

**The Differences of Student Purchase Intention in Tablet Computer based on
VALS (*Value and Lifestyle*)**

Rahayu Mardani and Zulkarnain

ABSTRACT

Lifestyle is one of the factors that influences consumers to purchase. People with different of lifestyle also different in purchase intention. This study aims to find out the difference of students purchase intention in tablet computer based on VALS (value and lifestyle). A comparative quantitative approach was used in this study and involved 117 students of University of Sumatera Utara. The incidental sampling was using as the technique of sampling. The measuring instrument used in this study were scale of purchase intention based on aspects of intention Ajzen (2005) and the scale of VALS based on the characteristic features segments mentioned by *Stanford Research Institute* (SRI) (in Hawkins et al, 2007). The data was analyzed using t-test. The result showed that there was a significant difference of purchase intention, based on VALS segmentation ($t = 0.116$, $p < 0.05$. $M_{\text{experiencer}} = 94.89$, $M_{\text{maker}} = 64.34$). The result of this study showed that VALS influenced purchase intention. Individuals with VALS experiencer, have stronger purchase intention rather than individuals with VALS maker. The implication of this study could be explained about the impact of VALS towards students purchase intention in tablet computer.

Keywords: purchase intention, VALS, experiencer, maker, students