



icore 2021

INTERNATIONAL CONFERENCE ON ACCOUNTING
RESEARCH AND EDUCATION

e-Proceedings

Accounting Research and Education:
The Challenges and Opportunities During Covid-19 New Normal

7 & 8 September 2021

In Collaboration With



Institut
Penyelidikan
Perakaunan



universitas
paramadina



UNIVERSITAS
ISLAM
INDONESIA

Organized by

Faculty of Accountancy, Universiti Teknologi MARA Perak Branch

**THE 4th INTERNATIONAL CONFERENCE ON
ACCOUNTING RESEARCH AND EDUCATION
(iCARE 2021)**

The Challenges and Opportunities During Covid-19 New Normal

eISBN : 978-967-25697-0-1

FACULTY OF ACCOUNTANCY UNIVERSITI TEKNOLOGI MARA PERAK 2021

Copyright@2021 by the Faculty of Accountancy Universiti Teknologi MARA Perak

First Published 2021

All rights reserved. No part of this book may be reproduced or transmitted in any form of by any means, electronics or mechanical, including photocopy, recording or any information storage or retrieval without permission in writing from the copyright owner.

Perpustakaan Negara Malaysia

Proceedings of “The 4th International Conference on Accounting Research and Education (iCARE) 2021”

eISBN: : 978-967-25697-0-1

Published by:

Faculty of Accountancy
Universiti Teknologi MARA
Perak Branch, Tapah Campus
35400 Tapah Road
Perak Darul Ridzuan
Malaysia

Tel : 05-3737000

Fax : 05-3742635

Printed by:

UiTM Publisher

PREFACE

The 4th International Conference on Accounting Research and Education (iCARE 2021) is the continuation of iCARE 2014, iCARE 2016 and iCARE 2019. This conference is organized by the Faculty of Accountancy, UiTM Perak Branch, Tapah Campus in collaboration with the Accounting Research Institute (ARI), Universitas Indonesia (UI), Univesitas Paramadina and Univesitas Islam Indonesia. This event is held on 7-8 September 2021 via online platform with the theme of “Accounting Research and Education: The Challenges and Opportunities During Covid-19 New Normal”, aims to provide a platform for local and international academicians, professionals and researchers to have intellectual interactions with regard to the current situation relating to accounting education, challenges and advancements relating to the accounting field and other fields related to social sciences. This conference also offers numerous opportunities to gain knowledge, to share technical experiences, to build network with colleagues and to communicate with industry partners.

These proceedings contain 88 research papers in the field of accounting, finance, management, business, educational, sustainability and other which focusing to the theme of the challenges and opportunities during Covid-19 New Normal.

Editors

*Faculty of Accountancy, Universiti Teknologi MARA, Perak Branch, Tapah Campus,
Malaysia*

September 2021

TABLE OF CONTENT

No.		Page No
1	Does Board Diversity Boost Corporate Performance in Pharmaceutical Industry? Preliminary Evidence on Pre- and During Pandemic Covid-19 Siti Marlia Shamsudin, Mohd Taufik Mohd Suffian, Liyana Ab. Rahman, Aliana Shazma Amir	10-14
2	Assessing the Effect of Corporate Fraud on Firm Performance: Pre- and During Pandemic Covid-19 Salina Mad, Mohd Taufik Mohd Suffian, Mohd Zulfikri Abd Rashid, Hairul Suhaimi Nahar	15-19
3	Factors Affecting Customer Satisfaction for Online Banking Service in Malaysia Tan Kock Lim, Tan Hong Hooi, Loo Teck Khun, Chiang Tit Yean, Daniel Borer	20-25
4	Board gender diversity and financial reporting quality: Evidence from emerging country Wan Razazila Wan Abdullah, Enny Nurdin Sutan Maruhun, Norzarina Noordin, Naimah Ahmad Yahya	26-31
5	Theory of Planned Behaviour, Personality Trait and Cyberbullying Behavioural Intention on Social Media among Adolescents: Scenario During COVID-19 Movement Control Order (MCO) in Malaysia Mohd Danial Afiq Khamar Tazilah, Che Siti Lazrina Md Lazim, Nur Diyana Ismail	32-39
6	The Effect of Board Characteristics on ESG Score: Malaysian Evidence Sunarti Halid, Radziah Mahmud, Nooriha Mansor, Rahayu Abdul Rahman	40- 44
7	Project Cash Management to Optimize Performance of a Medium Size Construction Company Claudia Djauhary, Ancella Anitawati Hermawan	45-50
8	The Holistic Perspectives in Covid-19 Impact Analysis: Macro Analysis, Organizational Management, Marketing & Consumer Behaviour Handi Risza, Ahmad Azmy, Adrian Wijanarko, Iyus Wiadi, Iin Mayasari	51-59
9	Proposed Environmental Cost Allocation and Reporting: A Case Study of a Regional Public Hospital in Indonesia Nur Fadilah Arsyad, Dwi Hartanti	60-64
10	E-procurement fraud deterrent in the Malaysian public sector Norziaton Ismail Khan, Norwina Mohamad Nor, Mohamad Shahril Isahak	65-74
11	Implementation of the MPERS Framework to private entities in Malaysia: Cause for concern? Wong Kee-Luen, Tanaraj Krishna, Zam Zuriyati Mohamad, Charles Ramendran SPR, Che Siti Lazrina Md Lazim	75-82
12	A Comparison of Students' Performance in Financial Accounting Courses during Face-to-Face vs. Online Examination – An Insight from UiTM Tapah Farah Husna Mohd Fatzel, Noor Saatila Mohd Isa, Norliana Omar, Liyana Ab. Rahman	83-87
13	Relationship Between Audit Committee Expertise and Quality of Indonesian Banking Financial Statement Dimas Luhung Prakoso, Fitriany Fitriany	88-91
14	Competency and Training of Professional Accountant in Malaysia as Attributes towards Compliance of AMLA 2001 Masetah Ahmad Tarmizi, Marina Ibrahim	92-97
15	Disclosure in Integrated Reporting: Indonesia Perspectives Irfana Rahma Dzikria, Lindawati Gani	98-102
16	Understanding Factors Affecting Auditor Independence in Malaysia Through Survey Questionnaires and Interviews Anusyah Tamil Selvan, Suhaily Shahimi	103-107
17	Cost control and cost reduction in Small and Medium-sized Enterprises during the Covid-19 outbreak in Malaysia Nik Herda Nik Abdullah	108-112
18	The Relationship Between Tax Avoidance and Investment Efficiency in Indonesian Companies Sandy Kuswara, Dahlia Sari	113-117

19	Insight Drivers of Internal Audit Effectiveness in Malaysian Banks Alicia A.Anthony, Suhaily Shahimi	118-123
20	Tax Avoidance and the COVID-19 Pandemic: Evidence from Indonesia Risanto, Yulianti	124-130
21	Proposed Development of Inventory Management Information System Dwi Prasetyo Budi Utomo, Setyo Hari Wijanto	131-136
22	Analysis and Evaluation of ABC Mixed Mutual Fund Portfolio Management Bayu Kusumo Aji, Darminto	137-142
23	The correlation between anxiety and interest in learning among undergraduate students Olivia Ayu Sabrina, Syarifah Fatimah, Lydia Putri Salsabila, Devi Wulandari	143-147
24	Risk Governance Analysis in the Implementation of Credit Restructuring during the Covid-19 Pandemic: Case Study at Bank SHDW Pratikto Listio Wibowo, Ancella Anitawati Hermawan	148-153
25	Audit Regulations vs Challenges: What is the urgency of forensic accounting competency for auditors? Mohamad Mahsun, Nafsiah Mohamed, Sharifah Norzehan, Indrawati Yuhertiana	154-160
26	Exposure COVID-19 Pandemic to Banking Financial Performance in Indonesia Moderated by Earnings Management Hendra Permana Suherman, Elvia R. Shauki, Ph.D	161-166
27	A qualitative investigation on millennial consumer behavior in analyzing motivation, lifestyle, and consumer decision-making during the Covid-19 Pandemic. In Mayasari, Handrix Chris Haryanto	167-171
28	Proposed corporate balanced scorecard using circular balanced scorecard approach Winda, Lindawati Gani	172-176
29	Using formative feedback to self-directed learners in the learning of tax online Nor Hamimah Mastor, AHIBS	177-181
30	Evaluation of Implementation and Assessing Maturity Level of Enterprise Risk Management (ERM) in Third-Party Administration (TPA) Company Gati Sabrina Ratnasari, Ancella Anitawati Hermawan	182-186
31	CEO overconfidence: determinants and the impact on firm risk Giovanni Richard Jethro Rajagukguk, Ancella Anitawati Hermawan	187-191
32	Indonesian view: Will technological development change accounting roles? Margaret, Edward Tanujaya	192-196
33	The Effect of Industrial Sector and Corporate Governance Reform on Tax Avoidance Practices in Malaysia Nurfarizan Mazhani Mahmud, Nik Nurul Aswani Nik Kamarudin, Suryani Abdul Raman, Siti Nabilah Mohd Shaari, Amizahanum Adam	197-201
34	The Effect of Tax Amnesty and Other Determinant Variables on Tax Aggressiveness in Indonesia Muhammad Arsalan Khan, Siti Nuryanah	202-206
35	The impact of COVID-19 on MSMEs: Empirical evidence from Indonesia Arief Rahman, Salma Ulfah Nadiyah	207-211
36	Analysis of The Role of Interactivity in Creating Brand Equity Influencer in The Tourism Industry Anansya Ralia and Yeshika Alversia	212-218
37	Potential Implementation of Risk-Based Audit Planning at ABC Hospital Johan Arifin, Dyah Setyaningrum	219-223
38	The Use of Open Educational Resources in Open and Distance Learning: The Learning Experiences of First-Year Undergraduates Accounting Students Noor Saatila Mohd Isa, Norliana Omar, Siti Marlia Shamsuddin, Irda Syahira Khair Anwar	224-228
39	Trend of Gig Economy Among Thai University Students Pichayalak Pichayakul, Traci Morachnick	229-233
40	A Study of Base-lending Rate and Capital Structure for Pre- and Post-Recession in Malaysia Siti Nabilah Mohd Shaari, Nik Nurul Aswani Nik Kamarudin, Suryani Abdul Raman, and Nurfarizan Mazhani Mahmud	234-238
41	Analysis of Hedging: Institutional Logics in Managing the Risk of Fluctuation in Government Debt Exchange Rate Before and During the COVID-19 Pandemic	239-243

	Hartini, Elvia R. Shauki	
42	Do Joint Audit and Accounting Conservatism matter on Firm Performance? Empirical evidence from Egypt Ahmed Naeim Elmashtawy, Mohd Hassan Che Haat, Mohd Nazli Mohd Nor, and Shahnaz Ismail	244-248
43	Analysis the Impact of Merger on Bank Performance in the Long-Term Period in Indonesia: A Case Study from PT Bank CIMB Niaga Tbk and PT Bank OCBC-NISP Tbk Grace Vanda Rianti, Edward Tanujaya	249-253
44	The Influence of Internal and Macroeconomic Factors on Non-Performing Financing of Islamic Rural Banks in Indonesia Rifqi Muhammad, Ainun Jariyah	253-259
45	Thin Capitalization Rule & Corporate Tax Avoidance Strategies Mohamad Jatiardi Fitriantoro, Yulianti	260-264
46	COVID19 Domestic Travel Intention: A model of goal-directed behavior Tiophani Naomi, Gita Gayatri, PhD	265-269
47	Identification of Financial Statement Fraud Using F-Score Analysis Reni Yendrawati, Mahendra Wahyu Pratama, Kumala Hadi	270-274
48	The Effect of Concentration of Ownership and CEO Characteristics on the Disclosure of Sustainable Development Goals (SDGs) Albert Oktavian, Dr. Ratna Wardhani	275-281
49	The Effect of Foreign Ownership on the Potential of a Stock Crash on the 150 Largest Capitalized Stock in Indonesia Stock Exchange Harizan Mukti, Buddi Wibowo	282-285
50	Potential Financial Statement Fraud: Hexagon Fraud Analysis Erna Hidayah, Puteri Amira Syifani	286-290
51	Success Measure of MonsoonSIM for Accounting Students: DeLone and McLean Model Maulidyati Aisyah, Ivan Rukma Arafat	291-296
52	Impact of ESG Certification on Cost of Equity Elsa Natalina Br Sembiring, Ancella Anitawati Hermawan	297-301
53	The impact of sensory brand experience and personal involvement on brand equity: the role of consumer brand engagement Nabila Adelia Putri, Yeshika Alversia	302-319
54	The effect of financial performance, leverage and corporate governance on corporate risk disclosure in pharmaceutical industry Yuni Nustini, Mohd Taufik Mohd Suffian	320-325
55	The Perceived Usefulness of Interactive Video to Improve Student Learning Experience during ODL Norhayati Zamri, Nor Bahiyah Omar, Norul Akma Mansor, Liyana Ab Rahman, Farah Husna Mohd Fatzel	326-330
56	Design Of Accounting Information System Expenditure Cycle With FAST Method (Study Cases at PT. XYZ) Margaretta Logen, Siti Nurwahyuningsih Harahap	331-335
57	Factors Influencing Muslim Community's Decision-Making in Monetary Donations through Online-Based FinTech Crowdfunding Platforms Fitriining Tyasmasdanti, Ayu Chairina Laksmi	336-340
58	Risk Management and The Role of Internal Audit in Risk Management in The Financial Intelligence Unit Elisabeth Widyani D.A, Robert Porhas Tobing	341-345
59	Evaluating Students' Motivation in Learning Taxation during Open and Distance Learning (ODL) Fatimah Alwi, Siti Marlia Shamsudin, Norul Akma Mansor	346-350
60	Behavioral Bias and Beginning Investor Decision Making In Share Investment In The Covid-19 Pandemic Agasta Amaliya Khusna, Marfuah	351-356
61	Determinants of Relationship Quality and Customer Loyalty in the Malaysian Airline Industry Jia-Yi Tang, Sie-Bing Ngu	357-364

62	Does Top Management Diversity Increase the Likelihood of Corporate Reputational Risk Awareness? The Case in Indonesia Banking Industry Rumondang Purnamasari Sitohang, Ancella Anitawati Hermawan	365-369
63	The determinants to become a whistleblower among tax officers in central Jakarta DGT regional office Dewi Maulidya and Ataina Hidayati	370-374
64	Determinants of Disclosure of the Province Government's Financial Statements in Indonesia Abriyani Puspaningsih, Ridha Akbar Faruqi	375-380
65	Forensic Accounting in Tracing the Proceeds of Crime in the Indonesian FIU Andini Novita Sari, Ludovicus Sensi W	381-386
66	Managing and reporting of Shari'ah Non-Compliant Income in Malaysian Islamic banks: The bank's key functions perspective Norhanizah Johari, Nawal Kasim, Nor Aishah Mohd Ali, Roshayani Mohd Arshad	387-393
67	Computational Thinking approach to Learning Data Science for Business School Students Mohd Zaidi Abd Rozan	394-398
68	Reputation Management Analysis through Company's Disclosure: A Case Study of Clinical Laboratory Company in Indonesia Natasha Mariska, Ancella Hermawan	399-403
69	The Role of Board of Commissioners and Board of Directors Effectiveness to Reduce the Probability of Financial Distress in Financing Industry Khania Andini and Ancella Anitawati Hermawan	404-408
70	Strategic Partnership Model in Creating Value: Case Study of Online Education Provider Andiva Liesty Amelia, Evy Rachmawati Chaldun	409-413
71	Student Online Shopping Patterns in Indonesia During the Covid-19 Pandemic Fitriati Akmila, M Fauzan Rasendriya Y	414-419
72	The Effect of Capital Regulation Motives in Earnings Management on Loan Loss Provisions with Type of Ownership as a Moderating Variable (Evidence from Indonesian Banking) Drajat Armono, Niar Nisa Nastiti Amranani	420-426
73	Motivation towards corruption in the time of COVID-19: A survey study of Indonesia Prima Naomi, Iqbal Akbar, Tia Rahmania	427-435
74	Evaluation of the Implementation of Good Public Governance in Local Church (Case Study on Church X) Kumara Adi Maharddhika, Ruddy Koesnadi	436-441
75	Corporate Governance and Pandemic Disclosure: Evidence From Malaysia Nor Bahiyah Omar, Norhayati Zamri, Hani Kalsom Hashim, Rosmawati Haron	442-446
76	Analysis of Financial Transaction Examination Standards in Disclosure of Money Laundering: A Case Study at Indonesian Financial Intelligence Unit Nadya Tri Oktary, Vera Diyanty	447-451
77	Lively Accounting: Combining Flashcards and Augmented Reality in Accounting Education Amir Hakim Osman, Norliana Omar, Mohd Taufik Mohd Suffian, Noor Saatila Mohd Isa, Irda Syahira Khair Anwar	452-456
78	Factors Influencing Students' Satisfaction and Academic Performance in Open and Distance Learning (ODL) Norhayati Zamri, Nor Bahiyah Omar, Irda Syahira Khair Anwar, Farah Husna Mohd Fatzel	457-461
79	The Impact of Macro-Environment Factors on Strategic Business Risks in ASEAN Countries During COVID-19 Pandemic Ku Nur Ilyani, Siti Fazilah, Siti Nur Amira, Nabihah	462-468
80	Identifying students' preferred learning materials for online learning during Covid-19 pandemic Amir Hakim Osman, Ahmad Zoolhelmi Alias, Mohd Shatari Abdul Ghaffar, Muhammad Iqbal Mohamed Azhari, Roslan Abd Wahab, Mohd Soffi Puteh	469-473
81	COVID-19 and Movement Control Order (MCO) in Malaysia: Access to Financial and Social Capital for Microenterprise Sustainability Naimah Zaini, Nor Asyiqin Salleh, Maizura Meor Zawawi, Hafidzah Hashim	474-478

82	Disclosure of Takaful Information in Malaysia: Users Perspective Ahmad Zoolhelmi Alias, Mohd Shatari Abd Ghafar, Amir Hakim Osman, Muhammad Iqbal Mohamed Azhari	479-483
83	Impact of behavioural factors on investors' financial decision making in Malaysian stock market Hong Hooi, Tan, Malaysia	484-489
84	The effects of budgetary participation, job satisfaction, and justice on organizational citizenship behavior among lecturers: role of the organizational values of Muhammadiyah Fachrudin K.A., Sholihin, Mahfud., Ritonga, Irwan Taufik, Basuki, Hardo	490-497
85	Bureaucratic corruption in community sport program management: a networking perspective Haryono Pasang Kamase, Irwan Taufiq Ritonga, Rusdi Akbara, Suyanto	498-502
86	The Quality of Accounting Information in the Industrial Sector of ASEAN 5: Before and During the Pandemic Covid-19 Pandemic Retno Yuni Nur Susilowati, Slamet Sugiri	503-509
87	Affect, Multitasking, and Auditor Judgment Suhernita, Supriyadib, Suyanto, Choirunnisa Arifa	510-515
88	CEO Narcissism and Its Impact on Financial Statements: A Literature Review Supeni Anggraeni Mapuasari, Mahfud Sholihin, Slamet Sugiri, Wuri Handayani	516-519

The 4th International Conference on Accounting Research and Education (iCARE2021)

7 - 8 September 2021

A qualitative investigation on millennial consumer behavior in analyzing motivation, lifestyle, and consumer decision-making during the Covid-19 Pandemic.

Iin Mayasari^{*a}, Handrix Chris Haryanto^b

^aParamadina University, Indonesia

^bParamadina University, Indonesia

Abstract

This study discusses consumer behavior during a pandemic. The Covid-19 pandemic situation has changed consumer behavior in choosing a product. This study is a qualitative study using in-depth interviews to gather information on important changes in making decisions. The number of informants used in the study was 20 people. They provide opinions related to motivation and preferences related to product purchase decisions. There are fundamental changes in making decisions. The study results indicated that consumer behavior's main factor is motivation; lifestyle and decision making. There is a shifting orientation of consumer behavior. Consumer behavior's motivation is shifting from hedonic to utilitarian; consumer behavior tends to have more on important values related health, and focusing more on social values while the decision-making stresses on the cognitive and economic view. This study provides the importance of theoretical insight regarding shifting motivation, lifestyle, and decision-making in Indonesia's millennial consumer behavior.

Keywords: motivation, lifestyle, decision making, consumer, The Covid-19 pandemic

1. INTRODUCTION

The Covid-19 Pandemic has inevitably influenced consumer behavior, including the decision-making process. The previous research of Loxton et al. (2020) found that coronavirus has influenced panic buying. Another study showed that the Pandemic might lead to transformative consumption patterns in the long term (Kirk & Rifkin, 2020) and created unusual purchasing behavior in the Pandemic's early stages (Latoo et al., 2020). Yuswohadi et al. (2020) showed that the Covid-19 Pandemic had changed consumer behavior. In consumer behavior, it focuses on lifestyle orientation, namely staying at home, returning to cultural values, using technology, and strengthening social capital. Koch et al. (2020) investigated the drivers of online purchase behavior during the COVID-19 Pandemic. The study showed that generation Y and Z's online shopping motives during the COVID-19 shutdown were normative, utilitarian, and hedonic reasons in choosing the products. Mason et al. (2020) confirmed that there are changes in consumer decision-making resulting from the Pandemic. The majority of the prior studies analyze consumer behavior during normal conditions. The present study adds the understanding of consumer behavior in the Covid 19 Pandemic context by using qualitative techniques. This study describes the dominant perspective underlying the behavior. From a managerial standpoint, the Pandemic circumstances will affect consumer behavior in the long term, and the companies need to understand consumer behavior to maintain a better strategy thoroughly. Therefore, the role of driving factors for consumer behavior during the covid-19 Pandemic must be further analyzed.

This study also focuses on the consumers of a millennial, which this generation has the digital engagement. Based on the Indonesian Central Bureau of Statistics data, it is predicted that Indonesia's

productive population (age 15 to 64) were 179.1 million people in 2020, and millennials (age 21- 36) were contributing to around 63.5 million people. Their judgments and decisions will provide the potential opportunity to shape Indonesia's future, especially for their consumption activity (IDN Research Institute, 2020). The economic strength is increasingly driven by young people, ranging from internet usage to businesses starting to employ and even be led by young people. The majority of internet users is millennials born when internet technology had started to become known (Deloitte, 2019). The pandemic condition has boosted online business activity. The millennials become the primary consumer when purchasing online (Koch et al., 2020). Prior studies have identified consumer behavior during the covid-19. The previous studies emphasize quantitative studies of consumer preference of choice during the covid-19, rather than qualitative studies. The prior studies focus on how food consumption behavior, including changes in food shopping, preparation, and practices (Hassen et al., 2020); impact consumer food safety perceptions (Meixner & Katt, 2020); grocery shopping preferences for purchasing methods, time windows, minimum order requirements, and fees (Grashuis et al., 2020); panic buying in the early covid-19 (Yoshizaki et al., 2020); preference for the online purchase (Petrescu-Mag et al., 2020); and pro-social behavior during Pandemic (Lucarelli et al., 2020). Though previous research has conducted studies on consumer behavior during the Covid-19, the scopes were limited to analyze the context purchase preferences' perception. The reviews of qualitative works on the Indonesian market during the covid-19 Pandemic are inadequate. An excellent way to explore more consumer behavior during the covid-19 should analyze the shifting perspective. The present study attempts to fill the research gap by using a qualitative technique to understand the shifting perspective in analyzing the consumer behavior in consumer goods, especially of millennials consumers in Indonesia.

1.1. Methodology

The sample size of the study was 20. The respondents were ranging from 20-25 years old. Like the millennials, young consumers are more relatively experimental than older adult consumers, so the segment can be explored to gain much insight (Grant & Walsh, 2009). Based on Visa's study (2011), the millennials have spent a lot of time connecting online with friends and family using their laptops and smartphones. They are also assessing social networking sites and spending more time on social media.

This study used purposive sampling. The purposive sampling for 20 young adult respondents to be interviewed would be most appropriate in this study. The respondent was recruited based on the willingness to participate and the experience of purchasing products or consuming services during the Covid-19 Pandemic. The interview process was the primary tool used to collect data. The interviews were semi-structured. The interview process has two sections. The first section was the background data, such as product or service consumed. The second was recording responses to open-ended, qualitative questions. The researchers selected the respondents who were willing to describe their feelings toward the questions such as 1) In times of a pandemic, what consumer motivations are more dominant in decision making?; 2) Decision-making on the consumer side needs to pay attention to rationality aspects. How is your experience in making decisions at the same time during a pandemic? Describe consumer decision making by stages of attitude with cognitive, affective and conative or affective, conative and cognitive?; and 3) Lifestyle is an aspect that determines consumer behavior related to purchasing decisions. How do you analyze your current lifestyle during a pandemic? Can the determinants of lifestyle, namely demographics, sub-culture, social class, motivation, personality, emotions, values, culture, and past experiences, be used to explain this? All interviews were audiotaped and transcribed for coding purposes. Related to data coding, the central concept of consumer behavior and the elements of motivation, lifestyle, and decision making were generated and given names with open coding. The emergent ideas were labeled based on the literature's concepts by correlating the ideas emerging from the data collected. Related to reliability and validity tests, this study applied the reliability test. It used the member check by going back to each respondent while coding to ensure the researcher's interpretation of data matched with the respondents' arguments.

1.2. Discussion and conclusion

First, theoretically, consumer motivation is divided into two: motivation, which is supported by aspects of utility and aspects of hedonism. During this Pandemic, the motivation of consumers to make decisions is dominated by utilitarian aspects. This is due to limited resources and conditions that make it impossible for consumers to spend more money beyond meeting their primary needs. In a pandemic, Maslow's hierarchy of needs will dominate physiological and safety requirements. The concept of cognitive motive also explains this motivation. According to McGuire's motivation, this motive focuses on the person's need to adapt to the existing condition. This is relevant to the current state of the Pandemic.

Second, lifestyle is about how individuals live and enact their self-concept (Hawkins and Motherbaughs, 2016). The lifestyle of millennials is currently experiencing changes. These changes are caused by the current motivation driving their behavior. This drive was caused by a pandemic situation that changed their activities and interests. They prefer activities to stay at home. Besides, they have attitudes and try to consumer health products. They also have a change in value, namely having an orientation towards empathy and environmental values. This value influences their activities and interest in having concern for the community and the environment. Third, the decision making for this millennial generation has also changed. This decision-making is based on information retrieval. According to Solomon (2018), this decision making is based on cognitive information processing. This means that consumers will consider several information to avoid risks. Consumers also think about whether or not they need to make a decision. This decision is based on trying to prevent the risk of specific consequences.

Motivation

Maslow's hierarchy of needs will dominate physiological and safety needs. People will tend to fulfill their needs to eat and be safe from the threat of contracting the COVID-19 virus. During the Covid-19 Pandemic, the more dominant motivation in making decisions was motivation to fulfill basic needs in physiological conditions, namely eating, drinking, and getting enough rest to increase body immunity as a form of prevention against the coronavirus. Another motivation is to meet safety needs in security and safety by maintaining distance and cleanliness to avoid viruses. Consumer decisions will always pay attention to safety motivation as the main thing. Purchasing foodstuffs, nutrients, vitamins, and medicines is anticipating the risk of contracting the disease due to a pandemic. This is also including the selection of product purchasing mechanisms, consumers tend to choose online to avoid direct exposure to the potential for acquiring the coronavirus through close direct interaction with other people (outside the nuclear family and family of one household) who could be people without symptoms. Regarding the Covid-19 Pandemic, this condition positively affects consumers to buy products that focus on only the main benefits. This is important because consumers only allocate a certain amount of money to meet their primary needs. In these conditions, product needs are focused on meeting basic needs. For example, when consumers feel hungry, consumers can buy or eat products as long as they are complete. Consumption of products not to fulfill other benefits such as hedonic or certain prestige conditions. This condition that tends to be alarming affects consumers to save money for what is more practical. The use of the product is also no longer intended to invite other people's praise. Based on Yuswohady (2020) survey, the need to eat alone has led to the fulfillment of utility alone by ignoring the aspect of indulgence. That is, eating food as long as people can meet their hunger needs, clean and healthy is enough. This has become a daily routine. Eating is no longer a social media for consumers, but eating is sufficient to meet the primary needs. As previously explained, consumers will focus more on products that have value for their lives. Consumers will tend to put their ego or hedonism aside.

Lifestyle

Lifestyle is how a person lives life based on a self-concept formed from past experiences, innate characteristics, and current situations. During a pandemic, the lifestyle of consumers can change. Lifestyle is an actualization or manifestation of our self-concept. A person's lifestyle also affects all aspects of one's consumption behavior and is a function of the inherent individual characteristics that have been shaped through social interactions. The Covid-19 Pandemic lifestyle emphasizes a healthy & economic lifestyle with a utility-oriented orientation where consumption is more towards meeting basic daily needs. In this case, lifestyle determinants such as demographics, sub-cultures, social class,

motivation, personality, emotions, values, culture, and past experiences affect the new lifestyles during a pandemic. The Covid-19 Pandemic itself is an aspect of the external environment that affects consumer decision making. Based on the consumer behavior model, the external environmental element is a factor that influences consumer decision making and is a stimulant received by the consumer's five senses through the perceptual process. This perception will influence consumer attitudes, which in turn can shape consumer lifestyles and behavior.

The Covid-19 Pandemic impacted demographics, namely jobs and income of people affected during the Pandemic, such as many people who have lost their jobs and efficiency policies in several companies that affect employee income, thus forming a more efficient lifestyle (less consumption). The Covid-19 Pandemic also concerns sub-cultures where each culture consists of a smaller sub-culture that provides more special characteristics and socialization for its members. According to Yuswohady et al. (2020), the current lifestyle during the Pandemic is staying at home, online - shopping, food delivery, consuming frozen food, utilizing television media, Do It Your Self, and working at home or working from home. This is also relevant to the finding. Advances in technology have made it easier for consumers to carry out activities at. Online shopping is a shopping activity using the internet. This makes it easier for consumers to shop without having to leave the house. Advances in banking technology and other infrastructure make it easier for consumers to shop easily. Ruiz-Molina et al. (2017) argue that company innovation can facilitate services to consumers in online transactions because this can create consumer loyalty.

During the Pandemic, people develop social values. It is related to altruism values. Altruism is a concern for the welfare of others without regard for oneself. This behavior is a virtue that exists in many cultures and is considered necessary by some religions. Altruism is a character that likes to defend and prioritizes others' interests; love that is not limited to fellow humans is also human nature in the form of an urge to do service and kindness to others. Related to altruism, there is a strengthening of cultural values. The cultural values that emerge here are social capital. This means that there are togetherness and trust in each other. In general, people have the same feelings and beliefs about something that makes them mutually reinforce emotional bonds with each other. Based on the survey by Yuwohady et al. (2020), consumer behavior during the Covid-19 crisis has changed. One of the changes in the existence of emphatic society. This emphatic society shows the empathy orientation of society. This empathy arises because of the high number of victims affected by Covid-19 in Indonesia. Apart from the empathy aspect of the social environment, empathy for the physical environment is also formed. Pandemic conditions also decrease the ability to buy something. The consequence is that consumers decide to use what is there to meet other needs. This can be done by recycling. This activity will create savings and efficiency of funds. The study of Lucarelli et al. (2020) showed that the Covid 19-pandemics had influenced pro-environmental behaviors. The Covid-19 has reinforced the pro-environmental behavior and supported engagement in the behavior, such as using a more fuel-efficient car, recycling, and reducing waste.

Decision Making

The results of this study are in line with the research of Perrota et al. (2021), that this pandemic condition encourages consumers to have a more utilitarian orientation. Research also shows that individuals focus more on buying products related to food and medicine, hand sanitizer, hand washing, and also reduce public transportation. The existence of a pandemic affects individuals to be more careful regarding decision making. Decision making during a pandemic is more oriented towards an economic perspective and cognitive information processing. This shows that during this Pandemic, consumers tend to pay attention to important information in making decisions. There are aspects of learning that need to be considered in making decisions. Besides, consumers tend to focus on rationality. This rationality explains that making decisions strengthens the aspects of benefits and prices. Thus, the decision will ignore the emotional part, which tends only to reinforce the pleasure aspect. This pandemic condition makes consumers careful in making decisions because they consider the limited resources to buy. Besides, this pandemic condition also forces consumers to be more rational in paying attention to the surrounding environment in making decisions. This rationality is also seen in the consumer

orientation to focus on a healthy lifestyle. The research of van der Werf et al. (2021) explain the existence of a lifestyle that leads to health. The pandemic has also changed consumers' lifestyles to pay more attention to health aspects which include aspects of daily activities or activities in consumers' lives. Halevy (2020) also confirms this research that the decision-making aspect is more about philanthropy. Individuals also allocate their time and money for charity aspects. There is an impact orientation aspect to discuss individual behavior. Individuals are starting to pay attention to the impact of their behavior on the outside environment, so donations to people during this pandemic show the aspect of altruism.

1.3. Conclusion

In a pandemic like this, consumers certainly don't have many choices. This is because consumers cannot have the opportunity to travel to the mall. Consumers decide to stick to the use of existing brands without considering looking for other brands. Consumers allocate their time for other things rather than considering purchasing another brand. This also provides an advantage from the marketer's side. Marketers will find it easy to make consumers like their products without worrying that consumers will look for other brands. This pandemic condition affects consumers not to seek additional information. Consumers' psychological condition forces consumers to keep using existing brands only without looking for new ones. Besides, consumers also avoid the risk of looking for new things. Sellers of non-primary goods should consider including necessities in their list of products they sell. Discounts and product value additions need to be made to change consumer purchasing decisions. Regarding rationality, consumers tend to focus on price. Consumers' tendency to choose lower prices needs to be the attention of sellers of branded or expensive products. Nowadays, having a discount seems like a necessity. Offering product bundles can also help increase consumer interest in choosing your product. From the company side, the company can provide several strategies. For example, they are sharing social values .

REFERENCES

- Grant, I. & Walsh, G. (2009), "Exploring the concept of brand embarrassment: the experiences of older adolescents," *Advances in Consumer Research*, 36: 218-224.
- Grashuis, J., Skevas, T., & Segovia, M.S. (2020), "Grocery shopping preferences during the covid-19 pandemic", *Sustainability*, 12: 1-10.
- Hassen, T.B., Bilali, H.E., & Allahyari, M.S. (2020), "Impact of covid-19 on food behavior and consumption in Qatar", *Sustainability*, 12: 1-18.
- Hawkins, D. & Mothersbaugh, D. (2016). *Consumer behavior: Building marketing strategy*, 12th Edition. New York: McGraw-Hill Education.
- Kirk, C.P. & Rifkin, L.S. (2020), "I'll trade you diamonds for toilet paper: Consumer reacting, coping and adapting behaviors in the COVID-19 pandemic", *Journal of Business Research*, 117, 124–131.
- Koch, J., Frommeyer, B., & Schewe, G. (2020), "Online shopping motives during the covid-19 Pandemic: Lessons from the Crisis", *Sustainability*, 12, 1-20.
- Laato, S., Islam, A.K.M.N., Farooq, A., & Dhir, A. (2020), "Unusual purchasing behavior during the early stages of the COVID-19 Pandemic: The stimulus-organism-response approach", *Journal of Retailing and Consumer Service*, 57.
- Loxton, M.; Truskett, R, Scarf, B., Sindone, L., Baldry, G., and Zhao, Y. (2020), "Consumer behaviour during crises: Preliminary research on how coronavirus has manifested consumer panic buying, herd mentality, changing discretionary spending and the role of the media in influencing behaviour," *Journal of Risk Financial Management*, 13(8), 166.
- Lucarelli, C., Mazzoli, C., & Severini, S. (2020), "Applying the theory of planned behavior to examine pro-environmental behavior: The moderating effect of covid-19 beliefs", *Sustainability*, 12: 1-17.
- Mason, A., Narcum, J., & Mason, K. (2020), "Changes in consumer decision-making resulting from the COVID-19 Pandemic.", *Journal of Customer Behavior*, 22.

- Meixner, O. & Katt, F. (2021),” Assessing the impact of COVID-19 on consumer food safety perceptions: A choice-based willingness to pay study”, *Sustainability*, (13), 136.
- Perrotta, D., Grow, A., Rampazzo, F., Cimentada, J., Del Fava, E., Gill-Clavell, S., & Zagheni, E. (2021),” Behaviours and attitudes in response to the COVID-19 pandemic: Insights from a cross-national Facebook survey. *EPJ Data Science*, 10(17), 1-13.
- Halevy, N. (2020),” Strategic thinking and behavior during a pandemic”, *Judgment and Decision Making*, 15(5), 648-659.
- Petrescu-Mag, R.M., Vermeir, I., Petrescu, D.C., Crista, F.L., & Banatean, I. (2020),” Traditional foods at the click of a button: The preference for the online purchase of Romanian traditional foods during the covid-19 pandemic”, *Sustainability*, 12: 1-15.
- Solomon, M.R. (2018). *Consumer behavior: Buying, having, being*. Boston: Pearson
- van der Werf, E. T., Busch, M., Jong, M.C. & Hoenders, H.J.R. (2021),” Lifestyle changes during the first wave of the COVID-19 pandemic: A cross-sectional survey in the Netherlands”, *BMC Public Health*, 21:1226
- Visa (2011),” Connecting with the millennials,” Singapore: Visa.
- Yuswohady, Fatahillah, F., Rachmaniar, A., & Hanifah, I. (2020). Consumer behavior new normal after Covid-19: 30 predictions. *Inventure Knowledge*.
- Yoshizaki, H.T.Y., Junior, I.B., Hino, C.M., Aguiar, L.L., Pinheiro, M.C.R. (2020),” Relationship between panic buying and per capita income during covid-19”, *Sustainability*, 12: 1-14.