

# UNDERSTANDING PURCHASE INTENTIONS AND DECISIONS FOR ISOTONIC BEVERAGES: THE ROLE OF MOTIVATION, LIFESTYLE, AND WORD OF MOUTH

**Megawati Simanjuntak**

Institut Pertanian Bogor University  
E-mail: [mega\\_juntak@apps.ipb.ac.id](mailto:mega_juntak@apps.ipb.ac.id)

**Virna Keryn Patricia Hutajulu**

Institut Pertanian Bogor University  
E-mail: [Virnahutajulu@apps.ipb.ac.id](mailto:Virnahutajulu@apps.ipb.ac.id)

## Informasi Naskah

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## ABSTRAK

Salah satu cara untuk menjaga keseimbangan cairan tubuh adalah dengan mengonsumsi minuman isotonik. Penelitian ini bertujuan untuk menganalisis pengaruh motivasi, gaya hidup, dan *word of mouth* terhadap minat beli, serta pengaruh motivasi, gaya hidup, word of mouth, dan minat beli terhadap keputusan pembelian minuman isotonik. Penelitian ini menggunakan metode *non-probability* sampling dengan teknik sensus. Populasi penelitian adalah mahasiswa yang tergabung dalam 10 UKM olahraga. Pengumpulan data dilakukan melalui survei menggunakan kuesioner yang disebarakan kepada 225 mahasiswa anggota UKM olahraga. Analisis data dilakukan dengan menggunakan SPSS dan SEM. Hasil penelitian menunjukkan bahwa motivasi, gaya hidup, dan *word of mouth* memiliki pengaruh positif yang signifikan terhadap minat beli. Selain itu, hasil penelitian juga menunjukkan bahwa motivasi, gaya hidup, dan minat beli berpengaruh signifikan terhadap keputusan pembelian minuman isotonik. Hasil ini menegaskan pentingnya mengintegrasikan faktor psikologis dan sosial ke dalam strategi pemasaran minuman isotonik.

**Kata Kunci:** Gaya Hidup, Keputusan Pembelian, Minat Beli, Motivasi, Word of Mouth.

## ABSTRACT

*One way to maintain fluid balance in the body is by consuming isotonic beverages. This study aims to analyze the influence of motivation, lifestyle, and word of mouth on purchase intention and the influence of motivation, lifestyle, word of mouth, and purchase intention on the purchase decision for isotonic beverages. The study employed a non-probability sampling method with a census technique. The research population consisted of students participating in 10 sports extracurricular organizations (UKM). Data were collected through a survey using questionnaires distributed to 225 student members of Sports UKM. Data analysis was conducted using SEM-PLS. The study's results indicate that motivation, lifestyle, and word of mouth significantly positively affect purchase intention. Furthermore, the findings also show that motivation, lifestyle, and purchase intention significantly influence the purchase decision for isotonic beverages. These results underscore the relevance of integrating psychological and social factors into marketing strategies for isotonic beverages.*

**Keywords:** Lifestyle, Purchasing Decisions, Purchase Interest, Motivation, Word of Mouth



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## PENDAHULUAN

In contemporary society, awareness of physical activities has significantly increased among the public. Activities such as running, swimming, cycling, tennis, fitness, and yoga are gaining popularity and are being embraced by many individuals. Enthusiasts of physical activities often engage in sports-related pursuits, including listening to sports news, watching sports matches, exercising regularly, and other sports-related activities rather than participating in non-sport activities. Data indicates that 24% of men and 22% of women aged 18 and above are classified as insufficiently active. Governments have started constructing dedicated infrastructure for cyclists and pedestrians to support physical activity, implementing driving speed regulations, and promoting physical activities through workplaces, public spaces, and sports communities (WHO, 2016; WHO, 2018). Recommended physical activity for adults ranges between 150–300 minutes of moderate-intensity or 75–150 minutes of vigorous-intensity per week (Bull et al., 2020). Various sporting events have been organized to promote physical activity habits and change public knowledge and attitudes (WHO, 2022). Among these events, marathons are particularly popular and widely participated in by the community (Chen et al., 2021).

Inadequate fluid intake can result from physical activity, food, and beverages that fail to meet the body's nutritional needs. Beverages significantly associated with dehydration include water, fruit drinks, and isotonic drinks. Physical activities related to transportation and sports are also significantly linked to dehydration (Anggraeni & Fayasari, 2020). Public awareness of the ions lost through physical activities has made isotonic drinks a preferred choice (Dewi & Prabowo, 2018). Isotonic beverages are fluids absorbed efficiently by the body, with concentrations balanced to body fluids (Maniza et al., 2021).

According to the Indonesian National Agency of Drug and Food Control Regulation No. 21 of 2016 on Food Categories, isotonic beverages are defined as non-carbonated formulated drinks that rapidly replace body fluids, carbohydrates, electrolytes, and minerals. Their fundamental characteristics include sodium content of at least 10 mmol/L and sugar levels ranging from 50 g/L to 100 g/L. The sugar content encompasses total dextrose, glucose syrup, maltodextrin, sucrose, and fructose, with fructose content not exceeding 50 g/L. The quality standards for isotonic beverages in Indonesia adhere to SNI 01-4452-1998 (Sutrisno, 2009). The consumption of isotonic beverages in Indonesia can reach up to 280 million tons annually (Kulsum & Caturini, 2016). Popular isotonic beverages in Indonesia include Pocari Sweat, Mizone, Isoplus, Yuzu Isotonic, Coolant, Activ Water, Isocup, 100 Plus, YOU C1000, Hydro Coco, Go Isotonic, Pedalyte, Ionesia, and Endurego. Isotonic drinks need to be researched because they play a unique and essential role in hydration, particularly for individuals engaging in moderate to high-intensity physical activities. Unlike water, which hydrates but does not replace lost electrolytes and carbohydrates, isotonic drinks are specifically formulated to address these needs, providing a balanced composition that closely matches the body's natural fluids. Therefore, isotonic drinks are particularly important to study in the context of sports and physical performance due to their unique benefits compared to these other drink categories.

The 2022 Sports Development Index reported that the sports participation rate in West Java was 30.42%. This rate reflects individual involvement in physical activity or sports within a week. The Sports Development Index measures sports development success across nine fundamental dimensions: sports human resources, open spaces, physical literacy, fitness, personal development, health, economy, performance, and participation. Among university students, particularly in Bogor Regency, most students of IPB University engage in light-intensity physical activities. Those who perform high-intensity activities such as aerobics and handball constitute 11.1% on weekdays and 18.5% on weekends (Jannah & Briawan, 2018). Students participate in activities such as volleyball, tennis, badminton, karate, silat, archery, martial arts, futsal, taekwondo, and basketball.

Isotonic drinks need to be researched because they play a unique and essential role in hydration, particularly for individuals engaging in moderate to high-intensity physical activities. Unlike water, which hydrates but does not replace lost electrolytes and carbohydrates, isotonic drinks are specifically formulated to address these needs, providing a balanced composition that closely matches the body's natural fluids. Therefore, isotonic drinks are significant to study in the context of sports and physical performance due to their unique benefits compared to these other drink categories.

Previous studies identified factors influencing the purchase decisions of isotonic beverages, including price, promotion, advertising, brand awareness, trust, celebrity endorsements, and product quality (Dermawan et al., 2021; Fitriana et al., 2019; Putri & Bambang, 2022; Rahmah et al., 2018; Saporso, 2022). This study focuses on other factors such as motivation, lifestyle, word of mouth, and purchase interest concerning purchasing decisions. It employs social learning theory, which posits that individuals learn through social interactions within their environment (Bandura, 1977). One social learning component is imitation, derived from observing the behaviors of family members, peers, and social media (Kabiri et al., 2020). In sports, athletes learn to engage in activities such as doping through imitation, punishments, rewards, and interactions with coaches, team members, opponents, and the media (Kabiri et al., 2019). This study also applies decision-making theory, which is defined as selecting the best alternative among various options (Schiffman & Kanuk, 2012). Consumer decision-making involves pre-purchase behavior, followed by an intention to buy or consume (Kumar & Joseph, 2014).

The findings from this study aim to contribute to both theoretical and practical knowledge by addressing existing research gaps and providing actionable insights for marketers in the isotonic beverage industry. By understanding the unique drivers behind the consumption of isotonic beverages, businesses can develop more targeted strategies to enhance their market presence and effectively compete with other beverage categories.

## **THEORY AND HYPOTHESIS DEVELOPMENT**

### **Decision-Making Theory**

Decision-making is the process of selecting the best alternative among various available options. In decision-making, consumer choices often involve consequences or outcomes. Decisions occur when consumers engage in processes such as searching, purchasing, and using products (Schiffman & Kanuk, 2012). According to Kotler and Armstrong (2008), decision-making involves five stages: problem or need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior. These stages guide consumers in making informed choices that align with their needs and preferences.

### **The Influence of Motivation on Purchase Intention**

The increase in purchase intention is driven by consumers' motivation to fulfill their needs and the psychological aspects influencing their attitudes toward purchasing products based on available information (Mubarok, 2018). Putri and Simanjuntak (2020) also state that motivation is an important factor in consumer decision making. Strong consumer demand motivation positively affects purchase intention (Chang et al., 2015). Varying motivations influence consumer purchase intention toward a product. For instance, a consumer may have the intention to purchase a laptop to enhance work efficiency, while another may be interested in buying branded clothing or accessories to gain social acceptance and satisfaction from owning such items (Akram et al., 2021). However, consumers with hedonic motivations are more likely to exhibit impulsive buying behavior (Yu & Bastin, 2010).

**H1:** Motivation has a significant influence on purchase intention.

### **The Influence of Lifestyle on Purchase Intention**

Every individual has a unique lifestyle, and the diversity of lifestyles within society contributes to increased consumer purchase intentions. For example, the growing trend of adopting a healthy lifestyle has significantly influenced purchase behaviors (Zollo et al., 2021). In Italy, consumers increasingly favor plant-based foods and are strongly interested in healthy eating habits. Additionally, other factors, such as time availability, shape purchasing behavior (Contini et al., 2020). A consumptive lifestyle leads to increased purchase intentions for specific products (Wiyanti et al., 2023). The relationship between lifestyle and purchase intention is particularly evident among millennials. Millennials are highly influenced by lifestyle trends, believing that failing to keep up with the times could make them appear outdated (Anisa & Widjatmiko, 2021).

**H2:** Lifestyle has a significant influence on purchase intention.

### **The Influence of Word of Mouth on Purchase Intention**

Word of mouth activates cognitive processes that enhance consumers' purchase intentions for products others recommend (Yuan & Peluso, 2021). It positively impacts purchase intention by shaping consumer behavior and fostering interest in the product (Kudeshia & Kumar, 2017). Positive word of mouth can increase purchase intention (Aravindan et al., 2023), while negative word of mouth may reduce purchase intention (Chung & Lee, 2022). However, negative word of mouth can also enhance future purchase behavior if companies respond to negative reviews with apologies, explanations, and commitments to resolve issues (Zinko et al., 2021).

**H3:** Word of mouth has a significant influence on purchase intention.

### **The Influence of Motivation on Purchase Decisions**

Purchase decisions reflect consumers' willingness to spend money on goods and services or to make decisions without hesitation (Nguyen, 2019). Motivation significantly impacts purchase decisions across all business industries. When consumers have a need, they are motivated to fulfill it, aiming for satisfaction and pleasure (Rayi & Aras, 2021). A survey of rural consumers revealed that they are not always motivated to purchase products with attractive packaging but prefer products like soap or shampoo with long-lasting fragrances (Karmoker & Haque, 2019).

**H4:** Motivation significantly influences purchase decisions.

### **The Influence of Lifestyle on Purchase Decisions**

The high consumption of sugary drinks, packaged fruit juices, tea, and coffee significantly impacts eating habits (e.g., low-nutrient, high-fat foods) and is associated with increased physical activity. This indicates that lifestyle significantly influences societal purchasing behavior (Brunkwall et al., 2019). When making purchases, consumers not only buy products but also adopt a lifestyle (Qazzafi, 2020). For rural consumers, lifestyle plays a key role in purchase decisions. For them, purchasing or consuming Fast-Moving Consumer Goods (FMCG) signifies an improved lifestyle. Additionally, using personal care products boosts their social prestige. Lifestyle factors strongly influence rural consumer purchase decisions, as demonstrated in a study conducted in Bangladesh (Karmoker & Haque, 2019).

**H5:** Lifestyle significantly influences purchase decisions.

### **The Influence of Word of Mouth on Purchase Decisions**

Word of mouth is a social factor that significantly affects consumer purchasing behavior. In information dissemination, family or friends have a stronger influence on consumers than companies or sellers. Consumers tend to trust family or friends more than others (Qazzafi, 2020). Therefore, social environments play a crucial role in consumer purchase decision-making processes (Kotler & Keller, 2019). Both consumers and marketers regard word of mouth as an informative and reliable source. Word of mouth saves consumers time and

expenses when seeking product information. Before making purchases, consumers often seek product reviews on websites or forums (Kokila & Sampathlakshmi, 2022). Negative information dissemination can also influence consumers' thoughts and behaviors in purchasing decisions (Chen et al., 2019). The widespread sharing of product information and recommendations makes certain products popular (Aslam et al., 2019). Rohman's research (2019) confirms that WOM affects perceptions of product quality and impacts consumer purchasing decisions.

**H6:** Word of Mouth significantly influences purchase decisions.

### **The Influence of Purchase Intention on Purchase Decisions**

Understanding consumer purchase intention evolves after receiving stimulation from a product. This leads to consumers developing an interest in trying the product, eventually growing into a desire to purchase it. In making purchase decisions, consumers must align their intentions with the product to finalize the purchase (Abdullah et al., 2023). When consumers feel satisfied with a product, they are more likely to develop a strong intention to purchase it (Aslam et al., 2019). In daily life, situational factors such as product design or brand can influence actual purchase decisions. Consumers' perceptions of a product may change during decision-making (Jung et al., 2020).

**H7:** Purchase intention significantly influences purchase decisions.

### **METODE PENELITIAN**

The study employed a cross-sectional design with an online survey method using a questionnaire to analyze the effects of the research variables. The study was conducted from April to May 2024. Data collection took place in IPB University, Dramaga Subdistrict, Bogor Regency. The study population consisted of students who were members of sports student activity units (UKM) engaging in high-intensity sports at IPB University. The sports activity units included high-intensity sports such as volleyball, tennis, badminton, karate, Merpati Putih martial arts, archery, Tarung Derajat, futsal, taekwondo, and basketball.

The study involved 225 respondents. The respondent criteria included students who were members of the sports activity units and had previously purchased isotonic drinks. The population size of each sports activity unit ranged from 20 to 50 members. The sampling method used in this study was non-probability sampling with a census technique for sample collection. Data were collected through an online survey using Google Forms, distributed to students participating in sports activity units at IPB University via WhatsApp groups over 10 days.

This study observed five variables measured through modifications of instruments from previous research. The variables include lifestyle (Dong et al., 2012; Haryanto et al., 2019; Sofyan et al., 2021), motivation (Barbopoulos & Johansson, 2017; Weissinger & Bandalos, 1995), word of mouth (Temaja et al., 2019), purchase intention (Fenko et al., 2016), and purchase decision (Iskamto, 2021).

The data analysis techniques used in this study include descriptive analysis and Structural Equation Modeling (SEM) with the help of the SmartPLS application. Descriptive analysis was conducted to identify the characteristics of respondents. At the same time, SEM was used to analyze the direct and indirect relationships between motivation, lifestyle, word of mouth, purchase intention, and purchase decisions.

Motivation, word of mouth, purchase intention, and purchase decision variables use a Likert scale of 1-5 (strongly disagree to strongly agree), while lifestyle variables use a Likert scale of 1-5 (strongly disagree to strongly agree).

## METODE PENELITIAN

### Respondent Characteristics

Half of the respondents in this study were male (51.1%). The age range of the respondents was 19–23, with the majority being 19 years old (45.3%). Most respondents were members of the archery club (27.6%), followed by basketball (15.1%) and karate (12%). The respondents' average monthly allowance was predominantly in the range of Rp1,000,001–Rp1,500,000 (30.2%). For more details, see Table 1.

**Table 1. Respondent Characteristics**

Characteristics	Number (n)	Percentage (%)
<b>UKM</b>		
Archery	62	27.6
Basketball	34	15.1
Karate	27	12.0
Taekwondo	23	10.2
Volleyball	19	8.4
Tennis	15	6.7
Badminton	13	5.8
Futsal	13	5.8
Martial Arts	11	4.9
Merpati Putih	8	3.6
<b>Gender</b>		
Male	115	51.1
Female	110	48.9
<b>Age</b>		
19 years old	102	45.3
18 years old	61	27.1
20 years old	37	16.4
21 years old	16	7.1
22 years old	6	2.7
23 years old	3	1.3
<b>Origin Province</b>		
West Java	105	46.7
DKI Jakarta	31	13.8
Banten	27	12.0
Central Java	14	6.2
East Java	11	4.9
Riau	10	4.4
West Sumatra	9	4.0
North Sumatra	6	2.7
Jambi	2	0.9
Lampung	2	0.9
Aceh	2	0.9
West Kalimantan	2	0.9
South Sumatra	1	0.4
Bengkulu	1	0.4
Bangka Belitung	1	0.4
<b>Monthly Allowance</b>		
Rp1,000,001 – Rp1,500,000	68	30.2

Rp1,500,001 – Rp2,000,000	42	18.7
Rp750,001 – Rp1,000,000	41	18.2
Rp500,001 – Rp750,000	20	8.9
≤ Rp500,000	19	8.4
Rp2,000,001 – Rp2,500,000	14	6.2
Rp2,500,001 – Rp3,000,000	11	4.9
≥ Rp4,000,001	6	2.7
Rp3,000,001 – Rp3,500,000	2	0.9
Rp3,500,001 – Rp4,000,000	2	0.9

Source: Primary Data 2024

### Descriptive Analysis of Each Variable

As an internal or external driver, motivation influences respondents' decisions to purchase isotonic beverages. Among eight motivational indicators, 37.1% of respondents demonstrated strong motivation toward purchasing isotonic drinks. Notably, 60.9% understood the benefits of isotonic drinks, while 49.3% felt their expectations were met. Other key motivations included sports influencing consumption (38.7%) and affordability (32.4%). However, popularity among peers (15.6%) was a less significant factor.

Lifestyle, reflected through daily activities and habits, showed strong alignment with isotonic beverage consumption, with 73.3% of respondents prioritizing hydration during exercise and 88.4% believing exercise improves well-being. Word of mouth was also a key influence, with 33.0% sharing positive information about isotonic drinks. Among these, 38.7% received recommendations to try isotonic beverages, and 32.0% actively shared their experiences with friends or family.

Purchase intention was relatively low, with only 20.5% of respondents expressing interest in purchasing isotonic drinks. Key factors included attraction to isotonic beverages over others (23.1%) and consideration of purchase (27.1%). Regarding purchase decisions, 40.6% of respondents exhibited strong decision-making. Notable behaviors included buying based on needs (53.8%), comparing options (42.7%), and repeat purchases due to satisfaction (52.4%).

### SEM Analysis Results

The measurement model demonstrates strong reliability, as all latent variables have composite reliability values exceeding the minimum standard of 0.7 (see Table 2). Motivation (0.874), lifestyle (0.861), word of mouth (0.850), and purchase intention (0.830) show high internal consistency, confirming that the items within each construct are consistently measuring their respective dimensions. These results validate the reliability of the constructs and support their use in subsequent analyses to assess relationships within the structural model.

**Table 2. Results of Measurement Model Analysis: Composite Reliability**

Latent Variables	Composite Reliability
Motivation	0.874
Lifestyle	0.861
Word of Mouth	0.850
Purchase Intention	0.830

Source: Primary Data 2024

The analysis confirms discriminant validity, as the square roots of the Average Variance Extracted (AVE) for all latent variables exceed their inter-variable correlations (See Table

3). This indicates that each construct—motivation, lifestyle, word of mouth, purchase intention, and purchase decision—is empirically distinct and captures a unique dimension of the framework. While "purchase decision" has a slightly lower AVE (0.466), its square root (0.682) remains higher than its correlations, suggesting an adequate separation from other variables.

**Table 3. Results of Square Root of AVE and Latent Variable Correlations**

Latent Variables	AVE	Motivation	Lifestyle	Word of Mouth	Purchase Intention	Purchase Decision
Motivation	0.472	0.687				
Lifestyle	0.471	0.356	0.687			
Word of Mouth	0.588	0.554	0.245	0.767		
Purchase Intention	0.552	0.667	0.344	0.636	0.743	
Purchase Decision	0.466	0.594	0.496	0.505	0.709	0.682

Source: Primary Data 2024

The structural model analysis shows that the R Square values for both latent variables are substantial, indicating a good variance explained by the independent variables (see Table 4). Specifically, Purchase Intention has an R Square of 0.556 (Adjusted R Square: 0.550), meaning that the predictors in the model explain 55.6% of its variance. Similarly, Purchase Decision has an R Square of 0.589 (Adjusted R Square: 0.582), indicating that the predictors account for 58.9% of its variance.

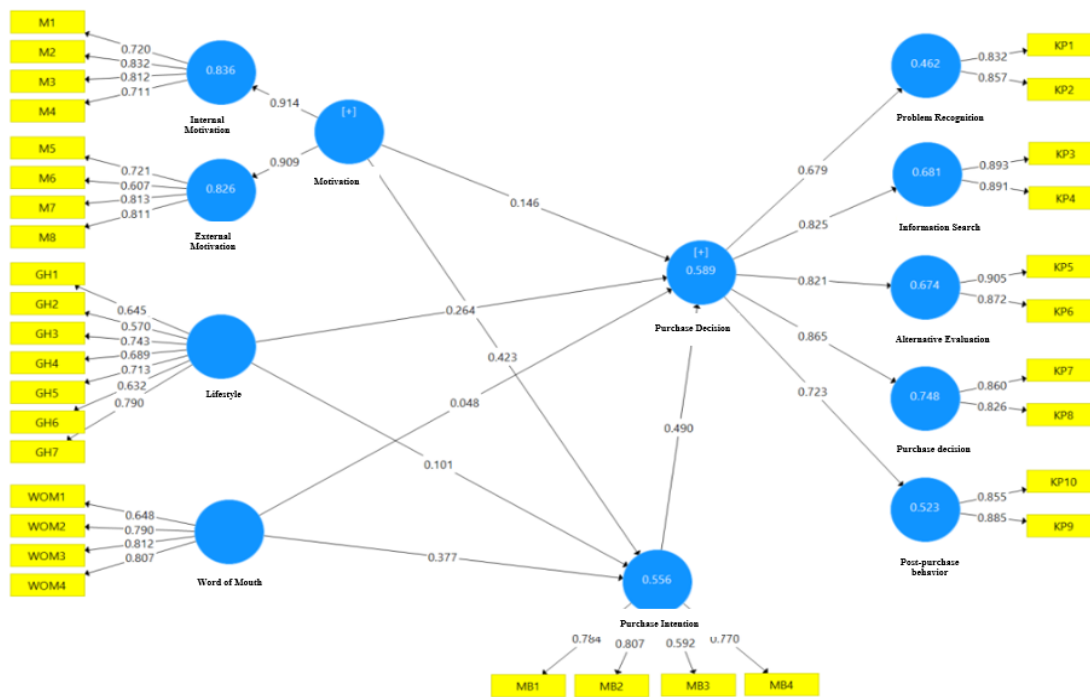
**Table 4. Results of Structural Model Analysis R Square**

Latent Variable	R Square	R Square Adjusted
Purchase Intention	0,556	0,550
Purchase Decision	0,589	0,582

Source: Primary Data 2024

The results of the final PLS-SEM model are presented in Figure 1.





**Figure 1. SEM-PLS final results**

**Hypothesis Testing**

The influence between variables can be categorized as significant if the  $\beta$  value is greater than 0.05 and the t-value exceeds 1.96. Conversely, the influence between variables is categorized as not significant if the  $\beta$  value is less than 0.05 and the t-value is below 1.96. The hypothesis testing results demonstrate several significant relationships between variables (See Table 5). Motivation has a strong and significant influence on purchase intention (path coefficient = 0.42, t-value = 7.78) and a weaker but significant influence on purchase decision (path coefficient = 0.14, t-value = 2.08). Lifestyle also significantly affects both purchase intention (path coefficient = 0.10, t-value = 2.18) and purchase decision (path coefficient = 0.26, t-value = 5.01), indicating its moderate impact on consumer behavior. Word of mouth significantly influences purchase intention (path coefficient = 0.37, t-value = 6.48) but does not significantly affect purchase decision (path coefficient = 0.04, t-value = 0.70), leading to the rejection of H6. Lastly, purchase intention has the strongest effect on purchase decision (path coefficient = 0.49, t-value = 6.96), confirming that intention plays a crucial role in driving actual purchasing behavior. These findings highlight the importance of motivations, lifestyle factors, and intention in shaping consumer purchase decisions.

**Table 5. Results of Hypothesis Testing**

Path	Path Coefficient	t-value	Remark	Conclusion
Motivation→Purchase Intention	0.42	7.78	Significant	H1 accepted
Lifestyle→Purchase Intention	0.10	2.18	Significant	H2 accepted
Word of Mouth→Purchase Intention	0.37	6.48	Significant	H3 accepted
Motivation→Purchase Decision	0.14	2.08	Significant	H4 accepted

Path	Path Coefficient	t-value	Remark	Conclusion
Decision				
Motivation→Purchase Decision	0.14	2.08	Significant	H4 accepted
Lifestyle→Purchase Decision	0.26	5.01	Significant	H5 accepted
Word of Mouth→Purchase Decision	0.04	0.70	Insignificant	H6 rejected
Purchase Intention→Purchase Decision	0.49	6.96	Significant	H7 accepted

Source: Primary Data 2024

## HASIL DAN PEMBAHASAN

### The Effect of Motivation on Purchase Intention (H1)

The research results indicate that motivation has a significant positive effect on the purchase intention of isotonic beverages. Therefore, this study's first hypothesis (H1) is proven and accepted. This finding aligns with research stating that motivation positively affects consumer purchase intention and influences consumer attitudes (Li et al., 2022). Moreover, shopping environments should be designed to create emotional effects to increase the likelihood of purchase (Handayani et al., 2020).

### The Effect of Lifestyle on Purchase Intention (H2)

The research results show that lifestyle has a significant positive effect on the purchase intention of isotonic beverages. Thus, this study's second hypothesis (H2) is proven and accepted. This finding is consistent with research on Chinese consumers, which found that greater awareness of health, diet, and lifestyle increases the likelihood of purchasing healthy food (Huang et al., 2022). Similarly, consumers in northern Thailand with a healthy lifestyle and environmental awareness showed higher purchase intentions for organic food (Sangkumchaliang & Huang, 2012). Other studies have also found that lifestyle significantly influences consumer purchase intention (Nur et al., 2021).

### The Effect of Word of Mouth on Purchase Intention (H3)

The research results indicate that word of mouth (WoM) has a significant positive effect on the purchase intention of isotonic beverages. Thus, this study's third hypothesis (H3) is proven and accepted. Previous research found that WoM and consumer purchase intention interact and influence each other. Positive WoM activates consumers' cognitive processes, increasing their purchase intention for the recommended product (Yuan & Peluso, 2021). WoM can affect purchase intention positively or negatively. Positive WoM enhances purchase intention, whereas negative WoM reduces consumer interest in purchasing the recommended product (Soelasih & Sumani, 2021).

### The Effect of Motivation on Purchase Decisions (H4)

The research results show that motivation has a significant positive effect on purchase decisions for isotonic beverages. Thus, this study's fourth hypothesis (H4) is proven and accepted. Motivation within consumers drives behaviors aimed at achieving goals to satisfy their needs (Rosandi & Nurlatifah, 2022). Consumer purchasing motivation influences their purchasing decisions, which are based on the benefits derived from a product. Consumers are categorized as rational or emotional when making purchase decisions. Rational

consumers base their decisions on product attributes like price, quality, availability, and utility efficiency. In contrast, emotional consumers base their decisions on symbolic and subjective factors like happiness, social status, and brand role influenced by economic status, motivating them to purchase a product (Indriyani & Suri, 2020).

### **The Effect of Lifestyle on Purchase Decisions (H5)**

The research results indicate that lifestyle has a significant positive effect on the purchase decisions for isotonic beverages. Thus, this study's fifth hypothesis (H5) is proven and accepted. Lifestyle defined as how individuals live through activities, interests, and opinions (Nguyen et al., 2020). This study supports previous research, which states that lifestyle influences consumer purchasing decisions and can even lead to impulse purchases (Pramesty & Simanjuntak, 2020).

### **The Effect of Word of Mouth on Purchase Decisions (H6)**

The research results show that word of mouth (WoM) does not have a significant effect on purchase decisions for isotonic beverages. Therefore, the sixth hypothesis (H6) in this study is rejected. This research aligns with the study conducted by Simanjuntak et al. (2023) on green products, in which WOM is a variable that does not influence consumer purchase decision. WoM plays a critical role when consumers consider their purchase intention because it empowers consumers in many ways. Whether positive or negative, WoM can influence purchase decisions. Negative WoM, in particular, has a greater impact on purchase decisions compared to positive WoM, as consumers may feel discouraged when they hear or see unfavorable information about a product from other consumers (Mahmud et al., 2020).

### **The Effect of Purchase Intention on Purchase Decisions (H7)**

The research results indicate that purchase intention has a significant positive effect on purchase decisions for isotonic beverages. Thus, the seventh hypothesis (H7) in this study is proven and accepted. This finding is consistent with research stating that the higher the consumer's purchase intention, the greater the likelihood of making a purchase decision. Based on the purchase decision indicators, buying habits, recommendations from other consumers, and repeat purchases contribute to strengthening purchase decisions (Ningsih et al., 2023).

### **KESIMPULAN (11 Bold)**

The research results indicate that the respondents in this study were predominantly male, with most coming from archery extracurricular activities. The majority of respondents were 19 years old, and their monthly allowance mostly ranged between IDR 1,000,001 and IDR 1,500,000. The study found that motivation, word of mouth, purchase intention, and purchase decision were low, while lifestyle was high.

Based on the SEM PLS analysis, it was found that motivation, lifestyle, and word of mouth have a significant positive effect on purchase intention. This means that higher motivation, lifestyle, and word of mouth can increase the purchase intention for isotonic beverages. The study also revealed that motivation, lifestyle, and purchase intention significantly and positively influence the purchase decision for isotonic beverages. In other words, increased motivation, lifestyle, and purchase intention can enhance the purchase decision for isotonic beverages.

This study has limitations, including not examining students who do not participate in extracurricular activities but engage in high-intensity physical activities. Additionally, the study did not categorize extracurricular activities based on the number of training sessions conducted per week. Furthermore, the study could not include all members of volleyball, tennis, badminton, karate, merpati putih, tarung derajat, futsal, taekwondo, basketball, and

archery extracurricular groups because some members declined to participate as respondents.

This study contributes to consumer behavior literature by confirming the significant role of motivation, lifestyle, and word of mouth in influencing purchase intention and decisions for isotonic beverages. It provides empirical evidence supporting decision-making and social learning theories, particularly regarding how lifestyle factors shape consumer choices. These findings can serve as a foundation for further exploration of purchasing behavior in the beverage industry.

Businesses can leverage these insights by enhancing promotional strategies that align with consumers' active lifestyles, such as health campaigns, sports event sponsorships, and influencer marketing. Educating consumers about the nutritional benefits of isotonic beverages can also strengthen purchase decisions. Additionally, policymakers, like the Ministry of Trade, can ensure food safety and supervise the distribution of isotonic beverages to build consumer trust.

Future research should include students not involved in extracurricular activities but engaging in high-intensity physical activities to broaden the scope of understanding. Studies could also categorize extracurricular activities based on training intensity and examine additional variables, such as trust and brand reputation, to refine the purchase decision model.

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