



THE INFLUENCE OF INCOME AND NEEDS PREFERENCES ON CONSUMPTIVE BEHAVIOR WITH ECONOMIC LITERACY AS A MODERATOR VARIABLE

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ABSTRACT

In fulfilling their needs, humans are faced with economic problems that occur as a result of an imbalance between unlimited human needs and limited means of satisfying those needs. The limited resources a person has result in the person being unable to fulfill whatever they want. Many factors influence teacher consumptive behavior, including income, preferences, needs and economic literacy. The aim of this research is to find out whether economic literacy moderates the influence of income and needs preferences on consumer behavior. The method used in this research is a survey method using a descriptive verification approach. The population in this study were all high school teachers in Losari District, totaling 62 people. The instrument used in this research is a type of questionnaire that measures a Likert attitude scale with 5 (five) alternative answers. The data analysis technique used is moderated regression analysis. Based on the research results, it was found that income influences consumer behavior; Need preferences influence consumer behavior; Economic literacy moderates the influence of income on consumer behavior. meaning, with economic literacy, the influence of income on consumer behavior becomes greater or stronger; Economic literacy moderates the influence of need preferences on consumer behavior. meaning, with the existence of economic literacy, the influence of need preferences on consumer behavior becomes greater or stronger, so economic literacy needs to be increased again, especially in terms of understanding that the need for knowledge and education is an important part of self-development. Apart from that, there is also an understanding that a clean and healthy natural environment can be rare and needs to be well maintained and there are still teachers who do not have the motivation to achieve sustainable economic growth and development.

Keywords: *Income, Needs Preferences, Economic Literacy, Consumptive Behavior.*

INTRODUCTION

In fulfilling their needs, humans are faced with economic problems that occur as a result of an imbalance between unlimited human needs and limited means of satisfying those needs. Limited resources that a person has result in that person being unable to fulfill whatever they want. Fundamental economic concepts are very important for humans to manage limited resources so that they can be used efficiently. This will influence human consumption behavior in terms of meeting their needs. According to Dessyta Gumanti, Putri Meliza Sari and Yosi Eka Putri (2017:116) stated that "The desire to fulfill life's needs is a human instinct". The activity of spending income on various goods or services to meet human needs is called consumption activity. The most important human needs to be fulfilled through consumption activities are of course basic needs or basic needs. However, human needs continue to develop in line with developments over time with increasing income received. Humans are not only required to fulfill basic needs, but also other needs. Such as educational needs, health, transportation, communication and so on.

Imawati (2013:56) believes that consumer behavior is the human tendency to consume without limits, buying things excessively or unplanned. This consumptive behavior can be seen from the increasing tendency of people to shop. The reason for consumer behavior is often related to the tendency to shop, because shopping can be used as an alternative to relieve fatigue and stress due to daily activities. Even by shopping at a shopping center, a person will feel comfortable, which can influence a person's intensity to make sudden purchases or impulsive purchases.

Impulse buying is defined as the consumer's tendency to buy spontaneously, reflexively, suddenly and automatically. From this definition, it can be seen that impulsive buying is something natural and a quick reaction. As a result, consumer behavior in purchasing their needs is increasingly irrational.

This is the case with the consumptive behavior of teachers. Teachers' economic conditions can influence their welfare and consumption behavior. Teacher income varies significantly. Low income can limit teachers' ability to meet daily living needs, including consumption. Teachers with low incomes may have difficulty purchasing necessities, meeting daily needs, or even purchasing luxury items. In addition, low income can also affect their overall quality of life. Simamora (2002:3) states "consumers will try to maximize their satisfaction as long as their financial capabilities allow". Based on this, changes in consumer behavior in consuming goods and services can change along with an increase in their income

One factor that can influence consumption behavior is understanding economic concepts, namely economic literacy. Sina (2013:136) states "low economic literacy will have an impact on people's consumptive behavior". This shows the importance of society, especially teachers, having good knowledge of economic concepts and their application in everyday life.

The abilities and knowledge possessed by teachers should be able to be applied well in making economic decisions in teachers' daily lives, especially regarding consumption. However, based on the data obtained, it was found that teachers still do not apply economic concepts in decisions such as taking loans by pawning SK (Decree Letters).

According to the Financial Services Authority (OJK), economic or financial literacy is a series of processes or activities to increase the knowledge, confidence and skills of consumers and the wider community so that they are able to manage their finances well. Financial literacy has a long-term goal for all groups of society, namely increasing the literacy of someone who was previously less literate or not literate to become well literate, and increasing the number of users of financial products and services.

Economic and financial literacy is an important factor so that teachers also know that saving makes investing money more secure and can have a big influence on the Indonesian economy. Teachers need financial literacy in personal financial planning. Without sufficient financial literacy, teachers will have difficulty managing their finances, both consumption and savings. It is no stranger to the world of work that there is a retirement period, according to Sundjaja (2013), in Dewi and Oriana (2015) that retirement is a period when a person will experience a decrease in the income they receive, compared to when they were working, while the living costs incurred remain the same or more. .

Apart from literacy factors, consumer behavior is also influenced by income and needs preferences. Different incomes are the main determinant of consumption. Even for several people who have the same income, their consumption can be different. The higher the income a person receives, the greater the expenditure used for consumption. The higher the income a person receives, the greater the expenditure they will spend on consumption. However, in life it often happens that people with low incomes continue to increase the level of consumption of certain goods.

In general, the allocation of public consumption expenditure is classified into two use groups, namely expenditure on food (grains, tubers, fish/shrimp/squid/shellfish, meat, eggs and milk, vegetables, nuts, fruit). , oil and coconut, beverage ingredients, spices, other consumption, prepared food and drinks) and expenditure on non-food (housing and household facilities, various goods and services and others).

One of the factors in determining the pattern of consumer demand for a good or service is people's income. In general, changes that occur in income will always cause changes in demand for an item. In general, if a consumer's income increases, the demand for a particular good will also increase, so the demand for a particular good will also increase, assuming other factors are held constant. Based on the nature of changes in demand when income changes.

Meanwhile, preference factors for needs vary between individuals and are influenced by various factors such as culture, personal values, and life experiences. For example, someone raised in an environment that values education may place a high priority on their educational needs. In contrast, individuals who focus more on material values may be more likely to choose the fulfillment of physical needs such as luxuries and consumer goods. In addition, preferences for needs can also change over time and changes in living conditions. For example, someone who initially prioritizes career needs may experience a shift in priorities when entering the family life phase, where the need for interpersonal relationships and family security becomes more dominant (Aninda & Arifah, 2022). Not only influenced by internal factors, preferences for needs can also be influenced by external pressures such as social, economic or cultural pressures. The existence of certain social norms or certain economic demands can shape preferences for a person's needs.

METHODOLOGY

The research method used in this research is a survey method with a descriptive verification approach. In this research, information was collected from respondents using a questionnaire. This method considers that the researcher is the first instrument who will observe all forms of human behavior and organizations which will be the object of research, by describing developing phenomena.

This research uses descriptive verification research type. Descriptive verification research is a form of research aimed at describing existing phenomena, both natural phenomena and man-made phenomena. (Sugiyono, 2012:65). Using this research, researchers analyzed the issue of Moderating Economic Literacy on the Influence of Income and Needs Preferences on Consumptive Behavior, namely by exploring information regarding this issue.

RESULT AND DISCUSSION

1. The influence of income on consumer behavior

Based on the results of analysis and testing, it shows that income has a significant effect on consumer behavior. This shows that the higher the income, the higher the consumer behavior.

The results of this research are in line with the results of research conducted by BUhamari, Fajirin and Indriani (2021:33);, who reported that: "income has a significant effect on consumer behavior".

The research results show that the direct influence of income on consumer behavior is not yet optimal. This is because even though the results of the analysis show that income is perceived to be in the medium category, the facts on the ground show that there are still teachers who do not have comprehensive income indicators, such as not having investments that provide passive income every month; have a job

or personal business that generates monthly income and sets aside funds for family savings or investments. These facts show that regulatory implementation still needs to be improved.

Consumption activities will occur if humans have money (treasures). Thus, consumption activities are closely related to money/possessions and humans as the perpetrators. Money/possessions are closely related to income, because the income people usually receive today is in the form of money. Fajirin stated that a consumer's income level is also a factor that can influence a person's consumption behavior.

Income will affect the number of goods consumed. In fact, it is often found that as income increases, the goods consumed not only increase, but also the quality of the goods becomes a concern.

The relationship between consumption and income is explained in Keynes' theory which explains that current consumption is greatly influenced by current disposable income. Where disposable income is the income remaining after paying taxes. If disposable income is high then consumption also rises. It's just that the increase in consumption is not as big as the increase in disposable income.

Consumptive behavior is related to teacher income, if income is constant, while consumption increases, then teachers must reduce consumptive behavior to a low level, otherwise teachers will experience consumption inability, because income does not increase, thus affecting the level of welfare. The influence of income on consumer behavior has a close relationship. Thus, theoretical studies and several previous studies show the importance of income in influencing teacher consumptive behavior.

2. The influence of needs preferences on consumer behavior

Based on the results of analysis and testing, it shows that needs preferences have a significant effect on consumer behavior. This shows that the higher the teacher's preference for needs, the higher the consumer behavior.

The results of this research are in line with the results of research conducted by Pangestu & Wibowo (2020:46); Shalahudin and Wijayanti (2022:32);, who reported the results of their research that: "needs preferences have a significant influence on consumer behavior".

The research results show that the influence of need preferences on consumer behavior is not yet optimal. This is because even though the results of the analysis show that the perceived needs preferences are in the moderate category, the facts on the ground show that there are still teachers who do not have comprehensive indicators of needs preferences, such as not having a regular list or schedule to organize daily activities; double-checking work or tasks before considering them complete and not trying to reduce food waste and avoid excessive purchasing.

According to Kotler (2000:64), preferences are preferences, choices or something that consumers prefer. Consumer preferences can be defined as a person's choice of liking or disliking the goods or services consumed. The level of consumer preference varies, depending on the consumer's perception. The factors of preference are product, price, place or location, promotion and atmosphere. This factor is what consumers consider when making purchasing decisions.

Every individual who carries out consumption activities has different consumptive behavior according to their needs and income. Consumptive behavior is the behavior of consuming goods that are actually lacking or not needed (especially related to the response to the consumption of secondary goods, namely goods that are not really needed). Consumptive behavior occurs because people have materialistic tendencies, a great desire to own things without paying attention to their needs and most of the purchases made are driven by the desire to fulfill the desire for pleasure alone. Indeed, there is no satisfactory definition of the word consumer. However, consumptiveness is usually used to refer to consumer behavior that uses money worth more than its production value for goods and services that are not basic needs.

Other research also shows that needs preferences are a factor that has a significant influence on a person's consumptive behavior (Ariska, 2009:14; Kartika, 2020:26). Thus, theoretical studies and several previous studies show the importance of needs preferences in influencing teacher consumptive behavior.

3. Economic Literacy Moderates the Effect of Income on Consumptive Behavior

Based on testing and analysis, it is known that economic literacy moderates the influence of income on consumer behavior. This shows that the interaction between income and economic literacy influences consumer behavior.

The results of this research are in line with the results of research conducted by Ferdian, Elyawati and Riyadi (2020:21);, who reported the results of their research that: "income and economic literacy have a significant effect on consumer behavior".

The research results show that the influence of income on consumer behavior and economic literacy as a moderator variable is not yet optimal. This is because even though the results of the analysis show that income and economic literacy are perceived to be in the medium category, the facts on the ground show that there are still teachers who do not have indicators of income and economic literacy as a whole, such as there are still teachers who do not have an understanding of the needs knowledge and education are an important part of self-development; Apart from that, there are still teachers who do not yet have an understanding that a clean and healthy natural environment can be rare and needs to be well maintained and there are still teachers who do not have the motivation to achieve sustainable economic growth and development.

The flow of globalization has provided a movement in public attitudes which has resulted in consumption attitudes, the effect of which has become increasingly felt since the presence of shopping centers and fast food restaurants in urban areas (So seen & Arnasik, 2018: 41). Along with the progress of the times, people's lifestyles have changed, some people often buy necessities in modern shopping centers rather than conventional markets. Society also follows trends that are becoming a trend, including students, some students follow trends that are currently popular, such as food, clothing, shoes, bags and so on which serve as a means of increasing self-confidence and mood (Rozaini & Ginting, 2019:28). The determination of consumption carried out by society no longer shows a person's capacity to separate which needs are primary and urgent and which desires are unimportant.

Consumptive behavior describes a personal attitude that is no longer based on logical estimates, consumption activities are no longer aimed at fulfilling needs but are aimed at pleasure, prestige or simply fulfilling the desire to buy only (Septiansari & Handayani, 2021:44), the results that are highlighted are status, prestige, wealth, idiosyncrasy and other striking matters (Dewi et al., 2021:36). Consumptive behavior can be identified through visible indicators of a person's consumption activity patterns, such as buying objects or services only aiming for a prize and not caring about the benefits, buying only because the packaging is attractive and unique, different from similar products in the community, buying because of prestige in order to maintain one's existence in the community. circle of friends, buying because of the exclusivity of both form and price even though the useful value of the goods or services can be found in more affordable products (Insana & Johan, 2021:27).

The fast flow of information brings a person to the reality of the seduction of advertising, unrealistic friendship groups, and a tendency to be wasteful in using money. In this case, an understanding of economics is very important to create brilliant estimates to satisfy your wishes in a wise way. The ability to understand financial information in everyday life and prepare financial plans for the future is very necessary to achieve an adequate level of individual well-being (Clichici & Moagar, 2022;19).

Economic literacy is closely related to critical thinking in rational decision making (Hussain et al., 2018; 22). A person's economic literacy can produce individuals who are intelligent in managing economic resources to achieve prosperity or the goals they want to achieve. Economic literacy has a very important function in opening insight into the expenditure or benefits of an object in the economic activity that is being experienced (Efendi et al., 2019; 40).

Financial literacy occurs when a person can achieve goals with existing resources (Gautam & Rastogi, 2022;18). Having economic literacy skills is very important in determining a person's economic life, but a level of financial literacy that is too high tends to cause overconfidence and lead to poor decision making. Thus, the results of the research carried out are in line with the principles of theoretical studies and several previous studies.

4. Economic Literacy Moderates the Influence of Needs Preferences on Consumptive Behavior

Based on testing and analysis, it is known that economic literacy moderates the influence of needs preferences on consumer behavior. This shows that the interaction between needs preferences and economic literacy influences consumer behavior.

The results of this research are in line with the results of research conducted by Zahra., & Anoraga (2021;32); Rustanto (2022;41); Wati & Kurniawan (2016;19);, who reported the results of their research that: "needs preferences and economic literacy have a significant influence on consumer behavior".

The research results show a suboptimal influence between needs preferences on consumer behavior and economic literacy as a moderator variable. This is because although the results of the analysis show that preferences for needs and economic literacy are perceived to be in the medium category, the facts on the ground show that there are still teachers who do not have overall indicators of preferences for needs and economic literacy, such as there are still teachers who have fixed monthly expenses. that I have to pay, such as rent, mortgage, or utility bills; There are still teachers who have the burden of having to pay educational costs for children or other family members and there are still teachers who have monthly expenses, especially to pay loan installments, house mortgages or car loans.

Individuals with a good level of economic literacy are expected to be more selective in deciding which product preferences to consume as well as prioritizing their needs and adapting them to each person's abilities. Someone who has low economic literacy in their economic activities will tend to prioritize ego over rationality, tend to prioritize fulfilling desires rather than meeting needs. For someone, to become a rational consumer is certainly not easy, but there are small things that can be done to start, namely starting to list all kinds of needs, making a clear priority scale in shopping, and it is very important for students to start setting aside some pocket money. for unforeseen needs at a later date

The research results are in line with the results of research conducted by Diantini et al., (2021; 22) which states that, if a person's economic literacy gets better, then a person's level of ability to think rationally will increase, so that the tendency to behave consumptively can be avoided.

Basically, consumptive behavior is influenced by many aspects, one of which is economic literacy and needs preferences as the results of this research, but there are many other aspects that have the possibility of influencing it, such as the results of research by Usman & Izhari (2020:37). Research shows that high and low levels of consumptive behavior are influenced by economic literacy, and several other behaviors such as family environment and peers.

Each individual has different preferences and needs and has a different background. A person's consumption tendencies may be based on family environment, friends and other factors. Therefore, it is worth researching other factors that influence the level of consumer behavior besides economic literacy and needs preferences. Thus, the results of the research carried out are in line with the principles of theoretical studies and several previous studies

CONCLUSION

Based on the results of the analysis and discussion previously stated, the following conclusions can be drawn: 1) Income influences consumer behavior. This means that the higher the income earned, the higher the teacher's consumptive behavior will be. 2) Need preferences influence consumer behavior. This means that the higher the preference for needs, the more the teacher's consumptive behavior increases 3) Economic literacy influences consumer behavior. This means that the higher the economic literacy, the higher the teacher's consumptive behavior 4) Economic literacy moderates the influence of income on consumer behavior. This means that with economic literacy, the influence of income on consumer behavior becomes greater or stronger. 5) Economic literacy moderates the influence of needs preferences on consumer behavior. This means that with economic literacy, the influence of needs preferences on consumer behavior becomes greater or stronger

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