

Do the Lifestyle and Socio-Economic Status of Students' Parents Affect Students' Consumption Behavior? An empirical study on Satya Wiyata Mandala University Students

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ABSTRACT

The purpose of this study is to examine how Satya Wiyata Mandala University students' consumption patterns are influenced by their lifestyle choices and their parents' socioeconomic standing. This study employs a survey research design and a quantitative methodology. The sample in this study consisted of 197 students, whereas the population consisted of all Satya Wiyata Mandala University students. The method used to collect data is the distribution of questionnaires. With the aid of the SPSS 21 program, statistical analysis is used in the data analysis approach. The study's findings indicate that parents' socioeconomic level and lifestyle choices have an impact on pupils' consumption habits. This study's conclusion is that while examining students' consumption patterns, lifestyle variables and parents' socioeconomic level should be taken into consideration..

Keywords: *lifestyle, socio-economic status of parents, consumption behavior*

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1. INTRODUCTION

Not only do adult individuals exhibit this illogical consuming behavior, but students' economic activities are also impacted, particularly when it comes to making purchases. Students tend to behave in a more consumerist manner and are less aware of the priority scale. Technology advancements and the psychological state of students who are still in quest of their identity are to blame for this. As far as we are aware, high school pupils are in the age range between adolescence and maturity. They still have erratic thought processes and are susceptible to outside influence.

Not only do adult individuals exhibit this illogical consuming behavior, but students' economic activities are also impacted, particularly when it comes to making purchases. Students tend to behave in a more consumerist manner and are less aware of the priority scale. Technology advancements and the psychological state of students who are still in quest of their identity are to blame for this. As far as we are aware, high school pupils are in the age range between adolescence and maturity. Teenagers attempt to adopt certain traits that are now in style because they feel pressured to fit in and be accepted by others and groups (Isma et al., 2020).

Cultural, social, personal, and psychological variables are the primary determinants of consumer purchase behavior. A person's lifestyle is shaped from an early age and is impacted by a multitude of factors, such as their culture, values, place of residence, social circle, family, educational background, disposition, and so on. A person's hobbies, interests, and attitudes reveal their pattern of existence, which is mirrored in their lifestyle. According to (Chang et al., 2008; Tahir et al., 2020), one may infer a person's lifestyle from the way they live, spend their money, and manage their time.

It is impossible to isolate the hedonistic spending habits of today's students from the changes in lifestyle brought about by shifting cultural norms and mentalities (Rakib, 2015). They

have a preference for items that are practical, quick, and often westernized. Hadasiah et al., (2022) asserts that a person's lifestyle affects their behavior, which in turn dictates their patterns of purchasing. This is consistent with the findings of a study conducted by Patricia & Handayani (2014), which found that lifestyle has a major and beneficial impact on customer behavior. Lifestyle has a favorable and substantial impact on consumption behavior, as demonstrated by the findings of several previous studies (Anggraini & Santhoso, 2019).

The socioeconomic background of parents is recognized to have an impact on pupils' consumption behavior, according to a number of theories on behavior (Rakib, 2015). Socioeconomic circumstances undoubtedly affect how children develop (Hadasiah et al., 2022). When there is a healthy economy, children have access to a wider range of material environments in their families and have more opportunities to learn a variety of skills that would be impossible to learn without the necessary resources. Riyadi (2022), asserts that a person's purchasing power is based on his income, and this in turn affects the way he consumes. Pupils from wealthy socioeconomic situations often have adequate material assistance; they get more pocket money than they require. This will provide them a considerable amount of purchasing power and give them the freedom to purchase everything they desire, which may lead them to engage in excessive or illogical consumerism. This is consistent with study by Chen et al., (2018), which demonstrates that parents' or family's socioeconomic level has a big impact on how much people consume.

To learn more about the appropriateness of satisfying demands with intensity, the reasons behind consuming, and the application of economic principles in consumption, it is vital to investigate the issue of student consumption behavior (Riyadi, 2022). In addition, parents' lifestyle choices and socioeconomic circumstances have an impact. The purpose of this study is to examine how students consume and the variables that affect it, such as the socioeconomic status and lifestyle of their parents.

2. METHOD

This study employs a quantitative methodology and is an example of inferential research, namely a survey. All Satya Wiyata Mandala University students enrolled in classes during the odd semester of 2023 comprise the research population. 197 students who completed the research instrument in its entirety using a Google form serve as the sample for this study. Researchers created a study questionnaire instrument based on indicators of lifestyle characteristics, student parents' socioeconomic status, and purchasing patterns in order to collect data. A Likert scale is used in the questionnaire's statements. Using the SPSS 21 program, multiple linear regression and descriptive statistical analysis are the data analysis techniques.

3. RESULTS AND DISCUSSION

3.1 Results

3.1.1 Lifestyle

The computation is based on a normal distribution with mean and standard deviation values based on data processing using the SPSS 21 program to determine a description of the degree of student lifestyle. Following that, these findings are grouped into three categories: low, medium, and high. This is shown in the table that follows.:

Table 1. Lifestyle Category Classification

No	Value Class Interval	Frequency	Percentage (%)	Category
1	> 48	18	9,14	High
2	36-48	154	78,17	Medium
3	< 36	25	12,69	Low
	Total	197	100,00	

Source: Data has been processed, 2023.

With a total frequency of 154 persons, the data analysis findings in the above table indicate that the student's lifestyle falls into the middle group (78.17%) in the grade class interval 36–48. This demonstrates that students at Satya Wiyata Mandala University enjoy an averagely basic lifestyle with little consumption.

3.1.2 Socioeconomic Status of Parents

The computation is based on a normal distribution with mean and standard deviation values based on data processing using the SPSS 21 program to determine a description of the socioeconomic position of the parents of pupils. After that, these outcomes are divided into three groups: low, medium, and high. This is shown in the table that follows.

Table 2. Classification of Parents' Socioeconomic Status Categories

No	Value Class Interval	Frequency	Percentage (%)	Category
1	> 50	18	9,14	High
2	32-50	145	73,60	Medium
3	< 32	25	12,69	Low
Total		197	100,00	

Source: Data has been proessed, 2023

The socioeconomic position of the parents of the children falls into the middle group (73.60%) in the grade class interval 32–50, with a total frequency of 290 persons, according to the data analysis results in the above table. This demonstrates that the parents of the pupils are middle-class and earn a reasonable salary, which enables them to manage the family's level of spending.

3.1.3 Consumption Behavior

The computation is based on a normal distribution with mean and standard deviation values based on data processing using the SPSS 21 program to ascertain the description of the degree of student consuming behavior. Following that, these findings are grouped into three categories: low, medium, and high. This is shown in the table that follows.

Table 3. Classification of Consumption Behavior Categories

No	Value Class Interval	Frequency	Percentage (%)	Category
1	> 35	32	16,24	High
2	28-35	135	68,53	Medium
3	< 28	30	15,23	Low
Total		197	100,00	

Source: Data has been proessed, 2023

The data analysis findings in the above table demonstrate that, with a frequency of 271 individuals, students' consumption behavior falls into the medium group (68.53%) in the grade class interval 28–35. This indicates that Satya Wiyata Mandala University students generally exhibit moderate levels of consumption behavior, indicating a high degree of self-control over their purchasing patterns.

3.1.4 Hypothesis testing

1) A portion of consumption behavior is influenced by the socioeconomic status and lifestyle of parents

The following standards must be met in order to demonstrate the effect of parents' lifestyle and socioeconomic status on consumer behavior:

H0: Sig value ≥ 0.05 indicates that socioeconomic level and parental lifestyle have little to no impact on consuming behavior.

H1: Sig value ≥ 0.05 indicates a partial impact on parents' socioeconomic level and lifestyle on their children's consumption behavior.

Table 4. Coefficient of Influence of Lifestyle and Parents' Socio-economics on Consumption Behavior

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	14,971	1,260		11,881	,000
Lifestyel (X1)	,324	,029	,488	11,165	,000
Parents' Socio-economic (X2)	,073	,020	,164	3,741	,000

a. Dependent Variable: Consumption Behavior (Y)

Source: Data processing with SPSS 21, 2023.

Table 4 shows that the lifestyle variable had a significant value < 0.05 ($0.000 < 0.05$). This implies that H_a is accepted and H_o is rejected, indicating that the lifestyle variable influences Satya Wiyata Mandala University students' consumption behavior to some extent. Similarly, the parent socioeconomic status variable had a significant value < 0.05 ($0.000 < 0.05$). Based on these findings, it can be said that H_a was accepted and H_o was rejected, indicating that the parent socioeconomic status variable had some influence on Satya University students' consumption patterns. Mandala Wiyata.

2) Concurrent Impact of Lifestyle and Parents' Socioeconomic Status on Consumption Patterns

The following criteria are used to examine the simultaneous impact of parents' socioeconomic level (X2) and lifestyle (X1) on consuming behavior (Y):

H_0 : Sig value ≥ 0.05 indicates that parents' socioeconomic level and way of life do not jointly affect students' consumption patterns.

H_1 : Sig value ≥ 0.05 indicates that parents' socioeconomic level and lifestyle have a combined impact on students' consumption habits.

Table 5. Anova for Lifestyle and Parents' Socioeconomics on Consumption Behavior

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	1813,827	2	906,914	87,655	,000 ^b
Residual	4045,444	391	10,346		
Total	5859,272	393			

a. Dependent Variable: Consumption Behavior (Y)

b. Predictors: (Constant), Parents' Socio-economics (X2), Lifestyle (X1)

Source: Data processing with SPSS 21, 2023.

As can be seen in Table 3, the significant value achieved is 0.000, which is less than the 0.05 acceptance level. Given that H_1 is accepted and H_o is rejected, it can be said that consuming behavior is influenced by both the socioeconomic level and lifestyle of parents.

3.2 Discussion

3.2.1 The Influence of Lifestyle's on Consumption Behavior

The study's findings demonstrate how lifestyle affects consumption patterns. This study supports the theory put forth by Astuti (2016) research, according to which a person's lifestyle is their way of living in the world as expressed through their interests, activities, and opinions. In other words, a person's routine activities generally reveal their lifestyle. what he does, what others think of everything around him and how much it matters to him, as well as his thoughts on the outside world and himself.

According to Haymond (2022), a person's values or likes, particularly those evident in their spending habits, constitute their lifestyle. From an economic standpoint, he contends, a person's lifestyle determines their interests, how they choose to spend their leisure time, and how they choose to use their income. As stated by Nugroho in the book Consumer Behavior, a person's lifestyle may be roughly defined as their way of life, which is represented by their activities, their interests, and their perceptions of the world and themselves.

According to studies published in journals, the living style variable is considered to positively influence consumption behavior (Astuti, 2016). This implies that a person's spending habit will rise in proportion to how opulent and hedonistic their living is. On the other side, students' spending behavior will likewise decline if their hedonistic views and opulent lives decline. The lifestyle variable has been successful in demonstrating the notion that students' consuming behavior is influenced by their lifestyle, based on the findings of pertinent study, ideas put out, and research conducted.

3.2.2 The Influence of Parents' Socioeconomic Status on Consumption Behavior

The study's findings indicate that parents' socioeconomic level has an impact on their children's consuming habits. According to the hypothesis, social standing or class is what divides society into many strata or classes, this research supports that view. Disparities in education, income, property ownership, lifestyle, and values held are all described by disparities in class or stratum. These variations may also affect how an individual or family chooses to consume (Murti et al., 2022). Keynes' theory that an individual's consumption is highly impacted by their income and that their savings and consumption will increase with an increase in income (Gobena, 2018). Similar to this, students will spend more on consuming when they receive pocket money from their parents.

In addition, the findings of this study are consistent with those of Kowel (2015) research, which found that parents' socioeconomic level had a significant and favorable impact on their children's consumption habits. This implies that students' consumptive behavior increases with the socioeconomic position of their parents. The variable parent's socioeconomic status has succeeded in proving the hypothesis, which states that parent's socioeconomic status influences student consumption behavior at Makassar State University, based on the findings of pertinent research, the theory that has been presented, and the results of research that has been conducted.

3.2.3 Influence of Lifestyle and Socioeconomic Status of Parents on Consumption Behavior

The second hypothesis (H2) was tested, and the findings indicate that parents' socioeconomic level and lifestyle have a strong simultaneous impact on students' consumption behavior. The consumption behavior of students is influenced by their parents' lifestyle and socioeconomic level, as seen by the responses of respondents in the evaluation range that is near to the agree category. This is in line with actual data, which shows that many students are inclined to purchase things when a merchant gives a discount, regardless of whether the student will ultimately need the items or not. Student consuming behavior is influenced by the lifestyle and socioeconomic position of parents, whether the student is purchasing products and services within a budget, in response to necessities, or in order to reap rewards.

4. CONCLUSIONS AND SUGGESTION

The research findings and data analysis conducted lead to the conclusion that Satya Wiyata Mandala University students' consumption behavior is positively and significantly influenced by their lifestyle. This demonstrates that students' consumption patterns increase with the level of luxury in their living. However, a decline in students' views toward an opulent lifestyle will also result in a decline in their degree of spending activity. Students at Satya Wiyata Mandala University exhibit positive and noteworthy consumption behaviors in response to their parents' socioeconomic position. This demonstrates that a family's spending habits increase with their socioeconomic standing and vice versa. Parental lifestyle and socioeconomic standing have a significant impact on students' purchasing habits. This demonstrates how parents' lifestyle and socioeconomic standing affect their children's consuming patterns, including whether or not students purchase things and services within their means, in response to necessities, or in exchange for rewards.

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