Milennial Consumer Behavior Analysis in Using Online Food Delivery Services During Pandemic

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ABSTRACT

The purpose of this study is to see descriptively the characteristics and behavior of millennial consumers related their behavioral intention in using online food delivery (OFD) services during a pandemic. This research is qualitative research with the analytical technique used is descriptive analysis. This study uses primary data obtained through the distribution of questionnaires with a total sample of 218 respondents. Based on the results of descriptive analysis, the majority of consumers use OFD services using the Go Food application. Generally, they use OFD services with an indefinite frequency and depending on their needs also prefer non-cash payment methods via Go Pay or Ovo. In addition, the factors that are considered for millennial consumers in using OFD services include practical and ease of use of applications, providing many benefits, saving time and ordering costs and as a part of non-pharmaceutical intervention to reduce physical contact to avoid from the spreading of the COVID-19 virus. From these factors, the majority of consumers choose ease of use and practicality as factors that are the reasons for consumers to OFD services.

*Keywords: Consumer Behavior, Ease of Use, Usefulness, Non-Pharmaeceutical Intervention, Time Saving*

1. INTRODUCTION

The growth of information technology and the internet during the transition period of the Digital Revolution became the basis for trade and transportation transactions that changed consumer behavior. In the digitalization era, online buying behavior is increasingly in demand by the people of Indonesia [1] including consumer buying behavior in the food and beverage sector towards digitalization. The advances of technological and innovations towards online food delivery (OFD) services that have occurred over the past few years has been created a new phenomenon in the consumer behavior of buying food and beverages [2]. OFD services have been growing since the emergence of OFD service providers through mobile applications, which provide solutions to human problems who are stuck with schedules or heavy traffic and other activities [3] as well as being a solution for people who feel bored with home-cooked food and lazy to move so they don't have time to buy food and drinks [4].

Currently in Indonesia, there are two start-up companies that dominate the market share for OFD service providers through mobile applications, namely Gojek with the Go Food application and Grab with the Grab Food application. These services are third party services involving users, restaurants and service providers. OFD service applications Go Food and Grab Food show that the integration of human activities with information technology and the economy is increasing [5]. This application makes an easy way to order food and drinks from various restaurants through mobile application without having to come to the restaurant [6]. More than that, the OFD service application helps us to be able to track the status of orders, find out interesting promos from restaurants that are partners in the application, find the nearest restaurant and find the restaurant that is the consumer's favorite choice.

The phenomenon of consumer buying behavior in using OFD services through mobile applications is increasingly becoming a trend in Indonesian society. That has been proven by the high percentage of OFD service users in Indonesia during 2020 as presented in Figure 1.1 below.
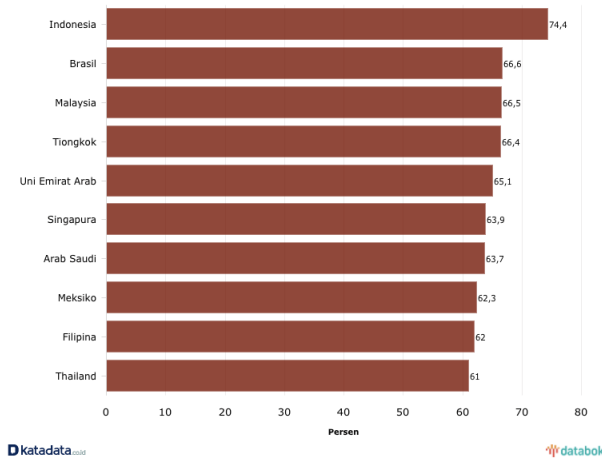
Figure 1.1 Percentage of food delivery app users globally

Source: Katadata (2020)

Based on Figure 1.1 above, from the results of the We are Social survey in 2020, it can be seen that as many as 74.4% of internet users in Indonesia using OFD service applications. This percentage is the highest in the world [7]. In addition, based on IDN Times survey, the majority of OFD service users come from millennials, which is 44.20% [8]. This generation dominates users of OFD services because they have a high involvement in using information technology.

The high number of OFD service users in 2020 occurred due to the COVID-19 pandemic which has shaken almost all over the world, including Indonesia. The COVID-19 pandemic has accelerated the adoption of digital services in daily life, especially in the millennial generation [9]. The government's policy of social distancing to prevent the spreading of the COVID-19 virus has made the activities of the public and the government turn to the digitalization. The impact of government policies due to the COVID-19 pandemic has made people's activities more carried out at home like from work from home (WFH), school from home (SFH), included activities in ordering food and beverage through OFD service by using a mobile application.

Based on research from Katadata, during the pandemic, food delivery service transactions through the Go Food and Grab Food applications significantly increased more than 70 - 80% compared to the situation before the pandemic. Interestingly, from the results of a survey conducted by the Research Institute of Katadata Insight Center (KIC), 44% of OFD service users are new users who have just started using this service during the pandemic, and 90% of them stated that they want to continue using the OFD service after the pandemic. In addition, according to the results of a survey by the CLSA investment agency, it was stated that the OFD service application was the most widely used service by the public during the pandemic [10]. As an effect of the

pandemic, based on report by consulting firm of Momentum Works, in 2020 Indonesia became the largest OFD service market in Southeast Asia with gross merchandise volume of US$ 3.7 billion and a total GMV of $11.9 billion, with a growth of 183% year-over-year [11].

The increasing of using OFD services during the pandemic is slowly starting to become a new lifestyle for the community, especially the millennial generation who are potential consumers in the OFD service market. This service has changed people's lifestyles massively towards OFD services usage as part of their lives [12][13].

The high interest of consumers in using OFD services during the pandemic has created a potential market opportunity in this business. This is evidenced by the emergence of several newcomers in OFD service providers such as Shopee Food, Maxim food and Tokopedia Nyam. The emergence of these new entrants will certainly be a threat to the previous OFD service providers, namely Go Food and Grab Food, which will increase market competition in this business sector [7].

In order to face increasingly competitive competition and anticipate the changes of consumer behavior, especially the millennial generation towards the use of OFD services during a pandemic, business people need to have a competitive advantage. According to Lovelock, in order to be able to build competitive advantage and survive in a competitive industry, business people need to understand what factors can influence consumer behavioral intentions to use a service or product [14].

Based on the Theory Acceptance Model (TAM) developed by Davis, consumer behavior intentions in using a information technology system are influenced by perceived ease of use and perceived usefulness [15]. perceived ease of use and perceived usefulness are important factors that can influence consumers' behavioral intentions towards the use of technology in the online environment [16] [17][18]. In addition, there are several other external factors that are also predicted to influence consumer behavioral intentions in using OFD services such as time efficiency and non-pharmaceutical interventions to reduce the spreading of the COVID-19 outbreak by reducing physical contact [3] [19][20] [21].

Based on the background above and the results of previous research, the authors are interested in analyzing descriptively the characteristics and behavior of millennial consumers related their behavioral intention in using online food delivery (OFD) services during a pandemic. This analysis was conducted to assist OFD service providers build a competitive advantage to compete in the increasing OFD service industry.

2. LITERATURE REVIEW

2.1. Online Food Delivery (OFD) Service.

Online food delivery (OFD) service is a service from a third party that connects consumers with restaurants or culinary service providers through a digital technology application that can be accessed by smartphones [22]. OFD services provide ease of use in ordering food and drinks via smartphone media without having to come to the restaurant. In addition to offering convenience, with this food delivery application, consumers can also save their time and money with the various features offered [6]. This application provides a wide selection of restaurants and types of food and beverages and allows consumers to make digital payments [23].

Currently in Indonesia, there are two OFD service providers from third parties that are most often used by consumers, namely Gojek with its Go Food application and Grab with the Grab Food application. Gojek started introducing the Go Food application in 2015 while Grab introduced the Grab Food application in 2016. Until now, the users of the Go Food and Grab Food applications continue to grow. These two applications managed to get the largest OFD service market share where Go Food controlled 47% market share while Grab Food controlled 53% market share [7].

2.2. Millennial Consumers

According to Yuswohady in an article about Millenial Trends in 2016, the millennial generation is the generation born in the 1980 to 2000 period. Viewed by the age group, the millennial generation is in the range of 15 – 34 years [24]. The millennial generation is often referred to as Generation Y, Net Generation, Boomerang Generation and others. They are called the millennial generation because they live at the turn of the millennium, which is where the era of digital technology begins part of human life. From the above definition, it can be concluded that millennial consumers are consumers who were born in the range of 1980 to 2000.

There are several characteristics of the millennial generation, namely: Millennials believe more in User Generated Content compared to unidirectional information, Millennials prefer to use smartphones than watching TV, Millennials are active on social media, Millennials tend to do cashless transactions, Millennials know more about technology than their parents, millennials use technology and information and tend to be more lazy and have a consumptive nature [24].

2.3. Consumers Behavior

According to Kotler & Keller, consumer behavior describes how an individual in making decisions to utilize available resources to decide on the purchase of goods and services for consumption [25]. Consumer behavior is related to a person's behavioral intention to make a purchase or decide to use goods or service. This behavioral intention includes the consumer's desire to buy goods or service, recommend the goods or service to others and consumer loyalty in using the product or service in the future [26].

In this study, consumers' behavioral intentions are associated with how they accept the use of technology-based applications that can influence consumers' decisions to use a technology. In this case, this research will use the theory of Technology Acceptance Model (TAM). The TAM model has the concept that consumers' reasons for using a technology are determined by cognitive processes to achieve user satisfaction by optimizing the technology [15]. The TAM model can be built in Figure 2.1 below:
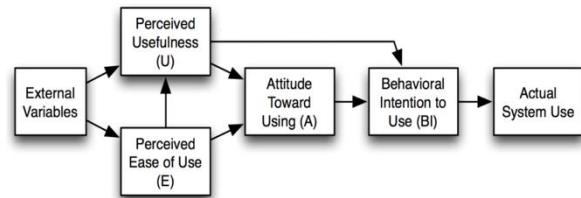
Figure 2.1 Technology Acceptance Model
Source : David (1989)

Based on TAM theory, consumer behavior to use a technology is influenced by perceived ease of use and perceived usefulness. Perceived ease of use is one of the important factors that can influence consumer behavior towards the use of technology in the online environment [16]. In OFD services, perceived ease of use is related to the ease of using applications to make orders, select restaurants and food, track orders and make payments or transactions [12]. Perception of ease of use is a strong reason for someone to use a technology [27]. Meanwhile, perceived usefulness relate to the utility perceived by users and the benefits of buying food and beverage through an online food delivery application [28]. Several previous studies have highlighted the positive influence of perceived ease of use and perceived usefulness on consumer behavior to use OFD services [29][30].

2.4. Time Saving Orientation

Time saving orientation is one of the external factors that can influence consumer behavior to use technology-based services [19]. Time saving is one of the main contributing factors that influence a person's behavioral intention to make an online purchase [27]. Time saving orientation relates to saving time where a person does not need to take a long time, find a place and come to a restaurant physically to buy food or beverage.

During the last few years with people's lifestyles especially in urban areas which have busy activities,

many people do not like the effort to find food and wait for food in restaurants. They prefer food to come to them without requiring a lot of effort and being delivered as quickly as possible [31]. In addition, the character of the millennial generation prefer something practical and does not require a lot of effort makes technology as a solution in doing their lives [19].

2.5. Nonpharmaceutical Interventions

Non-pharmaceutical intervention (NPI) is one of the external factors that are situational as a result of the COVID-19 pandemic that hit the world in early 2020. NPI is a factor that can also influence consumer behavior in deciding to make online purchasing through technology applications as a part of preventing the spread of the COVID-19 virus by reducing physical contact and traveling [32].

During the pandemic, the government issued a social distancing policy to limit social activities. The impact of this government policy is that human activities are carried out at home like work from home (WFH), school from home (SFH), included activities in ordering food and beverage through OFD service by using a mobile application. Consumers believe that the NPI is an action to reduce the perceived risk of COVID-19 transmission, by not eating at restaurants, making cashless payments and implementing health protocols [20]. Referring to this, the use of OFD services is an alternative for consumers to reduce the risk perception by not visiting restaurants and reducing physical contact in making food and beverages purchases.

3. RESEARCH METHODOLOGY

3.1. Research Design

This research is a qualitative research with the scope of analyzing is the consumer millennial behavior in using OFD services during a pandemic. The unit of observation is millennial consumers who have used OFD services through the go food and grab food applications in the city of Palembang. This study uses primary data obtained through the distribution of questionnaires conducted online

3.2. Population and Sample

The population in this study are millennial consumers aged 18 – 39 years and have used OFD services through the Go Food and Grab Food applications in Palembang City. The sampling technique uses a non-probability sampling technique, namely purposive sampling where the sample selection is based on the following criteria: Millennial consumers aged 18 – 39 years who have used online food delivery services through the Go Food and Grab Food applications for the last two months. The

number of samples that will be used in this study is approximately 200 respondents.

3.2. Analysis Techniques

The analytical technique used in this study is descriptive analysis to see descriptively the characteristics and behavior of millennial consumers related their behavioral intention in using online food delivery (OFD) services during a pandemic.

4. RESULTS AND DISCUSSION

4.1. Respondent Profile

Table 4.1 Respondent Profile

Description		Frequency	%
Number of Respondents		218	100
Gender	Male	69	31,7
	Female	149	68,3
Ages	18-25 Years	158	72,5
	25-32 Years	21	9,6
	32-39 Years	33	15,1
	>39 Years	6	2,8
Occupation	Student	153	70,2
	Government employees	41	18,8
	Private employees	9	4,1
	Entrepreneur	7	3,2
	Housewife	8	3,7
Frequently Used Apps	Go Food by Gojek	145	66,5
	Grab Food by Grab	73	33,5
Payment	Go Pay/ Ovo	114	52,3
	Cash	104	47,7
Frequency of Use	Ones a two month	10	4,6
	Ones of 2-3 months	14	6,4
	Minimum ones a month	25	11,5
	Minimum ones a week	29	13,3
	Almost everyday	26	11,9
	Depending on needs	114	52,3
Average transaction	Less than Rp.50.000	59	27,1
	Rp 50.000 - 100.000	127	58,3
	RP100.000-250.000	30	13,8
	RP 250.000-500.000	1	0,5
	More than Rp. 500.000	1	0,5

The total Respondents is 218 respondents who are millennial consumers. From the total 218 respondents, 68.3% were women and 31.7% were men. The majority of respondents aged 18-25 years with a percentage of 72.5% or 158 respondents, while the remaining 21 respondents or 9.6% aged 25-32 years, 33 respondents or 15.1% aged 32-39 years and 6 respondents or 2.8% aged over 39 years. In term of type work, the majority of respondents in this study were students which amounted to 70.2% or as many as 153 respondents, while the remaining 18.8% were civil servants or government employees, 4.1% were private employees, 3,2% are entrepreneurs and 3.7% are housewives.

Based on the questionnaire distribution, the majority of respondents, namely 145 or 66.5% of respondents more often use OFD services through the Go Food application, while the remaining 73 or 33.5% of respondents choose to use the Grab Food application to food and beverages online purchases. Furthermore, in the term of payment method used by respondents in using OFD services, the majority of respondents paid using non-cash payments via Go Pay or Ovo, namely 114 respondents or 52.3%, while the remaining 104 respondents or 47.7 % choose to pay using cash.

Furthermore, in the term of frequency of use OFD services through the go food and grab food applications, the majority of respondents, namely 52.3% chose to use OFD services indefinitely or depending on user needs. While the remaining 13.3% use OFD services at least once a week, 11.9% of respondents use OFD services almost every day, 11.5% state that they use OFD services at least once in a month, 6.4% OFD services every 2-3 months and 4.6% use OFD services every 2 months.

In the term of average transactions in OFD services, most of the respondents, namely 58.3% of respondents used OFD services with an average number of purchase transactions of Rp. 50.000 - Rp. 100.000. While the remaining 27.1% with an average number of transactions of less than Rp. 50.000, by 13.8% with an average number of transactions of Rp. 100.000 – Rp. 250.000, 0.5% with an average transaction amount of Rp. 250.000 – Rp. 500.00 and 0.5% with the average number of transactions above Rp. 500.000.

4.2. Descriptive Analysis of Millennial Consumer Behavior in Using Online Food Delivery Services

Table 4.1 describes the distribution of respondents' answers regarding respondents' responses to OFD services through the Go Food and Grab Food applications. The questions below are based on a study of the background, previous research and a literature review related the factors that can influence consumer behavior in using OFD services. The questions below are answered using a Likert scale ranging from Strongly Disagree (SD), Disagree (D), Neutral (N), Agree (A) and Strongly Agree (SA).

Table 4.2 Respondents' Responses to Online Food Delivery Services

Description	SD	D	N	A	SA
Online food delivery service is practical and easy to use	0	0	5 (2,3%)	58 (26,6%)	153 (70,2%)
Online Food Delivery Service is very useful in helping ordering and purchasing food	0	0	8 (3,7%)	61 (28%)	147 (67,4%)
Online Food Delivery Service can saving time to order and buy food and beverage	0	0	27 (12,4%)	70 (32,1%)	119 (54,6%)
Using Online Food Delivery Services To avoid physical contact to reduce the risk of COVID-19 transmission	0	0	40 (18,3%)	70 (32,1%)	108 (49,5%)

Based on table 4.1 above in the first statement regarding the use of OFD services that are practical and easy to use, the majority of respondents, namely 153 respondents (70.2%) stated strongly agree, while the remaining 58 respondents (26.6%) stated Agree and as many as 5 respondents (2,3) stated neutral. In the second statement regarding OFD services, it is very useful in helping ordering and purchasing food and beverages, the majority of respondents, namely 147 respondents (67.4%) strongly agree, while the remaining 61 respondents (28%) agree and 8 respondents (3.7%) stated neutral. In the third statement regarding OFD services can saving time to make food and beverages online purchases, the majority of respondents, namely 119 respondents (54.6%) stated strongly agree, while the remaining 70 respondents (32.1%) agreed and 27 respondents (12.4%) stated neutral. In the fourth statement regarding the use of OFD services to avoid physical contact in order to reduce the risk of COVID-19 transmission, the majority of respondents, namely 108 respondents (49.5%) stated strongly agree, while the remaining 70 respondents (32.1%). agreed and 40 respondents (18.3%) stated neutral.

Table 4.3 Factors that are the Reasons for milennial Consumers to Use Online Food Delivery Services

Description	Frequency	%
Practical or easy to use	117	53,7
Provide many benefits for users	24	11
Saving time and cost of food and beverages online purchases	53	24,3
Reduce physical contact to avoid transmission of COVID-19 during the pandemic	24	11

Table 4.2 describes the distribution of respondents' answers in choosing what factors are the reasons for millennial consumers to use OFD services.

Based on Table 4.2 above, the majority of respondents, namely 117 or 53.7% of respondents chose the reason they use OFD services through the Go Food and Grab Food applications is because of OFD service application offering ease of use and practicality. The element of ease of use and practicality relates to the ease of using the application to make orders, choose restaurants and food, track orders, obtain information about promo offers and discounts and make payments or transactions [12]. Perception of ease of use is a strong reason for someone to use a technology [27]. Previous research has explained that perceived ease of use can affect a person's behavioral intention to buy or use goods and services [2][33]. This shows that the elements of ease of use and practicality will affect a person's behavior towards the use of a system.

In addition, 24 (11%) respondents chose the reason they use OFD services through the Go Food and Grab Food applications is because the perceived benefits of using these applications. The consumer perceived benefits in using the Go Food and Grab Food applications are helping and making it easier for consumers to orders and purchases by online without having to come to the restaurants, saving costs and energy and providing various menu and restaurant choices. Based on the results of previous studies, it is stated that the benefits or uses have a positive influence on a person's behavioral intention to use a system in an online environment [29] [32] [33] [34]. So it can be conclude that when consumers believe a system can provide benefits to them, then this can affect consumer behavior to use the system.

Meanwhile, 53 (24.3%) of respondents chose the reason they used OFD services through the Go Food and Grab Food applications to saving time. Time saving is one of the factors that can influence consumer behavior in making online purchases [19]. By using the Go Food and Grab Food applications, consumers can save time in ordering food and beverages without having to come and wait at the restaurant. Several previous studies have stated that time savings can affect consumers' behavioral

intentions in making online purchases [19] [31]. This shows that time saving is one of the factors that can affect consumer behavior to use OFD services.

Furthermore, as many as 24 (11%) of respondents chose the reason they use OFD services through the Go Food and Grab Food applications is to reduce physical contact to avoid COVID-19 transmission during the pandemic. The existence of consumer concerns about the risk of the COVID-19 transmission makes consumers limit physical contact and choose to make purchases by online [32]. Non-pharmaceutical intervention is a non-pharmaceutical method that can influence a person's behavior by reducing the perception of risk [20]. Consumers believe that the NPI is an action to reduce the perceived risk of COVID-19 transmission, by not eating at the restaurants, making cashless payments and implementing health protocols [20]. Research conducted by Lee *et al* in 2012 showed that NPI can influence consumer behavioral intentions [21]. Based on this, the use of OFD services is an alternative for consumers to reduce the risk perception by not visiting restaurants and reducing physical contact in making online purchases of food and beverages. This can be seen from the behavior of consumers who prefer to make payments using E-wallet such as Go Pay and Ovo Cash compared to cash payments to avoid physical contact with Go Food and Grab Food drivers. In addition, purchasing and taking food and beverages orders is carried out using health protocols such as checking body temperature and wearing masks for every Go Food and Grab Food driver who delivers food ande beverages orders.

5. CONCLUSION

The purpose of this study is to see descriptively the characteristics and behavior of millennial consumers related their behavioral intention in using online food delivery (OFD) services during a pandemic. Based on the results of descriptive analysis, it can be concluded that the majority of consumers use OFD services using the Go Food application than Grab Food. Generally, they use OFD services with an indefinite frequency of use and depending on their needs. Millennial consumers who use OFD services tend to prefer non-cash payment methods via Go Pay or Ovo compared to cash payments with the average number of food purchase transactions being around Rp. 50.000 to Rp. 100.000.

. Based on the results of descriptive analysis, the factors that are considered for millennial consumers in using OFD services include practical and easy-to-use applications, providing many benefits, saving time and ordering costs and as a part of non-pharmaceutical intervention to reduce physical contact to avoid the transmission of the COVID-19 virus. From these factors, the majority of consumers choose the elements of ease of use and practicality as factors that are the reasons for millennial consumers to use OFD services.

AUTHORS' CONTRIBUTIONS

This research can contribute to knowledge in the field of marketing management regarding consumer behavior and the factors that are the reasons for consumers to use OFD services.

ACKNOWLEDGMENTS

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