

“How consumer behavior changes toward food retailing business during the COVID-19?”

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Introduction

According to the Bank of Thailand, Thai's economy growth is expected an increasing number year after year. Those percentage is driven by government spending, increased consumption, and private investment. The stimulation includes consumer spending which comes from rising incomes, growing exports (including processed agricultural products), and strong government spending on domestic projects and continued expansion of the tourism sector.

Thai consumer initially changes from traditional store to convenience store then shift to modern trend like shopping online. Within Thai market food delivery increasing grow every year. However, since the pandemic of Covid-19 emerge, lots of business has to adjust themselves to fit in the change of new normal as well as the customer. The outbreak was under control globally and its significant affect Thai economic contraction even more than the Asian Financial Crisis in 1997. Thus, it really affects consumer behavior on food retailing as well.

Nevertheless, technological advancement is the major driver in this industry. The growing cellular and net penetration across Thailand is instrumental in the continuous e-trade boom. Retailer are initially aware this trend and are moving towards multi-channel strategies to afford new sales avenues. But there may be a remaining of variations between traditional and online platform of store which challenge their retail market growth. First of all, people had been currently concerning about their personal earning and planned present and future consumption because of the uncertainty. Secondly, promotional calendars will be necessity to stimulate consumer demand for the retailers to meet the needs. Finally, the food retailers should reimagine loyalty.

The rest of this review paper will be organized as follows. Part 2 describes the research methodology and the results. Part 3 provide comparison with the related previous works in term of methodology and experimental set up contains data sets uses. Lastly, Part 4 concludes the paper.

Review

The paper ambitions to locate variations of purchaser conduct among pre and post of the pandemic. There will be an investigates how Thai consumers behave toward food retailing business after the COVID-19, and also attempts to discover what impact purchaser behavior towards food retailing business with the marketing mixed. According from the survey, the results were based on statistical software is used for exploratory data analysis; hypothesis-testing includes t-test, ANOVA. The researcher conducted an online questionnaire with total samplings of 400 Thai respondent to obtain participants' preferences or degree of agreement with a statement or set of statements. Individual question will be analyzed separately and categorized into a group of data in order to scores each statement.

To begin with, in the first part demographic data were used as a descriptive statistic in which researcher used inferential statistics to test the hypotheses. Afterward, the second part will identify consumer behavior on food retailing which show that they bend toward online delivery for the duration of and after the Covid-19. Before the spreading inflection people commonly going consume outside while currently, at some stage in the pandemic, there may be a huge part of percent accelerated for consumer that doesn't go consume out. Furthermore, the proportion of time spending outside were reducing. Besides, within the third part of the survey marketing mix of the restaurant and food retailing virtually be counted. The reason that people still go eat outside through the pandemic may additionally come from the level of agreement in marketing mix of food retailing store that is higher than the online delivery. Her study describe that responses tend to concern about the product, price, place, people and physical evidence except promotion and process that food online delivery has them in higher level of agreement. Finally, the fourth part illustrate differences among online delivery between gender (place, promotion, people), age (place, people), status (place) and occupation (product). From the survey result, it implies that attitudes towards food retailing store fluctuate between how often they visit (product, price, place, promotion, people, physical evidence, process), time they spent (price, people). Before COVID-19, the hypothesis testing shows us that attitudes towards Food online delivery differ only between how much they spent for a day (promotion). While during COVID-19, the attitudes towards food retailing store does not differ between how often they visit and time they spent, but differ only with how many people they accompany with (place).

Comparison to the related work

The article mentioned "the study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society" (Hawkins, Best & Coney 2001) which considerably assist the goal itself.

Moreover, it cites approximately four major elements have an effect on consumer behavior and decision-making procedure frame work including namely cultural, social, personal and psychological factors (Kotler Keller, 2012). The statistics make contributions the reason at the back of customer buying behavior that people will, however, choose the food store match their lifestyle and preferences, Devine, and Jastran (2006). From this literature review, methodology identification variables will be stated as these following;

1. Consumer characteristics: age, gender, occupation, and personal income per month
2. Consumer's self-concept and lifestyle such as busy lifestyle, price comparison, preference to try new thing.
3. Social factors that impact on purchasing decision such as referral group.
4. Personal factors such as consumer's self-concept and lifestyle.
5. Consumer's perception towards healthy fast-food shop.
6. Important factors to purchase such as quality, taste and variety of menu.
7. Reasons to buy such as good for health, convenience and value for money.

8. Purchasing behaviors such as a number of visiting per month, an amount of spending per meal and location.
9. Level of satisfaction towards overall performance.
10. Level of satisfaction towards marketing mixes.
11. Intent to repurchase of consumer.

Nonetheless, consumers' willingness and ability to pay also changes their purchase decisions. Therefore, decisions can be made before, during, and after the purchase of a product or service (Trivikram, 2016).

Conclusion and Comment

Changing in consumer behavior depend on both the consumers themselves and environment factors. Even the pandemic was tough to predict current trend but it allowed retailer side an adjusted potential to accept scenario change the future trends. As well as the consumer demand side, they will reshape their life style to fit in with the situation.

In terms of statistical calculation, the susceptible likelihood of the research outcomes among the respondent's decision may need a deeper analysis on how that information related to the core problems due to a homologous number since the challenge in object is finding consumer behavior which depend on various additional conditions and possibly change continuously. This could be a future research baseline. Those plenty data from the survey ought to extract more relationship of consumer behavior toward the food retail industry and online delivery.

However, with the comparison to previous related work the researcher possibly used methodology to extract the objective of the study. With the studies, it shown that their purpose is coherent. Hawkins, Best & Coney emphasize on consumer behavior and building marketing strategy in which create ability to balance coverage of the data and tie the topic back to marketing decision as well. While Kotler Keller focus on the marketing management of the method of planning and executing the conception, pricing and promotion and distribution of goods, which offerings and ideas to create exchanges with goal agencies that fulfill purchaser and organizational goals. Lastly, the concept "Consumers' willingness and ability to pay also changes their purchase decisions." claimed by Trivikram effectively support the result analysis of the consumer behavior during the current pandemic.