



## RESEARCH ARTICLE

## YOUNG GENERATION PURCHASE PATTERNS OF BOBA AND COFFEE DRINKS IN BANYUMAS REGENCY, INDONESIA

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## ABSTRACT

Changes in consumption patterns, especially in the millennial generation, are driving the emergence of contemporary drinks. Among the contemporary drinks that are currently popular among the younger generation are Boba and coffee drinks. The research aims to determine consumer characteristics and purchasing patterns of boba and coffee drinks in Banyumas Regency. The research method uses qualitative methods with descriptive analysis. Data were collected through a web-based method (G-Forms) with a total of 188 consumers as respondents. The research results show that consumer purchasing patterns are related to preferences for the type of drink, the number of transactions and the number of cups purchased per transaction, cup size preferences, and time of purchase.

## KEYWORDS

Contemporary Drinks, Boba Drinks, Coffee Drinks, Purchase Patterns

## 1. INTRODUCTION

The term contemporary drinks is currently very popular in Indonesia. The contemporary drinks is a term used for innovative and popular drinks, both because of their taste and unique characteristics (Veronica and Ilimi, 2020). The appearance of this drink is due to changes in consumption patterns, especially among the younger generation. Indeed, this condition is supported by the fact that in 2015 more than 33% of Indonesia's population were young people aged between 15-34 years (Ali and Purwandi, 2016). In fact, in 2020, the younger generation, also known as the millennial generation, was predicted to grow to 60% of the total population in Indonesia (Hayu, 2019), and the demographic transition in Indonesia, which is filled with the younger generation, provides a bonus in the form of a positive contribution to Indonesia's economic growth (Rostiana and Rodesbi, 2020). The development of the population, especially the younger generation, is an opportunity for the beverage industry market (Tinambunan et al., 2020). In Indonesia, the drinks that are most in demand are boba and coffee drinks (Anugrah and Pratama, 2022; Baehaki et al., 2023; Kushargina et al., 2021; Veronica and Ilimi, 2020).

Since the 1990s, Boba drinks have been popular in Asia, and have gained popularity in the United States and Europe since 2000 (Min et al., 2017). In Indonesia, boba drink is a type of contemporary drink that is growing rapidly in Indonesian society, where this drink has various names, such as boba milk tea/boba milk tea/bubble tea (Veronica and Ilimi, 2020). Boba itself is a tapioca ball that is often used as a filling for bubble tea drinks (Aurellia et al., 2022). Many people like this drink, especially the younger generation, because of several factors such as product quality, price, innovation, marketing strategy, brand image, food quality, and perceived value (Tirtayasa, 2022; Yuliantoro et al., 2019). In recent years, boba drink outlets have continued to appear in Indonesian society along with the great popularity of this drink, especially among teenagers and young adults (Dewi et al., 2015).

Apart from boba drinks, coffee drink is also a drink that is currently developing among young people in Indonesia. No wonder because Indonesia is one of the world's major producers of coffee and it is an important part of Indonesian culture (Wang and Ghalih, 2017). Currently, along with the times, serving coffee is no longer seen as a drink for old people, but has become a trend in itself by making it a style for young people (Alfirahmi, 2019). According to some studies, coffee consumption has become more important in recent years and has touched the lifestyles of both old and young people (Utama et al., 2021). Young people are increasingly interested in coffee, and some see it as an opportunity for entrepreneurship (Kaban et al., 2021) and it is proven by many contemporary coffee shops in Indonesia that have become popular among young people in major cities in recent years (Agustin and Agustin, 2020).

The development of contemporary drinks such as boba and coffee drinks have become a popular trend in Indonesia in recent years. Therefore it is very interesting to understand the consumption pattern of young people toward this contemporary drink. So this study aims to determine consumer characteristics and consumer buying patterns of boba and coffee drinks.

## 2. METHODOLOGY

This research was carried out in Banyumas Regency which has an economic growth rate of 5.86% in 2022 above the Banyumas Regency government's target of 4.5% and above Central Java's economic growth of 5.31 % (Wahyuni, 2023). The purpose of this study was to identify the consumer characteristics of buying patterns of boba and coffee drinks in Banyumas Regency.

The research method used is qualitative research (Moleong, 2013). The technique used in sampling is accidental sampling (Sugiyono, 2016). Collecting data from respondents with tools in the form of questionnaires with Google Form instruments that are distributed online to make it easier to obtain data. The sample comes from the younger generation, especially

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Generation Y (Born 1980 – 2000) and Generation Z (Born 2001 – 2010) (Budiati et al., 2018)

Qualitative data were analyzed using an interactive model (Miles and Michael, 2005). The interactive analysis is a continuous process that starts from data search, data reduction, and data presentation, to drawing conclusions and verification. Quantitative data analysis is presented using descriptive statistics such as percentage scores, scoring, mean, frequency distribution and tabulation.

### 3. RESULT AND DISCUSSION

#### 3.1 Characteristics of Respondents

This research involved 188 consumers of boba and coffee drinks in Banyumas Regency, which are spread across various sub-districts. The characteristics of the respondents in this study were categorized based on gender, age, last education, marital status, and budget/month.

Respondent Characteristics	N	%
Sex		
Male	61	32.4 %
Female	127	67.6%
Age (years)		
16 – 20	96	51.1 %
21 – 25	88	46.8%
26 – 30	2	1.1%
31 – 35	2	1.1%
Education		
Senior High School/Equivalent	154	81.9%
Bachelor's Degree	31	16.5%
Master's Degree	3	1.6%
Marital Status		
Single	183	81.9%
Married	5	16.5%
Monthly Expenses		
< IDR 1,000,000	137	72.9%
IDR 1,000,000 to IDR 2,000,000	44	23.4%
> IDR 2,000.00	7	3.7%

Based on Table 1, the majority of boba and coffee drinks buyers are women (67.6%) with an age range between 16 to 25 years (97.9%). The average buyer has an educational background up to high school/equivalent level (81.9%) because most of them are still undergraduate students so 81.9% and single. It is known that most of the monthly expenditure budget is under IDR 1,000,000.

#### 3.2 Purchase Patterns

Knowing the purchasing patterns of consumers is very important for a business. The main objective is to identify the best customer segments, as this will assist retailers in designing new strategies to attract customers and various future actions (S and Ashok, 2016; Sousa et al., 2022). The pattern of purchases in this study looks at the types of drinks that are often purchased, destination local brands, purchase frequency, pre-purchase information, purchase reasons, price range purchased (per cup), number of cups per purchase, cup size purchased, and time purchase.

Based on Table 2 it is known that the majority of respondents buy boba drinks (57.4%) more often than coffee (42.6%) with Janji Jiwa, XiBoba, and Chatime outlets as the main destinations. Most respondents make 1-2 purchases/month and obtain information from friends (47.3%) and social media (46.3%) before making a purchase. The reasons for making a purchase are very diverse. 51.5% stated that they made purchases because they wanted to try, and 38.8% said they liked sweet drinks/coffee. While the rest is due to affordable prices, following trends, and others.

The price range that respondents usually buy is also very diverse. The majority of respondents used to buy drinks at IDR 10,000 to IDR 20,000 per cup (49.5%). 34% of respondents answered that they bought drinks

at IDR 20,001 to Rp. 30,000 per cup and 13.8% bought drinks at prices < IDR. 10,000 per cup. Almost all respondents buy 1 cup in one purchase transaction (70.2%) and 2 cups per transaction (24.5%). The rest buy more than 2 cups per purchase. Regular/Medium size is the favourite with a percentage of 76.1%. As for the purchase time, it is almost evenly distributed at any time except morning.

Purchase Patterns	N	%
Types of Drinks		
Boba	108	57.4%
Coffee	80	42.6%
Brand		
Janji Jiwa	33	17.6%
XiBoBa	35	18.6%
Chatime	46	24.5%
Others	74	39.3%
Purchase Frequency		
< 1 Purchase/Month	9	4.8%
1 - 2 Purchases/Month	104	55.3%
3 - 4 Purchases/Month	55	29.3%
5 - 6 Purchases/Month	14	7.4%
7 - 8 Purchases/Month	6	3.2%
Information Resources		
Friend	89	47.3%
Family	9	4.8%
Social media	87	46.3%
Other	3	1.6%
Reasons to Try		
Loves Coffee/Sweet Drinks	73	38.8%
Affordable prices	10	5.3%
Following Trends	3	1.6%
Desire to Try	97	51.6%
Other	5	2.6%
Price Range per Cup		
< IDR 10,000	26	13.8%
IDR 10,000 to IDR 20,000	93	49.5%
IDR 20,001 to IDR 30,000	64	34%
>IDR 30,000	5	2.7%
Number of cups per purchase		
1	132	70.2%
2	46	24.5%
3	8	4.3%
>3	3	1%
Cup Size		
Small	32	17%
Regular/Medium	143	76.1%
Large	13	6.9%
Purchase Time		
Morning (06.00 A.M - 10.59 A.M)	5	2.7%
Daytime (11.00 A.M - 02.59 P.M)	78	41.5%
Afternoon (03.00 P.M - 05.59 P.M)	57	30.3%
Evening (06.00 P.M - 00.00 A.M)	48	25.5%

### 4. CONCLUSION

In this paper, some important things to note are that the majority of current drink customers (boba and coffee drinks) are women between the

ages of 16-25 years, still single, and have a high desire to try new drinks. Many choose boba drinks over coffee by making 1 to 2 purchases each month (1 cup per purchase transaction) and choosing a medium cup size for each purchase.

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