

# The Relationship Between Determinants And Household Consumption Patterns In Lubuk Lintah Village, Padang City

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## ABSTRACT

*This study analyzes the determinants of household consumption patterns in Lubuk Lintah Village, Padang City, focusing on income, family size, education levels, and the prices of essential goods. These factors are critical in shaping how households prioritize expenditures, which ultimately dictates their economic resilience. Using a quantitative approach, the study surveyed 75 purposively selected households, with data analyzed through Pearson correlation and multiple linear regression. The findings indicate that income is the most dominant factor; as earnings increase, households transition from fulfilling basic survival needs to a more balanced allocation across secondary and tertiary goods. The number of family members significantly constrains this balance, as larger households are forced to prioritize high-volume food consumption, leaving little room for non-essential spending. Education acts as a qualitative driver, where higher literacy enables heads of households to manage budgets more rationally and efficiently. Furthermore, fluctuations in the prices of basic necessities create economic pressure that limits consumption flexibility, particularly for lower-income groups. Statistical analysis confirms these relationships, with an  $R^2$  value of 0.610, indicating that 61% of the variation in consumption behavior is explained by these variables. In conclusion, consumption patterns in Lubuk Lintah are fundamentally shaped by the interplay of economic capacity and demographic pressure. The study implies that price stabilization policies, income-generating programs, and enhanced financial education are essential to foster more sustainable and balanced household consumption behavior.*

**Keywords:** *Income, Family Size, Education, Price of Basic Necessities, Consumption Patterns*



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## INTRODUCTION

Household consumption patterns are important indicators of economic well-being because they reflect the way families divide their income into basic, secondary, and tertiary needs. This pattern not only shows purchasing power, but also indicates the ability of households to plan finances and face economic risks. Household consumption can also reflect levels of poverty and relative well-being in society. This phenomenon is important to understand, especially in developing countries such as Indonesia (Rusdiana, Sanuri, Subandi, & Mulyawan, 2020).

Household consumption is the dominant component in Gross Domestic Product (GDP), so its fluctuations have an impact on national economic growth. Changes in consumption patterns can affect production, distribution, and investment decisions at the macro level. Macroeconomic factors such as inflation, GDP growth, and income distribution also influence consumption patterns. Studies show that GDP, imports and manufacturing added value contribute significantly to household consumption (Basuki, 2025).

Household income is often a major factor in determining consumption patterns. High-income households tend to have flexibility in allocating spending between primary and non-primary needs. A decrease in income, for example due to job cuts, will significantly suppress household consumption. This shows that income is a critical determinant of family economic well-being (Fisher & Hardy, 2023).

The number of family members also affects household spending pressure. The more members, the greater the need to meet primary needs. This pressure causes households with many members to focus more on basic expenses than tertiary needs. Studies show that the number of household members has a significant effect on staple food consumption (Veranita, Munajat, Sari, & Sari, 2024).

Education of the head of the family plays an important role in making consumption decisions. Heads of highly educated families tend to be more rational and planned in allocating expenses. They are also more aware of the importance of long-term savings and investments. Education of the head of the family is a key factor in determining the quality of household consumption patterns (Novitasari, Wardoyo, & Andayani, 2024).

The level of Education also affects the pattern of food consumption. Individuals with an upper secondary education or more are more likely to eat a healthy diet and reduce unhealthy foods. They are able to choose items that provide higher nutritional value. This shows that education contributes to the balance of consumption patterns (Olstad & McIntyre, 2025).

The price of basic necessities is an important factor that affects household consumption patterns. The increase in strategic food prices will suppress the purchasing power of low-income households. As a result, they make substitutions or reduce non-principal expenses. This situation can reduce the quality of consumption and family well-being (Zainuddin, Wibowo, Suciati, Setyawati, & Magfiroh, 2022).

Fluctuations in food prices and inflation have a direct impact on household consumption. Domestic liquidity has been shown to have a more significant effect than interest rates or inflation in some periods. This suggests that macro factors significantly influence consumption behavior. Households need to adjust spending to remain stable in the face of price fluctuations (Gohar, Chang, Derindag, & Abro, 2022).

The imbalance between income and the surge in cost of goods has long-term consequences. Households that are too focused on primary needs are difficult to set aside for education, health, and savings. This condition reduces the resilience of the household economy in facing financial risks. Research shows that low-income households tend to be more susceptible to unbalanced consumption patterns (Supardi, Sriyono, & Yulianto, 2024).



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The structure of household spending also changes as purchasing power increases. The share of expenditure on food decreased, while non-food expenditure increased, indicating a shift in people's consumption preferences. This shift marks a more diversified diversification of consumption. Modern consumption patterns prioritize quality, health, and comfort (Lyu, Chen, Jiang, Feng, & Huang, 2024).

Despite rising incomes, many households have not allocated enough funds for a healthy diet. Comfort, taste and cultural factors still influence consumption choices. This shows that education and information about healthy eating still needs to be improved. Households need to be guided so that healthy consumption can be applied more widely (Baladina, Toiba, Hanani, Suhartini, & Widarjono, 2024).

Household size and education also affect wealth accumulation as a financial buffer. Households with higher education tend to have a greater accumulation of wealth than those with lower education. This wealth becomes a reserve when facing urgent needs. The factors of education and family size working together affect the financial stability of households (Soseco, 2022).

Understanding the determinants of consumption is important in social policy. Income assistance and financial literacy programs can strengthen households' purchasing power. These interventions also encourage healthier and more sustainable consumption patterns. Social policies must be adapted to the characteristics of local households (Putra, Munajat, Oktarina, & Primandari, 2024).

Economic literacy and consumption management education are important instruments. Education affects the management of household expenses and investments. This helps households optimize long-term well-being. With good literacy, households can make wiser consumption decisions (Chorshanbayev & Muratjanova, 2024).

Macro external factors such as interest rates, money supply, and inflation also affect consumption. Domestic liquidity is more dominant in encouraging consumption than interest rates. This shows the importance of monetary policy in the regulation of household consumption. The interaction between macro and micro factors needs to be analyzed to formulate the right policy (Mubarak, Yunus, & Alfisyahrin, 2024).

Based on a review of current theories and empirical evidence, it is relevant to examine the relationship between income, number of family members, education, and the price of basic necessities to household consumption patterns. Research at the local level is important for understanding region-specific socio-economic characteristics. The results of the study in Lubuk Leech Village, Padang City, can be the basis for targeted socio-economic policy recommendations. The author is interested in researching because he wants to make a real contribution to the welfare of households in this area.

## METHODS

This study uses a quantitative approach with survey design to analyze the relationship between determinants and consumption patterns of households in Lubuk Leech Village, Padang City. The quantitative approach was chosen because the focus of the study was to measure and explain the relationship of variables numerically, so that the results can be interpreted objectively and can be generalized in the context of the relevant population. The survey was conducted through a structured questionnaire that included questions about income, number of family members, education level of the head of the family, prices of basic necessities, and household consumption patterns.

The sample consisted of 75 households selected using purposive sampling technique, which is the selection of respondents based on certain criteria relevant to the purpose of the study. The criteria include households that have lived in Lubuk Leech village for at least one year and have a family head who can provide complete information about spending and consumption patterns. Purposive sampling



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techniques are used to ensure that the data collected truly represent the characteristics of the households that are the focus of the study, so that the analysis can be more accurate and relevant.

Data analysis was conducted using inferential methods to test the strength and direction of the relationship between variables. Pearson correlation test is used to determine the level of correlation between determinants such as income, number of family members, education, and the price of basic necessities with household consumption patterns. Furthermore, multiple linear regression analysis was applied to identify the amount of influence of each independent variable on the dependent variable, namely consumption patterns. This approach allows researchers to assess the relative contribution of each factor while simultaneously predicting consumption patterns based on a combination of determinant variables.

## RESULTS

This study aims to determine the pattern of household consumption in Lubuk Leech Village and the relationship of determinants such as income, number of family members, head of family education, and the price of basic necessities. The analysis was carried out in two stages, namely univariate to see the frequency distribution of each variable and bivariate to determine the relationship between variables using Pearson correlation test and multiple linear regression. The results of the study are presented in the following tables.

### 1. Univariate Analysis Of Research Variables

**Table1. Univariate Analysis Of Research Variables (N = 75)**

Variabel	Category / Range	Frequency	Percentage (%)
Household Income	≤ 2.000.000	20	26,7
	2.000.001 – 4.000.000	35	46,7
	> 4.000.000	20	26,7
Number Of Family Members	1 – 3 members	15	20,0
	4 – 6 members	45	60,0
	> 6 members	15	20,0
Education Of The Head Of The Family	SD / no school	10	13,3
	JUNIOR HIGH SCHOOL	25	33,3
	SMA / SMK	30	40,0
	College	10	13,3
The Price Of Basic Necessities	Stable	30	40,0
	Rising / Fluctuating	45	60,0
Household Consumption Patterns	Primary Dominant	20	26,7
	Balanced / Primary-Secondary	40	53,3
	Tertiary Dominant	15	20,0

From the univariate analysis, it can be seen that the majority of households (46.7%) have an income of between 2,000,001 to 4,000,000 per month, most have 4-6 family members (60%), and the education of the head of the family is generally high school/vocational school (40%). Most households face rising or fluctuating prices for basic necessities (60%) and have a balanced consumption pattern



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between primary and secondary (53.3%). This shows that households in Lubuk Leech village tend to adjust consumption patterns to their income capacity and family structure.

## 2. Correlation Between Independent Variables And Consumption Patterns

**Table 2. Correlation Between Independent Variables And Consumption Patterns**

Independent Variable	r (Pearson)	Sig. (2-tailed)	Interpretation Of Relations
Household Income	0,582	0,000	Medium Positive
Number Of Family Members	-0,426	0,001	Moderate Negative
Education Of The Head Of The Family	0,498	0,000	Medium Positive
The Price Of Basic Necessities	-0,367	0,002	Weak Negative

The results of correlation analysis showed that the income and education of the head of the family have a moderate positive relationship with household consumption patterns, meaning that the higher the income or education, consumption patterns tend to be more balanced. Conversely, the number of family members and the price of basic necessities are negatively related to consumption patterns, indicating that the more members or the higher the cost of goods, consumption patterns tend to be more focused on primary needs. All of these relationships were significant at a significance level of 0.05.

## 3. Multiple Linear Regression Results On Household Consumption Patterns

**Table 3. Multiple Linear Regression Results On Household Consumption Patterns**

Independent Variable	B (Coefficient)	Std. Error	Beta	t	Sig. (p)
Household Income	0,432	0,087	0,414	4,966	0,000
Number Of Family Members	-0,295	0,085	-0,253	-3,471	0,001
Education Of The Head Of The Family	0,311	0,081	0,288	3,838	0,000
The Price Of Basic Necessities	-0,198	0,079	-0,186	-2,506	0,014
R2	0,621				
F	29,47				0,000

The results of multiple linear regression showed that the income and education of the head of the family had a significant positive effect on household consumption patterns, while the number of family members and the price of basic necessities had a significant negative effect. The R2 value of 0.621 indicates that 62.1% variation in household consumption patterns can be explained by these four variables. This reinforces the finding that socio-economic factors and the price of basic necessities simultaneously determine the consumption patterns of households in Lubuk Leech Village.

## DISCUSSION

### 1. Socio-Economic Determinants and Consumption Patterns

The household consumption landscape in Lubuk Leech Village is characterized by a prevailing balance between primary and secondary needs. This equilibrium suggests a degree of economic resilience among the majority of residents. From the perspective of Keynesian Consumption Theory,



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income serves as the primary driver of household utility and expenditure management. The prevalence of middle-income households in this study facilitates a moderate consumption pattern, aligning with previous findings which emphasize that income levels fundamentally dictate the structure of household spending in the Bengkulu region (Pebriani, 2024).

## **2. However, the presence of low-income groups highlights a vulnerability to economic shocks.**

According to Friedman's Permanent Income Hypothesis, households do not merely react to current earnings but base their consumption on long-term expectations. Consequently, lower-income households in Lubuk Leech are more susceptible to price volatility. This necessitates targeted interventions to help these vulnerable segments maintain consumption stability.

## **3. The Impact of Demographic Scale and Education**

The inverse relationship between family size and consumption patterns supports the principles of home economics, which suggest that larger households experience heightened pressure to fulfill fundamental biological needs. As the number of residents within a household grows, budget allocations shift heavily toward essential food and basic requirements, often necessitating a reduction in spending on secondary or luxury goods. Consequently, households with more dependents require more advanced financial management strategies to prevent an imbalance in their overall quality of life

Additionally, the educational background of the household head serves as a vital protective element for family stability. Based on the concept of human capital, higher levels of education improve an individual's capacity for rational economic decision-making and enhance financial literacy. This research demonstrates that better-educated household heads are more skilled at managing budgets and making informed choices regarding product quality. Such educational attainment not only refines consumption habits but also encourages a greater tendency to save, ultimately promoting sustainable long-term household welfare.

## **4. Market Dynamics and Policy Implications**

Market conditions, specifically the fluctuation of prices for basic necessities, act as a significant constraint on consumption flexibility. Microeconomic theory suggests that price instability forces households particularly those in lower-income brackets to adopt substitution strategies or reduce consumption quantity. Nothing that price sensitivity in staple foods limits the ability of households to improve their quality of life through secondary or tertiary spending (Kim & McLaren, 2024).

From a policy standpoint, the Multiple Linear Regression results ( $R^2 = 0.621$ ) indicate that over 60% of the variation in consumption patterns is explained by the interplay of income, education, family size, and price levels. This high explanatory power suggests that local government interventions must be multi-dimensional. Programs such as food subsidies or price stabilization are essential for large, low-income families, while increasing financial literacy and economic capacity should be prioritized for long-term development.

## **5. Future Research Directions**

While this study provides a comprehensive look at socio-economic determinants, future research could explore the role of digital economy integration (e.g., e-commerce) and social capital in influencing rural consumption behavior. Additionally, longitudinal studies could offer deeper insights into how these households adapt to long-term macroeconomic shifts beyond local price fluctuations.



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## CONCLUSIONS

This study confirms that household consumption patterns in Lubuk Leech Village are fundamentally shaped by the interplay of income, family size, education, and market price stability. The findings validate the initial research objectives, demonstrating that socio-economic characteristics act as the primary determinants of how households allocate resources between primary, secondary, and tertiary needs.

The analysis reveals that higher income levels and advanced education of the head of the household serve as driving forces toward a balanced consumption pattern. These factors enhance a household's economic capacity and rational decision-making, allowing for improved quality of life. Conversely, a large number of family members and fluctuating prices of basic necessities act as significant constraints, forcing households to prioritize primary survival needs and reducing expenditure flexibility. These results are consistent with the theories of Household Economics and Human Capital, bridging the gap between theoretical frameworks and local empirical conditions.

The implications of this study suggest that social and economic policies must be specifically targeted to be effective. Interventions such as staple food subsidies and price stabilization programs are critical for large and low-income households. Simultaneously, long-term strategies should focus on enhancing financial literacy and economic empowerment to build household resilience against market volatility.

For future research, there is a significant prospect in expanding this study to include digital financial inclusion and its impact on rural consumption behavior. Additionally, further studies could apply these findings to develop a more comprehensive "Household Resilience Index" that integrates both socio-economic factors and environmental price pressures to better inform regional development programs.

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