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FACTORS AFFECTING FROZEN FOOD PURCHASE INTENTION DURING THE COVID-19 OUTBREAKIN INDONESIA (CASE OF GREATER JAKARTA)

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ABSTRACT:

In early 2020, the first case of CV19 was reported in Indonesia. Frozen food becomes a popular choice for someone who is looking for convenience and practical purpose during the pandemic. This paper aims to reveal the influence of perceived value, brand image, price fairness, product packaging, consumers' lifestyle on frozen food purchase intention during CV19 in the Greater Jakarta area. This study used quantitative method with multiple regression analysis. An online questionnaire was distributed to respondents. The result from 154 respondents who have ever bought frozen food during CV19 was collected as the primary data. In the data collection process, the convenience and snowball sampling technique were utilized. For data analysis, the researcher used multiple regression analysis. The result shows that perceived value, product packaging, and consumers' lifestyle significantly influence purchase intention towards frozen food during CV19. However, brand image and price fairness don't influence purchase intention towards frozen food during CV19.

Keywords: Purchase Intention, Perceived Value, Brand Image, Price Fairness, Product Packaging, Consumers' Lifestyle, Covid-19 Pandemic.

Introduction

Most consumers are concerned with health issues and prefer to cook at home to eat less frozen food, widely known as unhealthy (DoctorNDTV, 2018). On the other hand, there's still a demand for convenience in food preparation. Hence, frozen food became a primary choice because of the convenience and demanding work-life culture where peoples are too exhausted by the end of the day to cook fresh food (DoctorNDTV, 2018). They need food that could be prepared in less timer, practical, cheap, and fulfills nutritional needs and health. So, frozen has been a core grocery purchase for nearly all consumers (Shoup, 2019).

In early 2020, Coronavirus (CV 19) spreading in the world, including Indonesia

(Ihsanuddin, 2020). It's only two months after the first case report in Wuhan, China. The outbreak caused the global economy to slow down, without exception for Indonesia. For humanity's cause, few countries, including Indonesia, enacted the lockdown policy to minimize the virus spread chain (Maucash, 2020). As a result, many places have been closed down because of the new policy like shopping malls, restaurants, or generally a place where crowds are common to be seen. In Jakarta alone, 40 shopping malls and 6.800 restaurants have been closed down temporarily as the impact of CV19 (Ardisty, 2020; Hamdani, 2020b).

Aftermath, the business opportunities for other business diminished significantly (Hamdani, 2020a). However, frozen food opportunities are wide open and become popular during CV19 (Radika, 2020). The variants of frozen food such as meatballs, nuggets, and dumplings are growing. Frozen food is enjoyed by children and adults, even older people (Rahma, 2020). Besides, millennials are the leader in frozen foods' resurgence, followed by generation X, baby boomers, and those in the silent generation. The major reasons for choosing frozen food instead of fresh are convenience and reduced food waste (Keating, 2019).

Frozen food itself is a primary choice for consumers during CV19. The restricted access to restaurants due to the CV19 has caused demand for frozen food to skyrocket. It's even described as "renaissance" (Fusaro, 2020). The government's social distancing policy reduces people's interaction with others (CDCP, 2020). Therefore, selling frozen food through social media is a trend nowadays (Febriani, 2020). Besides, it's also because humans' food needs must be fulfilled to sustain life (Hapsari, 2020). Therefore, frozen food is often a choice as emergency food or a stock food choice when people have to be at home during CV19. The reason is, frozen food can be stored for a long period; then, leaving the house often to shop isn't necessary. According to the American Frozen Food Institute (AFFI), Mehmet (2020), there's a surge in sales for frozen food ever since the CV19 pandemic. The demand for frozen food will continue even beyond the pandemic, according to their survey. The frozen food segment has added new customers. Consumers who are previously rarely or even never purchased frozen food before CV19 are now buying them. Besides, the loyal are buying more and trying new frozen food product. Reported up to 70% of consumers are buying more than usual, while 68% try new brands and products (Mehmet, 2020). As a result, frozen food becomes a 'sales powerhouse' during CV19 (Redman, 2020).

There are previous research that studied frozen food purchase intention on other countries. First, (Saleem et al., 2017) conducted their research in Pakistan about purchase intention in the frozen food industry focusing on different independent variables. Then, Zakaria et al. (2015) conducted their resrearch in Malaysia and heavily focused on religious causes and trust as their independent and mediator variables. While, in Indonesia, there's a study on consumers' buying preferences on frozen food in Jakarta by Rahardjo (2016). However, the research have limitations related to lifestyle and perceived value as the independent variables. Hence, this research was conducted in a very specific condition, which is during CV19. Unlike past studies, this research analyzes the impact of perceived value, brand image, price fairness, product packaging, and consumers' lifestyle on frozen food purchase intention during CV19. This study aims to determine the relationship between the perceived value, brand image, price fairness, product packaging, and consumers' lifestyle on purchase intention towards frozen food during CV19.

This paper is organized with the first section outlines the theoretical background for this study. The second section is a synthesis of the relevant literature review and hypothesis development. Section three presents the research method. Section four presents the results

and discussion, and section five presents the conclusion and recommendation of the study.

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Literature Review

Perceived Value on Purchase Intention

Perceived value is interpreted as "consumers' overall assessment of the utility of a product based on the perceptions of what is received and what is given" (Itani et al., 2019). On the other hand, (Konuk, 2018b) defined perceived value as "a trade-off between the quality or benefits they perceive in the product relative to the sacrifice they perceived by paying the price. Typically, consumers compare the practical value and the price of a product to assess the perceived value. Hence, they are two critical determinants of perceived value: perceived quality and the perceived price, Konuk (2019) found that consumers' value perception influences consumers' purchase intention. It's also considered critical for that matter. Konuk (2018b) also revealed if the perceived value is one of the most influential determinants in consumers' purchasing process. He added, perceived value is more important as consumers perceived lower price may increase their perceived value and eventually motivate them to purchase. Itani et al. (2019) revealed perceived value influences on the decision-making process in the pre-purchase phase of the purchasing experience, affecting consumers' satisfaction level and behavioral intention at the post-purchase phase. Hence, the following hypothesis was proposed:

H1: Perceived Value affecting Frozen Food Purchase Intention during CV19.

Brand Image on Purchase Intention

Brand image is described as "the representation of a brand in the consumer's mind that is linked to an offering or a set of perceptions about a brand the consumer forms as reflected by brand association" (Chinomona, 2016). It's also defined as "the brand that is brought to the consumer's mind by the brand association (Severi & Ling, 2013). (Lahap et al., 2016) gave a much simpler definition, "reflection of a brand held in consumer memory." A strong influence on purchase intentions through the brand image's impact reduces the mental effort when making choices (Diamantopoulos et al., 2011). In contrast, another researcher revealed brand image do not significantly affect customers' attitude towards intention to purchase a product or service (Saichao, 2016). It also revealed that brand image did not significantly influence purchase intention (directly) (Chao & Liao, 2016). However, it does if the relationship passes through the mediating role of consumer attitude. So, the second hypothesis was argued:

H2: Brand Image affecting Frozen Food Purchase Intention during CV19.

Price Fairness on Purchase Intention

Price fairness is defined as "a consumer's assessment and associated emotions of whether the difference between the seller's price and the price of a comparative other party is reasonable, acceptable, or justifiable" (Konuk, 2018a). It can also be interpreted as simple as "buyer's judgment of a seller's price" (Chapuis, 2012). If the consumer's reference price is below the retail price, they may eventually evaluate the price as unfair (Konuk, 2019). The connection between these two variables was explained by Semuel & Chandra (2014) as the price directly influences purchase behavior intention and is an important consideration in the product purchasing phase. Furthermore, when consumers accept the price set for a product, the purchase behavior intention turns stronger. Homburg et al. (2014) also found the price fairness has a positive effect on purchase intention. Customers' unfairness perception hurts purchase intention (Fernandes & Calamote, 2016). Furthermore, consumers will also protect themselves from buying a product if they consider the price is unfair (Ahmat et al., 2011). As such, the following hypothesis was proposed:

H3: Price Fairness affecting Frozen Food Purchase Intention during CV19.

Product Packaging on Purchase Intention

Product packaging is used to protect a product from the external environment and promotional purposes (Khan et al., 2018). Product packaging consists of visual and information elements (Mohsen et al., 2018). Visual elements include dimensions such as color, size, and pictures on the packaging, and it affects the sentimental and emotional dimension of decision making (Mohsen et al., 2018). Visual elements are the ones that primarily processed by consumers, for which they are important in drawing attention and in subsequent product categorization. Furthermore, visual elements can be processed quickly and automatically by consumers. Visual elements typically influence consumers' purchase intentions if they have low involvement in their lives (Khan et al., 2018). The visual element of food packaging is the most important and significant feature in affecting consumers' purchase decisions (Ahmad et al., 2012). Besides, the information element on a product with high involvement or more often being used influences consumers' purchase decisions (Khan et al., 2018). Then, the following hypothesis was argued:

H4: Product Packaging affecting Frozen Food Purchase Intention during CV19.

Consumers' Lifestyle on Purchase Intention

Lifestyle has become a popular subject in the advertising segment since it gives more accurate and practical information about consumers for advertisers to use (Qing et al., 2012). Lifestyle is a social factor based on humans' basic needs that are strongly affected by their simultaneous needs for integration (belonging to a group) and a differentiation (individuality). People coming from the same sub-culture or social class and having similar professions are not necessarily the same; hence, lifestyle cannot be attributed purely to demographic parameters (e.g., gender, age, education, income). Consumers' lifestyle is the strongest relationship with consumer purchase decisions in his detailed research (Raof et al., 2017). It is no surprise that consumers' lifestyle plays an important role in determining the consumer purchase decision since nowadays consumer lifestyle is more complex and unpredictable of their needs and preference. In comparison, Bilal et al. (2015) revealed that consumers' attitudes toward purchase intention are positive. Consumers purchase organic

food products are varied, and primarily the motivations behind the decision to purchase, including environmental concerns, health and lifestyle concern, food product quality, and subjective norms. Besides, Chang et al. (2015) also found a correlation between consumer's lifestyle and purchase intention. So, the following hypothesis was argued:

H6: Perceived Value, Brand Image, Price Fairness, Product Packaging, and Consumers' Lifestyle simultaneously affecting Frozen Food Purchase Intention during CV19.

H5: Consumers' Lifestyle affecting Frozen Food Purchase Intention during CV19.

Purchase Intention

Purchase intention has become one of the main inputs that marketing managers use to predict future sales and determine how their actions will impact consumers' purchasing behavior. Purchase intention is defined as "the preference of consumers to buy the product or service." In other words, purchase intention has another aspect: the consumer will purchase a product after evaluation (Younus et al., 2015). It is also defined as a "kind of decision-making that studies the reason to buy a particular brand by consumer" (Mirabi et al., 2015). Consumers with high purchase intentions generally lead to actual purchase behavior (Keller, 2001). While firms need to determine consumers' purchase intention; unfortunately, it's very hard to observe consumers' expectations; firms only tend to identify expectation after the product has already been sold to a consumer (Xiao et al., 2018).

Creating value is crucial for both customers and firms. The customer value will lead the company to have higher customer satisfaction and loyalty, also provide stronger competitive conditions and a bigger market share (Naami et al., 2017). The brand image is developed in the customer's mind by impacting a marketing program, public relations, word-of-mouth (WOM), and customer's encounter with the products or services (Lahap et al., 2016). The brand image needs to be carefully managed over time (Iglesias et al., 2019). Information elements include information regarding product and technology used in packaging and it mostly affects the cognitive dimension of decision making (Mohsen et al., 2018). It's considered concrete; however, it's also subject to skepticism (Magnier & Schoormans, 2015). In contrast, consumers' purchase intentions are influenced by information written on the product, which involves consumers' lives (Khan et al., 2018). Therefore, the last hypothesis was proposed:

H6: Perceived Value, Brand Image, Price Fairness, Product Packaging, and Consumers' Lifestyle simultaneously affecting Frozen Food Purchase Intention during CV19.

Conceptual Framework

Based on literature review, this study developed conceptual research framework from six hypothesis that already constructed (Figure 1).
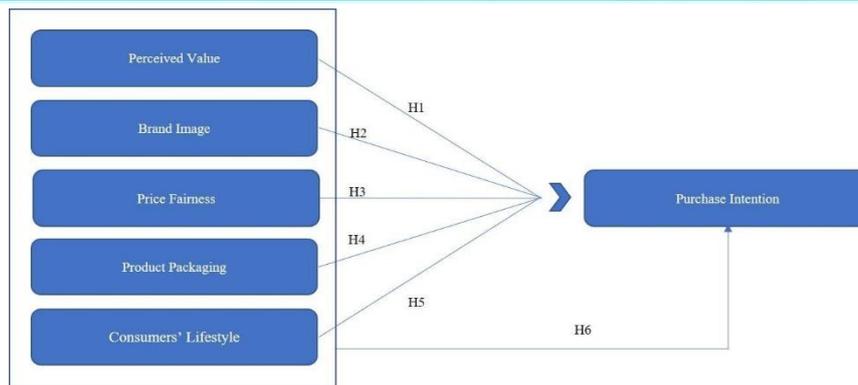
Figure 1. Conceptual Framework

Research Methodology

ResearchDesign

The quantitative research method with Multiple Regression Analysis conducted in this study (Hair et al., 2017; Pollalis & Basias, 2018). This research aim was to know the affect of five variables (perceived value, brand image, price fairness, product packaging, and consumers' lifestyle) on purchase intention in the Greater Jakarta, Indonesia. In data analysis, we do validity and reliability testing as pilot project. After that, we analyzing demographic profile of the respondents including gender, age, residence, profession, and monthly income. Two additional more specific questions also asked regarding the frozen food buying frequency during CV19 and the last frozen food they bought during CV19. The descriptive statistical analysis conducted to have simple summaries about the sample and the measures. Alongside with graphic analysis, it forms the basis of virtually every quantitative analysis of data. The descriptive statistic simply describing what is or what the data shows. After that, this study conducted classical assumption test to check the normality of data. In the end, we testing the hypothesis with multiple regression analysis.

Sampling Design

The quantitative research method with Multiple Regression Analysis conducted in this study (Hair et al., 2017; Pollalis & Basias, 2018). This research aim was to know the affect of five variables (perceived value, brand image, price fairness, product packaging, and consumers' lifestyle) on purchase intention in the Greater Jakarta, Indonesia. In data analysis, we do validity and reliability testing as pilot project. After that, we analyzing demographic profile of the respondents including gender, age, residence, profession, and monthly income. Two additional more specific questions also asked regarding the frozen food buying frequency during CV19 and the last frozen food they bought during CV19. The descriptive statistical analysis conducted to have simple summaries about the sample and the measures. Alongside with graphic analysis, it forms the basis of virtually every quantitative analysis of data. The descriptive statistic simply describing what is or what the data shows. After that, this study conducted classical assumption test to check the normality of data. In the end, we testing the hypothesis with multiple regression analysis.

Sampling Design

Population and Sample Size

Population in this study refers to the group of people selected that consume frozen food in the Greater Jakarta area. Thus, this research population would be anyone who had purchased frozen food during CV19. The sample is a small part of the population that symbolizes the entire population (Greener, 2008; Cherry, 2015). The sample size suggests between 30 and 500 at the 5% confidence level is generally sufficient for many researchers (Delİce, 2001). Similarly, Greener (2008) suggested the sample size must be more than 30; if it's less than 30, it's most likely to show an unacceptable P-value (above 0.05). Therefore, this research's target for sample size is 150 to give the desired research accuracy.

Sampling Technique

In this research, the researcher utilized non-probability sampling techniques with convenience and snowball sampling techniques. Convenience sampling, also known as haphazard or accidental, is a non-probability sampling technique where the targeted population meets certain practical conditions. It could be easier accessibility, geographical proximity, time constraint, or even the willingness to participate (Dörnyei & Griffee, 2010). Therefore, respondents are gathered based on the accessibility to the researcher. While, snowball sampling or chain sampling, chain-referral sampling is a non-probability sampling technique where existing study subjects recruit future subjects from their acquaintances (Sharma, 2017). Both sampling techniques are chosen to make the respondent gathering process much easier and faster to complete.

Instrument and Data Collection

The researcher utilized questionnaire as research instrument. The questionnaire used closed-end questions and required to select one answer which fit the best for respondent. The questionnaire was divided into three different parts. The first part is the introductory section, where the researcher introduces himself. Besides, the screening question was put in the first part to maximize efficiency and effectiveness. The second part contains the demographic questions. The third and last part is the main measurement questions. To evaluate the measurement questions, we used the seven-point Likert scale was used. Respondents have to select the scale number for each question. The scale of 1 is appointed as strongly agree, 2 appointed as disagree, 3 appointed as somewhat disagree, 4 appointed as not agree or disagree (neutral), 5 appointed as somewhat agree, 6 appointed as agree, and 7 appointed as strongly agree. The data collection was acquired digitally through Google Forms. The questionnaire was distributed through several digital platforms and social media. It also advertised for people through Instagram platform for five days to make the data gathering process less painful and faster.

Findings and Discussions

Respondents Profile

Refers to Table 1, the respondents were dominated by females (93, 63%), followed by males (57, 37%). The majority of the respondents were less than 25 years old (137, 89%), followed by more than 35 years old (10, 6.5%), 25 – 30 (6,3.9%), and 31 – 35 (1, 0.6%) as the least chosen option. The majority of respondents were students (131, 85%), followed by employee (15, 9.7%), entrepreneur (3, 1.9%), private business owner (2, 1.3%), teacher (1,

0.7%), fresh graduate (1, 0.7%), and housewife (1, 0.7%). The questionnaire originally only provided three fixed options: students, employee, and entrepreneur, while the rest are respondents' own choices. Their parents cover most of the respondents (125, 79.9%), followed by less than 5.000.000 (20, 13%), more than 10.000.000 (6, 3.9%), and 5.000.000 – 10.000.000 (5, 3.2%), for the residence. Most of the respondents are based in Jakarta (77, 50%), followed by Bekasi (50, 32.5%), Tangerang (14, 9.1%), Bogor (8, 5.2%), and Depok (5, 3.2%). During the pandemic. They also appear to purchased frozen food once a week (81, 52.6%), followed by once a month (56, 36.4%), and more than four times a month (17, 11%) as the least selected option.

Table 1. Respondents Profile

Characteristic	Option	Freq (Count)	Freq (%)
Gender	Female	97	63%
	Male	57	37%
Age	Less than 25	137	89%
	25 − 30	6	3.9%
	31 − 35	1	0.6%
	More than 35	10	6.5%
Occupation	Students	131	85%
	Employee	15	9.7%
	Entrepreneur	3	1.9%
	Teacher	1	0.7%
	Fresh Graduate	1	0.7%
	Housewife	1	0.7%
	rivate business owne	2	1.3%
Monthly Income	Under parents' coverage	123	79.9%
	Less than 5.000.000	20	13%
	5.000.000 − 10.000.000	5	3.2%
	More than 10.000.000	6	3.9%
Residence	Jakarta	77	50%
	Bekasi	50	32.5%
	Tangerang	14	9.1%
	Bogor	8	5.2%
	Depok	5	3.2%
Frozen food purchase frequency uringCV19	Once a week	81	52.6%
	Once a month	56	36.4%
Iore than 4 times a month		17	11%

Validity and Reliability Test

The result on the table was taken during the early pilot test at 30 gathered respondents. Based on the validity test (Table 2.a. on Appendix). All of the item statements have Pearson's Correlation at least 0.683 (LF4), which is the lowest among them, while 0.964 (BI3) is the highest value. So, it can be concluded all of the item statements are valid and moderately correlated. All six constructs possessed good value for Cronbach's alpha for the matter of constructs' reliability, which is above the cut-off value (0.7). Cronbach's alpha for a perceived value is 0.9, the brand image is 0.93, price fairness is 0.93, product packaging is 0.92, consumers' lifestyle is 0.74, and purchase intention is 0.92. It can be concluded all of the constructs demonstrated an acceptable internal consistency (Table 2.2).

Table 2.b. Reliability Test

Construct	Cut-Off Value	Cronbach α	Interpretation
Perceived Value	0.7	0.9	Reliable
Brand image	0.7	0.93	Reliable
Price Fairness	0.7	0.93	Reliable
Product Packaging	0.7	0.92	Reliable
Consumers' Lifestyle	0.7	0.74	Reliable
Purchase Intention	0.7	0.92	Reliable

Multiple RegressionAnalysis

Hypothesis Testing(t-Test)

Multiple regression analysis used to test the six hypothesis. To be accepted, the significance value must be lower than 0.05. Conversely, if the significance value larger than 0.05; then, the hypothesis is rejected (Hair et al., 2017). The results show (Table 3) Perceived Value has a significance value of the perceived value is .000, which is lower than 0.05. Therefore, the first hypothesis about the influence of perceived value on purchase intention is accepted. At the same time, the brand image possessed quite a high significance value, which is .080. The value larger than 0.05; therefore, the second hypothesis about the influence of brand image on purchase intention is rejected. Also, the third hypothesis appears to be rejected since the significance level is .068. The value is larger than 0.05. the significance value of product packaging is quite low at .012. This value smaller than 0.05. As a result, the fourth hypothesis about the influence of product packaging on purchase intention is accepted. The last variable of the research has a value of 0.048. The value is close to the maximum

acceptable value. However, it's still lower than 0.05. Hence, the hypothesis about the influence of consumers' lifestyle on purchase intention is accepted.

Table 3. Hypothesis Testing(t-Test)

Construct	t	Sig.	Interpretation
Perceived Value	9.376	.000	Accepted
Brand Image	1.764	.080	Rejected
Price Fairness	-1.839	.068	Rejected
Product Packaging	2.537	.012	Accepted
Consumers' Lifestyle	1.995	.048	Accepted

Simultaneous Significance Testing(F-Test)

While for F-test from the obtained regression results for simultaneous variables, the value of statistical probability is 0.000, which is smaller than the significance level (0.05) (Hair et al., 2017). The results show on Table 4, it's confirmed if independent variables (PV, BI, PF, PG, and LF) simultaneously influence the dependent variable (PI). Therefore, it show the last hypothesis is accepted (H6).

Table 4 Simultaneous Significance Testing (F-Test)

Model	F	Sig.	Interpretation
Regression	103.442	.000^b	Accepted
Residual			
Total			

a. DependentVariable:PI PG,LF   b. Predictors: (Constant), PV, BI, PF,

Coefficient of Determination Testing(R2)

Coefficient of Determination (R2) Testing is a key output of regression analysis. It is interpreted as the proportion of the variance in the dependent variable that is predictable from the independent variable. Based on the output (Table 5), the value of adjusted R2 is 0.770. It

can be interpreted as all of the independent variables (PV, BI, PF, PG, and LF) are simultaneously influence the dependent variable (PI) as big as 77%. However, the rest of the value (23%) is influenced by another aspect outside of this research. In short, 23% is the value of external forces.

Table 5. Coefficient of Determination Testing

Model	R	R Square	Adj R Square	Interpretation
1	.882ᵃ	.778	.770	77%

a. Predictors: (Constant), PV, BI, PF,PG,LF   b. Dependent Variable:PI

Discussion

There are five variables constructs tested as the predictor of purchase intention. However, only three out of six variables are confirmed significantly affecting purchase intention. The affected variables are perceived value, product packaging, and consumers' lifestyle. While Khan et al. (2018) stated Few factors could affect and change consumers' purchase intentions, such as brand image, packaging, peers' experience, the influence of price, or perceived quality and value. Besides, consumers are influenced by internal or external motivations during the purchasing process (Mirabi et al., 2015). The results show it perceived that value is confirmed to influence purchase intention towards frozen food during CV19. It is the most influential factor among all of the other independent variables judging by the significance value. This finding also identical to previous research (Permatasari & Kuswadi, 2017; Konuk, 2018b; Konuk, 2019) where value perception is considered critical and most influential determinant in influencing consumers' purchase intention, including on e-commerce sites. It's very important as when consumers perceived lower prices, it increases the perceived value and eventually motivates them to purchase. Therefore, the first finding is in line with past researches (Konuk, 2019) (Konuk, 2018b) and (Itani et al., 2019).

This research revealed there is an influence brand image on purchase intention towards frozen food during CV19. This finding is in line with researches by (Chao & Liao, 2016) and (Saichao, 2016) where both of them found that brand image does not have a significant influence on purchase intention. Brand image plays a crucial role in the business market (Chinomona, 2016). When a customer is dedicated to a certain brand or toward a company, the customer will cooperate actively and ignore competitors, which sustain its profit in the long run (Lahap et al., 2016).

It also reflects the involved brand, enabling relationship-building among consumers, and makes it easy for a customer to judge the brand (Islam & Rahman, 2016). Therefore, creating a positive, strong, favorable, and unique brand image remains a top priority for many companies (Islam & Rahman, 2016) because it's often used to infer a product or service (Chinomona, 2016). It's considered logical considering this research was conducted during CV19, which caused scarcity in daily goods and foods. Purchaser seemingly ignored brand association related to the frozen food they bought because what's matter was the frozen food was there, available to be consumed during a hard time.

The concept of consumer value is centralized by relationship marketing by placing it at the center as one of the main approaches when serving customers (Hu et al., 2009). Firms

also realize if consumers are extremely empowered, and they will only buy offerings that possess greater value capable of providing a highly satisfying experience (Flint et al., 2011). Therefore, offerings with the best possible value to consumers are certainly playing a crucial role in the retailing agencies in the present markets. Firms with the capability of supplying consumers' needs with the lowest price and appropriate facilities will obtain an important competitive advantage based on consumers' thoughts (Naami et al., 2017).

Surprisingly, price fairness does not seem to influence purchase intention towards frozen food during CV19. None of the past researches reviewed to share the same finding. Price is one of the firm's critical successes because the price determines how much profit will be obtained by the firm from selling its product in the form of goods or services (Brata et al., 2017). Also, firms need to understand customer reactions to pricing strategy to set the price levels effectively or determine price changes (Konuk, 2018a). However, in an article (Ramadhan, 2020), CV19 is making changes to consumer behavior. Not only in the short term but also in the middle, especially in the long term. They started to prioritize middle term consumption. Hence, consumers became a little more tolerant of pricing unfairness, consider the situation the world faced.

It's also confirmed that product packaging influenced purchase intention towards frozen food during CV19. Based on the present research, product packaging is the second most influential factor after perceived value. The result is also supported by (Ahmad et al., 2012) and (Khan et al., 2018), they stated packaging is not limited to the wrapping of a product. Consumers use various indications to form an overall assessment of product quality and the assessment plays a crucial role in consumer purchasing behavior (Mohsen et al., 2018). The empirical study revealed that product packaging provides product indication to consumers by providing brand identification and visual distinction, affecting consumers' assessment of a food product including the quality of the product (Wang, 2017). Hence, product packaging plays an important role in influencing consumer purchase intention (Younus et al., 2015). Product with simple packaging and little-known product expose high risk to customers since these products' quality appears to be not trustable (Mirabi et al., 2015). Rather, all the elements of packaging play a crucial role in promoting consumer purchase intentions.

Conclusions and Recommendations

This study found that perceived value, product packaging, and consumers' lifestyle helps generate consumers' purchase intention towards frozen food during CV19. Perceived value is the most influential factor that affects purchase intention. Thus, it's important to understand that delivering a product or service with the best value possible is a very crucial move. Packaging also greatly influenced purchase intention by giving brand identification, visual distinction, and useful information regarding the product, which indirectly affecting consumers' assessment of a food product. Hence, simple packaging, which appears to be not trustable, only exposes high risk to customers. Perceived value and packaging are two of the various aspects that can be controlled by firms. So, a firm must know how to utilize both perceived value and packaging properly. While consumers' lifestyle is not something that a firm could control, it's one of many external forces that influence purchase intention.

However, brand image and price fairness are evidence that showed that both of them are easily ignored during a hard time. Scarcity was quite a problem during CV19. Take an example of the instant noodle. No matter what the brand is, they're sold very easily. The same thing goes for frozen food. Even if the brand is unknown or less popular or customers

perceived the price a little bit unfair, it will still sell. Firms might want to raise the price or price according to the customer's willingness to pay (WTP). If the WTP is high, it will still sell anyway. Startups might want to sell their product now since most startups are not well established and don't have any brand image yet.

The current research possesses some limitations. First, this research only focuses on people who have ever bought or consumed frozen food during the CV19. Second, the researcher does not research the whole country due to time and cost constraints. The area of research only covers the Greater Jakarta area. Third, the frozen food industry is very broad. Some types or brands might not be part of this research since they heavily depend on respondents' experiences and past purchases. Therefore, generalization for frozen food as a whole cannot be made. Therefore, we suggest some improvement for future research. First, the researcher can use another sampling method to overcome the generalizability of findings. Second, this research was conducted in the frozen food industry; hence, future studies are suggested to include various retail industries. Lastly, only five determinants were chosen as the predictors of purchase intention in this research; so, the researcher encouraged other possible predictors.

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