

THE ROLE OF CHANGES IN CUSTOMER BEHAVIOR ON SMART MARKETING STRATEGIES IN THE POST-COVID PANDEMIC ERA

Maria Sugiat¹ Iman Chaerudin²

STIE Unisadhaguna, Jakarta¹ Telkom University, Bandung, Jawa Barat²

mariasugiat@ubs-usg.ac.id

Abstract

Introduction: At the beginning of 2020 COVID-19 virus swept the globe in a matter of months, jeopardizing lives, upending businesses, and setting off a worldwide economic slump. To suppress the spread of Covid-19, the government of Indonesia implemented "Restrictions on certain activities of residents in an area suspected of being infected with a disease and/or contaminated in such a way as to prevent the possibility of spreading the disease

Objective: -19 pandemic. Customers have often used communication technology so that they can take advantage of existing online applications to fulfill their basic daily needs.

Covidexplorative research using qualitative and cross sectional research methods is used to explain the relationship between changes in consumer behavior and marketing strategy. Data analysis using the Spradley technique with domain and taxonomy analysis

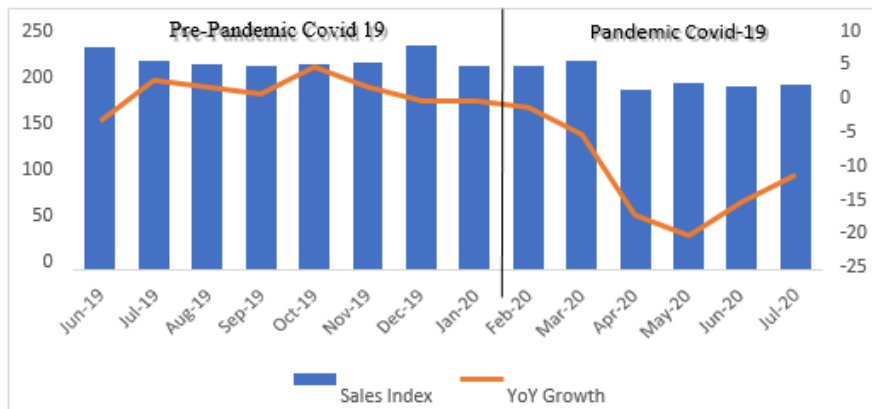
Results: The results show that the customer's online shopping pattern will continue until period no. next rm. It is based on customer characteristics and technocultural theory. According to one major retailer in Indonesia, there was an increase in transactions during social distancing by an average of 45%. Online shopping and home delivery services have also become consumer demand.

Conclusion: 1. In the post-pandemic covid-19, the pattern of spending on basic needs will not change due to the convenience of using the internet to do the shopping and there are online services. 2. Since there are online services to do shopping from their home and office, there are no changes on the post-pandemic covid-19. 3. The internet of things causes buying behavior to change based on the relationship between technology & culture. However, this change has occurred since the era of the covid-19 pandemic 4. Youth in Indonesia is recorded at 24% of the total population based on demographics with around 64 million people in the number of youth or what is commonly referred to as the millennial generation. 5. The shopping behavior post-covid-19 pandemic can be expected that consumers to shop online will continue to increase until the new normal era, especially for necessities and entertainment since there is millennial generations growth. 6. Since the buying behavior of the millennial generation will continue until the next normal, the marketer needs an adaptive marketing strategy called smart marketing. It is the term of hybrid marketing with a combination of the supply chain, marketing & e-commerce.

Keywords: Technoculture, Customer, Cross-Sectional, Online shopping, Covid-19

INTRODUCTION

At the beginning of 2020 COVID-19 virus swept the globe in a matter of months, jeopardizing lives, upending businesses, and setting off a worldwide economic slump. To suppress the spread of Covid-19, the government of Indonesia implemented "Restrictions on certain activities of residents in an area suspected of being infected with a disease and/or contaminated in such a way as to prevent the possibility of spreading the disease (Kresna & Ahyar, 2020). or contamination. This restriction has a major impact on economic activities such as changes in the pattern of shopping behavior for daily necessities, this is in line with the development of digital communication technology as well as the generations involved in it (Jati, 2021). A few months after COVID-19 ongoing, online shopping has been significantly increased, especially spending on daily necessities and home entertainment (Juniar & Uci, 2021). since many people end up using e-commerce to shop for various needs. As shown in Picture 1 below.



Picture 1. Retail Sales & Growth 2019-2020

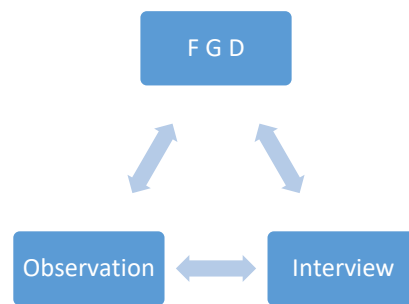
Source: Indonesia Central Bank, 2020

Regarding the pattern of changes in customer behavior, in the retail market, three eras can be analyzed. First Era, consumer behavior in the pre-pandemic era of covid 19. Where the average growth of the retail business is around 1% year on year, as shown in the above picture. The second Era is consumer behavior during the covid-19 pandemic from April 2020 until now, where the average retail business growth went down by – 12%. Amid the decline in the retail business, an interesting phenomenon occurred, that the wholesale sector, retail; repair and car and bike care motorcycle grew by 45.31% while the transportation & warehousing sector grew by 45%. In this era, many supermarkets provide digital services. To meet daily needs in this survival era, there has been a change in people's buying behavior in which there are 25,87% or around 69,90 million millennials who are supported by internet communication technology. This pandemic covid-19 era is the survival era. It is one of the driving factors for changing consumer spending patterns towards digital by utilizing online services such as e-commerce and media social (Hidayat, 2020). Research on behavioral changes is interesting to observe, especially to find out whether this buying behavior persists in the

long term or only temporarily during the Covid-19 Pandemic? so that it becomes a habit in the post-covid-19 era. The consumer behavior changes will affect the retail business marketing strategy. To answer the above research question, the researcher formulated the indicators to forecast the buying behavior in the form of questions as follows:

RESEARCH METHOD

This study uses an exploratory method to determine the phenomenon of consumer behavior that persists in the long term or only temporarily during the Covid-19 pandemic (Prof Sugiyono, 2016). Information was collected directly using a purposive random sample technique of 400 respondents from a university students in Jakarta, Bandung & Surabaya aged between 18 -40 years. This research uses a source & time triangulation test to validate the data. The triangulation test is a test carried out with a data analysis approach that synthesizes data from various sources, such as observations, focus group discussions, or secondary official data. *“Triangulation refers to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena”* (Polit & Beck, 2008).



Picture 2, Triangulation Data

Source: Qualitative Research Validation Framework, 2021

In this study, data processing and data analysis will be carried out through a process of compiling, categorizing data, looking for content relationships from various data obtained to get their meaning, and being developed into a theory. In this research, the researcher uses domain analysis and semantic analysis to describe the overall situation of purchasing behavior which includes data reduction (data reduction), data presentation (data display), and conclusions or verification (conclusion drawing). Domain analysis in (Metode Sugiyono, 2014) is carried out to obtain a general and comprehensive picture of the social situation under study or the object of research.

Results and Discussion

Based on the explanation above and technoculture theory (Penley & Ross, 1991) and the concept of exploring the power of scientific ideas, their impact on how we understand the natural world, and how successive technological developments have influenced our attitudes to work, art, space, language and the human body (Shaw, 2008),

there is a triangular relationship between digital technology, the consumer behavior, and the Covid-19 pandemic condition. To get a prediction of changes in customer behavior Post-Covid-19 pandemic, it is necessary to get a general and comprehensive picture of changes in customer behavior during the covid-19 period. Spradley suggests doing a domain analysis during the covid 19 pandemic to analyze the relationship between categories which includes 9 types (Spradley, 2016). The nine semantic relationships are:

1. Type of Relationship; 2. Place of Relationship; 3. Cause-and-effect relationships; 4. Rational Relations; 5. Location; 6. Relationship Function; 7. How to achieve the goal; 8. Sequence; 9. Attributes.
2. Using the domain analysis and semantic relationships on customer behavior during the Covid-19 pandemic with the data collected from interviews, observations, and documentation of previous research and grounded theory on the type of relationship and place of relationship on the consumer pattern of shopping for basic needs and the growth of the online market will answer the questions that online.

The market is a type of market used to fill the customer needs. Home & office is the best place to do shopping as shown in the table below.

No	Domain	Relation	Cover Term
1.	Traditional	Is a type of	Market
2.	On-Line Market		
3.	Mix Market		
1.	Market	Is a place	To do shopping
2.	Home		
3.	Office		
4.	Entertainment		

Source: Data Collection, Statistical, 2021

According to Hamardini (2011), there are several advantages obtained through online purchases, namely:

1. Save time and cost
2. No need to queue
3. Service optimization
4. There is the interaction between buyers
5. Provide recommendations, and
6. The existence of a Search Box service To facilitate the search.

The Cause-and-effect relationships, and Rational Relations on the domain analysis and semantic relationships, said that the development of the Internet of Things, Covid-19 Pandemic is the cause of Behavior Changing, and using internet ot do shopping will fundamentally change the way people think, the way humans relate to other people

and will disrupt various human activities from various fields, such as social, economic, and political as shown in the table 2 below

Table 2. Type of Market & Place To Do Shopping

No	Domai	Relation	Cover Term
1.	Millennial		
2.	Internet of Things	Is the cause of	Behavior
3.	Covid-19		
1.	Convenience/Practi	Is the reasons	Using
2.	Fast		
3.	Healthy & safety		

Source: Data Collection, Statistical, 2021

According to (Kotler, 2012), “*Lifestyle is a person's pattern of living in the world which is reflected in activities, interests, and opinions. Lifestyle captures a person's interaction as a whole with his environment. This lifestyle factor is considered important because producers see that existing trends have changed the habits, tastes and buying behavior of consumers*”. Based on Tables 1 & 2 above, it can be seen that the domain types of shopping patterns are part of a lifestyle as well as the theory of rational consumer behavior where there are 3 shopping patterns, namely classic shopping patterns.

Online shopping patterns, and combined shopping patterns. And also to provide convenience, saving time & cost, healthy & safety is the reason to use the internet to do shopping. This is the change of consumer habits, taste, and buying behavior that is in line with Kotler's opinion above. So that's why During the pandemic period, the retail & grocery sector grew 45,3 % and the transportation & warehousing sector grew 45%., where consumers are more often at home, online (virtual) shopping patterns using the internet network are more common to carry out their transactions. Furthermore, the data is validated by using a triangulation test through group discussions & info from practitioners or secondary data. Based on the validation data that respondents have often used online food services in meeting their daily food is a lifestyle changes with online application services such as gofood, go mart help helps with existing technology. Generally, during pandemic consumers shop from home, but there is 34,76% respondent who works in important sectors, the place to do shopping is Market, Office & Entertainment Area follows by health protocols such as wearing masks, keeping a distance and always washing hands. The changes in behavior are caused by changes in external conditions, such as the covid pandemic, telecommunications technology, e-commerce & digital markets. Whilst practicality, convenience, fast, healthy & safe are the reasons for shopping online. This picture is in line with the innovation theory (McLuhan, 1962). “*Innovation in the field of information technology or communication technology brings enormous changes to people's lives*” and technoculture theory (Penley & Ross, 1991) which is “*relationship between technology and culture*” Relating to the millennial generation, this theory is also related to generation theory “*.is a group of individuals*

defined by age, location, and birth” Below is the attribute of the millennial generation that has semantic analysis that plotted to the taxonomy diagram.

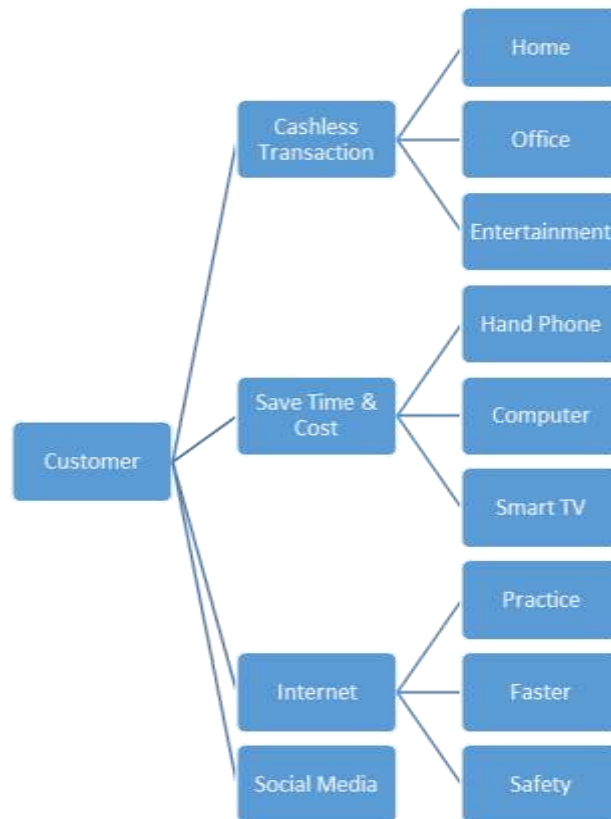


Figure 3. Semantic Analysis Consumer Attribute, 2021

The above picture showed that the consumer buying behavior during the pandemic covid era is a cashless transaction, saving time & cost, Using the Internet, and having social media to get information of products (Sari, 2021). Since they are working at home and sometimes should go to the office for important jobs, cashless or e-commerce transactions are important. The gadget culture (technoculture) for millennials will save time & cost together with the internet-ready facility. However, based on the characteristics of the consumer that consist of 37% millennial generations, it can be expected that consumers ' shopping online will continue to increase until the post pandemic covid-19 era, especially for necessities an entertainment. Previous research in the last 5 years has generally talked about consumer behavior, the impact of the COVID-19 pandemic, e-commerce & online marketing strategy. However, this study talks about millennial generation behavior on the next normal

CONCLUSION

1. In the post-pandemic covid-19, the pattern of spending on basic needs will not change due to the convenience of using the internet to do the shopping and there are online services.

2. Since there are online services to do shopping from their home and office, there are no changes on the post-pandemic covid-19.
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