

LIFESTYLE BEHAVIOR BETWEEN GENERATIONS POST COVID 19

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Abstract

After Covid-19 passed, Indonesia's economic situation has not recovered, so there is still a lot of unemployment and job switching. Reduced income leads to lifestyle changes. This research used an online survey method using bit.ly from May to mid-August 2023. The data required are secondary data from literature and online data. Samples were taken using simple random sampling as many as 529 respondents. After Covid-19 was revealed, there was a 65.8% job change and there was a 53.3% decrease in income. Lifestyles between generations are different after Covid-19, the factors that significantly different are hanging out, recording expenses, doing saving, carrying out healthy and environmental education. In addition, there is an awareness of healthy living and protecting the environment, especially in generations Y and Z. This research is used full for producers and stakeholders in developing business strategies, so there is business continuity and for government in formulating policies to improve community welfare and protect the environment

Keywords : Lifestyle changes, between generations, post Covid-19, and Chi square.

INTRODUCTION

Consumption patterns develop naturally through habits and contextually, consumer behavior illustrates that consumption patterns can change from different contexts (Jagdish, 2020, Sheth & Kellstadt, 2021). These changes are caused by social changes and innovative technological changes that directly affect purchasing habits in new ways. Changes are caused by unpredictable conditions and cannot be controlled by humans. One of them is natural disasters such as global pandemics

(including the Covid-19 pandemic), regional conflicts, and wars. These are events that significantly change consumption patterns.

In some countries due to the crisis triggered by this pandemic, people have begun to buy more fresh vegetables and foods both in person and online, and from local producers/processors (Butu *et al.*, 2020). This indicates that people are starting to switch to sustainable food consumption. The efficiency of sustainable diets proposed by FAO (2010) is: "protecting and respecting biodiversity and ecosystems, culturally acceptable, accessible, economically equitable, affordable, nutritionally adequate, safe, and healthy while optimizing natural and human resources".

Some research results say that there is concern that people contracted the virus when shopping for groceries directly, thus influencing buyer behavior in the summer of 2020 (Jensen *et al.*, 2021). However, Grashuis *et al.*, (2020) stated that consumers' online shopping behavior is at least partly motivated by concerns about purchases in grocery stores. Their results show that when pandemic conditions subside, many online shoppers will choose to return to shopping in person. The findings also raise questions regarding other changes caused by Covid-19. The results of Deliana's research (2020) said that changes in consumption patterns before and during Covid-19 including canned food experienced the highest increase in consumption, while the product that experienced the largest decrease was fashion sector. The priority for purchasing products during the Covid-19 pandemic is health products compared to hygiene products.

Approaches to change in sustainable consumption patterns must consider various barriers to change, such as lack of consumer awareness of the impact of consumption activities (Hartmann & Siegrist, 2017; Mullee *et al.*, 2017; Vermeir & Verbeke, 2006). The Covid-19 pandemic has caused changes in habits so that consumption patterns have changed. The Baby Boomer, X, Y, and Z generations have differences in behavior and lifestyle. The Baby Boomer generation is a calm and future-oriented generation. Generation X is considered capable of keeping pace with changes in the world. Generation Y or the millennial generation is a generation that can access the development and convenience of technology, while generation Z is a generation that considers technology to be something that is very necessary in business (Sezin *et al.*,

2014; Mark McCrindle and Ashley Feel, 2020). Therefore, this research will be studied about changes in people's purchasing patterns after Covid-19 and consumer cluster in experiencing changes in post-Covid-19 purchasing patterns.

2. Literature Review

Hawkins and Mothersbaugh (2013) define lifestyle as "Lifestyle is quite simply, how one lives, including the products one buys, how one uses them, what one thinks about them, and how one feels about them."

Life is defined as 'how one lives'. Lifestyle shows how a person lives, spends their money, and allocates their time (Engel, Blackwell, and Miniard, 1994). Meanwhile, Yuswohady, et al (2020) provide the following definition of lifestyle:

"Lifestyle defines a pattern of consumption that reflects a person's choices on how to spend her time and money. In an economic sense, your lifestyle represents the way to select to allocate income, both in terms of relative allocations to different products and services, and to specific alternatives within these categories."

Through what a person likes, it will reflect the individual's lifestyle and then the individual will form the preferences of the preferred things into consumption patterns. Based on the understandings put forward by the experts above, it can be concluded that lifestyle is an individual behavior that is manifested in their activities, interests, and opinions in spending money and allocating the time they have.

2.1 Consumer Lifestyle Measurement

Consumer lifestyle measurement can be done using Activity, Interest and Opinion or AIO indicators (Engel, Blackwell, and Miniard, 1994; Sanatani, 2017; Bhat & Singh, 2018; Prentice et al., 2020), which includes activity, interest, and opinions. The indicators or components of AIO can be described as follows:

Table1. AIO Category of Lifestyle Studies

Activities	Interest	Opinion
• Work • Hobby • Social Activities • Holiday • Self-Entertaining • Club Membership • Community • Shopping • Sport	• Family • House • Work • Community • Recreation • Fashion • Food • Media • Success	• Self-Personality • Social issues • Politics • Business • Economics • Education • Product • Future • Culture

2.2 Daya Beli Konsumen dalam Situasi Normal

The lifestyle that develops in a society reflects the values espoused by the community itself. Lifestyles will always be different in different social situations or environments and are always changing. Lifestyle show how a person lives, spends their money, allocates their time, and then the individual will shape the preferences of the likes into consumption patterns

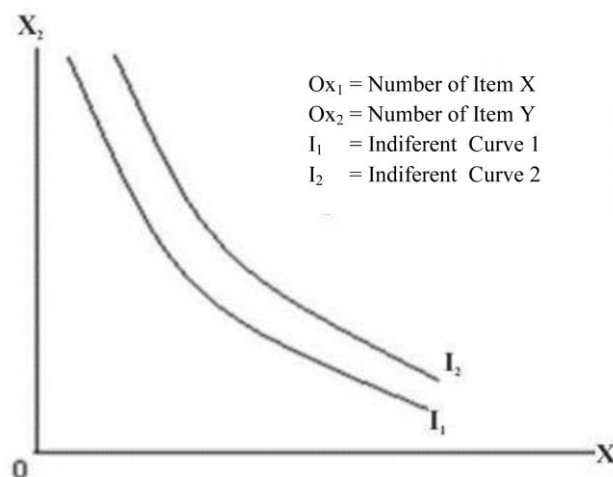


Figure 1. Indifferent Curve

Market demand also called collective demand is the sum of individual demands. Individual demand is the personal demand of certain consumers assuming that (1) consumer desires do not change, (2) consumers have a certain amount of money, (3)

consumers are one among many buyers, (4) consumers know the prices of all types of goods, (5) consumers can spend their money little by little and (6) rational, consumers try to obtain maximum satisfaction or benefit from the money they have. To achieve this level, consumers plan their spending based on a priority scale called the preference scale.

3. Method

3.1 Material and Methods

The research used a survey method and was conducted from May to August 2023 in Bandung and surrounding areas with respondents who felt the impact of Covid-19 on consumption patterns. This research uses primary data and secondary data. Primary data was obtained from surveys while secondary data was obtained from data the Central Statistics Agency and related institutions. Data were collected through observation, questionnaires, and literature review. The basic assumption used in this research is respondents who have changes in lifestyle and consumption behavior before and after Covid-19.

3.2 Data Analysis

Respondents were taken using purposive sampling and carried out by means of online surveys using the Google Forms application and whatsapp groups. After the data was obtained, the data was analyzed using the SPSS 26 m program, then through descriptive statistics to find the frequency, percentage, and Pearson Chi-Square method. Pearson Chi-Square analysis was used to test the significance of differences between two or more groups. The respondent population is the population of West Java in 2023 as many as 3.469.580 people. Respondent was taken as much as 5%, but only 529 people filled out the questionnaire.

3.3 Chi Square Analysis

Terms of Use for Two Sample Chi-Square Test

In the use of the two-sample chi-square test, need to pay attention to the following:

1. The data used is categorical or nominal
2. The sample used must be independent. That means, conditions in one category do not affect conditions in other categories.
3. As much as possible, use a large enough number of samples to produce valid test statistics.
4. There is no observation frequency (O_i) which has value of 0
5. If there is data that has the number of categories equal to 2 ($k=2$), then there must be no expected value (e_i) that is less than 5. If there is such a case like this, we can use the binomial test.
6. If the category used has a number of categories more than 2 ($k>2$), then the expectation frequency data that is less than 5 should not be more than 20% of the total data held. If not, we can merge adjacent categories. The formula of Pearson Chi Square is as follows:

$$\chi^2 = \sum \left[\frac{(fo - fe)^2}{fe} \right]$$

where:

χ^2 : chi-squared value

fe: Expected frequency

fo: Frequency obtained/observed

Hypothesis:

$H_0: \chi = 0$, There is no significant difference between generations with the variables researched (there are 16 variables)

$H_1: \chi \neq 0$, There are significant differences between generations with the variables researched (there are 16 variables)

Determination of test criteria

y If $\chi^2 \text{ counts} \leq \chi^2 \text{ table}$, then H_0 is accepted.

y If $\chi^2 \text{ counts} > \chi^2 \text{ table}$, then H_0 is rejected.

or

y If Sig. $\chi^2 \text{ counts} > \alpha$, then H_0 is accepted.

y If Sig. $\chi^2 \text{ counts} < \alpha$, then H_0 is rejected.

4. Research Results and Discussion

4.1 Characteristics of Respondent

The most respondents were generation Z (74.9%) consisting of fresh graduate education (70.5%), Job seekers (72.2%), income between 1-5 million (83.2%), and family members of 5 people (35.5%). This shows that after Covid-19 many job seekers as a result of laid-offs during Covid-19 (Burma, 2020, Varicela and Trianasari, 2023; Yunus et al, 2021). If it is related to the demographic bonus, in 2045, Indonesia will get a demographic bonus, namely 70% of Indonesia's population is in productive age (15-64 years), while the remaining 30% is unproductive population (under 14 years old and over 65 years old) in the 2020-2045 period. If this demographic bonus is not utilized properly, it will have a negative impact, especially social problems such as poverty, low health levels, unemployment, and high crime rates. Looking at the facts that Indonesia will face, the demographic bonus is inevitable.

From Table 2. When related to the demographic bonus, it can be seen that Generation X, Y, and Z are 70%. This generation must be strived to get a job, while during Covid-19 many were laid off and still have an impact today even though Covid-19 has ended. The demographic bonus can be a blessing and also be disaster. Ganjar (2021) said that the requirements for the demographic bonus to bring blessings include:

- a. The supply of large and qualified labor will increase the income and welfare of the people.
- b. Increasingly educated women are entering the labor market in greater number, so can helping to increase family income.
- c. People savings are increased and invested productively. Investment and private policies that create jobs

Tabel 2. Respondent Characteristics

Generation	N	%	Cumulative %
Z	396	74.9	74.9
Y	64	12.1	87
X	59	11.2	98.2
Baby Boomer	10	1.9	100
Total	529	100	

Education	N	%	Cumulative %
High School	116	21.9	21.9
Diploma	24	4.5	26.5
Fresh graduate	373	70.5	97
Master	11	2.1	99.1
Doctor	5	0.9	100
Total	529	100	

Occupation	N	%	Cumulative %
Public servant	19	3.6	3.6
Private sector	59	11.2	14.7
Entrepreneur	34	6.4	21.2
Job Seeker	382	72.2	93.4
Housewife	35	6.6	100
Total	529	100	

Income	N	%	Cumulative %
1 – 5 million	440	83.2	83.2
5.1 – 10 million	53	10	93.2
10.1 – 15 million	15	2.8	96
15.1 – 20 million	5	0.9	97
>20 Juta million	16	3	100
Total	529	100	

Family Member	N	%	Cumulative %
1 Person	23	4.3	4.3
2 Person	19	3.6	7.9
3 Person	81	15.3	23,3
4 Person	217	41	64.3
5 Person	189	35.7	100
Total	529	100	

These conditions must be met, if not fulfilled then this demographic bonus will bring problems to the welfare of the Indonesian people, and this demographic bonus only occurs once in the history of a country. The phenomenon that occurs in the field, is that in developed countries the income of the people increases in working age, then there is a decrease and at the age of 40 years increases again. Different as with Indonesia, its income increases and then decreases and continues to decline, so that many of the retirement age become a burden on the next generation. This worsens the health and well-being of the Baby Boomer generation during Covid-19 as well as after Covid-19.

4.2 Different Variations Between Generations about Lifestyle

Lifestyle changes seen from Engel *et al* (1994) there are sixteen variables, namely sharing, window shopping, family gathering, social activity, dial shopping, expensive collection, worship, using saving, using credit card, loans, and other activity. The research results revealed that the biggest lifestyle change is window shopping, followed by family gatherings, hang outs, recording expenses, and health education. This is normal because after Covid-19 people feel safe and will not be exposed to the virus again. In addition, it is also an effort to save expenses by recording expenses and awareness to live healthier. The priority for purchasing products during the Covid-19 pandemic was health products compared to hygiene products (Deliana, 2020) Changes in lifestyle between generations can be seen in Table 3.

According to Mark and Ashley (2020) Covid-19 has had an extreme impact on their lives. There are differences in the impact of Covid-19 on each generation, such as 18% for Baby Boomers, 36% for generation X, 45% for generation Y, and 48% for generation Z. It can be concluded that generation Z experienced the greatest impact. Among social, financial, mental and physical problems, all generations experience social problems except generation Y which experiences financial problems. During Covid-19, purchases of health goods increased and these purchases continued after Covid-19 for reasons of fear of getting sick. According to Naeem (2020) fear is a negative emotion that can cause changes in consumer behavior. This is the case with

Generation Y, even though they are experiencing financial problems, they still prioritize health.

Tabel 3. Determining dominant consumer behavior differences after Covid 19 between generation

	Baby Boomer	X	Y	Z
Hangout				
Change	1	16	24	113
No Change	9	43	40	283
Pearson Chi -Square Value 10.166 Df : 3 Asym.Sig : 0.017				
Saving				
Change	6	15	23	197
No Change	4	44	41	199
Pearson Chi -Square Value 15.675 Df : 3 Asym.Sig : 0.001				
Recording Expenses				
Change	5	16	25	200
No Change	5	43	39	196
Pearson Chi -Square Value 12.934 Df : 3 Asym.Sig : 0.005				
Health Education				
Change	4	18	22	196
No Change	22	41	42	200
Pearson Chi -Square Value 11.214 Df : 3 Asym.Sig : 0.011				
Enviromental Education				
Change	2	17	19	174
No Change	8	42	45	222
Pearson Chi -Square Value 10.132 Df : 3 Asym.Sig : 0.017				

The research results are in line with other researchers that there are differences between generations in health concern. Further, a post COVID long term shift (if not permanent) in the consumers' shopping behavior towards the routine purchase of personal hygiene items (Chauhan & Shah, 2020). Likewise with environmental

concerns. These findings align with the previous research that Covid-19 has amplified the sensitivity of consumers toward more sustainable and environmentally friendly purchasing/shopping (De Canio et al, 2021).

From Table 3. It can be seen that the most dominant differences in lifestyle changes between generation are hangouts, saving, recording expenses, health and environmental education. Meanwhile, other factors such as sharing, window shopping, family gathering, social activity, dial shopping, expensive collection, worship, using saving, using credit card, loan, and other activity is not dominant (Appendix.1)

During Covid 19, many experienced economic difficulties due to many layoffs, and were not prepared for the existing situation. Until during Covid-19, many people use their savings for daily living expenses, besides that many of them do panic buying. The mediating effect of anxiety between uncertainty, perceived severity, perceived scarcity, and panic purchase behavior provides empirical support for previous research that showed these factors might influence consumer panic purchasing behavior (Liren et al., 2012; Yuen et al., 2020). Anxiety is an important precursor or prerequisite for panic behavior (Locke et al., 2015; Spiacci et al., 2012). This indicates that the Covid-19 recession was characterized by a drop in consumer spending and an increase in savings, making the consumer more essential than ever as a trigger for investment decisions and economic recovery (Gupta, 2021). Based on that experience, many people end up saving and recording expenses.

Between 2019-2022 there was also an economic crisis, so during the initial health crisis, the country was in ongoing political turmoil at the same time (Shah et al., 2020). After Covid-19 passed, people were more concerned with health and the environment. This is in line with the results of research by Wachyuni et al, 2020 that health, social, and psychological factors influenced the respondent's food consumption behavior. Previous literature has emphasized on the hygiene practices in order to spill their positive remifications for the consumers (Leach et al., 2001; Ungku Fatimah et al., 2011). A recent study by Delea et al. (2020) affirmed that the unwholesome management erodes the peoples' well-being. Similarly, scholars have also contended that the poor hygiene conditions are more likely to spur respiratory infections, such as

influenza, pneumonia, gastrointestinal, worm, and trachoma (Akhtar et al., 2020; Dedeoglu et al., 2021)

4.3 Cluster of Lifestyle Changes Between Generation after Covid-19

Changes in lifestyle between generations after Covid-19 can be grouped using cross-tabulation Table 4. as follows:

Table 4. Lifestyle Changes Between Generations After Covid-19

	Generation	Education	Occupation	Income	Family Member
Hangout	Z	Fresh graduate	Entrepreneur	10.1-15 Million	2 Person
Saving	Z	Master	Private sector	> 20 Million	2 Person
Recording Expenses	Baby Boomer	High School	Housewife	5.1-10 Millions	3 Person
Health education	X	Fresh graduate	Entrepreneur	10 Millions	4 Person
Environmental education	X	Fresh graduate	Entrepreneur	10.1-15 Million	4 Person

From Table 4. It can be stated that hanging out and saving are mostly done by generation Z, also health education and environmental education are mostly done by generation Z too. Meanwhile, recording expenses is mostly done by the Baby Boomer generation, who have more free time compared to generations X and Y. There is a tendency for the Baby Boomer Generation (1946-1964) to be an anxious consumer, generation X (1965–1976) is an individualist consumer type, generation Y (1977-1994) is an indifferent consumer type, while generation Z (1995-2013) is an active and rational consumer type (Deliana, 2019). This lifestyle change is mostly done by people whose education is fresh graduates, entrepreneurs, income 10.1-15 million, and has family members of 2-4 people.

After Covid-19 has passed, especially generation Z, many are hanging out, it is natural to do so. This lifestyle is different during Covid-19, where people are worried

about being exposed and only doing activities at home. Previous studies have found that a fear of an unknown deathly infectious virus can have a severe psychological effect on persons, leading to an increase in the anxiety and stress of individuals (Arumugam, 2020; Hyams et al., 2002). Therefore, according to Zwanka and Buff (2020), the pandemic has the potential to trigger anxiety, stress and fear on a large scale. the COVID-19 pandemic have adjusted their consumption behavior to these adverse conditions (Liu et al., 2021; Naeem, 2021; Profeta et al., 2021).

The research results revealed that after Covid-19 there was an awareness of saving and recording expenses. This was based on their life experience during Covid-19 which spent almost all of their savings to cover their daily life. During the pandemic, many rural families lost their jobs that affected their earning capability (Williams & Kayaoglu, 2020), and their savings patterns may vary. Savings behavior is influenced by household financial planning and financial literacy (Payne et al., 2014).

An interesting thing about lifestyle behavior after Covid-19 is the awareness of healthy living and protecting the environment, especially in generations Y and Z. Upgradation in the scope of essential items' was also witnessed with inclusion of hygiene--cleaning items and healthcare or pharma items (Liu et al., 2020; Fong et al., 2020). Further, a post COVID long term shift (if not permanent) in the consumers' shopping behavior towards the routine purchase of personal hygiene items (Chauhan & Shah, 2020).

The results of this research are in line with Mark and Ashley (2020) that there are differences in behavior between generations in terms of hanging out, recording expenses, doing saving, carrying out healthy and environmental education. Prioritizing financial savings which has the same logic as recording expenses and doing savings in generation Y (63%) is higher than in other generations. Spending more time with family household members which has the same logic as hanging out, in generation Y (80%) is higher than in other generations. Trying out a new exercise routine which has the same logic as carrying out healthy, in generation Z (51%) is higher from other generations. Spending more time in nature, which has the same logic as environmental education, in generation X is 9 47%) higher than in other generations. Likewise, spending more time praying spiritual pursuits does not differ significantly in each generation. The Baby

Boomer, X, Y and Z generations have relatively the same time for worship, namely 21%, 25%, 29% and 33% respectively.

The novelty of this study is to use lifestyle variables taken from lifestyle theory with Activity, Interest, and Opinion (AIO) indicators then implemented with field conditions after Covid-19, including variable such as; sharing, hanging out, window shopping, family gathering, social activity, dial shopping, expense collection, saving, recording expenses, worship, using savings, credit card, using loan, health and environmental education, and other activities which have never been studied by other researchers.

5. Conclusion

After Covid-19 was revealed, there was a 65.8% job change and there was a 53.3% decrease in income. Lifestyles between generations are different after Covid-19, the factors that significantly different are hanging out, recording expenses, doing saving, carrying out healthy and environmental education. While factor sharing, window shopping, family gathering, social activity, dial shopping, expensive collection, worship, using saving and credit card, loan, and other activities such as sport and hobbies which not factors dominant. This is because after Covid-19 is considered safe and will not be exposed to the virus again, and can be free to do outdoor activities.

The distinguishing factor is saving, doing financial records so that it is more efficient. This is because they live in hardship, do not have money for daily life, and have lost their work relationships. In addition, there is an awareness of healthy living and protecting the environment, especially in generations Y and Z. The results of this research are also supported by other researchers, such as prioritizing financial savings, trying out of exercise routine, spending more time in nature differs between generations, while spending more time praying spiritual pursuits does not differ between generations. This indicates that worship is an important need for every generation.

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					1. Chg_Sharing							
		Chg_Sharing		Total	Chi-Square Tests							
		No Chg	Chg			Value	df	Significance (2-sided)				
Generation	Baby B	9	1	10	Pearson Ch	4.129 ^a	3	0,248				
	X	43	16	59	Likelihood F	4,417	3	0,220				
	Y	40	24	64	Linear-by-Li	0,117	1	0,732				
	Z	283	113	396	N of Valid C	529						
Total		375	154	529	a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 2.91.							
					2. Chg_Hangout							
		Chg_Hangout		Total	Chi-Square Tests							
		No Chg	Chg			Value	df	Significance (2-sided)				
Generation	Baby B	6	4	10	Pearson Ch	10.166 ^a	3	0,017 **				
	X	42	17	59	Likelihood F	10,491	3	0,015				
	Y	33	31	64	Linear-by-Li	7,801	1	0,005				
	Z	195	201	396	N of Valid C	529						
Total		276	253	529	a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.78.							
					3. Chg_Window Shopping							
		Chg_Window Shopp		Total	Chi-Square Tests							
		No Chg	Chg			Value	df	Significance (2-sided)				
Generation	Baby B	5	5	10	Pearson Ch	2.560 ^a	3	0,464				
	X	34	25	59	Likelihood F	2,563	3	0,464				
	Y	29	35	64	Linear-by-Li	1,366	1	0,243				
	Z	186	210	396	N of Valid C	529						
Total		254	275	529	a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.80.							
					4.Chg_Famly Gadtering							
		Chg_Family Gathering		Total	Chi-Square Tests							
		No Chg	Chg			Value	df	Significance (2-sided)				
Generation	Baby B	5	5	10	Pearson Ch	3.318 ^a	3	0,345				
	X	35	24	59	Likelihood F	3,332	3	0,343				
	Y	28	36	64	Linear-by-Li	1,109	1	0,292				
	Z	191	205	396	N of Valid C	529						
Total		259	270	529	a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.90.							
					5. Chg_Social Activity							
		Chg_Social Act		Total	Chi-Square Tests							
		No Chg	Chg			Value	df	Significance (2-sided)				
Generation	Baby B	6	4	10	Pearson Ch	3.060 ^a	3	0,383				
	X	39	20	59	Likelihood F	3,116	3	0,374				
	Y	37	27	64	Linear-by-Li	2,595	1	0,107				
	Z	215	181	396	N of Valid C	529						
Total		297	232	529	a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.39.							
					6. Chg_Daily Shopping							
		Chg_Daily Shopping		Total	Chi-Square Tests							
		No Chg	Chg			Value	df	Significance (2-sided)				
Generation	Baby B	7	3	10	Pearson Ch	1.238 ^a	3	0,744				
	X	33	26	59	Likelihood F	1,273	3	0,736				
	Y	33	31	64	Linear-by-Li	0,231	1	0,631				
	Z	216	180	396	N of Valid C	529						
Total		289	240	529	a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.54.							
					7. Chg_Expensive Collection							
		Chg_Exp Collection		Total	Chi-Square Tests							
		No Chg	Chg			Value	df	Significance (2-sided)				
Generation	Baby B	3	7	10	Pearson Ch	7.604 ^a	3	0,055				
	X	43	16	59	Likelihood F	7,640	3	0,054				
	Y	38	26	64	Linear-by-Li	0,105	1	0,746				
	Z	241	155	396	N of Valid C	529						
Total		325	204	529	a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.86.							

[illegible]