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The Role of Social Class vs. Income in The Purchase of Consumer Products in Jawa Timur

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Abstract

Social class and income are related to purchasing behavior. This research utilized a quantitative survey with an ex-post-facto approach, which is aimed to find out the relationship and difference between social class and income with the purchase of consumer goods and services in Jawa Timur. Respondents were classified by social classes and income levels using the Index of Social Position (ISP); the respondents then filled out a questionnaire on 18 items of purchase grouped into five types, which are food and beverages, clothing, durable goods, investment services, and other products. The data analysis was conducted with the chi-square technique. Analysis results showed that social class is linked with the purchase of 17 items, while income level correlates with all items of products and services that are used. Social class is more linked to milk, fast food, owned and the price of personal and household electronic equipment, and the type of investments and finances. Meanwhile, income is more related to meat, soft drink, clothing, type and price of the utilized vehicle.

Keywords: social class, income, consumer goods and services, index of social position (ISP)

INTRODUCTION*

Consumer decision making is affected by many factors. Social class and income are two of many external factors that affect consumer decision making of purchases. Both factors are often used together and separated in the context of consumer purchasing behavior which can affect the consumer's behaviors under different conditions. Social class and income are often compared by researcher, such as [1] and [2] in particular inexpensive price of product. Income is more dominant compared to social class in affecting consumer decision in the convenience; social class itself is more dominant related to comfort or practical goods. In another research, [3] indicated that social class can better serve as a basis for market segmentation of durable goods compared to consumer income. Research results indicated that social class has greater dominant compared to income in food and non-alcoholic beverages product. Income has greater advantage than social class for cases of primary equipment, soft drinks, and alcoholic drinks. Social class is also a determinant factor of shopping and watching television. [4] looked

income and social class from the effect on the price and life styles. Income affects more the purchase of expensive products, for which consumers must expend and involve the consumer resource such as money, while social class is more dominant in affecting the purchase of products that are associated with prestige, look expensive, and signify lifestyles of certain classes. This result was empowered by [5] that stated that consumerism leads people to redefine themselves and their social status in the context of consumption and lifestyle. [6] stated that the increase in consumer income will push expenses for leisure, entertainment, and traveling abroad. However, with ever-increasing consumer purchase power, demand for household goods, clothing, cars, health insurance and imported food will become higher as well.

Social class is present and already establish. Social classes represent the distribution of members of society into a hierarchy of different classes so that the members of each class possess the relatively same status, while the members of other classes possess statuses that are higher or lower [7]. Social status is well-defined social categories of positions which are usually arranged in a hierarchy from low social status to high social status [8]. The hierarchical positions or statuses of social classes are important for

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marketers to consider for product segmentation and consumer behavior.

The mobility and transformation of social class is assumed drives the economy, such as China [9]. The increasing of middle class is believed can drive economy. Many developing countries and several Southeast Asian countries, are experiencing an increase in social classes especially middle class [10]. Indonesia has 42% of the residents are the middle class with an annual income of 60-120 million rupiah (IDR) per year [11]. A report from [12] at Global Economy and Development report indicated that at the end of 2016, more than 3.2 billion people are part of the middle class, and nearly half are present in Asia.

Social class is used to understand consumer behavior, including segmenting strategy, preferences, and decision. In general, there are already much literature that grouping market segments based on social classes [13]. It is hard to understand consumer without considering social classes [14, 15]. Consumer preferences, types of experiences, and purchase selections can be predicted by social class and status. Further, it has been stated that the position and status in the social hierarchy has an important influence on almost all aspects of consumer behavior [16]. All products consumed by consumers and the consumption behaviors reflect and are reflected by social classes.

The conceptualization of social classes is through structure and process approaches. Social classes and socioeconomic status are often used interchangeably. Social classes is reflection of the differentiation of classes in a hierarchical manner and the socio-economy of a person. Class structure is analyzed using the socioeconomic status such as through income, occupation, and education. Many research also used other factors such as neighbourhood quality, home interior and exterior. European marketers usually use social classes structure that are based on occupation, which are in line with education and income [17]. The processes approach explores more how individuals develop, interpret, and describe their class identity [18].

Income is social class based that mostly used by researcher. Many forms of income factors used in social class research. [19] used comparison of social class categories based on the greatest proportion of income prestige from an occupation. The 'new-world' marketers used the concept of socioeconomic status, by using permanent income as the latent measure, while

European marketers utilize the basis of occupation in the social stratification schema [20].

Social class divided into many types, hierarchy and characteristics of class. The classical hierarchy has 3 classes: upper, middle and lower. [21] differentiated the society into three or more classes based on income, education, occupation and life style: 1) the upper class, characterized by the size of wealth and influence in individual or public society sectors, high incomes, education, and stability of family life; 2) the middle class, characterized by middling education and income, and high appreciation of hard work, education, the need to save money, and future planning, as well as involvement in community activities; and 3) the lower class, composed of manual workers and those with relatively lower incomes who cannot save, are more focused in fulfilling current needs rather than future needs, and are of low education. Mosca [in 22] differentiated into two types, the ruling class and the class being ruled, between the rich and the poor. Warren [in 23] divided the three into six classes based on mixed factors, such as occupation, income, and education. The six classes are upper-upper class, the lower-upper class, the upper middle class, the lower middle class, the upper lower class, and the lower-lower class.

Social class and income are sometimes related to consumer behavior. Even in Indonesia, it is still difficult to find empirical research on the measurement and relationship of social classes with consumption behaviors. The basis for determining social classes in Indonesia is still in part taken from traditional view such as just income or occupation. On the many research social class take the secondary database. The database of income from Statistics Indonesia (*Badan Pusat Statistik, BPS*) often serves as the reference for social classes.

Though income is often used to determine the social class of a person. [24] stated that should it increase, income as a determining factor that does not necessarily or almost never results in changes of a family's social class. Research by [25] indicated that social status can be linked to occupation. Actually, social classes may be measured using three techniques: the reputational, subjective, and objective approach. The reputational approach, known as the Warner approach, assumes that social classes can be determined by someone's reputation among people around him/her. The subjective approach

determine social classes from the individuals themselves and the objective approach measures social classes based on demography, free from individual bias. The objective approach is divided into two types, based on the usage of a single factor/item index or multiple factors/item indices. The single item index approach is often utilized by marketers, using one of the factors of income, occupation, or education.

The process of forming social classes in the modern view relates to the classification of occupational and positional strata, in correlation to income. So, that why social classes are often linked to income. The variable of income is often mentioned as a factor of social classes, but several articles have positioned income as a part of occupation and education; this means income is a consequence of occupation and education.

Income and social classes are often combined and separated in various researches. However, [26] stated that most research consider social classes as a variable, rather than income. Income more affects value or price or expensive products, while social class is more dominant in affecting products that relate to prestige, look expensive, and signify lifestyles of certain classes. Income has a positive relationship on normal goods, while inferior goods have a negative relationship on income, because related to social status that if income increases, the demand of inferior goods will decrease. By considering income as stable, it cannot actually be interpreted that income has an effect on the demand of goods, because there are still other factors that are no less important, which are tastes and other goods [27].

[28] mentioned that consumer behavior is affected by social class. The relationship between social class and consumption is self-reflexive that are social class affect consumption patterns, and conversely, consumption reflects a certain social status [29]. The research from [30] indicated that differences in social class are related to the consumption and selection of all kinds of food. Consumption has an important meaning in expressing social identity [31] and a characteristic of certain social classes [32]. Social class has also been proven to be an important indicator related to convenience products [33].

The relationships and differences in product purchasing among three groups of social classes and income needs to be tested. Both social class and income affect consumer behavior, but which one determines purchase is to be identified. This article, based on a research in Province of Jawa

Timur, is aimed to discover the link between groups of social classes and income in the purchase of consumer goods and services. Consumer goods and services were differentiated into 18 purchase items grouped into five types, i.e. food and beverages, clothing, durable goods, investment services, and other products. The hypothesis in the research is that there are relationships and differences between social classes and income, and product purchase.

MATERIAL AND METHOD

The research is a survey research. Based on this explanation, this research is considered a comparative research, as it compares social class and income. The population of this research consists of 800 respondents in the Province of Jawa Timur. The utilized technique of data collection was the survey technique by distributing questionnaires. The samples were collected through the purposive sampling. The criteria used to determine samples was possession of a stable occupation and continuous income. The utilized variables yang were Social Class (X1) and Income (X2). Then, the variables were associated with the purchase of consumer goods and services [34], which had been appropriated to Indonesia people and culture. After this development and change, groups of goods and services as 18 research items appropriate to the characteristics of the research location were obtained, and the following are the 18 items:

1. Food and Beverages
 - a. Frequency of purchase or consumption of meat, milk, soft drink and fast food
 - b. Place of purchasing meat
 - c. Type of milk and fast food consumed
2. Clothing: average price and place of clothing purchased
3. Durable Goods
 - a. Type of transportation utilized
 - b. Average price of personal vehicles
 - c. Owned household, personal electronic appliances, communication devices, and aspecifically cell phones
4. Various Types of Services: type and value of owned investment and financial facilities
5. Other: status and price of house and building ownership

Income is the amount of earnings received by a family in monthly periods. The variable of income that is most often used in various studies is gross household money income [35], the same

as the statistics agency in the U.S. that uses pretax money income [36]. Statistics Indonesia [37] classifies the people into two groups, as impoverished people and non-impoverished people. The BPS uses the concept of basic need approach in measuring poverty. With this approach, poverty is seen as an economic inability to fulfill food and non-food basic needs, as measured by expenses.

A research by [38] classified consumer income as a proxy of social class into four levels:

1. Higher income (> Rp. 120 million per year)
2. Upper middle income (Rp. 60-120 million per year)
3. Lower middle income (Rp. 36-60 million per year)

4. Lower income (< Rp. 36 million per year)

This research used the Index of Social Position (ISP) as the basis for social class grouping. The ISP approach is one of the multiple-item index approaches that utilize several items in determining social class. The classification of social class in this research uses the three groups, i.e. upper social class, middle social class, and lower social class, using the Index of Social Position (ISP). The ISP value is the combined index of family occupation, education, and income; the ISP value determines the social class position. Table 2 explains the classification of social class based on the total ISP value.

$$ISP \text{ value} = (\text{occupation weight} \times 4) + (\text{education weight} \times 3) + (\text{income weight} \times 3).$$

Table 1. Index of Social Position

Description	Value
Occupation Scale (Weight Value 4)	
Non-permanent worker	10
Unskilled laborers (house cleaners, gardeners, repairer, etc.)	9
Non-permanent small farmers	8
Retirees only relying on benefits	7
Skilled laborers (hair cutters, factory workers, secretaries, and other employees)	6
Middle managers, supervisors, small business owners, government officials	5
Teachers, lecturers, soldiers, police officers, and other civil servants	4
Upper-class professional workers (doctors, celebrities, artists, painters, designers)	3
Upper managers, mid-scale business owners (10-20 employees)	2
High-rank company executive, large-scale business owner, high-rank government officials (minister, parliament member)	1
Education Scale (Weight Value 3)	
Current or Achieved Level of Education	Value
Non-formal educated	10
Elementary school	9
Middle school	8
High/vocational high school	7
One-year Diploma (D1)	6
Two-year Diploma (D2)	5
Three-year Diploma (D3)	4
Bachelor's (Strata 1 / Diploma 4, S1/D4)	3
Master's (Strata 2, S2)	2
Doctorate (Strata 3, S3)	1
Income Scale (Weight Value 3)	
Total Income per Month	Value
Upto 1000 KN	10
Upto 2000 KN	9
Upto 3000 KN	8
Upto 4000 KN	7
Upto 6000 KN	6
Upto 8000 KN	5
Upto 10000 KN	4
Upto 13000 KN	3
Upto 16000 KN	2
> 16000 KN	1

Source: [39]

Table 2. Social Class Grouping with ISP

No	Social Class Level	ISP Value
1	High Social Class	10 – 27
2	Middle Social Class	28 – 60
3	Low Social Class	61 – 100

Source: [40]

Next, the data were analyzed by 1) descriptive presentation of respondent data; 2) classification of respondent social class by the ISP formula, using the basis of the rupiah with the lowest minimum wage value, as the basis for the calculations of Mihic & Čulina used their foreign currency; and 3) testing the relationship of social class grouping and income with product purchasing. The relationship of social class and

income with product purchase was tested using the Chi Square (χ^2) test.

RESULT AND DISCUSSION

The data in this research had been tested for validity using the Spearman correlation analysis and for reliability using Cronbach's Alpha. The data used in this research met the statistical requirements for further analysis using the chi-square test.

Table 3. Respondent Description

No	Indicator	Percentage (%)
Gender		
1	Male	56.4
2	Female	43.6
Age		
1	17-25	8.2
2	>25-35	28.4
3	>35-45	29.6
4	>45-55	24.7
5	>55	9.0
Status Status		
1	1. Married	81.2
2	2 Single	17.8
Status in the family		
1	1 Husband	48.2
2	2 Wife	32.6
3	3 Children	14.8
4	4 Others	4.4
Education		
1	S3	2.1
2	S2	5.0
3	S1	22.5
4	Diploma	3.2
5	Senior High School/Vocational School	37.5
6	Junior School	19.8
7	Elementary School	7.2
8	Non school	2.6
Income		
1	> 30.400.0000	1.1
2	24.700.001 – 30.400.000	0.6
3	19.000.001 – 24.700.000	0.4
4	15.200.001 – 19.000.000	1.4
5	11.400.001 – 15.200.000	1.2
6	7.600.001 – 11.400.000	5.9
7	5.700.001 – 7.600.000	4.4
8	3.800.001 – 5.700.000	7.7
9	1.900.001 – 3.800.000	21.5
10	≤ 1.900.000	55.5
Occupation		
1	Government Officer	0.1
2	State Own government Employee/civil servant	2.2
3	Private Employee	34.0
4	Arm Forces, Police	0.4
5	Entrepreneur	14.6
6	Professionals (translator, public speaker, Lecturer, Doctor, Lawyer, Accountant, Consultant,	6.8

No	Indicator	Percentage (%)
7	Farmer etc)	2,4
8	Retirees	1,1
9	Freelancer/Professionals (Labour/Porter, gardener, Djek driver, etc.	29,3
10	Others	67,1

Table 3 shows the descriptive data of respondents. Using the formula for social class calculation from [41], social classes of respondents in this research were classified into the three classes, i.e. high social class, middle

social class, and low social class, using the Index of Social Position (ISP). From the descriptive data of respondents, this was the social classification in the Table 4:

Table 4. The Classification of Respondent based on ISP

No	Social Class Level	ISP Value
1	High Social Class ISP 10 – 27	2,0%
2	Middle Social Class ISP 28 – 60	30,8%
3	Low Social Class ISP 61 – 100	67,2%

The next stage of analysis in the Table 5 was testing the relationship of social class and income

with the purchase of products and services, using the Chi Square (χ^2) test.

Table 5. Social Class and Income Chi Square Values

No	Category	Social Class	Sig	Income	Sig	Difference
Food and Beverages						
1	Frequency of purchasing meat	48.308**	Sig	48.596	Sig**	(0.397)
2	Place of purchasing meat	3.313E2**	Sig	3.333E2	Sig**	(2.000)
3	Frequency of milk consumption	1.195E2**	Sig	1.106E2	Sig**	8.900
4	Type of milk consumed	1.73E2**	Sig	1.471E2	Sig**	23.000
5	Frequency of soft drink consumption	14.081	Not Sig	25.318	Sig**	(11.237)
6	Frequency of fast food consumption	84.325**	Sig	68.880	Sig**	15.445
7	Type of fast food consumed	3.765E2**	Sig	3.491E2	Sig**	27.400
Clothing						
8	Average price of clothing purchased per piece	1.534E2**	Sig	1.580E2	Sig**	(5.500)
9	Place of purchasing clothing	2.801E2**	Sig	2.967E2	Sig**	(15.600)
Durable Goods						
10	Type of transportation utilized	2.119E2**	Sig	2.237E2	Sig**	(11.800)
11	Average price of personal vehicles	2.977E2**	Sig	3.035E2	Sig**	(5.800)
12	Owned household electronic appliances	3.287E2**	Sig	3.232E2	Sig**	5.500
13	Owned personal electronic appliances	4.533E2**	Sig	3.630E2	Sig**	99.300
14	Average price of personal electronics	3.766E2**	Sig	2.900E2	Sig**	86.600
Investment						
15	Type of owned insurance	53.228**	Sig	41.835	Sig**	11.393
16	Type of owned investment	2.657E2**	Sig	2.666E2	Sig**	14.100
Housing and Buildings						
17	Ownership of housing and other buildings	1.717E2**	Sig	1.432E2	Sig**	28.500
18	Price of housing and other buildings	1.949E2**	Sig	1.610E2	Sig**	33.900

Note: ** indicates significant in confidence interval of 99%.

Next, Table 6 indicates that difference in the consumption of food and beverages, clothing, durable goods, investment, and housing and buildings among three classes of social class and

income. Research results for each item of goods and services in this research are explained in more details in the following sections.

Table 6. Differences of Chi Square Values of Social Class and Income

No	Category	Difference	Explanation
Food and Beverages			
1	Frequency of purchasing meat	(0.397)	Income more likely determines
2	Place of purchasing meat	(2.000)	Income more likely determines
3	Frequency of milk consumption	8.900	Social class more likely determines

4	Type of milk consumed	23.900	Social class more likely determines
5	Frequency of soft drink consumption	(11.237)	Income more likely determines
6	Frequency of fast food consumption	15.445	Social class more likely determines
7	Type of fast food consumed	27.400	Social class more likely determines
Clothing			
8	Average price of clothing purchased per piece	(5.900)	Income more likely determines
9	Place of purchasing clothing	(16.600)	Income more likely determines
Durable Goods			
10	Type of transportation utilized	(11.800)	Income more likely determines
11	Average price of personal vehicles	(5.800)	Income more likely determines
12	Owned household electronic appliances	5.500	Social class more likely determines
13	Owned personal electronic appliances	90.300	Social class more likely determines
14	Average price of personal electronics	86.600	Social class more likely determines
Investment			
15	Type of owned investment and financial facilities	11.993	Social class more likely determines
16	Value of owned investment and finances	19.100	Social class more likely determines
Housing and Buildings			
17	Ownership of housing and other buildings	28.500	Social class more likely determines
18	Price of housing and other buildings	33.900	Social class more likely determines

Note: Value in parentheses indicates that the Chi Square of Income is greater than social class

This research has the aim of finding out the relationship between groupings of social class and income with the purchase of products of consumer goods and services. The study on social class and income has the intent of determining the role of social class versus income in relation to the purchase of products and services.

The research results as displayed in Table 5 indicate the relationship between social class and income and the purchase of food and beverages, clothing, durable goods, investment, and housing and buildings. Research results indicated that there is a relationship between the social class of consumers and the purchase of most products. In addition, the results indicated that in general there is a difference in the consumption of food and beverages, clothing, durable goods, investment, and housing and buildings among three social classes. The only item that was not significant was the frequency of soft drink consumption; in other words, there is no relationship between social class and the frequency of soft drink consumption and there is no difference in the frequency of soft drink consumption among three social classes.

Food and Beverages

Income is more likely determines the frequency and place of purchasing meat product. However, along with the increase in income, the place of purchasing meat is shifting to modern markets. People who possess greater income are able to buy and access high-quality products, such as meat. According to [42], the ability of purchase products depend on the financial ability

rather than tastes and social class. [43] indicated that there is a relationship between income and consumption including meat. In this situation, the relationship is linier, which means that as income increases, there will be the increasing consumption of meat. The place where meat is purchased strongly affected by the price and quality of the meat. Upper social class like to buy meat in the modern supermarket/stores because is the meat is properly wrapped and stored at specific temperatures to maintain freshness. This result is confirmed by [44] who indicated that the place where meat is purchased is still related to the purchasing power, which is seen from their income.

According to [45], income and education level affect the consumption of the types of products; with higher incomes and education, more selective in choosing products, as this concerns the maintaining of their quality of life. The products they selectively purchase according to their incomes include meat. Based on this study, it can be seen that people who possess higher incomes are more selective than those who possess lower incomes.

The consumption of milk and fast food relate much to social class than income. This is affirmed by [46], who indicated that a high social class has a relationship with education or knowledge regarding the benefits of milk, thereby affecting the frequency of milk consumption for each person. [47] also agreed in that for people who possess higher incomes, consuming milk is not something extraordinary, as they always shop for groceries weekly or monthly, and one of the

products they purchase is milk, as one of their needs. In the fast food consumption, a higher social class has the tendency to consume fast food more often. This agrees with the views of [48], who explained that the social class relates to the prestige and lifestyle possessed. Fast food and its restaurant are often associated with middle up class life styles. People who possess a high social class and high lifestyles consider the consumption of fast food as a form of actualization of their lifestyles. The social class of a person has a direct relationship with prestige and lifestyle. Someone who possesses a higher status will opt for restaurants such as international chain's restaurants compared to eating fast food in lower-class restaurants.

The consumption of soft drinks relates to consumer income and not related to social class, and income has a greater relationship compared to social class. This indicates that social class contains formative elements composed of income, education, and occupation. Since consumer have knowledge about soft drink, the education sufficiently contributes to a person not consuming soft drinks. Social class has a lower relationship compared to income, because a high income does not necessarily indicate high education and knowledge, particularly in relation to the selection of food and drink. [49] indicated that knowledge relates to consume softdrink. Level of knowledge has a relationship with social class; a higher social class also means a higher knowledge about soft drinks.

Clothing

Income have a close relationship with the price and place of purchasing clothing. With higher income, the frequency of purchasing clothing also increases and tend to select places to purchase clothing that are comfortable and modern. Clothing that is more expensive will certainly associated to better quality. This not agrees with [50] that social class has a positive influence on the decision and upper social class select more expensive and better quality clothings more than those of the lower social class do. Different clothing store will display different products with different qualities. Store choices show the consumer status. For example, specialty boutiques will be liked by upper class or income because of quality of product, limited product or prestige. This not agrees with [22], who explained that social class influence satisfaction of selecting clothing places and quality.

Durable Goods

Income more likely determines type and average price of personal transportation vehicles, while social class determines the type and price of household and personal electronic appliances. However, consumer income more likely determines transportation that is more comfortable and a higher average vehicle price. This is in line with the research by [52] that indicated that vehicle does not relate to social status; rather, it is about practical purchase. [53] explained that people who possess greater income would certainly possess high mobility as well. The mobility is very much determined by the type of vehicle that the person has; greater income will desire fast and comfortable vehicles. High income class also like luxurious and expensive because assisting mobility, such vehicles also possess greater aspects of comfort and security. [54] explained that upper economic levels who possess incomes greater than the average national earnings in developed countries have the tendency to buy expensive vehicles and up date a new released.

Social class have close relationships with ownership of household and personal electronic equipment. This means that at higher social class, the personal electronic equipment is greater in price that that at lower social class. This is different result with [55] who explained that selection, variation, and completeness of electronic equipment is very much affected by the income level of a person.

[56] indicated that the ownership of personal electronic equipment is a strategic matter, but this does not mean that all people are required to possess them because of the constraints of price and requirement in their work. If their line of work requires adequate electronic equipment, it can then be ascertained that the person must possess the equipment to support his or her work. A simple lifestyle encourages consumption of decorations and electronic equipment that makes housework easier [57].

The price of personal electronic equipment is very much affected by social class. This ownership of expensive cell phones is caused by the popularity or prestige as an everyday tool of communication. This is in line with the findings of [58] that high social class can purchase a expensive cell phone and have the tendency to possess more than one cell phone.

Investment

Social class have a close relationship with the types and value of owned investments and insurance. Higher social class usually has higher education and occupation, a person is able to purchase various forms of investment. This is not in line with [59] that indicated a longer period of investment will result in greater income and also require greater value or money.

The value of owned investments depends on the social class of the person. A research by [60] indicated that the proportion of money that saved by middle class of consumers is greater than lower class. In case of Indonesia, middle class consumers tend to shift from purchases of essential products to supplementary products such as savings or investment [61].

Housing

Social class are highly related to the ownership and price of housing. The ownership and price of house/building will show a status of social class. Thus people need large amount of money to be among those who own more than one house or building. Housing and building ownership statuses are reflection of economic class segments (Rahadian, in [62]). The people must expend high costs in order to increase status. This is not in accordance with the results of research by [63], i.e. the level of income strongly affects the selection of places to live.

CONCLUSION

The aim of this research is to test the relationship of social class and income with the purchase of consumer goods and services in Jawa Timur. These are the conclusions of this research:

- a. Social class has relationship with the purchase of goods and services as seen from the 11 and income has relationship with 7 research components.
- b. Social class is related to the type and frequency of purchase of milk and fastfood. Meanwhile income is related to type and place of purchasing meat and frequency of purchasing soft drink.
- c. Income has a relationship with the purchase of clothing, wherein income determines the price of and place to purchase clothing.
- d. Income have a positive relationship with the purchase of durable goods as the type and price of transport vehicles. Social class more likely determines owned and price of

household and personal electronic equipment.

- e. Social class more likely determines the type of owned insurance and investments.
- f. Social class more likely determines the ownership and price of housing.
- g. Income has a positive and significant relationship with the purchase of all items of consumer goods and services. This means as income increases, the level of consumption is higher or much better in quality.
- h. There are differences in the relationship of social class and income with the purchase of consumer goods and services. Social class is more linked to milk, fast food, owned and the price of personal and household electronic equipment, and the type of investments and finances. Meanwhile, income is more related to meat, soft drink, clothing, type and price of utilized vehicle.

This research just examined the descriptive differences of the non parametric results of the relationships. A recommendation for further researchers is to examine the differences among factors toward items of purchase simultaneously using parametric test. This research was also limited to five kinds or items of purchased products. Further researchers can add other products than ones researched here, such as related to product based on lifestyle, type of involvement, and luxurious product. The next research also can compare the consumer choice base on other based of social class such as neighbourhood area, occupation, and family life cycle.

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