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Consumer Behavioral Imbalances that are Contrary to Moderation and Moderation for University Youth and its Relationship to the Type of Study (Home Economics)

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Abstract :

The type of study plays a prominent role in changing some behaviors, causing a clear imbalance in these behaviors, perhaps one of the most prominent of these consumer behaviors that have been defective is clearly visible and affected young people in general and university youth in particular, and the negative effects of these consumer behavioral imbalances on the economies of the individual and society, which necessitated extrapolating the relationship between the type of study and the consumer behavioral imbalances of these young people

The research aimed at: Determining the relationship between the consumer behavioral imbalances of university youth with its axes (ignoring spending priorities - exceeding the limit of moderation in consumption - non-functional demand for the commodity consumption harmful to health - consumption harmful to the university environment) and the type of study

And knowing the relationship of some social and economic factors to each of the consumption behavioral imbalances of university youth and their relationship to the type of study

Determining the relationship between each of the consumer behavioral imbalances of university youth and the number of siblings

The study sample consisted of 60 female students from King Khalid University, College of Home Economics, and from rural and urban Asir region. The most important results concluded that there is a relationship between the consumption behavioral imbalances of university youth with its axes (ignoring spending priorities - exceeding the limit of moderation in consumption - non-functional demand for the commodity - consumption harmful to health - consumption harmful to the university environment) related to the type of study (home economics study). And there were no statistically significant differences between each of the consumer behavioral imbalances of university youth according to the different area of residence (village - city)

There are also no statistically significant differences between each of the behavioral imbalances of consumption of university youth according to the difference in the work of the mother (workers - non-workers). While there are statistically significant differences between each of the behavioral disorders of consumption of university youth according to the different educational level of the parents (mother - father). There are also statistically significant differences between each of the behavioral imbalances of consumption of university youth according to the different level of family income. There is also a statistically significant correlation between each of the behavioral imbalances of consumption of university youth and the number of young siblings.The most important recommendations were the need for some degree of economic education because it plays a role in shaping the economic and saving behavior of young people (economic knowledge). And the need to educate young people on the values and ideals to achieve success in all fields, including the economic field. As for the role of the media, the

media is one of the important means in transmitting various events, acquiring social, behavioral and moral values, and instilling some Islamic values for consumption.

Keywords – imbalances, significant, consumption, economic

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Research Introduction:

Young people are the hope of every nation, and the pillar of each state, and the pillar of every society, they are the mind of the community and its pulse and its sleeves, the Islamic religion has taken care of young people and their care and upbringing the correct education so that they are able to take responsibility and advance society, so the stage of youth begins when sociologists when society tries to rehabilitate the individual in order to occupy a social position and play a role in the society in which he lives (in the name of Wali and Mohammed Mohammed: 2004: 2) and university youth in particular is characterized by a clear ability to agree and Adapting to the social, political and economic conditions prevailing in society (Bertr, Hanz 2002: 130) The importance of university youth in all societies is also due to the energies and abilities within them to give and give and its characteristics that qualify them to bear more burdens and responsibilities and perform important roles, especially if young people find the necessary care and proper educational guidance.(Harton Person, 2005:36) If we can employ this youth force appropriately and effectively and invest its energies properly, and this force is positive and constructive, it can exercise its proper role in modernizing and advancing society and moving forward towards a bright future. But if society fails to absorb the strength of its youth and its great potential, and young people suffer from problems, it becomes threatened by many turmoil and imbalances that threaten its security and stability and hinder development (Tahani Othman and Azza Suleiman: 2007: 3) and these imbalances imbalance consumer behavior.Advertising, consumerism in the world is no longer limited to the advanced industrial world, but has affected other parts of the poor and developing world, and consumer behavior has become the subject of scientific research in different cognitive systems, foremost of which is economics, psychology and sociology, and with a difference in references, orientations and areas of focus in those cognitive systems, but we agree that this behavior is no longer a purely individual behavior that belongs to a personIndependently, but have become contribute to the variety of multiple external factors that exert a variety of effects on the individual consumer, and have become common patterns of imbalance of consumer behavior represented in the consumption of things harmful to health, morals or the natural environment, and ignoring some individuals for consumption priorities, and lack of commitment to moderation in spending, and the tendency to extravagance and luxury, and the prevalence of non-functional demand for goods and services, There is no doubt that these consumer behavioral imbalances of university youth have very negative effects on the national economy and the economies of the individual (Bukhari Abdul Hamid and Zarqoun Muhammad: 2011: 1The philosophy of public education seeks to develop the mind as it seeks to create a social generation that realizes the relationship between his profession and the needs of his community, a generation that appreciates and enjoys what exists in the universe.a generation that has the ability to review its beliefs and values in life, and all this is reflected in its actions and behavior and it is known that home economics is the study of family life in its various fields, it includes studies in the field of nutrition and food science, And the dwelling, furnishing and tools, and brushes and beautification and the field of clothing and textile, as well as the field of childhood and family relations all these areas help to achieve a happy life for family members.and before family members must learn how to develop sound and wise decisions that help them follow the best ways to use what they have of resources and capabilities to achieve what they hope for goals and what they aspire to from the hopes associated with different aspects of life (Kawthar Kojak: 2001) so it was necessary to know the relationship between consumer behavioral imbalances For university youth in particular and the type of study for all areas of home economics.

Search problem:

There have been changes in society in various economic, social, cultural and political aspects, which led to the prevalence of clearly visible behavioral imbalances in the behaviors of young people, especially

university youth, and the most prominent of these behaviors that have occurred in this imbalance are consumer behaviors (Abeer Ali – 2016) The problem of the research is that the type of study plays a prominent role in changing some behaviors, causing a clear imbalance in these behaviors, perhaps one of the most prominent of these consumer behaviors that have been clearly defective and affected young people in general and university youth in particular and the negative effects of these consumer behavioral imbalances on the economies of the individual and society, which necessitated the extrapolation of the relationship between the type of study and the behavioral imbalances of consumption of these young people The study of Ibrahim Badr (2003) on consumer behavioral imbalances and their relationship to some disorders in the university youth indicated that there is a positive relationship between consumer behavioral imbalances and the type of study and psychological pressures experienced by young people has indicated the study of Ibrahim Abdel Hamid (2002) that the type of study as perceived by young people reflected on their consumer behavior and the study of Atef El-Sherbiny (2008) that the type of study and its impact clearly appears on university youth in terms of consumer behavioral imbalances.

Through this research, the following questions can be answered:

Is there a relationship between the consumer behavioral imbalances of university youth with its axes (ignoring spending priorities - exceeding the limit of moderation in consumption - non-functional demand for the commodity consumption harmful to health - consumption harmful to the university environment) and the type of study

What is the relationship of some social and economic factors to each of the consumer behavioral imbalances of university youth

Is there a relationship between both the consumer behavioral imbalances of university youth and the number of siblings?

Research Objective: -

Determine the relationship between the consumer behavioral imbalances of university youth with its axes (ignoring spending priorities - exceeding the limit of moderation in consumption - non-functional demand for the commodity consumption harmful to health - consumption harmful to the university environment) and the type of study .And knowing the relationship of some social and economic factors to each of the consumption behavioral imbalances of university youth and their relationship to the type of studyDetermining the relationship between each of the consumer behavioral imbalances of university youth and the number of siblings

The importance of research:-

1- The prevalence of clearly visible behavioral imbalances in the behaviors of young people in general and university youth in particular, and the most prominent of these behaviors that occurred in this imbalance are consumer behaviors, so it was necessary to know the relationship between the type of study and these imbalances consumer behaviors.

2- Shedding light on a major problem suffered by young people, which requires concerted efforts to address it and reduce its effects.

3- Coming up with recommendations that may contribute to addressing this issue and reducing its effects.

Research hypotheses :

1- There is no relationship between the behavioral imbalances of consumption of university youth axes (ignoring spending priorities - exceeding the limit of moderation in consumption - non-functional demand for the commodity - consumption harmful to health - consumption harmful to the university environment (type of study (home economics study)

2- There are no statistically significant differences between each of the behavioral imbalances of consumption of university youth according to the different area of residence (village - city)

3- There are no statistically significant differences between each of the behavioral imbalances of consumption of university youth according to the difference in the work of the mother (workers - non-workers).

Research method

First: Limits of the study

Human limits: The number of members of the study sample (60) and a student from the Faculty of Home Economics from both the village and the city and the sample was taken in a shell manner

Time limits: The study tools were applied to the study sample of university youth and took the second semester of 1444.

Geographical boundaries: The study was conducted at King Khalid University, College of Home Economics

Second: - Study Methodology

This research followed the descriptive analytical approach where this approach is based on the accurate and detailed description or the subject of the study or the problem under research quantitatively or qualitatively and therefore it aims to collect sufficient and accurate data and information about the phenomenon and then study and analyze what has been collected in an objective way to reach the factors affecting that phenomenon (Dalal Al-Qadi and Mahmoud Al-Bayati: 2008: 66)

Second: Scientific terms and procedural concepts used in research

Scientific Terminology:

Youth: Those groups that fall between the ages of (18-25) years, and enjoy physical, mental and psychological powers through which the university qualifies them to participate in university and social life efficiently and seriously (Mansour Omar: 2005: 7). University youth is also known as \that every student who goes through the stage of education falls in the age group of 18-21 and is characterized by vitality, activity , changeability and readiness to develop himself (Nasser Abdel Tawab: 2000: 1172), is the youth period that falls in the age group 16-24 yearsFeansis Janna: 2002: 315))

Consumer behavioral imbalances: - It means turmoil, lack of reason, balance and departure from the limit of moderation in all aspects of spending (Ahmed Ramadan: 2014: 38)

Behavioral imbalances of **procedural consumption:** lack of rationality and balance in the actions of the individual in the processes of purchase, use and consumption, and we find many forms of these imbalances, including: to consume things harmful to his health or overboard consumption or use goods in other than their function just because others have bought them and other imbalances of consumer behavior (Abeer Ali: 2016)

Consumer behavioral imbalances: It means disorder, irrationality, balance and departure from the limit of moderation in all aspects of spending (Ahmed Ramadan: 2014: 38)

Type of study: It means the study of home economics in its various fields (nutrition - clothing - management - education) (Abeer Ali: 2016)

- **Axes of consumer behavioral imbalances:**

Ignoring spending priorities: It means ignoring how spending trends are determined and determined by the most important factors of income (Abdullah Shehata: 2009: 2). Tobias, H, 2007:8) argues that they ignore the distribution of income on expenditure items according to their importance.

Non-functional demand for a commodity: any demand whose motives or reasons are not related to the essential qualities or characteristics of the commodity, such as the demand to buy a commodity just because others accept to buy it (Abeer Ajaj: 2007: 3)**)**

Exceeding the limit of moderation in consumption (binge consumption): It is exceeding the limit in everything that a person does in spending, such as buying goods that you do not need, or buying goods that were not in the mind of the buyer before entering the store, or buying for the sake of ostentation and bragging and out of love of fame and excellence (Zaid Al-Romani: 2004: 98-99).

Harmful consumption: - Harmful consumption, which falls the individual in the circle of extravagance forbidden and not standing at the limit of moderation ordered by him in his behavior where he consumes what does not need a mechanism in the performance of his functions (Zaid Roman: 2004: 145) and there is harmful consumption (health - environment - morals)

- **Axes of consumer behavioral imbalances for university youth: -**

Ignoring spending priorities: It means ignoring the process of distributing income to the items of expenditure in descending order as follows: the basics, then luxuries, then entertainment.

Non-functional demand for the commodity : It is to request and buy the commodity in a non-functional that was not needed by him, but just to obtain and acquire it**.**

Exceeding the limit of moderation in consumption (binge consumption): It is to consume without reason or balance, but just for consumption, purchase and obtaining the commodity.

- **Consumption harmful to health:** - It is to consume or use goods despite knowing that they are harmful to his health .

- **Consumption harmful to the university environment:** - It is to use everything that surrounds it in the university environment in an abnormal use. (Abeer Ali: 2016)

Separation of previous studies:

Study of Tsbi Mohamed Rashad (1985) The title of the research was: "A study on the consumption of some subsidized food commodities for a sample of female heads of households in some urban and rural areas in Alexandria Governorate"The aim of the study was to identify the consumption behavior and consumption patterns and consumption habits of subsidized food commodities for a sample of female heads of households in some urban and rural areas in Alexandria Governorate, the research sample included 240 families in Alexandria Governorate, where the city was divided into three areas taken from each region 60 families in addition to Ezbet Khorshid, which represents the rural area, and the sample was selected in a random way, and the data was collected by questionnaire personal interview.

The study showed the following results:

- Income has the greatest influence in guiding the consumption of subsidized food commodities.
- Increasing the amount of daily household bread losses due to its cheap price, lack of quality and poor eating habits.
- Consumer decisions are greatly influenced by education.
- Poor dietary habits and nutritional awareness led to an increase in food consumption.

Study of Maha Suleiman Abu Taleb (1991) entitled: "The impact of household income and food management on the pattern of food consumption and nutritional status of some rural, urban and Bedouin families in Alexandria and Matrouh governorates" .

The aim of the research was to study the impact of income management on the nutritional status , and to identify the impact of some economic and social characteristics of the family at the level of food management and nutritional awareness of female heads of households .

The study sample was random of (300) families from Alexandria Governorate as an urban area, and the village of "Abyan" as a rural area, and the village of "Hammam" as a Bedouin area, by (100) families from each region, and the data was collected using a questionnaire form in the personal interview.

The study showed the following results:

 It was found that 28% of urban households and 7% of rural households were following the household income management budget, and the level of income management for most of the sample households was average, where the percentages were 73%, 57%, and 71% for urban, rural and Bedouin households respectively.

 It was found that 70%, 96%, 99% of urban, rural and Bedouin families spend on food without prior planning, and it turned out that the heads of urban, rural and Bedouin families achieved the average level in terms of food management, and the most influential social and economic characteristics at the level of food management is the level of education of each of the head and head of the family and they have been associated with a direct relationship with the food management .

 It was found that 70%, 78%, and 79% of urban, rural and Bedouin heads of households manufacture grain products, and the low price of the product at home was the most important factor that pushes the head of the family to practice this industry.Urban households spend on food 63.3% of the total monthly income compared to 68.5% for rural families, 71.8% for Bedouin families, and a positive relationship has been found between spending on food and the total monthly income of the family and individual income and family size. Study of Zainab Mohamed Haqqi (1992) entitled: "The relationship between awareness of rationalization of food consumption and spending on food among the head of the Egyptian family. The aim of the study was to identify the relationship between awareness of rationalization of food consumption and spending on food among the head of the working family and the factors affecting the level of education and the size of the family and its income.The sample of the study consisted of (220) housewife and was divided into (80) non-working female heads and (140) workers, and the sample was randomly selected from different neighborhoods of Cairo, and the heads of households were from different levels of education and income, and from families of different sizes. The research tools were a measure of social and economic level, a measure of awareness of rationalization in consumption, a 24-hour food recovery form, and a monthly expenditure form on food items.

The study showed the following results:

· There is a positive correlation between awareness of rationalization of food consumption for female heads of households and the level of income, and awareness of rationalization of food consumption varies according to family income levels.

· There is a negative correlation between spending on food and family size, and spending on food varies according to the size of the family, as it turns out that with the increase in the size of the family, spending on food decreases in general, and also less spending on food items with high nutritional value and price, while increasing the demand of families to spend on pulses, grains, starches and bread, any foods with low nutritional and price value.

· There is a positive correlation between spending on food and awareness of rationalization of food consumption among the head of the household, and there is a positive correlation between awareness of rationalization of food consumption and the educational level of heads of households, and awareness of rationalization of food consumption varies according to their educational levels.

· There is a positive correlation between spending on food and the level of income, and spending on food varies according to the levels of family income, as it increases the income increases the proportion of household spending on foods with high nutritional value and price, and at the same time, with the increase in the level of income, the proportion of spending on food decreases in general.

· There is a positive correlation between spending on food and the educational level of heads of households, and spending on food varies according to their educational levels.

· There is a negative correlation between awareness of food consumption rationalization for heads of households and family size, and awareness of food consumption rationalization varies according to family size, that is, awareness of rationalization of food consumption for the head of the household increases with the small size of the family.

Study of Zainab Muhammad Haqqi (1993) entitled: "The Impact of the Educational Level of the Head of the Family on the Spending and Consumption Pattern on the Family Budget"

The aim of this study was to reveal the relationship between the educational level of the head of the family and the items of expenditure in the family budget, and to determine the differences in the average monthly expenditure on the items of the family budget. The research sample was 218 working and non-working heads of families of different educational levels and different income levels and from families of different sizes, and they were randomly selected from different governorates so that the sample is representative of urban and rural families of Egypt.

The study showed the following results:

· The existence of a positive correlation between the educational level of the head of the family and the level of planning and consumer awareness, which in turn affects the spending and consumption pattern of the family budget items.

· The existence of a positive correlation between the educational level of the head of the family and awareness of rationalization of food consumption, which reduces the proportion of spending on food.

· Savings awareness or awareness of the financial planning of the head of the family increases with the high level of education for her.

· The average percentage of expenditure on most items of the budget of urban households increased compared to rural, except for the food item, in which the percentage of rural households' expenditure increased from urban, where it was 54.03%, 37.86% respectively.

Food ranked first in the ranking of expenditure items in the family budget

Faten Mustafa Kamal Lotfy's study (1995) entitled: "The impact of economic and social factors of the Egyptian family on consumption patterns"

The aim of the study was to study the consumption and spending patterns of some Egyptian families and to identify the impact of the economic and social characteristics of families on consumption patterns, and also aimed to identify the extent of the Egyptian family's interest in planning its financial income. The sample of the study was 235 Egyptian households, 120 urban households and 115 rural households with different economic and social characteristics, and the questionnaire was used by personal interview to collect data.

The study showed the following results:

· The existence of a relationship with a positive moral impact on the place of residence, the age of the husband and wife, the number of children, the size of the family and the source of income to follow the budget (financial income planning)

-The educational status of the husband and wife, the professional status of the wife, the type of family, the gross monthly income and the individual income had a negative moral impact. It was found that the total average monthly expenditure on various consumption items is higher in urban than rural areas (879.3, 528.5 pounds / month) and that the average expenditure on the various consumption items increase in urban than in the countryside except for the treatment item where the averages of expenditure converged, and in general, the food item is the main item in spending, whether in urban or rural followed by the item of housing in urban and the item of savings in the countryside, and the area of housing and gross monthly income and family size had a positive moral impact on the average monthly expenditure on consumption items.For the Food Administration, it was found that the educational status of the husband

and wife, the professional status of the wife, the type of family and the individual monthly income have a positive moral impact on the advance planning of meals.

Abu Sakina's study (2000) entitled "Selection of furniture and furnishings and its relationship to personal traits and some social factors".

In order to identify the impact of personal traits represented in keenness, original thinking, personal relationships, and vitality on the economic and aesthetic choice of furniture, furnishings and decoration supplements, as well as the effect of the difference in the residential environment (rural - urban) on those previous variables, the research sample included (112) third-year female students at the Faculty of Home Economics, including (64) from Urban (48) from the countryside and applied to them the list of personality (L.F. Jordan), the economic behavior questionnaire for the selection of furniture and furnishings, an illustrated catalog for the selection of furniture, furnishings, models of models, colors, designs, and the foundations of training, in addition to the selected model card. One of the results of the study was that there were no statistically significant differences between rural students and urban students in the average scores of the attribute of care, original thinking and personal relations, with statistically significant differences in the vitality trait in favor of rural students, as well as no statistically significant differences between rural students and urban students in the average scores of economic behavior for the selection of furniture and furnishings, the existence of statistically significant differences in the elements of aesthetic selection between the two categories, and the existence of a positive correlation between the economic choice of furniture And furnishings and the attribute of care, and the impact of the characteristic of original thinking on the choice of furniture models in favor of the classic style with no impact on the style of furnishings and supplements, and the impact of the vitality feature on the choice of the foundations of the arrangement in favor of the arrangement isThe symmetrical of furniture and its impact on color approaches in favor of contradictory approaches with no impact on the type of inscriptions and drawings.

Study sample:

This study was conducted on a sample consisting of (60) university students and the sample was taken from King Khalid University, College of Home Economics, and the selection was made in a shell way from the college.

Study and data collection tools:

It was represented in:

First: The general data form for the student.

Second: - A questionnaire on the information and knowledge of the home economics student on the fields of specialization (type of home economics study)

Third: A questionnaire to measure the consumer behavioral imbalances of university youth

Student General Data Form:

It contains the general data of the student, which included the following data:

Residential area (city - village)

Number of brothers: means the number of the student's brothers

Educational level (uneducated - readers and writes - intermediate and secondary education - university and postgraduate education) for both father and mother

The level of the family's monthly income was divided into three levels

Low income level-

Medium income level-

High income level-

Sixth: Data Analysis and Statistical Transactions Followed:

Some statistical methods were used to detect the relationship between the variables of the study and hypothesis testing, including the following:

1 - Calculation of frequencies, percentages, arithmetic averages and standard deviations for all variables of the study: which include (area of residence - number of brothers - educational level of the mother and father - work of the head of the family - monthly income of the family).

3 - T test to find out the significance of the differences between:

A- Residential area (rural - urban).

(b) Working and non-working heads of households .

4 - Calculate the analysis of variance ANOVA in order to find out:

A - the significance of the differences between the different educational levels of the mother and father.

B – The significance of the differences between the different income levels of the family.

5- Pearson's correlation coefficient

Results and discussion

First: Sample Description

1- The **area of residence of the head of the family (rural - urban): -**

CCountries (1) Percentage distribution of the study sample according to the area of residence

Residential area	Number	Percentage
Village	20	30.3
city	40	69.7
Total	60	100

It is clear from Table (1) that the sample consists of 60 students from the village and the city, where the percentage of female students who live in the city was 69.7%, and the percentage of female students who live in the village is 30.3%, and it is noted that the percentage of female heads of households in the city is approximately two-thirds of the sample.

2- Work of the head of the family (workers - non-workers): -

Table (2) Percentage Distribution of Study Sample by Work of **Head of Household (Workers - Non-Workers)**

Mother's work	Number	Percentage
Non-workers	15	25
Workers	35	70
Total	60	100

It is clear from Table (2) that the female students whose mothers are employed by 70%, and the percentage of female students whose mothers are not working is 25%.

3- The **educational level of the mother and father of the family:**

Table (3) Percentage Distribution of Study Sample by Mother's Education

Teaching the head of the family	Number	Percentage
Low level of education	15	25
Intermediate level of education	41	68.3
High level of education	4	6.4
Total	60	100

It is clear from Table (3) that the highest percentage in the level of education of the mother was for the average educational level, which amounted to 68.3%, followed by the low educational level, where the percentage reached 25%, and the lowest percentage was for the high educational level.

- **Father's education**

Table (4) Percentage Distribution of the Study Sample according to the Father's Education Level

Level of education of the head of household	Number	Percentage
Low level of education	13	21.7
Intermediate level of education	27	45
High level of education	20	33.3
Total	60	100

Second: The level of education of the head of the family

It is clear from Table (4) that the highest percentage in the level of education of the father was for the average educational level, which reached 45%, followed by the high educational level, which reached 33.3%, and the lowest percentage of the low level of education, which reached 21.7%.

4- The level of monthly family income: -

Table (5) Percentage Distribution of Study Sample by Monthly Household Income

Monthly household income	Number	Percentage
Low income level	15	25
Average income level	28	46.7
High income level	17	28.3
Total	60	100

It is clear from Table (5) that the highest percentage in the level of household income was for the level of middle income at 46.7%, followed by the level of high income at 28.3%, and the lowest percentage was for the level of low income at 25%.

5- Number of student brothers: -

Table (6) Percentage Distribution of Study Sample According to the Number of Female Brothers

Number of brothers	Number	Percentage

one brother	**3**	**5**
Khan	**2**	**3.3**
Three brothers	**3**	**5**
Four Brothers	**6**	**10**
five brothers	**10**	**16.7**
six brothers	**3**	**5**
Seven Brothers	**33**	**55**
Total	**60**	**100**

It is clear from Table (6) that the largest percentage of the sample are those who have seven brothers, where the percentage reached 55%, followed by those who have five brothers, where their percentage reached 16.7%. While the rest are simple proportions.

Second: Discussion of research hypotheses:

The first hypothesis: - The first hypothesis states that:

There is no relationship between the consumption behavioral imbalances of university youth with their axes (ignoring spending priorities - exceeding the limit of moderation in consumption - non-functional demand for the commodity - consumption harmful to health - consumption harmful to the university environment) and the type of study (home economics study)To verify the validity of the hypothesis statistically, the correlation coefficients were calculated by Pearson's method between each of the consumption behavioral imbalances with their axes and the type of study.

Table (7) Pearson's correlation coefficients between consumer behavioral imbalances and the type of study

Variables	Type of study
Ignoring spending priorities	0.887**
Exceeding the limit of moderation (binge consumption)	0.770**
Non-functional demand for the commodity	0.955**
Consumption harmful to health	0.688**
Consumption harmful to the university environment	0.748**
Total behavioral imbalances	0.873**

** D at 0.01 * D at 0.05 without non-D stars

It is clear from Table (7) that there is a positive correlation between each of the consumer behavioral imbalances as a whole with its axes (ignoring spending priorities - exceeding the limit of moderation in consumption - non-functional demand for the commodity - consumption harmful to health - consumption harmful to the university environment) and the type of study (home economics study).

The second hypothesis:- The second hypothesis states that:

There are no statistically significant differences in the level of consumer behavioral imbalances of the university student according to the different area of residence (village - city)

Table (8) Significance of the differences between the average degrees of consumption behavioral imbalances of the study sample according to the different area of residence n = 60

Consumer behavioral imbalances	Reef n = 20		Attended n = 40		Value of t	Significance level
	Average	Standard deviation	Average	Standard deviation		
Ignoring spending priorities	49.5574	22.51282	51.0498	12.16465	-0.894	Non-function
Exceeding the limit of moderation (binge consumption)	47.2705	14.21095	44.7913	6.71170	2.483	Non-function
Non-functional demand for the commodity	36.9508	17.02980	35.0561	11.89157	1.320	Non-function
Consumption harmful to health	65.4344	16.94473	62.6542	13.35859	1.811	0.5
Consumption harmful to the university environment	35.9098	16.78941	39.2336	13.10194	-2.199	Non-function
Total behavioral imbalances	2.351202	84.64282	2.327902	52.07459	0.350	Non-function

It is clear from Table (8) that there are no statistically significant differences in the level of consumer behavioral imbalances of university youth according to the different area of residence. As a whole and for the axes, meaning that the area of residence, whether a village or a city, does not affect

The third hypothesis is that there are no differences in the level of consumer behavioral imbalances according to the mother's work

Table (9) Significance of the differences between the average scores of the study sample according to the difference in the work of the mother (workers - non-workers)n = 60

Behavioral dysfunctions	Non-Workers = 15		Workers = 35		Value oft	Significance level
	Average	Standard deviation	Average	Standard deviation		
Total behavioral imbalances	53.0667	6.01896	37.6294	13.54545	245.182	Non-function

It is clear from Table (9) that there are no statistically significant differences between the average scores of the study sample in behavioral imbalances according to the work of the mother

Fourth hypothesis: - There are no differences in the level of consumer behavioral imbalances according to the level of education of the mother and father

Table (10) Analysis of one-way variance for the level of consumer behavioral imbalances of the study sample according to the difference in the educational level of the mother n = 60

Consumer behavioral imbalances	Contrast source	Sum of squares	Degrees of freedom	Average squares	P value	Significance level
Ignoring spending priorities	Between groups Inside groups Kidney	11295.260 97580.952 108876.212	2 61 59	5647.630 221.775	25.466	0.01
Exceeding the limit of moderation (binge consumption)	Between groups Inside groups Kidney	891.526 38502.925 39394.451	2 61 59	445.763 87.507	5.094	0.01
Non-functional demand for the commodity	Between groups Inside groups Kidney	6327.785 74332.279 80660.063	2 61 59	3163.892 168.937	18.728	0.01
Consumption harmful to health	Between groups Inside groups Kidney	7797.295 84732.610 92529.905	2 61 59	3898.647 192.574	20.245	0.01

Consumption harmful to the university environment	Between groups Inside groups Kidney	9483.572 80532.550 90016.122	2 61 59	4741.786 183.029	25.907	0.01
Total behavioral imbalances	Between groups Inside groups Kidney	151917.502 1583223.008 1735140.510	2 61 59	75958.751 3598.234	21.110	0.01

Tukey test to find out the trend of differences in the level of consumption imbalances according to the mother's education

Variables	Tukey Test		
	Low level	Intermediate level	High level
Ignoring spending priorities	53.1489	52.4985	37.5088
Exceeding the limit of moderation (binge consumption)	47.6809	45.7316	42.1228
Non-functional demand for the commodity	40.8511	36.3894	26.4035
Consumption harmful to health	71.6596	63.7817	54.4737
Consumption harmful to the university environment	40.3830	40.0560	26.2807
Total behavioral imbalances	253.7234	238.4572	186.7895

It is clear from Table (10) that there are statistically significant differences between the average scores of the young people of the study sample in the level of consumer behavioral imbalances as a whole and the axes according to the different educational level of the mother, where the value of P for consumer behavioral imbalances as a whole (21.110), which is a value greater than its tabular counterpart, it is statistically significant when The level of significance is 0.01 This means that the level of education of the mother contributes to achieving variation in the level of consumer behavioral imbalances as a whole and

for all axes (ignoring spending priorities - exceeding the limit of moderation in consumption - non-functional demand for the commodity - consumption harmful to health - consumption harmful to the university environment).

By applying the Tukey test, it was found that the average scores of the young people in the study sample in the level of consumer behavioral imbalances found that the young people whose mothers have a high level of education had a lower level of consumption imbalances than their counterparts, whose mothers belong to medium and low educational levels. It also means the gradation of averages from high to The lower the level of education of the mother, the lower the level of behavioral imbalances consumption of their young children, and applies to the rest of the axes of behavioral imbalances consumption. This is due to the fact that the educational level of the mother is an important and essential factor in the growth of children healthy growth away from any imbalance in behavior in general and in consumer behavior in particular ,

- The level of education of the father

Table (11) Analysis of one-way variance in the level of consumer behavioral imbalances for the study sample according to the difference in the educational level of the father n = 60

Consumer behavioral imbalances	Contrast source	Sum of squares	Degrees of freedom	Average squares	P value	Significance level
Ignoring spending priorities	Between groups Inside groups Kidney	13927.238 94948.974 108876.212	2 61 59	6963.619 215.793	32.270	0.01
Exceeding the limit of moderation (binge consumption)	Between groups Inside groups Kidney	8956.010 30438.441 39394.451	2 61 59	4478.005 69.178	64.731	0.01
Non-functional demand for the commodity	Between groups Inside groups Kidney	11257.672 69384.392 80660.063	2 61 59	5637.836 157.752	35.752	0.01
Consumption harmful to health	Between groups Inside groups Kidney	8920.376 83609.530 92529.905	2 61 59	4460.188 190.022	23.472	0.01

Consumption harmful to the university environment	**Between groups** **Inside groups** **Kidney**	**8920.376** **83609.530** **92529.905**	**2** **61** **59**	**4112.853** **185.887**	**22.126**	**0.01**
Total consumption behavioral imbalances	**Between groups** **Inside groups** **Kidney**	**246813.190** **1488327.320** **1735140.510**	**2** **61** **59**	**123406.595** **3382.562**	**36.483**	**0.01**

Tukey test to find out the direction of differences in the level of consumption imbalances according to the father's education

Variables	**Tukey Test**		
	Low level	**Intermediate level**	**High level**
Ignoring spending priorities	**61.0741**	**58.9495**	**31.5385**
Exceeding the limit of moderation (binge consumption)	**52.5370**	**34.5385**	**41.7739**
Non-functional demand for the commodity	**42.7963**	**23.9601**	**21.4615**
Consumption harmful to health	**73.8704**	**26.1064**	**51.8462**
Consumption harmful to the university environment	**41.3704**	**34.3457**	**21.69.23**
Total behavioral imbalances	**284.6502**	**216.1402**	**110.0802**

It is clear from Table (11) that there are statistically significant differences between the average scores of the young people of the study sample in the level of consumer behavioral imbalances as a whole and for the axes according to the different educational level of the father, where the value of P for consumer behavioral imbalances as a whole (36.483), which is a value greater than its tabular counterpart, it is statistically significant at the level of significance 0.01 and this means that the level of education of the father contributes to achieving variation in the level of consumer behavioral imbalances as a whole and for all axes(Ignoring spending priorities - exceeding the limit of moderation in consumption - non-functional demand for the commodity - consumption harmful to health - consumption harmful to the university environment).

By applying the Tukey test, it was found that the average scores of the young people of the study sample in the level of behavioral imbalances consumption young people whose parents have a high level of education had a level of consumption imbalances lower than their counterparts, whose parents belong to medium and low educational levels. It also means that the gradient of averages from high to low that the

higher the level of education of the father, the lower the level of behavioral imbalances consumption of their young children. This applies to the rest of the axes of consumer behavioral imbalances. This is due to the fact that the educational level of the father is also an important and essential factor in the growth of children healthy growth away from any imbalance in behavior in general and in consumer behavior in particular,

The seventh hypothesis : the seventh hypothesis states

There were no statistically significant differences in the level of consumer behavioral imbalances of university youth according to the difference in monthly family income.

To verify the validity of the hypothesis statistically, the one-way analysis test was used to determine the significance of the differences between the average scores of young people in the level of consumer behavioral imbalances in their axes according to the difference in monthly family income.

Table (12) Analysis of one-way variance of consumption behavioral imbalances of the studysample according to the level of monthly income of the household n = 60

Consumer behavioral imbalances	Contrast source	Sum of squares	Degrees of freedom	Average squares	P value	Significance level
Ignoring spending priorities	Between groups Inside groups Kidney	40437 68439 108876.212	2 61 59	20218.536 155.544	129.986	0.000
Exceeding the limit of moderation (binge consumption)	Between groups Inside groups Kidney	9058.615 30335.837 39394.451	2 61 59	4529.307 68.945	65.694	0.000
Non-functional demand for the commodity	Between groups Inside groups Kidney	39027.579 41632 41632.484 80660.063	2 61 59	19513.789 94.619	206.235	0.000
Consumption harmful to health	Between groups Inside groups Kidney	25593.006 66936.899 92529.905	2 61 59	12796.503 94.619	84.116	0.000

Consumption harmful to the university environment	Between groups Inside groups Kidney	37891.605 52124.517 90016.122	2 61 59	18945.802 118.465	159.928	0.000
Total behavioral imbalances	Between groups Inside groups Kidney	715160.149 1019980.361 1735140.510	2 61 59	357580.074 2318.137	154.253	0.000

Tukey test to find out the trend of differences in the level of consumer imbalances according to monthly household income

Variables	Tukey Test		
	Low level	Intermediate level	High level
Ignoring spending priorities	21.0000	32.6429	51.8777
Exceeding the limit of moderation (binge consumption)	31.0476	38.0000	42.5136
Non-functional demand for the commodity	15.0000	19.2857	26.8043
Consumption harmful to health	36.2619	45.0000	. 55.8505
Consumption harmful to the university environment	11.0000	23.3095	49.4647
Total behavioral imbalances	96.0000	101.5476	239.5109

It is clear from Table (12) that there are statistically significant differences between the average scores of the young people of the study sample in the level of consumer behavioral imbalances as a whole and the axes according to the different level of monthly family income, where the value of P (154.253), which is a value greater than its tabular counterpart, it is statistically significant at the level of significance 0.01, and this means that the level of monthly household income contributes to achieving variation in the level of consumer behavioral imbalances as a whole and for the axes (</B12)>Ignoring spending priorities - exceeding the limit of moderation (binge consumption) - non-functional demand for the commodity - consumption harmful to health - consumption harmful to the university environment). By applying the Tukey test, it was found that the average scores of the young people of the study sample in the level of behavioral imbalances that the greater the income, the greater the consumption behavioral imbalances, as well as for the rest of the axes (ignoring spending priorities - exceeding the limit of moderation (binge consumption) - non-functional demand for the commodity - consumption harmful to health - consumption harmful to the university environment) . This may be due to the fact that many young people by virtue of this period have positive tendencies towards consumption and purchase, but what

prevents him and is an obstacle in his way is the lack of income, so when income increases, spending increases

Sixth hypothesis:

There is no statistically significant correlation between the level of behavioral disorders of the university student and the number of siblings.

To validate the hypothesis statistically, the correlation coefficients were calculated in a way that

Table (13) Pearson correlation coefficients between the level of imbalance and the number of siblings

Level of imbalances	Number of brothers
Total behavioral imbalances	-0.54325**

** D at 0.01 * D at 0.05 without non-D stars

- Illustrated from the table

There is an inverse correlation between the level of behavioral imbalances of university youth and the number of siblings for the university student as a whole at a moral level of 0.01, and this means that the greater the number of brothers, the lower the level of consumer behavioral imbalances.

Recommendations

- The need for some degree of economic education because it plays a role in shaping the economic and saving behavior of young people (economic knowledge)

- The need to educate young people on the values and ideals to achieve success in all fields, including the economic field.

- As for the role of the media, the media is one of the important means in conveying various events and acquiring social, behavioral and moral values.

Instilling some Islamic values of consumption

- Consuming old furniture and employing them again saves a lot of the family budget and corrects consumption behavior .

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