



#Let'sEat: Group ordering behavior of filipino millennials in selected casual dining restaurants of Manila

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Abstract

Filipinos are fond of eating, and because of our orientation, we eat in groups, either with family or friends. With millennials being guests of restaurants, the researchers are irked to know their behavior upon ordering. Thus, this study aims to identify the group ordering behavior of Millennials in Casual-Dining Restaurants of Manila. The study utilized the Grounded Theory Method to address the research problem better. Findings from the survey revealed that Millennial food choice is affected by different factors. There are times that they conform to the group's food choice decision and there are times that they don't. Some areas need further improvement in meeting guests' needs and wants. Millennial ordering behavior and judgment in the group are dependent on who they are with, and how much time and money they have. Their behavior that they "wanted it all done now" is seen in their decision making, ordering process, service time and even in paying the bill. These factors have a considerable effect on ordering. It can either limit them or it can widen the range of their choices. Time is also an essential factor that determines the food choice of a millennial. Preferences can change under time pressure or constraints. Filipino Millennials are collectivist and aspect is noticeable in their behavior such as "pakikiramdam" "pakikisama" "pakikipagpalagayang loob" "pakikisangkot" "paggalang" and "pakikibagay" with their peers and family.

Keywords: Group ordering, behaviour, millennials, peers, restaurants.

Introduction

"Food choice decisions are frequent, multifaceted, situational, dynamic, and complex and lead to food behaviors" (Sobal & Bisogni, 2009). However, in group ordering decisions, there may also be factors such as the influence of peers, personal system, experiences, and the like. At the same time, food choice decision is situational. Food behavior includes not only decisions about the food, but also other aspects of a situation in which food behavior occurs, such as location, social, time, or other activities. Food choice decision is complex because it involves many different considerations about what, when, where, and with whom to eat. Deciding what to eat may include a simple choice between few food options (e.g., sandwich or pizza) or require selection among



lots of options (e.g., a buffet with dozens of types of foods) and also may involve judgment using few attributes (e.g., taste & health) or consider many characteristics (e.g. taste, health, convenience, cost, ethics, ecology, & others). Deciding when to eat may include choosing whether to eat a snack immediately or not eat anything. Deciding where to eat may consider a single setting (e.g. a cafeteria), or evaluate a pile of parameters (e.g. cafeteria, vending machine, restaurant, and others). Deciding with whom to eat may involve the more straightforward procedure of dining alone, or choosing to dine with others, which includes multiple deciders making a joint decision.

Millennials, in particular, are known as a tech-savvy generation. Almost 70% of millennials say they go to the Internet first when they need information about anything, mainly food. They are devoted to their digital devices. Gordon (2013) states, as a result, in 2014, that Beef Checkoff's promotion and information efforts have shifted from a large print and radio consumer marketing campaign to an integrated digital campaign. Promotions are taking on a variety of digital forms, including search engine optimization (SEO), Facebook advertising, display advertising and other emerging online tools. Although millennials are tech-savvy, they want to create the space and time for real conversations, going out of their way to create occasions for proper bonding and catch-ups. Despite being pressured to look fabulous, being pressured on their progress and careers, millennials have a strong sense of optimism (Bord Bia: Irish Food Board, 2014).

On the other hand, millennials are also trendsetters. They prefer unique food choices and preferences while dining. They have put their generation in the consumer world. Millennials are now liable for tomorrow's future in showcasing food culture (Saulo, 2013).

The researchers chose this topic to gain a better understanding of the group ordering behavior in food choice decisions of a millennial. This includes the factors that affect the food choice and food preference of millennials and why it varies in every person. In line with this, the researchers came up with a set of questions that helped in figuring out how the millennial decide and order food in a group. The research questions include

1. How do millennials come up with their food choice decisions? and
2. When do millennials conform and when do they not?

Literature Review

Attitude and Decision Making

Expenditure shares, as a function of total spending on food for each consumer unit, were calculated, and difference-in-difference model results indicate a 'millennial' effect for several food categories. Specifically, three meat categories (beef, pork, and poultry), eggs, cereal, and fresh fruit. A statistically significant negative 'millennial' effect is found for non-alcoholic beverages and food away from home. This finding is interesting, especially with the increased prevalence of vegetarians, among those in the 'younger' age range, one might hypothesize a decrease in meat consumption, especially among those young today. On the one hand, this hypothesis is supported by our results. Comparing young people today to those young in 1980, there is a decrease in the share they spend on meat categories. However, after controlling for year effects, the 'millennial' effect for all meat categories is found to be positive, indicating young people in 2015, compared to older people in 2015 or young/ old in 1980, increase their total food budget allocated towards meat purchases. These results are interesting and provide insight for markets and retailers. Concerns regarding diet health, cost, and sustainability are important to both researchers and



consumers (Farragher, Wang, & Worsley, 2016; Hunter & Worsley, 2009; Koutsimanis, Getter, Behe, Harte, & Almenar, 2012). This research suggests Americans ages 18 – 35 are increasing their consumption of protein sources and fresh fruit (Conley & Lusk, 2017).

Individuals with higher sociability scores were slower and closer to their neighbors within groups compared to less sociable individuals. Groups composed of less sociable, more explorative individuals found and depleted food sources faster than groups composed of more sociable, less explorative fish. This was also true for individuals within the group, individuals that were relatively less sociable and more explorative than their group members had the highest foraging success. Therefore, while individuals' sociability scores affected group behavior in both open schooling and foraging contexts, individuals' exploration scores were only influential in the foraging context (Herbert-Read, 2017).

The body type of consumers has deeply affected the food consumption of other consumers around them. Consumers usually anchor on the quantities others around them select, but these portions are designed according to the body type of another consumer. People choose a huge portion following another consumer who first identifies and selects a large quantity, but this portion is significantly smaller if the other is obese than if she is thin. The change is more pronounced for consumers who are low in appearance self-esteem, and it is attenuated under cognitive load (McFerran et al., 2010).

Behavior is the result of the advantages it yields. Thus, individual behavior is characterized by a set of responses undertaken in a set environment. Their outcomes may be positive ones (such as rewards, incentives, positive reinforcers) or negative ones (such as sanctions, punishments, or other negative reinforcers). Therefore, behavioral choices are formed by the results of initially made decisions. Social behavior is an exchange process. The process can be characterized as the social interaction between behavioral arrangements. Such an interaction, also recognized by the name of "action and reaction," is grounded in the interests gained by an individual from another individual's behavior, and it takes the form of sociability, cooperation, competition, etc. The success principle: the more common an action's reinforcement, the greater the possibility of that action to be duplicated.

The principle of inducements similarity confirms that similar situations yield general reinforcing effects. Thus, if a particular stimulus was used as an action promulgator in the past, the more future stimuli match that specific stimulus, the greater the possibility for an individual to perform equal or similar actions to the one earlier reinforced. The value principle: the more appreciated an action's result, the greater the likelihood of iterating that very action. The deprivation/sufficiency principle: the more commonly used a reinforcer, the less valuable the latter becomes to an individual. The aggressiveness/approval principle: when the reward or sanction received for a specific action contradicts the individual's expectations, the previous will react emotionally. Hence, the likelihood of antagonistic behavior increases, and, in the end, its results may be positively valued by that person (Codreanu, 2010).

The individual becomes accustomed to the objective circumstances and works to an objective result, and the members of a team are adapted to the same situation and work toward the corresponding result. Thus the individual participates in a group activity, as he also participates in other environmental happenings such as the motion of a swing (Woodworth, 1939).



Economic Factors in Purchasing Food

As Millennials become more affluent, they allocate more of their food-at-home (FAH) budget to vegetables, hinting that the Millennial generation may have a more excellent choice for fruits and vegetables compared to older generations. Millennials also made several visits to the grocery store per month than any older generations, consonant with the conclusion that Millennials are purchasing less food per capita than older generations (Kuhns and Saksena, 2018).

As the budget becomes more constrained, the expected profits for low profitability items increased, at the expense of a decrease in profits scheduled for the high profitability items. Hence, service level concerns and constrained resources play a significant role in ordering behavior (Castañeda & Gonçalves, 2017). The Greek millennial seems to buy organic products and to have a greater willingness to pay extra money to purchase natural products. This willingness is so high for a niche corresponding to the students, which surpasses the obstacle of their low income. More specifically, a part of the students seems to have very high loyalty to organic products, which leads them to have the intention to buy natural products at any cost. Furthermore, the researchers concluded that essential criteria for the Greek millennial to buy organic products are their quality, the certification, the taste, the variety, and the firm name (Ntanos et al., 2017).

The pricing policy is one of the factors to consider in choosing the food of the consumers. It has been said that low-income groups of consumers have a lower life expectancy than high-income consumers because they can't buy what high-income consumers have in terms of healthy food choices lifestyle. Examples of pricing strategies are the "Buy one, Get one" and other bonus systems business people use to attract people to purchase their products. They are some promising approaches to every consumer as a marketing strategy. Finally, the pricing system of establishment contributes to food preference, add to taste and quality. Studies have recommended that consumers should respond quickly to changes in pricing for them to notify the people behind the increase. It has been shown that price is one of the most critical factors in food choice, Especially those whose net worth isn't that high and the more conscious of valuing the cost in exchange for their money. The study also shows that consumers like the strategy of discounting healthy food more often than applying a lower-Value Added Tax (VAT) rate on healthy eating. While the price is said to be a factor to consider, it is crucial to know what your real preference and your basic needs are because it should be the one you're saving up to and buying (Steenhuis et al., 2011).

Too many choices and options sometimes result in stress and negative mood. Schwartz (2004) called it the 'Paradox of Choice,' it is when adding another choice to a situation that may cause or increase the stress and negative mood of a person. Experiencing anxiety can deplete resources (Baumeister et al., 1998). Too many options can also be enjoyable and overwhelming, frustrating and may be more difficult for a consumer to know his/her preference (Iyengar and Lepper, 2000; Schwartz et al., 2002). When there are too many options, the part on where weighing all the possibilities and choosing the best among your choices can increase dissatisfaction with the final result (Schwartz et al., 2002). In other words, there will be "regret" that the consumer failed in their test to find the best among the choices because "The more choices available, the greater the chance in choosing the wrong one".

Physical Environment and Food Choice

The attractiveness of restaurant facilities, exceptional food, and an acceptable level of service quality can affect customer satisfaction in so many ways. Baker et al., (1999), and Nicolaides



(2012), state that food quality, atmosphere, menu variety, service quality provision from the staff, price, cleanliness, styling, interior design and décor, professional appearance of the team, and store location (accessibility) had been recognized as components of store image in the restaurant industry. Influence of the physical environment on satisfaction. The importance of physical surroundings influence customer behavior and to create an image is particularly suitable to the restaurant industry (Hui et al., 1997; Ryu and Jang, 2007; Nicolaidis, 2012). Although the food and the service should be of acceptable quality, pleasing physical surroundings in the restaurant (lighting, décor, layout, and employee appearance) may determine to a considerable extent the degree of overall satisfaction of the customer. Because services are mainly intangible and often require the customer to be present during the process of the service delivery, the physical environment can have a significant impact on perceptions of the overall quality of the service encounter, which in turn affects customer satisfaction in the experience while dining in the restaurant (Nicolaidis, 2012). It is stated in the study conducted by Kisang Ryu and Heesap Han that, "the perceived quality of servicescape was an essential factor affecting customer satisfaction. In the services sector, in order to grow customer repurchase intention, it is decisive to enhance service quality provision but this requires nurturing customer satisfaction. In order to foster customer satisfaction, it is essential to be aware of customer perceptions of all service encounters (Nicolaidis, 2008).

To satisfy customers, restaurateurs should pay regard to the operation of the servicescape of the restaurants." Besides, since the management can control the physical elements representing ambiance (lighting, music, color, and aroma) and layout (seating arrangement) at little expense, restaurateurs should always consider physical features that can increase the entire dining experience as marketing means to draw or retain more customers. It is also important to note and bear in mind that customers may seek a dining experience different from that they may/usually obtain at home, and the atmosphere of the restaurant may do more to draw them than the food itself (Nicolaidis, 2012).

Over the years, overweight and obesity are mostly the top problems young adults, also known as the generation Millennials are facing, and are continuously exposed to food consumption in stores, on the internet, and through media. Instances in the availability of food choices in schools are very minimal and strict. In another report, from Jeffries Alix Partners (2012), the study found that the millennials aren't very brand loyal to their establishments. Instead, they tend to know other different distribution in specific attributes, such as organic, natural, and specialty foods. So, millennials' food choices differ from each other's qualities.

Consumers make about 200 food choices every day (Voedingscentrum, 2014). These factors will lead them to healthy or unhealthy choices. Some elements are natural to influence because they are very known such as economic systems (e.g., price) or personal values (e.g., sensory appeal). However, the food choices nowadays differ in every people's health. Millennial tend to choose more healthy foods because of health policies and campaigns. Therefore, it is better to have an increase in health campaigns market and increase the pleasantness from the consumer point of view. Also, results showed that millennials would choose healthy food choices. Also, young adults have a deep concern for their moods when selecting foods, which will likely lead them to unhealthy or bad decisions (Pohjanheimo et al., 2010).

Using the Food Choice Questionnaire (FCQ) (Steptoe et al., 1995) researchers have revealed that several factors such as health, price, convenience, mood, sensory appeal, original content, weight control, familiarity, and ethical concerns affect our food choices (Steptoe et al., 1995).



Research has shown that the most critical factors influencing food choice are prices (Costellet al., 2010; Drewnowski, 1997; Scheibehenne et al., 2007; Steptoe et al., 1995). According to Costellet al. (2010), some other consumers respond to four different factors, First is the sensory characteristics to a product, second is the general purpose of why they have to buy the product, third is the cognitive factor which is what are the information, beliefs, etc. the consumer know about the food they purchase, and lastly the behavioral component which is the personal intentions or actions for future behavior. Food choice involves the selection and consumption of foods and beverages, considering what and how, when, where, and with whom people eat as well as other aspects of their food and eating behavior. Food choices play an important role in the symbolic, economic, and social aspects of life by expressing preferences, identities, and cultural meanings (Sobal et al., 1998).

Adding a new option can increase the probability of choosing a previously available option. (Redelmeier & Shaffirm 1995). People develop food choice trajectories within specific situational and historical contexts that may become persistent, exhibiting their momentum and continuity. (Devine et al., 1998). People make different food choices from others based on the priority of personal factors over other influences (Bove et al., 2003). People establish personal food and eating identities (Jabs et al., 1998a; Bisogni et al., 2002) that represent their self-image as a specific type of eater and operate to shape their specific food selections (Hetherington, 2001).

The Role of Society in Food Choice

Our closest social environment and family also play a great role in food liking (Tourila, 2007). Most eating occurs in the presence of others, and cultural forces serve as a guide to how much we eat when we eat and what we eat. Food is a form of social exchange that is of great importance in several cultures (Askegaard & Madsen, 1998; Nestle et al., 1998; Rozin, 1996). The closest reference groups, such as family and peers, provide several opportunities for modeling and reinforcing the common food choices as well as sensory likes and dislikes (Mela, 1999).

Most eating occurs in commensal groups, where individuals need to negotiate and manage their own food choices in conjunction with the food choices of others (Sobal & Nelson, 2003). People conform because they want to fit in the group (Asch, 1991), and conformity can also be defined as "yielding to great pressures" (Crutchfield, 1955). He uses the induced behavior because it is corresponding with his value system. This occurs when an individual accepts influence because he wants to establish or maintain a satisfying self-defining relationship with another person or group (Kelman, 1958). People would always manage to conform. Rather than make different interpretations, they tend to come to a group agreement (Sherif, 1935). Diners are most likely to be happy if the other diners order the same food category as them (Ellison, 2014).

We emphasized three core motivations that provide the bases for targets' responses to influence attempts: accuracy, association, and the preservation of a positive self-concept. For clarity and ease of treatment, we compared each social influence-related event with whichever goal appeared to be the principal driving force bearing the occurrence of that phenomenon (Cialdini and Goldstein, 2003).

A drink selected by less than 30% of the other diners at the same table was less likely to be also selected, as was a drink selected by over 85% of the other diners at the same table. However, between 30% and 85%, consumers, while preferring to differentiate their choice from others in the group, increasingly conformed to a majority opinion when a drink had been selected by a dominant majority of 65%–70% of the others. Hence, our analysis confirmed previous results but provided



a finer analysis and more detailed results, merging conflicting past findings on conformism and variety seeking by demonstrating that both factors play an important but dynamic part in individual consumers' choices in a group setting. Importantly, this process is likely to be highly dependent on the visibility of the individuals' decisions to others in the group. According to Ratner and Kahn (2002), observability does foster variety seeking, and group decisions should reveal a far greater degree of variety seeking. While this was not a focus in this re-inquiry, the question of how visibility interacts with group unanimity offers promising leads for future research.

We believe our findings to be important for several reasons. First, we were able to demonstrate the dynamic nature of the influence at play when individuals order in a group setting. While previous research has investigated the impact of small minorities deemed innovative (Moscovici 1980), our research reveals the moderating effect of group unanimity and describes the resulting pattern of individual selection in a group setting as nonlinear, at least in the case of public choices. Moreover, while previous research suggested that the need for variety always motivates individuals to select a different item, even at the expense of their preference (Ariely & Levav, 2000), we found that this is only true to a particular extent and that the emergence of a dominant opinion can exert such pressure upon individuals that they will bow out to the group and eventually conform. Hence, public pressure does not always result in variety seeking, as suggested by Ratner and Kahn (2002), but may also result in conformism, depending on how strong group unanimity is around a specific option (Quester & Steyer, 2010).

According to Polivy (2017), people seem to have a fundamental drive to evaluate the accuracy of their opinions, abilities, and emotions. Without certain indicators of these conditions, people rely on a matching of themselves towards others. This is identified as social comparison, and it applies to eat as much as to other behaviors. Research shows that people associate what others are having to what they eat, and form conclusions from these comparisons regarding how generously they should eat, whether they have eaten a healthy amount or overeaten, how they think about what they ate, and how content they are with themselves and their food. Research also shows that when we eat with someone, we tend to mimic how or what that person is eating, and we most likely eat the same as what that person is eating. The social comparison seems to underlie both form management using food and social modeling of consumption levels, as they both rest on the assumption that we weigh our food intake we eat together. The person may even rely on social example when eating alone, by comparing one's intake to a social standard of what is fit to eat. It can occur in the amount of what we eat. For example, women are most likely affected when they are given a picture of a fashion model, and they may compare themselves and feel bad afterward, and their eating habit or the amount of food consumption will lessen because this perspective about "skinny is beautiful" will be planted in their mind. By watching others eat, we learn what or how to eat or if we prefer something else. And also, how we feel about our consumption compared to others and if they eat similarly or differently from us.

The Millennial

Generation Y is similar in size to the the baby boomers, also being identified as Millennials (Zemke et al., 2000; Ng, 2006; Nicolaidis, 2013). Generation Y or the Millennial cover 30% of the global consumer market, which implies that they are essential to the business marketers to gain profit because they are mostly common to purchase. In other words, Millennials can create a fortune for the business people (Ang et al., 2009).

Millennials use brands as a proxy to express who they are. They have relied on food and drink to help express and shape of who they're becoming. Their choices and creations of food and



beverages are actively used and shared to drive their social standing, their physical well-being, their visual culture, their offline network, their adventurous spirit, their goodness credentials, their green values, their hectic lives, their ambitious focus (Bord Bia: Irish Food Board, 2014).

Millennials who are teens and young adults ranging from 19 years old to 37 years old – are the second-youngest group of consumers. Researchers are still trying to figure out the likes, dislikes, preferences, and demands of the millennial or generation Y. Millennials are in different phases of their life, some are in college, living at home, have moved out, started having their families, etc. Their life needs are different from each other's preferences. The millennial is said to be the first generation who live to integrated with technology that they use almost every day. Millennials use the internet in searching for information they want to know, buy, and consume. They form their own belief and are influenced by what they read on the internet, such as food-buying decisions (Wohl, 2016). This behavior has been observed in millennials through the years, although they could not specify the reasons why they have those kinds of ways (Saulo, 2013). Millennials are likely to share information about food choices in their social networking sites; they use it to avow their individualism. They order different foods in different restaurants to maximize their experiences. That's why they develop a confident attitude towards or against the food they order, whether in taste or nutrients (Leslie, 2016).

Millennials seek new options and different offerings in establishments they are in. Millennials want freedom of choice, and as they go out there on their own, they know how to attend to their healthy lifestyles and buy foods that are less processed, natural, organic, with clean labels, etc. About 60% of Millennials claim that they all cooked in their home while the others eat outside but with more healthy preferences than the Generation X. Millennials are very open and more so than other generations in exploring different kinds of foods, some like exotic dishes and want to be well informed on different spices used, oils, and flavorings. Millennials are trendsetters; they prefer unique food choices and preferences while dining. They have put their generation in the consumer world. Millennials are now liable for tomorrow's future in showcasing food culture (Saulo, 2013).

Millennials have a desire for new experiences and unplanned of frivolous fun. They are sports active (fitness and health are in). Although Millennials are tech-savvy, they want to create the space and time for real conversations, going out of their way to create occasions for proper bonding and catch-ups. Despite being pressured by looking fabulous, being pressured on their progress and careers, millennials have a strong sense of optimism (Bord Bia: Irish Food Board 2014; Natividad, 2016). A journalist from Rappler, published an article in 2016, wherein she reveals the truth about the Filipino millennial through the study by McCann Truth Central and McCann Worldgroup's global thought leadership unit. In 33,000 interviews on selected countries, the study found that Filipino millennial ARE more closely knit to their family, which was expected because Filipinos have a high collectivist culture. About 83% of Filipino youth are still reliant on their parents' advice. However, they believe that 30 is the age at which living parents must stop influencing them. Also, Filipino millennials are more active on social media, and are more easily influenced by it compared to their peers. Filipino youth feel strongly about making an impact on other people's lives. While 96% think that we all have a responsibility to make a positive contribution to the community we live in.

However, Conelio (2016) has a different perspective on Filipino Millennials. For him, not all Filipino youth are Millennials in accordance with the economic data of the Philippines, he reveals that there is only a small percent of employment of Filipino youth and the sad part is that the job they may have causes hazards to their health. The Philippines has a huge and growing population. Half of the Filipinos in 2015 were more youthful than 25. About 70.2% highlighted that their



household earnings, on average, are less than P10,000. About 18.8% of households are beneficiaries of 4Ps, which means they are indigents. While 42.5% of surveyed youth are hoping for a job within the next five years, these facts only tell that many of our youth are not as upwardly mobile as we thought they were. They have a minimal lifestyle. Therefore characterizing the Filipino youth as Millennials is a mistake. Purpose, adventure, and meaning are keywords that matter only to the younger generation who have the means and time for such things. Susceptible youth, on the other hand, lead lives of risk, and social exclusion. They are not adventurous. They take risks only in the hope of a better chance at life.

Research Methodology

The type of research design used was qualitative and exploratory research. This type of design based on the nature of the study was considered to be the best approach to better understand the research problem.

Since exploratory research falls into two methods- the primary and secondary research, we have decided to use focus group discussion for fundamental analysis, during the review of concerned literature for secondary. We have also decided to engage in participant observation to get further insights and familiarity with the research problem that has been facilitative for later investigation at the same time with the formulation of a theory. This type of research design according to the research study's methodology, is necessary for the researchers' survey to better figure out not just the research problem, but also the subject itself – the participants, who are essential for the whole research.

Why did we choose a qualitative and exploratory research design? We believe that these types of research design were the best fit for our topic - Group Ordering Behavior of Millennial in Casual Restaurants of Manila - it pertains to behavior of a generation, and which later on required us to formulate such theory, to know about the group ordering behavior of Millennials in casual restaurants and to formulate an argument there's only one way to find out, it was by using qualitative and exploratory research design, these have helped us to understand whatever the underlying reasons behind the problem, the motivations as well as the opinions. We have been enlightened and have got stronger insights into the research problem. Because of this, we would tend to explore and delve deeper into the problem or phenomenon that led us to the generation of ideas and assumptions based on the data that we have gathered. These are the reasons why we have decided to use qualitative and exploratory research as a research design.

As for the research approach, we have used the Social Constructionism theory of Charmaz since our research paradigm is constructivism in which our conducted data had produced multiple results (as for Ontology) and those results need to be interpreted by us to know the underlying meaning (for Epistemology). Constructionism theory by Charmaz produces knowledge and many aspects of the world are not real, they only exist because we give them a reality - tables, chairs, ballpens, computers do not exist in the absence of human society. Two threads of Social Constructionism exist: the weak and the strong - weak tells that social constructs dependent on brute facts that do not rely on any other circumstances, it is separated from institutional events which are created by social conventions while the strong social constructionism tells that the reality is reliant on language and social practice that all knowledge is a social construct and that no brute facts exist, meaning there are no facts that exist. Social Constructionism does not consider the natural phenomenon in society. Social Constructionism observes how the interactions of individuals with their community create the reality of society.

In conducting the study, the researchers used the informed consent form for an interview, interviewers' guide, the personal data sheet for participants, audio recorder/recording for interview, transcription, and grounded theory coding in our topic. In our study, we have used focused-group



discussion and a one-on-one conversation. FGD is a discussion guided by interviewers to a group consisting of 4-6 individuals who could answer the interviewers' prepared questions based on guidelines.

Each discussion has been recorded, which lasted for 30 minutes–1 hour depending on the length of the participants' answers and the number of prepared questions. In this process, we aimed to identify their habits, preferences and opinions in light of the objectives of the study. Our set of guidelines consisted of at least ten questions, each designed and constructed to answer the items needed for our research study. By using this type of research materials, apparatus and instrument in obtaining data, we were aware that the questions should be appropriate, intelligible, unambiguous, unbiased, capable of coping with all possible responses, satisfactorily coded and ethical (BMJ, 1993).

There were 68 participants interviewed (Focus Group Discussion: 57 Participants, One-on-One: 11 Participants).

Table 1. Profile of Participants.

CHARACTERISTICS					
AGE	18-25	26-30	31-35	36-40	TOTAL
	53	9	5	1	68/68
Gender	MALE		FEMALE		TOTAL
	26		42		68/68
Educational Attainment	HS	VOCATIONAL	UNDERGRAD	COLLEGE	TOTAL
	3	3	3	59	68/68
Occupation	STUDENT		WORKING		TOTAL
	44		24		68/68
Marital Status	SINGLE	IN RELATIONSHIP	MARRIED	SEPARATED	TOTAL
	41	10	17	0	68/68
Children	WITH		WITHOUT		TOTAL
	9		59		68/68

Results

The integrated framework was completed when the elements from the original two theories were analyzed and combined. The framework is still divided into individualists and collectivists to understand the distinction better when a millennial dines alone or dines with a group. A millennial becomes an individualist when he is eating alone because he does not have to think of others, he does not need other's opinion just because he is alone and not in a group and he only has to think of what kind of food he wants or how much food is he going to eat or how long is he going to stay in the restaurant. When the millennial respondents were asked how they choose food when they are dining alone, they stated that it depends on their cravings at the moment or their favorite food; if they are on a diet (they will most likely choose healthy foods like vegetables). The serving size also matters, and the quantity of the food itself is significant to them. One notable habit mentioned is that they tend to eat alone when stressed. For them, the food is their "stress-



reliever," and it helps to dispel the negative energy out of them. When stress eating, they go for sweet foods like chocolates or ice cream.

The duration of eating and decision-making is more comfortable when dining with a group. They do not have to think of others and do not feel the obligation to conform or consider what the group wants since they are dining solo. They also have the free will to choose whatever food they want to eat. They have complete freedom unlike when with a group of friends or family; a millennial become collectivist because the opinions and decisions were made as a group. They also feel "the want to be part of the group." And the interests of the group becomes more important rather than their interests (but this does not apply to the respondents who are psychocentric eaters since they stick to their own decision and eat what they want for the reason that they are not open to trying new options of food.) They become collectivists when they are too lazy to choose a meal from the menu or if there are too many options (they become indecisive) and will most likely leave the decision to the group to decide for them since they trust that the group (friends & family) already know their preference and likings in food.

Back to the collectivism, conformity occurs too when they are dining with the family since family values are fundamental to Filipino millennial. When with family, they usually dine-in restaurants they always go-to. Their food choice decisions would depend on the event or occasion. Social media influences their food choice and choice of restaurant. Since peer pressure is more common in a group, their determination and decisions are affected because they have to consider what the people in the group suggest or want. With family, however, they can choose freely. Again, it depends on the family. If the parents are strict, then the choice of food would be limited. One respondent told the researchers that her parents want her to choose healthy foods because they care for her health.

Budget is another factor that the millennials consider when eating alone or with a group. Millennials who are still students go for affordable foods- solo or in a group. Millennials who have jobs go for affordable meals when with a group and don't care much about money when eating alone. They do not care about the financial aspect when with family because they do not have to pay their food since someone is going to pay for them, most probably their parents or relatives. Unfamiliarity with the food or place also contributes to the conformity within the group as well as the time- the duration of decision-making and the duration of time they will spend in the restaurant — the difference between the period when alone and with a group is evident. From the statements of the respondents, the researchers noticed a pattern. The Millennials make decisions quickly and dine faster when they are alone as opposed to when they are with family or group of friends.

Discussions

The respondents were asked who their companion would likely be while dining in a casual restaurant and why. Their standard answer is with family, because eating becomes a much happier event and they are more likely to be satisfied with all aspects – money, food quality, and time. Married millennials claimed that they are usually with family because it is what married life is about. However, there were Millennials who said they generally dine with friends for duty schedules as they cannot spend time with their busy family members. While there were also millennials who have said they cannot dine in either with family nor friends because millennials themselves are active in working life and they also consider saving money. This concept makes the researchers wonder, what do they look for in a casual restaurant with groups?



Filipino Millennials' Behavior in Food Choice Decisions

Differences in the way millennials order Food (Alone vs. Group)

The differences in the way millennials order food when alone and with the group is evident. The Millennials were distinguished according to the type of eater— psychocentric and allocentric eater. Their choice of food is different because the one type sticks to his or her own decision or determination of food and the other one is always open to trying new foods and is not afraid to get out of his or her comfort zone. Millennials are sensitive too and they take into consideration what others like or prefer, and the odds are high, their food choice might change. “Galang” makes a huge difference too. A millennial tends to let go of his preference and to allow others to decide for him or her because you respect that person and doing the opposite is a sign of disrespect. It also makes a difference whether the millennial is a student or not. It defines how well-off he or she is and how he or she can afford to buy food. The kind of lifestyle the millennial has in the present time can also affect the food choice he or she will make. Some participants opt for healthy meals since they go to the gym and their parents encourage them to eat healthy foods. Time is another factor too that causes differences to occur. Millennials want to save time as much as possible, so they want the list of food to be organized. This explains why there were Millennials who order the same food as others so it will be swift in arriving.

Differences in the way millennials order food (with friends vs. With family)

The difference in the way the Millennials order food when with friends or family is also evident. When with friends, they are more open to trying new foods and when with family, they go to what is usual. They choose foods that they always eat or frequently eat whenever they go out. When with friends too, the choice of food is limited since the budget is restricted. When they are family, they do not have to worry about it and they can choose which meal they want because their parents are the ones who will pay the bill. All they have to do is eat. There is more freedom too with friends according to the participants whose parents are controlling, and they can express what they want freely in contrast also when they are with their family. Millennials whose parents are not that controlling and interfering concluded that they are free with their choices and the opposite when they are with their friends. A similarity with the food choice between the two is that they both choose foods that are good for sharing. Lastly, the time of the day at which they will dine is different too. This affects their choice of food as well. When with family, based on the data gathered, they go out during mealtime and choose rice meals. However, when with friends, they go out any time of the day. So they usually order pasta, pizza, fries and the like.

Millennials on eating what they truly desire

To answer the question, if millennials eat what they genuinely like, the answer is yes. First when there is “*pakikisangko*” or an agreement on what to order within the group, secondly, if there is a huge budget which also gives them a chance to explore more foods to choose from, thirdly when the event is already planned before might be a reunion or meeting, fourth is the close relationship within the group that allows them know each other’s’ liking. Regarding who they are with when dining, the responses are ‘head to head’. They tend to eat what they genuinely like more often with family because they could voice out what they want. Also, they have the same preference for food, which is the opposite when with friends because they have different likings. They would also consider their budget, for they “*nakikiramdam*” or discuss their tastes as well. Again Filipino values are shown here like Filipinos know how to adjust and can sacrifice what they like when with friends.



Millennials on being prompt

As an analysis of this part, millennials tend to be quick in their decision and order when the rush of cravings and favoritism on food arises. Also, millennials consider reviews online, the familiarity on the menu of the restaurants, millennial also 'nakikiramdam' to their environment, and lastly, the value of time. Again, they have shown the trait of being "very millennial."

Food that millennials commonly choose in casual restaurants

The foods that millennials frequently want in a casual restaurant depend on the restaurant, the food itself, and who they are dining with. Their choice of food is affected when one of the members of the group wants or prefers this or that one. So they would conform and thus order the same food as well. A millennial will most likely choose spaghetti and chicken when kids are around because kids prefer snacks meals rather than full meals such as meat or vegetable dishes.

Moreover, they tend to choose what they usually order. To put it, they order what they often order in a particular restaurant. "Nakasanayan." When with a group, they typically order anything with meat or vegetable or mix. They also order pasta, pizza and fries as well.

Qualities the millennials look for when choosing a food

The conditions the millennials look for when selecting a menu are the price of the food since they do not want to spend so much money on foods that are not worth it. They look for a pleasing appearance of the menu too, its taste, the nutritional content (for millennials who practice a healthy lifestyle and those who go to the gym.) They also look for serving size and quantity of the food if it aligns with the amount that they will pay. It must be "sulit" or worthy. Millennials check the foods too or the casual restaurant via reviews online.

Millennial's choice of food

Millennials go for 'bundle' meals that are good for sharing and also affordable. Price is always considered when choosing foods to save money. Millennials want affordable yet delicious food. Examples of their favorites are fried chicken, vegetable dish, soup, *sinigang*, fried foods and tempura.

Filipino Millenials Conformance Inside the Restaurant

"Pakikisama, pakikibagay, at pakikipagpalagayang loob"

The reasons for pakikibagay, pakikisama, and pakikipagpalagayang loob in group ordering of Millennials vary depending on their situations. The factors include the unfamiliarity on the menu, laziness on selecting foods to order, the hunger which lets them choose food in absence with actual thinking, sometimes indecisiveness and respect to the host is a factor of "pakikibagay" as well. Millennials show their Filipino values in their behavior while dining in the group. They have demonstrated the "bahala na" attitude, which means as risk-taker in their orders. Being "magalang," level of trust within the group (pakikipagpalagayang loob) is evident also as to why they are "nakikibagay." Finally, they consider the time spent before and after eating. This shows that millennials would love to "get it all done" in a short time.

Millennials on defending what they truly desire

Millennials have no experience in supporting what they genuinely like. As long as they get satisfaction from the food, then everything is fine with them. The reasons for defending when the cravings and preference of taste arises, when the members within the group have ordered food



against their lifestyle, will cause them allergy; they are the “giver” or the one who pays for the bill. Nevertheless, some participants gave opposite insights. They counter that defending what you genuinely like is not a sign of respect. No matter what, the information above shows that millennials would rather eat with the company than following their likings and dining alone.

Millennial reaction when “Binagayan”

In conclusion, the findings of this study concur with the study of Brienna (2014) entitled, “I’ll have what he’s having.” Millennials maintained that they are happy when their peers confirm or “binagayan” with what they have ordered. Following negative feedback, participants who have said such are being sarcastic.

Conclusions and Recommendations

Millennial ordering behavior and decision in a group are dependent on who are they with, how much money they have, and how much time they have as they “wanted it all done now” in their decision making, ordering process, service time and even the process of paying the bill. These factors have a considerable effect on ordering. It can limit them and it can widen the range of their choices. Time is an essential factor that determines the food choice of millennials. Preferences can change under time pressure or time constraint.

There were participants whose food choices were changed because the pressure was put onto them to come up with a decision as fast as they could. An organized list of orders saved time. Hunger and cravings are also factors. Situations may vary, but millennials eat what they want to because they can be collectivist and also individualist when necessary. In the matters of food choices, millennial food choices in the group are also dependent on who they are with, and they can adjust and sacrifice what they want just for their group members to be happy. They usually get foods that are in bundles with loads of rice, variants of pizza, pasta, chicken, tempura, vegetables and other sorts of foods that can easily be found in home cookery. They look for “suliit” foods with an “Instagrammable” appearance and a reasonable price that matches their satisfaction with the food. “Pakikibagay” happens in ordering behavior of millennial because they are curious about a specific food found in the menu, saying “bahala na” when they are undecided and when they show “galang” to the host since defending what they like would be a sign of disrespect to the host. On the other hand, there are times that they could not adjust and how they order alone become exposed; it is when their cravings, allergy, favoritism on food, and diet arises.

In conclusion, Filipino millennials are collectivist, and they know how to “makiramdam” “makisama” “makipagpalagayang loob” “makisangkot” “magalang” “makibagay” with their peers and family. Millennials are happy when someone in the group orders the same as them or when these people accept their suggestions about food choices.

Our study does not support Glasser’s Choice theory which tells that every part of an individual his thoughts, doings and feelings is a choice, all of which are driven from the inside regardless of the external influences and that we are all in control of our own decisions. A person rejects outside influence stating that no one can make us feel or do anything contrary to the data we gathered from participants who told us that there were times that their peers or the people they’re dining with influenced their own choices. To put it, external influences can affect every individual—thoughts, doings and feelings. Not all behavior is driven from the inside.

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