

Gen Z: From Familiarity in Operating Digital Platforms into the Intention of Continuance Purchasing Online F&B Products

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ABSTRACT

Objective – The purpose of this paper is to analyze the relationship between Gen Z’s technology familiarity and their continuance intention of purchasing online F&B products, in which this relationship is potentially influenced by their behavior as consumer. Here, online F&B products are those which are sold in GoFood, GrabFood, and other food delivery applications and online retailers that exist in Indonesia.

Methodology – Data were collected through online survey using structured questionnaires to Indonesian Gen Z, especially with those who previously have experience in using food delivery apps or simply buying F&B products from online retailers. Then, data were analyzed using quantitative analysis, structured equation modeling.

Findings – Gen Z consumer behavior mediates the technology familiarity with continuance intention. Technology familiarity is impactful towards consumer behavior and consumer behavior is impactful towards continuance intention.

Practical Implications – In order for an online food and beverage business to thrive, owners must adjust to the consumer’s capability of using their service as technology familiarity indirectly impacts continuance intention.

Keywords: *Gen Z, technology familiarity, purchase intention, online f&b products*

JEL Classification: D12, L66, O32, L81

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I. INTRODUCTION

As a result of the advent of digitalization, nearly every element of life, including business, education, and health, must change to keep up with technological advancements. Technology is firmly pushing people’s consciousness to be able to use its media in order to survive in a harsh and competitive environment. Technology has the quality of always evolving. Fortunately, Gen Z—a term used to describe individuals born after 1996 to the present—has the advantage of having grown up with early exposure to technology (Nielsen, 2021). This occurs because there was a growing excitement at the time about creating new technology, as evidenced by the creation of the most well-known movie machine, the first VAIO, the first Palm device, and the achievement of 36 million web users. Given these facts, it is therefore not unexpected that Gen Z is referred to as the “digital natives” (Nielsen, 2021) as they identify with those skills. Meanwhile, the national central office of statistics reported that as of December 2021, there were 68,662,815 Gen Z citizens, most of them were located in West Java, where there were 11,886,085 persons (Widi, 2022). Furthermore, according to Data Indonesia, the APJII (Asosiasi Penyelenggara Jasa Internet Indonesia) poll indicates that a significant portion of Indonesian Internet users in 2021–2022 belong to

Generation Z, with 99.16% of them being 13–18 years old and 98.64% being 19–34 years old (Bayu, 2022). However, when it comes to their distinctive traits, Gen Z is distinguished by the way they express their personality through their consumption (Francis & Fernanda, 2022).

The food and beverage industry which is sold online increases rapidly during 2022 (Santika, 2023; CNBC, 2023; Annur, 2023). The results of a survey by Central Bureau of Statistics show food, beverage and groceries contribute 43.02% of all e-commerce businesses (Santika, 2023). It is then followed by fashion businesses in the second place (15.04%), and household needs are in the third place (8.11%), transportation and courier services occupy the fourth position (5.86%), and cosmetics is in fifth place (5.37%). According to the Ministry of Industry of the Republic of Indonesia, food and beverages industry grew by 4.9% in 2022, and it was predicted that it would grow by 6.25% in 2023 (CNBC, 2023). Indonesia is the largest online food delivery service market in Southeast Asia with the transaction of USD 4.5 billion, and the largest online food delivery is GrabFood with a market share of 49%, while GoFood has 44% and ShopeeFood has 7% in 2022 (Annur, 2023).

The results of consumer survey conducted by Populix in 2022 shows that Gen Z and millennials are the largest consumers of food and beverage products which are sold online, take-away and dine-in (Siswadi, 2023). The survey involved 3,138 men and women with the age of 16–41 years old. The survey found that 57% of respondents like to buy their food through online and offline channels, 46% of respondents like to eat at the restaurant, however 49% of respondents like to cook for themselves, and 41% of respondents eat food cooked at home. For consumers who like shopping for food, they consider price (85%), menu (78%) and service quality (58%) in their buying decision. Based on the shopping behavior of Gen Z and millennials, it can be predicted that their participation in the market as customers will have a big impact on the industry, particularly as e-commerce and digitalization grow in popularity. Given how simple it is to make purchases with only a few clicks, we can only presume that the tech-savvy generation will take advantage of this ease even more, highlighting the importance of their role as online consumers to online merchants across the digital marketplace. Furthermore, despite being the largest group of online consumers, their degree of influence from social media marketing has not received much attention in the empirical literature (Priporas et al., 2017). It is a squandered chance in a market where companies need to differentiate themselves from competitors by being digitally first, creating eye-catching items, thinking about locations and costs, and utilizing digital e-commerce platforms (Lawrence & Tar, 2010).

This study captures the purchasing behavior of Indonesian Gen Z, who will likely conquer the market in this country in decades due to their greater internet knowledge. The goal of this study is to investigate whether the behavior of this generation of tech-savvy individuals affects online food and beverage retailers. This will be demonstrated by examining the relationship between the individuals' intention to continue buying products from online food and beverage retailers and their level of comfort using digital platforms. Furthermore, this study helps online food and beverage businesses better understand this particular client category, but it will also benefit our younger consumers who may choose to become retailers themselves in the future. The F&B industry was selected as the study's focal point since the industry shows significant growth and involves Gen Z and millennials as their main consumers.

The following questions are of interest to this investigation and their answers. Does Gen Z's intention to continue buying F&B products online depend on how familiar they are with technology? When Gen Z consumers become more adept at using technology, does this affect or modify their intention to continue buying F&B products online? The structure of this article is as follows. The factors impacting the intention to continue buying F&B products online will be reviewed in Section II of the study and will be modeled. Subsequently, the research approach and methods are covered in Section III, and the results and discussion are presented in Section IV. Section V, which presents the study's conclusion, completes the work.

II. LITERATURE REVIEW

Familiarity with Technology

“The world of web, internet, smartphones, laptops, freely accessible networks and digital media” suggests that Generation Z has been incredibly fortunate to coexist and develop alongside technological innovations (Bauerlein, 2008). To demonstrate the connection between Generation Z and their capacity for interaction, operation, and even exposure to advanced media, these facilities are further bolstered by a few designations bestowed upon this generation. Palfrey and Gasser (2011) categorize Gen Z as the “always click” generation, iGeneration, Gen Tech, After Millenium, and Facebook generation. They all point out how receptive Gen Z is to technology and its many forms, such as Facebook as a tool for online communication. Furthermore, Tapscott (2008) introduces the concept of “network generation,” which discusses how being born during the height of technological advancement makes Generation Z more adept at handling information and communication technology. This cohort is also known to be the most connected due to a variety of factors, including the internet, content found on the internet, computers as technological innovations, and many others.

Young individuals use digital communication tools at a higher rate than older adults do. This clearly indicates that they are more sensitive to the adoption of new technologies and that they want to use them. A few other factors, though, are also at play here, as internet users—including those in Generation Z—display positive behavior when they encounter the exhilarating challenge of using technology. When users have difficulties completing tasks that are within their capabilities, they become more engaged, flexible, and creative; yet, when they are unable to locate such tasks, their experience becomes subpar (Dikert et al., 2016). Furthermore, in order to produce a favorable online search experience, challenges and skills are required (Mathwick & Rigdon, 2004; Novak et al., 2000). Therefore, since a well-designed site layout facilitates their search activity, it is necessary to increase their interest and excitement in internet browsing. Positive opinions of the website were a result of efficient websites (Elliott & Speck, 2005; Griffith, 2005). Items that follow Davis’s (1989) Technology Acceptance Model (TAM) can be used to measure these characteristics of technological familiarity. A previous study in the application of automated teller Machine (ATM) in banking industry measured technology acceptance using familiarity and experience with new technologies (Marshall & Heslop, 1988). Another research finding, which applies the TAM model in e-commerce reveals that consumer adoption of technology refers to perceived usefulness, perceived ease of use, experience, and familiarity (Sari, 2022). The adoption of technology happens as customers familiar with new technology, and familiarity would reduce complexity in using new technology (Gefen, 2000).

Because online buying behaviors use the internet as the technology environment for making purchase decisions, the TAM has been widely employed to predict consumers’ intentions to purchase (Trivedi & Yadav, 2018; Sari, 2022). These studies apply e-satisfaction (Trivedi & Yadav, 2018) and brand attitude (Sari, 2022) as mediators of technology familiarity. In the original TAM, Davis (1989) established the elements of behavioral intention to use, attitude, perceived ease of use, and perceived usefulness. Productivity usage is the measure of how much a person’s productivity will increase as a result of using technology. When it comes to online buying, perceived usefulness is the degree to which customers feel that using the internet would enhance their performance and, as a result, the entire shopping experience (Perea et al., 2004). Chiu et al. (2009) stated that customers are more likely to buy an experience if they fully understand its value. Perceived ease of use, or how easy and simple technology should be to use, implies that if a buyer thought a product was easy to acquire, they would be more likely to repurchase it. Because a technology’s usefulness rises with its simplicity of use, as per Davis (1989) and Venkatesh and Davis (2000), this feature has been shown to positively affect perceived usefulness.

Consumer Behavior

In order to assist businesses achieve their objectives, Leo Burnett is credited with saying, “Help your customers and you help your business.” This statement emphasizes the significance of selecting the right course of action in terms of comprehending the wants and background of the consumer. Identifying the clients according to their past is one method that can be used. Here, the authors draw on Generation Z’s attitude for using digital media as a technological tool (Gefen, 2003). Through the use of devices, technology has the ability to reduce distance and even eliminate the need for direct physical interaction. This is in line with the current environment, where younger consumers prefer virtual interactions over in-person ones since they find it inconvenient to communicate with salespeople and other members of the business or retail team. As a result, companies must adapt to this situation by advancing their technological capabilities to better meet the demands, preferences, and backgrounds of their clientele. This is evident from the availability of contactless services, such as “interactive mirrors, socially interactive dressing rooms, virtual reality (VR) technology, and in-store mobile applications that enable consumers to indirectly touch and feel products,” which are meant to boost corporate efficiency and productivity (Walker et al., 2002). However, because Generation Z is accustomed to using technology in their daily lives, they are a generation that demands ease of use and security from their products (Wood, 2013). Furthermore, this generation’s intense curiosity has led them to be explorers by thoroughly researching items, which subsequently facilitates their acceptance of novel and inventive products. Furthermore, this generation’s purchasing habits are oriented toward technology-driven goods that are useful and efficient as well as quick-to-grab products (Berkup, 2014). They view shopping as little more than a fun activity that makes them feel good (Holbrook & Hirschman, 1982).

Continuance Purchasing Intention

Following the IT Continuance model, a consumer’s behavioral intention—which includes four elements—can be linked to their purchase intention: time-saving orientation, price-saving orientation, hedonic incentives, and past internet purchasing experiences (Yeo et al., 2017). Since the products a customer is buying are meant to bring them pleasure both during the transaction and in use, it is quite likely that hedonism is the driving force behind their purpose to buy. In fact, hedonism is said to have a major impact on e-commerce in terms of trust, flow, and brand equity—factors that foster e-loyalty by enhancing online consumer experiences (Bilgihan, 2016). Research on the use of gamification to draw customers to online stores is consistent with hedonistic motivation. According to Insley and Nunan (2014), e-commerce websites can leverage the fun factor of games to draw in customers by offering them enhanced and engaging interactions. Their confidence in completing transactions online increases with the number of pleasant encounters they have. It is the retailers’ duty to improve upon their previous experiences to encourage repeat business. As technology becomes more sophisticated, users will require less effort to operate it, making it appear more user-friendly and generating consumer convenience motivations. The retailer’s emphasis on time efficiency contributes to the convenience of their service, enabling customers to take advantage of it in the fast-paced environment we all live in. Online shopping appeals to resourceful wealthy people who are time-constrained since it saves them time. Technology that may save consumers time and effort and give convenience is what draws them in (Eriksson & Nilsson, 2007). Because of this, the website needs to be easy to use and quick to respond to client requests. The icing on the cake is the emphasis on cost-cutting. Customers in the food industry typically have varying preferences for food prices and quality levels. When looking for the best offer, consumers usually try to reason things out and make decisions depending on how much they can gain from it (Ollila, 2011). When all requirements are met, clients are more likely to repurchase, indicating that they intend to keep using their preferred product or service. This goal keeps consumers, which cuts down on the time and money spent finding new ones while increasing the profitability of the company (Nguyen et al., 2022). Moreover, retention entails giving businesses a

competitive edge and achieving their objectives for sustainable development (Tsai & Huang, 2007). This highlights the significance of gauging customers' intentions to stick around. Thus, the hypotheses of this research are:

Hypothesis 1 (H1): Technology familiarity influences purchase intention.

Hypothesis 2 (H2): Technology familiarity influences consumer behavior.

Hypothesis 3 (H3): Consumer behavior influences purchase intention.

Hypothesis 4 (H4): Consumer behavior acts as a mediator in the relationship between technology familiarity and purchase intention.

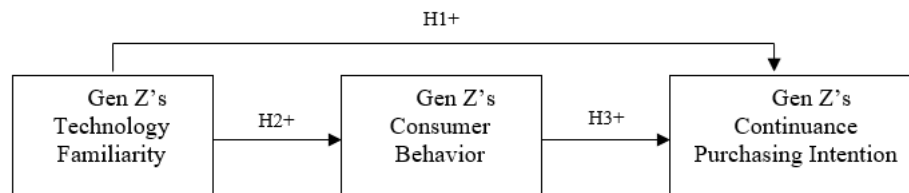


Figure 1. Proposed Conceptual Model

III. METHODOLOGY

Measurements

This study uses 21 items that were taken from an already published research paper to test our variables, which include behavior in online meal delivery, the technological acceptance model, and continuation intention. In order to reach more Indonesian respondents, the authors individually structured and adjusted these items—for example, by modifying the language utilized. Familiarity with technology was measured using perceived utility from Gefen (2003), while 4 indicators of perceived ease of use were taken from Venkatesh and Davis (1996). Then, continue with the behavior in online food delivery Richard (2010) as an identification of behavior towards online F&B retailers or food delivery apps. Next, it ended with 7 questions from Yang and Peterson (2004), which is recycled by Al-Maghrabi and Dennis (2011), as a reference towards continuance intention. All items are measured by 5-point Likert scale (“1” as a representation of totally disagree, to “5” which is representing strongly agree).

Content Validity Testing

To assess the face validity of the measures, including whether the indicators were easy to understand and how long it took to complete the entire survey, a pre-test consisting of questions from multiple colleagues who represent Generation Z had been conducted. Testing for content validity aims to ascertain whether the measurement instruments employed for data collection accurately recorded respondent responses. The result of this pre-test is agreed that the questions are doable to be answered although it takes a longer time to understand the meaning of each question. Few improvements were made as the responsible act upon the respondent's feedback, such as simplifying the words (rewording), but still refers to the interpretation of original questions.

Data Collection

Gen Z is currently the biggest Indonesian internet users (Bayu, 2022). Thus, the authors thought that it was a good opportunity in using online-based tools, particularly Google Forms, to effectively reach the targeted respondents. Besides Google Forms, another communication tools that resulted by internet such as WhatsApp and Instagram are also utilized as it helps to spread and inform the form. The data were collected from 12 November until 28 November 2022. There were 104 total respondents that gathered during those

days, however only 98 were used to data analysis due to the reason of relevancy. Respondents are selected based on the criteria that have been set in the early stage of the survey, namely screening questions, to identify whether their year of birth is accordance with the categorization of Gen Z, which is ranging from 1995 to 2010, and the experiences of purchasing F&B products via online. Additionally, respondents must complete the provided questionnaire honestly and free from compulsion from any source, including the authors.

Data Analysis

In analyzing the data, two fundamental statistical methods were employed, namely regression analysis and descriptive analysis, whereby the collected data was denoted by numerical symbols to facilitate automated computation. Subsequently, specific tests were required to ascertain if the hypotheses were accepted or rejected.

Table 1. Demographic Profile

Profiles	Classification	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Age	12 -17	2	2	2	100
	18 - 23	89	90.8	90.8	90.8
	24 - 27	7	7.1	7.1	98
Gender	Male	29	29.6	29.6	29.6
	Female	69	70.4	70.4	98
Occupation	Primary student	6	6.1	6.1	98
	College student	80	81.6	81.6	91.8
	Staff/employee	9	9.2	9.2	9.2
	Business owner	1	1	1	100
	Teacher	1	1	1	99
	Employed/self-employed student	1	1	1	10.2
Level of Education	High school	79	80.6	80.6	100
	Bachelor's program	18	18.4	18.4	18.4
	Master's program	1	1	1	19.4
Monthly Expenditure	> IDR 3,000,000	13	13.3	13.3	29.6
	IDR 2,000,000 - 3,000,000	29	29.6	29.6	86.7
	IDR 1,500,000 - 2,000,000	13	13.3	13.3	57.1
	IDR 1,000,000 - 1,500,000	14	14.3	14.3	43.9
	IDR 700,000 - 1,000,000	13	13.3	13.3	100
	< IDR 700,000	16	16.3	16.3	16.3

IV. RESULTS AND DISCUSSION

Descriptive Analysis

As seen in Table 1, from 98 samples, 29.6% of them are male and 70.4% are female with the range of age between 18-23 years old as the majority ages of these genders. In addition, the respondents were highly from college students that amounts to 81.6% or equal to 80 people and came from high school level as their last education background for 80.6% which similar to 79 people. Regarding monthly expenditure, the result shown less diversities towards the percentage of this item as it equally distributed to several options;

however, the highest range of monthly expenditure lies in the range of 2-3 million rupiah that chosen by 29 people or equal to 29.6 over 100%.

Reliability and Validity

Table 2 shows reliability and validity of all measures used in the study. Based on the analysis results, certain items of each variable were removed to adjust the model as the loadings of those items were below 0.6. FAM3, FAM7, FAM8, FAM9, FAM10, BHVR12, CONT21, CONT22, and CONT23 had been taken away as they were not fit for the validity testing. After this step, a reliability test was taken. Cronbach's alpha, rho A and composite reliability measures the reliability of each item and must be at least more than 0.7 (Dijkstra & Henseler, 2015). As laid out in Table 2, Cronbach's alpha, rho A and composite reliability for the variables are more than 0.7, which is regarded as good. The AVE measures the discriminant validity of the data. As a rule of thumb, AVE must be more than 0.50 to have its validity confirmed (Awang, 2015). In Table 2, the AVE of all constructs exceed 0.50.

Table 2. Reliability and Validity

Variable	Item	Loading	Cronbach's α	rho A	Composite Reliability	AVE
Familiarity with Technology	FAM1	0.796	0.875	0.895	0.905	0.615
	FAM2	0.737				
	FAM4	0.713				
	FAM5	0.859				
	FAM6	0.817				
Consumer Behavior	BHVR11	0.738	0.812	0.832	0.861	0.510
	BHVR13	0.634				
	BHVR14	0.621				
	BHVR15	0.769				
	BHVR16	0.744				
Continuance Purchasing Intention	CONT18	0.837	0.805	0.806	0.885	0.719
	CONT19	0.857				
	CONT20	0.851				

Regression Analysis

For two independent variables, the R-squared is 0.385 (see Table 3). The continuance purchasing intention (CONT) is impacted by those two factors in 38.5%. The two factors have a highly significant simultaneous influence on continuance purchasing intention (ANOVA, F value, and p-value < 0.5).

Table 3. Regression Analysis Result

Model Summary ^a									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.621 ^a	.385	.372	.59708	.385	29.740	2	95	.000

t-Statistics and p-Values

Behavior (BHVR) and familiarity (FAM) are two distinct factors. As seen in Table 4, there is an indirect influence between familiarity with technology (FAM) and Continuance (CONT), while the other links are direct. BHVR mediates the relationship between FAM and CONT. Since FAM does not directly relate to

CONT, hypothesis 1 is unsupported. Rather, hypothesis 2 is significant since FAM significantly affects BHVR. Both hypothesis 3 and hypothesis 4 have been shown to be proven. These results are in-line with previous research. Familiarity with technology does not relate directly to purchase intention, as familiarity with technology is indirectly related to purchase intention, this finding confirms that a mediator is important for the relationship between familiarity and purchase intention (Trivedi & Yadav, 2018; Sari, 2022). Familiarity with technology significantly affects consumer behavior, in this case attitude toward online food/beverages (Sari, 2022). Furthermore, consumer behavior which focuses on attitude toward using the online food and beverages industry is significantly related to the continuance of purchasing intention. This research finding is also in line with the previous study, that familiarity with technology influences the customer intention to use fintech's products and services (Singh et al., 2020).

Table 4. Research Results

Hypothesis	Relationships	β	Sample Mean	Standard Deviation	<i>t</i> -Statistics	<i>p</i> -value
H1	Familiarity → Continuance	0.150	0.152	0.100	1.511	0.132
H2	Familiarity → Behavior	0.449	0.461	0.069	6.551	0.000
H3	Behavior → Continuance	0.455	0.474	0.107	4.271	0.000
H4	Familiarity → Behavior → Continuance	0.205	0.219	0.065	3.167	0.002

V. CONCLUSION

It is imperative that we take into account the variables influencing Gen Z's online behavior while placing food and drink orders. Online food and beverage retailing is not only growing in popularity these days, but it also has a greater future because a whole generation of consumers in this market understand the technological aspects of the sector and how crucial they are to its functioning. Examining them is essential to creating corporate plans and improved communication for the business to raise the caliber of its products and services. From this study, we may conclude that technological familiarity directly affects customer behavior, and customer behavior directly affects the continuance purchase intention. The results also show that consumer behavior mediates the relationship between technological familiarity and continuance purchasing intention.

One of the research's limitations of this study is the time limit, which restricts the amount of time available for gathering data. Hence, data collected for this study mostly came from the researchers' networks. Therefore, future study should be prepared to get a larger sample size in a broader geographic scope.

This research contributes to the theory of technology acceptance model by linking technology familiarity with consumer behavior and/or continuance intention in the online food and beverage industry. This study may facilitate business owners who plan to delve into this industry because this study provides information on the importance of technology familiarity and customer behavior in consumers' purchasing decisions. This study is proven to provide information for further research regarding the importance of technology familiarity or technology acceptance or technology adoption in entrepreneurship, especially among non-Gen Z entrepreneurs.

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