The Effect of Social Environment on Household Consumption Patterns through Lifestyle

Pengaruh Lingkungan Sosial terhadap Pola Konsumsi Rumah Tangga melalui Gaya Hidup

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Abstract

This study examines the influence of the social environment on household consumption patterns through lifestyle. The research sample was 100 employees of PT. Japfa Comfeed Indonesia Gedangan Unit, Sidoarjo Regency. Data were collected using questionnaires distributed directly to workers and analyzed using descriptive analysis, linear regression, and the Sobel test. The study's results include: first, the social environment affects household consumption patterns (the higher a person's social environment, the higher the consumption pattern) and lifestyle (people who live in a high social environment tend to have a more elevated lifestyle). Second, lifestyle directly affects household consumption patterns (people with a high lifestyle will have higher daily consumption) and mediates the influence of the social environment on household consumption (people with an elevated lifestyle and living in a high social environment will have higher daily consumption.

Keywords: Household Consumption Patterns, Lifestyle, Social Environment.

Abstrak

Penelitian ini menguji pengaruh lingkungan sosial terhadap pola konsumsi rumah tangga melalui gaya hidup. Sampel penelitian adalah 100 karyawan PT. Japfa Comfeed Indonesia Unit Gedangan Kabupaten Sidoarjo. Data dikumpul-kan dengan menggunakan kuesioner yang dibagikan langsung kepada pekerja dan dianalisis menggunakan analisis deskriptif, regresi linier, dan uji Sobel. Hasil penelitian meliputi, pertama, lingkungan sosial berpengaruh terhadap pola konsumsi rumah tangga (semakin tinggi lingkungan sosial seseorang, semakin tinggi pula pola konsumsinya) dan gaya hidup (orang yang tinggal di lingkungan sosial yang tinggi cenderung memiliki gaya hidup yang lebih tinggi). Kedua, gaya hidup berpengaruh langsung terhadap pola konsumsi rumah tangga (orang dengan gaya hidup tinggi akan memiliki konsumsi harian yang lebih tinggi) dan memediasi pengaruh lingkungan sosial terhadap konsumsi rumah tangga (orang dengan gaya hidup tinggi dan tinggal di lingkungan sosial yang tinggi akan memiliki konsumsi harian yang lebih tinggi.

Kata Kunci: *Pola Konsumsi Rumah Tangga, Gaya Hidup, Lingkungan Sosial.*

INTRODUCTION

Improving people's welfare is a fundamental goal of economic development. Economic growth is state income that increases nationally aggregative or an output increase in a certain period (Indayani & Hartono, 2020). It is a generally used indicator of the success of a country's economic development. Every country, including Indonesia, always makes efforts to support its economic growth. Rising Gross Domestic Product (GDP) can reflect a country's economic growth. According to the Central Statistics Agency (2019, 2021), Indonesia's economic growth in 2017 and 2019 experienced fluctuations between 5.07% and 5.02%. However, during the Covid-19 pandemic, Indonesia's economy experienced a minus growth of up to -2.07%, although it grew again significantly (3.69%) approaching the end of the Covid-19 outbreak.

Despite fluctuations in GDP, Indonesia's development performance is considered quite good, inseparable from the role of the government, society, and economic actors. Indonesia's rapid economic development improves people's living standards and welfare. The living standards improvement is seen in the rise of income and the increased demand for goods and services (Afiftah *et al.*, 2019). Household consumption expenditure is one of the macroeconomic variables; therefore, it considerably affects economic stability. In addition, it is also a leading indicator of household welfare in a region or country (Puspita & Agustina, 2020). The high level of consumption can result in a significant change in economic activity and national income that will prevail from changes in aggregate spending or shopping (Nababan, 2013). Indonesia's economy is still dominated by the Household Consumption Expenditure (PK-RT) component, representing more than half of Indonesia's GDP, which is 57.66% (Central Statistics Agency, 2021).

Stable economic growth encourages the birth of a middle class and enables fundamental changes. In 2021, at least 52 million Indonesians belonged to the middle class, or one in five Indonesians (Dewanto, 2021). When financial resources become more considerable, purchasing power also becomes greater. The continuous increase in purchasing power will affect people's behavior in buying goods and services. Everyone meets necessities in daily life, such as food, education, health, and other essentials. Public expenditure to meet all people's needs is called spending or consumption. Everyone, from birth to the end of their lives, is inseparable from consumption expenditures, meaning that there are always consumption activities during their life span. For this reason, consumption activities play a vital role in human life, yet it depends on the income earned.

Many factors influence household consumption patterns, such as lifestyle and social environment. At least, two theories underly consumer behavior. First, a behavioristic theory asserts that the thing that shapes consumer behavior is the impulse of the surrounding environment. Second, the hyperreality theory is related to the current state of society's consumption behavior, which is no longer based on actual needs, but fictitious or imaginative needs (Oktafikasari & Mahmud, 2017). Humans and the environment have a reciprocal relationship: the environment affects humans, and humans affect the environment. The setting is the main parameter in the formation of behavior. The social climate involves human conditions and interactions with other humans who are around, such as family, neighbors, friends, and other unknown people. In addition to meeting basic needs, a person needs to interact and socialize with the surrounding environment because a person is born and grows up in an environment. Everyone instinctively desires to interact and socialize, for which the social environment can influence the individual in carrying out an action and behavior change.

The development of large industries and massive production and consumption of goods characterizes modernization (Sukirno & Harianto, 2017). Modernization influences the changes in people's lives leading up to the times of modern society. The development dramatically affects the lives of people, especially urban people. Lifestyle is a feature of modernity expressed by behavior different from one person and behavior from another. Modern life requires more needs than traditional life, such as education, health, and entertainment. Kholis & Ma'rifa (2021) found that people with modern lifestyles tend to have higher buying decisions.

Lifestyle is a frame of reference in which a person behaves and consequents on specific patterns (Sukirno & Harianto, 2017). Lifestyle reflects the whole self of each individual in interacting with their environment. It is a fundamental trigger affecting individual needs and attitudes, influencing transaction activities and product use. For this reason, concerning factors that influence consumption patterns, lifestyle is often associated with certain goods and services related to social class. Hedonism is already part of the modern lifestyle (Hafsyah, 2020), in which pleasure becomes a goal in a person's life. The hedonists consider that life is only once and must be enjoyed freely indefinitely. Persons living hedonist lifestyles are willing to spend most of their money and time. Nevertheless, there is an assumption that the hedonistic lifestyle is a social disease as it arises when a person has lost his humanitarian orientation and sensitivity to the situation and socio-cultural conditions of the surrounding society who are still in a state of poverty and ignorance (Patricia & Handayani, 2014). Continuous occurrence of this condition can result in serious psychological problems, especially when the consumption is higher than the monthly income.

A person will get stimuli through interacting with people near and far and with the observed physical environment, then use it as a basis for acting, such as spending money to meet unnecessary needs. Several studies have found a positive relationship between the social environment and household consumption patterns (Aziz *et al*., 2019), various forms of family consumption (Zeynalova & Mammadli, 2020), and increased family consumption expenditure (Kang, 2019). Previous studies have also linked lifestyle to household consumption behavior, as with increased energy consumption (Ding *et al*., 2017), the distribution of household spending (Prilmayanti *et al*., 2022), and lifestyle-related diseases increasing spending on health (Jaikumar *et al*., 2021).

Lifestyle can be assumed to mediate the influence of the social environment on a person's consumption patterns. However, prior studies have focused on the direct effect of the social environment and lifestyle on consumption patterns. The relationship between these variables is more complex than it is; for example, the high and low consumption patterns of people living in high social environments can depend on their adopted lifestyle. Therefore, this study examines the social environment's direct and indirect influence on consumption patterns, with lifestyle being a mediator variable. This study offers a scientific contribution by providing empirical data on the importance of lifestyle in mediating the influence of the social environment on household consumption patterns. Practically, understanding the critical impact of lifestyle on consumption patterns will help people to moderate their lifestyles.

LITERATURE REVIEW
Household Consumption Patterns

In macroeconomics, consumption is categorized into household consumers, namely spending on goods and services to meet their needs or buying goods and services based on the income owned (Lintang *et al*., 2019). Consumption is the purchase of goods and services from the use of

household income (Takahindangen *et al*., 2021). Goods here mean household goods with durable properties, such as vehicles and electronic goods, and nondurable goods, such as food. Meanwhile, the purchase of services means goods that do not have a tangible form, such as education. Consumption means an activity that uses goods and services to meet the needs of life (Praundrianagari & Cahyono, 2021).

The purpose of consumption is to get satisfaction, or utility (use value), which means that if buying or owning an object increases satisfaction, the use value will increase. In contrast, a decreased pleasure with the thing also decreases its use value (Rozalinda, 2014). A factor influencing current consumption is the current disposable income. If there is an increase in disposable income, then consumption also increases, but the rise in consumption is not as significant as the increase in disposable income (Rahardja & Manurung, 2004).

In addition to income, six factors influence consumption patterns (Suparmoko, 1998). First, different tastes between individuals have an impact on diverse consumption. Second, a person's socioeconomics, such as age, education, and family circumstances, affect consumption expenditures. Third, wealth both explicitly and implicitly determines consumption patterns. Fourth, capital gains and losses with increasing net capital yields will encourage additional consumption; and conversely, capital losses will reduce people's consumption levels. Fifth, an interest rate encourages a person to save and lower consumption. Sixth, the price level proportional to nominal income does not change actual consumption.

Environment

The social environment can be interpreted as a sociological view based on the relationship between people, groups, and humans and groups in social life (Pitoewas, 2018). The social environment is the whole human being and the conditions of the place capable of affecting directly or indirectly (Tamara, 2016). The social environment forms a social system that forms a person's personality and influences a person in activities and behavior changes. The social environment includes a person, group, and organization to which the individual is related.

The environment intensively influences the development of the individual. The social environment can be immediate if individuals know each other well and have close relationships with others, such as family. It can also be extended when people are not close relatives, such as friends and colleagues. Peter & Olson (2000) divide the social environment into: (1) micro level, direct social interaction between small groups of people; and, (2) macro level, indirect social interaction between large groups of people.

Lifestyle

Lifestyle is a person's lifestyle explicated through activities, interests, and opinions when spending money and allocating time (Gunawan *et al*., 2020). It is a pattern that a person takes to live his life, which includes activities, interests, attitudes, consumption, and expectations (Patricia & Handayani, 2014). It is also a people pattern of life measured using the main AIO dimensions of consumers, namely activities (work, hobbies), interests (fashion, recreation, food), and opinions (related to themselves, social problems) (Sunarto, 2003). The three dimensions of lifestyle are described by Putri & Lestari (2019), i.e.: (1) Activities include what activities consumers do to fill their free time and what products are purchased or used; (2) Interest is a consumer interest that is paid special and continuous attention to preferences and priorities in his life; and, (3) The opinion is

the thinking of consumers in response to local, global, moral, social, and economic problems. Views aim to explain interpretations, expectations, and reviews such as belief in the intentions of others, predictions of future events, and weighing of rewarding consequences.

Structural theory suggests that repetitive social practice that connects agents and structures. The whole social activity needs a system, and the entire structure needs social activity (Ritzer & Goodman, 2004). Social actors perform an activity not once but continuously through a mechanism in which they refer to themselves as actors. Based on structuration theory, lifestyle is a social activity carried out by social actors/agents (humans) continuously and is manifested in social practice or daily activities by utilizing space and time (Fatmawati, 2020).

Hypothesis Development

Based on the reviews, the purpose of this study was to test: (1) the effect of the social environment (X) on lifestyle (M) and consumption patterns (Y) (Hypothesis 1); (2) the effect of the social environment (X) on lifestyle (M) (Hypothesis 2); (3) the effect of lifestyle (M) on consumption patterns (Hypothesis 3); and, (4) the mediation effect of lifestyle (M) on the relationship between social environment (X) and consumption patterns (Y) (Hypothesis 4). Associations between variables in this study are depicted in a research framework (Figure 1).
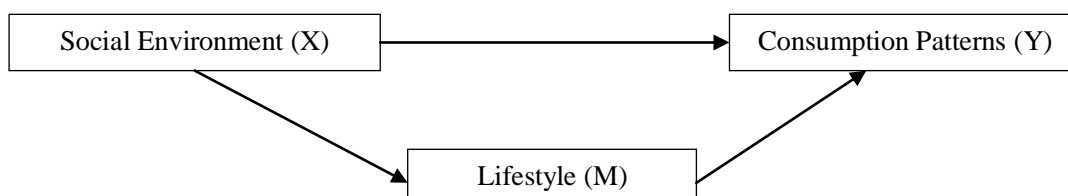

Figure 1. Research Framework

METHOD

The respondents of this study were 100 employees of PT. Japfa Comfeed Indonesia Unit Gedangan Sidoarjo Regency. They were selected based on saturated samples (Amini & Wirman, 2021). The majority of respondents were male (94%), aged 20 to 50, and had a diploma/bachelor's degree (56%), followed by high school (43%). Most respondents have worked more than 16 years (42%), followed by 1-5 years (27%). As many as 51% of respondents have family members between 3-4 people, and 35% have 1-2 family members. As many as 64% of respondents earn between 6-10 million, followed by 21% between 1-5 million rupiah per month. Data collection used printed questionnaires distributed directly to employees when returning home from work.

Descriptive analyses, such as frequency, percentage, mean, standard deviation, and correlation between variables, were used to describe variables. The mean and standard deviation are presented to show the average distribution of data and the distance between each score and the mean value. Standard deviation helps to understand data variability and provides essential information related to the consistency of results (Omda & Sergent, 2022). Correlation analysis was performed to measure relationships between variables to determine the direction of their positive or negative relationships, expressed with Pearson correlation (*r*) (Schober *et al*., 2018), and not to test causation.

Regression analysis was carried out because this study aimed to predict the effect of dependent variables on independent variables (Angelini, 2019). In this case, a simple regression was run to estimate the independent variable (X) on dependent variables (M and Y) and M on Y. The coefficient of determination is used to measure the magnitude of participation of dependent

variables on dependent variables, generally expressed in points (Kurniawan & Yuniarto, 2016), indicated by beta values (β). Furthermore, a significance test was used to determine whether independent variables significantly affect dependent variables (Darma, 2021), considering the p-value. If $p \leq 0.05$, the independent variable considered significantly affects the dependent variable. Descriptive and regression analysis were performed by IBM SPSS 25 (IBM Corp, 2017).

Mediation regression analysis was performed to test the strength of the indirect effect of independent variables on dependent variables through the mediator variable (Suparna *et al*., 2021). The mediation analysis used the criteria of Baron & Kenny (1986), where X should affect M and Y, and M should affect Y. Sobel test was conducted to examine the significance of the mediator variable (Sobel, 1982) assisted by the Sobel Test Calculator (Preacher, 2022), based on the z-value > 1.96 and p ≤ 0.05 (Syarifudin, 2021).

RESULTS

Table 1 shows descriptive data and intercorrelations between variables. Gender was positively correlated with education, indicating that male respondents were more educated than female respondents. Age was positively correlated with length of service (respondents' working period is directly proportional to the respondent's age), family members (the older respondents tend to have more family members), and monthly income (older respondents tend to have higher incomes than those who are younger). Interestingly, age is negatively correlated with lifestyle, indicating that the young age group tends to have a consumptive lifestyle rather than the old age group.

Based on Table 1, education is positively correlated with income, indicating that the respondent's high income is directly proportional to their level of education. Working periods are positively correlated with the number of family members (the longer the working period, the higher the likelihood of having more family members) and income (the longer the respondents work, the higher their income). However, length of work is negatively correlated with lifestyle, meaning that respondents who have worked for a long time tend to have a simpler lifestyle (as opposed to luxurious/hedonistic). Family members are also negatively correlated with lifestyle, indicating that employees with more family members are likelier to have a simpler lifestyle.

The social environment, based on Table 1, is positively correlated with lifestyle and consumption patterns, meaning that the higher the intensity of a person interacting with the macroenvironment, the higher the tendency to have a hedonistic lifestyle and consumption patterns to meet secondary and even tertiary needs. Finally, lifestyle is positively correlated with consumption patterns, indicating that a person with a hedonistic lifestyle tends to have secondary and tertiary consumption patterns.

Table 1. Intercorrelation of All Variables

Variable	M	SD	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
Gender (1)	1.06	0.24	1								
Age (2)	2.27	0.89	.066	1							
Education (3)	3.55	0.52	.220*	.003	1						
Service Period (4)	2.74	1.26	.120	.832**	.082	1					
Family Members (5)	1.79	0.67	.016	.266**	-.158	.269**	1				
Income (6)	1.94	0.60	-.045	.506**	.236*	.500**	.019	1			
Social Environment (7)	1.25	0.22	-.122	-.067	-.065	-.166	-.137	.145	1		
Lifestyle (8)	1.18	0.21	-.119	-.214*	.098	-.252*	-.266**	.105	.397**	1	
Consumption Patterns (9)	1.60	0.15	-.091	.017	-.052	-.062	-.126	.136	.271**	.314**	1

*. Significant correlation at the level of 0.05 (2-tailed); **. Significant correlation at the level of 0.01 (2-tailed).

Source: Primary data (processed), 2022.

Table 2. Hypothesis Testing

Independent	Dependent	Unstandardized Coefficients		Standardized Coefficients	Sig. t	R Square
		B	Std. Error	Beta		
Live Test						
Social Environment	Consumption Patterns	0.187	0.067	0.271	0.006	0.074
	Lifestyle	0.378	0.088	0.397	0.000	0.157
Lifestyle	Consumption Patterns	0.226	0.069	0.314	0.001	0.314
Test Mediation						
Social Environment	Consumption Patterns	0.120	0.071	0.175	0.095	0.124
Lifestyle		0.176	0.075	0.244	0.020	

Source: Primary data (processed), 2022.

The social environment, based on Table 1, is positively correlated with lifestyle and consumption patterns, meaning that the higher the intensity of a person interacting with the macroenvironment, the higher the tendency to have a hedonistic lifestyle and consumption patterns to meet secondary and even tertiary needs. Finally, lifestyle is positively correlated with consumption patterns, indicating that a person with a hedonistic lifestyle tends to have secondary and tertiary consumption patterns.

Table 2 summarizes the regression analysis results to test the formulated hypotheses: the association between the environment, lifestyle, and consumption patterns. First, the social environment (X) explains the variance of consumption patterns (Y) by 7.4 percent ($R^2 = 0.074$). It has a positive and significant effect ($\beta = 0.187$, $p \leq 0.05$), meaning that the more comprehensive a person's interaction with the social environment, the higher the level of consumption or the social environment can change a person's consumption patterns up to 19 points (Hypothesis 1 accepted).

Second, the social environment (X) describes the variant of a person's lifestyle (M) by 15.7 percent ($R^2 = 0.057$) and has a positive and significant effect ($\beta = 0.378$, $p = 0.006$), indicating that the more intensive the interaction with the surrounding environment, a person will tend to have a luxurious lifestyle, up to 38 points (Hypothesis 2 accepted). Third, lifestyle (M) describes a variance of consumption patterns (Y) of 31.4 percent ($R^2 = 0.314$) and has a positive and significant effect ($\beta = 0.226$, $p = 0.000$), which shows that a high lifestyle encourages a person to have a high consumption pattern (secondary and tertiary) up to 23 points (Hypothesis 3 accepted).

Fourth, mediating hypothesis testing showed that the social environment (X) and lifestyle (M) explained a variance of consumption patterns (Y) of 12.4 percent ($R^2 = 0.124$). Based on the approach of Baron & Kenny (1986), the effect of social environment on consumption patterns ($\beta = 0.226$, $p = 0.001$), which was prevalent in the direct test, disappeared in the mediation test ($\beta = 0.120$, $p = 0.095$) and lifestyle remained influential ($\beta = 0.176$, $p = 0.020$) (Hypothesis 4 accepted). This finding explains that lifestyle fully mediates the influence of the social environment on consumption patterns, meaning that intensive interaction with the surrounding environment will not make people have a high consumptive behavior if their lifestyle is simple.

Table 3 describes the mediation test with the Sobel procedure to test the significance of the mediator variable with the help of the Sobel Test Calculator (Soper, 2022). The test obtained a calculated M value of $2.059 <$ from an absolute M value of 1.96 with a p-value = 0.039. Thus, lifestyle (M) is able to mediate the influence of the social environment (X) on household consumption patterns (Y) (Hypothesis 4 accepted).

Table 3. Sobel Test for Mediator Significance

	Input:		Test statistics:	Std. Error:	*P*-value:
A	0.378	Sobel test	2.05938383	0.03230481	0.03945748
B	0,176	Arion test	2.0177047	0.03297212	0.04362203
S_a	0.088	Goodman test	2.10375733	0.03162342	0.03539962
S_b	0,075	Reset all		Calculate	

Source: Adapted from Preacher, 2022.

Discussion

The Effect of the Social Environment on Household Consumption Patterns

Based on the analysis, it was found that the social environment has a significant effect on household consumption patterns. This finding supports previous studies that found that social settings, such as friend groups and areas of residence, have a considerable impact on a person's consumer behavior (Casado, 2018; Jannah *et al*., 2021; Watung, 2018; Xu, 2019). The social environment is a vehicle that connects people with others. Social environment factors link individual interests and the market, influencing a person's decision-making to spend money on goods and services (Luan *et al*., 2017; Santoso *et al*., 2018). Various products on the market make people compare products in their purchases. The social environment encourages consumption by providing space to interact with products, developing certain social norms, and linking the availability of products in the market that consumers can reach. This finding implies the importance of choosing a social environment that will relatively pressure a person to behave in a highly consumptive manner. Especially for someone with a lower income, it is necessary to avoid friendships with someone much higher in the economy.

The Effect of the Social Environment on Lifestyle

People who live in a high social environment, for example, economically and highly educated, will have an elevated lifestyle. In this study, the social environment influenced lifestyle. The results of this study support several previous studies that concluded that the social environment affects lifestyle (Jumantini, 2018; van Eijck & Bargeman, 2004; Vidal *et al*., 2022). Parsons (*in* Turama, 2020) assumes in the theory of structural functionalism that human behavior has a voluntary nature. These behaviors are based on the impulse of will by heeding the norms, ideas, and values that apply. Each individual is free to choose the necessary tools or means and the goals to be achieved. But, this freedom is limited by the environment, and those selected are controlled by norms and values. Likewise, a person is required to have the ability to adapt to the environment to survive, even though they are capable of changing the setting according to needs.

Humans are social beings who can not be separated from others. Human beings, as perpetrators, have total power over themselves to participate in the environment that contributes to their social value (Sastrawati, 2020). For this reason, a person's behavior is influenced not only by the times but also by their environment by trying to be part of it. A person's lifestyle is an individual trait from interacting with his environment. A person wants his existence to be considered by the environment by trying to be part of that environment. This need causes a person to follow a variety of attributes that are currently popular for recognition only. The logical consequence of this finding is that impressionable people may avoid friendships with people with a high lifestyle. It seems that the housing arrangement with the model of elite, middle, and low groups is appropriate to suppress the influence of the social environment on lifestyle.

The Effect of Lifestyle on Household Consumption Patterns

The previous analysis shows that lifestyle affects household consumption patterns, supporting previous research that found that lifestyle significantly affects household consumption behavior (Khaidarsyah & Haruna, 2021; Maney & Mathews, 2021; Saleem & Ali, 2019; Wahyuni *et al*., 2019). Lifestyle includes a part of human beings that can change according to the times and one's desire to change one's lifestyle. For this reason, lifestyle may be used as a necessity. A person consumes a product no longer based on function but on maintaining social status. Consumption is a strategic lifestyle choice that consumers make based on tastes that become a habit (Umanailo *et al*., 2018). A luxurious lifestyle can become harmful if it develops at a heavy stage, reflected in life for mere pleasure, which then impacts consumptive behavior. This finding implies that people must conceal a high lifestyle to suppress high consumption patterns. A simple lifestyle remains essential even for wealthy people because it can reduce the psychological pressure that drives them to consume excessively and unnecessarily.

The Mediating Effect of Lifestyle on Social Environment and Household Consumption Patterns

Modern society is a consumptive society that always carries out consumption activities (Umanailo *et al*., 2018). However, the consumption is no longer to meet the needs; it is a culture (Boström, 2020; Firat *et al*., 2013). The consumption pattern of the Indonesian middle class is at the transition stage between fulfilling lifestyle and living needs (Jati, 2015). The main characteristics of the consumption behavior of the middle class are improving the quality of life and fulfilling social needs. Such shifts in consumption have a relationship with the dignity of lifestyles and symbols. In this sophisticated era, lifestyle is the main thing, but on the other hand, the need for life is inevitable to be met.

In essence, consumption is a human thought and action to interpret the needs and adjustments to the surrounding environment. The social environment plays the role of providing socialization space. By interacting and communicating, one can indirectly share information, allowing a negative impact on consumption behavior if the environment is not following applicable values and norms. However, in this study, lifestyle fully mediates the effect of the social environment on consumption patterns. This study suggests that people's consumption patterns will not be high if their lifestyle is simple, even though they live in a highly social environment. In this case, lifestyle plays a more critical role in shaping a person's consumption behavior. Therefore, a simple lifestyle is needed to maintain the normality of consumption patterns.

CONCLUSION

Based on the results of the analysis and discussion that have been described earlier, several conclusions can be drawn. First, the social environment significantly affects consumption patterns (a person's high interaction with the social environment encourages him to have non-primer consumption patterns). It seems crucial to enable a person to have broader social interactions so that their consumption patterns increase, ultimately improving the community's economy. Secondly, the social environment also affects a person's lifestyle (the intensity of interaction with the broad environment pushes a person to a luxurious (hedonic) lifestyle. If interpreted positively, a hedonistic lifestyle increases the market for goods and services at a higher value, accelerating

monetary flows by significant amounts. On the other hand, if interpreted negatively, a hedonistic lifestyle can cause people to be mired in economic and psychological problems.

Third, lifestyle affects consumption patterns (the high lifestyle of a person makes him consume higher, that is, to meet secondary and even tertiary needs). The fulfillment of secondary and tertiary needs can be positively meaningful if it is directed to, for example, education and health spending and useful vehicles to support one's work, not for luxury. Fourth, lifestyle mediates the influence of the social environment on consumption patterns (although it has intensive interaction with the broad social environment, a person will not necessarily increase his consumption patterns if he has an uncomplicated lifestyle). The keyword in people's consumption patterns lies in their lifestyle. Therefore it is crucial to maintain a moderate lifestyle to avoid environmental influences.

This research provides a scientific contribution by providing empirical data on the role of lifestyle in the relationship between the social environment and consumption patterns. Given the importance of the influence of lifestyle on people's consumption behavior, a similar study needs to be carried out with other predictor and outcome variables.

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