



Factors Effecting Consumers Buying Interest toward Online Frozen Food during the Covid 19 Pandemic in Padang City

Rona Fahreza¹, Syafrizal²

¹²Master of Management Study Program,

¹²Universitas Andalas, Padang, 25175, Indonesia

ARTICLE INFO

ABSTRACT

Keywords:

Perceived price,
Health conscious,
Informational influence,
Buying interest

This research aimed to determine the effect of subjective norms, the effect of behavioral control, the effect of health conscious and the effect of perceived price on buying interest during the COVID-19 pandemic in the city of Padang. The population in this research were the consumers in Padang city. While the sampling method used was purposive sampling method, which 21 samples were multiplied by 5 so that the number of samples in this research was 105 respondents. Data analysis was carried out using the SmartPLS. The results showed that perceived price, health conscious and informational influence had a significant effect on buying interest.

E-mail:

rona.fahreza88@gmail.com

Copyright © 2021 Enrichment: Journal of Management.

All rights reserved.

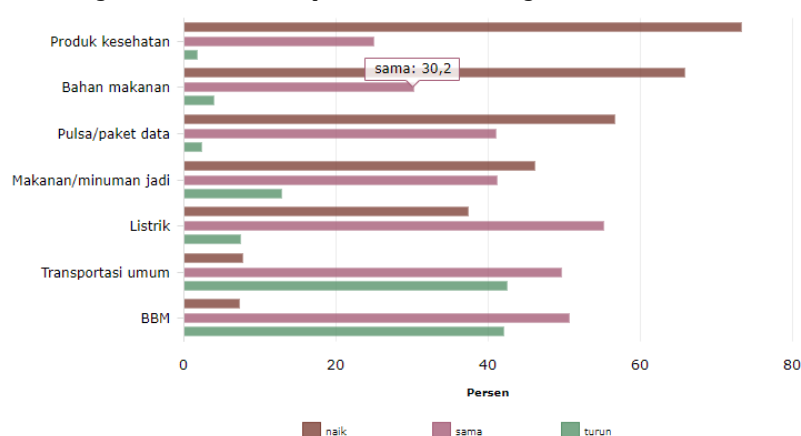
1. Introduction

The corona virus first entered Indonesia on March 2, 2020. Since then, Indonesia has a number of cases continued to increase from month to month. The increasing number of cases has caused changes in people's consumption patterns, one of them is the consumption pattern of foods such as frozen food. In Indonesia, the consumption of frozen food is arguably increasing at this time. Sanitarianing Anggraini in his research on Chicken Frozen Food Products revealed an increase in the frozen food processing industry, especially meat, by 10-15 percent. This is accompanied by changes in the lifestyle of urban communities from conventional to modern.

Millennials contributed for about 27% of the world's population (i.e. 2 billion people), and around 58% live in Asia. These numbers highlight the current and future impact of millennials on the world economy, so it can be concluded that they will be the most powerful consumer group (Corinna & Cahyono, 2020).

The current trend of people's food consumption that leads to these foods, shifts habits and lifestyles, especially people who live in urban areas who want practical, time-saving, hygienic, ready-to-eat, easy-to-cook and easy-to-obtain food products. During the Covid-19 pandemic, people's consumption patterns changed. People prefer to cook and eat at home because there is a mandate to stay at home, social distancing, PSBB, etc., so that e-commerce appears as a mainstay. It means that the consumption patterns have changed from offline retail and outlets to online. The main factors that drive consumer spending decisions are product availability, product function & delivery (speed and convenience) (cfns.ugm.ac.id).

Table 1
Changes in Public Consumption Patterns During the Covid-19 Pandemic



Source: databoks.katadata.co.id

Based on the Table 1.1, it shows that during the Covid-19 pandemic there has been a shift in people's consumption patterns where the highest changes in consumption patterns are seen in health products. While in the second place, there are food products, and in the third place, there is a pattern of pulse consumption or data packages. This indicates that there has been a change in consumer buying interest during the pandemic. Meanwhile, the use of electricity tends to be the same before and during the PSBB.

In the theory of behavior plan, it has been explained that there are three conceptual determinants of intention (Ajzen, 1991) namely attitude towards behavior and refers to the extent to which a person has things he likes or doesn't like. Evaluation or assessment of the behavior is a social factor called subjective norms; it refers to the perceived social pressure to perform or not to perform the behavior and the perceived level of behavioral control as we discussed earlier, i.e. refers to the perceived ease or difficulty of performing the behavior and is assumed to reflect past experience as well as the barriers and obstacles encountered is anticipated.

This behavior plan theory has been proven in research conducted by Afendi et al., (2014) and Fadilla et al., (2018) which found that attitudes, subjective norms and behavioral control have an impact on encouraging someone to be interested in buying something. Apart from the factors that have been revealed, there are several other factors that influence consumer buying interest as described by Ling et al., (2019) such as perceived price, health conscious and informational influence.

2. Methods

2.1 Research design

This research belongs to a quantitative research which requires the use of numbers, starting from data collection, interpretation of the data, and the appearance of the results. The purpose of this research is hypothesis testing, which usually explains the nature of certain relationships, or determines differences between groups or the independence (independence) of two or more factors in a situation (Sekaran & Bougie, 2016).

2.2 Population and Sample

Population refers to the whole group of people, events, or things of interest that the researcher wants to investigate. It is a group of interesting people, events, or things that the researcher wants to find (Sekaran & Bougie, 2016). The population in this research are consumers in Padang city.

To determine the number of samples used in this study using the theory proposed by Sekaran & Bougie, (2016) where the number of indicators is multiplied by five, then the number of samples in this study is 21 multiplied by 5, so the number of samples in this study is 105 respondents. While the sampling method used in this study using purposive sampling method, where this method is a sampling method by proposing several criteria. The criteria proposed in this research are: aged 17

Factors Effecting Consumers Buying Interest toward Online Frozen Food during the Covid 19 Pandemic in Padang City (Rona Fahreza, et al)

years and over, live in Padang City, and know about frozen food products during the covid-19 pandemic.

2.3 Variable Definition

Buying interest is consumer behavior that appears in response to objects that indicate a person's desire to make a purchase. Subjective norm is a person's perception of social pressure to perform or not to perform a behavior. Perceived social pressure reflects the social influence of an individual setting intentions. Behavioral control is how a person is able to perform certain behaviors with the necessary skills and self-control (Latip et al., 2020). Health conscious is awareness of individual health and individual involvement in maintaining their health, such as living a healthy lifestyle and seeking and using information about health (Hong 2006). Perceived price is a price perception which is a price modified by consumers, a price that arises through subjective perception, and transfers it as a "expensive" or "cheap" concept in their memory. Thus, the perceived price is not the real monetary price of a product (Prayitno, 2016).

3. Result and Discussion

The outer loading of the PLS-SEM or CB-SEM application is carried out by assessing the model on reflective measurements covering several aspects of the model construct: reliability, construct, convergent validity, discriminant validity and loading indicator (Hair et al., 2018). In PLS-SEM, the outer loading assessment is examined first with the loading of indicators to show that the construction explains more than 50 percent of the indicator variance. The indicator shows the superiority of the item that can be clearly accepted, which is at least 0.50 (Hair et al., 2018). The results of data processing can be seen in the following table:

Table 2
Outer Loading

Item	Outer Loading	Item	Outer Loading	Item	Outer Loading	Item	Outer Loading
HC1	0,771	HC7	0,806	KP5	0,823	NI2	0,785
HC10	0,817	HC8	0,791	MB1	0,817	NI3	0,846
HC11	0,782	HC9	0,807	MB2	0,829	NI4	0,666
HC2	0,782	KP1	0,765	MB3	0,874	NI5	0,763
HC3	0,803	KP2	0,819	MB4	0,841	PP1	0,805
HC4	0,729	KP3	0,833	MB5	0,836	PP2	0,826
HC5	0,816	KP4	0,793	NI1	0,849	PP3	0,793
HC6	0,835					PP3	0,793

Source: Results of Primary Data Processing, 2021

3.1 Convergent validity

is the overall metric of the reflective measurement model that measures the extent to which the construct indicators converge, thereby explaining the item variance. This is often known as communality; the assessment is done by evaluating the average of the extraction variance (AVE) on all indicators related to certain constructs. AVE is the average (mean) of the squared load of all indicators related to a particular construction. The comparison value of the AVE root values shows that each of these values is greater than the correlation between other variables. So, it can be concluded that all latent variables have good discriminant validity and convergent validity.

3.2 Discriminant validity

is used to assess how uniquely the indicators of a construct represent the construct itself (shared variance within the construct) versus how much the construct is correlated with all other constructs in the model (shared variance between constructs). Discriminant validity tests were performed for all pairs of reflective constructs in the model. By using the AVE concept discussed above, discriminant validity exists when the shared variance in a construct (AVE) always exceeds the shared variance with all other constructs (Hair et al., 2018).

3.3 Construct reliability

Use to determine the reliability of the internal consistency of each construct. Although Cronbach's alpha is a widely used method for assessing reliability, this method does not weigh individual

indicators in the calculation. Composite reliability overcomes this limitation because individual indicators are weighted based on their load and are therefore the preferred reliability approach. Composite reliability is preferred but Cronbach's alpha is acceptable. The recommended minimum reliability is 0.70, except for exploratory studies, where 0.60 is considered the minimum (Hair et al., 2018). After obtaining the value of Cronbach's alpha and composite reliability, it shows that the final results have met the requirements where the value of Cronbach's alpha and composite reliability of all research variables is more than 0.7, then all variables have been declared reliable or reliable, and can be tested to the next stage.

3.4 R-Square (R2)

measurement models the coefficient of determination is an in-sample measure of predictive power, the R2 value ranges from 0 to 1, where 0 indicates no relationship and 1 indicates a perfect relationship. The higher the R2 value, the greater the explanatory power of the PLS structural model, and therefore the better the prediction of endogenous constructs (Hair et al., 2018). Where the value of R-Square is a goodness-fit model test.

The value of R-Square illustrates that the buying interest variable can be explained by the norm of influence, behavioral control, health conscious and price perception of 0.676 or (67.6%), while the rest (32.4%) while the rest is influenced by other variables that are not present. in this research.

3.5 Hypothesis testing

Meanwhile, for hypothesis testing using bootstrap, which involves an assessment of the size and significance of the path coefficient. Bootstrapping is a procedure that is carried out to get significance. Similar to the weighting of formative indicators, the bootstrap process uses standard errors to calculate the t and p values for the path coefficients. Bias was corrected and the confidence interval acceleration was also examined, and the path coefficient was significant at the 0.05 level (Hair et al., 2018). To see the significance of the influence of the factors that influence consumer buying interest is to look at the value of the parameter coefficient and the significance value of t-statistics and P-value. The level of significance in hypothesis testing is indicated by the path coefficient value or inner model. The results of the path coefficient or inner model can be seen in Table 1.3 below:

Table 3
Path Coefficients

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Health Conscious -> Buying Interest	0,063	0,520	0,603
Behavior Control -> Buying Interest	0,201	2,216	0,027
Influence Norm -> Buying Interest	0,299	3,049	0,002
Price perceived -> Buying Interest	0,391	3,807	0,000

Source: Primary Data Processing, 2021

Testing the path coefficient or inner model is carried out to examine the effect of a direct relationship between green risk, green trust and attitudes towards green purchase intention. A variable is declared to have a significant effect by looking at the p-values and T-Statistics. If the p-values obtained are less than 0.05 and the T-statistic is greater than 1.98, a variable is declared to have a significant effect and vice versa. Meanwhile, to see the direction (slot) of the independent variable on the dependent variable, it can be seen from the coefficient value obtained.

The results and information are in accordance with the proposed hypothesis as follows: the norm of influence has a coefficient value of 0.299, whereas when viewed from the T-statistical value of 3.049 and the p-values of 0.002, where the coefficient value obtained has a positive slot, while the T-statistic value is more greater than 1.98 and p-value smaller than 0.05. That is, the norm of influence has a positive and significant effect on buying interest. So, H1 in this research is accepted. Behavioral control has a coefficient value of 0.201, whereas if viewed from the T-statistical value of 2.216 and the p-values of 0.027, where the coefficient value obtained has a positive slot, while the T-statistic value is greater than 1.98 and the p-value is smaller than 0.05. That is, behavioral control has a positive and significant effect on buying interest, then H2 in this research is accepted. Health conscious has a coefficient value of 0.063, whereas when viewed from the T-statistical value of 0.520 and p-values of 0.603, where the coefficient value obtained is in a positive slot, while the T-statistic value is greater than 1.98 and the p-

value is smaller than 0.05, meaning that health conscious has a positive and significant effect on purchase intention, so that H3 in this research is accepted. Price perceived has a coefficient value of 0.391, whereas if viewed from the T-statistical value of 3.807 and the p-values of 0.000, where the coefficient value obtained has a positive slot, while the T-statistic value is greater than 1.98 and the p-value is smaller than 0.05, meaning that price perception has a positive and significant effect on buying interest, then H4 in this research is rejected.

3.6 The Effect of Subjective Norms on Buying Interest

Based on data processing, it was found that subjective norms had a positive and significant impact on buying interest. It means that encouragement from the people around has a big impact in generating consumer buying interest. It was also found that the encouragement from connections such as Facebook, Instagram, and others is one of the things that strongly encourages consumers to buy frozen food products during the COVID-19 pandemic. Based on the respondents' profiles, which more than 80% are millennials, online shopping has become a lifestyle for this generation. The behavior of buying/consuming frozen online food has just begun to develop during this pandemic. Therefore, the influence of close people around consumers is very important in increasing their interest in buying frozen food online.

The results of this research are in line with research conducted by Kian et al., (2017) which explained that subjective norms have an influence on consumers' purchase intentions through social media which also provide business ideas to market their products through communication. Nevertheless, research by Zahid & Dastane (2016) found a statistically significant relationship between social influence and purchase intention on global smartphone brands.

3.7 The Effect of Behavioral Control on Buying Interest

Based on data processing, it was found that behavioral control had a positive and significant impact on buying interest. It means that behavioral control owned by consumers is one of the factors that encourage consumers to buy or interested in buying frozen food products during the COVID-19 pandemic. This shows that consumers have full control in deciding to buy frozen food products during the COVID-19 pandemic, not because it is solely caused by the pandemic. This happens where people try to avoid crowds and some prefer to work from home (WFH). With this situation, the ease of getting frozen food online is important in increasing the interest of potential consumers. The results of this research found are in line with research conducted by Fadilla et al., (2018) which explains that the control behavior reflected by customers in assessing how easy or difficult it is to realize certain behaviors can increase customer intentions. Also, the research conducted by Afendi et al., (2014) showed that there is a positive relationship between perceived behavioral control and purchase intention.

3.8 The Effect of Health Consciousness on Buying Interest

Based on data processing, it was found that healthconscious had no significant effect on buying interest. It means that awareness of health during the COVID-19 pandemic is not a factor that encourages consumers to buy frozen food products. Since this study found that consumers' awareness of health is still low, this is reflected in the answers of respondents who stated that they did not reflect on health matters. This also shows the low awareness of consumer health which causes consumers not to have the necessity to buy frozen food products online during the COVID-19 pandemic. This may be related to the type of product where consuming frozen food is not very related to health factors. In contrast to several previous studies that examined consumer buying interest in green products or herbal products and supplements, where these products are closely related to health factors, in this study the health consciousness variable has a significant effect on consumer buying interest. The results found in this study are not in line with the research conducted by Barauskaite et al., (2018) which explained that consumers have the motivation to improve or maintain their lifestyle status by aspiring towards healthy behaviors, such as buying and consuming healthy foods. The results of this study are in line with research conducted by Kutresnaningdian & Albari, (2012) which found that health consciousness had a positive effect on consumer interest in buying organic food which empirically showed insignificant results.

3.9 The Effect of Perceived Price on Buying Interest

Based on hypothesis testing, it was found that perceived price had a positive and significant effect on buying interest. It means that the perceived price is a factor that encourages consumers to be interested in buying frozen food products online. This is because consumers have the view that the price of frozen food is in accordance with the quality offered and the price of frozen food is in accordance with the information provided by the company through advertisements and other social media. This is what encourages consumers to be interested in buying frozen food products online during the COVID-19 pandemic, whom they are critical people and around 65% of them earn 3 million per month and below so that the reasonable frozen food prices are very important in increasing their interest to buy frozen food.

The results of this study are in line with research conducted by Mhlophe (2016), which explained that the relationship between perceived price and purchase intention of health supplements in Malaysia is negatively correlated. It means that perceived price increase, yet purchase intentions decrease. There is evidence to support the notion that some consumers tend to use price as a sign to indicate higher product quality. Also, research by Ling et al., (2019) stated that health supplements usually have a higher price and are also based on the fact that the price higher values give rise to 'affordability issues', which in turn have a negative impact on consumer interest, especially consumers who are sensitive to price, and also especially the consumers in this study.

4. Conclusion

Influence norms have a positive and significant effect on buying interest toward frozen food online during the COVID-19 pandemic in Padang City. Behavioral control has a positive and significant effect on buying interest toward frozen food online during the COVID-19 pandemic in Padang City. Health conscious has no significant effect on buying interest toward frozen food online during the COVID-19 pandemic in Padang City. Perceived price has a positive and significant effect on buying interest toward frozen food online during the COVID-19 pandemic in Padang City.

References

- Afendi, N., Azizan, F., & Darami, A. (2014). Determinants of Halal Purchase Intention: Case in Perlis. *International Journal of Business and Social Research*, 4(5), 118–123. <https://doi.org/10.18533/ijbsr.v4i5.495>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Barauskaite, D., Gineikiene, J., Auruskeviciene, V., Fennis, B. M., Yamaguchi, M., & Kondo, N. (2018). Eating healthy to impress: How conspicuous consumption, perceived self-control motivation, and descriptive normative influence determine functional food choices. *Appetite*. <https://doi.org/10.1016/j.appet.2018.08.015>
- Corinna, A. N., & Cahyono, E. F. (2020). Pola Perilaku Konsumsi Generasi Millennial Terhadap Produk Fashion Perspektif Monzer Kahf: Studi Kasus Mahasiswi Universitas Airlangga. *Jurnal Ekonomi Syariah Teori Dan Terapan*, 6(2), 319. <https://doi.org/10.20473/vol6iss20192pp319-330>
- Fadilla, P. R., Setiawan, M., & Rohman, F. (2018). The Effect Of Attitude, Subjective Norm And Behavioral Control On Decision Repurchase Intention Via Intent. *Management and Economics Journal*, 3(2), 105–123.
- Giampietri, E., Verneau, F., Del Giudice, T., Carfora, V., & Finco, A. (2018). A Theory of Planned behaviour perspective for investigating the role of trust in consumer purchasing decision related to short food supply chains. *Food Quality and Preference*, 64(January), 160–166. <https://doi.org/10.1016/j.foodqual.2017.09.012>
- Hair, J. F. J., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). *Multivariate Data Analysis* (Eighth). Annabel Ainscow.
- Ham, M., Jeger, M., & Ivković, A. F. (2015). The role of subjective norms in forming the intention to purchase green food. *Economic Research-Ekonomska Istrazivanja*, 28(1), 738–748. <https://doi.org/10.1080/1331677X.2015.1083875>
- Hong, H. (2006). *Scale Development for Measuring Health Consciousness* :
- Karatu, V. M. H., & Mat, N. K. N. (2015). The Mediating effects of green trust and perceived behavioral control on the direct determinants of intention to purchase green products in Nigeria. *Mediterranean Journal of Social Sciences*, 6(4), 256–265. <https://doi.org/10.5901/mjss.2015.v6n4p256>
- Kian, T. P., Boon, G. H., Fong, S. W. L., & Ai, Y. J. (2017). Factors that influence the consumer purchase intention in social media websites. *International Journal of Supply Chain Management*, 6(4), 208–214.

Factors Effecting Consumers Buying Interest toward Online Frozen Food during the Covid 19 Pandemic in Padang City (Rona Fahreza, et al)

- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. Prentice-Hall Inc.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Editi). Pearson Education.Inc.
- Kutresnaningdian, F., & Albari, A. (2012). Peran Kesadaran Kesehatan Dan Perhatian Pada Keamanan Makanan Terhadap Sikap Dan Minat Konsumen Dalam Membeli Makanan Organik. *Jurnal Ilmu Manajemen*, 2(1), 287461.
- Latip, M. S. A., Newaz, F. T., Ramasamy, R., Tumin, S. A., & Noh, I. (2020). How do food safety knowledge and trust affect individual's green considerations during the covid-19 pandemic in malaysia? *Malaysian Journal of Consumer and Family Economics*, 24(October), 261–285.
- Li, C. (2017). Effects of Brand Image , Perceived Price , Perceived Quality , and Perceived Value on the Purchase Intention towards Sports and Tourism Products of the 2016 Taichung International Travel Fair. *The Journal of International Management Studies*, 12(2), 97–107.
- Ling, T. Y., Hoo, W. C., Ng, A. H. H., & Yew, L. K. (2019). Factor Affecting Purchase Intention of Health Supplement in Malaysia. *INTI JOURNAL*, 2019(June).
- Lupiyoadi. (2013). *Manajemen Pemasaran Jasa*. Salemba Empat.
- Mhlophe, B. (2016). Consumer Purchase Intentions towards Organic Food : Insights from South Consumer Purchase Intentions Towards Organic Food : Insights From South Africa. *Business & Social Sciences Journal (BSSJ) Volume, February*. <https://doi.org/10.26831/BSSJ.2016.1.1.1-32>
- Prayitno, T. H. (2016). Review Article The Effect Of Price Perception And Convenience Online Shopping Towards. *International Journal of Recent Advances in Multidisciplinary Research*, 03(12), 2086–2091.
- Pu, B., Zhang, L., Tang, Z., & Qiu, Y. (2020). *The Relationship between Health Consciousness and Home-Based Exercise in China during the COVID-19 Pandemic*.
- Schiffman, L. G., & Wisenblit, J. L. (2015). Consumer Behavior. In *Pearson Education* (Issue 6). Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. John Wiley & Ons Ltd.
- Zahid, W., & Dastane, O. (2016). Factors Affecting Purchase Intention of South East Asian (SEA) Young Adults towards Global Smartphone Brands. *Asean Marketing Journal*, 8(1), 66–84.
- Website:
<https://kulineria.id/explore/sejarah/frozen-food-makanan-praktis-yang-perlu-diwaspadai>
<https://cfns.ugm.ac.id/2020/10/06/tantangan-dan-tren-makanan-di-indonesia-berubah>