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# The Effect of Product Mix and Lifestyle Toward the Amount Money Spent Mediated by Marketing Strategy

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***Abstract***

*The aim of this research was to analyze how customers spend their money related to product mix, lifestyle, and marketing strategy, besides product mix and lifestyle to the amount money spent mediated by marketing strategy. The customer data are taken from 200 respondents at Carrefour hypermarket in Jakarta, Indonesia. Multiple regression linear using Statistical Product and Service Solutions 22 version has been used to analyze the obtained data to support the quantitative findings. A significant effect among product mix, lifestyle to the amount of money spent mediated by marketing strategy. This study increases the knowledge of professional development for researchers to what extent product mix, lifestyle, and marketing strategy influence the amount of money spent.*

***Keywords:*** *Product mix; Lifestyle; Marketing strategy; Amount of money spent*

## 1. Introduction

Anticipating the product changes as a result of changes in the needs and desires of customers, as well as an understanding of the diversity of consumer behavior is an important aspect for the company [1]. It is started by identifying the needs of customers [2], from which the company can set target specifications. Hence the company can create a list of functions provided by a product, from concept selection, project planning, concept testing, set the final specifications [3], and economic analysis [4]. Thus, the target market need to be clearly identified to increase the likelihood of a successful outcome [5]. Manufacturers must clearly understand customer's expectations of quality desired, in addition to how effectively treat each customer as a unique person that is able to offer products and services according to their needs and create value as well as the relationship [6]. One way to decide this is to study the consumer's lifestyle. Lifestyle is a way of life that influences and is reflected a person's consumption behavior. The basic principle lifestyle research is to know and understand consumer [7]. The decisions in production of a product is usually based on the company's objectives, environment, production strategy, marketing and finance companies [8]. For some companies, the determination of the product mix is one of the most important decisions related to the production plan. Applying product mix decision is to get the product and production programs that maximize profits on limited resources, market demand and sales forecasts [8]. Manufacturers must convince consumers that the quality, strategy and target market reflects expectation (*e.g.,* quality), the shopping experience and service.

So, changes in lifestyle lead to changes needs, which in turn have an impact on changes in consumer purchasing behavior, thereby becoming the marketer's job to follow these changes if it is to dominate market share, combined with global competition, products can quickly become obsolete due to the emergence of new products [9]. More than 89% of manufacturing firms believe that the launch of new products in the market is one of the

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fundamental processes in an industry as growth driver to the source of innovation and competitive advantage [10]. Hence the companies are forced to develop new products, especially in markets high-tech innovations that require a very fast process as well as the networks that support new product development process [11].

Based on previous studies mentioned above, this research presents an investigation about the impact of lifestyle and product mix through marketing strategies to the amount money spent. The dataset used is collected from customers at Carrefour hypermarket in Jakarta, Indonesia. This study focuses on convenience goods, because these products are not only easy to use, or is purchased with a little effort and time, but also is consumed by the final consumer. Due to the large number of products offered on the market, the manufacturer should be able to attract the attention of consumers by providing products that fit consumer lifestyles in particular.

The rest of this paper is organized as follow. Section 2 presents rudimentary used in this work. Section 3 presents research model and proposed hypothesis. Section 4 presents obtained results and following by discussion. Finally, Section 5 concludes this work.

## 2. Rudimentary

### 2.1. Product Mix

The companies have chances to meet customers' needs by offering a wide range of products. By monitoring the product mix and seeking feedback from consumers, the company will know the customers' wants and needs are changing rapidly over time, besides the company can get rid of a competitors' product, reach more customers and satisfy customers' needs. Product mix is a combination of product line in a series of related products [12]. According to Kotler in [13], the product mix is a collection of all levels and types of products offered by the seller. Slack in [14] stated that product mix is the ability to produce a wide range of products, modify the existing products, and assimilate new products, all with minimal degradation of performance. Product mix has five dimensions [13], firstly is the width, and refers to the number of different product lines offered by the company. Small and startups companies usually do not have broad product mix and start with some basic products and build market share. Then, the technology helps them to diversify into other industries and establish wide product mix. Breadth refers to the number of product lines or a wider product diversity by giving rebates or discounts and selling products in several different product categories. Thirdly, the length refers to the number of all types of products manufactured in the company's product line. The fourth, the depth, which refers to the diversity offered variations of each product line. The depth of product mix related to the number of variations for each product. Variations can include the size, flavor and any other distinguishing characteristics. The fifth is the consistency to how closely the product line by the end user or consumer how to achieve product lines and product lines related to how closely related to each other - in the case of the use, production and distribution. The consistency of the product can happen in the distribution, but very different in usage.

### 2.2. Lifestyle

Consumer lifestyle shows different buying behavior and relates with their activities. By lifestyle, marketers build relationships between the products offered in the market and group lifestyle targeted. This involves market segmentation on the basis of the dimensions of lifestyle, product positioning in an attractive way for activities, interests and opinions of the target market and conduct special promotional campaigns aim to exploit lifestyle and increase the market value of the products offered [15]. Lifestyle is important for segmentation analysis in marketing activities besides as a component of the broader concept of the behavior called psychographics [16]. Lazer in [17,18] defines lifestyle as a whole pattern of behavior that determined and is determined by the consumption as well as an integrated system of attitudes, values, interests, opinions and behavior. Wellsin [16] showed that lifestyle is a major part in the research psychographic, and lifestyle information may explain much about the purchasing activities.

#### 2.2.1. Lifestyle Approach

One approach about the lifestyle variables is AIO. Anderson and Golden in [20] stated that the lifestyle associated with economic level where people live, how they spend their money, and how they allocate their time. In particular, steps lifestyle segmentation studies how people spend their time, what interests they have, what they value, and identifies some basic demographic characteristics.

#### 2.2.2. Lifestyle Concept

Lifestyle concept is the concept of social science, integrated community and the concept of systematic, represents the characteristic pattern of life in one social stratum or a particular community. The characteristics of the community differs in social communities as resulting from the effect of culture dimensions, the concept of value, resources, beliefs, and laws, and others [17,18,21]. According to Reynolds and Darden in [22], lifestyle is measured primarily by three dimensions, i.e. the activity (A), interest (I) and opinions (O), called AIO scale. Plummer in [23] emphasized that lifestyle contained statistical variables of population and diverse mental characteristics to build four dimensions of activities, interests, opinions and statistical variables of the population. Engel, *et al*. In [24] emphasized that lifestyle is the way people live, using money and time, which is a reflection of personal activities, interests, and opinions on various subjects. In the study of lifestyles, values is an essential component to determine the status of the individual. Kahle and Kennedy [25] noted, people often buy products to meet the interests of its value. Carman [26] suggested that the values are directly related to one's lifestyle. Value is an abstract concept that serves as a guideline to classify things and facilitate the processing of information. It also helps people in the decision in trying the product, service, or idea [25]. Waldrop in [27) added that the product consumed is as a self-image of consumers, consumer values is more important than their demographics. It is also responsible for a variety of market-related behaviors, such as attitudes, beliefs, brand selection, and use of the product [28]. Most studies adopt a lifestyle of Maslow's needs hierarchy as the theoretical foundation. Maslow's theory suggested that humans satisfy their needs in a sequence that starts from the physiological needs (food, water, and sex) which then need to be safety (protection from harm), the need for love and belonging (friendship), esteem needs (prestige, respect for others) and finally, the need for self-actualization (self-fulfillment) [29].

### 2.3. Marketing Strategy

Strategy refers to the plan, the terms and conditions of how actions designed, how the different parts are interrelated to achieve certain goals. According to Mason [30], the marketing strategy is "a process that can allow an organization to concentrate its limited resources on the greatest opportunities to increase of sales and achieve a sustainable competitive advantage and should be centered on the key concept and as the main goal, customer satisfaction". The marketing strategy is a method that focuses on the energy and resources that can increase sales and dominate the niche markets targeted by combining product development, promotion, distribution, pricing, relationship management and other elements; identifying the company's marketing objectives, and explaining how it will be achieved, ideally within a specified timeframe besides how the company will successfully meet the needs and desires of customers, prospects, and competitors in the market. It can be concluded that marketing strategy refers to pattern-making integrated organization in determining the important choices that relate to the served target market segments, the allocation of marketing resources, and marketing activities towards the creation products that offer value to the customer and to enable organizations to achieve a certain goal.

#### 2.3.1. Aspects of Marketing Strategy

Some aspects that affect the marketing strategy are innovation, technology, and network.

##### 2.3.1.1. Innovation

Innovation is classified based on the type, degree of novelty, and nature [31]. Based on the type [32], there are four types of innovation is product or service innovation, process innovation, marketing innovation and organizational innovation. Product innovation is the introduction of new products, an increase in the characteristics or the intended use. Process innovation, the application of methods of producing or conducting enhanced significantly. Marketing innovation is the implementation of new marketing methods involve changes in product design or package, product placement, product promotion or pricing and aim to meet customers' needs, open new markets, or new product positioning in the market, and increase the companies' sales. Organizational innovation, namely the implementation of the method of the new organization in the company's business practices, workplace organization or external relations with intended to improve the company's performance by reducing administrative costs or transaction costs, increase job satisfaction (and thus labor productivity), gain asset market access which is difficult to get into. The company's innovation is a new thing for the company (or in the case of products and processes can be improved significantly). Innovation to the market occurs when the company is the first to introduce innovations in the market. The market is defined as the company itself and its competitors include geographical regions or product lines. The geographical scope covers domestic and international companies. Innovation for the world is a new innovation when the company was first to introduce the innovation for all markets and industries, domestic and international [32]. According Terziovski in [31] and Varjonen in [33], there are four basic properties of natural innovation is incremental innovation, radical innovation, bully or a destroyer innovation, and the semi-radical innovation. Incremental innovation builds on existing knowledge and occurs continuously within the organization. Radical innovation produces a fundamental change in the product, service or process, offers substantial advantages [34] and a competitive advantage but it has a big risk. Bully or destroyer (disruptive) innovation, the innovation that can change the basis of society, for example the transformation of today's computing technology. Semi-radical innovations [35], is a combination of incremental innovation and radical innovation. Some literature describes the six-generation model of the innovation process at the start of the linear model simple covering the basic stages of the innovation process for interactive model to the complex which takes into account the complexity of the process of innovation by introducing internal and external factors that affect innovation [33, 36]. The first impulse technology (technology push) [33] is a simple linear sequential process. The emphasis on R & D and science where innovation is driven by technology and science. The pull of the market (market pull). According to Varjonen in [33] which is a simple linear sequential process. The emphasis on marketing. Innovation is pulled by the needs of the market. Coupling Model [37]. The interaction between the various elements and their feedback among them. Innovation is the result of the simultaneous three functions of knowledge in R & D, manufacturing, and marketing. Interactive models [37], which is a combination of models push, pull and integration within the company. The process of innovation is seen as a parallel activity across organizational functions. Innovation network model [38] that innovation occurs in the internal network and external stakeholders. Open innovation [39] which is an innovation that not only just within the confines of the company, internal and external ideas as well as internal but also external market combinations to advance the development of new technology or the introduction of innovative products, services and processes. Everett in [40] identified five factors that help or hinder the introduction of innovations, those are relative advantage, compatibility, complexity, trial ability, and observability. Relative advantage, *i.e.*, how much better approach than the approach currently being used [41]. Compatibility is the degree to which the innovation is consistent with existing values, norms, past experiences, and needs of potential adopters. Complexity, *i.e.*, how users believe that innovation is easy to understand and use. The classical problem in the introduction of the technology is that the technology that created no difficulty in use, especially in their areas of expertise. Trial ability, *i.e.*, how easily users try innovations without major effort or expense. Observability, *i.e.*, how easily users see the benefits of innovation and see other people using innovation.

#### 2.3.1.2. Technology

Technology allows companies develop unique products to attract customers, satisfy the needs of the market and increase profitability. High-tech companies typically produce both formal and informal knowledge as they grow and have competitive advantages. On the other hand, not all companies are able to respond changes in technology and business conditions quickly because the process of learning requires a minimum level of capacity, competence, and involves the application of human intelligence to harness the laws of science. Technology is the creation, modification, usage and knowledge of tools, machines, techniques, crafts, systems, and methods of organization, in order to solve problems, improve the existing solutions to the problem, achieve goals, handle applied to the relationship of input / output or perform certain functions, including engines, modifications, arrangements and procedures. Technology is not just how to combine resources to produce desired products, to solve problems, fulfill needs, or satisfy a desire, but also includes technical methods, skills, processes, techniques, tools and raw materials. Technology can be viewed as an activity that forms or changes culture [42, 43]. According to Baldwin and Lin in [44] technology innovation covers all activities (scientific, technological, organizational, financial, and commercial), include investments in new knowledge, intended to lead to new products. Similarly, there is a need to understand the role of research and development (R & D) and non - R & D in the innovation process and how they are affected by the innovation system, to understand how technology affects the productivity and growth. Not all technological innovations have succeeded and some have failed spectacularly. Almost every major technology company with a long history.

#### 2.3.1.3. Network (network)

According to Ritter, *et al.*, in [45], the term "network" refers to the formation and use of systematic (management) internal and external relationships (communication, interaction, and coordination) between people, teams or organizations ("nodes") to improve performance. The key elements of this definition are systematic management, nodes such as experts, teams and organizations, networks include communication, interaction and coordination between the nodes, and the latter increased performance due to the use of the network structure that aims to improve as a source of knowledge, such as organizational structure can be used to improve effectiveness. Ritter in [46] developed the concept of the competence of the enterprise network, network management task level performance and network management qualifications held by those who handle the relationship involves a lot of companies and organizations [47]. This concept highlights the interaction of the company in an attempt to obtain information, the exchange offer and collaborate in technology. Network enables companies to build, use relationships with other organizations in which the state is a major factor for the success of innovation market-oriented and relationship marketing strategies better, and to sell innovative products [48]. The network competence can be assumed to have a level of knowledge of the larger market, which, in turn, contributes to the success of innovation [49]. According to van Aalst in [50], the network provides many advantages: such as open access to various resources, offers the opportunity to learn much broader than just a hierarchical organization, provides more flexible and, at the same time, more stable base for coordination and more interactive. Lastly, the network represents a mechanism for creating, accessing and developing the knowledge necessary to complement each other and can function horizontally between the institutions of the same sector or different, between companies and research centers, or between companies that compete or they may be vertical arrangements between clients and suppliers. The network can be divided into three types, although in practice may occur in combination, firstly, the community of practice, a network that is driven by the need to find solution practitioners practical problems. This network combines a database organized by experience (the "know-what" and "know-how") and interactive communication and search ("know- who" and "know where"). The second is a network of organizations, described as an explicit or implicit cooperation among autonomous organizations, to create a group relationship mutually by using their core competencies and market position. The third is a virtual community, that is, a network of communities that utilize ICT to exchange information, build public influence, and achieved certain results or maybe just for fun [51].

## 2.4. Money Spent

The money spent in consuming products by consumers can be different. This is determined by the segmentation that divides the market into the smallest group with needs, characteristics, and different behaviors that require different products or services.

### 2.4.1. Market Segmentation

The market consists of buyers with wants, needs, resources, location, attitude, and the way in buying products. By market segmentation, companies divide large, heterogeneous market into smaller segments allowing more efficient and effective products and services that fit their unique needs.

### 2.4.2. Consumer Market Segmentation

Consumer market segmentation can be done based on geographic, demographic, psychographic, and behavioral. Marketers can segment the consumer market to see the market structure of each aspect or a combination of these aspects. Geographic segmentation divides the market based on geographic region of the world or a country, city, density, climate, region, county, city, or even neighborhood. A company may decide to operate in one or several geographic areas or operate in all areas but pay attention to geographical differences in determining the needs and desires of products. Hence the company offers products to use advertising, promotions, and sales in accordance with the needs of each region, city, and even the environment. Demographic segment of the market is split by age, sex, family size, family life cycle, income, occupation, education, religion, race, nationality. Demographic factor is the most popular basis in dividing the customers, due to consumer needs, desires, and the level of use of the product are often varied and closely with demographic variables. Age and life cycle can be used to divide the market. In the phase of consumers' life, there are always changes along the proses of life cycle. Company uses age and life cycle segmentation in offering products or using different marketing approaches.  Sex segmentation has long been used in clothing, cosmetics, toiletries, and magazines. Segmentation income have long been used by marketers in offering products and services such as cars, clothing, cosmetics, financial services, and travel. Many companies are targeting affluent consumers with luxury goods and convenience services. Psychographic segmentation divides consumers based on social class, lifestyle, or personality characteristics. People in the same demographic group can have very different psychographic.

Behavioral segmentation divides consumers based on knowledge, attitude, personality, use of, or response to a product. Many marketers believe that behavioral variable is the best first step to build market segment. Consumers can be grouped based on events as they got the idea on the purchase or use of a product that is needed and wanted. This happens when the holidays, special days, or other special days. The second group is based on the advantages and benefits of the products used or purchased. The third is the status of a user. Users can be distinguished on potential users, first-time users, and regular users. The fourth grouping is loyalty in which, consumers can be grouped into the loyalty to the brand, the store and company. The company can classify customers based on a combination of several segmentation. Companies not only identify consumers who have a high income, but also distinguished on the assets, savings, housing, lifestyle, and others. Multivariable segmentation is like geodemographic. The information that appears to aid in planning the marketing for consumer lifestyle associated with zip code, neighborhood, and households.

Based on the above explanation, this research presents an investigation about the impact of lifestyle and product mix through marketing strategies to the amount money spent.

## 3. Research Model

Figure 1 as follow presents the research model. There are four variables, namely Product Mix ($X_1$), Lifestyle ($X_2$), Strategy ($X_3$) and the Amount of Money Spent ($Y$).

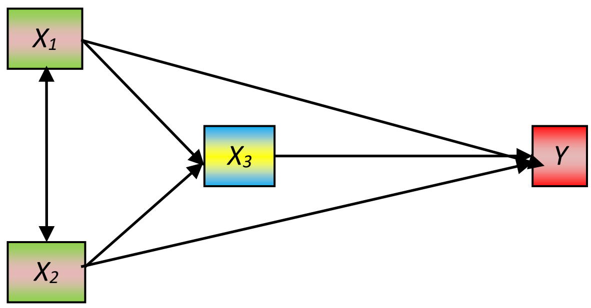


**Figure 1. Research Model**

Based on the research model in Figure 1 above, the hypothesis could be derived as follows:

- H1: It is assumed that there is a significance influence Product Mix ($X_1$) to The Amount of Money Spent ($Y$) in Carrefour hypermarket in Jakarta, Indonesia.
- H2: It is assumed that there is a significance influence Lifestyle ($X_2$) to The Amount of Money Spent ($Y$) in Carrefour hypermarket in Jakarta, Indonesia.
- H3: It is assumed that there is a significance influence Product Mix ($X_1$) and Lifestyle ($X_2$) to Marketing Strategy ($X_3$).
- H4: It is assumed that there is a significance influence Product Mix ($X_1$) and Lifestyle ($X_2$) to the Amount of Money Spent ($Y$) mediated by Marketing Strategy ($X_3$).

### 3.1. Research Methodology

This study is quantitative research because views of the main objectives of the variables to be studied is to see the causality of phenomena or solving problems examined to see how far the influence of product mix and lifestyle through the marketing strategy towards the money spent at Carrefour hypermarket in Jakarta, Indonesia.

### 3.2. Population and Sample Research

Population is the generalization region consisting of objects or subjects that have certain qualities and characteristics defined by the researchers to learn and then drawn conclusions [52]. The population in this study are all visitors who shop at the Carrefour hypermarket in Jakarta, Indonesia. The sample is the number and characteristics possessed of respondents [52]. In this study, the sample of 200 respondents with convenience sampling method that have been chosen at Carrefour hypermarket in Jakarta, Indonesia.

### 3.3. Data Collection Tools

Techniques used in the collection of data in this study are:

a. Questionnaire (questionnaire)
   This questionnaire technique used to obtain data about Product Mix ($X_1$), Lifestyle ($X_2$), Marketing Strategies ($X_3$), and the Amount of Money Spent ($Y$) at Carrefour hypermarket in Jakarta, Indonesia.
b. Observation Techniques
   This technique is used to obtain the data directly into the field.
c. Instruments
   Before the instrument used to collect data needed. Hence the first test instrument to obtain items that valid and reliable questions empirically, using SPSS version 22.

## 4. Results and Discussion

The multiple regression linear results are described as follow:

### 4.1. Product Mix variable ($X_1$) to the Amount of Money Spent variable ($Y$)

The correlation of Product Mix variable ($X_1$) to The Amount of Money Spent variable ($Y$) has coefficient determination $R^2 = 0.233$. It means that approximately 23.3% of the variation in product mix may explain the variation of the variable amount of money spent. The correlation value is $R = 0483$ which means that the relationship of product mix and the amount of money spent is quite significant. The adjusted $R$ Square value is 0229 which means that approximately 22.9% of the variation that occurs in a number of money spent can be explained by the variable product mix and the rest is explained by other variables. Hence, the regression equation is given as follow:

$$Y = 19\ 910 + 0.533\ X_1 \tag{1}$$

The $p$-value *i.e.*, 0.000 is less than significance level *i.e.*, 0.05. It can be said with a significance of 5% of product mix effect on the amount of money spent. The linear regression in (1) gives a significance value of 0.000 which is less than 0.05. It can be said with the significance of 5% of product mix effect on the amount of money spent.

### 4.2. Product Mix Variable ($X_1$) to Marketing Strategy Variable ($X_3$)

The determination coefficient output $R2 = 0.238$ which means that approximately 23.8% of the variation in product mix may explain the variation of the variable marketing strategy. The correlation value $R = 0488$, which means that the relationship between product mix and marketing strategy is significant. The adjusted $R$ Square value is 0.235 which means that about 23.5% of the variation that occurs in marketing strategy can be explained by the variable product mix and the rest is explained by other variables. Hence, the regression equation is given as follow:

$$X_3 = 17\ 597 + 0.386\ X_1 \tag{2}$$

The p-value *i.e.*, 0.000 is less than the significance level *i.e.*, 0.05 which means with the 5% significance effect on the product mix influence marketing strategy. The linear regression in (2) gives a significance value of 0.000 is less than 0.05. It can be said with the significance of 5% of product mix effect on marketing strategy.

### 4.3. Lifestyle Variable ($X_2$) to the Amount of Money Spent variable ($Y$)

The determination coefficient output $R2$ = 0.438 means that approximately 43.8% of the variation can explain the variation lifestyle variable to the amount of money spent. The correlation value $R$ = 0662, means that the relationship between lifestyle and the Amount of Money spent is significant. The adjusted $R$ Square value is 0435 means that approximately 43.5% of the variation that occurs in the Amount of money spent can be explained by lifestyle variable and the rest is explained by other variables. The regression equation is:

$$Y = 13\ 613 + 0535\ X_2 \tag{3}$$

The p-value *i.e.*, 0.000 is less than the significance level *i.e.*, 0:05. It can be said with the 5% significance lifestyle affects the Amount of money is spent. The simple linear regression in (3) gives a significance value of 0.000 is less than 0.05. It can be said with the 5% significance lifestyle affects the Amount of Money Spent.

### 4.4. Lifestyle Variable ($X1$) to Marketing Strategy Variable ($X3$)

The determination coefficient output $R2$ = 0.391 means that approximately 39.1% of the variation can explain the variation Lifestyle variables to Marketing Strategy. The correlation value is $R$ = 0.625, means that the relationship between Lifestyle and Marketing Strategy is very significant. The adjusted $R$ Square value is 0.388 means that approximately 38.8% of the variation that occurs in Marketing Strategy can be explained by the variable Lifestyle and the rest is explained by other variables. The regression equation is:

$$X_3 = 15.699 + 0.362\ X_1 \tag{4}$$

The p-value *i.e.*, 0.000 is less than the significance level *i.e.*, 0.05. It can be said 5% significance Lifestyle influence on Marketing Strategy. The simple linear regression in (4) gives a significance value of 0.000 is less than 0.05. It can be said with the 5% significance Lifestyle influence on Marketing Strategy.

### 4.5. Product Mix Variable ($X_1$) and Lifestyle variable ($X_2$) to Marketing Strategy variable ($X_3$)

The regression equation is:

$$Y = 2.166 + 0.221X_2 + 0.295\ X_3 \tag{5}$$

The Product Mix ($X_1$) to Marketing Strategy ($X_3$) has sig 0000. The sig value is smaller than the probability value *i.e.*, 0.05, then both $H_0$ and $H_1$ are accepted. Product Mix variable ($X_1$) has value *i.e.*, 4,852 which is greater than $t$ table *i.e.*, 1. 97202. It can be concluded that the Product Mix ($X_1$) has a significant connection to the Marketing

Strategy ($X3$). Meanwhile, Lifestyle ($X_2$) to Marketing Strategy ($X_3$) has sig 0000. Sig value is less than the probability value i.e. 0.05, then $H_0$ and $H_1$ accepted. Variable Product Mix ($X_1$) has value to 8.868 which is greater than *t* table *i.e.*, 1.97202. It can be concluded that the Lifestyle ($X_2$) has a significant connection to the Marketing Strategy ($X_3$). The Hypothesis testing results are given as follow:

a. H1: Product Mix ($X_1$) has significant effect on Marketing Strategy ($X_3$). Hence, $H_1$ is accepted and $H_0$ rejected.

b. H2: Lifestyle ($X_2$) has significant effect on Marketing Strategy ($X_3$). Hence, $H_2$ is accepted and $H_0$ rejected.

The values obtained is 82.460 with a probability value (sig) = 0.000. Hence, simultaneously Product Mix and Lifestyle significant effect on Marketing Strategy ($X_3$). Determination coefficient ($R2$) shows that Product Mix ($X_1$) and Lifestyle effect Marketing Strategy ($X_3$) 45.6%, while 54.4% influenced by other variables not examined. The correlation value is $R$ = 0675, means that the relationship between Lifestyle ($X_2$) and Product Mix ($X_1$) to the Marketing Strategy ($X_3$) is strong. The adjusted $R$ Square value is 0.450 means that about 45% of the variation that occurs in Marketing Strategy can be explained by the variable Lifestyle and Product Mix, the rest is explained by other variables.

### 4.6. Product Mix variable ($X_1$) and Lifestyle variable to the Amount of Money Spent ($Y$) mediated by Marketing Strategy ($X_3$)

The regression equation is:

$$Y = -5247 + 0115\, X_1 + 0753\, X2 + 0.228\, X_3 \tag{6}$$

The coefficient Sig value is 0.000 which is less than the probability value 0.05. Therefore, $H_0$ and $H_1$ accepted. The variable Product Mix ($X_1$) has amounted to 9433. It can be concluded that $X_2$ has a significant relationship to the Amount of Money Spent ($Y$). The results of Hypothesis Testing are:

a. H1: Product Mix ($X_1$) has significant effect on Marketing Strategy ($X_3$). Hence, $H_1$ is accepted and $H_0$ rejected.
b. H2: Lifestyle has significantly influence to the Amount of Money Spent. Hence, $H_2$ is accepted and $H_0$ rejected.
c. H3: Marketing Strategies has significant influence to the Amount of Money Spent. Hence, $H_3$ is accepted and $H_0$ rejected.

The probability value (sig) = 0.000. Hence, $H_{01}$ is accepted, means both Product Mix and Lifestyle has significant effect on Marketing Strategy. The determination coefficient ($R2$) shows that product mix, lifestyle, and marketing strategy has significant effect to The Amount of Money Spent, 65.1%, while 34.9% are influenced by other variables not examined. The correlation value $R$ = 0.807, means that the relationship between product mix, lifestyle and Marketing Strategy to The amount of Money Spent is very strong. The adjusted $R$ Square value is 0.645 means that 64.5% of the variation that occurs in The Amount of Money Spent can be explained by Marketing Strategy, Lifestyle, and Product Mix, the rest is explained by other variables. The independent variables simultaneously significant effect on the dependent variable because probability value (sig) = 0.000. Hence $H_{01}$ is accepted, means Product Mix ($X_1$), Lifestyle ($X_2$), and Marketing Strategy ($X_3$) has significant effect on the Amount of Money Spent ($Y$).

### 4.7. Discussion

Based on the research result, the analysis, and the discussion done, it can concluded that: Partial regression test results, indicate that the independent variables significantly influence the dependent variable as the result of Sig <0.05 or below 5%. Partial regression test results for both of these tests are all significant. The variables $X_1$ and $X_2$ to $X_3$ indicates value 4.852 and 8,868. While the value of $t$ table 1.97202. Hence everything is significant. The testing of $X_1$, $X_2$ and $X_3$ to $Y$ indicates there are values 2126 and 5158 as well as 9433. While $t$ table value is 1.97202. Hence everything is also significant. Partial Test Results (regression equation). Beta research produced entirely beta is positive, it means that the influence exerted by the independent variable to dependent variable is positive. The two regression equations obtained *i.e*.

$$X_3 = 2.166 + 0.221\ X_1 + 0.295\ \mathrm{X}_2 + e. \tag{7}$$

From above equation, if $X_1$ and $X_2$ is zero, then the $X_3$ will be constant at 2,166. If there is an increase of either $X_1$ or $X_3$ will be an increase of 0.221 plus constants and vice versa. If there is an increase of 1 $X_2$, $X_3$ there will be a rise of 0.295 and vice versa.

$$Y = 5.427 + 0.115\ X_1 + 0.228\ X_2 + 0.753\ X_3 + e \tag{8}$$

That is, if all values of $X_1$, $X_2$, and $X_3$ are zero, then the variable $Y$ will be constant at 5,427. If there is an increase $X$1 for one, will be an increase of 0.115 plus constant $Y$ and vice versa. If there is an increase $X_2$ by 1, there will be an increase in $Y$ of 0.228 and vice versa. If there is an increase $X_3$ for 1, there will be an increase in Y of 0.753 and vice versa.

The results of simultaneous test can show that testing produces Sig value is less than 0.05 so that it can be said the independent variables significantly influence the dependent variable. Collectively independent variables significantly influence the dependent variable because the results of ANOVA, the value is 121.781 and 82.460. Meanwhile the $F$ table is about 3.04 means that independent variables significantly influence the dependent variable. Therefore, the total influence of $X_1$ to $Y$ mediated by $X_3$ is given as follow:

Direct influence of $X_1$ to $Y$ = 0104
Indirect Influence of $X_1$ to $Y$ mediated by $X_3$ = 0.279 × 0540 = 0.15066
Effect of Total = 0.25466

Furthermore, the total influence of $X_2$ to $Y$ mediated by $X_3$ is given as follow:

Direct influence of $X_2$ to $Y$ = 0282
Indirect Influence $X_2$ to $Y$ mediated $X_3$ = 0511 × 0540 = 0.27594
The total effect = 0.55794

## 5. Conclusion

This paper has presented an analysis on how customers spend their money related to product mix, lifestyle, and marketing strategy, besides product mix and lifestyle to the amount money spent mediated by marketing strategy. The results has shown that a significant effect is obtained among product mix, lifestyle to the amount of money spent mediated by marketing strategy. The results of this empirical research challenge and invite another researchers to continue and develop it. The result can be a knowledge and information for another researchers and businessmen.

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