

**FACTORS DRIVING THE CONSUMERS' PURCHASING
INTENTION AT OFFLINE STORES DURING
THE COVID-19 PANDEMIC IN THAILAND**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
THE DEGREE OF MASTER OF MANAGEMENT
COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY
2022**

COPYRIGHT OF MAHIDOL UNIVERSITY

Thematic paper
entitled
**FACTORS DRIVING THE CONSUMERS' PURCHASING
INTENTION AT OFFLINE STORES DURING
THE COVID-19 PANDEMIC IN THAILAND**

was submitted to the College of Management, Mahidol University
for the degree of Master of Management

on
April 30, 2022



.....
Miss Nichakorn Gaewim
Candidate

.....
Assoc. Prof. Randall Shannon,
Ph.D.
Advisor

.....
Assoc. Prof. Astrid Kainzbauer,
Ph.D.
Chairperson

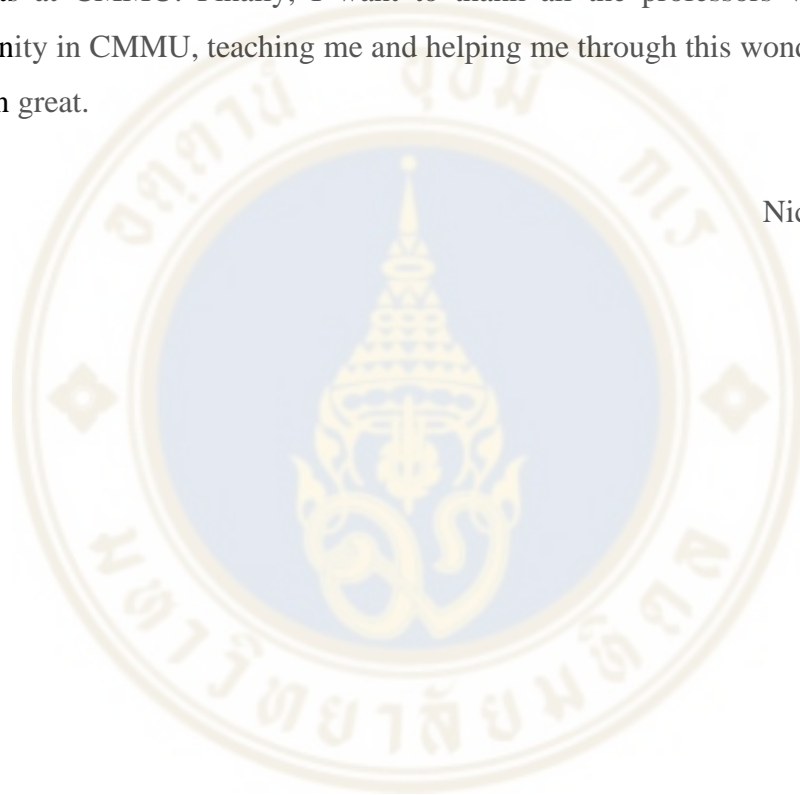
.....
Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University

.....
Manjiri Kunte,
Ph.D.
Committee member

ACKNOWLEDGEMENTS

First, I want to thank myself for being patience and putting all my efforts in this thematic paper. Secondly, my friends and family who have supported me along the way of my journey for master's degree at College of Management Mahidol University. I also would like to express my sincerely thankful to my classmate, advisors, and all assistants at CMMU. Finally, I want to thank all the professors who give me an opportunity in CMMU, teaching me and helping me through this wonderful journey. It has been great.

Nichakorn Gaewim



**FACTORS DRIVING THE CONSUMERS' PURCHASING INTENTION
AT OFFLINE STORES DURING THE COVID-19 PANDEMIC IN THAILAND**

NICHAKORN GAEWIM 6349103

M.M. (GENERAL MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. ASTRID
KAINZBAUER, Ph.D., ASSOC. PROF. RANDALL SHANNON, Ph.D., MANJIRI
KUNTE, Ph.D.

ABSTRACT

According to the high numbers of infected Thai people during the COVID-19 pandemic, most of the people tend to spend less of their time going to an offline store and change their shopping behavior into online platform. However, some of Thai people still prefer to purchase products or services at the offline store rather than having them online.

Therefore, this study aims to understand the key factors that drives Thai consumers' purchasing intention at the offline store during the COVID-19 pandemic in Thailand, and analyze the factors related to the customers' intention.

KEY WORDS: Customers' Behavior / Panic Buying / Offline Consumption
Experiences / COVID-19

26 pages

CONTENTS

	Page
ACKNOWLEDGEMENTS	ii
ABSTRACT	iii
CHAPTER I INTRODUCTION	1
1.1 Background and Statement of Problem	1
1.2 Keywords	2
1.3 Research Objectives	3
1.4 Scope of The Study	3
1.4.1 Population and Sampling Sized	3
1.5 Potential Output of the Research	3
CHAPTER II LITERATURE REVIEW	4
2.1 Consumers' Behaviour During COVID-19 Pandemic	4
2.1.1 Consumers' Behaviour	4
2.1.2 The Effects of COVID-19 Pandemic	4
2.2 Panic Buying Behaviour	5
2.2.1 Panic Buying	5
2.2.2 The Level of Fear for the Pandemic	6
2.3 Offline Consumption Experience Dimension	7
2.4 The Interruption of The Online Platform	8
2.5 Theoretical Framework	9
CHAPTER III RESEARCH METHODOLOGY	10
3.1 Research Approach	10
3.2 Data Collection	10
3.3 Interview Questions	11
CHAPTER IV RESEARCH FINDING AND RESULTS	14
4.1 Represent factors that drive the consumers' purchasing intention at offline stores during the COVID-19 pandemic in Thailand	14

CONTENTS (cont.)

	Page
4.2 Represent factors that influence offline stores to adapt themselves to and survive through the COVID-19 pandemic in Thailand	16
CHAPTER V CONCLUSIONS AND RECOMMENDATION	20
5.1 Conclusion	20
5.2 Recommendation	20
5.2.1 Offline Consumption Experiences	20
5.2.2 The Immediate Delivery of Products and Conveniency of buying products	21
5.2.3 Price and Promotion	21
5.2.4 Other Recommendation	21
5.3 Limitation	22
5.4 Future Research	22
REFERENCES	24
BIOGRAPHY	26

LIST OF TABLES

Table	Page
4.1 Comparing Answer of interviewees	19



LIST OF FIGURES

Figure	Page
2.1 Theoretical Framework	9



CHAPTER I

INTRODUCTION

1.1 Background and Statement of Problem

The COVID-19 pandemic that happened recently at the end of 2019, not only has had many effects on people in society and slowed the economy all around the world so far but it also affects the consumers' behavior. Moreover, it leads to a lower purchasing rate of consumers and lessens the traffic at the offline stores. The new cluster of COVID-19 in the city and suburb area has led to the government announcement on the policy to stop the spreading of the virus. This policy results in a percentage of Thailand's GDP and the overall economy. The pandemic slowly makes people turn their homes into offices, classrooms, doctors' offices, broadcast studios, gyms, worship places (Kirk and Rifkin, 2020) which causes less opportunity for people to go out shopping.

The slow change in consumers' behavior results in a lower percentage of consumer goods, products, and services due to the restriction of transportation and tourism (Patel et al., 2015). Many people are now turning to purchasing only necessary products and changing their lifestyles to prioritize things on their purchasing list (Stanciu et al., 2020).

According to (Anderson et al, 2020), many studies show that even with the higher living expenses such as in Denmark and Sweden, the consumption rates were also changed during the pandemic as it was driven by the restrictions and social distancing regulations. The decreasing number of customers who prefer to go shopping at offline stores has caused many of the offline stores themselves to go out of business because they did not gain enough sales volume to pay for the rental, operating expenses, and debts. This situation has not only happened with the small business but also the large ones having an offline stores at the shopping complex. Many offline stores have to reduce the number of staff per day to lessen their payment and come up with marketing strategies to build up their sales volume and revenue. Not only the closing of

businesses but also the higher rates of unemployment. The researchers also found that the number of unemployed people has increased from 93,000 in the year 2019 and it is having the most effect on the business sectors.

As the COVID-19 pandemic has totally changed people's lives completely. It also drives many businesses to change their business model and turns them into the online platform. The interruption of Online channels such as virtual platforms is replacing the customarily face-to-face activities as the online interfaces want to adapt themselves to suit people's new lifestyles. And as for people that are now facing quarantine time, the new technologies such as applications and online products will help them through the pandemic as people still have an urge to maintain their regular life and continue their consumption.

Even though there is an interruption of online distribution channels, some customers are still choosing to purchase products at the offline store at the shopping complex rather than choosing products at the online stores because they somehow believe that offline shopping has more potential for them. Because of the wide range of products sold in offline stores, this study will be focused on the products excluding groceries only such as clothing, cosmetics, home equipment, etc. The study will also focus on the factors that drive Thai consumers' purchasing intention during the COVID-19 pandemic and the analyzed result could help the marketing department to develop, adapt their businesses, and launch new strategies for their businesses which could lead to an increase in sales volume and total revenue of the company.

1.2 Keywords

Customers' Behavior, Panic Buying, Offline Consumption Experiences, COVID-19

1.3 Research Objectives

Concerning the change in consumption during the COVID-19 pandemic, the purpose of this thematic paper is to

1. Study about factors driving the consumers' purchasing intention at offline stores during the COVID-19 pandemic in Thailand
2. Examine about factors driving the consumers' purchasing intention at offline stores during the COVID-19 pandemic in Thailand
3. Analyze about factors driving the consumers' purchasing intention at offline stores during the COVID-19 pandemic in Thailand

1.4 Scope of The Study

1.4.1 Population and Sampling Size

The scope of this research is to study Thailand Consumers' purchasing intention at the offline store during the COVID-19 pandemic. The targeted group of interviewees will be 10 participants that live in Thailand and have Thai nationality, aged between 25 to 60 years old with a wide range of income to study the differences among the group, 5 interviewees for the consumers' perception, and 5 interviewees for the store owners' perception.

1.5 Potential Output of the Study

Offline businesses or related companies could gain more understanding of consumers' intentions and understand the factors that drive their behavior to continue to consume products at the offline store during COVID-19. Moreover, the marketing department of each brand can use these data to analyze the solutions, create sustainable and long-term strategies to help their businesses survive through the pandemic.

CHAPTER II

LITERATURE REVIEW

2.1 Consumers' Behavior during COVID-19 Pandemic

2.1.1 Consumer Behavior

Consumer Behavior is an amalgamation of a customer's purchasing consciousness which is also combined with several external motivators and demotivators (Mansoor and Jalal, 2011). Moreover, consumer behavior could be described as (Engel, Blackwell, and Miniard, 1986) "the act of individuals directly involved in obtaining and using economic goods and services, including the decision process that precedes and determine the acts." In contrast, some the researchers such as (Daneshvary and Schwer, 2000) have defined consumer behavior as the study of how people buy, what they buy, when they buy, and why they buy and attempt to understand the buyer decision-making process both individually and in groups. The American Marketing Association also defined consumer behavior as the vibrant interaction among effect, perception, behavior, and the surrounding environment through which consumers conduct the needed exchange aspects of their lives (AMA, 2016). However, the study of consumer behavior is rather difficult due to its human nature (Lowrey, 1991) as it can be behaved and responded to differently each time the consumers purchase goods and services.

2.1.2 The Effects of COVID-19 Pandemic

As consumer behavior is influenced and motivated by various factors such as retail shopping, store environment (Chang, Eckman, and Yan, 2011), the lockdown policy during the COVID-19 pandemic has played a huge role in influencing the purchasing decision-making process of the consumers. Due to the lack of physical interactions and social distancing, people cannot continue their usual shopping as they use to have before the pandemic. Most consumers tend to spend more of their time at

home which caused the increasing demand for takeout items and hoarding essential items, panic purchasing, and shifting to rural areas (Donthu and Gustafsson, 2020). There is also has a change in the priority of purchasing lists such as spending less on luxury goods or services and purchasing more food and necessary items such as protection-related products (Stanciu et al., 2020). And from conducted a survey by Nielsen Company based on the consumers of 100 countries, shows that there is a change among consumers globally as well (Stanciu et al., 2020).

(Kirk and Rifkin, 2020), they also emphasized the three different phases which are reacting, coping, and long-term adaptation that are related to the changing in consumer behavior and apparently became to have happened during the early stages of the COVID-19 outbreak (Donthu and Gustafsson, 2020). The reacting phase will typically focus on hoarding and rejecting consuming products, meanwhile, the customers will learn to adapt to do-it-yourself behavior in the coping phase. As for the long-term adaptation, the consumer will basically focus on the transformative changes in individual consumption and social identity (Kirk and Rifkin, 2020).

2.2 Panic Buying Behavior

2.2.1 Panic Buying

According to (Shou, Xiong & Shen, 2011), Panic Buying is the behavior of a consumer in purchasing large quantities of products that aim to overcome future deficiencies. As it was most likely to be driven because of concern and fear, Panic Buying usually occurs due to uncertain situations (Widyastuti, 2020). The explanation of this action is that panic buying is the action of hoarding necessities in a large quantity (Shous et al, 2020) in case of the deficiency of those products in the future due to sudden fears (Oxford, 2020). Driven by this fear, the large quantity of goods the consumers buy which can be called 'Panic Buying Behavior' (Singh & Rakshit, 2020) has recently appeared when the COVID-19 first outbreak. Moreover, the cause of Panic Buying can be named as the perception of scarcity of goods (Arafat et al., 2020) which is related to the feelings of insecurity and instability from the consumers.

The exaggerated purchase of goods (Marten et al., 2020) has a negative effect both individually and on society. According to (Arafat et al., 2020), it shows that panic buying tends to happen due to the assumption of the scarcity of certain goods during the pandemic. People were buying more products than usual to stock in their homes which caused the race in a supermarket (Silva, 2020).

2.2.2 The Levels of fear for the Pandemic

As (Madakasira & O'Brien, 1987) once mentioned that people tend to react to a natural disaster physically as fear. Consumers' perceptions, thoughts, and behavior are impacted by fear which is a powerful emotion (Larson & Shin, 2018). The fear of pandemic outbreaks has been in the history of humankind for a long time. What we want to focus on is not the time that there will be an outbreak but the time when a new outbreak happens (Stohr & Esveld, 2004). Since the COVID-19 pandemic is considered to be a new worldwide outbreak, it does not only severely affect public health but also the world's economy (Donthu & Gustafsson, 2020). To lessen the number of infected people, many countries' governments implemented a lockdown policy to contain this outbreak (Kraemer et al., 2020). However, this situation has become an arisen concern for both companies and the government due to the change in consumer purchasing behavior which might be affected by the COVID-19 pandemic.

The previous social and behavioral science research based on prior pandemics shows that the consumers' behavior receives less attention (Laato et al., 2020), and the studies tend to focus on preventive and health behavior. According to the research, consumers and human behavior studies in the context of disruptive events precede the COVID-19 pandemic. In the terms of 'Disruptive Events' that affect consumer behavior (Dalhamer and Tierney, 1998), COVID-19 is one of the disruptive events like other natural disasters that impact the economy and human life (IMF, 2020 ; WHO, 2021). This disruptive event of COVID-19 divides consumption behavior into two, which are purchasing necessities and protective equipment and curbing leisure outside the home.

Behavioral changes related to pandemic outbreaks seem to connect with personal protection (Funk, Gilad, Watkins, & Jansen, 2009). The acknowledged

consumers tend to purchase predominant products such as masks, personal hygiene items, and food supplies during the outbreak for stockpiling (Goodwin et al., 2009). Moreover, a study report based on an Indian sample shows that about 92.01% of the consumers change their shopping behaviors due to the infection risk and restricted lockdown (Cariappa et al., 2020). During the pandemic, it shows the increasing level of perceived risk caused an immediate change in their behaviors after the incessantly monitoring and coverage by the media (Jones, 2020). The COVID-19 pandemic also brought and became an influential factor that shapes consumer personality, characteristics, and behavior.

2.3 Offline Consumption Experience Dimension

According to the research, the consumption experiences originated offline (Jones, 1999). This dimension of experiences contains product selection, commodity prices, service personnel, and customer factors including social impact, experience, product preferences, etc. The consumption experience is all the experience and contact between the customer from arriving at the physical store to leaving (Terblanche & Boshoff, 2006). Moreover, it can be concluded that offline store consumption experience dimensions include store shopping environmental experience, store personnel service experience, product experience, and after-sales service experience (Shengbing, 2017).

Some consumers still feel that they need to touch or try on the products that require a presence within an offline channel (Chiang and Dholskia, 2003). The study shows that some attributes such as personal service and the ability to see-touch-handle the product were predominant and consumers preferred offline shopping rather than online shopping (Levin; Weller, 2005). Many consumers also make their decision regarding where to shop based on their attitude toward a variety of stores and shopping center environments (Finn & Louviere, 1990; Gentry & Burns, 1977). The process of making decisions is very similar whether the consumer is offline or online, but some major differences are the shopping environment and marketing communication (Chayapa, 2011). The factor that influences users' intention to transfer their usage from offline to online channels is the offer of similar services (Lu, 2011).

2.4 The Interruption of Online Platform

Due to the restriction on going out, there is a prominent shift in consumer behavior which is the increase in usage of online services (Baicu et al., 2020). According to (Sheth, 2020), The Evolution of technology such as the Interruption of Online platforms and Online Shopping during the pandemic is one of the main contexts that changed or impacted consumers' behavior. As (Tufekci & Lentz, 2021) mentioned that nowadays people are familiar with the informative society, the Internet and online platforms have taken more parts in the society such as personalized interaction with users or marketing paradigm. Not only the familiarity but also the Satisfaction, trustworthiness, and relational behavior affected customers' commitment to online purchasing (Garbarino and Johnson, 1999). This is also a result of consumers' ability to adapt quickly to changes, such as constraints by governments (Donthu and Gutafsson, 2020). Moreover, (Baicu et al., 2020) also pointed out that people tend to be adapting to new technologies and applications related to their lifestyle instead of going out to the stores. The immerge of new technology and online platform slowly bridge the gaps between people during the pandemic and is vital in reunions with friends and family as we are still able to indirectly contact people from our places.

2.5 Theoretical Framework

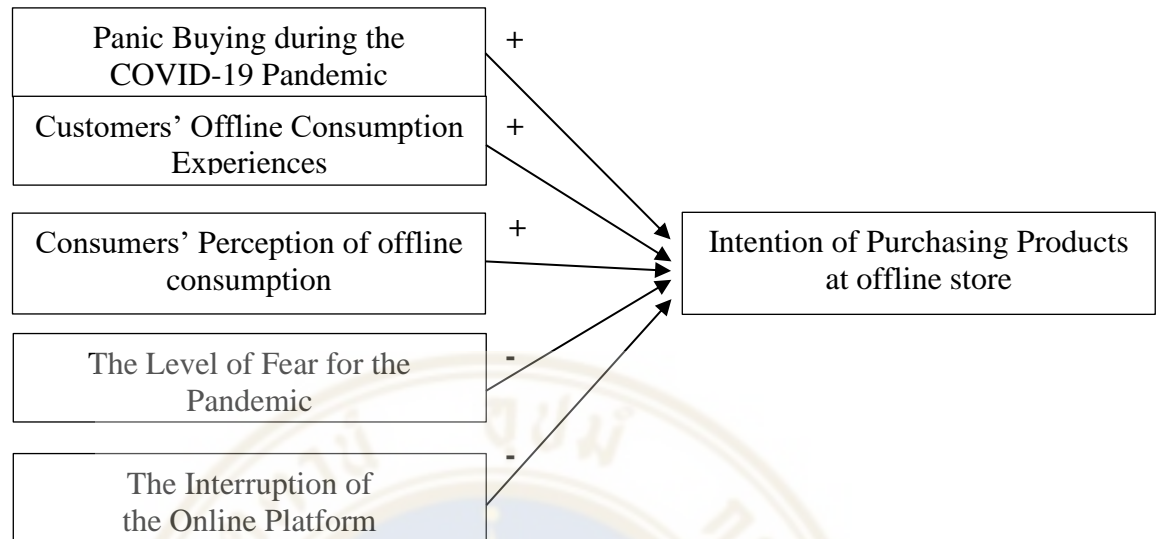


Figure 2.1 Theoretical Framework

CHAPTER III

METHODOLOGY

3.1 Research Approach

The purpose of conducting an In-depth Interview (Qualitative) is to study and analyze the factors driving consumers' purchasing intention at the offline store during the COVID-19 pandemic in Thailand. This interview aims to understand factors from the consumers' perceptions and from the offline stores' staff or store owners. The interviewees will be given an opportunity to express their thoughts and share their experiences based on the given questions during the interview. All the questions and answers from the in-depth interview will be collected as video and voice recorded with the approval and consent of the interviewees.

3.2 Data Collection

The Data Collection for this study will be collected from two groups of interviewees which are the group of consumers and the group of store owners or staff of each offline store. These two different groups will help in determining the factors and variables that drive consumers' behavior during the COVID-19 pandemic and understand the different perceptions on both sides.

The Researcher used an open-end question to let the interviewees answer each question from their own perspectives and opinions based on their experiences.

Participants: Consumers and Store Owners/Company's Staff from Offline Store

Number of Participants: 10 Interviewees from a group of consumers and 5 Interviewees from a group of staff at the offline shop or offline store owners

3.3 Interview Questions

The questions used for in-depth interviews are developed based on the literature review and other research-related such as the factors that drive consumers' behavior and intention to purchase at the store. In this research, the interview will be conducted with two sets of questions.

Questionnaires for consumers

1. How many times have you gone shopping for any products (excluding groceries) at the offline stores in the past month?
2. How many hours do you spend each time of your shopping at offline stores?
3. What is the main reason that you to choose go to an offline store?
4. How do you think the COVID-19 pandemic affects your buying behavior? If yes, please kindly explain
5. What types of products that you often choose to purchase or consume during the COVID-19 pandemic?
6. *"People tend to buy or purchase more products and services in a larger amount than they actually need because of the fear of running out of products during the COVID-19 pandemic."* What do you think about this statement? Do you agree or disagree, please kindly explain your thoughts
7. *"The lockdown policy causes people to stay at home and buy online products."* What do you think about this statement? Do you agree or disagree, please kindly explain your thoughts
8. According to your thoughts, why do you think that Thai people still go to the offline store even though there is an increasing number of infected people? Please kindly share your thoughts
9. Do you find any differences between offline shopping and online shopping? If yes, why?
10. Comparing offline and online shopping, which one do you think is more suitable for your lifestyle right now and why?

11. Do you think that customer service, the staff, and the after-sales services at the offline stores encourage you to spend more? If yes, please kindly share your thoughts
12. Please list 3 of the reasons why you choose to shop or buy products from offline stores rather than online stores
13. Please provide the best and the worst consuming experiences of yours. Does your best shopping experience base on offline stores or online platforms?

Questionnaires for Offline Store Owners and Staff

1. What is your business about? Please kindly explain about your shops/stores in a short brief
2. How many months/years have you run this business?
3. What are the most popular products that the customers tend to buy/purchase from your store?
4. Do you find any differences in the consumers' behavior comparing between before and after the COVID-19 Pandemic?
5. How many customers do you have per one day compared to before and after the COVID-19 Pandemic?
6. How do you think the COVID-19 pandemic affects your business?
7. What do you think about the panic buying among the consumers due to the fear of the COVID-19 pandemic?
8. Do you think your business model has changed within these 2 years? If yes, please kindly share your thoughts
9. What do you think about the interruption of the online platform such as many start-up online businesses during the COVID-19 Pandemic?
10. Do you think this online business affects your business as an offline store? If yes, please kindly share your thoughts.
11. Please list 3 of the reasons why you think the consumers decide to purchase at offline stores rather than online platforms.
12. How do you adapt yourself due to the reasons stated above to survive during the pandemic and continue to run your business?

Demographic Question for both groups of interviewees

1. Gender
2. Age
3. Occupation
4. Monthly Average Income



CHAPTER IV

RESEARCH FINDINGS AND RESULTS

According to the qualitative data collection, most consumers tend to put *'The Convenience, immediately delivering of products and their offline consumption experiences'* as their most important variables that encourage them to spend more at the offline store. However, some interviewees were also concerned about *'The price of products before deciding.*

4.1 Represent factors that drive the consumers' purchasing intention at offline stores during the COVID-19 pandemic in Thailand

Consumers' Behavior During COVID-19 Pandemic *"Before COVID-19 happened, I used to go to a shopping complex about 3 or 4 times per month but after the pandemic took place, I barely go shopping. At the very beginning of the pandemic, I think that I quite spend less of my money on purchasing new products and services. But after a while when I feel like I'm used to COVID-19, I think I spend much more amounts of products than I should do. Maybe more than the one I spent before COVID-19."*

"My shopping behavior doesn't change that much during the pandemic and even after that. I think that I always buy the products as same as before the COVID-19 took place here. But maybe the frequency of my shopping is changing like I used to go to the offline stores once a week and now I think I go to the offline store only twice a month."

Customers' Offline Consumption Experiences *"I used to go to a shop with good service-mind staff, it seems like talking to them encourage me to spend my money at their store. I think this kind of service really influences me after all."*

"Promotion and Price really influence me on purchasing at an offline store. I once bought a product just because of the interesting promotion and the staff also a very nice person. Maybe I just like this kind of thing and choose to go to an offline store rather than the online one."

Consumers' Perception toward offline consumption *"I like to touch and see the products by myself rather than scrolling through the application or website. I can compare the products in each store about their quality or prices etc. Reading the description of products from the website is not the same thing as asking the staff at an offline store. I just feel more happy shopping at the offline stores."*

"Trustworthy is one of the factors that are behind my intention to purchase at offline stores. Also, I like how I can have the products immediately when shopping at the offline store. I don't like to wait."

"I like the way I can buy and immediately get that product from the offline store. Choosing the product by yourself is much better."

The Level of fear for the Pandemic *"Most of the products I purchased will be masks, alcohol, skincare, and some products that related to my health rather than other products such as cosmetics. I think people won't spend much time shopping and wandering around the store that much. The pandemic really makes me feel like I need to buy things in the large amount because I don't want to take a risk and go out more than twice a week."*

"Even though I'm not scared of the Pandemic, I barely go shopping at the offline stores. But if I need to go, I will just buy some of the products related to my health such as skincare, masks, something like this."

"In my opinion, the level of fear for the pandemic is not having much of an effect on people's buying behavior but the lockdown policy is. It just like people tend to adapt themselves along with the pandemic due to the government announcement."

The Interruption of the online platform *"People choose online shopping because it's more convenient, some of the offline stores also adapt themselves to this kind of business model. Sometimes, I just went to the offline store and compare it to the online one and if the online is cheaper, I will just buy it on the website."*

"In my opinion, an online platform provides an alternative for the customers. It's more convenient. But somehow, I think that it doesn't include the trustworthiness of that product or that brand."

"Online shopping makes me spend my money faster than I want to. I once bought a product online, the treadmill from China. Somehow, the product just broke the first time I used it."

The researcher found that most of the interviewees do not concern much about the pandemic and it was least mentioned during the interview. The first factor that drives their purchasing intention is the offline consumption experience. Most of the interviewees mentioned that they like to see, touch, and feel the products by themselves at the store before purchasing. Secondly, they also talked about the immediate time of getting the products by purchasing at the offline store as they think that this way is more convenient.

4.2 Represent factors that influence offline stores to adapt themselves to and survive through the COVID-19 pandemic in Thailand

Consumers' Behavior During COVID-19 Pandemic *"Before COVID-19 happened, most of the customers will come to my store. I think I have about 100 to 200 customers each day. But right now, I think the numbers are dropping maybe around 50 people will come. And because of that, my sales volume also decreasing due to the lessen a number of customers."*

"Because most of my customers before COVID-19 are foreigners, it's not only the consumers' behavior that changed but also my targeted customers. As you may know, Thai people won't spend much amount of money compared to the tourists."

Customers' Offline Consumption Experiences *"I know that everyone loves good services. Basically, I focus on how to make my customers feel more appreciated when they come to buy a product at mine."*

"Selling a product at a lower price with the same quality will make me gain more customers."

Consumers' Perception toward offline consumption *"Most of the customers are concerned about the delivery time of products. So, I think that my strategy is to keep them repurchasing at my store by providing a quicker and faster delivery time as my products are all imported from South Korea."*

The Level of fear for the Pandemic *"People are fearful that they will get infected. And my business is not something related to the necessary products that people will buy every day, so it's very difficult to survive and get my business through the pandemic."*

"I don't know if it's true or not that Thai people like to hang out even though there's still a pandemic and more cases of COVID-19 each day. But my store doesn't affect much due to the main target group of customers which are foreigners."

The Interruption of the online platform *"We need to adapt ourselves to meet our customers' needs. If they can't go out and shop, then we need to put our products to them by ourselves. I think that most of my customers are now ordering through an online platform like my store's Twitter account and e-mail."*

"Online stores don't need to pay the rental fee as me. I think that is one of their strengths compared to mine. I need to keep up my sales volume and provide the best service for my customers as much as I could."

Table 4.1 Comparing Answer of interviewees

	Group of Consumers	Group of Store owners/Staff
Consumers' Behaviors during COVID-19 pandemic in Thailand	3 out of 5 interviewees mentioned that their shopping behaviors change according to the things that they must buy during the pandemic such as masks, cleaning products etc.	5 interviewees mentioned that their stores lost many customers (foreigners and Thais) during the pandemic and their sales volume was dropped.
The Offline Consumption Experiences	5 interviewees mentioned that they feel the need to see, touch and feel the products at the physical stores before purchasing.	3 interviewees think it is unnecessary to improve any store atmospheric or service at the physical store for their customers during COVID-19 pandemic.
Consumers' Perceptions toward offline consumption	3 interviewees mentioned that they like to go shopping at the offline store more than using online platform.	2 interviewees mentioned that most of their customers were from offline stores even though they do also have an online platform of their shops.

Table 4.1 Comparing Answer of interviewees (cont.)

	Group of Consumers	Group of Store owners/Staff
The level of fear on COVID-19	3 interviewees think COVID-19 is something that we should be aware of but didn't think that it prevent them from going out. They also mentioned that going for an offline store makes them have less stress.	5 interviewees mentioned that they have lost their customers because of the level of fear on COVID-19 in Thailand's consumers are rising.
The interruption of online platform	2 interviewees mentioned that they tend to purchase products or services from online platform if the offline stores don't have that product at the shelf.	5 interviewees mentioned that they must adapt themselves by creating online platform for their stores to increase the sales volume.

The researcher found that most of the store owners and staff are concerned about how they will maintain their sales volume and sales revenue. The interviewees mentioned providing services, promotions, and lower prices to meet up with their customers' expectations. This can be concluded that most offline stores are concerned about the customers' offline experiences as it can lead to the repurchasing intention of each customer. Secondly, the interviewees also talked about the interruption of the online platform that caused them to adapt themselves to the new lifestyle of their customers and caused them to change their business model as well. Even though, some of the stores mentioned that their customers' purchasing intentions do not change that much during the pandemic, still, they also face a similar problem such as losing offline store customers.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusions

In the conclusion of this study, the researcher found that the most mentioned and most concerned factor that drives the customers' purchasing intention at the offline store during COVID-19 in Thailand is The Offline Consumption Experience. This factor was mentioned and came at the very first idea when asking the interviewees. Follow by the immediate delivery time and the convenience of buying products.

However, some of the store owners and staff are misunderstanding the factors that drive their customers' intention to purchase and tend to adapt themselves to meet their customers' expectations as a cost-leading brand rather than focusing on the services, quality of products, and store atmospheric at the offline store which are one of the parts that included in the offline consumption experiences.

5.2 Recommendation

5.2.1 Offline Consumption Experiences

According to the interview, the researcher found out that most of the consumers mentioned about how they love to go to offline store before deciding to purchase each product just to see, touch, and feel it. To sum up, see, touch and feel are the core reasons why people love going to an offline store. These types of sensations the consumers get from each brand or stores they go will always remind them of their experiences at that specific place. This nostalgic memory of the consumers can create their loyalty toward the brand as well.

The Offline Consumption Experiences are different for each person but somehow people do share the same thoughts about loving to spend their time going out at the offline store even though they do not spend any of their money purchasing items

from it. Moreover, some of the consumers also mentioned about good service mind staff that influenced them to purchase an item even though it's not their first intention at the offline store.

As for the recommendation to the offline store owners and staff, they should concern more about building up the store atmospheric for their consumers; follow by focusing on how to provide the additional services such as having good service-mind staff or helpful staff to satisfy to them as well.

5.2.2 The Immediate Delivery of Products and Conveniency of buying products

The instant delivery or shorter time delivery of products is one of the factors why consumers choose to spend their money at the offline stores. Many of the customers need to use or have the product immediately and purchasing it from the offline store is the only way that meet their expectation. Moreover, many of them think that buying products at the offline store is more convenience than using other platform such as online shopping.

5.2.3 Price and Promotion

According to the interviewees, some of the customers are also influenced by the interesting price and promotions of each offline store. Even though to make a sales promotion is not good in the long-term but the products with the higher price tend to be more difficult to purchase and need more time considering in the consumers' perception. Or the store can provide the loyalty program to the customers who decide to purchase at the physical store. With these price and promotion provide to them, the consumers will be more interested to purchase, and the store can keep up the sales volume as well.

5.2.4 Other Recommendation

As many interviewees from the group of consumers also mentioned about going out for shopping at the offline store helps them relieve their stress from workplace and schools, the store owners and staff can use this reason to build up their sales volume by launching a marketing campaign related to it as well. For example, it can be a campaign about the customers with the top spending at offline stores will get the

vacation package etc. It will encourage the consumers to spend more during this pandemic.

5.3 Limitation

For the limitation of this study, the researcher faced a problem in finding the interviewees for the group of store owners and staff. Due to the increasing number of businesses running out after the pandemic, it is difficult to find a business that survives through the lockdown and is willing to interview. Moreover, some of the store staff cannot give much of the information as it is a restriction of the company's policy.

Another limitation is the limited time for the in-depth interview. As the researcher had interviewed only 10 interviewees, the information and data collected might be not broad enough and it is a very small number of interviewees compared to other research related. Some of the factors might not be relevant to the real results.

5.4 Future Research

Even though the COVID-19 situation in Thailand will slightly decrease and have fewer effects in the coming years, the pandemic will be considered a long-term consequence for society. The mentioned factors that drive the consumers' intention to purchase in this research might also change related to Thai people's behavior and how they adapt themselves to survive through the pandemic.

Based on what the researcher has found, future research could be the further details on customers' consumption experiences at the offline store from the company's perception instead of the customers. The research can be about how the brands with offline retails should develop, change, and launch a new business model and strategy to meet the customers' expectations. Moreover, as many of the interviewees also mentioned how the customer service gives them better shopping experiences at the offline store, and one of the parts of the offline consumption experience, the staff can take this opinion to improve their service as well.

Secondly, as the offline consumption experience with an independent perspective, future research can analyze further the psychological theory related to individual customer perception of offline consumption experience as well.



REFERENCES

- Akter Salma, Ashrafi Taj, Waligo Victoria. (2021). Changes in Consumer Purchasing Behavior Due to COVID-19 Pandemic. Bangladesh. Department of Business Administration: East West University.
- Crosta Adolfo Di. (2021). Psychological Factors and Consumer Behavior During the COVID-19 Pandemic. United States of America. Assumption University.
- Dushi Nora Sadiku, Skeja Aferina. (2020). Purchasing Behavior During COVID-19. Will it be a “New Normal”? Kosovo. UBT Knowledge Center.
- Joana Rita Gouveia Rosa Pedroso de Lima. (2021). Impact of the fear of Covid-19 on Perceptions of Physical Shopping Convenience and Consumer Behaviors in Portugal. Retrieve from https://run.unl.pt/bitstream/10362/123448/1/2020-21_fall_41178_joana-lima.pdf
- Joana Sofia Fonseca Lops Lucas. (2021). The Portuguese Offline Consumer Behaviors: What drives customers buying offline in an online world?. Portugal. Universidade Nova de Lisboa.
- Koch Jack. (2021). Effects of COVID-19 Pandemic on Consumer Behavior in Retail Stores. United States of America. Union College.
- Michael Hall. (2021). Panic Buying and Consumption Displacement during COVID-19: Evidence from New Zealand. New Zealand. Department of Management, Marketing and Entrepreneurship: University of Canterbury.
- Nur Eva. (2021). Panic-Buying Behaviour During the Covid-19 Outbreak: A Cross-Cultural Psychological Study. Indonesia. Universitas Negeri Malang.
- Sami Rojo. (2021). Impact of COVID-19 Pandemic on Corporate social responsibility: The Effect of Altered Consumer Behavior. Finland. Oulu Business School: University of Oulu.
- Sikos t.tamás. (2021). Panic Buying in Hungary During Covid-19 Pandemic. Hungary. Budapest Business School.
- Tahir Islam. (2021). Panic buying in the COVID-19 pandemic: A multi-country examination. Shanghai, China. Tongji University.

REFERENCES (cont.)

Yang Li, Qian Huang, Hefu Liu, Feng Yang. (2018). Consumer Decision-Making in Multi-channel Retail: The Effects of Online Channel Media Richness and Cross-channel Integration. China. School of Management: University of Science and Technology of China.

Yasir Arafat. (2020). Panic Buying: An insight from the content analysis of media reports during COVID-19 pandemic. Bangladesh. Department of Psychiatry.

