

The Identification of Personal Values and Buying Behavior of Youth During Covid-19 Pandemic in the Indonesian Context

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ABSTRACT

The Corona virus (COVID-19) is still a pandemic in many countries around the world. This pandemic has directly or indirectly changed various aspects of people's lives. This research focused on identifying the values and behavior of young people during the Covid-19 pandemic in Indonesia. This research fills a research gap whereas most of the research on Covid-19 used general respondents while this study focused on a sample of adolescents. The results showed that the main values of adolescents were health care, social care, togetherness with family, being more careful, and respecting others. Meanwhile, their current behavioral change is that they focus more on health problems, they integrate social / physical distancing, care for the environment, and learn new things. Most of their activities were carried out at home. The results of this study also showed that the "new normal" era is still a vague concept for youth. The discussion and limitations of the research are also presented in this paper.

Keywords: *Covid-19, personal values, behavior, Indonesia*

1. INTRODUCTION

The Corona virus (COVID-19) has been designated by the World Health Organization (WHO) as a pandemic. This is because of the fact that the virus has been spreading more widely throughout the world. The Covid-19 Pandemic has changed in various aspects of people's lives. The change or order of a new life is better known as the new normal or new normal era. Likewise in Indonesia, *new normal* era has also been implemented. This new normal implementation is expected to keep the community productive and safe from Covid-19 as well. Many experts believe that Covid-19 will remain to exist. In particular, this virus can be endemic and it is believed that the virus may never disappear. The key word in dealing with this virus is resilience [1], [2] However, many people use the word "adaptation" rather than resilience. The word adaptation is more often used in the Indonesian context. This was also seen when the President of Indonesia, Mr. Joko Widodo, stated in his speech in May 2020 that "We must live side by side with COVID-19. Most importantly, humans must remain productive and safe from viruses". He continued by stating: "Living in peace with it doesn't mean that we give up, *but we adapt*. We fight viruses by prioritizing and needing strict health protocols" [3], emphasis was added.

Many researches have been done in order to reduce the impact of this pandemic. In particular, research in the field of health is a priority in order to get a vaccine to ward-off the virus. In the context of management, studies are also conducted, for example the influence of the pandemic on the economy (e.g., [4]–[6] tourism (e.g., [7]–[11] , retail (e.g., [12]–[15] and consumer behavior (e.g., [12], [16], [25], [17]–[24]

Changes in consumer behavior during the pandemic have come to the attention from many researchers (e.g. [12], [16], [26], [18]–[25] Most empirical research conducted in this regard uses general respondents (e.g. : ([12], [16], [18], [21], [23]. According to the researchers' understanding, there are no studies on changes in consumer behavior that specifically focus on young people. Young people play an important role in this life. They are current consumers and beyond [27]–[29]. What happens at this time to them, will affect their thought and behavior later. Thus, understanding changes in behavior in the environment of young people becomes important. This study fills the overall gap of previous studies using respondents in general. This research contributes in providing an understanding of the behavior of young consumers during the Covid-19 pandemic.

2. LITERATURE REVIEW

2.1. Changes in Consumer Behavior

The economic in many countries have been disrupted. At first, there was a lot of panic buying for certain products. The impact that occurs due to restrictions on people from doing activities outside the home (lockdown) has resulted in a large reduction in workers resulting in increased unemployment. This phenomenon then resulted in reduced purchasing power. Many people also refrained from buying goods that are not mainly impacted by this pandemic. Specifically, consumers are the drivers of market competitiveness, economic growth, and integration. With the economic instability due to the pandemic, consumers have also experienced changes in behavior, especially in buying and consumption behavior. Changes in consumer behavior are widely discussed in online news in the world. The studies were also conducted by using primary and secondary data. All the news about changes in consumer behavior during the Covid-19 pandemic can be summarized as follows. First, consumers are shifting from many conventional purchases to online purchases. This is due to policies in many countries that have imposed lockdowns so that conventional purchasing activities have decreased sharply [24] [26]. Then, consumer preferences for health products increased considerably [24]. Purchasing the health supplements, vitamins, masks, hand sanitizers, are the examples of health products that have experienced a high sales increase. However, consumers have also begun to put the brakes on their purchases by buying only primary staples and refraining from purchasing those that are not considered as necessities. This can be understood by the increasing unemployment rate and the recession in several countries in the world due to this pandemic.

2.2. Youths' Buying Behavior

There is no universally agreed definition of youth. However, from the United Nations website [30], the definition of youth is based on the youth's age. This is useful for statistical purposes. Thus, youth are defined as people who are aged between 15 and 24 years old. This study used this type of definition of youth.

[30] noted that there are at least 1.2 billion young people aged 15 to 24 years. This number of young people represents 16 percent of the global population. The 1.2 billion number of young people is predicted to increase to 1.3 billion (7 percent growth) in 2030. Understanding the youth is important, because they can be a positive force in nation building. In relation to marketing and consumer behavior, understanding the young people's behavior is important to understand their "ways" in daily behavior that will have an impact on their current and future spending patterns (when they are later in the household cycle or become parents).

Based on [31], the stages of modern family life cycle begin with young singles (youth) and end with older widows.

The characteristics of young people as a basic stage of the family cycle are that they have below-average income, high expenditure on their personal growth and experience, and they have a strong tendency to buy products as an expression of themselves [32].

Young people are one of the main segments for many products and services. For example, technological products such as Apple and Sony brands focus on the youth segment who grew up in an environment of technologies such as personal computers, the Internet and mobile technologies [33]. Their skills in buying behavior are supported by their ability to use the technology [27]. Thus, youth are knowledgeable [34], [35]. They have autonomous decisions in buying behavior [36]. Studies also show that they can significantly influence family decision making [34], [37]–[40].

3. METHOD

This research is exploratory research. The purpose of this study is to explore youth behavior in the context of shopping. In addition, this study aimed to determine the personal values adopted by youth during this pandemic. As an exploratory study, this study used an open-ended questionnaire that generates qualitative data. Specifically, the data generated by the open-ended questionnaire are textual. Therefore, this study used descriptive statistical tools, namely the frequency of analysis, to see the most answers from respondents. The results of this exploratory research can then be used as a basis for the next stage of research, namely descriptive research.

The survey was conducted to achieve the objectives of this study, namely to explore the behavior of young consumers in Indonesia. The sampling technique used in this study is purposive sampling. A questionnaire is the instruments used in obtaining primary data. In particular, because of the current condition during the Covid-19 pandemic, online questionnaires are the best way to get data. Another advantage of using online surveys is that they are economical, can reach many people easily, and the data can be collected quickly [41]. Google Form was used in this study and a link to the questionnaire was provided to students with the age criteria between 15 and 24 years old at one private university in Indonesia. Specifically, the selection of youth from one university is based on the aim of getting respondents who are likely to be homogeneous. When the sample is relatively homogeneous, the amount of variation decreases. The implication is that it does not require large samples [41].

The questions used in the questionnaire were open questions as they were typical in exploratory research. The answers from these respondents were counted to see the dominant answers. This research used the steps suggested by [42] in determining a set of prominent beliefs. The suggestion is to include the ten most commonly mentioned beliefs and the frequency of these beliefs at least 10% of the sample.

4. RESULTS AND DISCUSSION

From the Google Form distributed to the students, 204 questionnaires were returned and could be used for further analysis. More than half of the respondents (59%) were female and the remaining 41% were male. All respondents came from two major cities in Indonesia, namely Jakarta and Tangerang.

4.1. Personal Values

Table 1. New Personal Values

Item	Number	% of Respondents	Rank
Health concern	134	65	1
Social care	108	52	2
Togetherness with family	55	27	3
Being more careful	54	26	4
Respecting others	23	11	5

Health concerns are the main answer to the values held by young people today. This answer is not surprising, because of the current situation in which everyone is worried about the Corona virus which can attack the respiratory system and cause disorders of the system, severe lung infections, and even death. The Corona virus infection is called COVID-19 (Corona Virus Disease 2019) and was first discovered in the Wuhan City, China at the end of December 2019. The virus had been spreading very quickly to almost all countries, including Indonesia, in just a short period of time since the first infection in Wuhan occurred. From the answers given related to health, they showed the beliefs in which health care was taken, such as: wearing masks, especially when interacting with other people, washing hands frequently or using hand sanitizers, exercising, taking extra vitamins for health, and buying food carefully. The results showed that *social care* is one of the values held by young people today. In a pandemic situation like this, in various media it is often seen that many prosocial activities are carried out [43]–[46]; for example, by distributing food staples such as rice and instant noodles, providing free lunches, donating money, conducting social services, and so on for the poor and people who are affected by the pandemic. It is stated in the news that this prosocial activity is not dominated by certain age segments. Several times the news reported how small children (elementary schools) donated their savings to doctors so that the doctors could be provided with personal protective clothing against the Covid-19 virus. The news of young people distributing food staples was also reported. Likewise, how mothers, soldiers, police, and all other social elements participated in the prosocial activities. Prosocial news which is almost always in the news can encourage teenagers to participate in social activities, especially during this pandemic. The third rank of answers related to the values adopted by youth during this pandemic is *togetherness with family*. The Indonesian

The first question on the questionnaire is "In my opinion, my personal values after Covid-19 hit most parts of the world are ...". Among the 204 respondents who answered, most of them were concerned about health (65%), social care (52%), being with family (27%), being more careful (15%), and respecting others (11%). Table 1 shows the results of the most answers given by respondents. There are five identifiable personal values, namely: health concern, social care, togetherness with family, being more careful, and respecting others.

government has implemented a policy of "study, work, and worship at home" to stop the spread of Covid-19 virus. This "study, work, and worship at home" policy had a more intense impact on family gatherings (father, mother, child) than it was prior the pandemic. All activities of each family member are carried out at home. With the obligation to stay at home, family members have more time to meet physically. It is also hoped that more meetings with family can be followed by increasing the quality of togetherness psychologically. This in turn can increase the sense of togetherness in the family. *Being more careful* is the fourth answer most often mentioned by the respondents regarding personal values held during this pandemic. Covid-19 has made many people in Indonesia start to be careful and adopt a healthy lifestyle. However, it cannot be denied that there are still some people who do not care and seem to underestimate this virus. Since the virus broke out in Wuhan, many people in Indonesia have taken it seriously and believed that the virus would not reach Indonesia, because the hot weather in Indonesia could make the virus die quickly. What's more, the Indonesian government lacked seriousness in dealing with the virus in its early days. This can also be seen how government officials make this virus a joke [47]–[51]. Besides, the Indonesian government seems to be slow in making special preparations or anticipating the emergence of this outbreak in Indonesia. This phenomenon changed when two Indonesian citizens were detected infected with the virus in March 2020 as the first cases in Indonesia, President Joko Widodo stated that the Indonesian government was ready to face the virus and had prepared health facilities to treat positive patients with the corona virus [52] [53].

Respect for others as a personal value held by youth today can occur with many directions in a "new normal behavior" that aims to protect themselves and others. Specifically, the Government of Indonesia through the

"Covid-19 Acceleration Handling Task Force" conveyed the progress of patients infected with Covid 19 every day. One of the government directives through the Task Force which has been repeated on various occasions is the use of masks in daily life. The slogan echoed about wearing this mask is "My Mask Protects You, Your Mask Protects Me". This slogan encourages everyone to respect others by wearing a face mask. The motto that is often uttered on various occasions has made respecting others a value held by young people today. Not only wearing masks, information and advice are also continuously conveyed to the Indonesian people that maintaining personal health and practicing new behaviors such as not touching and maintaining physical distance, are the efforts to respect oneself and others.

Table 2. New Behavior

Item	Number	% of Respondents	Rank
Health concern	164	80	1
Social / physical distance	76	37	2
Environment care	43	21	3
Learning new things	40	19.6	4
Doing activities at home	28	3.7	5

When being asked about the behavior that has changed due to the Covid-19 pandemic, most respondents provided the answers that are related to the behavior of *cares about health*. This is in line with the questions related to personal values that were held after the Covid-19 pandemic began, namely values that care about health. Values influence all aspects of human behaviors [54] Thus, what young people believe will then be integrated into their daily behavior. Many people are then inspired to be more diligent in exercising and pay more attention to personal health. One of the sports that is currently booming in Indonesia is bicycling. People have flocked to buy bicycles, even though the prices are increasing especially during this pandemic [55]–[57] In addition, referring to the data compiled by the Institute for Transportation & Development Policy (ITDP), the number of cyclists traveling in Jakarta - Indonesia has increased by 1,000% (www.bbc.com, 2020).

The behavior of young people that changed during the Covid-19 pandemic was that they conduct *physical distancing* when interacting with other people. Social distancing is a term conveyed by the government as an effort to suppress the spread of the Covid-19 virus. However, the terminology is considered inaccurate. Therefore, WHO changed the term to a new term "physical distance". The use of physical distance is more appropriate where individuals are asked to maintain physical distance, not social distancing. Thus, maintaining physical distance becomes an obligation for all individuals. Research conducted by Oosterhoff et al. (2020) regarding the motivation of adolescents in doing social distancing is a

4.2. Behavior and Purchase Behavior

The second question in the questionnaire is "In my opinion, my behavior that has changed after Covid-19 hit most parts of the world is...". Among the 204 respondents who answered, most of them mentioned that their current behavior was that they cared about health (80%), applied social / physical distancing (37%), cared about their surroundings / environment (21%), learned new things (19.6%), and did activities at home (13.7%). Table 2 shows the results of the most answers given by respondents related to changed behavior due to the Covid-19 pandemic, namely: health concern, social / physical distance, environmental care, learning new things, and doing activities at home

social responsibility and does not want other people to get sick.

The youth's behavior that has changed during this pandemic is that they *cares for the environment*. What is meant by caring for the environment here is the concern for various problems in the community, nation, and country, especially those related to Covid-19. Caring for the environment here also refers to the things that happen in their environment. Youth along with other elements in society also care about the impact that Covid-19 has on the economy of many people. This concern is realized through various activities such as giving free masks, providing food staples, donating money, and so on to help residents in the environments affected by the pandemic.

In connection with the behavior that has changed due to the pandemic, the respondents were also asked about the buying behavior that might change. Only one third of all respondents answered this question. This can be justified, because they (youth) think that buying is not a routine activity to do even though they (youth) are also consumers. Among the overall answers obtained, only two specific buying behaviors stood out, namely: they make online purchases and refrain from unnecessary purchases.

4.3. The Covid-19 Will be Here to Stay

The third question in the questionnaire is whether they agree that the Covid-19 pandemic will not end quickly. Almost all respondents (91.7%) thought that this pandemic would not pass quickly. This is understandable, because until now there is no medicine or vaccine yet that can protect human beings from this virus. Not only that, many

countries are worried about a "second wave" of the virus. The second wave of the corona virus is when an area has reached the peak of being affected by the corona virus, then there is a decline. After the declining phase in the number of cases, there is another spike. Furthermore, the second wave occurs because of people from outside the region or country who carry the virus and transmit it back to other populations. Thus, it can be said that as long as there is no solution, namely medicines and vaccines or herd immunity, then each region will have the potential to experience a second or third wave [58].

4.4. *Make Peace with Covid-19*

The fourth question in the research questionnaire is whether the respondent will make peace with the Covid-19 virus. As many as 81.8% of their responses said that they would make peace with this virus. The phrase "at peace" with Covid-19 was conveyed by President Joko Widodo in May 2020. President Joko Widodo quoted the information from WHO that the Covid-19 virus would not easily disappear. Furthermore, the President also said that "... we must coexist with Covid. As I said earlier, *making peace with Covid ... living side by side with Covid-19 does not mean giving up and being pessimistic ... but point towards a new life order for people to be able to return to their activities while still fighting the threat of Covid-19 by implementing strict health protocols*" [59].

4.5. *"New Normal" in Youth Perspective*

The final question in the questionnaire is the youth's understanding of the "new normal" concept which is often conveyed in many news stories in various media. However, only a third of the respondents who filled out the question. There was no answer that stood out that could be used as a typical representative of the perspective of youth. Their answers were very diverse, for example by considering new normal as (1) a new culture that will become a new habit, (2) a reduction in working hours, (3) survival, (4) limited social interaction, and many more answers. It can be understood that this pandemic has not only made youth (and all communities) confused, worried, apathetic and others. The indecision that these youths face can also be the result of government policies which at times appear to be conflicting. For example, when the number of people infected with Covid-19 was still high, the government allowed the economy through trade and other businesses to open. Although this policy can be understood to save the country's economy, then the concern that the increase in people infected with Covid-19 has made many people worried. Although the government continues to campaign the "new normal" as a new order to adapt to COVID-19 [60], it turns out that it is still a vague concept for the youth.

5. CONCLUSION

This research results showed that caring for health is the main personal value and has integrated into the behavior of youth who are now concerned about health. Online purchases are becoming the main choice in times of pandemic and youth also refrain from unnecessary purchases. The results also showed that this pandemic will not end. Therefore, they agreed to make peace with the virus as suggested by the Indonesian government. This research also showed that the concept of "new normal" is still a vague concept for the youth.

This study has two main limitations. First, it only provides snippets of respondents' answers to their personal values and buying behavior after the Covid-19 pandemic. This study also provides a brief overview of respondents' perceptions that Covid-19 is a pandemic that will continue to persist and respondents will make peace with the pandemic. Therefore, this study recommends further research to conduct longitudinal studies to make it more comprehensive. and a deep understanding of the personal values of youth as well as their buying behavior during the Covid-19 outbreak. Second, this study only focuses on respondents in certain areas in Indonesia, namely Jakarta and Tangerang. Therefore, future research can replicate this research in other areas of Indonesia. That will be a big picture of the perspective of young people on personal values and buying behavior during the Covid-19 outbreak.

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