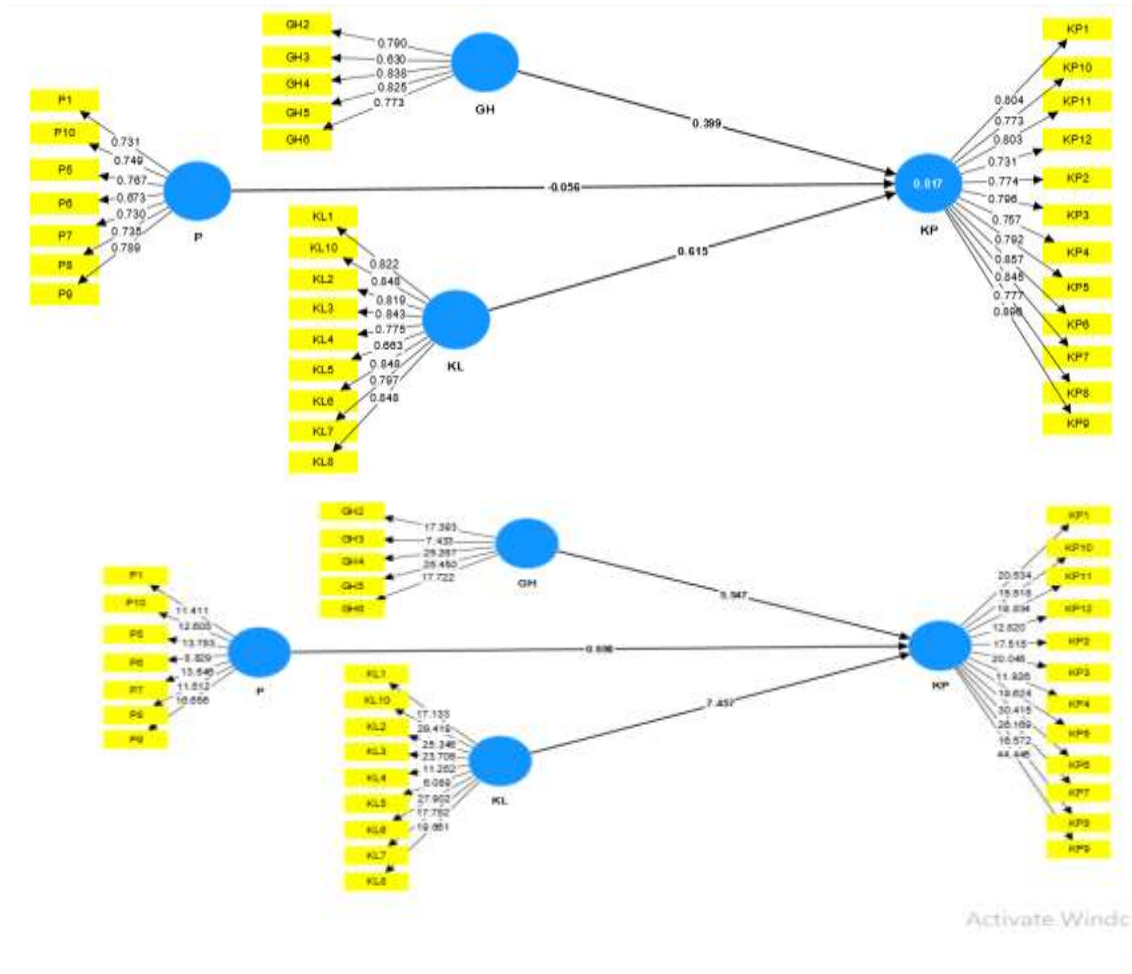


Figure 2. Measurement and Structural Model Analysis

3.1. The Influence of Lifestyle on Purchase Decisions

The first hypothesis (H1) tested the relationship between lifestyle and online purchase decisions for fruits and vegetables. The results indicate a positive and significant effect, with a path coefficient of 0.399 and a t-statistic of 5.547. This finding supports the work of Rakasyifa and Mukti (2020), who also found that lifestyle significantly influences purchase decisions in online retail. The result suggests that consumer lifestyle – reflected in their activities, interests, and opinions – plays a critical role in shaping their decision to buy fresh produce online via GoFruit.id. In this context, consumers are increasingly seeking convenient and health-conscious choices, and GoFruit.id appears to meet these expectations.

3.2. The Influence of Promotion on Purchase Decisions

Hypothesis 2 (H2) tested the effect of promotion on purchase decisions. The findings show no significant relationship, with a path coefficient of -0.056 and a t-statistic of 0.698. This result contrasts with Restuningtyaswidi and Simamora (2021), who found a positive and significant promotional effect in other online retail contexts. The lack of significance in the current study indicates that GoFruit.id's promotional activities do not directly influence

customer purchase decisions. A plausible explanation is that frequent buyers perceive fruits and vegetables as daily necessities and thus are less motivated by discounts or promotional efforts. Consequently, habitual purchasing behavior may override promotional strategies, rendering them less effective.

3.3. The Influence of Service Quality on Purchase Decisions

The third hypothesis (H3) was supported, showing a strong and significant positive effect of service quality on purchase decisions, with a path coefficient of 0.615 and a t-statistic of 7.457. This is consistent with Kusuma and Hermawan (2020), who emphasized the role of service quality in enhancing online purchase intentions. In the case of GoFruit.id, responsiveness, reliability, assurance, empathy, and tangible aspects of service appear to align well with customer expectations, thereby strengthening purchase decisions. Customers are more likely to repurchase when they experience reliable delivery, responsive support, and overall trust in service quality.

4. CONCLUSION AND IMPLICATIONS

Overall, the findings provide clear empirical support for the significant roles of lifestyle and service quality in influencing online purchase decisions, while promotional efforts were found to be ineffective in this context. This suggests that GoFruit.id should prioritize enhancing customer experience and aligning service quality with customer expectations rather than investing heavily in promotions.

However, this study is not without limitations. The sample was restricted to customers of GoFruit.id and may not generalize to other online fruit retailers. Additionally, the cross-sectional design limits causal interpretations. Future studies could expand the sample scope and employ longitudinal designs to assess changes over time.

Despite these limitations, the study provides valuable insights for e-commerce platforms in the fresh produce sector, highlighting the importance of customer-centric strategies beyond price promotions.

4.1 Implications

Theoretically, this research contributes to the literature by providing empirical evidence on the roles of lifestyle and service quality in shaping online purchase decisions in the fresh produce sector. Practically, the results suggest that e-commerce businesses should prioritize enhancing service quality and aligning offerings with the lifestyles of their target customers, rather than relying solely on promotional strategies.

4.2. Future Research Directions

Future studies should consider:

- Expanding the sample to include multiple e-commerce platforms across diverse regions;
- Employing longitudinal or experimental research designs to establish causality;
- Exploring additional variables such as trust, user experience, or product variety that may mediate or moderate the relationship between marketing efforts and purchase decisions.

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