

THE RELATIONSHIP MODEL OF PERSONALITY, SELF-CONCEPT, AND LIFESTYLE ON SOFT DRINK CONSUMPTION

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ABSTRACT

In Indonesia, the most per capita expenditure for foodstuff is spent on food and beverages. In general, the development of the soft drink market share is declining and the competition is getting tougher. Therefore, marketers need to know about consumers and their behavior. The purpose of this research is to analyze the relationship of personality, self-concept, and lifestyle on soft drink consumption, and managerial implications on marketing strategies. Personality, self-concept, and lifestyle are individual's differences that influence consumer decisions in buying and consuming products. This research used conclusive research design in the form of descriptive-verification/causal research method, and data collection was done using questionnaire. The sampling techniques are stratified random sampling, simple random sampling, and KISH GRID sampling, which resulted in 280 samples. The research variables of this research are personality, self-concept, and lifestyle, which were analyzed using cross tabulation, scoring, Chi-Square, Spearman correlation, K-Means cluster, and structural equation model (SEM). The findings showed that male consumers consumed more soft drinks than women did. Gender, age, personality traits, self-concept, and consumer lifestyle determined the type of beverage consumed. Gender and soft drink consumption levels were significantly related. Lifestyle significantly influenced the consumption of soft drink. Personality, self-concept, and lifestyle simultaneously influence the consumption of soft drink. As for the managerial implications on marketing strategies related to soft drink consumption, soft drink company should consider personality (product quality and product availability), self-concept (impulsive buying), and lifestyle (product close to consumers, marketing communication on mass media and digital media, and green marketing) on its strategies.

Keywords: Lifestyle, personality, self-concept, and consumption of soft drink

INTRODUCTION

Kantar Worldpanel Indonesia on jpnn.com (2015) reported that Indonesia is one of the countries in Asia that experienced a very large decline in the consumer goods sector, especially in the food and beverage sector compared to the previous year. The growth of consumer goods in Indonesia in 2015 was 7.4 %, which was experiencing a decrease compared to 2014, which reach 15.2%. In Indonesia, the monthly per capita expenditure for foodstuff was mostly spent on food and beverages, with an average proportion per capita of 32.5% in 2014 (BPS 2015). MARS Indonesia's research results (2017) in Jakarta on 636 respondents in Table 1 showed that soft drink products that have the largest growth are ready-to-drink tea that showed a growth trend every year, and other soft drink product categories tended to decrease.

In the consumer decision model, the consumer decision process at the consumption stage is influenced by individuals' differences such as individuals' characteristics and psychological processes in consumers, which include personality, self-concept, and lifestyle that are interrelated and affect consumer decisions in buying and consuming products (Schiffman and Kanuk, 2010; Sumarwan, 2011; Kurtz, 2012; Blackwell, et al. 2012; Hawkins and Mothersbaugh, 2013; Kotler and Armstrong, 2014; Perreault, 2014; Marshall and Johnston, 2015).

Personality is the deepest difference in human characteristics that describes the unique characteristics of each individual that affect individual responses in the same situation to the environment consistently and affect individual behavior (Blackwell et al., 2012; Hawkins and Mothersbaugh, 2013; Kotler and Keller, 2013; Marshall and Johnston, 2015; Schiffman and Kanuk, 2010; Solomon, 2015; Sumarwan, 2011). Personality influences behavior in choosing or buying products that are appropriate to and match their personality. It also can be used as a basis for market segmentation and to design communication approach that is appropriate to the intended target of consumers so that consumers can accept the products being marketed (Sumarwan, 2011). The theory of the big five personality traits according to Costa and McCrae (1995), are neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness.

Self-concept is a people's perception or feeling towards themselves that describes their attitudes towards them and influences the buying and using behavior of a product (Hawkins and Mothersbaugh, 2013; Kotler and Keller, 2013; Kurtz, 2012; Sumarwan, 2011). Sumarwan (2011), and Hawkins & Mothersbaugh (2013) state that self-concepts consist of actual self-concept and ideal self-concept. Actual self-concept is how a person sees himself or herself. Ideal self-concept is the desire of someone who wants to be their ideal selves. Self-concept is strongly related to the character or traits of one's personality (Kotler and Armstrong, 2014; Kurtz, 2012; Sumarwan, 2011).

Lifestyle is something that describes the behavior of someone regarding how to live, use their money, and utilize the time they have (Blackwell et al., 2012; Hawkins and Mothersbaugh, 2013; Kurtz, 2012; Solomon, 2015; Sumarwan, 2011). Lifestyle is expressed by activities, interests, and opinions (Blackwell et al., 2012; Kotler and Armstrong, 2014; Kurtz, 2012; Marshall and Johnston, 2015; Perreault et al., 2014; Schiffman and Kanuk, 2010; Solomon, 2015; Sumarwan, 2011). Lifestyle is related to personality (Sumarwan, 2011), which influences purchasing behavior (Kotler and Armstrong, 2014; Perreault et al., 2014), and also a basis for segmentation (Kurtz, 2012).

A review of consumer behavior research on ready-to-drink tea was carried out by Panjaitan (2000), carbonated drink by Tirtasuwanda (2003), juices by Suryadi (2004), and isotonic by Handayani (2007). Various research related to personality are consumer personality and behavior (Luchs and Mooradian, 2012; Singh et al., 2015); consumer personality and purchase

intention (Lu et al., 2015; Lee, 2013); personality on purchasing behavior (Goi, 2015; Udo-Imeh, 2015; Shahjehan et al., 2012; Tsao and Chang, 2010). Research on self-concepts are self-concept and the situation of consumption (Abel et al., 2013); individual self-concept and suitability of brand personality in determining brand choices (Kare and Handa, 2009); actual self-image, ideal self-image, and satisfaction and loyalty (Abdallat, 2012); self-concept and purchasing behavior (Kulsiri, 2012; Mittal, 2015); self-concept and brand preference (Tsai et al., 2015); self-concept and brand loyalty attitude (Thakur and Kaur, 2015).

Furthermore, research on lifestyle are lifestyle and behavior of buyers/consumers (Krishnan, 2011; Pandey and Jaiswar, 2015); consumer lifestyles and purchases (Lin and Shih, 2012; Pagalea and Uta, 2012); lifestyle and time usage and patterns of consumer activity (Jalas and Juntunen, 2015); consumer segmentation based on lifestyle (Vaidya, 2015; Beck et al., 2015); lifestyle and consumer consumption behavior (Aug and Onuoba, 2016). Other research conducted by Kaminakis et al. (2014) is the self-concept and personality of luxury consumer products; customer self-concept and lifestyle towards purchasing (Naz and Lohdi, 2015); consumer personality and self-concept on brand loyalty (Mahjoub and Naeij, 2017).

Table 1: Consumption level and market share of soft drink consumers in Jakarta, 2014-2016

Product category	Soft drink consumption (%)			Deviation in 2014 vs 2016 (%)	Market share of soft drink consumers (%)			Deviation in 2014 vs 2016 (%)
	2014	2015	2016		2014	2015	2016	
Bottled water	90.3	92.4	93.2	3.2	36.2	34.2	34.9	(3.6)
Ready-to-drink tea	22.6	36.4	47.6	110.6	9.1	13.5	17.8	95.6
Fruit flavored tea	14.1	19.5	12.8	(9.2)	5.7	7.2	4.8	(15.8)
Carbonated drink	56.4	58.7	54	(4.3)	22.6	21.7	20.2	(10.6)
Juice	27.1	26.5	23.3	(14)	10.9	9.8	8.7	(20.2)
Isotonic drink	38.7	36.3	36.7	(5.2)	15.5	13.5	13.7	(11.6)

Source: Processed by MARS Indonesia (2017)

The aforementioned previous studies reveal that research on the relationship of personality, self-concept, and lifestyle on soft drinks has never been done before. From the problem of the decline on the level of consumption and market share of soft drinks, marketers need to get to know consumers and their behavior through the understanding of one's individual differences such as personality, self-concept, and lifestyle. The purposes of the study are to analyze the personality, self-concept, lifestyle, and soft drink consumption; to analyze the relationship of personality, self-concept, and lifestyle on soft drink consumption; and to formulate the managerial implications on soft drink marketing strategies.

RESEARCH METHOD

The research was conducted in the housing cluster/areas in several areas in Bumi Serpong Damai (BSD) City, Tangerang Regency, and South Tangerang, Banten Province. The time period for the research was from March to October 2018. The secondary data sources are the Statistics Indonesia (BPS, *Badan Pusat Statistik*), the results of MARS Indonesia's research, and previous research. In accordance, primary data collection was done through surveys. Population is 15-year old above people residing in 4 clusters/sectors from 3 housing areas in 3 regions in BSD City who consumed soft drinks.

The sample selection method was done by using stratified random sampling based on population strata that represent Socioeconomic Status (SES). Each cluster/sector was sampled from the residence unit (UTK, *Unit Tinggal Kediaman*) using a simple random sampling method, then each UTK was sampled as a respondent with KISH GRID method. The minimum sample size in SEM used a minimum ratio of five samples for each indicator (Hair et al., 1998; Jogiyanto, 2011; Sitinjak and Sugiarto, 2006). The number of samples in this research was 280 samples. The independent variables in this research are personality, self-concept, and lifestyle, and the dependent variable is the consumption of soft drinks. Personality, self-concept and lifestyle measurements use ordinal scale, whilst soft drinks consumption uses ratio scale.

This research used conclusive research design in the form of descriptive-verification/causal approach. The descriptive analysis is using cross tabulation, as also Spearman's correlation and Chi-Square analysis for the relationship of sex and age with consumption. Personality and lifestyle are classified using scoring, as well as self-concept with the K-Means cluster. The measurement of personality, self-concept, and lifestyle for research instruments was modified from the dimensions of personality, self-concept, and lifestyle using a Likert scale which was categorized into five levels. A verification research to test the relationship between variables is done through hypothesis testing using Structural Equation Modeling (SEM) with LISREL software.

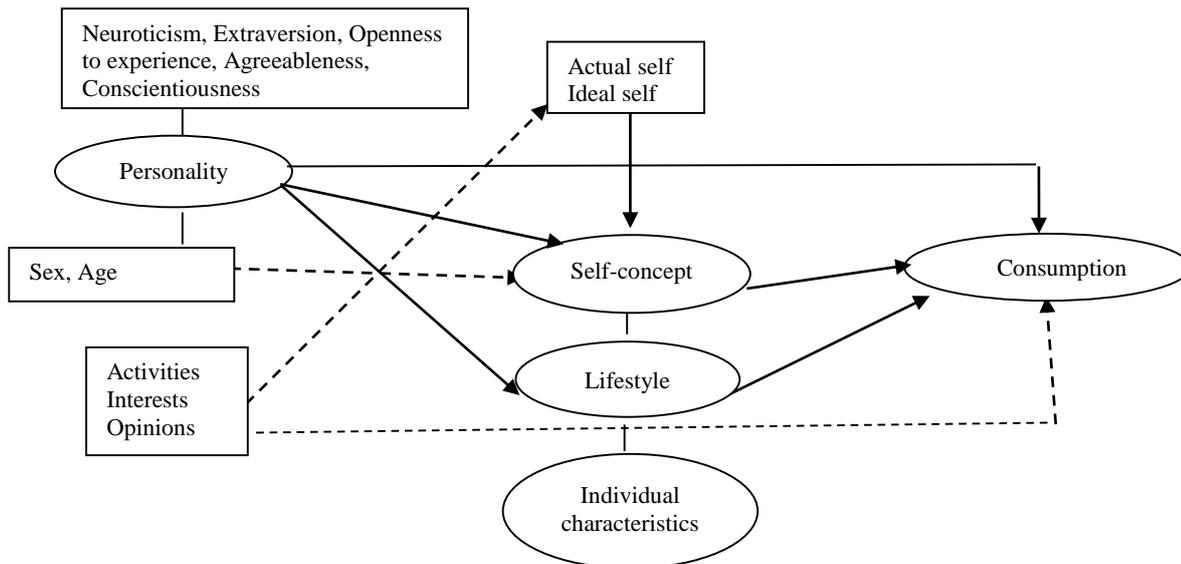
Validity test parameters used in the SEM measurement model are loading factors > 0.70 and Average Variance Extracted (AVE) > 0.5 (Malhotra, 2010; Jogiyanto, 2011; and Ghozali, 2014). To measure reliability in SEM, composite reliability/CR is used (Jogiyanto, 2011; Ghozali, 2014; Wijanto, 2015). A construct has good reliability if CR > 0.70 or > 0.60 (Malhotra, 2010; Ghozali, 2014; Wijanto, 2015) and AVE > 0.50 (Malhotra, 2010; Wijanto, 2015).

The hypothesis and the research model are presented in Figure 1.

H1 There is a relationship between personality, self-concept, lifestyle, individual characteristics, and consumption.

H2a Personality influences self-concept; H2b Personality influences lifestyle; H2c Self-concept influences lifestyle; H2d Personality influences lifestyle through self-concept; H2e Self-concept influences consumption; H2f Lifestyle influences consumption; H2g Personality influences consumption through self-concept; H2h Personality influences consumption through lifestyle; H2i Self-concept influences consumption through lifestyle; H2j Personality influences consumption; H2k Personality, self-concept, and lifestyle simultaneously influence consumption.

Figure 1: Research model



FINDINGS

Profile of respondents in this research illustrates the demographic characteristics of 280 respondents as shown in Table 2. A total of 280 respondents in this research represented various SES consisting of SES A (77 respondents), SES B (70 respondents), SES C (70 respondents), and SES D (63 respondents).

Most respondents consumed soft drinks <1-2 weeks (73.2%) and on average, they consumed soft drinks 1 piece per week (51.4%). The most commonly consumed soft drinks are ready-to-drink tea (58.6%), isotonic (19.6%), juice (11.1%), and soft drinks (7.9%). Soft drinks most often consumed by men and women are ready-to-drink tea and isotonic (men), and juice and isotonic (women).

The age of respondents who consumed the most soft drinks was > 46 years (36.1%), and 36-45 years (25.7%). Respondents consumed soft drinks at most <1 time per week (50%). Most respondents consumed soft drinks at restaurants/food court (35%), and at home (25.7%). 67.5% of respondents bought soft drinks in supermarkets/minimarkets, and in restaurants/food courts (18.9%). The time of consuming soft drinks from the respondents were most often when relaxing/hangout (32.9%), and when eating (21.8%). The most consideration in buying soft drinks was taste (41.1%) and benefits (19.3%).

Respondents got the most information on soft drinks from television advertisements (47.9%) and supermarkets (33.2%). The most preferred types of soft drinks packaging were plastic bottle (56.1%), and Tetra Pak (23.9%). The most preferred product volume was > 300 - 400 ml (42.8%), and 200 - 250 ml (17.1%). The most frequently consumed brands were Sosro (21.1%), Pocari Sweat (18.6%), and Ultra (11.1%). The most preferred flavor variants are orange (19.6%), lemons (14.3%) and apples (12.5%). Most of the expenditure spent on buying soft drinks in one month was Rp 50,000 (61.1%), and > Rp 50,000-Rp 100,000 (26.4%).

Table 2: Profile of demographic characteristics of respondents

Demographic Characteristics	Category	Total (n)	(%)	
Sex	Male	148	52.9	
	Female	132	47.1	
Age Group	15 - 25 years old	69	24.6	
	26 - 35 years old	38	13.6	
	36 - 45 years old	72	25.7	
	>46 years old	101	36.1	
	Education Level	SD/MI	2	0.7
	SLTP	7	2.5	
	SMU/SMK	73	26.1	
	Academy/Diploma	29	10.4	
	Under-graduate	142	50.7	
	Post-graduate	27	9.6	
Job	Private employees	86	30.7	
	Civil servant	6	2.1	
	Entrepreneur	56	20	
	Student	61	21.8	
	Housewife	45	16.1	
	Lecturer/Teacher	8	2.9	
	Others	18	6.4	
	Average routine expenses per month	Rp. 0 - Rp. 1.5 Million	59	21.1
		>Rp. 1.5 - Rp. 3 Million	25	8.9
>Rp. 3 - Rp. 5 Million		47	16.8	

>Rp. 5 – Rp. 10 Million	50	17.9
>Rp. 10 Million	99	35.4

The most commonly consumed soft drinks during the last 24 and 48 hours are ready-to-drink tea (59.7%), and isotonic (17.1%). Soft drinks consumed in the last 24 and 48 hours for ready-to-drink tea are Sosro (38.9%), Teh Kotak Ultra (13.9%), and Pucuk Harum (13%); for carbonated soft drinks are Coca-Cola (50%) and Fanta (34.6%); isotonic drinks are Pocari Sweat (67.7%) and UC 1000 (22.6%); juices are Buavita (31.3%) and Country Choice (25%). Most respondents, in the last 24 and 48 hours, consumed soft drinks 1 time (92.5%) and the amount consumed was 1 piece (92.5%). The most consuming hours in the last 24 and 48 hours were at 13.00-14.59 (24.7%), 11.00-12.59 (16.1%) and 15.00-16.59 (16.1%). The type of soft drink that was consumed the most based on average expenditure per month is ready-to-drink tea (58%).

Personality characteristics shown by respondents are presented in Table 3, self-concept characteristics is presented in Table 4, and lifestyle characteristics of respondents are presented in Table 5.

Table 3: Distribution of respondents according to their personality characteristics

Personality characteristics	Total (n)	%
Agreeableness	33	11.8
Conscientiousness	43	15.4
Extraversion	19	6.8
Neuroticism	97	34.6
Openness	22	7.9
Others (more than one personality trait)	66	23.6
Total	280	100

Personality characteristics shown by respondents are more dominant in neuroticism (34.6%) than other personality traits.

Table 4: Distribution of respondents according to their self-concept characteristics

Self-concept	Total (n)	%
Actual self-concept (KDA)	190	67.8
Ideal self-concept (KDI)	90	32.1
Total	280	100

The self-concept owned by the respondent was more dominant in the actual self-concept (67.8%) than the ideal self-concept.

Table 5: Distribution of respondents according to their lifestyle characteristics

Lifestyle	Total (n)	%
Activities	28	10
Interests	47	16.8
Opinions	158	56.4
Others (more than one lifestyle trait)	47	16.8
Total	280	100

The lifestyle characteristics owned by the respondent is more dominant in the opinions (56.4%). Based on the Chi-Square test in Table 6 and Table 7, there was a very significant relationship between sex and the level of consumption of soft drinks. Men consumed more in one week than women.

Table 6: The relationship of sex with soft drink consumption based on how much soft drinks consumed in one week

Sex	How much soft drinks consumed in one week							Total
	1 pc	2 pcs	3 pcs	4 pcs	5 pcs	7 pcs	>7 pcs	
Male	64	36	16	15	6	6	5	148
Female	80	25	21	2	0	1	3	132
Total	144	61	37	17	6	7	8	280
<i>P-Value</i>								0.001**

Note: ** Significant at $\alpha = 1\%$ (very real)

There was a relationship between sex and consumption of soft drinks based on how often they consumed in one week. Men tend to consume more (> 2 times) than women (<1-1 time).

Table 7: The relationship of sex with soft drink consumption based on how often they consumed soft drinks in one week

Sex	How often they consumed soft drinks in one week									Total
	<1 time	1 time	2 times	3 times	4 times	5 times	6 times	7 times	>7 times	
Male	33	27	37	20	12	7	1	4	7	148
Female	44	36	24	21	2	0	0	1	4	132
Total	77	63	61	41	14	7	1	5	11	280
<i>P-Value</i>	0.004**									

Note: ** Significant at $\alpha = 1\%$ (very real)

Spearman's correlation test results in Table 8 showed that there was no significant relationship between age and the number of soft drinks consumed in one week, but there was a significant relationship on how often they consume soft drinks in one week. This showed that the older a person is, the less frequent they consume soft drinks.

Table 8: Relationship between age and consumption of soft drinks in one week

Variable	How much soft drinks are consumed	How often soft drinks are consumed
Age	-0.076 (0.205)	-0.144 (0.016)*

Note: * Significant at $\alpha = 5\%$ (real)

The compatibility test of the measurement model was done by testing the validity and reliability. The loading factor and t-count values of all indicators had the standardized loading factor (SLF) value of ≥ 0.7 and t-count > 1.96 . The reliability test results showed that all CR values > 0.7 and AVE > 0.5 . The results of the overall measurement model evaluation in Table 9 were fit with the data, so they were valid and reliable.

Table 9 Overall model fit test results

Goodness of Fit Measurement	Cut-off-Value	Results	Compatibility Level
Root Mean Square Error of Approximation (RMSEA)	≤ 0.08	0.086	Good fit
Normed Fit Index (NFI)	≥ 0.90	0.98	Good fit
Tucker-Lewis Index or Non-Normed Fit Index (TLI or NNFI)	≥ 0.90	0.98	Good Fit
Comparative Fit Index (CFI)	≥ 0.90	0.99	Good fit
Incremental Fit Index (IFI)	≥ 0.90	0.99	Good fit
Relative Fit Index (RFI)	≥ 0.90	0.97	Good fit

Source: Baumgartner and Homburg (1996); Browne and Cudeck (1993); Wijanto (2015)

The compatibility test of the measurement model using a significance level of 0.05 (95% confidence level), at $\alpha = 5\%$ then t-critical = 1.96. The SEM measurement model is depicted in Figure 2. The SEM model estimation results are presented in Table 10.

The dimensions of personality variable are conscientiousness (KC), agreeableness (KA), openness to experience (KO), extraversion (KE), and neuroticism (KN). The self-concept variable dimensions are actual self-concept (KDA), and ideal self-concept (KDI). The lifestyle variable dimensions consist of activities (GHA), interest (GHI), and opinions (GHO). Consumption consists of two indicators, which are the amount of consumption (KU2) and the amount of expenditure to buy soft drinks (KU14).

The indicators of the dimensions of neuroticism (KN) comprise of anxious (KN1), impulsive (KN2), easy to feel sad (KN3), easy to get stressed when facing problems (KN4), and irritable if offended (KN5). The indicator of the dimension of extraversion (KE) comprise of positive thinking towards others (KE1), active (KE2), self-satisfied (KE3), liking to gather with friends or family (KE4), and being warm people in getting along (KE5). The indicators of dimensions of openness to experience (KO) comprise of considering the feelings when deciding on something (KO1), imaginative (KO2), be connoisseurs of beauty (KO3), innovative (KO4), and upholding honesty and integrity as a guidance in life (KO5). The indicators of dimensions of agreeableness (KA) comprise of straightforward (KA1), keeping the trust given by others (KA2), prioritizing the interests of the people than of self-interest (KA3), trying to stay humble and not being arrogant (KA4), and willing to succumb for the common good (KA5). The indicators of dimensions of conscientiousness (KC) comprise of always doing things regularly (KC1), feeling uneasy if breaking the rules (KC2), trying to achieve the best achievements in their lives (KC3), always considering the implications before making a decision (KC4), and always trying to be on time if there was an appointment with someone else (KC5). Based on the analysis of the value of loading factor and t_{count} of personality variables, the indicators of impulsive (KN2) and imaginative (KO2) had the value of standardized loading factor (SLF) < 0.7 . Therefore, these indicators were eliminated from the model.

The indicators of the dimensions of self-actualization (KDA) comprise of not having an ideal body weight (KDA1), loyal (KDA2), persistent (KDA3), extravagant, and being only able to save a little money (KDA4), liking shopping, and being consumptive (KDA5), and often act without thinking first (KDA6). The indicators of the dimensions of self-concept (KDI) comprise of being diligent in exercising regularly in order to have an ideal body weight and a healthy body (KDI1), paying attention closely to information (KDI2), desiring to be not extravagant in order to have a lot of savings (KDI3), being able to

control yourself in shopping and not consumptive (KDI4), and not often act without thinking first (KDI5). Based on the analysis of the value of loading factor and t_{count} of personality variables, the indicators of not having an ideal body weight (KDA1) had the value of standardize loading factor (SLF) < 0.7. Therefore, the indicator was eliminated from the model.

The indicators of the dimensions of activities (GHA) comprise of actively doing sports activities (GHA1), often traveling (GHA2), often eating outdoors (restaurants/bistros/food stalls/food court/cafe) (GHA3), often relaxing or hanging out at cafes/shop (GHA4), and doing work or business routine every day (GHA5). The indicators of the dimensions of interest (GHI) comprise of liking to try something new (GHI1), liking to following the news through mass media (TV, radio, newspapers, magazines) and digital media (GHI2), liking to use well-known branded products (GHI3), liking to shop for goods/products/services using online media (GHI4), and liking to use social media (facebook/twitter/blog/instagram) to communicate, and interact (GHI5). The indicators of the dimensions of opinions (GHO) comprise of quality products (GHO1), in the future was that consumers tended to use more environmentally friendly products (GHO2), often drinking sweet will make the body fat quickly (GHO3), advertising being able to affect consumers in consuming a product (GHO4), and tending to reduce consume sugar (GHO5). Based on the analysis of the value of loading factor and t_{count} of lifestyle variables, all indicators had the value of standardize loading factor (SLF) > 0.7 and t_{count} > 1.96. Therefore, there was no eliminated indicator from the model.

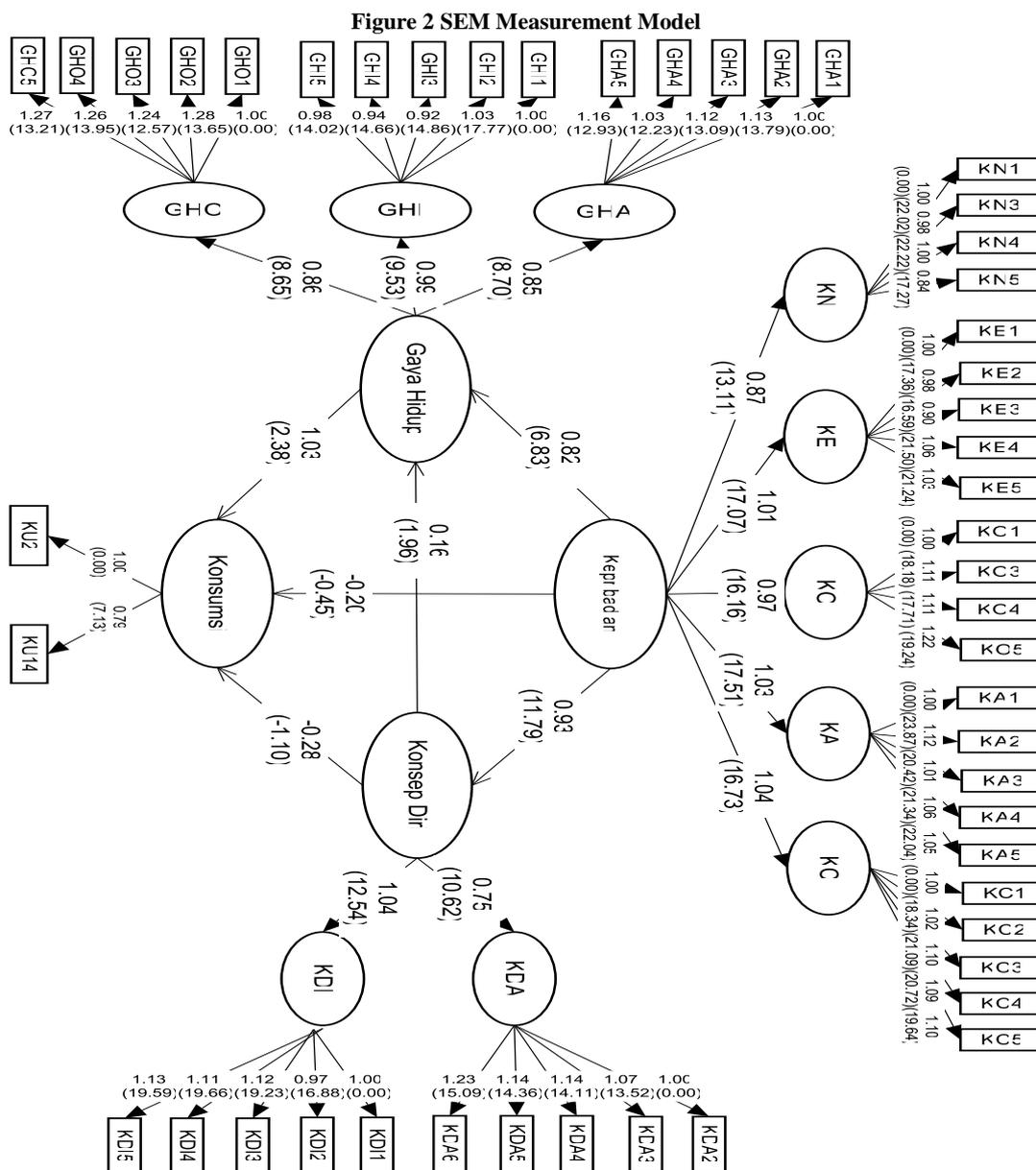


Figure 2 depicts that based on the t-value, there were two insignificant paths in the goodness-of-fit test in the structural model, which was in the path of personality on consumptions of soft drinks with the value of t_{count} of -0.45, and the path of self-concept on consumptions of soft drinks with the value of t_{count} of -1.10.

Table 10: The estimation results of the SEM model

	Path		Est.	t-count*	Desc.	Conclusion	R ²
Personality	→	Self-concept	0.93	11.79	Reject H0	Significant	0.87
Personality	→	Lifestyle	0.82	6.83	Reject H0	Significant	0.94
Self-concept	→	Lifestyle	0.16	1.96	Reject H0	Significant	
Personality	→	Consumption	-0.20	-0.45	Do not Reject H0	Not Significant	0.24
Self-concept	→	Consumption	-0.28	-1.10	Do not Reject H0	Not Significant	
Lifestyle	→	Consumption	1.03	2.38	Reject H0	Significant	

*significant if t-count \geq 1.96

DISCUSSION

Overall, the most dominant personality traits of the respondents were neuroticism (34.6%). In neuroticism personality traits, respondents more often obeyed conscience (50.3%). Extraversion personality traits were more dominant in gathering with friends or family (82.1%). Openness to experience personality traits were more dominant in honesty and integrity, which are the main values that are upheld and become a life guidance (90.7). Agreeableness personality traits were more on always maintaining the trust given by others (96.1%) and conscientiousness personality traits were shown by trying to achieve the best achievements in life (88.6%). Marketers can make marketing communications that can create impulse buying, an atmosphere of togetherness and cheerfulness, making quality products and always maintaining product quality, as well as giving honest information about products to consumers.

The actual self-concept (67.8%) was more dominant than the ideal self-concept. The actual self-concept includes becoming loyal people (77.9%). In the ideal self-concept, respondents wanted to be a person who thought first before acting and was not reckless (81.8%). Marketers should be able to maintain consumer loyalty to the product and can influence consumers to consume their products.

The lifestyle of respondents is based on scoring of activities, interests, and opinions. It had more dominant value in opinion (56.4%) than other lifestyles. In activities, it was shown on routine in work or business (69.3%). In the interest, many respondents liked to follow the development of news through mass media and digital media (71.8%). In the opinion, it was dominated by advertising that will affect consumers in consuming a product (87.2%). Marketers should be able to distribute their products in places where consumers do a lot of activities, do activation in mass media and digital media, as well as marketing communications through advertising.

The results of the SEM model estimation showed that there are two pathways that did not have a significant effect, which are personality and self-concept on consumption. There are four pathways that had a significant influence, such as; the personality path to self-concept, personality path to lifestyle, self-concept path to lifestyle, and lifestyle path to consumption. The most significant and direct effect is on lifestyle path to consumption.

Personality had a significant effect on soft drink consumption through self-concept and lifestyle. This is in accordance with what was stated by Sumarwan (2011) and the results of previous research prove that lifestyle was significantly related to personality (Harahap, 2008; Goi, 2015; Sari et al., 2015). Self-concept was related to personality (Sumarwan, 2011; Kotler and Keller, 2013; Kotler and Armstrong, 2014; Kurtz, 2012) and the results of previous research prove that self-concept was significantly related to personality (Kare and Handa, 2009; Lee, 2009; Mital, 2015; Mohanty and Sahoo, 2015; Sari et al., 2015; Singh et al., 2015; Wu et al., 2011). Lifestyle was a manifestation of self-concept (Hawkins and Mothersbaugh, 2013) and the results of previous research prove that lifestyle was significantly related to self-concept (Moreno-Murcia et al., 2011; Naz and Lohdi, 2015).

In personality variable, the emphasis of attention on conscientiousness (KC) gave the greatest contribution to the formation of personality variable. Conscientiousness attention was prioritized for consumers trying to achieve the best achievements in their lives (KC3) and always trying to be on time if there was an appointment with someone else (KC5) because it most strongly reflects conscientiousness.

Self-concept had a significant effect on consumption of soft drinks through lifestyle. The self-concept variable emphasized attention to the actual self-concept (KDA), which gave the biggest contribution to the formation of the self-concept variable. Attention to self-concept was prioritized for consumers that often act without thinking first (KDA6) because it most strongly reflected actual self-concept.

Lifestyle had a direct and significant effect on consumption of soft drinks. This is consistent with what was stated by Kotler and Armstrong (2014) and Perreault et al. (2014), that lifestyle influenced buying behavior. The results of previous research prove that lifestyle was significantly related to consumption (Febiyanti, 2006; Harahap, 2008; Wahyuni, 2011; Pagalea and Uta, 2012; Naz and Lohdi, 2015).

In lifestyle variable, soft drink companies should pay attention to activities (GHA), interests (GHI), and opinions (GHO) that contributed to the formation of lifestyle variable. In the activity, the concern was to do routine work or business every day (GHA5) because it most strongly reflected the activity on lifestyle. The interests that should need attention are the behavior of respondents who liked to follow news developments through mass media and digital media (GHI2) because they reflected the most in lifestyle interest. In opinion, the most important thing to consider in the future was that consumers tended to use more environmentally friendly products (GHO2) because it most strongly reflected their opinion on lifestyle.

Consumers' lifestyle supported and harmonized with the personality and self-concept of consumers to consume soft drinks. Simultaneous harmony between personality, self-concept, and lifestyle influenced soft drink consumption. This was in accordance with what was stated by Sumarwan (2011), and Hawkins and Mothersbaugh (2013) stating that personality, self-concept, and lifestyle were interrelated and related to consumer decision processes including the consumption stage. Soft drink

companies in arranging market segmentation should be based on personality, self-concept, and consumer lifestyles which are psychographic segmentation.

The estimated indirect effect of personality on consumption through self-concept was $0.93 \times -0.28 = -0.26$; while personality on consumption through lifestyle was $0.82 \times 1.03 = 0.84$. In addition, the indirect effect of self-concept on consumption through lifestyle was $0.16 \times 1.03 = 0.16$. The value of t-count simultaneously was $5.38 > 1.96$, so that personality, self-concept, and lifestyle simultaneously had a significant effect on consumption. Given the coefficient of determination (R^2) for the structural equation was 0.24, it can be interpreted that 24% of the total variation of the consumption variable can be explained by the structural equation and the rest is influenced by other constructs not examined in this model.

Managerial Implications

Soft drink companies in developing marketing strategies need to consider individual differences and individual characteristics because they will determine the type of soft drinks consumed and its consumer behavior, as well as being able to segment markets, target markets, positioning, and marketing mix strategies. Companies need to pay attention to gender based segmentation because it has a very significant relationship with consumption levels of soft drinks.

Companies can implement a marketing mix strategy related to the product by paying attention to the taste and benefits of the product because it is most considered by the consumers. The competitive but still profitable prices can be applied because consumers of soft drinks are mostly classified as middle and upper SES who have purchasing power so that they are not too sensitive to the price. The marketers should also start to think to implement a product distribution strategy through product presence at restaurant outlets/food courts, supermarkets/minimarkets, and places commonly used for relaxing/hangouts because at these places consumers often consume and buy soft drinks. The company should apply a promotion strategy on television and supermarkets/minimarkets because consumers get the most information from television advertisements and supermarkets/minimarkets. In addition, the company should made efforts to increase the frequency and amount of product consumption through marketing activities in the form of consumer promos. Managerial implications based on the results of the SEM model estimation are presented in Table 11 below.

Table 11 Managerial implications based on the results of the SEM model estimation

Results	Managerial Implications
Personality	
Conscientiousness	
- Strive to achieve the best achievements in their life	- Making quality products preferred by consumers
- Always try to be on time if they have an appointment with someone else	- Maintain product availability in the market to prevent stock outs
Self-concept	
- Often act without thinking first	- Persuading or making consumers make impulsive purchases

Table 11 Managerial implications based on the results of the SEM model estimation

Results	Managerial Implications
Lifestyle	
Activities	
- Doing work or business routine every day	- The existence of a range of products from consumer activity
Interests	
- More likely to follow the development of news through mass media and digital media	- Actively conducting marketing communications continuously in the mass media and digital media
Opinions	
- In the future, consumers tend to use more environmentally friendly products	- Make products that are environmentally friendly and easy to recycle, and carry out green marketing activities.

CONCLUSION

The sex of consumers with the level of soft drinks consumption was very significantly related. Male consumers consumed more soft drinks than female consumers. There was a significant relationship between age and the level of consumption of soft drinks based on how often they consume soft drinks. The older a person means the less frequent they consume soft drinks. Soft drink products that are consumed the most by male and female consumers and by all ages were ready-to-drink tea. Male consumers consumed a lot of isotonic drinks and women consumed a lot of juice and isotonic drinks. Sex and age affected the consumption of soft drinks. The characteristic shown by consumers the most was neuroticism. Consumers were more dominant having an actual self-concept than an ideal self-concept. More consumers had low active lifestyles than high

active lifestyles and they also had opinion-oriented lifestyles. Ready-to-drink tea was consumed by most consumers in all personality, self-concepts, and lifestyle traits of consumers, then isotonic drinks.

Personality had a significant effect on self-concept (Sumarwan 2011; Kurtz 2012; Hawkins and Mothersbaugh 2013; Kotler and Keller 2013; Kotler and Armstrong 2014) and lifestyle (Sumarwan 2011; Hawkins and Mothersbaugh 2013). Self-concept had a significant effect on lifestyle (Sumarwan 2011; Hawkins and Mothersbaugh 2013). Personality and self-concept had no significant effect on consumption of soft drinks. Lifestyle had a significant effect on soft drink consumption (Sumarwan 2011; Schiffman and Kanuk 2010; Blackwell *et al.* 2010; Hawkins and Mothersbaugh 2013). Personality influenced the consumption of soft drinks through self-concept and lifestyle. Simultaneously, personality, self-concept, and lifestyle had a significant effect on soft drink consumption because the harmony of personality, self-concept, and lifestyle produced a positive and significant effect on soft drink consumption.

RECOMMENDATION

Further research to analyze the relationship of personality, self-concept, and lifestyle to the consumption of soft drinks can be done with other dimensions and indicators that are not discussed in this research. Research related to soft drinks is interesting to be developed by adding or using other research variables from individual differences such as perceptions, attitudes, knowledge, needs and motivation, as well as brand equity variables and product attributes. Further research can be done by increasing the area of research in several other big cities so that they can portray a broader picture of consumer behavior, and focus on ready-to-drink tea because it is consumed the most by consumers, has the largest market share, and experiences a growing market with many different brands circulating in the market.

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