



Bakery Product Choices and Behavior Change for Different Generations



Ni Wayan Widhiasthini ^a
Putu Indah Suryawati ^b
Putu Ayu Titha Paramitha Pika ^c

Article history:

Submitted: 27 July 2020

Revised: 18 August 2020

Accepted: 09 September 2020

Keywords:

behavior change;
brand image;
different generation;
price;
product choice;

Abstract

This study aims to determine the factors that are considered in consuming bakery products and changes in different generation's behavior. This research uses a descriptive qualitative approach. Data collection techniques using observation, interviews, and documentation. Check the validity of the data using source triangulation. The results showed that shopping behavior and methods were different for each generation. Each generation has its characteristics or characteristics in determining purchasing decisions. These characteristics are influenced by their lifestyle and mindset along with the times. Generation Y and Z have far differences from previous generations, not a problem with age differences but more on the way they perceive the world, mindset, self-concept, attitudes, and behavior. This is influenced by the presence of technology when this generation begins to enter adolescence and adulthood. Information technology has become an essential part of their lives and difficult to release in their lives. The results showed that the factors considered in consuming are price, brand image, choice of product variants, convenience, and service factors.

International research journal of management, IT and social sciences © 2020.

This is an open access article under the CC BY-NC-ND license

(<https://creativecommons.org/licenses/by-nc-nd/4.0/>).

Corresponding author:

Widhiasthini, N.W.

Universitas Pendidikan Nasional, Denpasar, Indonesia

Email address: widhiasthini74@undiknas.ac.id

^a Universitas Pendidikan Nasional, Denpasar, Indonesia

^b Universitas Pendidikan Nasional, Denpasar, Indonesia

^c Universitas Pendidikan Nasional, Denpasar, Indonesia

1 Introduction

The development of the era which is increasingly rapid as it is today has brought enormous changes to the development of the business world. Everything moves quickly, along with the rapid development of technology. This shows a rapid change and certainly must be responded to by all generations, including the current generation, namely the Z generation. A generation that is unique and very familiar with digital technology (Chicca & Shellenbarger, 2018). In practical fact, that the target market segment is based on generations, their life experiences, which leads to having attitudes and beliefs in determining the products consumed. This is consistent with research conducted by Khan et al. (2020) that a marketer must understand marketing strategy, to target the right market segment, by offering the right product. Likewise, the intended generation, each of which has characteristics in its marketing.

Each generation has characteristics and today how marketers understand them. The behavior of each generation reflects different things, is dynamic, unique, and becomes a potential consumer following their needs and desires. Purchase interest and decisions taken in consuming products show the advantages of each generation (Hoxha & Zeqiraj, 2019). From this explanation, it is necessary to study further in this research, knowing and understanding that each generation has different characteristics in spending money on certain products.

Furthermore, research conducted by Mahmoud et al. (2020) that there is a sensitivity in generation Z compared to other generations to their motivation to consume a product and work motivation. The difference in their age, their perspective on the phenomena that occur in an increasingly competitive global environment, especially in the current rapid development of information technology. A multigenerational environment and responding to the disruption that occurs, the adoption of changes, and appropriate steps are made for generations X, Y, and Z.

Robinson & Schänzel (2019), in their study, suggested the factors that influence individuals in their experiences of travel. Creating an attractive image, the focus of the intended journey, destination, and consumer psychology contribute to thinking in the framework of creating behavior models for generation Z and other generations. So, there is no stand-alone generation, it is strongly influenced by cultural changes, challenges, and opportunities, world changes, the response that occurs (Lanier, 2017). The behavior of each generation follows the pattern of changes that occur, collisions and harmony will occur in the intra-generation which will result in decisions taken. Of course, this is, for marketers a mature strategy is needed, to attract interest in product purchases and accelerate product sales.

Then, when looking at several food products, especially in bakery products, which is the study in this study, Halagarda (2017), argues that they have found a market niche, overcome and develop products so that they always innovate to create food product creations, which have high nutritional value, serve in diversity to customers and have a competitive advantage. This research presents bakery products aimed at all generations, then analyzed from several brands, which are characteristic of each generation, then formulates how the attitudes of each generation to behavior change in consuming bakery products. This is the basis for further research and the selection of bakery products as objects in this study. Other data, as disclosed in Table 1., indicate the top brand of donut products as the choice of brand and the image it displays. Bakery brands, namely Dunkin Donuts and J.Co., are the choice of consumers in consuming products. Denpasar as an investment destination city has a high population density, rapid changes in lifestyle, has a practical and modern taste for consumption, and has quite high purchasing power characteristics. Observations show that donut consumers are consumed by all generations, from generation X, Y, and Generation Z. As a place to hang out and live a lifestyle, these two modern places are a choice, tens of outlets in Indonesia, and even abroad. The data displayed, in the TBI "Top Brand Index" like a donut shop in 2016-2018, is explained as follows.

Table 1
Top Brand Index Donut outlet category in 2016-2018

Brands	TBI 2016	Top	TBI 2017	Top	TBI 2018	Top
Dunkin Donuts	51.7%	Top	46.7%	Top	39.9%	
J.Co.	40.6%		42.1%		46.7%	Top

Sources: Top Brand Index

From Table 1, it can be seen that from 2016 to 2017 Dunkin Donuts became the number 1 donut shop brand with a high percentage of the Top Brand Index, namely 51.7% in 2016 and 46.7% in 2017. However, in 2018 Dunkin Donuts has decreased. The percentage of Top Brand Index became 39.9% defeated by its competitors, namely J.Co., even though we all know that Dunkin Donuts is a pioneer donut shop in Indonesia which has been widely favored by the

Indonesian people. Furthermore, the problem in this study is the behavior characteristics of each generation, what factors determine the choice of bakery purchase, especially donuts.

Literature Review

In reviewing and discussing the problems in this research, it is necessary to review the concepts and theories that will be used in this research. Such as the concept of product choice, behavior change, and different generations. Here is the explanation.

Product Options

Consumers in making choices about products, there are various considerations before consuming these products. Among them are consumer attitudes towards color, color attractiveness, normative colors, and color preferences which are significantly related to product choice (Funk & Oly, 2006). It was further disclosed that gender shows a significant impact on the color selection of a product. Another research, Yeh et al. (2019), that the preferences for variable product attributes become choices, such as younger children who choose products perceptually. Older children will make product choices based on cognitive. In marketing, a marketer determines a strategy to reach consumer attitudes and make choices. Men and women have different functional utility, hedonic, social behavior. Gender issues in determining the attitude of determining product choices, making purchases, and consumption of products, the utility of men and women cannot be said to be always attached and consistent (Friedmann & Lowengart, 2018). So, in this study, generational differences are also a consideration, perception, and mindset of each generation in responding to each product offered.

Behavior Change

Behavioral change practices have occurred in this study. Each generation shows a phenomenon in consuming the product. David et al. (2019) focused on understanding behavior and failed to apply a dynamic approach. The focus of the analysis is on understanding the causes and changes in behavior, and the practice of interventions on these changes. Bohns et al. (2018) revealed that a person's behavior is greatly influenced by the social environment and the influencer's perspective. That the words in the media revealed by influencers greatly influence changes in netizen behavior, the tendency to follow what influencers suggest.

Subawa et al. (2020), a study that examines changes in consumer behavior that are influenced by hedonic desires. Changes in consumer consumption patterns lead to consumerism. Making purchases that are based on excessive desire. This phenomenon has plagued generations Y and Z, who are easily isolated by the influence of social media, which is part of a new form of imperialism, global cultural colonies, and online social interactions.

Variety of Generations

Changes in behavior that experience dynamics, according to current patterns, active generational social interactions through existing media. Expression by Subawa et al. (2020) said that Generation Z's behavior in consuming a product is very different from the previous generation. Generation Z is more sensitive to the use of technology, all activities are supported by technology, use social media, is informative, and responds to new products, which is more aggressive so it becomes consumptive. Chillakuri (2020), that differences in behavior between generations are reasonable. This is an opportunity for business people to redesign their marketing strategy so that it can be implemented in various ways and forms. Generation Z, has a pattern of beliefs, expectations, and attitudes in behavior, to make decisions in purchasing products.

Gentilviso & Aikat (2019), reveal that Generation X and boomers, the post-millennial generation or Generation Z have different interests in addressing information media. Generation Z does not like access to information through print or audiovisual media traditionally, such as newspapers, magazines, television, and radio. This generation prefers compelling information and entertainment interactions based on technology. This means that generation Z consumers are very familiar with information technology. From several references, it can be defined that the 'baby boomer' generation is a generation born between 1946 and 1960, with the characteristics of high idealism and it is difficult to keep up with changes. Generation X is a generation born from 1960 to 1980, consumers who have the characteristics of choosing comfort, avoiding risk, loyal to products, and a tendency to be consumerists.

Furthermore, when talking about generation Y, it can be said that this generation was born from 1980 to 1995. The characteristics of this generation are like to shop, discover new experiences, like to socialize through social media and seek status, purchase decisions are taken more quickly, and have the sensitivity to technology. Generation Z, which was born after 1995, has the phenomenon of being more creative, innovative, disloyal to brands, and high-tech users. Often referred to as the digital generation.

2 Materials and Methods

This research was designed using a qualitative descriptive approach. The research was conducted at two bakery outlets that focused on donut sellers in Denpasar City, namely Dunkin Donut and J.Co. Sources of data in this study are primary data obtained from research informants, as many as 15 people. Informant's age ranged from 15 to 60 years, which have different characteristics, different generations, and carried out proportionally and the level of saturation of the data. The determination of informants was carried out by purposive sampling and accidental sampling techniques. Data collection techniques using observation, interviews, and documentation. Checking the validity of the data using source and time triangulation. Then, the data were coded, sorted, presented, and made conclusions using qualitative descriptive analysis techniques.

3 Results and Discussions

Observing the problems raised in this study, by collecting interview data of 15 people, who have generational characteristics, namely the baby boomer generation, X generation, Y generation, and Z generation to consume and determine the choice of donut products, which were analyzed in two locations, namely Dunkin. Donut and J.Co. From the results of interviews and observations, it can be explained that the factors that are considered by all generations in consuming the product are as follows.

3.1 Price factor

Several informants, from the baby boomer generation, X generation, Y generation, and Z generation, answered that the price factor was their consideration in consuming donut products. There is a similarity in answering this factor, that the price is relatively cheap compared to other pastries. With a relatively cheap price, there are also many benefits, in addition to an attractive interior, internet facilities, comfortable hangouts, and facilities for taking selfies and uploading them on social media. Subawa (2016) in research, revealed that price is important in attracting consumers. Especially if this is accompanied by benefits other than low prices, such as social class, lifestyle, psychological value, and price. There is an exchange of capital, economically, socially, and symbolically cultural capital to gain a sense of pride in oneself. Thus, in the observations and observations made to consumers at the research location, price is considered a factor for consumers to visit. The price level set will affect the quantity of the product purchased. The price offered is in return for what consumers get, the value and benefits that consumers feel. That each generation determines its product choices according to taste, shape, color, and taste.

3.2 Brand Image Factors

In displaying product packaging and menus, there is a difference in views between generations. This was found in several interviews with informants, from various generations. The baby boomer generation, generation X and generation Y feel more satisfied with consuming donut products. The brand image of the two outlets gave a sense of joy and pride when consuming these donut products. This means that the product has a good brand image. Unlike the Z generation, some information says that the donut brand image is normal. They think that it is not important, not something special. This is in line with Karen et al. (2019), who revealed that the efforts made in advertising to brands through social media show that brand awareness and product quality are not related to consumers, especially the generation who are very familiar with the technology.

Norazah (2018), discusses consumer purchase intentions based on a high product image. Communicating products well, through green advertising will strengthen brand image and brand awareness for consumers. Likewise in this

study, that all generations want a product that has a positive image for the brand, which is based on green environment in its production activities.

3.3 Product Variant Choice Factors

Each generation determines product choices according to interests, preferences, both in terms of function, benefits, and values in the product. The variety of donut products offered by each bakery should be considered by each generation in determining their choice. Bakery outlets always add to the choice of variants, types, flavors, quality of raw materials, and unique shapes, so that shopping at bakery outlets is stimulated. Types of products that do not sell are modified or replaced with other product menus. Taste is also a consideration, especially the baby boomer generation who don't like excessive sweetness. Likewise, generations Y and Z prefer colorful donut product variants, a sensation, different from the others, and the ever-changing variety of products. Tulin *et.al.* (2018), product variations can be displayed to the intended outlet. Consideration of prices, raw materials, and other production costs in creating a variety of products designed and manufactured is very important. Finally, new variations in products can be launched to attract buyers with various variants.

Nada & Xiang (2018), found that through accurate information in collecting field observations, which was carried out by increasing product variation, it could provide excellent company performance. This means that the addition of product and packaging variation attributes affects overall performance. Furthermore, Hui (2018) said that the product variation factor provides satisfaction to customers. The need for product variation is a phenomenon of hedonic behavior. There is a tendency to switch to another brand if there are no variations on the product. This means that in the future product variation factors are very important so that consumers do not switch to other brands and become a necessity for consumers who have hedonic behavior.

3.4 Interior Comfort Factor

This factor is a priority factor for Generation Z, as a place to relax, meet friends and colleagues, and hang out. Meanwhile, for other generations, such as the baby boomer generation, it is commonplace, not the main thing. Likewise, generations X and Y, choosing a place for donut outlets for meetings is a standard thing and has become commonplace. Especially if the donut outlet is equipped with wi-fi facilities and other facilities, such as simple acoustic music. Additional support for interior comfort factors is found in Dunkin Donuts and J.co donut outlets, in particular additional Wi-Fi facilities that can be accessed for a long time so that consumers can enjoy these facilities and feel at home to relax and enjoy them.

In a research conducted by Li & Chen (2020), the comfort created by adding and changing new interiors, in traditional existing interiors, can accommodate increased customer satisfaction as a place to visit as well as a place of recreation. So there are multiple benefits, fulfilling the desires of consumers in an era of rapid change and especially for millennials. Furthermore, Susanne (2020) also states that interiors such as layout, furniture, noise, greenery, and others, have a positive impact on the health elements of customers. And this becomes an important choice when consumers feel healthy and comfortable in using the interior facilities of the outlet.

3.5 Service Factor

The quality of service provided by the two outlets, namely Dunkin-Donuts and J.co., is relatively pleasant. The hospitality displayed by the waiter, by greeting, giving greetings, serving customer wishes, and according to standardized operating procedures. All generations are very satisfied with the services provided by the two outlets. The statements expressed by the informants gave positive things to the service. So, service is an important factor in running this donut business.

Research conducted by Xinrui *et al.* (2020), said that excellent service quality provides a positive vibration and creates customer satisfaction so that practical excellence and positive customer experience can be realized. Further research is Rojan & Yasin (2020), which states that service quality has a positive influence on consumer preferences, which is measured through convenience, credentials, external activities, and technical features that have implications for the services offered. So, the excellent service factor to customers provides added value and benefits that can increase product sales.

4 Conclusion

Changes in consumer behavior occur in each generation in determining the choice of products they consume, especially bakery products. There are similarities and differences between generations in responding to their consumption patterns. In this era of disruption, change is so fast that it requires adapting to these changes. When consumers come to a donut outlet, several factors are considered by each generation to consume donut products, such as 1) the price factor; 2) brand image factor; 3) product variant choice factors; 4) the comfort factor of the interior, and 5) service factor. These five factors are well managed, so that bakery companies can improve their sales performance. The limitation of this study is that it only reviews the factors that consumers consider in consuming donut products in two places, namely Dunkin Donuts and J.co., from all different generations. With these limitations, further research can be assessed on other phenomena, apart from changes in behavior, different locations and products, product variants, and product uniqueness. This research also provides practical benefits for entrepreneurs and practitioners to examine these factors, as a strengthening factor in increasing the company's sales performance.

Conflict of interest statement

The authors declared that they have no competing interests.

Statement of authorship

The authors have a responsibility for the conception and design of the study. The authors have approved the final article.

Acknowledgments

We are grateful to two anonymous reviewers for their valuable comments on the earlier version of this paper.

References

- Bohns, V. K., Newark, D. A., & Boothby, E. J. (2018). When do We Feel Responsible for Other People's Behavior and Attitudes?. In *Advances in Group Processes*. Emerald Publishing Limited. <https://doi.org/10.1108/S0882-614520180000035007>
- Chicca, J., & Shellenbarger, T. (2018). Connecting with Generation Z: Approaches in nursing education. *Teaching and Learning in Nursing*, 13(3), 180-184. <https://doi.org/10.1016/j.teln.2018.03.008>
- Chillakuri, B. (2020). Understanding Generation Z expectations for effective onboarding. *Journal of Organizational Change Management*. <https://doi.org/10.1108/JOCM-02-2020-0058>
- Colenberg, S., Jylhä, T., & Arkesteijn, M. (2020). The relationship between interior office space and employee health and well-being—a literature review. *Building Research & Information*, 1-15. [10.1080/09613218.2019.1710098](https://doi.org/10.1080/09613218.2019.1710098)
- David, P., Rundle-Thiele, S., & Pallant, J. I. (2019). (Re) Focussing on behavioural change: an examination of the utility of hidden Markov modelling. *Journal of Social Marketing*. (9)2, 130-145. <https://doi.org/10.1108/JSOCM-04-2018-0038>
- Friedmann, E., & Lowengart, O. (2018). The context of choice as boundary condition for gender differences in brand choice considerations. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-08-2017-0524>
- Funk, D., & Ndubisi, N. O. (2006). Colour and product choice: a study of gender roles. *Management research news*.
- Gentilviso, C., & Aikat, D. (2019). Embracing the Visual, Verbal, and Viral Media: How Post-Millennial Consumption Habits are Reshaping the News. In *Mediated Millennials*. Emerald Publishing Limited. <https://doi.org/10.1108/S2050-206020190000019009>
- Gümüş, R., & Sönmez, Y. (2018). Quality of online communication tools at hospitals and their effects on health service consumers' preferences. *International Journal of Healthcare Management*. <https://doi.org/10.1080/20479700.2018.1470816>
- Guo, L., & Zhao, C. (2020). "Internal envelope", a practical exploration of contemporary interior space regenerated in traditional buildings. *Journal of Asian Architecture and Building Engineering*, 1-11. <https://doi.org/10.1080/13467581.2020.1782208>
- Halagarda, M. (2017). Decomposition analysis and consumer research as essential elements of the new food product development process. *British Food Journal*. <https://doi.org/10.1108/BFJ-07-2016-0338>
- Hoxha, V., & Zeqiraj, E. (2019). The impact of Generation Z in the intention to purchase real estate in Kosovo. *Property Management*. <https://doi.org/10.1108/PM-12-2018-0060>
- İnkaya, T., Armbruster, D., Li, H., & Kempf, K. G. (2018). Product variety strategies for vertically differentiated products in a two-stage supply chain. *International Journal of Production Research*, 56(17), 5930-5944. <https://doi.org/10.1080/00207543.2018.1461271>
- Jarquin, K. V. R., Ladeira, R., Mello, R. C., Amorim, J., & Larocca, M. T. G. (2019). The Relationship between Marketing and Brand Equity: Salvador Consumers Perception of Soft Drinks. *Journal of Food Products Marketing*, 25(7), 734-753. <https://doi.org/10.1080/10454446.2019.1659899>
- Khan, N., Sarwar, A., & Tan, B. C. (2020). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Lanier, K. (2017). 5 things HR professionals need to know about Generation Z. *Strategic HR Review*. <https://doi.org/10.1108/SHR-08-2017-0051>
- Mahmoud, A. B., Fuxman, L., Mohr, I., Reisel, W. D., & Grigoriou, N. (2020). "We aren't your reincarnation!" workplace motivation across X, Y and Z generations. *International Journal of Manpower*. <https://doi.org/10.1108/IJM-09-2019-0448>
- Mohd Suki, N. (2018). Determinants of consumers' purchase intentions of organic vegetables: Some insights from Malaysia. *Journal of Food Products Marketing*, 24(4), 392-412. <https://doi.org/10.1080/10454446.2017.1280717>
- Robinson, V. M., & Schänzel, H. A. (2019). A tourism inflex: Generation Z travel experiences. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-01-2019-0014>
- Sanders, N., & Wan, X. (2018). Mitigating forecast errors from product variety through information sharing. *International Journal of Production Research*, 56(12), 4356-4367. <https://doi.org/10.1080/00207543.2018.1449974>
- Sang, H., Xue, F., & Zhao, J. (2018). What Happens When Satisfied Customers Need Variety?—Effects Of Purchase Decision Involvement and Product Category on Chinese Consumers' Brand-Switching Behavior. *Journal of International Consumer Marketing*, 30(3), 148-157. <https://doi.org/10.1080/08961530.2018.1423662>
- Subawa, N. S. (2016). Prestige Pricing Strategy as A Symbol of Social Class on Perfume Products. *Jurnal Bisnis dan Manajemen*, 17(1), 13-21. <http://dx.doi.org/10.24198/jbm.v17i1.2>

- Subawa, N. S., Widhiasthini, N. W., Pika, P. A. T. P., & Suryawati, P. I. (2020). Hedonism on the behavior of consumer society as a global cultural transformation. *International research journal of management, IT and social sciences*, 7(2), 59-70. <https://doi.org/10.21744/irjmis.v7n2.878>
- Subawa, N.S., Widhiasthini, N.W., Pika, P.A.T.P., Suryawati, P.I., Astawa, I.N.D. (2020). Generation Z Behavior And Low Price Products In The Era Of Disruption. *International Journal of Social Sciences and Management Review*, 3(3), 1-12.
- Yeh, M. A., Jewell, R. D., & Zamudio, C. (2019). An investigation of age and gender differences in children's preferences underlying choice. *Young Consumers*. <https://doi.org/10.1108/YC-02-2018-00781>
- Zhan, X., Mu, Y., Hora, M., & Singhal, V. R. (2020). Service excellence and market value of a firm: an empirical investigation of winning service awards and stock market reaction. *International Journal of Production Research*, 1-17. <https://doi.org/10.1080/00207543.2020.1759837>