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Analysis Of Consumer Behavior On Individual Financial Management

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Abstract

The development of digital technology and changes in people's lifestyles have led to increased consumption activities that are not only based on needs, but also influenced by desires, trends, and social factors. This condition gives rise to consumptive behavior that has the potential to impact an individual's ability to manage finances effectively. This study aims to analyze the influence of consumptive behavior on individual financial management and understand how consumption patterns can affect a person's ability to plan, control, and allocate personal finances. The research method used is a quantitative approach with a survey method through the distribution of questionnaires to respondents who actively engage in consumption activities. The research variables consist of consumptive behavior as the independent variable and individual financial management as the dependent variable. Data analysis was carried out through validity tests, reliability tests, regression analysis, hypothesis tests, and coefficients of determination to determine the effect of consumptive behavior on individual financial management. The results of the study indicate that consumptive behavior has an influence on individual financial management. The higher the level of consumptive behavior, the lower the individual's ability to manage finances optimally. Impulsive buying behavior, following trends, and consumption based on desires are factors that can cause increased spending and hinder the achievement of long-term financial goals. On the other hand, individuals who have good self-control and financial understanding tend to be able to control their consumption behavior and manage their finances more effectively.

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INTRODUCTION

Modern economic developments, characterized by advances in digital technology, easy access to information, and an increasing variety of products and services, have brought about significant changes in people's lifestyles, particularly in consumer behavior. Today's society consumes not only based on need but also on emotional, social, and lifestyle factors, as well as constantly changing trends (Aryanti & Arief, 2024) . The presence of various online shopping platforms, digital payment systems, promotions through social media, and the ease of obtaining consumer loans increasingly encourage individuals to make quick purchases without always considering their long-term financial situation . This condition has led to the emergence of the phenomenon of consumer behavior, namely the tendency for individuals to purchase goods or services excessively, not entirely based on primary needs, but rather influenced by desires, personal satisfaction, and social environmental pressures (Aini et al., 2025) .

Consumptive behavior is becoming a growing problem in individual life, especially in today's digital era (Maulidiyah & Trisnaningsih, 2026) . The convenience of technology provides opportunities for people to meet their needs practically, but on the other hand, it can increase the risk of uncontrolled spending. Many individuals have difficulty distinguishing between needs and wants, so consumption decisions are often made impulsively . (Qurotaa'yun & Krisnawati, 2019) . Phenomena such as purchasing items due to discounts, following the latest trends, enhancing self-image through branded goods, and using consumer credit services are indicators that consumption decisions are not always based on rational considerations. If these behaviors persist without self-control and sound financial planning, they can negatively impact an individual's economic stability (Wati et al., 2025) .

Individual financial management is a person's ability to plan, organize, allocate, and evaluate the use of their financial resources to achieve specific financial goals. Good financial management skills encompass various aspects, such as budgeting, spending control, saving habits, investing, and making wise financial decisions (Abidin et al., 2025) . However, low levels of financial literacy and a lack of awareness in controlling consumption behavior are often contributing factors to financial problems. Individuals with high levels of consumption tend to have more difficulty managing their cash flow because

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most of their income is used to fulfill consumption desires rather than for productive needs such as savings and investment (Todingbua et al., 2025) .

In addition to internal factors such as self-control and financial literacy, consumer behavior is also influenced by external factors, such as the social environment, consumption culture, peer influence, family, and digital media. Social media plays a significant role in shaping individuals' perceptions of the ideal lifestyle through various content depicting luxury, popularity, and certain standards of success. This can encourage individuals to follow similar consumption patterns to gain social recognition. As a result, some individuals consume not only to fulfill a product's function but also as a form of self-expression and a search for social status. These changes in consumption patterns indicate that individual financial decisions are increasingly complex due to the influence of psychological and social factors (Abdullah et al., 2022) .

The impact of consumer behavior on individual financial management can be seen in the increased risk of financial difficulties, low savings capacity, and dependence on consumer debt. Individuals who are unable to control their consumer behavior are at risk of experiencing an imbalance between income and expenses (Mei & Putri, 2025) . In the long term, this condition can hinder the achievement of financial goals, such as having an emergency fund, purchasing assets, preparing for the future, or achieving financial independence. Therefore, a deeper understanding of the relationship between consumer behavior and individual financial management is needed so that people can develop healthier financial habits. Increasing financial literacy, strengthening self-control, and implementing financial planning principles are important steps in reducing the negative impact of consumer behavior (Satrio et al., 2024) .

Based on this phenomenon, research into the analysis of consumer behavior in individual financial management is crucial. This study aims to understand the extent to which consumer behavior influences an individual's ability to manage their finances and the factors that influence their consumption patterns. The research findings are expected to provide theoretical and practical contributions to individual financial management, particularly in increasing public awareness of the importance of controlling consumer behavior. With a better understanding of the impact of consumer behavior, individuals are expected to be able to make more rational financial decisions, prioritizing needs over wants, and creating a more stable and sustainable financial situation.

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METHODE

This study uses a quantitative method with a descriptive and verification approach that aims to analyze the influence of consumer behavior on individual financial management. Research data were obtained by distributing questionnaires to respondents who were the objects of the study. The population in this study were individuals who actively engage in consumer activities, while sampling was carried out using a purposive sampling technique based on certain criteria in accordance with the research objectives. The research instrument used a Likert scale to measure consumer behavior variables as the independent variable (X) and individual financial management as the dependent variable (Y). Indicators of consumer behavior include impulsive purchases, purchases based on trends, purchases to improve social status, and purchases that are not based on needs. Meanwhile, indicators of individual financial management include the ability to make a budget, control expenses, save, and carry out financial planning.

Data analysis was conducted through several stages, namely validity and reliability testing of the research instruments to ensure data quality, classical assumption testing, and simple linear regression analysis to determine the relationship and influence of consumer behavior on individual financial management. Hypothesis testing was conducted using a t-test to determine the significance of the influence of the independent variables on the dependent variable. Furthermore, the coefficient of determination (R^2) was used to determine the extent to which consumer behavior contributes to explaining changes in individual financial management. Through this method, this study is expected to provide an empirical picture of the extent to which consumer behavior can influence an individual's ability to manage their financial condition.

RESULT

1. Normality Test

The purpose of the normality test is to determine whether the residual or confounding variables in a regression model are normally distributed. In this study, the non-parametric Kolomogorov-Smirnov statistical test was used to test for normality. If the significance value is greater than 0.05, the data are considered normally distributed. The findings of the normality test are shown in the table below:

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Table 1. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		42
Normal Parameters [a,b]	Mean	.0000000
	Standard Deviation	1.54310701
Most Extreme Differences	Absolute	.163
	Positive	.052
	Negative	-.144
Kolmogorov-Smirnov Z		1,062
Asymp. Sig. (2-tailed)		.324
a. Test distribution is Normal. b. Calculated from data.		

Source: Data processed with SPSS 2026

Based on the test results in the table above, *the Kolmogorov-Smirnov value* is 1.062 and the significance value is 0.324 > 0.05. Therefore, it can be concluded that the residual values are normally distributed, allowing for further analysis, namely regression analysis.

2. Multicollinearity Test

Multicollinearity testing aims to test whether a regression model is found Correlation between independent variables. In a good regression, there should be no correlation between variables. The results of the multicollinearity test are shown in the following table: poverty rate and economic growth

Table 2. Multicollinearity Test Results

Model		Collinearity Statistics	
		Tolerance	VIF
	Behavior Consumptive	.325	3,278
	Management Finance Individual	.242	2,641

Source: Data processed with SPSS 2026

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Based on the table above, it can be concluded that all variables do not exhibit multicollinearity in the data processed in this study. This is because the *tolerance significance value* for all variables is greater than 0.01, and the VIF value for all variables is less than 10.

3. Heteroscedasticity Test

The Heterogeneity Test aims to determine whether the residual variances of one observation differ from another in the regression, which is called homoscedasticity. If they differ, it is called heterogeneity. This study uses the Glejser test to determine whether homoscedasticity is present. The test results are shown in the figure below:

Table 3. Results of Heteroscedasticity Test (Glejser Method)

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	ig.
	B	Std. Error	Beta		
(Constant)	.454	.536	.421	4,613	.007
Behavior Consumptive	.342	.125	.230	2,214	.335
Management Finance Individual	.234	.138	.242	2,274	.340
a. Dependent Variable: res2					

Source: Data processed with SPSS 2026

Based on the test results in the table above, it shows that the Consumer Behavior variable has a significance value of 0.335 > 0.05 so it can be concluded that there are no symptoms of heteroscedasticity in the Consumer Behavior variable. The Individual Financial Management variable has a significance value of 0.340 > 0.05 so it can be concluded that there are no symptoms of heteroscedasticity in the Individual Financial Management variable.

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Simple Linear Regression Analysis

Simple linear regression analysis is a linear relationship between the independent variable (X) and the dependent variable (Y). This analysis is used to determine the direction of the relationship between the independent and dependent variables, and whether each independent variable is positively or negatively related. The results of the multiple regression analysis using SPSS are shown in the following table:

t-test results *(t-test)*

The t-test shows the relationship between each independent variable (X) on the dependent variable with a significance level of 0.05 (5%) and *Degrees of Freedom* (df) = nk. Based on the following criteria.

a. Determine the criteria for testing research hypotheses by comparing the calculated t value with the t_{table}.
   1) If the $t_{table\ value} > t_{count}$, then H_o is rejected and H_1 is accepted.
   2) If the $t_{table\ value} < t_{calculated}$ then Ho is accepted and H_1 is rejected.
b. By using the probability significance figures
   1) If the sig value > 0.05 then H_o is accepted and H_1 is rejected.
   2) If the sig value <0.05 then $H_{1\ accepted}$ and Ho is rejected

Table 4. Results of the t-test

Coefficients [a]					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		Std. Error	Beta		
(Constant)	.654	0.452		.327	.679
Consumer Behavior	.273	.238	.236	2,870	0.00
a. Dependent Variable:					

Source: Data processed by researchers using SPSS 2026

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Table 4 shows that consumer behavior has an influence on individual financial management with a t-statistic value of 2,870 and a sig value of 0.050 < 0.05.

DISCUSSION

Based on research findings on consumer behavior analysis in relation to individual financial management, it was found that consumer behavior has an impact on individual financial management. The analysis showed that the higher the level of consumer behavior, the lower the individual's ability to manage finances effectively. This suggests that uncontrolled consumption patterns can make it difficult for individuals to plan, control, and allocate funds for more priority needs.

Research results show that consumer behavior in individuals is characterized by a tendency to make purchases based on desires, following trends, being attracted to promotions, and making spontaneous purchases without prior planning. This behavior leads to increased spending that does not always align with the individual's financial capabilities. When individuals prioritize short-term consumption satisfaction over long-term financial planning, their ability to manage their income decreases.

Based on the results of consumer behavior variable measurements, the impulsive buying indicator is one of the most influential factors in changing individual financial behavior. Many individuals make purchases based on a momentary impulse, such as seeing an attractive advertisement, getting a discount, or following recommendations on social media. These purchasing decisions are often made without considering whether the purchased goods or services are truly necessary. As a result, spending increases and can reduce an individual's ability to meet other important needs, such as saving, investing, or preparing an emergency fund. In addition to impulsive buying, the consumer lifestyle indicator also shows an impact on individual financial management. Changes in modern society's lifestyle have resulted in consumption not only being used to meet functional needs but also becoming a symbol of social status and self-identity. Some individuals consume certain products not because of their primary benefits, but because they want to gain social recognition or conform to prevailing lifestyle standards in their environment. This condition can cause individuals to spend money beyond their financial means, disrupting personal financial balance (Oktaviani et al., 2025) .

The negative impact of consumer behavior on individual financial management is also evident in their poor ability to prepare a financial budget. Individuals with high levels of consumerism tend to lack discipline in planning their expenses because financial decisions are more influenced by desires than rational considerations. As a result, income

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is not allocated optimally and is often used to meet daily consumption needs (Sudiyatri, 2023) . This indicates that controlling consumer behavior is a crucial factor in improving the quality of individual financial management. The results of this study reinforce the concept of behavioral finance, which explains that a person's financial decisions are influenced not only by economic factors but also by psychological and social factors. Individuals often do not act entirely rationally in making financial decisions because they are influenced by emotions, the environment, and perceptions of a product. The drive for quick gratification causes someone to prefer current consumption over preparing for future financial needs (Citra & Komara, 2025) .

The findings of this study are also in line with previous research (Dewanti et al., 2023; Mas'udiyah & Sutjahyani, 2025; Nasruddin & Bado, 2022; Nirmala & Indarto, 2021; Wulandari et al., 2025) , which explains that consumptive behavior has a negative relationship with personal financial management. Individuals with a high consumption tendency will find it more difficult to achieve financial stability because most of their financial resources are used to fulfill consumption desires. Conversely, individuals who are able to control consumptive behavior will find it easier to plan their finances, develop savings habits, and achieve long-term financial goals. However, the influence of consumptive behavior on individual financial management depends not only on a person's consumption level but is also influenced by other factors such as financial literacy and self-control. Individuals with good financial understanding will be better able to evaluate purchasing decisions and consider their impact on their financial condition. Furthermore, high self-control helps individuals limit unnecessary consumption and prioritize more important needs (Eka et al., 2025) .

Thus, the results of this study indicate that consumer behavior significantly influences individual financial management. The higher a person's consumer behavior, the greater the likelihood of a decline in the quality of financial management. Therefore, efforts are needed to increase financial awareness through financial literacy education, the adoption of a simple lifestyle, and the development of good financial planning habits. Controlling consumer behavior is a crucial step for individuals to achieve long-term financial stability and economic well-being. (Noormansyah & Putri, 2024) .

CONCLUSION

Based on the research results on the Analysis of Consumer Behavior on Individual Financial Management, it can be concluded that consumer behavior influences an individual's ability to manage finances. High levels of consumer behavior, demonstrated

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through impulsive buying, a tendency to follow trends, the influence of promotions, and consumption decisions based more on desires than needs, can lead to a decline in the quality of individual financial management. Individuals who experience excessive consumption tend to have difficulty managing expenses, preparing budgets, increasing savings, and achieving long-term financial goals.

Research shows that consumer behavior is one factor that can hinder the creation of a healthy financial situation. When individuals allocate more of their income to meet temporary consumption needs, their ability to plan financially decreases. Uncontrolled spending can lead to an imbalance between income and needs, potentially even leading to financial problems such as reduced savings and increased reliance on consumer debt.

Furthermore, this study shows that individual financial management is influenced not only by income but also by one's ability to control consumption behavior and make rational financial decisions. Individuals with good financial literacy and self-control tend to be able to limit consumptive behavior and prioritize spending wisely. Therefore, improving understanding of financial planning, distinguishing between needs and wants, and developing healthy financial habits are crucial for improving individual economic well-being.

Overall, this study confirms that controlling consumer behavior is a crucial aspect of improving the quality of individual financial management. Communities need to develop financial awareness to ensure that consumption activities remain within their financial means and do not compromise future financial goals. By adopting wiser consumption patterns, developing financial planning, and improving financial literacy, individuals can achieve more financial stability, independence, and sustainability.

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