

## The Role of Consumption Values in Shaping Household Shopping Behavior through Food Delivery Apps

Suwandi S. Sangadji<sup>1\*</sup>, N Azizia Gia Mutiarasari<sup>2</sup>, Wenti Krisnawati<sup>3</sup>

<sup>1</sup> Department of Agribusiness, Universitas Nuku

<sup>2</sup> Faculty of Economics and Business, Telkom University Surabaya

<sup>3</sup> Faculty of Economics and Business, Universitas Muhammadiyah Gresik

\*Correspondence: [suwandi.s.sangadji-2022@feb.unair.ac.id](mailto:suwandi.s.sangadji-2022@feb.unair.ac.id)

### **Abstract:**

*This research investigates how consumption values influence changes in consumer behavior, specifically among non-working housewives in Gresik Regency, in their utilization of food delivery applications (FDAs). A qualitative case study methodology was adopted, featuring in-depth interviews with non-working housewives who have used FDAs at least three times. Data collection involved participant observation, interviews, and document analysis, with thematic analysis employed for data interpretation. Findings reveal that both functional and epistemic values significantly influence consumer behavior. Functional value, characterized by convenience, time efficiency, and a diverse range of meal options, serves as a primary motivator for housewives preferring FDAs over traditional cooking. Furthermore, epistemic value is important, as users rely on reviews, ratings, and promotions to inform their decisions. Although some participants expressed concerns about pricing and occasional order cancellations, FDAs have become essential for meal planning among those seeking convenience and variety. This study sheds light on the consumption patterns of non-working housewives and provides practical recommendations for businesses in the food delivery sector to improve consumer satisfaction and loyalty.*

**Keywords:** consumption values, food delivery App, consumer behavior, non-working housewives.

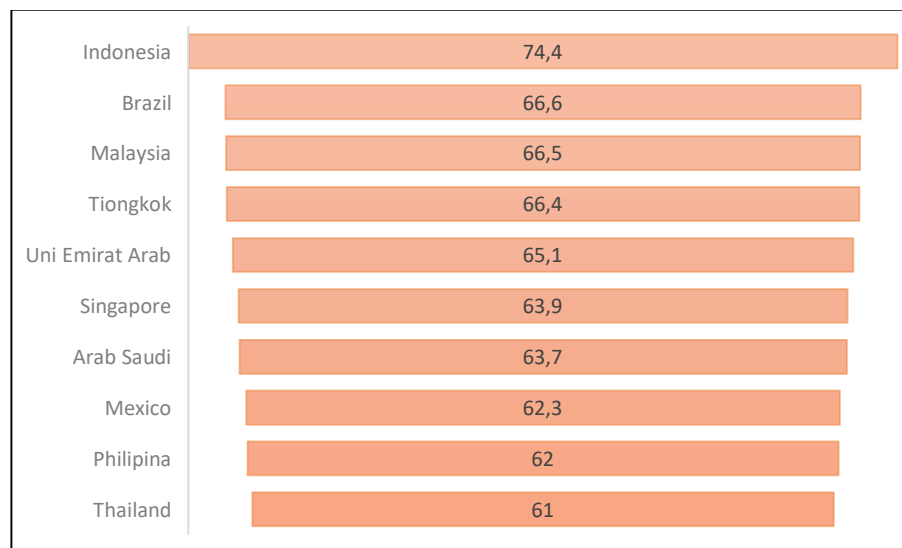
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### 1. Introduction

The transition from restaurant-to-customer to platform-to-customer food delivery services has been primarily driven by the convenience these platforms offer (Chung et al., 2022; Jitendrabhai, 2021). Platforms such as Gojek, Grab, and Traveloka provide a wide variety of food options and restaurants within a single app. Moreover, the availability of attractive promotions and multiple payment methods further enhances their appeal. These advantages have contributed to the rapid growth of the food delivery industry in Indonesia, a trend that reflects the significant demand for such services (Fadhilah & Arief, 2023; Sangadji & Handriana, 2023; Suhartanto et al., 2019). Despite the dominance of established players, the entry of new competitors highlights the competitive and expanding nature of the market. According to Statista, prior to the COVID-19 pandemic, the restaurant-to-customer model was the preferred choice among users. However, starting in 2020, the platform-to-customer model began to gain popularity, eventually rivaling the traditional approach. Within Indonesia's food delivery ecosystem, Grab leads the market with its GrabFood service. A survey conducted by

Kantar in 2019 revealed that 58% of Indonesian consumers preferred GrabFood as their primary food delivery service (Finfolk, 2022).

This study focuses on the Gresik Regency in East Java Province, Indonesia. Gresik is a rapidly developing area with a unique combination of industrial growth and traditional societal structures. Known as an industrial hub, Gresik attracts a growing population of workers and professionals who contribute to changing consumer habits, particularly in food consumption. At the same time, Gresik retains its identity as a region with strong family and community ties, where traditional dining and cooking practices have historically been prevalent. This duality presents an interesting case for exploring the adoption and impact of food delivery applications (FDAs). The selection of Gresik as the study area is also tied to specific local phenomena. Firstly, the expansion of industrial zones has brought about lifestyle changes, with many families opting for more convenient food solutions due to time constraints. Secondly, a 2022 mini-study revealed that non-working housewives in Gresik, who traditionally prepared home-cooked meals, increasingly rely on FDAs for family meals. This shift in behavior underscores a broader transformation in household consumption patterns. Furthermore, Gresik's growing digital infrastructure and rising smartphone penetration provide a fertile ground for examining the adoption and use of FDAs. These factors make Gresik a compelling focus for understanding how consumption value shapes consumer behavior in a rapidly evolving food delivery market.



Source: (KataDATA, 2021)

Figure 1. Percentage of Internet Users Utilizing Food Delivery Applications

Consumer behavior, as defined by Swasta and Handoko (as cited in Adnan, 2018), involves the activities of individuals acquiring and using goods and services. The proliferation of FDAs has significantly influenced consumer behavior in Indonesia. Data from KataDATA (2021) shows that 77.4% of internet users in the country access food delivery applications (see figure. 1). This increase in usage can be attributed to factors such as population growth, advancements in technology, and the implementation of large-scale social restrictions (PSBB) during the COVID-19 pandemic. FDAs are mobile-based services that enable customers to order food and have it delivered directly to their doorstep. The rapid growth of platforms such as Gojek and Grab has redefined food delivery in Indonesia. For example, Gojek's aggressive expansion has not only intensified competition but also affected smaller players like HappyFresh, which has since partnered with Grab to remain competitive. However, rising delivery fees in 2022 prompted many micro, small, and medium enterprises (MSMEs) to reconsider their dependence on these platforms. This has led to an emphasis on improving digital skills among MSMEs to adapt to the evolving market landscape.

One of the most striking shifts observed in Gresik is the changing role of non-working housewives in food preparation. Traditionally seen as the primary food providers within households, many housewives now prefer to order food online for family meals. A mini-study conducted in Gresik in 2022 revealed that 7 out of 10 non-working housewives used FDAs to purchase breakfast or dinner. This behavioral shift, driven by the convenience of FDAs, highlights a departure from traditional cooking practices. The findings suggest that even individuals with ample time to cook at home are increasingly prioritizing convenience over tradition. This phenomenon is particularly relevant in Gresik, where strong cultural norms surrounding home-cooked meals are being challenged by modern, technology-driven lifestyles. The increasing use of FDAs among housewives indicates a reevaluation of household roles and responsibilities. These changes warrant further exploration, particularly in understanding the underlying consumption values that drive these decisions.

Existing literature on FDAs is geographically diverse, with studies conducted in countries such as Thailand (Sungboonlue et al., 2022), Indonesia (Indriyarti et al., 2022); (Wiasuti et al., 2022), India (Chakraborty, Kayal, et al., 2022; Gupta et al., 2021; Kaur et al., 2020, 2021; Ramesh et al., 2022; Ray et al., 2019; Singh et al., 2020), Romania (Gârdan et al., 2021), Vietnam (Tran, 2021), and Turkey (Kızılkaya & Rızvanoğlu, 2020). However, studies in regions such as Thailand, Vietnam, Turkey, and Indonesia remain relatively limited, particularly those employing qualitative approaches. Despite the growing interest in FDAs, few studies have specifically examined the role of consumption value in shaping consumer behavior within the context of Indonesian households. This research aims to address this gap by focusing on Gresik, where changing societal norms and technological adoption intersect. The objective is to investigate how consumption value influences the decision-making process of choosing FDAs, with a particular emphasis on non-working housewives as a key demographic group.

By exploring the unique dynamics of FDA adoption in Gresik, this study contributes to a deeper understanding of consumer behavior in a specific cultural and regional context. The findings have practical implications for stakeholders, including FDA providers and policymakers, who can leverage these insights to design strategies that align with consumer preferences and local market conditions. Additionally, this research highlights the potential for FDAs to reshape traditional household roles, offering a valuable perspective for future studies on the societal impacts of digital services. These previous studies applied various theoretical frameworks in the context of FDA, such as the model of the factorial structure and FDA business model (Ramesh et al., 2022), Consumption Value Theory (Chakraborty, Siddiqui, et al., 2022), Consumption Experience Model, Perceived Utility, and Positive Attitude (Gârdan et al., 2021), Human-Computer Interaction (HCI) and Price Comparison (Singh et al., 2020), the Model of Five Consumer Barriers and Word of Mouth (Kaur et al., 2021), Time-Saving Orientation, Prior Online Purchase Experience, Price-Saving Orientation, and Spending Habits (Indriyarti et al., 2022), as well as Convenience Motivation, Attitude, and Behavioral Intention (Wiasuti et al., 2022).

This study employs the Theory of Consumption Value (TCV) as its theoretical foundation. The TCV, proposed by Sheth et al. (1991), is particularly relevant for understanding consumer decision-making. The theory outlines three key propositions: (1) Consumer choices are influenced by multiple consumption values; (2) The significance of each value varies depending on the choice context; and (3) Consumption values operate independently from one another. Based on these propositions, Sheth et al. developed the TCV model, widely recognized as the five values that influence customer choice.

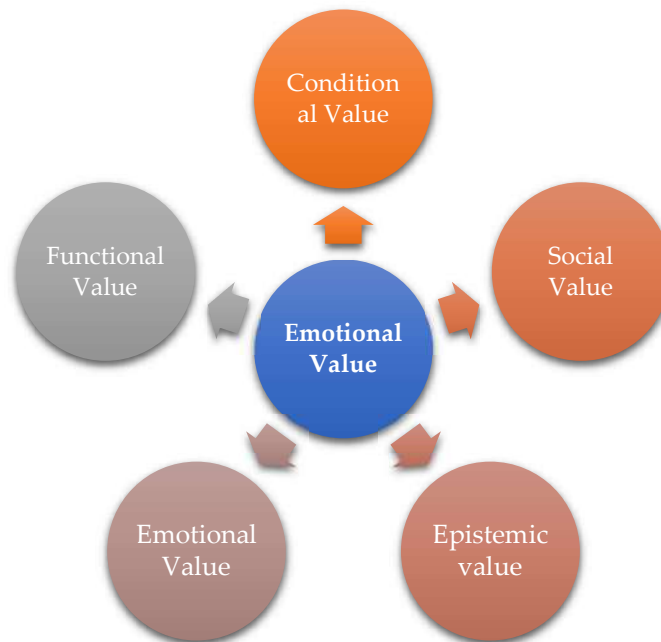


Figure 2. The Five Values Influencing Customer Choice  
Source: (Sheth et al., 1991)

As depicted in Figure 2, the TCV includes five consumption values: functional, social, emotional, epistemic, and conditional values. Consumer decisions can be influenced by one or more of these values. According to Choi & Johnson, (2019), purchasing decisions are shaped by these five values, in addition to the product or service being considered. Consumption value plays a deterministic role in consumer decisions (Joshi et al., 2021). These values help explain why customers prefer one product over another or choose not to purchase a product or service (Sheth et al., 1991). While consumption values are fundamentally divided into five categories, individual perceptions of these values vary widely, as noted by Paço et al (2019). On the other hand, TCV is advantageous due to its ability to elucidate the fundamental elements of an offering's value (Muhamed et al., 2019). Given the limited research on TCV in the context of FDA, this study aims to explore TCV, comprising functional value, social value, conditional value, emotional value, and epistemic value, as the foundation of this research.

## 2. Findings and Discussion

This research employs a qualitative method with a post-positivist approach. Primary data collection was conducted through in-depth interviews with 20 purposively selected informants. The qualitative analysis involved several stages, including transcription, coding, thematic grouping, and interpretation of findings based on relevant theoretical frameworks. The study reveals several significant insights into household shopping behavior through food delivery applications.

In terms of functional value, the study highlights the motivation behind food purchases among non-working housewives. Functional Value Theory, which is a part of the Theory of Consumption Values (TCV), significantly influences consumer behavior by focusing on perceived utility derived from fulfilling functional, utilitarian, or physical needs. Housewives in the study expressed that purchasing food via food delivery apps was more convenient and time-saving compared to cooking at home. Most participants reported using these applications at least once a day, emphasizing that ordering food saved effort and allowed them to manage other tasks more efficiently. They also appreciated the variety of meals offered by the apps, which helped break the monotony of cooking the same meals repeatedly. Furthermore, the promotional offers available on these platforms made food purchases more affordable than

buying the ingredients required to cook a variety of meals at home. Importantly, family members or spouses did not oppose the frequent use of these apps; in fact, they enjoyed the greater meal variety offered by restaurant-ordered food compared to home-cooked meals. This suggests that functional value plays a significant role in driving online food purchases, particularly in terms of convenience, meal variety, and positive family reactions. When cooking at home is not feasible due to time constraints or other limitations, housewives tend to rely on food delivery apps as a quick and efficient way to meet their household meal responsibilities.

Another key finding relates to the assessment of food quality, another important aspect of functional value in consumption. Interviews revealed a high level of trust among housewives regarding the quality of food ordered via Food Delivery Applications (FDA). On a scale of 1 to 10, their confidence in the quality of the food purchased through these platforms consistently ranked above 7. Many informants reported that they often relied on reviews and ratings of restaurants before making a purchase. Additionally, some had prior experience dining at the restaurants, which further reinforced their trust in the quality of the food ordered. Most housewives expressed no concerns about the safety or hygiene of the food they ordered online, believing it was safe to serve to their families. They often checked the cleanliness of the food upon delivery to ensure it met their personal standards. Packaging also played a critical role in their assessment of food quality, with well-packaged food being perceived as a sign of a restaurant's overall cleanliness and professionalism. The study concludes that functional value, particularly food quality, significantly influences the decision-making process of housewives when ordering food online. They prioritize health and safety when selecting food to serve to their families, and restaurants that meet their quality standards—based on packaging, reviews, and cleanliness—are more likely to earn their trust. This aligns with previous research, which shows that health consciousness and food safety are key factors in food choices.

The study also explored epistemic value in shaping household shopping behavior, particularly in the selection of food and restaurants via food delivery applications. Consumers often consider factors such as high star ratings, proximity, price comparisons, promotional offers, and customer reviews when selecting food and restaurants. The participants reported feeling comfortable using food delivery apps due to the wide variety of menu options, including those for children and infants. The user-friendly interface of these apps, featuring images of the food items, made it easier for consumers to choose their desired meals. According to previous studies, user-friendly applications are not necessarily the ones with the most features but those that are efficient and practical to use, which leads to greater consumer satisfaction.

The study also identified some dissatisfaction related to pricing. While informants generally appreciated the convenience offered by food delivery apps, some expressed frustration with sudden order cancellations or discrepancies between the food they ordered and what was delivered. There were also concerns about price differences between the app listings and actual restaurant prices. Several informants reported that prices on food delivery apps were often higher by Rp 2,000 to Rp 10,000 compared to restaurant prices. While small price differences were acceptable, larger discrepancies deterred some informants from making purchases unless a promotional offer was available.

To ensure the validity of the findings, data triangulation was conducted by consulting experts in the field. A marketing expert noted that technological advancements, particularly in food delivery applications, have greatly benefited MSMEs in Gresik Regency. He emphasized that factors such as competitive pricing, menu variety, and consumer boredom with home-cooked meals play a crucial role in influencing consumer behavior, especially among housewives. Another expert, a marketing consultant and MSME advisor, highlighted the importance of leveraging food delivery applications to distribute MSME products. He observed that non-working housewives represented a unique market segment, and their purchasing behavior through food delivery apps was a significant focus for optimizing product distribution.

### 3. Conclusion

This study underscores the significant influence of consumption values, particularly functional and epistemic values, on the shopping behavior of non-working housewives when using food delivery applications (FDA) in Gresik Regency. The findings highlight that functional value plays a critical role, as convenience, time efficiency, and diverse meal options offered by FDAs are key factors motivating housewives to opt for ordering food rather than cooking at home. The use of FDAs allows them to save energy and time while providing a wider variety of meals, which are often perceived as more appealing than home-cooked meals. Additionally, the study reveals that perceived quality and safety of the food, along with the ease of use and user-friendly nature of the applications, strongly influence purchase decisions. Epistemic value also emerges as an important factor, as housewives frequently rely on reviews, ratings, and promotional offers to guide their restaurant choices. Despite some concerns about pricing discrepancies and occasional order cancellations, FDAs have become an essential tool in household meal planning, particularly for those seeking efficiency and variety in their food choices.

In light of the results, several important insights emerge for businesses, especially those within the food delivery sector and restaurants targeting housewives as a primary market segment. Given the strong influence of functional value, businesses should prioritize enhancing the convenience and usability of their platforms to ensure a seamless customer experience. Easy-to-navigate interfaces with clear visuals can significantly improve satisfaction and encourage repeat usage among housewives. Moreover, pricing strategies, such as offering promotions, competitive pricing, discounts, bundled meals, and value-added services, are crucial for attracting this demographic. This is particularly important in a market sensitive to price discrepancies between online and offline purchases.

The emphasis on food quality and safety further suggests that businesses must maintain stringent standards in both food preparation and packaging to build trust and ensure customer satisfaction. Tamper-proof packaging and encouraging positive customer feedback through reviews and ratings are effective strategies to build credibility. Targeted marketing efforts aimed at non-working housewives, emphasizing the convenience, variety, and quality offered by FDAs, can help businesses tap into this growing market segment. By addressing pricing concerns, improving communication around promotions, and ensuring reliable service, businesses can not only mitigate customer dissatisfaction but also strengthen consumer trust and loyalty.

However, this study has certain limitations that must be considered. First, the research focused solely on non-working housewives in Gresik Regency, limiting the generalizability of the findings to other regions or demographic groups. Future research could explore a broader and more diverse sample to provide a more comprehensive understanding of food delivery application usage across different consumer segments. Additionally, this study did not extensively investigate the long-term effects of FDAs on consumer loyalty or the role of cultural factors in shaping food delivery preferences. Further research in these areas could contribute to a deeper understanding of the evolving dynamics in the food delivery market. By addressing these limitations in future studies, researchers can further refine strategies for businesses to better serve the needs of housewives and strengthen their market position in this rapidly expanding sector.

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