

Family Economics Education, Commercial Advertisements, and Online Shops Which Impact on Youth Consumption Behavior

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Abstract. This study was too deeply understanding about factors that affected consumption behavior among student. Consumption behavior that is realize by students is not only buying daily stuffs but also buying a variety of goods or services just as a fulfilment of their desires. Excessive consumption is not only experienced by adult but also by teenagers, which called consumptive behavior. This study uses quantitative explanation research design. The populations of this study are 143 eleventh grades of social program students in SMA Negeri 6 Malang. The sampling in this study is based on solving formula using “proportional random sampling” technique, and obtained 105 respondents. Data collection technique used is questionnaire technique. The analysis method used is multiple linear regression analysis. The results of this study show that there is significant influence on consumptive behavior derived by three independent variable mention on consumptive behavior of the eleventh grade of social program students. The higher Economic Education on family tend to reduce consumptive behavior among student. While commercial advertisement and online shop will rise the desire of consumptive behavior among student, appreciable. Simultaneously, economics education in family, advertising, online shop has impact on consumptive behavior of the eleventh grade of social program students.

Keywords: Consumptive Behavior; Family Economic education; Advertisements; Online Shop

1 Introduction

Generally, we think consumption as something that benefits individuals. Consumption is basic activity in economic which is reducing the value of good and service. When somebody eats bread, no other person bears an advantage from that bread. We moreover tend to think of utilization choices as being made by people, and not so much by businesses, governments, or other organizations. In modern economies, in any case, utilization choices and utilization benefits are more complicated than this individualistic picture infers. Michael [13] expressed that the truth that people continuously live-in society complicates the discourse of utilization. Utilization of an open great, like a charming city stop, can be experienced by numerous individuals at the same time.

Rationality derived from the word rational meaning in acting people must consider the advantages, losses and positives in making a decision. As Bin Dost[4] research state that it is highly related to the economic action of a person who thinks short-term and long-term person in making a decision or determining a choice. In relation to the necessary needs with the analysis of needs and motives and economic principles are believed. Relating to consumption behavior in the family environment is part of the discipline that is taught by the family so that someone knows the accuracy of an item can even provide great benefits for the future. In order to provide great benefits, then the behaviors greatly affect a rational in thinking, in making decisions and determine an option [14].

Decision-making around whether to construct a stop is done at a community level, not by a person. Indeed, inside a family, both choice-making and delight of utilization may include more than one individual [9][16]. Grown-ups may arrange almost what to create or buy. The warmth from a domestic heater could be a small-scale “public good,” since everybody within the family benefits from it. Numerous merchandise and administrations are moreover devoured by individuals whereas in their parts in trade or other organizations [24]. For illustration, a few workers are given openings to fulfill their personal needs for nourishment and excitement through commerce snacks and employer-sponsored sports trips. Decision-making has become more complex and is considered exceptionally imperative for shoppers. This can be due to the quick alter of the competitive worldwide trade environment. Buyers are being uncovered to promote campaigns, news sources, and coordinate mailing that nourish plenteous data; most of it has as well numerous blended messages.

On best of that, the expanding number and choices of merchandise, retail outlets, and shopping centers, and the accessibility of multi-component items and electronic obtaining office have broadened the circle for shopper choices. This makes choice making more complicated [22]. In expansion, these days, there are more modern and complex items, decreasing inter-brand contrasts, and hoisting fakes and items that see alike, subsequently, a few customers feel overpowered and discover it troublesome to decide [3]. Profiling consumers’ decision-making handle centers on thinks about of the lion's share of customer interface Customer issues experts utilize such profiles to get it consumers’ shopping behavior, whereas sponsors and showcasing analysts utilize them to fragment the customers into different sections for item positioning.

2 Method

This study uses a quantitative approach. The data used is quantitative. This type of research is explanation research that is to know the magnitude of the influence of free variables to the dependent variable. This study describes the independent variables of economic education in the family (X1), advertising (X2), and online shop (X3) influencing the dependent variable of consumptive behavior (Y). In this study will also examine how the influence of economic education in the family, advertising, and online store (online shop) on the behavior of consumer consumptive class XI IPS SMA N 6 Malang.

This research was conducted in SMA N 6 Malang with population using class XI IPS students which amounted to five classes, with total students of 143 students. Data collection in this study using proportional random sampling which is the students each class were not homogeneous. Data source in this research is primary data and secondary data, in this research primary data in the form of questionnaire and secondary data in the amount of student data of class XI IPS. In this research the data collection procedure used is the questionnaire distributed in each class XI IPS randomly, while the number of student data class XI IPS obtained from the Student Affairs SMA N 6 Malang.

Analysis used in this research is classical assumption test include normality test, multi-collinearity test, heteroskedasticity test and linearity test. As for hypothesis testing is done by using t test for hypothesis partial influence and test hypothetical hypothesis simultaneous influence. Furthermore, multiple linear regression analysis was used to see the prediction of students' consumptive behavior and to see the effect of economic education in family, advertising, and online shop on consumer behavior of class XI IPS of SMA Negeri 6 Malang.

3 Results and Analysis

3.1 Quantitative result

In this study there were three independent variables (X1) economics education in the family, (X2) commercial advertisement, and (X3) online shop. So that inferential statistical analysis technique used is multiple linear regression analysis. It has passed the classical assumption test that was previously carried out. Multiple linear regression analysis was carried out with the help of SPSS 23 for windows. This multiple linear tests is used to determine the independent variables on the dependent variable, both partially and simultaneously.

Table 1. Result of multiple linear regression analysis

Coefficients ^a										
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance
(Constant)	1,069	,418		2,559	,012					
1 Economics education in family	-,266	,120	-,181	-2,222	,029	-,089	-,216	-,175	,936	1,068
Commercial Advertisemen t	,466	,097	,438	4,818	,000	,432	,432	,379	,743	1,336
Online Shop	,214	,069	,274	3,089	,003	,294	,294	,243	,786	1,273

a. Dependent Variable: Consumptive Behavior

The regression line equation line as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 1,069 + (-0,266) + 0,466 + 0,214$$

The linear line equation can be explained as follows.

a. $\alpha = 1,069$

α is a constant value which indicates that if there is no economic education in the family (X1), advertising (X2), and online shop (online shop) the student's consumptive behavior will be worth 1.069. In the sense of the word, consumptive behavior will be worth 1.069 before or without the variables of economic education in the family (X1), advertising (X2), and online stores (online shop).

b. $\beta_1 = -0,266$

β_1 is a regression coefficient value of economic education variables in the family β_1 of -0.266 which means that whenever family economic education increases, the student's consumption behavior decreases by 0.266 or in other words every decrease in consumptive behavior is needed in the family economic education variable of -0.266 assuming other variables remain ($X_2, X_3 = 0$). Because students have received economic education in the form of explanation / habituation, independence, and imitating from family.

c. $\beta_2 = 0.466$

β_2 is the regression coefficient value of the β_2 advertising variable of 0.466 which means that every time advertising increases, consumptive behavior increases by 0.466 or in other words any increase in consumer behavior requires an advertising variable of 0.466 assuming other variables remain ($X_1, X_3 = 0$). Because students have paid attention to commercial advertisements, are interested in commercial advertisements, are sure of messages in commercial advertisements and follow messages in commercial advertisements.

d. $\beta_3 = 0.214$

β_3 is a regression coefficient value for online shop (β_3) variable of 0.214 which means that every online shop variable increases, then consumptive behavior increases by 0.214 or by other measures every increase in consumer behavior requires an online shop variable. equal to 0.214 assuming other variables remain ($X_1, X_2 = 0$). Because students shop at online stores easily, comfortably, the prices offered are cheap, unlimited and modern.

e. $e = \text{error}$

which is an error that occurs in the estimation of the dependent variable (Y) because there are still other factors besides the independent variable (X) that affect the variable (Y) but not taken into account.

3.2 Effect of Economic Education in the Family on Consumptive Behavior

Based on the research that has been done about economic education in the family against the consumer behavior of student's class XI IPS SMA Negeri 6 Malang that the variable of economic education in the family partially affected. Providing economic education in society strongly able influences the student's consumption behavior as a child. Parents' efforts on children can be done well. efforts are made by direct means (teaching / habituation), indirectly (independently), and unconsciously (imitate). The explanation given by parents makes some students do not directly buy expensive goods or unneeded goods (desire) or the latest output (current trend) because the student always remembers the explanation or the words of his parents to consume rationally. Parents accustom their children to save, save money, and do not use the money to consume excessively or consumptively.

Parents also train the independence of their children, to take care, meet their own needs and desires without having to be helped by others. Parents are role models for their children, children will imitate behaviors that are performed by parents and there is a learning process to get things new. Parents increasingly often provide explanations or habituation, independence and imitate about good behavior and regular consumption, it can improve the behavior of rational student's consumption and consumer behavior will decline. Often students get economic education in the family makes students will not tend to consumptive. Economic education in the family as a guide for students because they will remember for what is given and delivered by his family included in the consumption. One of them is in the activity of efficient consumption.

3.3 Influence of Advertising on Consumptive Behavior

Based on the research that has been done regarding advertising on the consumptive behavior of students of class XI IPS SMA Negeri 6 Malang that advertising has a partial effect on students' consumptive behavior. Each student sees or interprets different mass-based ads. This

effect occurs because of the response to advertising, interest in advertising, confidence in the message in the ad, following the message in the commercial advertisement. Often students pay attention to the ads to make students interested and confident in what is contained in the ad message. The higher the influence of advertising to consumers, the higher consumer consumptive behavior.

The results of this study are in accordance with the research conducted by Kusmayanti^{Error! Reference source not found.} which is that there is a positive influence on the response of advertising to students' consumptive behavior. The higher the response to advertising, the higher the student's consumptive behavior. So, it can be concluded that advertising as a stimulus that can attract attention, then arouse the interest and desire of consumers to take purchase action. Ads are designed so that the visual appearance is interesting and the information contained in the quality of the price, and other information, motivates potential customers, especially students, to buy even though they are not really needed.

3.4 Influence of Online Shop to Consumptive Behavior

Based on research that has been done regarding online shops on the consumptive behavior of students of class XI IPS, SMA Negeri 6 Malang, online shops affect partially on students' consumptive behavior. This can be seen through the description of online shops, where more and more online stores (online shops), will affect the increasing consumer behavior of students in shopping. the results of this research are in accordance with the theory put forward by Sari^{Error! Reference source not found.} that online stores are a process of buying goods or services from those who sell via the internet, or online buying and selling services without having to meet the seller or the buyer directly. Online shop is not just considered as an election in shopping, but has become part of the social and cultural changes in society.

In the online shop, consumers can see items in the form of pictures or photographs or even videos. Items or services offered or sold in online stores provide cheap prices with good quality or with the latest designs even though not all items actually purchased are the same as those drawn or photographed. in addition to buying in online stores (online shop) can be done for 24 hours without any limit and can buy anywhere without having to come to his shop. Many students prefer to shop at online stores because it is modern or popular today.

The results of this study are in accordance with the research conducted by Cahyani^{Error! Reference source not found.} that most female students of the Faculty of Economics, Malang State University have a consumptive behavior in high-level online shopping. Thus, they must be able to adjust the needs that are really needed as a student. Based on the description and research findings, it can be concluded that online shop (online shop) has a positive and significant impact on student consumptive behavior.

3.5 Influence of Education Economy in Family, Advertising, and Online Shop

Based on the research that has been done it is known that economic education in the family, advertising, and online shops (online shop) simultaneously or together influence the consumptive behavior of class XI students of SMA Negeri 6 Malang, partially economic education in the family influences students' consumptive behavior. Economic education in the family is an education that was first received by students from childhood. High economic education in the family will make the child better at consuming or decreasing the level of consumptive.

Good consumption behavior and decrease the level of consumer consumptive because the parents often provide teaching or explanation, independence, and imitate able to be applied well by students. Advertising also influences students' consumptive behavior, with the number of commercial advertisements circulating or displayed by producers in introducing their products and facilitated with various media that help in marketing products through advertising, thus

students are able to find information about the desired product easily. Almost all students have television and mobile phones, both media are the most widely used students to find information about products to be marketed by the manufacturer.

In addition to social media and electronic media, print media also affect student consumptive behavior, for example with the ads in magazines or in newspapers. When the response to commercial advertisement has a positive effect and students are interested in the product being advertised, it is not uncommon for students to buy the item without consideration and things that can cause students to behave consumptively.

In addition, online shop (online shop) also affects student consumptive behavior, with many online stores (online shop) in Indonesia makes students more easily in shopping. Online shop (online shop) can be viewed through electronic media such as mobile phones and laptops that must be equipped with internet facilities. Some students like to shop at online stores (online shop) because many advantages are given, for example shopping at an online shop (online shop) is easy to do, offering prices that are relatively cheap, convenient in shopping, can shop at any time or without limits, and shop in the online shop is a modern shopping in the current era.

4 Conclusion and Implication

Based on the results of the research stated in the previous, the conclusion that can be drawn from this study is that there is an influence of family economic education on the consumptive behavior of students of class XI IPS 6 Malang State Senior High School. There is influence of commercial advertisement to consumer behavior of student of class XI IPS SMA Negeri 6 Malang. There is the influence of online shop (online shop) to the consumer behavior of students of class XI IPS SMA Negeri 6 Malang. There is an influence of economic education in the family, advertising, and online shops on the consumptive behavior of students of class XI IPS 6 Malang State Senior High School.

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