

Consumer Behaviour Towards Grocery Online Shopping During Pandemic: Case Study in Sayurbox

Desyra Sukma Dewanthi

Management Department, BINUS Business School Undergraduate Program
Bina Nusantara University
Jakarta 11480, Indonesia
desyra.dewanthi@binus.ac.id

*Correspondence: desyra.dewanthi@binus.ac.id

ABSTRACT

The use of online groceries is increasing during the pandemic. In America, the increase reached 52% with 20% of shoppers being new users. Based on the survey conducted, it has shown that the Sayurbox is one of the online shops favored by the public to shop for vegetables and other necessities. As many as 24% of the sample used Sayurbox and Happyfresh, 19% used Shopee, 14% used Go-Mart, 9% chose Tokopedia, and 5% used Tanihub and Hypermart. During the pandemic, the trend of cooking the own food began to increase. This has resulted in increased demand for staple food. People are turning to buying healthier and more sustainable food. This research used a qualitative method. It is used to examine the condition of the object naturally with a combined data collection technique. According to this approach, the researcher begins with specific observations to produce a general theory and conclusions drawn from the research. The reason for using an inductive approach is that it considers the context in which the research effort is active, while it is also most appropriate for small samples that produce qualitative data. Data collected by observation, in-depth interviews, and literature study. The object of this research is that people often use online grocery shopping during this pandemic. Samples that has been taken as respondents are those aged 21 to 35 years. Demographic segmentation of Sayurbox are those who is in age of 18 until 50 years. They are a technology literate society with access to the internet. This community is a society that has the economic capacity to make purchases so that the closest people to this segment are workers who have not been or are already married. Potential area are Jakarta, Tangerang, Bekasi, and Depok. Sayurbox refers to the market segment of people who choose an instant lifestyle. Their life is full of busy so, they have no time to shop. They will more comfortable and easier to use services such as Sayurbox to provide food and basic necessities. This behavioral segment is aimed at people who have a tendency to be willing to pay postage and services for someone who has helped them get the goods they need. The motive of someone making a purchase at Sayurbox was most influenced by pandemic conditions. This platform provides a variety of vegetables, fruit, side dishes, beverage ingredients, dairy, package menus, and others to full household necessities in food. Some people use this platform to reduce the risk of being infected with Covid-19. In addition, consumers are also given the convenience and several discounts hitch make them even more diligent in using this platform. Those who use the services from Sayurbox are 21 - 35 years old consumers with a variety of professions. Based on the sample interviewed, it can be concluded that students, workers, and housewives use this platform to full their needs.

Keywords: Consumer Behavior toward Groceries Shopping; Groceries Shopping Behavior During Pandemic; Sayurbox.

INTRODUCTION

Company Overview

Online shopping is one of today's shopping trends, online shopping supports consumer purchase intentions because it has perceived usefulness, perceived ease of use, perceived, and transaction security (Do et al., 2019). The development of the Internet has significantly changed people's consumption patterns and habits. Shopping for groceries online is a way of buying food products using web-based shopping services (Alaimo et al., 2020).

Pandemics that have occurred throughout the world, including Indonesia also change people's lifestyles. Some rules require them to stay at home and avoid crowds. Some shopping and entertainment centers have been temporarily closed indefinitely. This situation has been going on for about a year. This period is sufficient to change people's behavior in socializing, studying, working, and shopping.

Psychological behaviors that appear in most people along with the pandemic include anger, worry, and fear. They worry about going out of the house and worry about things being brought into the house. Some people also practice strict self-isolation. However, this behavior can make him stressed, angry, and emotional. When Covid-19 entered Indonesia, it was panic buying happens (Shah et al., 2020). People who have a lot of money will spend large amounts of household necessities so that they can meet their needs during the isolation period. This has resulted in prices such as masks and hand sanitizers increasing.

Social distancing regulations and several regulations regarding large-scale social restrictions by the government are supported by increasingly sophisticated digitalization of technology. This causes inventors to compete to create platforms that can meet community needs and solve problems (De' et al., 2020). The development of the internet has significantly changed the patterns and habits of people's consumption. Shopping for groceries online is a way of buying food products using web-based shopping services changes in time are accelerating due to Covid-19 (Alaimo et al., 2020).

The use of online groceries is increasing during the pandemic. In America, the increase reached 52% with 20% of shoppers being new users. However, the largest percentage of online grocery users today are shoppers who previously rarely used online grocery stores. The transaction volume at the online grocery is higher than previously estimated. The volume of transactions that occur today is as much as the volume of transactions that will occur in 2 to 4 years (Fabric, 2020).

In Indonesia, online grocery stores that are often used by the public are Shopee, Klik Indomaret, Lazada, WhatsApp, Tokopedia, Bukalapak, Facebook, Grab Mart, Go-Kart, Hypermart Online, and others (Figure 1) (Snapcart, 2020). However, recently there is an online grocery that has become a mainstay for some people in Bekasi, that is Sayurbox.



Figure 1. Covid 19 Online Groceries Shopping

Based on the survey conducted, it has shown that the Sayurbox is one of the online shops favored by the public to shop for vegetables and other necessities (Figure 2). As many as 24% of the sample used Sayurbox and Happyfresh, 19% used Shopee, 14% used Go-Mart, 9% chose Tokopedia, and 5% used Tanihub and Hypermart.

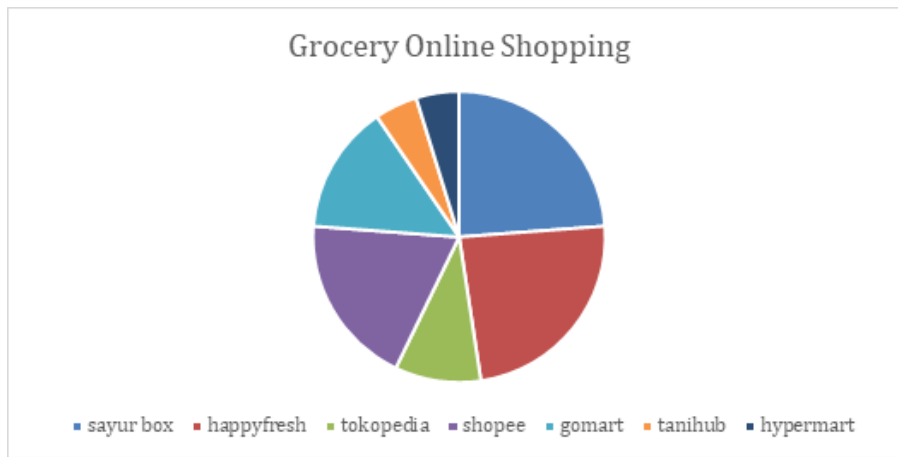


Figure 2. Types of Grocery Online Platform

During the pandemic, the trend of cooking the own food began to increase. This has resulted in increased demand for staple food. People are turning to buying healthier and more sustainable food. In this case small retailers and online food shoppers got the benefit. Covid-19 could present an opportunity to reengineer the agro-food market by encouraging a transition to more sustainable patterns of production and supply (Borsellino et al., 2020).

Research conducted by Yılmaz et al., (2020) shows that The Covid-19 pandemic has caused significant changes in diet and food purchasing behavior. They pay more attention to hygiene when buying food and increase their consumption than before. Sayurbox who has the tagline Click, Harvest, Send is a platform for selling vegetables online with a farm-to-table concept, it created in 2016 by Amanda Cole. The concept is to deliver vegetables from farmers to customers in less than 24 hours. So that in this case, the platform collaborates with farmers. Farmers are obliged to provide quality organic vegetables because Sayurbox focus on quality, hygiene, and organic vegetables. By cutting long supply chains from farmers to customers, this platform helps farmers to improve their welfare.

The services provided by Sayurbox include ease of ordering through applications and websites, fulfilling various commodities, serving delivery, and quality products. This platform targets the end consumer. However, it does not rule out the possibility to serve several small suppliers who sell them back to end consumers. Sayurbox has served customers who live in the areas of Jakarta, Tangerang, Bekasi, and Depok, around eight thousand consumers and already offers 300 types of vegetables and fruit. The transaction process in the Sayurbox is as follows.

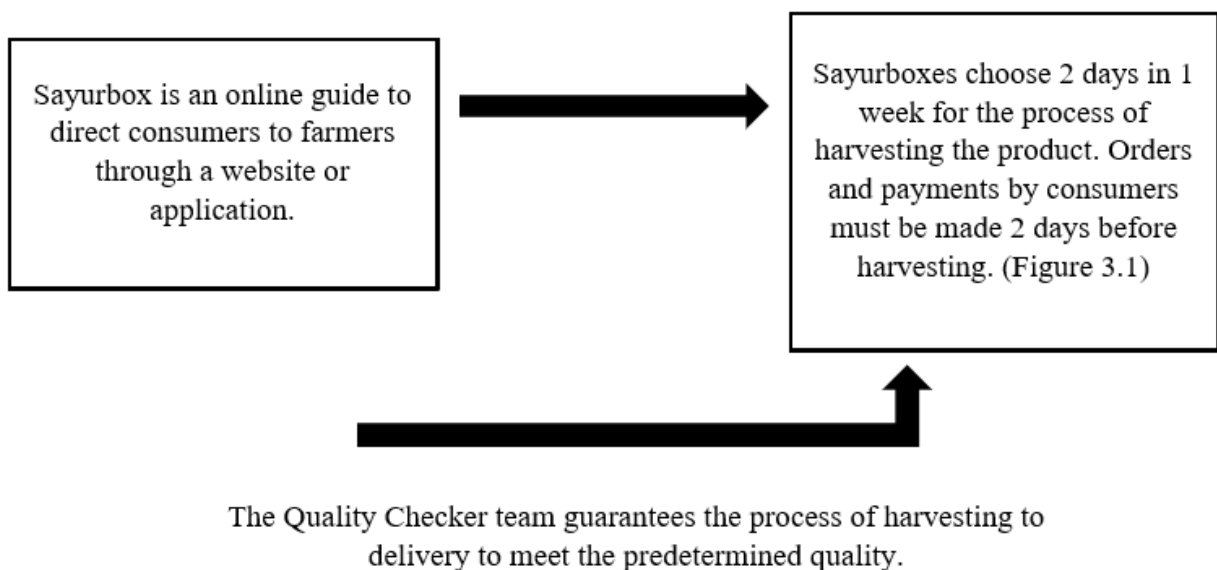


Figure 3. Process Sayurbox from production to delivery

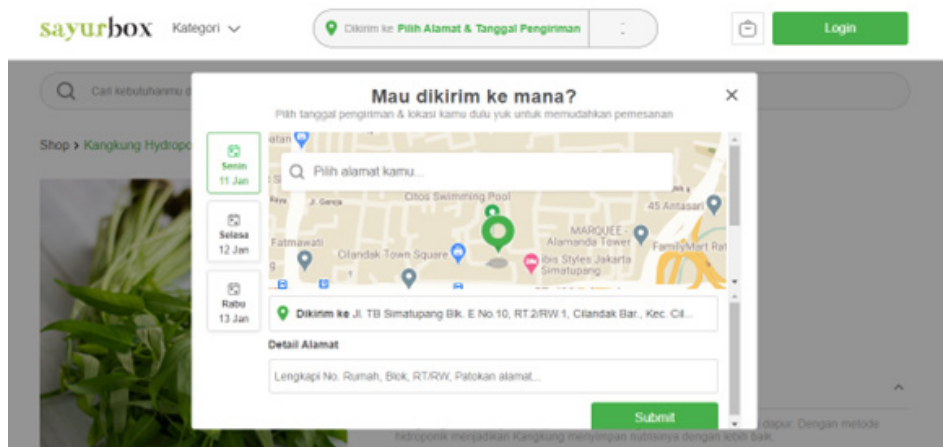


Figure 3.1 UI/UX from Sayurbox for Consumers

The target market for this platform is individual people such as households and entities such as restaurant, catering business, cafe, hotel, and other food provider are the one who using Sayurbox service that much. Under normal conditions, their markets are busy individuals who do not have time to shop for vegetables or staple foods. But during a pandemic, the corporate market is for everyone who is afraid and worried about going out of the house. The demand is increasing in this pandemic season.

The strategy currently used by the company (Product, Price, Place, Promotion) is that the company focuses on selling quality and organic vegetable and fruit products. The company maintains the freshness and hygiene of its products. Products are sent immediately after harvest to consumers. Prices posted by the company are normal prices, which is almost the same as other stores. The company presents vegetable packages so there is no need to randomly buy groceries. Current prices tend to be cheap due to many promos provided by the Sayurbox, such as discounted prices and shipping costs.

This platform is available in online with market reach still limited to the Jakarta, Tangerang, Bekasi, and Depok areas. However, to maintain the company's sustainability, the company will set up shops offline and expand the online business. The promotion carried out is by socializing the platform to farmers who will become the company's partners. In addition, companies use digital marketing and social media to introduce the company to the public. Promotions are also being used to provide convenience and discounts for customers.

Sayurbox has many competitors. They are companies or platforms that have a similar business with Sayurbox such as Gojek, Happyfresh which was established earlier than Sayurbox, Honestbee which is a start-up from Singapore which was founded in 2017, Tanihub, Crowde, PanenID, and so on. The business model adopted by some of its competitors is as an intermediary and not as a provider of vegetable, fruit, or consumption livestock products such as Gojek, Happyfresh and Honestbee to get goods from their partner supermarkets. However, they already have branding and exist earlier than Sayurbox.

Sayurbox business model is to provide products as well as deliver the goods for consumers. This is almost the same as the business model owned by Tanihub and PanenID. Sayurbox position in the market is still classified as an option for the community. Sayurbox has entered with Shopee to provide an attractive offer to support society to face the new normal (<https://wartakota.tribunnews.com>).

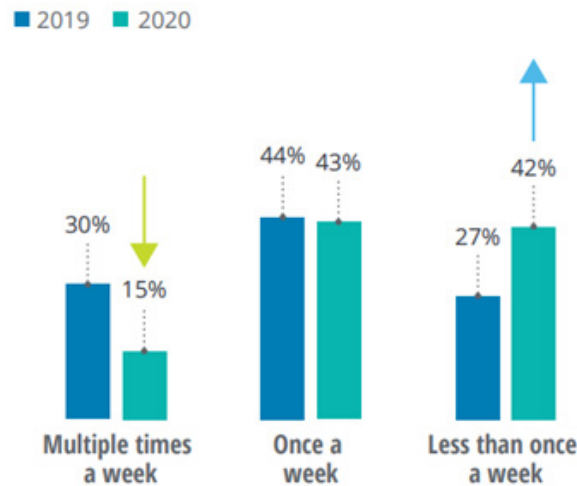
This paper's goals are to gain knowledge and understand on consumer behavior on some consumer who spent their money to purchase in Sayurbox. This research also identifies the group of consumers who purchase product from this platform. And finally, from this research we can make some suggestions to improve company's marketing strategy.

Literature Review

This paper is about consumer behavior. Basically, after knowing consumer behavior, the company can determine different marketing strategies to create customer loyalty. Consumers are users of products or services provided by the company.

- **Grocery Online Shopping Review in Pandemic**

During a pandemic in 2020, online shopping is in great demand by the public. This is because people feel afraid and worried when they must leave the house and gather at a shopping center or shop. However, before the pandemic, some people tended to prefer online shopping for reasons of time efficiency (Figure 4).



Source: Deloitte Fresh Food Consumer surveys 2019

Figure 4. Frequency of Consumer Do Online Shopping

Based on the survey conducted in research Li et al., (2020) shows that the pandemic triggers a sizeable change in behaviour among customers, with farmers' markets losing most of their customers, while small, local independent retailers experience the highest levels of resilience in terms of customer retention.

But research conducted by Muhammad et al., (2016) in the year of its research shows that online grocery shopping (the sample country is Malaysia) is still not prevalent. This is because Malaysian buyers still have no interest in buying groceries online. The core competencies in online business technology must outsource certain capabilities especially if to expand their service scope, expanding to other markets outside the big cities.

There is a change in people's behaviour in online shopping. This is evidenced by the increasing use of online shopping applications from year to year, especially during the pandemic. It can be concluded that people who previously did not use online shops to shop have switched to using online shops. This also applies to the purchase of vegetables and fruit as in research (Renner et al., 2020).

- **Consumer Behavior Theorist**

Walters (1974: 7) in defines consumer behavior as: “ ... the process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services.”

Schiffman & Kanuk (1997: 648) define consumer behavior as: “The behavior that consumers display in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas.”

Consumer behavior can be defined simply as the study of why someone buys a particular product or service. This is an effort to understand what influences a person's decision to consume a product. Consumers are influenced by their own thoughts and feelings, other people, the environment and the situations in which they live (Trail, 2019).

Everyone learns to associate stimuli and responses. They begin to link stimuli and responses to generalize relationships. Whenever a stimulus occurs, there is a similar response. Observable and predictable responses to certain external stimuli are reflective and symbolic of the learning that has occurred. thus, this behavior theory is also referred to as the stimulus-response theory (Sahney, 2013).

This theory teaches about the importance of understanding changes in consumer behavior. Every person's behavior will change when their psychological, social, and environmental changes. This identification can create a marketing policy for the company to maintain customer loyalty.

In an organization's perspective, Frazier and Sheth (1985) design an attitude-behavior framework to instill a need to focus on processes and mechanism of influence in managing and coordinating ongoing channel relationships. It is because consumer behavior influence the next strategic planning of company (Poh Phaik See, 2013).

- **Factor in the Models**

The research from (Brown & Deaton, 2004) said that the main features related to consumer behavior include i) Loyalty, ii) Sociology, and iii) Psychology.

Loyalty is related to the tendency of consumers to continue making purchases for the same product. The model that can be used is a deterministic model, continuous time will be a system of ordinary differential equations. The stronger the loyalty, the slower the change in the number of people who buy a particular product. Without customer loyalty, the market share, or a person’s chances of making a particular purchase will not have dynamic behavior and will only depend on what is available in many stores. Sociology in this context is concerned with how one’s purchases are influenced by other people’s purchases. Someone tends to buy the same brand and tends to choose a favorite brand in the market. Psychology includes how products influence people to make their choices. One of the drivers of this attitude is advertising. This sociological influence can increase with the involvement of certain figures to influence viewers to buy these items.

Foxall (1990,1997) developed a model that proves a useful framework for the Behavioral Perspectives Model or BPM for integrating consumer research with behavioral principles. Foxall (2002, p.20) argues that BPM is “a means of summarizing empirical regularity”, in the same way that Skinner has been fundamentally inductive in their approach (FOXAL & CASTRO, 2011).

Factors related to consumer behavior include loyalty, sociological conditions, and psychology. Consumer behavior is also influenced by the consumer’s situation and has an impact on the output of utilitarian reinforcement, utilitarian punishment, informational reinforcement, and informational punishment.

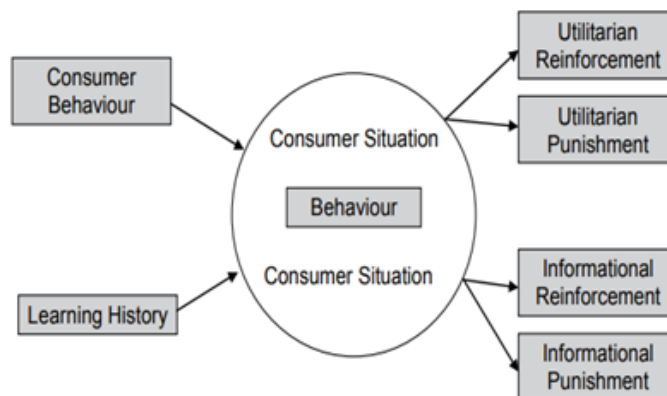


Figure 5. BPM of Consumer Choice.
(Source: Foxal & Castro, 2011 adapted from Foxal 1996)

METHODS

Research Method

Research methodology informs about the reasons for research studies being conducted, how the research problem is defined, why hypotheses are formulated, what data has been collected and what particular methods have been adopted, why certain techniques of analyzing data have been used and a number of other similar questions usually answered when we are talking about research methodology regarding a research problem or study (Sam, 2012).

This research used a qualitative method. This method is used to examine the condition of the object naturally with a combined data collection technique. Qualitative research also uses discovering natural conditions. Data is a key source of research so that research will use broad theories and insights to explain the object under study.

Research Approach

Analysis is inductive in nature and emphasizes meaning rather than generalization. The aim of this approach is to find the complete and detailed description (Spyros Langos, 2018)shedding light on the lived experience of the “being-in-the-world” and the interactions inherent in complex social phenomena. Analysis of such data, however, is complex and time consuming in addition to which there is a lack of specific guidance on how to carry it out. The authors note that the philosophy underpinning information and communication technology (ICT).

According to this approach, the researcher begins with specific observations to produce a general theory and conclusions drawn from the research. The reason for using an inductive approach is that it considers the context in which the research effort is active, while it is also most appropriate for small samples that produce qualitative data. However, the main drawback of the inductive approach is that it generates generalizable theories and conclusions based on only a small number of observations Denzin & Lincoln, 2005 cited in (Spyros Langos, 2018)shedding light on the lived experience of the "being-in-the-world" and the interactions inherent in complex social phenomena. Analysis of such data, however, is complex and time consuming in addition to which there is a lack of specific guidance on how to carry it out. The authors note that the philosophy underpinning information and communication technology (ICT).

Data Collection Techniques

Data collection techniques that are often used in qualitative research are observation (observation), in-depth interviews, Focus Group Discussion (FGD), documentary studies (literature), and participatory (Yaniawati, 2017).

- **In-depth interviews**

To obtain qualitative data, in-depth interviews can be used. In-depth interviews are private and unstructured interviews, which aim to identify the emotions, feelings, and opinions of participants regarding a particular research subject. The main advantage of personal interviews is that they involve personal and direct contact between the interviewer and the interviewee, as well as eliminating the level of non-response, which demands a person's ability to conduct interviews Fisher, 2005, Wilson, 2003 in (Spyros Langos, 2018)shedding light on the lived experience of the "being-in-the-world" and the interactions inherent in complex social phenomena. Analysis of such data, however, is complex and time consuming in addition to which there is a lack of specific guidance on how to carry it out. The authors note that the philosophy underpinning information and communication technology (ICT). Unstructured interviews offer flexibility in terms of the flow of interviews, potentially resulting in conclusions that differ from the aims of the study.

This makes the in-depth interviews conducted in this study in addition to using unstructured interviews also using structured interviews. Unstructured interviews are conducted directly by telephone after the object has filled out the questionnaire as a structured interview. This interview conducted on January 2020.

- **Observation**

Apart from in-depth interviews, this research data was also obtained through object observation. Observation is an act of selecting, changing, recording, and coding of conditions related to the organization (Hasan, 2016). The observations were adjusted to the empirical objectives of the study. These observations were made during the pre-study, during the study and post-study.

- **Study literature**

Literature study is used to enrich knowledge about the basic concepts of research. This technique is a secondary data collection technique obtained from data that has been processed from the company including the company's annual report, accounting standards regarding inventory accounting in trading companies, journals, or other literature.

Samples/Respondent

- **Samples**

The object of this research is that people often use online grocery shopping during this pandemic. Samples taken as respondents are those aged 21 to 35 years. They were chosen because that age tends to be more productive at work so that they can spend money on shopping and have an obligation to be self-sufficient.

The selected sample is five female and one male. This is because according to Sarkar, (2015) women do shop emotionally so that the intensity of their shopping tends to be more frequent. In addition, women often shop for vegetables, fruit, and necessities to be consumed. This is because some men do not understand this. The professions chosen for the sample is vary. There are students, entrepreneurs, teachers, and housewives. Student respondents during the pandemic often consume products through online shops. Teachers and entrepreneurs are workers, sometimes they do not have time to shop at the market or supermarket, so they use the online purchasing method. Housewives along with the pandemic are increasingly making purchases online to protect their families.

- **The structure and list of questions.**

Some of the questions asked through the questionnaire consisted of questions concerning occupation and topics that would be explored further by interview.

Table I. Questions concerning occupation

No	Question
1	How old are you
2	What is your occupation
3	What is your gender
4	Have you ever bought online grocery shopping and if its yes how was your first impression?
5	Among this online grocery shopping where do you prefer shop? (can choose more than one)
6	How much do you spend for grocery shopping per month?

Other questions that were explored through in-depth interviews included:

Table II. Other questionnaires that will be further explored through interviews

No	Other Question
1	Does it meet your expectation? Please give reasons?
2	Do you think is there any improvement for the online market to increase the repurchase consumer? Please explain?
3	What drives you to shop grocery online? please explain?
4	Do this pandemic situation drives you want to shop online? please give your specific reasons?
5	Will you recommend shopping online grocery shopping to friends and family? give me your reasons?
6	Why do you prefer those online marketplaces?
7	Were online grocery shopping affecting your behavior towards grocery shopping? for example, "I buy fewer necessary things rather than I shop grocery in offline store" or vice versa? please explain.
8	what is/are grocery product that you usually buy on online store?
9	If ever this Covid-19 is no longer exist and all the activity come back to normal, will you continue to shop grocery online? please explain?
10	Are there any improvements for 'the delivery and packaging' from your favorite marketplace?
11	If ever your favorite marketplace offered discount for selected items, will it affect your purchase decision? will you buy it? or do you have different perspective about it?
12	Do you find it easier with online shopping? or your feel the opposite?

RESULT AND DISCUSSION

Segmentation of Sayurbox

Market segmentation is needed to find potential consumers to buy products or services. The segmentation of the Vegetable Box market is as follows:

- **Demographic segmentation**

Demographic segmentation is a popular type of market segmentation. Market segmentation based on age tends to target consumers in their late teens to adults. Those are the age of 18 years to around the age of 50 years. They are a technology literate society with access to the internet. This community is a society that has the economic capacity to make purchases so that the closest people to this segment are workers who have not been or are already married. This is because they have an obligation to fulfill their own needs. In addition, students can also become a separate segment because they also need to fulfill their own needs in overseas lands.

- **Geographic segmentation**

Areas that have the potential to become a market segment in 2018 are Jakarta, Tangerang, Bekasi, Depok. During the past two years the company has expanded its business to areas of East Java such as Sidoarjo. The area has many industrial centers and universities so that many are inhabited by workers and students. In addition, the geographical conditions that are very possible for companies to develop are areas that are close to rice fields or plantations so that the distribution of vegetables and fruit can be faster and remain high quality.

Vegetable box can expand its business to an area that has the same characteristics as the area where it operates now. Areas such as Medan, Bali, and outside Java that has good shopping prospects.

- **Psychology segmentation**

This segment refers to a person's lifestyle and motivation to purchase a product. Sayurbox refers to the market segment of people who choose a lifestyle that is not complicated. Their life is full of busy schedules so, shopping at the market every day is difficult. So that they are more comfortable and easier to use services such as Sayurbox to provide food and basic necessities.

This segment has increased due to a pandemic which affects a person's psychological condition to be afraid and worried about leaving the house. Meanwhile, they need to shop for their food needs for their daily consumption. So that the Sayurbox becomes a solution to these problems.

- **Behavioral Segmentation**

This behavioral segment is aimed at people who have a tendency to be willing to pay postage and services for someone who has helped them get the goods they need. The market segment of this Sayurbox is people who also use e-commerce when shopping.

Consumer Behavior of Sayurbox Consumer in Pandemic

The motive of someone making a purchase at Sayurbox was most influenced by pandemic conditions (Figure 6). This platform provides a variety of vegetables, fruit, side dishes, beverage ingredients, milk, package menus, and others to full household necessities in food. This pandemic makes someone lazy to leave the house to just buy necessities. This is because the health protocol is very strict, every time people leave the house, they must wear mask, face shield, and other equipment. After arriving home, they must change clothes, take a shower, and so on.



Figure 6. Motivation of Using Online Grocery

Some people use this platform to reduce the risk of being infected with Covid-19. In addition, consumers are also given the convenience and several discounts hitch make them even more diligent in using this platform. Another reason that makes consumers choose Sayurbox is that they feel safer because the condition of fruits and vegetables never disappoints. In addition, during a pandemic, nutrition for the body's needs must be strictly maintained so that vegetables and fruit are mandatory menus that must be available.

It is not uncommon for them to use Sayurbox based on recommendations from friends or relatives in accordance with Sociology model theory. In addition, they also do not hesitate to recommend this online platform to friends and family who have not used it. They make transactions through the Sayurbox by downloading the application or log in on the Sayurbox website. After that, they enter the address and start selecting the desired item. Payments are made via the payment methods available on the platform.

It can be concluded that Sayurbox will send consumer's order for food materials with easier way. The loyal consumers did repurchase order to Sayurbox because they are satisfied with the quality provided and it is kind of effort to maintain security during pandemic. What they receive is according to their expectations. This can be seen from the minimum purchase intensity of IDR 600,000 per month (Figure 7).



Figure 7. Total Spending Money for Groceries

Consumer behavior has an impact on customer loyalty. The psychological condition of consumers who feel worried when leaving the house makes consumers behave to stay at their home. Online grocery is increasingly popular and dubbed as the solution to a problem. Besides, consumer behavior during a pandemic is to keep the body healthy. One of the efforts is to consume nutritious foods such as fresh and hygienic vegetables, fruits, and side dishes. This behavior makes Sayurbox an online platform favored by several people. The pandemic that has been lasted for approximately one year then created a new habit for people to shop for vegetables online. The competitive advantage provided by the company also encourages consumer habits. This is where consumer behavior creates customer loyalty.

Sayurbox User

Those who use the services from Sayurbox are 21 - 35 years old consumers with a variety of professions. Based on the sample interviewed, it can be concluded that students, workers, and housewives use this platform to full their needs.

Both male and female students need the platform to buy necessities when many restaurants are closed due to restrictions on activities by the government. The platform was chosen because it provides good quality and has many promos that fit in the pockets of students. Workers and employers have been used this platform since before the pandemic, this is because they have limited time to go to shopping centers and shop for goods. Housewives who usually go to markets or supermarkets to buy necessities have also switched using this platform since the pandemic.

Based on interviews with the sample, all the women respondents agreed to answer vegetables, side dishes, and fruit as groceries. Meanwhile, male buyers often buy coffee/tea, juice, or other beverages. But some of them become more impulsive to buy items they do not need because they are on a discount or are pursuing other promos. Shopping for groceries online greatly affects buyers in making purchases. Not many of them feel they must buy an extra product when they do not need it.

Sayurbox services are still available in several cities such as Jakarta, Tangerang, Bekasi, Depok, and some big cities. This is because the community in the area is a potential market for the company. However, to maintain its sustainability, the company plans to provide services to various cities in Indonesia and provide offline stores in several places.

It can be concluded that the users of this platform include students, workers, and housewives who range in age from 18 to 35 years. Almost all professions use Sayurbox to buy various vegetables, fruits, and side dishes.

Suggestion to Improve Marketing Strategy

Sayurbox is a platform that aims to improve farmers' welfare by cutting long distribution channels. This leads to an increase in the income of the farmers. Based on interviews with several user samples, they stated that they would still use this platform even though Covid-19 is no longer exist. This is because transactions carried out for approximately one year have become the habit of some consumers. Besides, the advantages of the platform that offer convenience and new experiences in transactions are driving consumers to continue using this platform.

Sayurbox's competitors are not only platforms that have the same business model, but big platforms such as Gojek, Happyfresh, and other platforms that come first with businesses as vegetable and fruit distributors. This

is what allows Sayurbox to increase its excellence and uniqueness so that it can compete with big platforms like them. In terms of starting a business, in addition to profitability goals, Sayurbox also has humanitarian goals to improve the lives of farmers.

The company's products are taken directly from farmers or breeders so that they are distributed in fresh condition. This product can be maintained because it is a competitive advantage for the company. The price offered by a product tends to be cheap. It is almost the same as the price offered on the market. This makes Sayurbox more valuable in the eyes of consumers. To increase profitability, companies can minimize promotion costs after the company is sustainable. Giving promos must be balanced with the insight that the company gets. Like giving some requirements if you want to enjoy a product at a discount.

Promotion can be done by using social media such as Youtube, Instagram, Twitter, and Facebook. Promotion can also be done by becoming one of the sponsors at major corporate or government events. Advertising can help introduce the platform to the wider public. Sayurbox can start using TV to advertise its products. Forge partnerships with several parties that can also reduce costs. The platform has a less extensive reach. The reach of Sayurbox is still limited in several big cities. To carry out a long-term strategy, the platform can plan to expand its business to other cities. This can provide a good image for the company and increase market reach. Cities with large numbers of workers, students, employers, and areas with good economies could be targeted for further expansion.

CONCLUSION

This platform provides a variety of vegetables, fruit, side dishes, beverage ingredients, milk, package menus, and others. This pandemic makes someone lazy to leave the house to just buy necessities. Some people use this platform to reduce the risk of being infected with Covid-19. In addition, consumers are also given the convenience and several discounts hitch make them even more diligent in using this platform. Another reason that makes consumers choose Sayurbox is that they feel safer because the condition of fruits and vegetables never disappoints. Some consumer use Sayurbox based on recommendations from their friends or relatives. It is in accordance with Sociology model theory.

Those who use the services from Sayurbox are 21 - 35 years old consumers with a variety of professions. Based on the sample interviewed, it can be concluded that students, workers, and housewives use this platform to full their needs. Sayurbox services are still available in several cities such as Jakarta, Tangerang, Bekasi, Depok, and some big cities. This is because the community in the area is a potential market for the company.

To be able to survive during increasingly fierce competition, Sayurbox can make several efforts such as:

- **Make sure the product quality.**

Ensuring the products sent to customers are quality, healthy, and consumable (ripe) products. To add value advantage, companies can include the nutritional content of their products.

- **Maintenance website and application**

The company can perform maintenance on its business operational equipment. The more people know Sayurbox, the more frequent the website is visited, so it can leave bugs that must be always maintained. Care must also be taken on the Sayurbox application.

- **Marketing Strategy**

New Sayurbox customers have used Sayurbox for their transactions. This has been going on for about a year (due to the pandemic). This behavior will become a new habit for consumers to always transact using Sayurbox.

To increase profitability, companies can minimize promotion costs after the company is sustainable. Giving promos must be balanced with the insight that the company gets. Promotion can be done by using social media such as Youtube, Instagram, Twitter, and Facebook. Promotion can also be done by becoming one of the sponsors at major corporate or government events. The reach of Sayurbox is still limited in several big cities. To carry out a long-term strategy, the platform can plan to expand its business to other cities.

REFERENCES

- Alaimo, L. S., Fiore, M., & Galati, A. (2020). How the COVID-19 pandemic is changing online food shopping human behaviour in Italy. *Sustainability (Switzerland)*, 12(22), 1–18. <https://doi.org/10.3390/su12229594>
- Borsellino, V., Kaliji, S. A., & Schimmenti, E. (2020). COVID-19 drives consumer behaviour and agro-food markets towards healthier and more sustainable patterns. *Sustainability (Switzerland)*, 12(20), 1–26. <https://doi.org/10.3390/su12208366>
- Brown, A., & Deaton, A. (2004). Models of Consumer Behaviour. *Surveys of Applied Economics, November 2004*, 177–268. https://doi.org/10.1007/978-1-349-01860-4_4
- De', R., Pandey, N., & Pal, A. (2020). Impact of digital surge during Covid-19 pandemic: A viewpoint on research and practice. *International Journal of Information Management*, 55, 1–12. <https://doi.org/10.1016/j.ijinfomgt.2020.102171>
- Do, T., Nguyen, T., & Nguyen, C. (2019). Online Shopping in an Emerging Market. *Journal of Economics and Management Sciences*, 2(2), p1. <https://doi.org/10.30560/jems.v2n2p1>
- Fabric. (2020). *The Impact of Covid-19 on Online Grocery. April.*
- FOXAL, G., & CASTRO, J. O. (2011). Consumer Behaviour Analysis And The Behavioural Perspective Model. Durham Research Online Deposited in DRO. *Management Online Review, April 2014.*
- Li, J., Hallsworth, A. G., & Coca-Stefaniak, J. A. (2020). The changing grocery shopping behavior of Chinese consumers at the outset of the COVID-19 outbreak. *Tijdschrift Voor Economische En Sociale Geografie*. <https://doi.org/https://doi.org/10.1111/tesg.12420>
- Muhammad, N. S., Sujak, H., & Rahman, S. A. (2016). Buying Groceries Online: The Influences of Electronic Service Quality (eServQual) and Situational Factors. *Procedia Economics and Finance*, 37(16), 379–385. [https://doi.org/10.1016/s2212-5671\(16\)30140-x](https://doi.org/10.1016/s2212-5671(16)30140-x)
- Poh Phaik See. (2013). Understanding Consumer Behaviour: Their Consumption Chain. *Journal of Business and Mgt Studies, Vol5 No2*(ISSN1309-8047).
- Renner, B., Baker, B., Cook, J., & Mellinger, J. (2020). *The future of fresh Patterns from the pandemic.*
- Sahney, S. (2013). Consumer behaviour their implication for marketers. *Consumer Behaviour*, 1–24. sahney@vgsom.iitkgp.ernet.in
- Sam, G. (2012). Chapter 3 – Research Methodology and Research Method. *Research Methodology and Research Method, March 2012.*
- Sarkar, R. (2015). *the Role of Gender in Online Shopping-a Literature Review. August*, 3–7. www.gjesss.co.in
- Shah, A. K., Ravichandran, P., & Ravichandran, P. (2020). COVID-19 pandemic: insights into human behaviour. *International Journal Of Community Medicine And Public Health*, 7(10), 4213. <https://doi.org/10.18203/2394-6040.ijcmph20204399>
- Snapcart. (2020). *Indonesians ' Online Grocery Habit During Psbb. May.*
- Spyros Langos. (2018). *M . Sc in Marketing Management. 2018*(September 2014). <https://doi.org/10.13140/2.1.3023.1369>
- Trail, G. T. (2019). Theories of Consumer Behavior. *Sport Consumer Behavior, August*, 51–83.
- Yılmaz, H. Ö., Aslan, R., & Unal, C. (2020). Effect of the COVID-19 pandemic on eating habits and food purchasing behaviors of university students. *Kesmas*, 15(3), 154–159. <https://doi.org/10.21109/KESMAS.V15I3.3897>