

COVID-19 PANDEMIC AND THE IMPACT ON MILLENNIALS AND GEN Z DAILY ROUTINES

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RESUMEN: Durante la pandemia de covid-19, nuestra rutina diaria ha cambiado. Muchas actividades al aire libre se han reubicado en actividades interiores en el hogar como resultado de la interrupción, incluidas las rutinas diarias al aire libre, como trabajar o estudiar, divertirse y hacer deporte. El objetivo de este estudio es resaltar cómo los Millennials (Generación Y) y la Generación Z difieren en sus rutinas diarias. Mediante una encuesta en línea, este estudio realizó a 464 encuestados indonesios que habían tenido experiencia trabajando en casa. Los hallazgos muestran que durante la pandemia de Covid-19, ambas generaciones mejoraron nuevos hábitos en las áreas de entretenimiento y actividades deportivas bajo techo. Las personas se vuelven críticas con el tamaño y la satisfacción del espacio en su hogar después de pasar más tiempo en casa de lo habitual. El presente artículo contribuye al desarrollo de la literatura sobre la teoría generacional y el impacto de la pandemia de Covid-19.

PALABRAS CLAVES: Millennials, Gen Z, Teoría generacional, Covid-19, Comportamiento de la rutina diaria.

ABSTRACT: During the covid-19 pandemic, our daily routine has changed. Many outdoor activities have been relocated to indoor activities at home as a result of the disruption, including outdoor daily routines such as working or studying, having entertainment, and doing sport. The goal of this study is to highlight how Millennials (Gen Y) and Gen Z differ in their daily routines. Using an online survey this study conducted 464 Indonesian respondents who had experiences working at home. The findings show that during Covid-19 pandemic, both generations improved new habits in the areas of entertainment and indoor sport activities. Individuals become critical of the size and satisfaction of space in their home after spending more time at home than usual. The present paper contributes to the development of the literature on generational theory and the impact of Covid-19 pandemic.

KEYWORDS: Millennials, Gen Z, Generational Theory, Covid-19, Daily Routine Behavior.

1. INTRODUCTION

Most people spend half of their day outside their house, especially on workdays, doing things like working or studying, watching movies, going to concerts, or participating in sports at a gym or a sports ground. An employee or a student may spend at least 8 hours per day out-of-home throughout the working day. According to a study, the amount of hours individuals spend at home, including nights, ranges between 11 and 13 hours during normal times [1]. The Covid-19 pandemic has distracted people's regular routines. Unexpectedly, people must adapt their routines and shift their activities inside the house due of the lockdown and social distancing that occurs during a pandemic.

In Indonesia, the first lockdown occurred on March 18th, 2020, forcing students and most employees to work from home, with nearly no commercial premises remaining open. People should adjust and explore for alternatives in the face of

a harsh break out restriction. Switching activities to the house has grown easier thanks to technological advancements. Because practically all daily activities should be completed at home, some daily routines may be altered to accommodate new habits. This could be followed by the acquisition of new household essentials.

The purpose of this study is to contribute to a better understanding of the daily activities before and during the pandemic. Because Millennials and Gen Z have had more internet and technology exposure than prior generations [2] [3] and because millennials will soon become the world's largest population group, this study will investigate millennial and Gen Z daily routines. The purpose of this research is to determine the similarities and differences in work, leisure, and sports activities between these two periods of time, as well as to investigate new habits that emerge during the Covid-19 Pandemic.

The following is the structure of the research. The literature review discusses generational theory and daily activities, with an emphasis on Millennials and Generation Z. Following that, the methodology will be discussed. The results are presented last, followed by a discussion and a conclusion.

Generational Theory

Because both cohorts have a strong relationship to technology, recent talks concerning generation cohorts have largely focused on Millennials (Gen Y) and Gen Z. In this study, Gen Z refers to individuals born after 1995, whereas Millennials, sometimes known as Gen Y, are defined as those born between 1980 and 1995. Millennials who are actually the second generation of Baby Boomers are capable to work with technology. While Gen Z are those who really enjoy technology in a social media era [3][4]. Previous research on everyday behavior has shown that every generation has considerably distinct activity-time use trends [5]. This study conducted in the US on activity patterns among three age groups, the 18-24-years-old age group is more likely to spend time on education than on work. The 25-34-year-old age group is the one that spends the most time working outside the house. When it comes to sport and exercise activities, 18-24-year-olds spend the most time doing so, while 35-54-year-olds spend the least [5].

When the Covid-19 Pandemic strikes and individuals are forced to work from home and limit their social interactions, Millennials and Gen Z, who grew up with connectivity, openness, and unrestricted access to technology, may not have experienced the "new normal" as Baby Boomers and Gen X did [4]. As a result, the focus of this article will be on two generations in order to learn more about new habits that may affect the post-pandemic home.

2. METHODS

In May 2020, this study conducted an online survey for three weeks to Indonesian respondents after the government officially closed all schools and universities on March 18th. The questions compared everyday routines in normal times and during the lockdown pandemic for three activities: working or studying, having entertainment, and sports. Respondents were also asked to describe their feelings when performing those tasks at home. A total of 464 respondents completed our survey from all around Indonesia. As it can be seen on Table 1 the sample consisted of 57% Millennials and 43% Gen Z, and the sample's majority living on Java island (83.5%).

3. RESULTS AND DISCUSSION

The data presents 59% of Millennials and 41% of Gen Z. On both generations, female responders account for more than 54.5 percent of the total. Because Millennials are older than

Gen Z, it makes reasonable that they work about 90% of the time, but Gen Z only works 15% of the time and spends the majority of their time studying (85%). In terms of occupation, Millennials working at home had more than 54% of their experiences between 30 and 60 days, and more than 35% of their experiences between 60 and 90 days during the lockdown pandemic. On the contrary Gen Z working at home between 30 and 60 days had only 36%, while those who had experiences between 30 and 60 days are 57%. For both generations, the percentage of respondents who spent fewer than 30 days or more than 90 days at home is less than 9%. There are certain variances in socio-demographics that may have an impact on data interpretation. Full details of the sample demographic characteristics can be found in Table 1.

Table 1. Respondents' Socio-demographics

		Millennials (Gen Y) (59%)	Gen Z (41%)
Gende	Female	54.5%	60%
	Male	45.5%	40%
Occupation	Working	90%	15%
	Studying	8%	85%
	not working nor studying	2%	0%
How long have you work-at-home	<30 days	9%	6%
	between 30-60 days	54%	36%
	>60-90 days	35%	57%
	>90 days	2%	1%

3.1 Working or Studying

As seen on Figure 1 the findings revealed that Millennials spent an average of 12.7 hours more time in the house on weekdays than Gen Z. (10.9 hours). Millennials spent 17.2 hours in the house on average on weekends, while Gen Z spent 16.4 hours. Our findings revealed that Gen Z, who are younger and more likely to be unmarried, are more adaptable and mobile than Millennials, who may marry and have children. As a result, Gen Z preferred to engage in activities outside of the home. During the pandemic, both generations spent an average of over 22.4 hours on weekdays and over 23.2 hours on weekends. The findings were similar to those of a study in Italy, which found that most people spent between 20 and 24 hours at home [1]. This means activities between these two generations spent in the house could be comparable.

When it came the convenience of working from home, millennials agreed more than Gen Z (see Figure 2). Although both generations are familiar with technology that is commonly used while working from home, Gen Z appears to dislike being forced to work from home more than Millennials.

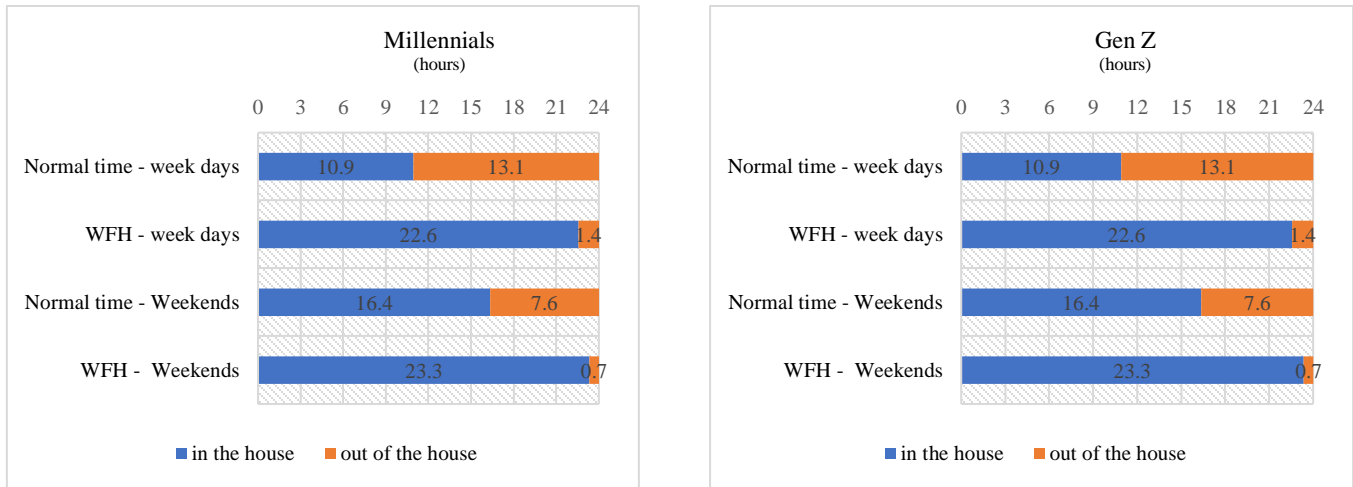


Figure 1. Duration Time in-the-House and out-of-the House (hours)

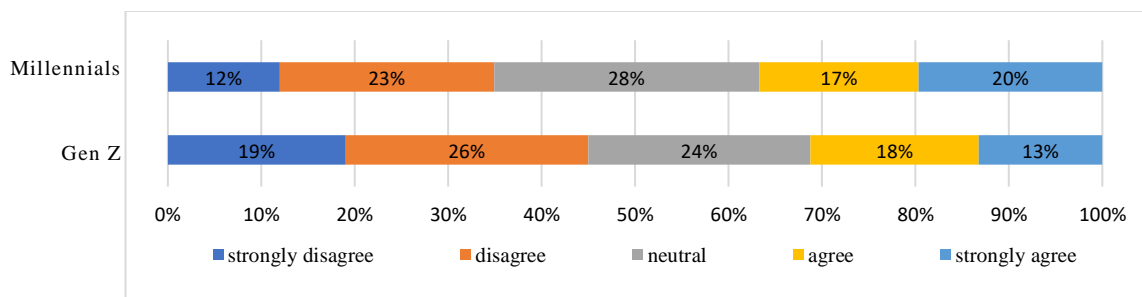


Figure 2. The Convenience of Working/ Studying from Home

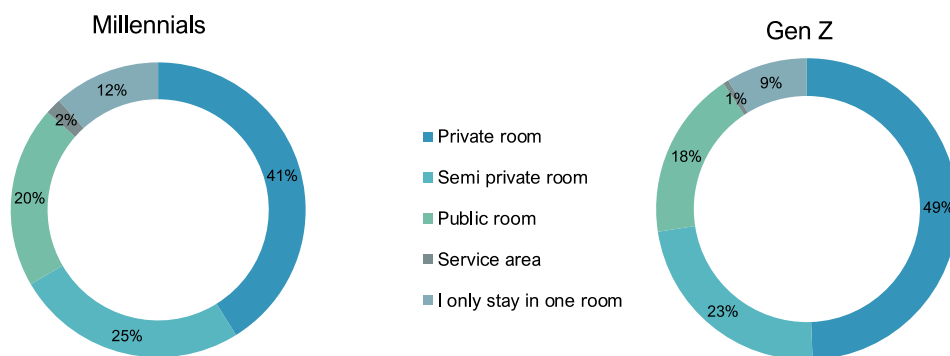


Figure 3. Area for Working/ Studying at Home

As seen in Figure 3 while working from home, Millennials and Gen Z used their private rooms, such as sleeping or working rooms, to work or study (41% and 49%). About 25% of Millennials and 23% of Gen Z still work or study in a semi-private setting like a living room or dining room. The

percentage of people who work or study in a public area at home, such as a foyer room or terrace, or a service area, such as a kitchen or garage, is less than 20% for both generations. Those who live in a studio or a room make up fewer than 12%

of Millennials and 9% of Gen Z. Individuals require a personal space in which to work or study.

When asked how satisfied they were with the space they used for working or studying, the results showed that satisfaction was lower during the pandemic than at regular times (see Figure 4). Surprisingly, both generations agreed that the optimum size of a workspace for working and learning was smaller than what they have presently (see Table 2). This could be attributed to the fact that modern working or studying methods necessitate compact tools such as paperless, and books have been substituted by e-books.

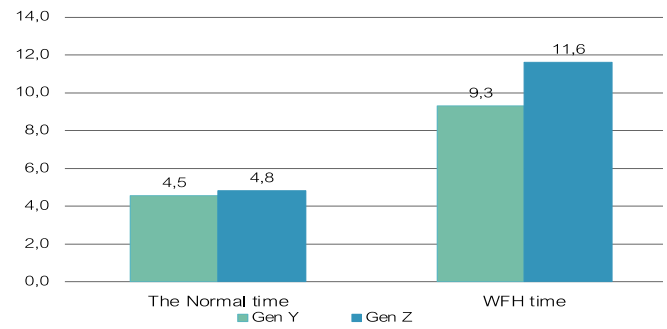


Figure 5. Frequency of Having Entertainment

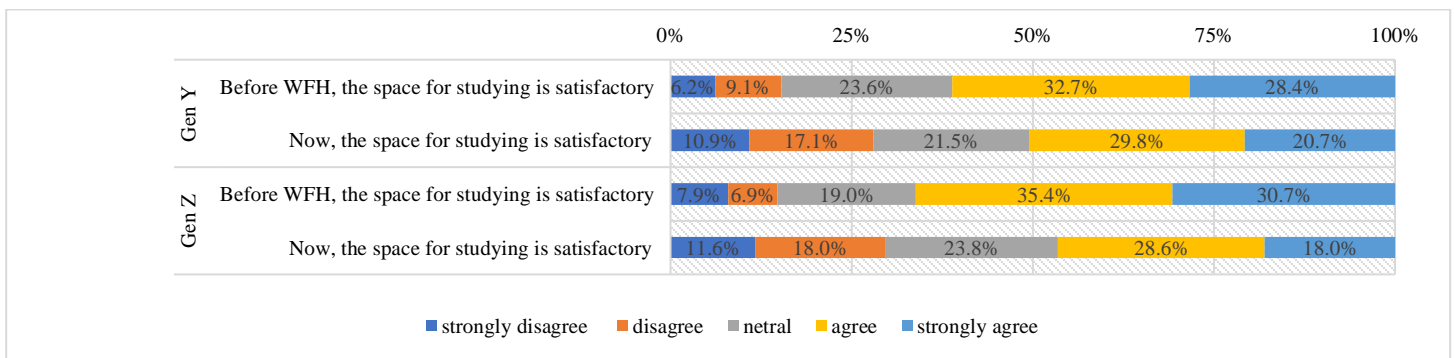


Figure 4. Satisfaction on Working or Studying's Area at Home

Table 2. The Room's Size for Working or Studying

	Millennials	Gen Z
the present size for working or studying	∑ 9.4 sqm	∑ 13.7 sqm
the ideal size for working or studying	∑ 9.0 sqm	∑ 13.2 sqm

3.2 Having Entertainment

During the Covid-19 pandemic, both generations increased their frequency of having entertainment like as watching movies or music concerts at home two times higher than the normal time; millennials viewed movies nearly 9.3 times per month, while Gen Z did so more than 11.6 times per month (see Figure 5). It appears that working from home has resulted in the development of new habits such as watching movies at home on a regular basis.

Both generations, however, disagreed that watching movies or concerts at home is comfortable; both generations wanted a larger living room than the current one. Millennials in contrast to Gen Z expected larger size. Both generations are wary of having entertainment at home, with Gen Z disagreeing more than Millennials (Figure 6). As a result, just because Gen Z watches movie at home, it does not guarantee they enjoy it.

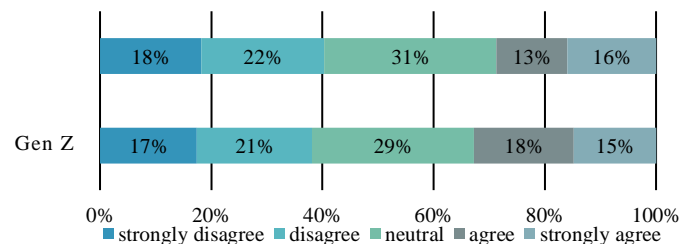


Figure 6. The Convenience of Having Entertainment at Home

Before and after the pandemic, Millennials and Gen Z expressed lower satisfaction with having entertainment at home, indicating that both generations were less satisfied with the size. They discovered the room that used to satisfy them, but it no longer does (see Figure 7). When it came to the ideal room size, Millennials demanded a larger space than Gen Z. This could be because Millennials who are older than Gen Z already have families.

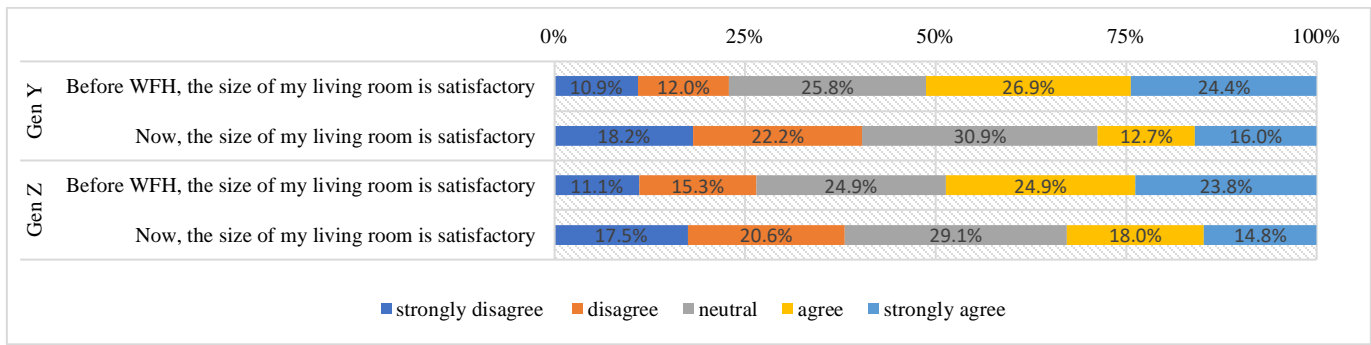


Figure 7. The Satisfaction of Having Entertainment at Home

Table 3. Area's Size for Having Entertainment at Home

	Millennials	Gen Z
The current room for having entertainment	14.6 sqm	15.8 sqm
The ideal room for having entertainment	24.4 sqm	20.4 sqm

3.3 Doing Sport

The questions asked two kind of individual sports, namely outdoor sports (running or cycling) and indoor sports (yoga, gym, aerobics). Millennials were more likely than Gen Z to engage in activities such as outdoor or indoor sports during normal time. Surprisingly, during the pandemic, Millennials decreased their participation in outdoor sports while increasing their participation in indoor sports. While Gen Z is slightly less likely to participate in outdoor sports, they are much more likely to participate in indoor sports (see Figure 8). New habits related to doing sport emerged as a results of a shift of outdoor sport routines.

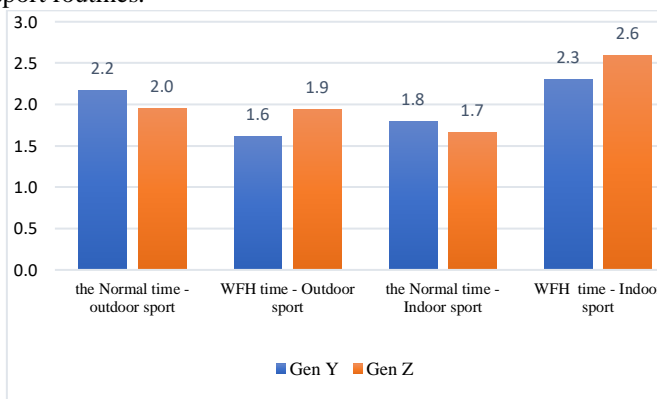


Figure 8. Frequency of Doing Sports per-Week

The results revealed that, as a result of the lockdown, respondents tended to shift their outdoor sports to indoor sports, with higher indoor sport frequency during the lockdown than during the normal one. Both generations agreed that indoor sports were more convenient than outdoor sports to do at home. It is not a surprise that outdoor sports were not convenience to do at home, as not every respondents have a space at home to do outdoor sports. Indoor sports were agreed to be more convenient to do at home than outdoor sports by both generations. Outdoor sports were not convenient to do at home, which is not surprising given that not everyone has a space at home to do outdoor sports.

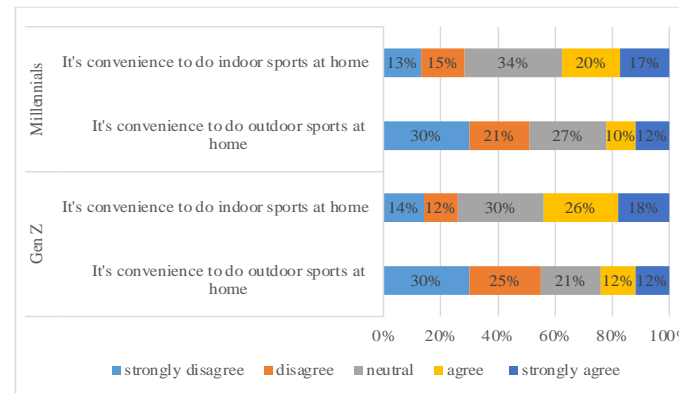


Figure 9. The Convenience of Doing Sports at Home

4. CONCLUSION

Our everyday routine has been interrupted by the Covid 19 epidemic. Most activities that would ordinarily be done outside the house should be done inside. People must adapt and improve in novel ways with the help of technology in order to undertake daily activities such as working or studying, having entertainment, and sport at home.

Some new habits emerged as a result of new routine during work-at-home that may have an impact on space's requirement at home. The more time individuals remain in a room, the higher their comfort expectations are, including space's size,

appliances, ergonomics and comfort. Since individuals have new habitual activities which forces them to be less mobile, houses become more relevant as a place to live rather than a place to transit. Due to the lockdown and social distance, Millennials and Gen Z increased their frequency on entertainment activities and indoor sports than they did in the past. This indicated that post-pandemic entertainment businesses, such as cinemas, should devise new strategies to compete with the convenience of having entertainment at home. The findings of this study revealed that Millennials and Gen Z were concerned about their health and exercised more at home. It appears that a sports area will be required at home in the future.

Because new habits emerge under pressure during a pandemic, it is possible that most habits will return to normal. More research is needed at different stages of the outbreak, such as one year and two years following the outbreak, to determine whether the daily routine alterations are transitory or permanent.

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