Why Millennials Eat Out From Home?

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Abstract-- Development of this era also makes consumption patterns in Indonesia changed. At least the pattern changes in people’s eating habits, especially in the city of Makassar in the ‘90s has now changed very drastically. Today, eating at home that is cooked by the family members themselves would be a rare sight and it becomes so desirable. This study uses the millennial informant of 30 people with a qualitative approach descriptive. The results of this study state that most of the millennial do the activity of eating out from home. The ease in ordering food, the cheap cost, the diverse in menu options outside and the tight working routine are the main reasons why the habit of eating out is maintained by the millennial generation.

Keywords: Eat Out From Home; Consumer Behavior

I. INTRODUCTION

In the industrial revolution era, 4.0 technological progress is changing the habit of society from conventional to a digital base. This is included in the Switching Behavior concept. The reason for this switching behavior is happened because of unsatisfactory service and to improve service to be better. [1], [2], [3]. The movement of human behavior almost occurs in all areas including culinary. The development of the culinary industry in several big cities in Indonesia on the Sumatra and Java island is increasing rapidly and growing so much until its create strict competition. [4] [5] [6]. In 2017 As many as 41.69% of the total PDB of Creative Economy in Indonesia is occupied by the culinary industry as the first order then the fashion industry in the second rank of 18.15% [7]. It doesn’t miss from the things like that. Makassar as the eighth largest city in Indonesia is included as a rank of cities in Indonesia who experienced the same thing in the food and beverage industry even dominate large and medium industries [8]. The advancement in the culinary sector, of course, makes the Indonesian economy to be better from year to year, especially to overcome the problem of employment.

The positive impacts of it all, its become an opportunity for the online transportation business to be able to synergize with the culinary industry players either small, medium to large in terms of providing ease of booking and also promoting [9], such as the application of online transportation made by the Indonesian people “Gojek” which is no different with from online transportation before like as uber and Grab which is already famous. Gojek with its sub-service called “Go-food” makes the culinary industry feel helped as a delivery order application [10], [11] as well as a differentiator than other online transportation applications. Switching Behavior through online marketing and digital collaboration for culinary industry players is now a lot to do.

Essentially, the dining table for Indonesian families is not only a place to enjoy the food, but more than that, dining table and eating tradition together for the community in Indonesia serve as a stage discussion after eating, eating together at one table is also a place to communicate and exchange ideas between family members and as a facility to cultivate affection among them. All presented above the family dining table. Now with easy access service ordering food and easy to find food seller and congestion and fatigue of work activity become main trigger of society no longer have time to process food at their home to be eaten on table with family, certainly pushed from it so that the opportunity to increase the number of restaurants or cafe and etc, so that the business and activity clearly also move the family table to the restaurant table [12].

Uniquely, in the 1990s enjoyed a culinary-based, beef, chicken is a luxury menu that not all household kitchens are able to serve it every day, except on a religious holiday. However, in the last 10 years this paradigm has changed, every society in Indonesia, especially in the city of Makassar, can almost every day find a menu of food-based beef and chicken meat in every corner of the capital, whereas Makassar is one of the cities located on the coast of Indonesia which of course the standard protein side dishes are sourced from sea fish and various seafood. In the era of the 1990s to 2000 in Makassar, culinary based beef and chicken meat is the culinary menu with the most expensive price at the time, while fish and seafood meat is the culinary menu with the cheapest price. But now, the restaurant/restaurant that makes the fish and seafood meat as their menu product, give the price is quite fantastic and the dish is not possible easy you find on the edge of Makassar city street as a merchandise product, fish, and seafood-based menu has been meeting the list of restaurant menu/restaurant of medium and large scale.

Can imagine enjoying the portion of the typical menu of households of Makassar City based on fish or seafood, a buyer can pay hundreds of
thousands and even millions of dollars per meal or per visit. In Makassar there are many restaurants with a typical menu of households that received the award as “Makassar Most Favorite Culinary” which main menu is: grilled fish, Pallumara, sayur usam, sayur bening, cah kangkung and etc of which is a home foods that are served every day on the dining table of Makassar City family as breakfast menu, lunch until dinner menu by almost all family in Makassar City which belongs to SES A, B, C, D and E. Now the variety of food (grilled fish, pallumara, sayur bening and cah kangkung) seems to be a luxury on the family table at home that is not possible every day can be presented and enjoyed. Once in a while, if you miss that food in your busy activities, you can find it in the middle and large class restaurant and of course, the price is not cheap. Saturation of the urban community regarding culinary based culinary and chicken found its saturation point. Most of the Makassar people miss their home cooking, therefore a variety of cafe and restaurants that carry the theme “prasmanan” which serves 100% home cooking food. In the middle of the growing the culinary industry in Makassar. It was another fact in the year 2013 shows that of 500 restaurants in Makassar City only 2 restaurants that have a halal certificate from MUI [13]. This is, of course, a big concern considering the dominant population of Makassar inhabitants of Islamic background [14].

Besides the displacement in the family eating patterns in Indonesia, especially in Makassar city become an important concern as well as a new phenomenon that was born amid the conveniences presented by the excessive culinary industry. As a productive generation of the world today, millennial should be accused as the agent of change of this consumer behavior. As if this is a crucial thing especially for the Millennial community, some writings contain about their (millennial) consumption shifting patterns as proposed by the Institute for Development of Economics and Finance (INDEF) which suggests that the first change in lifestyle trends is the change in food consumption[16][17]. For the millennial, food is a new platform to appreciate themselves[18]where the trend now is shifting from food to entertainment and leisure or “experience-based consumption”[19]. it is well known that the Millennial themselves are the biggest population as the productive class population in the world today which is expected to dominate 75% of household consumption in 2025[16]. This was confirmed by the studies conducted in 2017 which stated that the second most consumption that makes the Indonesian people as much as 47.1% are impulsive to buy is food and drink products[17]. Eat out from home (EoFH) is a phenomenon that is now developing among Indonesian society, especially for Makassar people. Quoted from Nielsen survey in 2009 claimed that 44% of the Indonesian people surveyed eat out from home or at the restaurant range between 1-3 times a month[20], whereas in the United States recorded that 44% of millennial budget spend to eat at the restaurants that where the number increase 10.7% from 2010[18], but if it compared to Europe, the European community only eat at the restaurants once in a month [20].

Eat out From Home (EoFH) is not only done by the millennial but also done by most people in modern urban areas without limits of age and the pattern has lasted. The increasing focus in this article become very important because the consumption patterns of the Indonesian millennial including the millennial in Makassar city, where their consumption patterns are also very dominant towards consumptive and impulsive[21] so many predictions state that in the future, this millennial generation will face the difficulties in terms of property ownership (homeless) related to their unbalanced income, consumption, and lifestyle[22][23][24].

### II. RESEARCH METHODS

Informants in this study are the millennial generation that was born in 1980 – 2000 with education level starting from S1-S2 and have working status with the income from Rp. 2 million – 10 million/month. This study involves 30 informants. The approach of this study used a descriptive qualitative approach by interviewing the object of research for 30 minutes per person about the reviews and the reasons why they prefer to eat outs, the projection of financial division, the facilities used to buy food, the perception of respondents about their wasteful behavior in terms of consumption, informants to eat out, and the respondent's assumption about EoFH to their surroundings. The interview’s guideline of this study as in table 2.

<table>
<thead>
<tr>
<th>No</th>
<th>The Question List</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>How do you project your financial planning?</td>
</tr>
<tr>
<td>2</td>
<td>In relation to food consumption, why do you prefer eating out rather than eating at home?</td>
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<tr>
<td>3</td>
<td>What kind of facilities do you use when you buy food outside?</td>
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<tr>
<td>4</td>
<td>Do you consider yourself as a wasteful person by eating out?</td>
</tr>
<tr>
<td>5</td>
<td>In ratio of 100%, what is the percentage of you eating out?</td>
</tr>
<tr>
<td>6</td>
<td>Do you agree that most of the millennial generation eating out rather than eating at home?</td>
</tr>
<tr>
<td>7</td>
<td>Do you think it is a bad habit? What is the social change that occurred in your family as you do this habit?</td>
</tr>
</tbody>
</table>

### III. RESULTS AND DISCUSSION

Below is showing the data characteristic of the respondent:

<table>
<thead>
<tr>
<th>Gender</th>
<th>Edu. Level</th>
<th>Income Level (Million)</th>
<th>Marital Status</th>
<th>Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>S2</td>
<td>2.5</td>
<td>Un-marriage</td>
<td>Lawyer</td>
</tr>
<tr>
<td>Male</td>
<td>S2</td>
<td>2.5</td>
<td>Un-marriage</td>
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<tr>
<td>Male</td>
<td>S1</td>
<td>5-10</td>
<td>Un-Marriage</td>
<td>Employee</td>
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<tr>
<td>Male</td>
<td>S2</td>
<td>2.5</td>
<td>Marriage</td>
<td>Lecturer</td>
</tr>
<tr>
<td>Male</td>
<td>S2</td>
<td>2.5</td>
<td>Marriage</td>
<td>Housewife</td>
</tr>
<tr>
<td>Female</td>
<td>S1</td>
<td>2.5</td>
<td>Marriage</td>
<td>Employee</td>
</tr>
<tr>
<td>Female</td>
<td>S1</td>
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<td>Female</td>
<td>S1</td>
<td>5-10</td>
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<td>Employee</td>
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<tr>
<td>Male</td>
<td>S3</td>
<td>5-10</td>
<td>Marriage</td>
<td>Lecturer</td>
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<tr>
<td>Male</td>
<td>S2</td>
<td>5-10</td>
<td>Marriage</td>
<td>Manager</td>
</tr>
<tr>
<td>Female</td>
<td>S1</td>
<td>5-10</td>
<td>Marriage</td>
<td>Staff</td>
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<tr>
<td>Male</td>
<td>S2</td>
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</table>
a. Projection of Financial Planning

Interpretation of the study results stated that the projected financial allocation for the “unmarried” status is 10% for savings of both men and women (60% or 9 single men and 40% or 6 single women), 50% allocation of finance for daily needs such as accommodation, credit, internet and fashion style (70% male and 30% female). And the allocation of food needs outside / hangout (café, mall, restaurant) as much as 40% (9 men and 6 women).

For those millenial generations who are “Married” as much as 30-40% of their financial allocations are used for savings. This is agreed by a sample of all men and women. A total of 30% of their total finances for food needs outside the grounds at any time eating out. As much as 20% of the financial allocation for daily accommodation costs and 10% to finance unexpected needs.

b. Eat Out From Home Decision

From the result of the interview, it shows that 100% informants with “unmarried” status both men and women choose to eat out rather than at their home. The main reason is purely a simple way, lack of time that no longer have time to eat at home, tired, traffic jam, and also a busy activity in the office. Apart from that the reason for the taste is also the reason why the millennials are “unmarried” prefer to eating out from the home.

- “I no longer have time to eat at home, especially on working days (weekdays), all my family members are certainly busy at their respective offices More than that the problem of a traffic jam that no longer allowed me to eat at home. Although at night I sometimes buy food outside and eating at home I think eating outside provides many alternative food choices, sometimes I am not so appetite with food at home, eating outside the house is certainly more practical not to take much time especially in the very tired state “.

Based on the interpretation of the interviewee's answer the conclusion of the reasons underlying the habits of millennials with the status of “unmarried” is to want something “simple” and no longer need to bother in terms of processing food. Surely this is supported by their financial ability with almost an average income of 2-5 million per month. In terms of the effectiveness of budget decisions in terms of eating by buying outside is considered cheaper in terms of cost and more time-saving. The menu in the restaurant or cafe, of course, more variation. With the money that they have of course the decision to buy food out is the right decision temporarily.

Whereas for the millennial with “married” status. As for the millennial status “married” the decision to eat out is a decision that is dependent on the conditions. Most informants answered they eat outside only at certain times such as during the day with the excuse of not being able to go home for lunch. The weekend when their families or decide to eat at home but by keeping buying outside.

- I eat out to depend on the conditions, such as during the day at the office and sometimes the informants brings a wife-made lunch I often eat out but on the weekends With my wife and child, if in a very urgent situation such as Tired, traffic jam then I buy outdoors to be enjoyed together at home

Based on the result of the interview for informant with the “Married” status there is a contradiction in comparison with the informant with the “unmarried” status. The outside eating decision can occur due to certain conditions and nature is not repeated. It can be concluded that although financially it is fulfilled the status of “have married” makes this millennial tend to be more protective in terms of extra spending. Given the needs of the family is the main thing then the decision to eat outside can be considered as a decision that can occur when in an emergency condition.

c. Facility

In eating out decision as many as many as 80% of female informants and men with married or unmarried status choose the “GoJek” / “Go-Food” or Grab-food facility. As many as 19% prefer to buy themselves directly at the restaurant to take home and 1% choose other facilities such as waiting for food traders pass in front of their homes.

d. Frequency Eat Out from Home Behavior

For women and men with “unmarried status” of the total score of 100% eating habits out on average is in the score of 80% informant tendency is to eat out or if illustrated, informants only eat at their home on Saturday-week only because that day is weekend. On Monday until Friday, they spent time eating out. Starting from the morning - noon and the occasional dinner schedule at home. As for those who have “married” eating habits outside are only 30% suspect who decided to eat directly on the premises (cafe or resto) and 60% who choose “take-away” to then eat at home.

e. Their Perception about EoFH Behavior

100% of informants who are either “married” or who are “unmarried” say they agree that millennials spend more time eating out than eating at their homes with their families at home.

f. Is Eat Out from home bad? And How About EoFH Effects?

Most informants with “unmarried” status response to the habit are not always bad, not even a few who claim that attitude is not at all bad. This is due to the issue of a busy work routine so like them do not like to choose to eat outside the home. The absence of housemaids who cook at home also justifies the reasons for most informants. In terms of cost and also the effectiveness of eating out is considered cheaper. As for the millennial with the status of “married” eating habits outside can be done as long as it is not done continuously. In terms of cost factors certainly, eat out more spend a lot of costs rather than eating at home with processed foods made their own. However, eating habits outside for informants who have “married” status can also be taken a positive value such as overcoming the saturation of the appetite so that eating outside can be regarded as a wise choice to overcome the saturation.

The perceived effects of activities so that the diet for most millennials, especially those who are “unmarried”, 90% say “they lose quality time with their families,” especially at the table. They cannot meet each other with their family members in 1-2 days because of activities. They can only be gathered at the dinner table Together only on certain occasions such as religious holidays or weekend only.

IV. CONCLUSION

People are increasingly reluctant to eat in their homes, food that once the food is managed from the household kitchen respectively, now move to the restaurant table. The dining table of the house has been transformed into a display and home decoration only, not much different from the display wall of the house. The house table is now the same fate, filled and used by family members if the holiday arrives alone. However, day-to-day dominant society in Indonesia especially millennial people of Makassar spend their meals at restaurants or cafe etc. [15].

Like waiting for a time bomb ready to explode, no one knows for sure why eating habits outside (Eat out From Home) seemed to be the
trend now. Certain triggered by the density of routines, traffic jams so this becomes an easy business opportunity captured for business actors thus creating a culinary-based business unit. Slowly but surely eating habits outside or Eat out from home will be a new pattern forming Eat Migration Culture Behavior (EMCb) which can lead to new gaps in social aspects, especially consumer behavior. Because in particular in Indonesia the parents of the past often ordered hereditary to the children and even their grandchildren who will still be single, want to marry, or even have married even that to achieve financial security and good prosperity in the future one of them they assert to "Do not like to eat out ".

REFERENCES