



LAPORAN HASIL PENELITIAN

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

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

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Abstract

Purpose- 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.

Design/Methodology/Approach- 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.

Findings- 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.

Originality/Value- 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.

Paper type Research Paper

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CHAPTER I

Introduction

Life events inevitably influence consumers in making decisions to choose brands. Mathur et al. (2003) explain several life events that change a person to select a brand or change preferences, namely moving to another place, marriage, birth, new job, new salary/promotion, illness, job loss, events or crises, retirement, and death. Indonesia is currently experiencing a demographic bonus. Concerning events or situations, or illnesses, the Covid 19 Pandemic is a stimulus considered in making decisions. The Covid-19 Pandemic certainly has an impact on consumers in general. The Covid-19 Pandemic 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 even though it does not directly influence behavior. This means that the external environment is a stimulus received by the consumer's five senses through the perceptual process (Hawkins & Mothersbaugh, 2016). This perception will influence the consumer attitudes, which in turn can shape consumer behavior.

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 (Lattoo 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).

CHAPTER II

The prior perspective of consumer behavior

Progress in consumer behavior has generated four main perspectives. The consumer decision theory focuses on studying the concept of economy, perceptual, emotion, and cognitive (Lye et al., 2005). These perspectives that explain consumer behavior can be viewed from four views: the economic view, the passive view, the cognitive view, and the emotional view (Schiffman & Kanuk, 2012). Each of these views explains the dynamics of consumer behavior.

First is the economic view. The term behavioral economics has recently become popular in several contexts (Foxall, 2017). The economic view explains that consumer behavior is based on aspects of rationality. This view is also relevant to normative decision theory. It tries to obtain maximum utility (Simon, 1955). The decision-making considers the product's availability to be purchased; make alternative considerations by giving the order of importance of the product and trying to find the best alternative. Consumers try to find various information to get the best through several aspects, including optimal prices with maximum benefits. Price considerations become the part of the decision.

Second, the passive view shows that the individual is the party who becomes the object of something. In this case, the individual is the object of a marketing strategy. The individual lacks initiative and is easily influenced by the urge to make an impulsive purchase. The passive view

may be explained by the concept of low involvement. This means that consumers ignore ongoing risks and have limited activity in seeking information.

The third is the cognitive view. This view explains the characteristics of consumers who tend to make decisions by thinking about something first. The cognitive view is a view that lies between the economic and the passive view. Consumers tend to seek information but, on the one hand, also receive information to make different decisions. In the cognitive view, seeking knowledge is essential because it is for the achievement of a goal. Efforts are made to achieve this goal so that needs are met. Besides, consumers also try to avoid any risks that are likely to harm consumers themselves. The cognitive view is also related to the approach of consumer learning theory that emphasizes the importance of internal mental processes. This perspective views individuals as problem-solvers who seek information outside internal memory around them to master their environments. This view also focuses on the importance of creativity during the learning process (Solomon, 2018).

This cognitive aspect leads to a utilitarian part, meaning that individuals will decide to pay attention to aspects of the benefits (Voss et al., 2003). From a cognitive perspective, consumers will seek information from various sources or media to obtain information accuracy not to make wrong decisions. Consumer cognitive thinking tends to explain that there are functional aspects of a product. It emphasizes the elements of whether or not it is necessary to make a purchase. The goal of cognitive thinking is to achieve good planning execution.

Fourth is the emotional view. Consumer behavior analysis draws upon this confluence of the behavioral psychology and microeconomics revealed by consumer research and marketing science (Foxall, 2017). The emotional view derives the concept from psychology. The emotional view explains that consumers in deciding something, including purchasing decisions, are not

influenced by economic aspects or consideration of the principle of benefit, but related to deepest feelings such as happiness, fantasy, hope, or ownership. Purchase considerations are more driven by pleasure and can even fulfill feelings to create fantasy (Holbrook & Hirschman, 1982). Emotion perspective will be related to the hedonic view. Holbrook and Hirschman (1982) also added that hedonic value is more subjective and personal than utilitarian value and results from more fun and playfulness. Evaluation of hedonic goods will rely on someone's experiences than evaluates utilitarian goods (Candi et al., 2016; Guevarra & Howell, 2015). Hedonic goods can more effectively create happiness than utilitarian goods (Caprariello & Reis 2013).

Recent changing perspective of consumer behavior

In pandemic times, consumers are forced to adapt to a limited and uncertain social environment when the Covid-19 Pandemic will end. This is also in line with the situation of the Severe Acute Respiratory Syndrome (SARS). This epidemic has made business activity difficult and risky. One of the impacts was conducting teleconferencing to communicate with others (Overby et al., 2004).

Related to Covid-19, this has an impact on the journey of consumers in choosing goods. Where several events or crises can change one's preferences in choosing a brand. Large-scale Social Restrictions policy makes many people stay at home so that their shopping activities at shops or supermarkets are limited. Products purchased during the Covid-19 Pandemic have also shifted from the wants to the needs. The survey of Ho et al. (2020) showed that the highest demand for goods is generally daily products (home care), groceries, and health products with high utility. This indicates that consumers have a high orientation to products that have high utility.

This Pandemic is likely to illustrate a change in perspective in explaining consumer behavior. The perspectives that can explain are cognitive and economic perspectives. Consumers tend to be more rational in choosing a product. The emotional perspective tends to be less of a focus in analyzing consumer behavior.

Limitation of the research in exploring consumer behavior during the Pandemic

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.

CHAPTER III

Research Method

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.

CHAPTER IV

DISCUSSION

Finding I: the motivation of consumer behavior

Basic or cognitive preservation motivation

During the Pandemic, several special conditions hit the community, including the implementation of Large-Scale Social Restrictions, some families who were positively exposed to Covid-19, some experienced a reduction in working hours (work from home), and some even experienced termination/termination of employment. These things affect individual priorities in making purchasing decisions or others. Initially, the community had various priorities of motivation. Still, with this Pandemic, the dominant reason that occurred was motivation based on the level of basic needs. Most people agreed that the most important thing to be fulfilled was fulfilling basic requirements for life and the fulfillment of security and safety.

Everything that is done in making decisions is measured against the fulfillment of basic needs, no matter what level of social status they are at. It's just that how to fulfill their needs is following each's external and internal influences. However, even though basic needs are essential for another group of people, they are not a top priority. For this group, the need for personal comfort and pleasure is also a priority, especially for millennials who have a hobby of traveling and are currently pocketing their plane tickets. (Interview, 9).

In the current Pandemic, selective buying motive is significant because selecting goods based on the selection made whether it is guaranteed safe against virus exposure. Consumer motivation that dominates during the Pandemic should be more rational motivation such as cognitive preservation motives.

Consumers want stability/consistency that their decisions must be safe and not risk causing illness. Consumers will follow the opinions of experts who can convince them to make decisions during a pandemic—for example, the decision to better stay at home. Rational consumers would classify themselves as "responsible people in times of a pandemic" rather than "irresponsible people," resulting in new pandemic crowds or clusters. (Interview, 10)

In my opinion, during this Pandemic, the consumer's most dominant motivation in decision making is cognitive motivation. An example of cognitive preservation motives during a pandemic is the "need for consistency" category of buying hand sanitizers. (Interview, 11)

Health motivation

The COVID-19 outbreak causes consumers to pay more attention to their personal and family health—both how to live and how to eat food. Besides, the social and physical distancing rules that are enforced make consumers stay more at home, work from home and even socialize from home. This results in reduced consumer income. Some consumers have lost their livelihoods. This pandemic condition changes consumers' motivation in making decisions, including choosing healthy products, including food (Meixner & Katt, 2021).

To not leave the house a lot, more and more consumers are choosing to make online transactions. Apart from being fast, online transactions reduce the risk of exposure to COVID-19. Loss or reduction in income makes consumers increasingly want the product/service they buy to provide benefits/uses according to the price paid (Interview, 2)

One of the motivations for consumers to make decisions during a pandemic is the desire to live healthily. This motivation encourages consumers to choose and make purchasing decisions that lead to healthy living, such as buying products that are good for health, such as organic products, vegetables, and fruits, and avoiding junk food. (Interview, 13).

Finding II: the lifestyle

The lifestyle influenced by three main factors, namely activity, interests, and opinions, will significantly impact consumer behavior related to purchasing decisions during a pandemic. Some of the determinants of lifestyle from all factors, namely demographics, sub-culture, social class, motivation, personality, emotions, values, culture, and past experiences, can explain consumer behavior changes ((Hawkins & Mothersbaugh, 2016).

Utility orientation

The Covid-19 Pandemic has changed attitudes and created new value for consumers in general. A consumer, of course, will experience changes in decision making. In consumer behavior, it focuses on lifestyle orientation. Changes in consumer behavior currently occur because the impetus for changing conditions forces it to adapt to new regular needs. It is starting from small habits in everyday life to patterns that change lifestyle.

During the Pandemic, the motivation that describes a person's lifestyle is seen more from his immediate needs element's rational aspect. The lifestyle that is formed can be seen from the basic needs of humans.. (Interviewee, 3).

The Covid-19 Pandemic lifestyle emphasizes a healthy & economic lifestyle with a utility-oriented orientation where consumption meets basic daily needs. (Interviewee, 9)

Stay at home orientation

Stay at home is a trend today. This trend means that today's value is held by many people and influences decision making. The current trend is choosing to stay at home. All work or daily activities are carried out from home. This aims to avoid casualties because the impact of Covid-19 is more. All consumer activities that were done outside are carried out at home. This starts from working, shopping, studying, or meeting daily needs. This trend is a lifestyle that influences

current consumer behavior patterns. Santisi et al. (2014) argue that lifestyle can influence decision-making.

Almost all people's lifestyles have changed since the COVID-19 virus emerged. If it is related to the economy, then lifestyle changes in online shopping are the most appropriate concrete examples. As many as 31% of respondents experienced an increase in their online shopping. (Interviewee, 4)

Due to a pandemic condition like this, one is not allowed to leave the house. So most consumers buy it online. Apart from being practical, sometimes online sellers also often provide promos that are not much different from offline prices, and sometimes it is also cheaper to buy online than offline. (Interviewee, 5)

Social value

About the Covid-10 Pandemic, social capital underlies the formation of feelings of empathy for others. This empathy can be channeled into online communities that have been formed so far. Thus, this will facilitate the distribution of products or services to parties in need. It is easy to distribute products or services to those in need because there is a belief that has been formed in the individual. This trust arises because there is a risk that it tends to be small if it is given to others.

This emphatic society shows the empathy orientation of society. This empathy arises because there are relatively high victims who have been affected by Covid-19 in Indonesia. The increase in people affected by Covid-19 during March 2020-May 2020 continues to increase. This fosters empathy from the community to have solidarity in sharing kindness and donating. Many institutions or individuals show concern for the Covid-19 victims to help. (Interviewee, 4)

The empathy aspect is a combination of affective and cognitive dimensions, where one form of a person can successfully interact with others. This aspect also encourages individuals to change their rigid mindset to be flexible. For example, they are helping donations to people in need through online music concerts during this Pandemic (Interviewee, 5)

Related to this, 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 strengthen emotional bonds with each other. Adler and Kwon (2002) argue that social capital is essential as

an adhesive for individuals to other individuals in institutions. Some networks and trusts can connect members of the community.

Ecology value

In this condition, consumers can also recycle products that are no longer used. The purpose of utilizing unused products is to help consumers focus on the efficiency of their resources. This activity is known as lateral cycling. This is a form that is said to be a supporter of sustainability. This concept has been proposed by Sherry (1991). Lateral cycling is an activity that gives other people goods to reuse. Individuals who provide goods to others get rewarded by purchases by other consumers.

Thus, items that have been used can be reused by others without having to throw them away in vain. Lateral cycling is a form of consumer concern for the environment because if there is only an accumulation of goods at home or discarded, it will have a negative impact. (Interviewee, 7)

Moreover, if these items cannot be recycled, they will cause pollution to the environment. Consumers in this Covid-19 pandemic condition can apply lateral cycling to save money and be efficient. (Interviewee, 19)

Finding III: the decision making of consumer

During this Pandemic, many consumers are affected economically. This is happening evenly throughout the world, where the world community's economic level tends to decline due to the ongoing Covid-19 Pandemic (Jo et al., 2020). The reality of the economic impact will make people rethink the benefits that will be enjoyed from a product that is purchased or consumed. This profit calculation will make consumers put forward the analysis of the value obtained based on the costs that have been incurred. So, cognitive factors tend to be the earliest consideration in consumer decision making to purchase goods/consumption. This means that consumer decision making during a pandemic is more dominant with cognitive-affective-conative patterns.

For example, in the current Pandemic, consumers are more careful in taking social actions out of the house and mingling with many people to meet their daily needs, which usually

consumers give products in supermarkets or hypermarkets. Still, because of cognitive attitudes to feeling fear and avoiding risk infected with the virus, they are more likely to shop at a store that is close to home. There is not much physical contact with other people, so that consumers choose to shop at minimarkets.

(Interviewee, 16).

Decision making during a pandemic is a rational decision in purchasing consumer health products, namely choosing vitamins to maintain endurance. I decided to buy vitamins by offering products that contain vitamin c; the selection of this content indicates that I am choosing a product based on the benefits provided. (Interviewee, 17).

The resulting knowledge and perceptions generally take the form of belief. Consumers believe that the object of attitude has various attributes and that certain behaviors will produce specific results. Emotions or consumer feelings about the dangers of an event such as during the current Pandemic are practical. In the current pandemic situation, making purchasing decisions considers rationality, especially for primary health protection needs. Items such as masks, hand sanitizers, disinfectants, and immunity-enhancing vitamins will be purchased regardless of the brand and price. Purchasing decisions are sometimes based more on the availability and ease of getting goods.

For example, at the beginning of the Pandemic, when masks' price was costly due to high demand, I was no longer rational to look at prices, but rather because acts had become a significant necessity and food and clothing. (Interviewee, 18).

When making decisions during this Pandemic, my personal experience tends to be more rational and put primary needs first rather than secondary or tertiary needs. The primary needs of each family must be different depending on the motivation of each family. Still, I think conditions such as masks and immune-boosting vitamins are the main ones for every family in this Pandemic (Interviewee, 20).

Discussion and conclusion

The results showed that there were changes in consumer behavior during the Pandemic. The millennial generation is the target market for many companies at this time, also experiencing changes. The millennial generation or Generation Y was born amidst rapid technological developments. Based on the results of interviews with 20 sources in this study, it is known that there are changes in motivation, lifestyle, and decision making. 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.

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. During this Pandemic, consumers decide to act carefully. The decision making is also related to the economic view. It emphasizes rationality when deciding to purchase.

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 empathic society. This empathic 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

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.

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 . First, the company can provide information on healthy living, enthusiasm, and optimism. This includes social marketing activities. Marketers can develop campaigns related to the socialization of values that positively impact people's lives to behave better.

Regarding the Covid-19 Pandemic, companies can provide suggestions related to managing finances, providing motivation, and, of course, teaching creativity. Second, hold webinars. Companies can also carry out CSR programs through seminars. The seminar contains things that can make it easier for consumers to meet their needs. Third, make it easier for consumers to shop, for example providing discounts or free services. This activity is also part of the organization's concern to provide services to consumers. The fourth condition, conduct a survey. This survey can aim to obtain input or findings in the field.

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