

e-ISSN: 2963-2129, p-ISSN: 2962-0562

DOI: <https://doi.org/10.38035/ijphs.v1i1>

Received: 4 December 2022, Revised: 29 December 2022, Publish: 1 January 2023

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The Relationship of Socio-Economic Status to Emotional and Consumptive Behavior

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Abstract: The Literature Review article on the Relationship of Socioeconomic Status to Emotional and Consumptive Behavior is a scientific article that aims to build a research hypothesis on the influence of variables to be used in further research, within the scope of Human Resource Management. The method of writing this Literature Review article is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. The results of this study are: 1) Socioeconomic Status is related to Emotional; 2) Socioeconomic status relates to consumptive behavior; and 3) Emotional related to Consumptive Behavior. Apart from the exogenous variables that influence the endogenous variables, there are other influencing factors including: Environment, Friends and Association.

Keywords: Socioeconomic Status, Emotional, Consumptive Behavior

INTRODUCTION

The digital era of information makes it easy to find information in digital media. It can be seen from the rise of social media applications, such as TikTok which contains various kinds of content created by individuals or companies. There is a lot of content that contains things related to luxury and lifestyle, they are willing to pay a lot of money for content. This gave rise to various kinds of comments from various groups of socio-economic status, ranging from appreciative to blasphemous. This is none other than a problem of socioeconomic status, where for the lower middle class, luxury content is a waste and it is better for the money to be used for other things. However, for those people with upper-class social status, it is considered reasonable to do so. So that the middle and lower economic circles are starting to be interested in this content and starting to follow the style of that person.

Formulation of the problem

Based on the background of the problems above, the researcher determines the formulation of the problem as follows:

- 1) Does Socioeconomic Status is relates to Emotional?
- 2) Does Socieeconomic Status is relates to Consumptive Behavior?
- 3) Does Emotional is relates to Consumptive Behavior?

LITERATURE REVIEW

Socioeconomic Status

Socio-economic status is an individual or family position according to economic aspects. Socio-economic status is the level that is owned by individuals based on their ability to realize and meet the needs of life every day from the income or salary they earn. Socio-economic status is a stratified existence of groups within a group or society, which consists of those who have different powers, privileges and prestige. Indicators of socioeconomic status include: 1) A measure of wealth; 2) Measure of power; 3) Honor measure; and 4) Size of knowledge (Sukanto, 2010).

Socioeconomic status has been widely studied by previous researchers, among others: (Wijianto & Ulfa, 2016), (F. Saputra & Mahaputra, 2022), (Desmiwerita & Saputra, 2019), (E. B. Saputra et al., 2019), (E. B. Saputra, 2022), (F. Saputra & Saputra, 2021).

Emotional

Emotional is a feeling and a distinctive thought, a biological and psychological state and a series of tendencies to act. Emotional is a feeling or affection that arises when a person is in a situation or an interaction that is considered important by him. Emotional is any state in a person that is colored affective either at a weak level or a broad level. Emotional indicators include: 1) Angry; 2) Happy; 3) Fear; 4) Sad; and 5) Disgust.

Emotional has been widely studied by previous researchers, among others: (Muzzamil et al., 2021), (Haryundari et al., 2022), (Zulhendra & Nofrialdi, 2022), (Nofrialdi, 2022).

Consumptive Behavior

Consumptive behavior is a human tendency to consume without limits, it is not uncommon for humans to prioritize emotional factors rather than rational factors or are more concerned with wants than needs. Consumer behavior is an action taken in consuming various kinds of goods which is a desire. Consumptive behavior is a pattern of human life that can be controlled and driven by the desire to fulfill pleasure alone. Consumptive behavior indicators include: 1) Buying products because of special offers; 2) Buying products because of the lure of gifts; 3) Buying products because the packaging is attractive; 4) Buying products to maintain personal appearance and prestige; and 5) Buying products based on price considerations, not because of their use.

Consumptive behavior has been widely studied by previous researchers, among others: (Nofrialdi, 2021), (Rahmayani & Nofrialdi, 2022), (Werita & Nofrialdi, 2021), (Kurniadi & Mahaputra, 2021), (Munawar & Mahaputra, 2022), (Indrawan & Pratomo, 2021).

Table 1. Relevant Previous Research Results

No	Author (year)	Previous Research Results	Simmlarities with this article	Difference with this article
1	(Wijianto & Ulfa, 2016)	The Influence of Social Status and Family Economic Conditions on Work Motivation for Early Adolescents (12-16 Years Old) in Ponorogo Regency	Discussing about Social Status and Family Economic	There are locus research, namely in Ponorogo Regency
2	(Mawo, Thomas, 2017)	The Influence of Financial Literacy, Self-Concept and Culture on Consumptive Behavior of Students	Discusses Consumptive Behavior	There is a research locus, namely at SMAN 1 Bajawa City

		of SMAN 1 Bajawa City		
3	(Gumulya & Widiastuti, 2013)	The Effect of Self-Concept on Consumptive Behavior of Esa Unggul University Students	Discusses Consumptive Behavior	There is an object of research, namely the students of Esa Unggul University
4	(Ritonga & Pane, 2020)	The Effect of Service Quality and Emotional on Customer Satisfaction at Honda Idk 2 Medan	Discuss Emotional	There is a research locus, namely the Honda IDK 2 Medan
5	(Kusuma & Suwitho, 2015)	Effect of Product Quality, Price, Facilities And Emotional To Customer Satisfaction	Discuss Emotional	There are differences in the variable Product Quality, Price and Facilities
6	(Jailani, 2019)	The Relationship between Parents' Socio-Economic Status Against Children's Motivation for Entrepreneurship	Discusses about Socio-Economic Status	There are differences in the variable Children's Motivation

RESEARCH METHODS

The method of writing literature review articles is the library research method, which is sourced from online media such as Google Scholar, Mendeley and other academic online media. In this research, literature review must be used consistently based on methodological assumptions. This means that a literature review must be used so that it does not raise questions that will be asked of researchers. Researchers use qualitative methods because they are exploratory (Ali, H., & Limakrisna, 2013)

DISCUSSION

Based on theoretical studies relevant to previous research, the discussion in this literature review article is as follows:

1. Relationship of Socioeconomic Status to Emotional

Socio-economic status is related to emotion, meaning that every social status in society has an emotional condition, namely: 1) Lower-class status: they tend to experience emotions because of financial limitations in meeting their daily needs; 2) Middle class: they tend to experience emotions because of the many needs that need to be met with mediocre financial conditions; 3) Upper class: they tend to experience emotional in terms of fulfilling lifestyle and other luxury needs.

If emotions cannot be controlled by each group in social status, that will happen: 1) Anger: refers to God who has given life not according to his wishes; 2) Happy: because they have wealth that can fulfill whatever they want; and 3) Fear: because they cannot buy goods for their consumption tomorrow.

This shows that the lower the social status level, the more problems will arise so that it always has an emotional impact.

Socioeconomic status is related to emotion, this is in line with research conducted by: (Maharani & Saputra, 2021), (Sudiantini & Saputra, 2022), (Havidz et al., 2017), (M. R. Putra et al., 2020), (Mahaputra & Saputra, 2021).

2. Relationship of Socioeconomic Status to Consumptive Behavior

Socio-economic status is related to consumptive behavior, so what must be done at the level of socio-economic status is: 1) Lower class: must be able to reduce useless consumptive behavior; 2) Middle class: they must be able to manage purchases of only the goods they need; and 3) Upscale: they must be able to consider every purchase so that there is

no waste. This shows that the higher the status level, the higher the consumptive behavior because of the many desires that they want to fulfill and make happen.

Socioeconomic status is related to consumptive behavior, this is in line with research conducted by: (Darwisyah et al., 2021), (Mulyani et al., 2020), (Sivaram et al., 2020), (Agussalim et al., 2016), (Sivaram et al., 2019), (Somad et al., 2021).

3. Relationship of Emotional to Consumptive Behavior

Emotions are related to consumptive behavior, so every level of socio-economic class must be able to regulate their emotions so that consumptive behavior does not occur, including: 1) Buying products because of special offers; 2) Buying products because of the lure of gifts; 3) Buying products because the packaging is attractive; 4) Buying products to maintain personal appearance and prestige; and 5) Buying products based on price considerations, not because of their use.

Emotional related to consumptive behavior, this is in line with research conducted by: (Ridwan et al., 2020), (Widodo et al., 2020), (Bimaruci et al., 2020), (Maida et al., 2017), (Desfiandi et al., 2019), (R. F. A. Saputra et al., 2021).

Conceptual Framework

Based on the problem formulation, literature review, previous research tables and the discussion above, the conceptual framework is determined as follows:

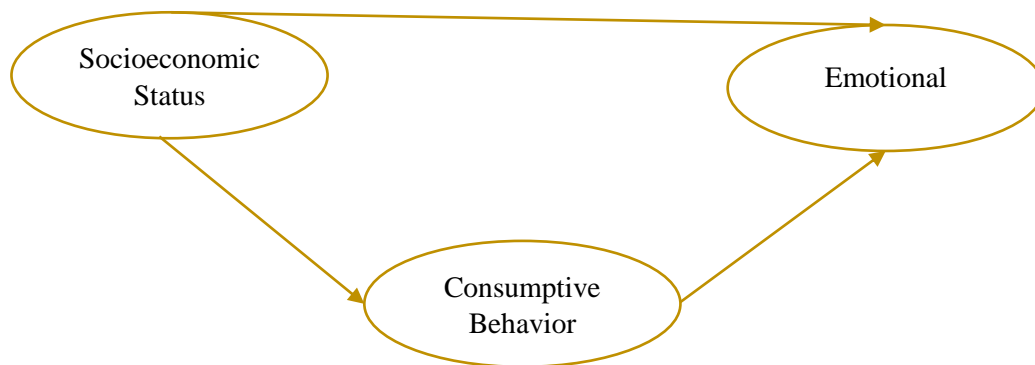


Figure 1. Conceptual Framework

This article discusses the relationship of socioeconomic status to emotional and consumptive behavior. There are other factors related to emotional and consumptive behavior, among others:

- 1) Lifestyle: (Yeni et al., 2019), (Larasati et al., 2018), (Elmi et al., 2016), (Assagaf & Ali, 2017), (Riyanto et al., 2017), (Mansur & Ali, 2017), (Ali, Sastrodiharjo, et al., 2022).
- 2) Pressure: (M & Ali, 2017), (Ali, H., & Limakrisna, 2013), (Ilhamalimy & Ali, 2021), (D. A. Setyadi & Ali, 2017), (Octavia & Ali, 2017), (Larasetiati & Ali, 2019).
- 3) Environment: (Fahmi & Ali, 2022), (Hernikasari et al., 2022), (Ali et al., 2016), (Wahono & Ali, 2021), (Iryani et al., 2021), (Hasyim & Ali, 2022).
- 4) Society: (Kholisoh & Ali, 2020), (Fauzi & Ali, 2021), (Ali, Zainal, et al., 2022), (Suleman et al., 2020), (Maisharoh & Ali, 2020), (A. Setyadi et al., 2017).
- 5) Live Load: (Paijan & Ali, 2017), (Putri Primawanti & Ali, 2022), (Mukhtar et al., 2016), (Lathiifa & Ali, 2013), (R. Putra & Ali, 2022), (Sari & Ali, 2022).

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the literature review and discussion above, the researchers determined the following conclusions:

1. Socioeconomic status is related to Emotional.
2. Socioeconomic status is related to Consumptive Behavior.
3. Emotional related to Consumptive Behavior.

Recommendation

Based on the conclusions above, it is hoped that every human being is able to control his emotions by directing them to positive things. In addition, whatever socio-economic status you have, you must be grateful for it and live it with a sincere heart and try and work so that every wish can come true. Suggestions are needed to develop further research hypotheses, there are several variables that can be used for further research, such as: Lifestyle, Society and Live Load.

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