ABSTRACT
William Strauss and Neil Howe (1991) classify that there are five (5) generations in the world. This distribution is done based on the time zone of each generation was born. The events and situations that existed at each time this generation was born to have shaped their characteristics in such a way that they are different from each other. In relation to humans as economic agents, all of these generations are not spared from economic activities, one of which is consumption. In this paper, the author intends to present information about how consumption patterns differ for each generation and how they relate to their investment patterns.

Keywords: Consumption, Generation Cross and Investment Patterns

1. INTRODUCTION
Consumption comes from English; consumption is an activity that aims to reduce or spend the usability of an object, either in the form of goods or services to meet the needs and satisfaction directly. The amount of person's consumption can be influenced by several things Badger, E. (2014), Biro, M. M. (2014) including (I). Income level, (ii). Price level, (iii). Attitudes and lifestyles, (iv) Customs, (v). Item model, (vi). Consumer tastes. Meanwhile, investment, on the other hand, is defined as consumption, which is postponed with the expectation of finer consumption in the future (Myers, 1977). Another understanding of investment was stated by Blumenberg, E. (2009) and Charles (2002) which states that investment is an expenditure to procure capital goods at the moment with the aim of producing output of goods or services in order to obtain finer benefits in the future If you look at the Keynesian Theory: \( Y = C + I + G + NX \) (Goodwin, P., & Van Dender, K. (2013). Then it can be understood that the level of investment is inversely proportional to the level of consumption. The higher a person's
consumption, the level of investment they do will tend to be lower (Blumenberg, E., Taylor, B. D., Smart, M., Ralph, K., Wander, M., & Brumbagh, S; 2012). The question is, if someone consumes something, the goal is to get satisfaction, then what is the purpose of someone investing?

2. LITERATURE REVIEW

There are at least three reasons why someone makes an investment (Manurung, 2015; Guay, M. W. ;2015; Haughn, M. ; 2015 ), namely (i). Protect assets from rising prices or inflation. The possibility of future price increases is much greater than the price decline. This has an impact on the decline in value of the assets we have now. For example, if we have an asset of Rp. 1 million, then the value of these assets is difficult to increase if not invested. On the other hand, prices for goods and services tend to rise so that the value of Rp. 1 million are no longer the same value in the future, or the strength of the money is no longer the same to buy goods in the future (ii). Second, an increase in consumption in the future. The increase in prices and changes in social factors (for example: lifestyle) tend to increase the value of one's consumption in the future. For example: the higher one's position, the costs incurred to buy personal equipment (clothing, for example), food, and socialization will tend to increase. Therefore, they need more money. By investing, they hope to get extra money. (iii). Third, there is uncertainty about future payments.

Who can guarantee that the income we get is permanent or certain? Many experience income that remains the same, and some even experience a decrease or not earn at all. Therefore, investment is one way to get another source of income as a precaution and to finance daily life (Hudson, K. ;2015; Jaffe, E. ;2015; Lamberti, P. (2015). In terms of scope, investment can be divided into two namely: (i). Invest in real assets (real investments or real investments) for example, buying a house, shop, land, and other tangible assets. (ii). Investment in financial assets (financial assets or financial investment) such as the purchase of securities, both in the form of shares and bonds.

There are two main bases in making an investment decision: (i). Expected level of return. As an economic agent, of course someone will tend to look for investments that can maximize the value of the investments made, or in other words, someone will look for the most return optimal. However, this rate of return will be strongly related to the second factor below. (ii). To risk. The level of return on an investment will usually be associated with a lot of risk. In general understanding, usually the higher the risk that is in an investment will usually provide a higher return value. For example, investing in a high-risk stock market will tend to provide a higher return than investing in banking products such as deposits. According to Gitman & Lawrence (2005) and Leanne, M. L., & Brett, D. L. (2015) also Le Vine, S., & Jones, P. (2012) there are three types of investor attitudes towards investment risk, including: (i). Averse Risk (avoid risk), (ii). Risk Seeking (like risk). (iii). Risk Indifferent. Relationship between the expected level of risk and return are a direct and linear relationship. That is, the greater the risk of an asset, the greater the expected return on the asset.

3. RESULT AND DISCUSSION

Based on the thoughts of William Strauss and Neil Howe in his book entitled Generations: The History of America's Future, 1584 - 2069, it can be concluded that in the last hundred years, there were five generations grouped in each time. These generations are Baby Boomers, X, Y (millennial), Z, and Alpha.
3.1 The Baby Boomer Generation (1946 - 1964)
Baby Boomer is a term for people born between 1946 and 1964. The Baby Boomer generation is a large part of the world's population, especially in developed countries. This generation also represents nearly 20% of American society. This generation was born in a time when various wars have ended so that there needs to be a realignment of life and many families with many children. In addition, the economy and population growth are starting to increase.

A work Ethics:
• Can work harder when getting motivated
• Hard worker
• Have a good endurance to work to develop themselves
• Concerned with quality at work
• Concerned with work efficiency

Financial Characteristics:
• Find work for the family
• Optimistic of work
• Hard worker

Money and recognition from the environment are their targets. Prestige comes first in social life. The views on the work and personal life of the Baby Boomers are out of balance, with this generation assuming that life is for work. However, loyalty and dedication in working are positive points for baby boomers.

3.2 Generation X (birth year 1965 - 1976)
This generation tends to like risk and mature decision making as a result of parenting from the previous generation, Baby Boomers. This generation was born during periods of turmoil and transition and witnessed various global conflicts such as the Cold War, the Vietnam War and the fall of the Berlin Wall. This generation tends to be more tolerant, accepting differences. In addition, in terms of information technology, this generation has begun to recognize computers, so this generation has begun to think innovative.

A work Ethics:
• Skeptical, independent
• Work smart - efficiency in ways and time - with good results
• Likes a clear structure in a clear company
• Minimize work

Financial characteristics:
• Independent
• Has an entrepreneurial spirit
• High work expectations

In this era, in addition to the already mushrooming computer, coupled with the development of video games, smart phones, and every ease of computerized-based facilities offered and the sophistication of the Internet, makes Generation Y become a generation that is easy to get
information quickly. The mindset and character of this generation can be said to be full of visionary and innovative ideas.

Work ethics:
• Ambitious and multitasking
• Always looking for challenges
• Like to build their own business
• Enterprising and tenacious works

Financial Characteristics:
• Ambitious at work
• Discipline
• Consumptive
• Entrepreneurial
• Interested in investment

3.4 Generation Z (birth year 1996 - 2010)
This generation is a transition from Generation Y where technology is developing. Their mindset tends to be instantaneous. Their lives tend to depend on technology, prioritizing the popularity of the social media used.

Work ethics:
• Hate the status quo
• Like a challenge
• Work loyalty tends to be lower than the previous generation

Financial Characteristics:
• Consumptive
• Innovative
• Depends on technology
• Tend to want to try alone

3.5 Alpha generation (born in 2010 - present)
Alpha generations are those born where technology has become a necessity. At present, the oldest age of them is turn (7) years. So it is not yet possible to predict the nature of their work and how they tend to use money. For the purposes of this writing, the author will only rule out discussion of consumption and investment patterns for the Alpha generation.

3.6 Intergenerational Consumption and Investment Patterns
Considering that this generation had experienced difficult times during the war, they were very concerned for the lives with their children and grandchildren. They want the lives of their offspring to be far better than theirs. Therefore, they tend to withhold unnecessary consumption and increase the portion of savings that will be used to their children and grandchildren. On the other hand, the Baby Boomers are now entering a new phase in their lives called "retirement." Therefore, the investment they often do is in the form of pension funds, health insurance, buying house assets, as well as savings for the inheritance for their children and grandchildren later. In investing, the Baby Boomers generation still relies on the role of financial advisors as their primary source of information.
Patterns of consumption and investment Generation X: Generation X still adopts the character of their parents who are looking for food to the family; the difference is that they are becoming familiar with investment. Thanks to Baby Boomers’ upbringing, this generation is tenacious and hard working; they want to rival the success than their predecessors. Some of them also have entrepreneurial spirit. According to Generation X, financial security occurs when they have enough money and are able to live comfortably / properly. Therefore, part to the consumption of generation X is diverted to venture capital, children’s expenses, buying vehicles and buying property. Similar to the Baby Boomers generation, generation X also still relies on the role of financial advisors as their main source of information.

Generation Y consumption and investment patterns: For generation Y (Millennial), their current priority is to have financial stability during this time. Why is that? Because their consumption level can be said to tend to be the greatest compared to other generations. Born in the era of globalization, they are faced with a lifestyle that is far more modern than the previous generation. They spend a lot of money, including buying the latest gadgets, buying a vehicle, traveling, or gathering in a coffee shop. This makes it difficult for them to save and invest because they do not have more money. One phenomenon that later occurred again was the phenomenon of "sharing economy." This can be seen from the development of business-based sharing or sharing using idle capacity or empty space that is not used, and all of them use technology on average. For example, lodging with AirBnB, vehicles with Uber, GoJek, Co-working space and others. It can be seen today that many millenial are comfortable renting apartments and boarding houses compared to buy. Many millenial also prefer to use online taxi transportation, which is cheaper than buying a vehicle. So predictably, their asset ownership also declined.

Generation Z consumption and investment patterns: This generation is starting to get acquainted with many business innovations that combine technology and business, such as online stores. This generation is very fond of doing business online because it is considered practical and can be done anywhere. Because they are familiar with the Internet, generation Z seems to like actively seeking popularity in various social media. This is certainly supported by their style to be increasingly popular on social media, so it is not surprising that their consumption is relatively high for the purposes of fashion, dining experience, including traveling. Even though the level is not that big, this generation Z is starting to be interested in "Do-it-yourself" investments. About a quarter of those who invest online and more than half of them are open to using "Automated advisors" Investments that are "Do-it-yourself" are highly developed between two young generations. About a quarter of them invest online and more than half of them are open to using automated advisors in the future much higher than the ratio of Baby Boomers, which is only 36%)

4. CONCLUSIONS
The conclusion of this paper is that each generation has a different pattern of consumption and investment. This is also influenced by the situation that occurred in his era. As for the future, the writer has advice for each generation and investment advisors after knowing the consumption and investment patterns of each generation.

The Baby Boomers are expected to pay attention to their health and calmness in old age. This can be done by investing in investment media such as health insurance and pension fund management. The investment instrument chosen should have a relatively small risk. For financial advisors, they can focus their sales / services on both investment instruments for this generation of Baby Boomers. The preferred method of delivery or communication of this type of generation is by telephone, email Generation X can invest in instruments that can later be
used as venture capital and long-term investment. Financial advisors can recommend several investment instruments, for example, mutual funds or property.

Generation Y is expected to further reduce the level of unproductive consumption and divert it in part to investment instruments. Instrument that is relatively easy but can be effective at "force" this generation Y to save one of them is with term savings. In addition, financial advisors can also encourage them to be able to start buying property as their provisions later. Generation Z with great enthusiasm, and instantaneous exposure to the Internet world can begin to be encouraged to invest more in the capital market, where at this time they can also monitor the movement of real time stocks only with smart phones and Internet connections. Social media can be maximized by financial advisors to build close relationships with this generation.

REFERENCES


