

A STUDY ON CONSUMER BEHAVIOR TO BUY GROCERIES ONLINE DURING THE COVID-19 PANDEMIC

Abstract

The COVID-19 Pandemic has shaken the world since early 2020. Preventions of the virus spread forced us to live with restricted mobility. It forced us to live, eat, shop differently. The Government's restrictions in each Country have made shopping activities directly to the store or retail were reduced and replaced with the purchase of needs online. In Indonesia, the establishment of 'Large Scale Social Restrictions' regulations has caused people to reduce outdoor activities, shopping centers, and some traditional markets are closed and shifted the consumers to shop more online.

The basics of Consumer Behavior Model (Mothersbaugh and Hawkins, 2015) proposed External and Internal factors contribute to the formulation of self-concept and lifestyle, which affects the consumer decision process. During this process, experiences and acquisitions update the original external and internal influences. That leads to a person's needs and desires affecting their decision process. This process of experiences and acquisitions in turn affects the consumer's external and internal characteristics. The basic question we first asked the respondents, was to ask them the changes of shopping groceries during the pandemic.

Online shopping has been growing rapidly, even before the Pandemic. Interestingly, buying groceries online was previously dependent on the physical stores such as the wet market (general trade), hypermarket, supermarket, but recently there has been a downfall in some of these offline market giants and on the other hand, online stores are started to rise. COVID-19 has been accelerating the grocery online growth needs of consumers. The different channels from previously offline in the shift to online will also lead to different factors of Consumer Behavior.

With the COVID-19 pandemic and the vast development of technological advances, recently there has been a shift in consumer behavior from offline purchase to online purchases, so this research examined this behavior, with this phenomenon the researcher titled the research "A Study on Consumer Behavior to Buy Groceries Online During The COVID-19 Pandemic", the objective was to study the consumer's behavior changes for online grocery shopping in Indonesia and analyzed the different set between offline and online in the steps of their purchase.

The research purpose was to understand the Consumers Behavior in buying Groceries Online in Indonesia. The study was conducted with a qualitative approach using semi-structured interviewing techniques to informants which refers to factors of influences of Consumers when they are deciding to buy groceries online. Interviews were conducted with respondents who have been shopping for groceries online with their own chosen platforms. The result of this study can be useful to anticipate the change in Consumers' Behavior in the future, especially when buying Groceries Online.

Keywords: Food, Groceries, Online Shopping, COVID-19, Pandemic Consumer Behavior Changes, Groceries Online

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Intisari

Pandemi COVID-19 yang terjadi pada awal tahun 2020 membuat perubahan dari segala aspek termasuk perilaku masyarakat dalam berbelanja. Perubahan perilaku konsumen yang terjadi di masyarakat disebabkan oleh berbagai faktor seperti rasa keamanan, kebijakan negara, dan perkembangan teknologi. Penelitian ini bertujuan untuk mendeskripsikan perubahan perilaku masyarakat dalam berbelanja bahan makanan secara online.

Perubahan perilaku ditinjau dari Model Perilaku Konsumen yang dikembangkan oleh Mothersbaugh dan Hawkins (2015) dimana proses perilaku dipengaruhi oleh faktor internal dan eksternal yang selanjutnya membentuk konsep diri dan gaya hidup. Selama proses ini, pengalaman dan akuisisi memperbaharui pengaruh eksternal dan internal yang asli (sebelumnya) dan pada akhirnya akan menentukan konsumen dalam mengambil keputusan terhadap pembelian suatu produk.

Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan data primer wawancara dan dokumentasi. Wawancara dilakukan terhadap 10 orang responden yang tersebar di kota besar di Indonesia. Proses wawancara dilakukan dengan teknik semi terstruktur mengacu pada aspek-aspek terkait Model Perilaku Konsumen yang dijelaskan oleh Mothersbaugh dan Hawkins (2015).

Dengan adanya pandemi COVID-19 dan kemajuan teknologi yang berkembang pesat, akhir-akhir ini telah terjadi pergeseran perilaku konsumen dari pembelian *offline* ke pembelian *online*, maka penelitian ini mengkaji tentang perilaku tersebut, dengan penelitian berjudul “STUDI PERILAKU KONSUMEN MEMBELI *GROCERIES* SECARA ONLINE SELAMA PANDEMI COVID-19”, tujuannya adalah untuk mempelajari perubahan perilaku konsumen untuk berbelanja *groceries* secara *online* di Indonesia dan menganalisis perbedaan faktor antara *offline* dan *online* dalam langkah-langkah pembelian mereka.

Tujuan penelitian ini adalah untuk mengetahui Perilaku Konsumen dalam membeli *groceries* secara *online* di Indonesia. Penelitian dilakukan dengan pendekatan kualitatif dengan teknik wawancara semi terstruktur kepada informan yang mengacu pada faktor-faktor yang mempengaruhi konsumen dalam memutuskan untuk membeli *groceries* secara *online*. Wawancara dilakukan dengan responden yang pernah berbelanja *groceries* secara *online* dengan *platform* pilihannya sendiri. Hasil penelitian ini dapat bermanfaat untuk mengantisipasi perubahan Perilaku Konsumen di masa yang akan datang, khususnya dalam membeli *groceries* Secara Online yang semakin berkembang.

Kata Kunci: Bahan Makanan, Pembelian Daring, Pandemi COVID-19, Perilaku Konsumen, Pembelian *Online*