
Demographics, financial investment and consumption of durable goods

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Abstract

The research aimed at investigating how much was the effect of the family size on the either the direct or indirect consumption of durable goods through financial investment. Basically, this was the deductive and inductive (the inductive-inferential statistics) research which was conducted in 2016 to verify the consumption theory from the macroeconomic perspective to the more microeconomic direction. Samples were as many as 289 household units. The samples were taken by the proportionate stratified random sampling technique in Makassar City with the basic of the job type/livelihood. Data were collected through a questionnaire. The data were analyzed using the Simultaneous Equation Model. The research result of the total family size effect on the consumption of durable goods indicated the positive and significant correlation and also rational community, strengthens the transaction motive of Keynes's theory.
