

**THE STUDY OF CONSUMER PURCHASING BEHAVIOR IN THE
CATERING SERVICE DURING THE PANDEMIC**

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**An Individual Study Submitted in Partial Fulfillment of the Requirements
for the Degree of Master of Business Administration (English Program)**

College of Innovative Business and Accountancy, (CIBA)

Dhurakij Pundit University

2020



ใบรับรองสารนิพนธ์

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หัวข้อสารนิพนธ์ THE STUDY OF CONSUMER PURCHASING BEHAVIOR IN THE
CATERING SERVICE DURING THE PANDEMIC


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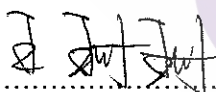
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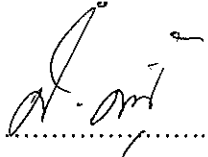

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Individual Study Title: The study of consumer purchasing behavior in the catering service during the pandemic

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Program: Master of Business Administration Concentration in Digital Marketing Era

Academic Year: 2020

ABSTRACT

In an environment of rising incomes of Chinese residents, the proportion of food and beverage consumption is increasing.

At the end of 2019, the sudden emergence of the covid-19 epidemic has severely affected the Chinese catering industry. Most catering companies have basically no income. Therefore, it is necessary to study the factors that affect consumers' buying behavior during the covid-19 period.

The results of the study show that demographic factors, service marketing mix 7ps, and trust affect consumers' buying behavior during the epidemic.

The research results provide better suggestions for catering companies so that they can have more and better ways to deal with similar epidemics again.

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CHAPTER 1

INTRODUCTION

In an environment of rising incomes of Chinese residents, the proportion of food and beverage consumption is increasing. The current catering industry is a very important part of the social service system. The catering industry affects the development of agriculture, animal husbandry, fishery and manufacturing, and also has a significant correlation with service industries such as tourism, entertainment, logistics and culture. The revenue of the catering industry in 2019 was 4.67 trillion yuan, a year-on-year increase of 9.4%, which was more than 3% higher than the GDP growth rate. In the past five years, the output value of the catering industry accounts for about 4.7% of GDP, which is an important part of my country's national economy (Lang and Peng,2020)

At the end of 2019, COVID-19 suddenly broke out from Wuhan, China, and spread rapidly across the world. In order to control the further, faster and wider spread of COVID-19, China's Central and State Council has issued a series of compulsory measures: people everywhere adopt home quarantine, postpone resumption of work, control and reduce personnel going out, and prohibit people from opening in places where people gather. The policy measures issued by the state have had a serious and fatal impact on China's economy. Large-scale shutdowns in all walks of life, the service category was the most affected by this epidemic, and the catering industry was among them.

According to statistics, the national catering revenue in 2019 was 4672.1 billion yuan, of which 15.5% came from the traditional peak consumption season during the Spring Festival. During the Spring Festival this year, the catering industry suffered heavy losses due to the epidemic. 79.3% of catering companies chose to use "complete suspension" (Takeaway) seek to stop loss; 78% of catering companies have lost more than 100% of their operating income; 99.2% of catering companies have suffered varying degrees of decline in operating income during the Spring Festival, of which 80.0% of catering companies reported "basically no Revenue"(Lin,2020). Although most restaurants close their stores, they still need to bear various fixed costs such as house rent, utility bills, and depreciation. Because the Spring Festival is a traditional Chinese holiday, every Spring Festival is a new round of peak sales season. Many restaurants will reserve ingredients in advance, and suspension of operations will cause a large backlog of inventory. (Zhu,2020)

The researchers want to explore how to maintain consumers' purchasing intentions and purchasing power for catering companies during the epidemic. The results will help catering companies to improve their marketing strategies and maintain and satisfy customers in a major epidemic like COVID-19. To maintain normal sales during the epidemic, increase operating income and enhance the company's ability to resist risks

1.2 Research problem

What are the factors that affect consumers' consumption in the catering industry during the epidemic?

1.3 Objectives of study

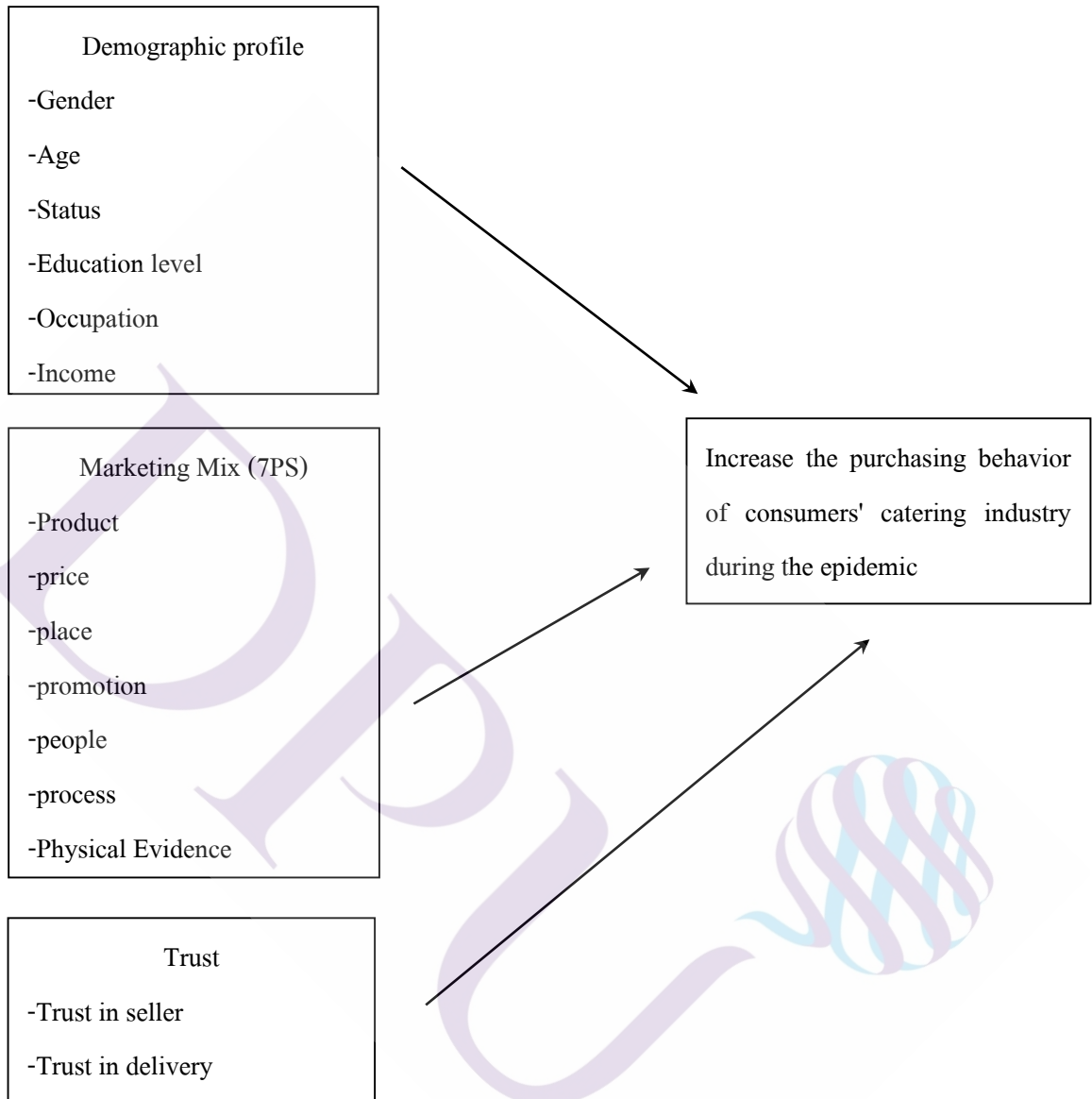
I made the following research questions:

1.3.1 To determine the demographic characteristics of Chinese consumers affect their purchasing behavior in the catering services during the epidemic.

1.3.2 To determine the impact of marketing mix (7PS) on the purchasing behavior of consumers in the catering industry during the epidemic.

1.3.3 To determine the impact of trust on the purchasing behavior of consumers in the catering industry during the epidemic.

1.4 Conceptual framework



1.5 Hypothesis of the Study

Research hypotheses listed in the framework of this research :

H1: Chinese residents of different demographics may have different purchasing behavior for the catering industry during the epidemic

H2: There is an effect of marketing mix(7PS) on the purchasing behavior of Chinese residents in the catering industry during the epidemic

H3: There is an effect of Trust on the purchasing behavior of Chinese residents in the

catering industry during the epidemic

1.6 Scope and the limitations of study

This study uses demographics, marketing mix (7PS) and trust to study the impact of consumers on the purchasing behavior of the catering industry during the epidemic. However, there are different stages during the epidemic, and the social environment in each stage is different, this study is only applicable to periods when the epidemic is particularly severe, and people's travel, life, and trust are severely affected.

1.7 Population and Sample

Population: The people living in China

Sample: People living in XuZhou, WuHan and ChengDu during the COVID-19 outbreak

Sample size: This study only lasts for three months. Due to time limitation, only 100 samples will be collected as the data of this independent study course.

1.7.1 Sampling methods

Convenience sampling was adopted as the sampling method in this independent study course.

1.7.2 Study variable

Independent Variable: 1) Demographic profile

- Gender
- Age
- Status
- Education level

- Occupation

- Income

2) Marketing Mix(7PS)

- Product

- price

- place

- promotion

- people
- process
- Physical Evidence
- 3)Trust
- Trust in seller
- Trust in delivery

Dependent Variable: The Purchasing behavior of people living in China to consume in the catering industry is assessed on a scale of 5 points intention level (1: definitely will not buy, 2: will not buy, 3: probably buy, 4: will buy, 5: definitely.)

1.8 Definition of terms

1.8.1 catering services: Catering service refers to the service activities of providing consumers with food and consumption places and facilities through instant production and processing, commercial sales and service labor.

1.8.2 Pandemic COVID-19: The newly emerged type of coronavirus in 2019 is highly contagious and highly concealed, and it is still spreading worldwide.

1.9 Significance of the study

The contributions of this research are in theoretical and practitioners' contribution
 Theoretical contributions: The conclusion is providing a new knowledge for Catering Industry.
 practitioners' contributions: The results of the study are used to improve the marketing methods of catering enterprises in major epidemics, so as to maintain consumers' purchase intention, thus increasing the sales volume of catering enterprises and safely surviving major epidemics.

CHAPTER 2

LITERATURE REVIEW

This chapter describes the relevant structure of the test in the research:

- 2.1 Demographic Profiles
- 2.2 Service Marketing Mix(7Ps)
- 2.3 Trust
- 2.4 Purchasing behavior of consumers
- 2.5 Related Research work

2.1 Demographic Profiles

It is a business tool. When a company tries to define a market segment, it can identify several characteristics. Common features in this feature include age, gender, income, family size, and education level. Other items in the demographic profile may seek information about consumers' buying habits. These questions try to determine how often consumers buy a certain product. The data collected from personal data allows companies to tailor future marketing or products to specific groups of people.

Stimulating consumption is an important way to expand domestic demand. Since there are many factors that affect consumption, consumer behavior theory emphasizes the importance of demographic characteristics to consumption behavior.

Demographic characteristics, income disparity, and consumption growth all have spatial spillover effects; demographic characteristics significantly promote consumption growth. (He,Li,Chen,2017)

Areas with higher income levels have the most spontaneous consumption of residents; areas with low income levels have lower spontaneous consumption. In addition, the spontaneous consumption levels of residents in areas with high income levels (economically developed areas) and low income areas (economically underdeveloped areas) vary greatly. (Pang,Yao,2017)

Demographic profile data is very useful for businesses to understand how to market to consumers and plan strategically for future trends in consumer demand The combination of the internet, big data, and artificial intelligence is greatly amplifying the usefulness and application of

demographics as a tool for marketing and business strategy (Akhter, 2003)

2.2 Service Marketing Mix(7Ps)

(Neil Borden,1953,) The Marketing Theory of 4P was produced in the United States in the 1960s and emerged with the introduction of the marketing mix theory. "Marketing mix" in the inaugural speech of the American Marketing Association, which means that market demand is more or less affected by the so-called "marketing variables" or "marketing elements". influences.4p includes: product, price, place, promotion.

(Booms and Bitner ,1981) The Marketing Theory of 7Ps to add three "service Ps" to the traditional marketing theory 4Ps.The three "service P"s are: People, Process, and Physical evidence.

Marketing mix refers to the company according to the needs of the target market, comprehensively considering the company's tasks, goals, resources and external environment, and the best combination and application of the company's controllable factors to meet the needs of the target market and achieve the company's tasks and goals .(Huang,2002)

The main purpose of marketing is to meet the needs of consumers. It is the basis for formulating corporate marketing strategies. Doing a good job of marketing mix can ensure that the company meets the needs of consumers as a whole. (Neil Bowden,1950)

2.2.1 Product: Products are offered to the market as commodities, Anything that is used and consumed by people and can satisfy a certain need of people, including tangible items, intangible services, organizations, ideas, or their combination.

Products can generally be divided into five levels, namely core products, basic products, desired products, additional products, and potential products.

Service is usually intangible. It is the result of the contact between the supplier (organization and individual that provides the product) and the customer (organization and individual that accepts the product) in order to meet the needs of customers, and the results of the internal activities of the supplier. And it is the result of at least one activity that needs to be completed in the contact between the supplier and the customer. Such as medical care, transportation, consulting, finance and trade, tourism, education, etc. The provision of services may involve: activities completed on tangible products provided to customers (such as repaired

cars); activities completed on intangible products provided to customers (such as income statements required to prepare tax returns); Delivery of intangible products (such as the provision of information in knowledge transfer); creating an atmosphere for customers (such as in hotels and restaurants). Service features include: safety, confidentiality, environmental comfort, credit, civility and courtesy, and waiting time.

The marketing theory believes that products in a broad sense refer to the sum of items that can satisfy certain needs and desires that people obtain through purchase. It includes both physical product entities and non-material benefits. This is "The overall concept of the product".

Modern marketing theory believes that the overall concept of products includes four levels: core products, tangible products, additional products and psychological products.

2.2.2 price: Price is the transformation form of the exchange value of commodities in the circulation process. It is a value figure established for goods, services and assets in the form of currency. Price is usually an important factor that affects the success or failure of a transaction, and it is also the most difficult factor in the marketing mix. The goal of corporate pricing is to promote sales and make profits. This requires companies to consider both cost compensation and consumers' ability to accept prices, so that the pricing strategy has the characteristics of a two-way decision between buyers and sellers. In addition, price is also the most flexible factor in the marketing mix, and it can respond sensitively to the market.

The six common pricing strategies are: Discount pricing, psychological pricing, differential pricing, regional pricing, combined pricing, and new product pricing. Internal factors: 1. marketing target of the company 2. marketing mix of the company 3. product cost 4. pricing target

External factors: 1. Market structure 2. Price elasticity of market demand 3. Competitor's products and prices 4. National policies and regulations 5. Other external environmental factors.

Choosing an appropriate pricing strategy can help companies gain profits and occupy market share.

2.2.3 place: The meaning of distribution is to establish sales channels, which means that products are sold to consumers through certain channels. From this perspective, we can call any sales method distribution. It is precisely because the product must pass through a certain distribution method to reach consumers.

Place are specific channels or paths through which goods and services transfer from producers to consumers.

2.2.4 Promotion: Promotion means that marketers pass various information about the company and products to consumers, persuade or attract consumers to buy their products, in order to achieve the purpose of expanding sales. Promotion is essentially a communication activity, that is, the marketer (information provider or sender) sends out various information as a stimulus for consumption, and transmits the information to one or more target objects (ie, information recipients, such as audiences, audiences), Readers, consumers or users, etc.) to influence their attitudes and behaviors. Commonly used promotional methods are advertising, personnel sales, network marketing, business promotion and public relations.

2.2.5 People: In modern marketing practices, the company's service personnel are extremely critical, and they can completely influence customers' perceptions and preferences of service quality. Especially in the service industry, the quality of personnel is uneven, and the quality of service performance cannot meet consistent requirements. Personnel also include customers who have not purchased and have purchased services.

2.2.6 Process: This process management includes various departments and all levels of management and employees related to the company. It is also a process management of product output. Process management is related to the development of an enterprise.

2.2.7 Physical Evidence: The display of goods and services themselves even if the things being promoted are closer to customers. The importance of tangible displays is that customers can get tangible clues from them to realize the quality of service you provide. Therefore, the best service is to turn the inaccessible into a tangible service.

The core of the 7PS theory is: 1. Explains the role of employee participation in marketing. Every employee should be actively involved in the business management decision-making of the company, and truly give play to the role of the employee as the master. 2. Enterprises should pay attention to the whole process of providing services to users, understand how customers feel during this process through interactive communication, so that customers can become participants in the service marketing process, so as to improve their services in time to meet customer expectations. Enterprise marketing should also pay attention to the management of the division of labor and cooperation between internal departments, because marketing is an

activity that is coordinated by all departments and all employees participate, and effective division of labor and cooperation between departments is the fundamental guarantee for the realization of marketing activities.



Fig.1.1 Marketing Mix 7Ps

Source: Smriti Chaned (2012)

2.3 Trust

The development of trust not only affects the intention to buy, as shown by previous researchers, but it also directly affects the effective purchasing behavior, in terms of preference, cost and frequency of visits, and therefore, the level of profitability provided by each consumer. In addition, the analyses show that trust in the internet is particularly influenced by the security perceived by consumers regarding the handling of their private data. (Carlos Flavia 'n and Miguel Guinalı 'u)

Trust is a set of beliefs held by a consumer as to certain characteristics of the supplier, as well as the possible behavior of the supplier in the future (Ganesan, 1994; Coulter and Coulter, 2002). In line with this reasoning, the literature has identified various dimensions in trust. Of these dimensions, perceived honesty and benevolence have most often been associated with consumer trust. Honesty (or credibility) indicates the certainty the consumer has in the business' sincerity and the fact that it keeps its promises (Gundlach and Murphy, 1993).

Past research has shown the importance of trusting the relationship between buyers and sellers. Building relationships through repeated contacts can create a long-term commitment, cooperation

and the ability to take risks, thereby building trust (Rempel, Holmes and Zanna, 1985).

A successful partnership between buyers and sellers depends on establishing long-term relationships and trusting the emotional elements of cognitive and social relationships. Cognitive elements reflect the willingness to rely on the knowledge, expertise, abilities, reliability, and social network as an embedded degree of trust.(Dodd,Gultek and Guydosh,2005)

Trust has multiple roles in knowledge sharing, both of which are prerequisites and are the result of knowledge sharing. A large number of studies have shown that trust is an important factor for successful knowledge management and willingness to share knowledge (eg Levin & Cross, 2004; McNeish & Mann, 2010)

If the user who is the buyer sees the information as relevant and helpful, then they will think the provider of the information (the seller) is kind, honest and capable,building their friendship and trust with the seller (Porter and Donthu,2008)

Trust can help consumers reduce risk perception and insecurity, promote consumers to recommend by word of mouth, and thus affect the purchase intention of other consumers. (Li,2013)

Consumers' offline trust in enterprises will be transferred to online ones, which will significantly improve consumers' purchase intention. In particular, when enterprises gain consumers' trust through fulfilling social responsibilities, they will then win consumers' support(Zhang,2013).

2.4 Purchasing behavior of consumers

The level of consumer interaction participation and the level of consumer interaction contribution have a positive impact on consumer purchasing behavior. The higher the quality of interaction, the more purchasing behavior it will lead to. (Chen ran Ge,2020)

Three Dimensions of Consumer Purchasing Behavior:

The first dimension uses "strong-weak" to measure consumers' behavioral decision-making ability. Consumers who choose products quickly, pay decisively, do not bargain or directly bargain prices, and purchase products with a high amount of money can be regarded as strong behavioral decision-making capabilities; hesitate, repeatedly ask or compare prices, and purchase products among a variety of products Consumers with lower amounts can be regarded as

weaker in behavioral decision-making. The second dimension measures shopping motivation with "functional drive-emotional satisfaction". 并 Customers who pay more attention to the functionality of the product usually repeatedly research the use and experience of the product, while customers who pay more attention to their own emotional satisfaction usually spend more time observing the appearance of the product, or buy multiple different styles of similar products at once. The third dimension uses "seeking social recognition-seeking self-recognition" to measure consumers' attitudes and awareness of identity toward products. Customers who value social identity more closely follow other customers and constantly check the products that other customers have seen. Customers who are more concerned about self-identity usually act alone and express disgust with the recommendations of sales staff. (Jiang, Ji, 2020)

2.5 Related Research work

2.5.1 The relationship between Sociodemographic factors and Increase the purchasing behavior of consumers' catering industry during the epidemic

(Jessie E. Green MS, RD Alan G. Brown MS, RD Punam Ohri-Vachaspati PhD, RD 10 July 2014) Although the rates of obesity have increased across all demographic segments, low-income and minority populations carry a significantly higher burden,^{36, 37, 38} resulting in health disparities. Public health policies are seen as an effective tool to help reduce disparities. If, however, policies targeting obesity are not likely to equally engage all segments of the population, then these policies may in fact increase health disparities.

(Robert W Jeffery, PhD, and Simone A. French, PhD 1997) the relationship between television viewing and body weight has shown positive associations cross section ally and prospectively in both children and adults, although two studies in children did not find such an effect. We are unaware of any studies that have specifically looked at fast food consumption and obesity. However, two studies of dietary correlates of obesity provide suggestive data in that frequency of consumption of two commonly eaten fast foods (i.e., French fries' and hot dogs) was found to be associated with obesity and/or weight gain. demographic variables were obtained: age in years, education (less than high school, some college, college degree or higher), (3) current marital status (married vs not married), and (4) ethnicity (White vs other ethnic identifications). Current smoking status was determined, and total energy intake per day and percentage of energy

from fat were estimated through the 60-item Block Food Frequency Questionnaire developed by the National Cancer Institute.

(Becker, 2009; Koh et al., 2013; Reynolds et al., 2013; Lee and Ha, 2012; Lee and Ha, 2014), and even fewer have implemented econometric models in a rigorous manner. To the best of our knowledge, no empirical research has considered the impact of an epidemic crisis on restaurant demand via econometric modeling.

Myriad external factors can potentially affect restaurant sales: national economic conditions (e.g. gross domestic product, unemployment rate and interest rate); national social-demographic characteristics (e.g. population and disposable income); weather; time (i.e. of a day, week, or year); events; government policies; and various crises, such as financial downturns and infectious diseases (Lee and Ha, 2012; Lee and Ha, 2014; Reynolds et al., 2013; Reynolds and Balinbin, 2003; Bujisic et al., 2017; Lasek et al., 2016).

The demographic characteristics of the consumers in restaurant selection, it can be argued that many factors affect in restaurant selection decisions. On the other hand, according to Auty (1992), special days and events (celebration, social event, fast food and business dinner) can determine the first order of restaurant selection factors. Lewis (1981), Auty (1992), Clark & Wood (1999).

In the study of Albayrak (2014), Restaurant features, Food and drinks, Services and Monetary value factors are important in the restaurant choices of the customers, and the factors affecting the restaurant choices are different in terms of income, education status and frequency of going to the restaurant.

CHAPTER 3

RESEARCH METHODOLOGY

According to the second chapter of the literature review, this study uses the following construct to discuss Consumer purchasing behavior in the catering services during the Pandemic:

1. Demographic profile: Gender, Age, Status, Education level and Occupation Income.

2. Marketing Mix(7Ps): product, price, place, promotion, people, process and physical Evidence.

Trust: Trust in seller and Trust in delivery.

Purchasing intention: Category, time, frequency, component. 5 purchase

Intention scales comprise definitely will buy, will buy, probably will buy, will not buy and definitely will not buy.

This research uses a self-administrative questionnaire for data collection, and the research method is as follows:

3.1 Population and Sample

3.2 Measurement items

3.3 Date collection method

3.4 Date analysis

3.1 Population and Sample

Since the total number of samples is difficult to count, So the researcher use calculates the appropriate size at 95% of confidence level, 0.05% sampling error.

Formula: $=Z^2[P(1-P)]/e^2$

N = Sample size

Z = Reliability of 95% is 1.96

E = Not reliability is 0.05

P = Percentage (0.05)

Calculation= $(1.96)^2[(0.50)(1-0.05)]/(0.05)^2=384$

The sample size is around 384 samples.

Due to the limitation of research time, this research will collect data of 400 samples.

3.2 Measurement Items

This research has been improved on the basis of existing research and measured the following research constructs:

- 6 items measuring the population distribution of Chinese residents.
- 5 items measuring the purchasing behavior of Chinese residents (Time, frequency, frequency, component)
- 5 items used to measure the trust of Chinese residents in merchants and distribution
- 15 items measuring the service marketing mix 7ps.

Likert Scale was used to quantify level of agreement on items, the scale descriptions are as follows:

- “5” = Strongly agree with the statement
- “4” = Agree with the statement
- “3” = Feel neutral with the statement
- “2” = Disagree with the statement
- “1” = Strongly disagree with the statement

According to Siriat (2005), each item is assigned a numerical score, ranging from 1 to 5 as follows.

- Calculate the cutting/interval score = $(5-1)/5 = 0.80$
- Thus, descriptions of the revised score are as follows:

Range of Score Level of agreement

- 1.00 - 1.80 = strongly disagree with the statement
- 1.81 - 2.60 = disagree with the statement
- 2.61 - 3.40 = feel neutral with the statement
- 3.41 - 4.20 = agree with the statement
- 4.21 - 5.00 = strongly agree with the statement

3.2.1 Date collection method

The validity test of the survey questionnaire is divided into two steps:

Content Validity:

Content validity was assured by developing the study constructs based on relevant literature and suggestions of academician and practitioners.

Reliability Validity: Researcher conducted a pilot test with 41 respondents. The data had coefficient alpha, or Cronbach's Alpha, 0.6 which indicated a moderate – fair internal consistency of the study constructs (Malhotra 2007).

3.3 Date collection method

This study collected 2 types of data:

Primary Data-Publish questionnaires on the Internet to collect data on residents of Xuzhou, Wuhan, and Chongqing.

Secondary Data-Collect data and conclusions of existing research to improve the framework of this research.

3.4 Date analysis

Data analysis uses the following statistical methods: Descriptive Statistic – Frequency, percentage, mean and standard deviation.

Inferential Statistics: Chi-square test is used to test the relationship between demographic characteristics and purchasing behavior of Chinese residents in the epidemic. (Malhotra, 2007)

Correlation analysis used to test the relationship between trust and service marketing mix (7ps) on the purchasing behavior of Chinese residents in the epidemic. (Malhotra, 2007).

The confidence level of 95% or < 0.05 was adopted to test the hypotheses of the study.

CHAPTER 4

FINDINGS AND ANALYSIS

This research conducted this study “Consumer purchasing behavior in the catering services during the Pandemic”. A total of 400 consumer questionnaires were coded and analyzed using SPSS to analyze the hypotheses. The research analysis is presented in the form of a 6 part as follows:

- 4.1 Analysis the demographic variable.
- 4.2 Analysis of the marketing mix of catering service.
- 4.3 Analysis the trust of catering service.
- 4.4 Analysis of purchasing behavior the catering service of Chinese customers.
- 4.5 Analysis of increase the purchasing behavior of consumers' catering industry during the epidemic
- 4.6 Hypotheses testing

4.1 Analysis the demographic variable

This part to analysis the demographic variable frequencies includes gender, age, marital status, education, income and occupation by using frequency and percentage analysis method.

Table 1 Frequency and percentage of respondent demographic.

Demographic		Frequency	Percent
Gender	Male	143	35.75
	Female	257	64.25
	Total	400	100.00
Age	Less than 20 year old	12	3.00
	20 - 30 year old	212	53.00
	31 - 40 year old	96	24.00
	41 - 50 year old	40	10.00
	51 - 60 year old	26	6.50
	More than 60 year old	14	3.50

	Total	400	100.00	
Marital status	Single	123	30.75	
	Married	165	41.25	
	Widowed	76	19.00	
	Divorced	36	9.00	
	Total	400	100.00	
Education	Below a bachelor's degree	107	26.75	
	Bachelor's degree	181	45.25	
	Master's degree	88	22.00	
	Doctorate degree	24	6.00	
	Total	400	100.00	
Occupation	Student	21	5.25	
	Employee	188	47.00	
	Free lancer	86	21.50	
	Business Owner	61	15.25	
	Housewife	28	7.00	
	Retired	16	4.00	
	Total	400	100.00	
Monthly (CNY)	Income	Less 5,000 CNY	123	30.75
		5,000 - 10,000 CNY	136	34.00
		10,001 - 15,000 CNY	94	23.50
		15,001 - 20,000 CNY	30	7.50
		More than 20,000 CNY	17	4.25
		Total	400	100.00

Based on the table explaining the respondents' profile, the results revealed that the proportions of male and female respondents were 64.25% of them were females meanwhile the remaining 35.75% were males. Most of the respondents were age group 20 - 30 years old 53.00%, followed by those aged group 31 - 40 years old 24.00%, and age group 41 - 50 years old 10.00%. The minority age groups were 51 - 60-year-old 6.50%, more than 60-year-old 3.50%, and less

than 20 years old 3.00%. In terms of marital status, most of them were married 41.25%, followed by single 30.75%. Some respondents were widowed 19.00% and divorced 9.00%.

The largest groups of respondents were education Bachelor's degree 45.25%. The second largest group below a bachelor's degree 26.75%, followed by a master's degree 22.00%, and the small minority was a doctorate degree of 6.00%. In terms of the occupations in the largest group of respondents were employees 47.00, followed by Freelancer 21.50% and business owner 15.25%. Small minority respondents are housewives 7.00%, students 5.25%, and less retired 4.00%. And the monthly income (CNY) of the largest group of respondents is in the range of 5,000 - 10,000 CNY 34.00%, followed by income per month range of less than 5,000 CNY 30.75%, and income per month range of 10,001 - 15,000 CNY 23.50%. The smallest income per month range of 15,001 - 20,000 CNY 7.50% and less income group more than 20,000 CNY per month 4.25%, respectively.

4.2 Analysis of the marketing mix of catering service

This part to analysis of the marketing mix of catering service inclusive Product Price Place Promotion People Process and Physical Evidence using the mean and standard deviation analysis method.

Table 2 Represents the mean and standard deviation the marketing mix of catering service.

(n = 400)

Catering service marketing mix	\bar{X}	SD.	Meaning	Rank
Product				(1)
Quality of food and drink	4.56	0.70	Strongly Agree	
Presentation of food	4.49	0.65	Strongly Agree	
A good quality raw material fresh ingredients do not put preservatives Produced certified facility.	4.36	0.70	Strongly Agree	
The maintain food at the proper temperatures in order to maintain standards of hygiene	4.22	0.64	Strongly Agree	
Food standards and hygiene	4.49	0.70	Strongly Agree	
Average	4.42	0.70	Strongly Agree	

Price				(3)
The value you received for the price you paid	4.32	0.69	Strongly Agree	
The food should be reasonably priced.	4.11	0.76	Agree	
Non-touch payment accepts money transfers and credit cards. And have a bag of change for cash.	4.16	0.77	Agree	
The payment in fair terms, pay 50% deposit, and accept order confirmation when receiving deposit payment documents.	4.04	0.81	Agree	
Can order in 48 hours and can call to inquire about the availability queue before paying the deposit.	4.08	0.77	Agree	
Average	4.14	0.63	Agree	
Place				(7)
The food choices of services are in keeping with any dietary requirements.	3.94	0.76	Agree	
The areas of catering and banquet responsibilities.	3.97	0.73	Agree	
The skillful methods of placing tables that provide for easy access.	4.01	0.73	Agree	
Cleanliness of table.	3.94	0.74	Agree	
Food lines with beautiful decorations Standard clean containers.	3.91	0.69	Agree	
Average	3.95	0.61	Agree	

Table 2 (Continue)

(n = 400)				
Catering service marketing mix	\bar{x}	SD.	Meaning	Rank
Promotion				
Added measure of Social Distancing by increasing the number of tables for free at no cost.	4.15	0.74	Agree	(4)
Many special promotions.	4.05	0.68	Agree	
There is a screening point to measure fever before entering the service.	4.11	0.74	Agree	

Offering such as free of charge.	4.06	0.81	Agree
Have the mask and face shield free for uses.	4.17	0.73	Agree
Average	4.11	0.61	Agree
<hr/>			
People			(2)
All staff is to wear goggles, face masks, gloves, protective clothing, and mop caps during the service.	4.16	0.73	Agree
The staff has been professionally trained to uphold all standards of food hygiene.	4.16	0.68	Agree
The trained staff must follow in the preparation of the control pandemic.	4.14	0.75	Agree
The staff has been strict standards all.	4.17	0.73	Agree
Professional and well-trained staff.	4.13	0.73	Agree
Average	4.15	0.60	Agree
<hr/>			
Process			(6)
The accuracy of order.	4.09	0.72	Agree
The friendliness and energetic attitude of the staff.	4.06	0.69	Agree
Hygiene of personal protective equipment for employees.	3.97	0.70	Agree
All staff will always appear event in clean and pressed uniforms that denote the job they will perform at the event.	4.01	0.76	Agree
Provide effective services and to be prompt.	4.08	0.71	Agree
Average	4.04	0.58	Agree
<hr/>			
Physical Evidence			(5)
The format and setup to the type of food and beverage.	4.13	0.80	Agree
Catering with ease in new normal style.	4.06	0.76	Agree
The use of single-use food utensils.	4.11	0.79	Agree
Have a screening point service on-site.	4.04	0.69	Agree
Service point a gel and alcohol in front of the food line for cleaning hands.	4.06	0.77	Agree
Average	4.08	0.65	Agree
<hr/>			
Overall Average	4.06	0.51	Agree
<hr/>			

Based on the table explaining the respondents' opinion towards important of the marketing mix of catering service. The result shows the standard deviations are all less than 1.5 (30% of mean). The overall average in agree level with the mean 4.06, standard deviation 0.51. the results show that there is a higher degree of Product (mean of 4.42), followed by People (mean of 4.15), Price (mean of 4.14), Promotion (mean of 4.11), Physical Evidence (mean of 4.08), Process (mean of 4.04) and Place (mean of 3.95), respectively. The results are summarized as follows:

4.2.1 Product, the overall average in strongly agrees level with the mean 4.42, standard deviation 0.70. When individual aspects were considered, it was found that the most commonly found opinion was "Quality of food and drink " with a mean of 4.56, followed by "The online tour packages agency provides links for relevant information on other websites" (mean of 3.91), " The online tour packages agency website provides back home button " (mean of 3.88), " It is easy to download information from the website " (mean of 3.85) and " Their online tour packages were detailed information on hotel location on this website " (mean of 3.82), respectively.

4.2.2 Price, the overall average in agrees level with the mean 4.14, standard deviation 0.63. When individual aspects were considered, it was found that the most commonly found opinion is the strongly agree level was "The value you received for the price you paid "with a mean of 4.32. And 4 items found opinion in agree level was "Non-touch payment accepts money transfers and credit cards. And have a bag of change for cash " (mean of 4.16), followed by " The food should be reasonably priced " (mean of 4.11), " The food should be reasonably priced " (mean of 4.08) and "The payment in fair terms, pay 50% deposit, and accept order confirmation when receiving deposit payment documents " (mean of 4.04), respectively.

4.2.3 Place, the overall average in agrees level with the mean 3.95, standard deviation 0.61. When individual aspects were considered, it was found that the most commonly found opinion was "The skillful methods of placing tables that provide for easy access" with a mean of 4.01, followed by " The areas of catering and banquet responsibilities " (mean of 3.97), "Cleanliness of table" (mean of 3.94), " The food choices of services are in keeping with any dietary requirements " (mean of 3.94) and "Food lines with beautiful decorations Standard clean containers" (mean of 3.91), respectively.

4.2.4 Promotion, the overall average in agrees level with the mean 4.11, standard deviation 0.61. When individual aspects were considered, it was found that the most commonly

found opinion was "Have the mask and face shield free for uses " with a mean of 4.17, followed by " Added measure of Social Distancing by increasing the number of tables for free at no cost" (mean of 4.15), " There is a screening point to measure fever before entering the service " (mean of 4.11), "Offering such as free of charge" (mean of 4.06) and " Many special promotions " (mean of 4.05), respectively.

4.2.5 People, the overall average in agrees level with the mean 4.15, standard deviation 0.60. When individual aspects were considered, it was found that the most commonly found opinion was "The staff has been strict standards all" with a mean of 4.17, followed by " The staff has been professionally trained to uphold all standards of food hygiene" (mean of 4.16), "All staff is to wear goggles, face masks, gloves, protective clothing, and mop caps during the service" (mean of 4.16), " The trained staff must follow in the preparation of the control pandemic " (mean of 4.14) and " Professional and well-trained staff " (mean of 4.13), respectively.

4.2.6 Process, the overall average in agrees level with the mean 4.04, standard deviation 0.58. When individual aspects were considered, it was found that the most commonly found opinion was "Provide effective services and to be prompt " with a mean of 4.09, followed by " Provide effective services and to be prompt " (mean of 4.08), " The friendliness and energetic attitude of the staff " (mean of 4.06), " All staff will always appear event in clean and pressed uniforms that denote the job they will perform at the event " (mean of 4.01) and " Hygiene of personal protective equipment for employees " (mean of 3.97), respectively.

4.2.7 Physical Evidence, the overall average in agrees level with the mean 4.08, standard deviation 0.65. When individual aspects were considered, it was found that the most commonly found opinion was "The format and setup to the type of food and beverage" with a mean of 4.13, followed by "The use of single-use food utensils" (mean of 4.11), " Catering with ease in new normal style" (mean of 4.06), " Service point a gel and alcohol in front of the food line for cleaning hands" (mean of 4.06) and " Have a screening point service on-site " (mean of 4.06), respectively.

4.3 Analysis the trust of catering service.

This part to analysis of the trust of catering service inclusive trust in seller and trust in delivery using the mean and standard deviation analysis method.

Table 3 Represents the mean and standard deviation the trust of catering service.

Trust of catering service	\bar{X}	SD.	Meaning	Rank
Trust in seller				(2)
Catering personnel and managers aware of corona virus transmission routes, symptoms, and preventive measures.	4.11	0.73	Agree	
Follow all the food hygiene and safety protocols established.	4.05	0.76	Agree	
The standards of serving and interacting with guests, and the principles of health and safety in the workplace.	4.02	0.78	Agree	
The maintain standards of hygiene is foremost on the list of priorities in catering.	4.08	0.75	Agree	
The standards set for hygiene are some of the most stringent in the catering services during the Pandemic.	4.04	0.81	Agree	
Average	4.06	0.65	Agree	
Trust in delivery				(1)
Increasing service measures to strictly prevent the transmission of COVID-19 virus.	4.14	0.67	Agree	
The staff wears face masks and disposable gloves.	4.11	0.66	Agree	
A quick look at food deliveries using a food loss and waste lens	4.05	0.74	Agree	
The proper disposal of packaging, washing, and sanitation of hands thoroughly before and after handling foods are encouraged.	4.00	0.74	Agree	
The delivery of strict and effective disinfection measures according to the sanitary standards.	4.08	0.77	Agree	
Average	4.07	0.62	Agree	
Overall Average	4.07	0.61	Agree	

Based on the table explaining the respondents' opinion towards important of the trust of catering service. The result shows the standard deviations are all less than 1.5 (30% of mean). The overall average in agree level with the mean 4.07, standard deviation 0.61. There is a higher degree of Trust in delivery (mean of 4.07), followed by Trust in seller (mean of 4.06). The results are

summarized as follows:

4.3.1 Trust in seller, the overall average in agrees level with the mean 4.06, standard deviation 0.65. When individual aspects were considered, it was found that the most commonly found opinion was “Catering personnel and managers aware of corona virus transmission routes, symptoms, and preventive measures” with a mean of 4.11, followed by “The maintain standards of hygiene is foremost on the list of priorities in catering” (mean of 4.08), “Follow all the food hygiene and safety protocols established” (mean of 4.05), “The standards set for hygiene are some of the most stringent in the catering services during the Pandemic” (mean of 4.04) and “The standards of serving and interacting with guests, and the principles of health and safety in the workplace” (mean of 4.02), respectively.

4.3.2 Trust in delivery, the overall average in agrees level with the mean 4.07, standard deviation 0.62. When individual aspects were considered, it was found that the most commonly found opinion was “Increasing service measures to strictly prevent the transmission of COVID-19 virus” with a mean of 4.14, followed by “The staff wears face masks and disposable gloves” (mean of 4.11), “The delivery of strict and effective disinfection measures according to the sanitary standards” (mean of 4.08), “A quick look at food deliveries using a food loss and waste lens” (mean of 4.05) and “The proper disposal of packaging, washing, and sanitation of hands thoroughly before and after handling foods are encouraged” (mean of 4.04), respectively.

4.4 Analysis of purchasing behavior the catering service of Chinese customers.

This part to analysis the purchasing behavior the catering service of Chinese customers using frequency and percentage analysis method.

Table 4 Frequency and percentage of the purchasing behavior of Chinese customers.

	Demographic	Frequency	Percent
Often to use the catering services	Under one month	32	8.00
	1 - 3 months	169	42.25
	4 - 6 months	89	22.25
	7 - 9 months	64	16.00
	10 - 12 months	30	7.50

	Above 1 year	16	4.00
	Total	400	100.00
Spend to usually the catering services (CNY)	Less than 300 CNY	119	29.75
	300 - 500 CNY	139	34.75
	501 - 700 CNY	99	24.75
	701 - 1,000 CNY	25	6.25
	More than 1,000 CNY	18	4.50
	Total	400	100.00

Based on the table explaining the respondents' purchasing behavior of Chinese customers, the results revealed that most of the respondents often to use the catering services were 1 - 3 months 42.25%, followed by those 4 - 6 months 22.25%, and 7 - 9 months 16.00%. The minority of often to use the catering services were under one month 8.00%, 10 - 12 months 7.50%, and above 1 year 4.00%. In terms of spend to usually the catering services (CNY), most in the range of 300 - 500 CNY 34.75%, followed by less than 300 CNY 29.75%, and the range of 501 - 700 CNY 24.75%. The smallest spend a range of 701 - 1,000 CNY 6.25% and less range group more than 1,000 CNY 4.50%.

4.5 Analysis of the increase the purchasing behavior of consumers' catering industry during the epidemic.

Table 5 Represents the mean and standard deviation the increase the purchasing behavior of consumers' catering industry during the epidemic.

(n = 400)

Increase the purchasing behavior of consumers' catering industry during the epidemic.	\bar{X}	SD.	Meaning
Repurchase and trusting social distancing measures of catering services.	4.10	0.72	Agree
Satisfied the standards of catering services during the epidemic.	4.05	0.70	Agree

Recommend catering services to the family and friend.	3.98	0.72	Agree
Word of mouth about a new normal style of catering services.	4.01	0.78	Agree
Will support catering services more in the future.	3.98	0.84	Agree
Average	4.03	0.64	Agree

Based on the table explaining the respondents' opinion towards the increase the purchasing behavior of consumers' catering industry during the epidemic. The result shows the standard deviations are all less than 1.5 (30% of mean). The overall average in agree level with the mean 4.03, standard deviation 0.64. When individual aspects were considered, it was found that the most commonly found opinion was "Repurchase and trusting social distancing measures of catering services" with a mean of 4.10, followed by " Satisfied the standards of catering services during the epidemic" (mean of 4.05), " Word of mouth about a new normal style of catering services" (mean of 4.01), "Recommend catering services to the family and friend" (mean of 3.98), and "Will support catering services more in the future" (mean of 3.98), respectively.

4.6 Hypotheses testing

Hypotheses 1; Difference demographic affect to the increase the purchasing behavior of consumers' catering industry during the epidemic.

Hypotheses H0 = Difference demographic not affect to the increase the purchasing behavior of consumers' catering industry during the epidemic.

Hypotheses H1 = Difference demographic affect to the increase the purchasing behavior of consumers' catering industry during the epidemic.

Hypotheses 1.1 Test differences between the demographic of gender and the increase the purchasing behavior of consumers' catering industry during the epidemic.

Table 6 Hypothesis test between the demographic of gender and consumer the increase the purchasing behavior of catering industry during the epidemic.

(n = 400)

Gender	N	\bar{x}	SD.	t.	Sig.
Male	143	4.31	0.53	7.331	0.000*
Female	257	3.87	0.65		
Total	400	4.03	0.64		

* Significant at or below the 0.05 level

Based on the table explaining test differences between the demographic of gender and the increase the purchasing behavior of consumers' catering industry during the epidemic usage the T-test statistics, the results show t-test = 7.331, Sig. = 0.000 < 0.05.

The result accepts the hypothesis or the difference of gender affects the increase the purchasing behavior to the catering service during the epidemic, with the result found the male genders groups have higher purchasing behavior to the catering service during the epidemic more than the female genders with a statistically significant level of 0.05.

Hypotheses 1.2 Test differences between demographic of age and the increase the purchasing behavior of consumers' catering industry during the epidemic.

Table 7 Hypothesis test between demographic of age and the increase the purchasing behavior of consumers' catering industry during the epidemic.

(n = 400)

Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.519	5.0	2.104	5.333	0.000*
Within Groups	155.420	394.0	0.394		
Total	165.940	399.0			

* Significant at or below the 0.05 level

Based on the table explaining test differences between the demographic of age and the increase the purchasing behavior of consumers' catering industry during the epidemic usage the F-test statistics, the results found $F. = 5.333$, $\text{Sig. } 0.0000 < 0.05$.

The result accepts the hypothesis or the difference of age affects the increase in the purchasing behavior of the catering service during the epidemic; this was significant at or below the 0.05 level. Therefore, test for the least significant difference between educational and consumer to the increase the purchasing behavior of consumers' catering industry during the epidemic is presented in table 8

Table 8 Test for least significant differences between demographic of age and the increase the purchasing behavior of consumers' catering industry during the epidemic.

		(n = 400)					
The increase the purchasing behavior to the catering service during the epidemic	\bar{X}	Less than 20 year old	20 - 30 year old	31 - 40 year old	41 - 50 year old	51 - 60 year old	More than 60 year old
		3.30	4.06	4.07	3.79	4.23	4.20
Less than 20 year old	3.30		0.76*	0.77*	0.49*	0.93*	0.90*
20 - 30 year old	4.06				-0.27*		
31 - 40 year old	4.07				-0.28*		
41 - 50 year old	3.79					0.45*	0.42*
51 - 60 year old	4.23						
More than 60 year old	4.20						

* Significant at or below the 0.05 level

Based on the table explaining, a test for the least significant differences between the demographic of age and the increase the purchasing behavior of consumers' catering industry during the epidemic, significant at or below the 0.05 level. It shows that four pairs of differences were 1) Chinese consumer age Recommendation for Future Application groups less than 20-year-old will have higher to the purchasing behavior to the catering service during the epidemic Chinese consumer age groups 20 - 30-year-old, 31 - 40-year-old, 41 - 50-year-old, 51 - 60-year-old and

more than 60-year-old. 2) Chinese consumer age groups 20 - 30-year-old will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer age groups 41 - 50-year-old. 3) Chinese consumer age groups 31 - 40-year-old will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer age groups 41 - 50-year-old. And 4) Chinese consumer age groups 41 - 50-year-old will have higher to the purchasing behavior to the catering service during the epidemic Chinese consumer age groups 51 - 60-year-old and more than 60-year-old.

Hypotheses 1.3 Test differences between demographic of educational and the increase the purchasing behavior of consumers' catering industry during the epidemic.

Table 9 Hypothesis test between demographic of educational and the increase the purchasing behavior of consumers' catering industry during the epidemic.

(n = 400)

Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.212	3.0	0.404	0.971	0.406
Within Groups	164.728	396.0	0.416		
Total	165.940	399.0			

* Significant at or below the 0.05 level

The results of the table show test differences between the demographic of education and the increase the purchasing behavior of consumers' catering industry during the epidemic usage the F-test statistics, the results found $F = 0.971$, $Sig. 0.406 > 0.05$.

The result rejects the hypothesis or the difference of education does not affect the increase in the purchasing behavior of the catering service during the epidemic; this was significant at or below the 0.05 level.

Hypotheses 1.4 Test differences between demographic of marital status and the increase the purchasing behavior of consumers' catering industry during the epidemic.

Table 10 Hypothesis test between demographic of marital status and the increase the purchasing behavior of consumers' catering industry during the epidemic.

(n = 400)

Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	0.681	3.0	0.227	0.544	0.653
Within Groups	165.259	396.0	0.417		
Total	165.940	399.0			

* Significant at or below the 0.05 level

The results of the table show test differences between the demographic of marital status and the increase the purchasing behavior of consumers' catering industry during the epidemic usage the F-test statistics, the results found $F. = 0.544$, $Sig. 0.653 > 0.05$.

The result rejects the hypothesis or the difference of marital status does not affect the increase in the purchasing behavior of the catering service during the epidemic; this was significant at or below the 0.05 level.

Hypotheses 1.5 Test differences between demographic of occupation and the increase the purchasing behavior of consumers' catering industry during the epidemic.

Table 11 Hypothesis test between demographic of occupation and the increase the purchasing behavior of consumers' catering industry during the epidemic.

(n = 400)

Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.773	5.0	1.555	3.873	0.002
Within Groups	158.167	394.0	0.401		
Total	165.940	399.0			

* Significant at or below the 0.05 level

The results of the table show test differences between the demographic of occupation and the increase the purchasing behavior of consumers' catering industry during the epidemic usage the

F-test statistics, the results found $F. = 3.873$, $\text{Sig. } 0.002 < 0.05$.

The result accepts the hypothesis or the difference of occupation affects the increase in the purchasing behavior of the catering service during the epidemic; this was significant at or below the 0.05 level. Therefore, test for the least significant difference between occupation and consumer to the increase the purchasing behavior of consumers' catering industry during the epidemic is presented in table 12

Table 12 Test for least significant differences between demographic of occupation and the increase the purchasing behavior of consumers' catering industry during the epidemic.

(n = 400)

The increase the purchasing behavior to the catering service during the epidemic	\bar{x}	Student	Employee	Freeland	Business Owner	Housewife	Retired
		3.98	4.07	3.95	3.84	4.11	4.56
Student	3.98						0.58*
Employee	4.07				-0.23*		0.50*
Free-lancer	3.95						0.61*
Business Owner	3.84					0.27*	0.72*
Housewife	4.11						0.45*
Retired	4.56						

* Significant at or below the 0.05 level

Based on the table explaining, a test for the least significant differences between the demographic of occupation and the increase the purchasing behavior of consumers' catering industry during the epidemic, significant at or below the 0.05 level. It shows that five pairs of differences were 1) Chinese consumer student groups will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer retired groups. 2) Chinese consumer employee groups will have higher to the purchasing behavior to the catering service during the epidemic Chinese consumer business owner groups but will have lesser Chinese consumer retired groups. 3) Chinese consumer Freelancer groups will have lesser to the purchasing behavior to the

catering service during the epidemic Chinese consumer retired groups. 4) Chinese consumer business owner groups will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer retired and housewife groups. And 5) Chinese consumer housewife groups will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer retired groups.

Hypotheses 1.6 Test differences between demographic of monthly income and the increase the purchasing behavior of consumers' catering industry during the epidemic.

Table 13 Hypothesis test between demographic of monthly income and the increase the purchasing behavior of consumers' catering industry during the epidemic.

(n = 400)

Sources of variance	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.356	4.0	0.339	0.814	0.517
Within Groups	164.584	395.0	0.417		
Total	165.940	399.0			

* Significant at or below the 0.05 level

Based on the table explaining, test differences between the demographic of education and the increase the purchasing behavior of consumers' catering industry during the epidemic usage the F-test statistics, the results found $F. = 0.814$, $Sig. 0.517 > 0.05$.

The result rejects the hypothesis or the difference of monthly income does not affect the increase in the purchasing behavior of the catering service during the epidemic; this was significant at or below the 0.05 level.

Hypotheses 2; the marketing mix of catering service affect the increase the purchasing behavior of consumers' catering industry during the epidemic.

Hypotheses H_0 = the marketing mix of catering service not affect the increase the purchasing behavior of consumers' catering industry during the epidemic.

Hypotheses H_1 = the marketing mix of catering service affect the increase the purchasing

behavior of consumers' catering industry during the epidemic.

Table 14 Represents coefficients analysis of the model summary the marketing mix of catering service affect the increase the purchasing behavior of consumers' catering industry during the epidemic.

Model (Marketing mix)	Coefficients(a)					Collinearity	
	Unstandardized		Standardized	t.	Sig.	Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-0.312	0.173		-1.805	0.072		
Product	0.003	0.035	0.003	0.085	0.932	0.849	1.178
Price	0.108	0.041	0.106	2.660	0.008*	0.468	2.135
Place	0.121	0.045	0.115	2.657	0.008*	0.394	2.538
Promotion	0.208	0.042	0.198	4.915	0.000*	0.456	2.191
People	0.266	0.048	0.249	5.500	0.000*	0.360	2.781
Process	0.329	0.049	0.298	6.761	0.000*	0.379	2.637
Physical Evidence	0.028	0.046	0.028	0.605	0.545	0.342	2.922

R. = 0.843 R Square = 0.711 R² (Adjusted R Square) = 0.706 or 70.60%
 F. = 137.611 Sig. = 0.000 Durbin-Watson = 2.313

* Significant at the 0.05 level

Based on the table explaining, multiple regression analyses between the marketing mix of catering service and the increase the purchasing behavior of consumers' catering industry during the epidemic. Results found to have the relation between the variable in strong relationship level (R. = 0.843) and the coefficient of determination or R-squared values 0.711. The result shows the marketing mix of catering service have influenced changing the increase the purchasing behavior of consumers' catering industry during the epidemic at the rate of 70.60% (Adjusted R Square = 0.706). The Durbin-Watson statistics tests that the residuals from a linear regression or multiple regression are independently result found 2.313 > 1.5 does not autocorrelation between variables.

The Analysis of Variance (ANOVA) analysis of the model show F. = 137.611, sig. = 0.000

< 0.05. And demonstrates that it is significant among all independent variables to predict the dependent variable. The result to explain the marketing mix of catering service variables have a significant influence on the increase the purchasing behavior of consumers' catering industry during the epidemic that at least one does variables. In statistics of multicollinearity result found tolerance rank between 0.342 – 0.849 of items are all quite acceptable above 0.10 and variance inflation factor (VIF) rank between 1.178 – 2.922 all values are lower than value 10.0, so multicollinearity strongly doesn't make a problem for assessment of the model by multiple regression.

The analysis show revealed constant unstandardized coefficients -0.312, standard error of the coefficients 0.173, The result show multiple regression analysis the marketing mix of catering service 5 items sig. < 0.05 are Price (sig. = 0.008), Place (sig. = 0.008), Promotion (sig. = 0.000), People (sig. = 0.000) and Process (sig. = 0.000), the results explain are as follows;

Price, the result shows $t. = 2.660$, $sig. = 0.008 > 0.05$, $beta = 0.106$, the result can be described as the marketing mix of price have positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, by the price change to increase one unit has the influence the increase the purchasing behavior of consumers' catering industry during the epidemic change increases 0.106 units, significant at the 0.05 level.

Place, the result shows $t. = 2.657$, $sig. = 0.008 > 0.05$, $beta = 0.115$, the result can be described as the marketing mix of place have positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, by the place change to increase one unit has the influence the increase the purchasing behavior of consumers' catering industry during the epidemic change increases 0.115 units, significant at the 0.05 level.

Promotion, the result shows $t. = 4.915$, $sig. = 0.000 > 0.05$, $beta = 0.198$, the result can be described as the marketing mix of promotion have positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, by the promotion change to increase one unit has the influence the increase the purchasing behavior of consumers' catering industry during the epidemic change increases 0.198 units, significant at the 0.05 level.

People, the result shows $t. = 5.500$, $sig. = 0.000 > 0.05$, $beta = 0.249$, the result can be described as the marketing mix of people have positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, by the people change to increase one

unit has the influence the increase the purchasing behavior of consumers' catering industry during the epidemic change increases 0.249 units, significant at the 0.05 level.

Process, the result shows $t. = 6.767$, $sig. = 0.000 > 0.05$, $\beta = 0.298$, the result can be described as the marketing mix of process have positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, by the process change to increase one unit has the influence the increase the purchasing behavior of consumers' catering industry during the epidemic change increases 0.298 units, significant at the 0.05 level.

Summary testing accepts hypotheses or the marketing mix of catering service including price, place, promotion, people, and process have a positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, significant at the 0.05 level. The result shows a higher influence on the process followed by people, promotion, place, and price, respectively. And the model of the marketing mix of catering service affects the increase in the purchasing behavior of consumers' catering industry during the epidemic at 70.60%, significant at the 0.05 level.

Hypotheses 3; the trust of catering service affect the increase the purchasing behavior of consumers' catering industry during the epidemic.

Hypotheses H_0 = the trust of catering service not affect the increase the purchasing behavior of consumers' catering industry during the epidemic.

Hypotheses H_1 = the trust of catering service affects the increase the purchasing behavior of consumers' catering industry during the epidemic.

Table 15 Represents coefficients analysis of the model summary the trust of catering service affects the increase the purchasing behavior of consumers' catering industry during the epidemic.

Model (Trust of catering service)	Coefficients(a)				Collinearity		
	Unstandardized		Standardized	t.	Sig.	Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	0.437	0.119		3.684	0.000		
Trust in seller	0.520	0.051	0.528	10.207	0.000*	0.275	3.636

Trust in delivery	0.362	0.054	0.346	6.690	0.000*	0.275	3.636
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R. = 0.842 R Square = 0.708 R² (Adjusted R Square) = 0.707 or 70.70%

F. = 482.090 Sig. = 0.000 Durbin-Watson = 2.189

* Significant at the 0.05 level

Based on the table explaining, multiple regression analyses between the trust of catering service and the increase the purchasing behavior of consumers' catering industry during the epidemic. Results found to have the relation between the variable in strong relationship level (R. = 0.842) and the coefficient of determination or R-squared values 0.708. The result shows the trust of catering service have influenced changing the increase the purchasing behavior of consumers' catering industry during the epidemic at the rate of 70.70% (Adjusted R Square = 0.707). The Durbin-Watson statistics tests that the residuals from a linear regression or multiple regression are independently result found $2.189 > 1.5$ does not autocorrelation between variables.

The Analysis of Variance (ANOVA) analysis of the model show F. = 482.090, sig. = 0.000 < 0.05. And demonstrates that it is significant among all independent variables to predict the dependent variable. The result to explain the trust of catering service variables have a significant influence on the increase the purchasing behavior of consumers' catering industry during the epidemic that at least one does variables. In statistics of multicollinearity show tolerance 0.275 more than 0.10 and variance inflation factor (VIF) 3.636 lower than value 10.0, so multicollinearity strongly doesn't make a problem for assessment of the model by multiple regression.

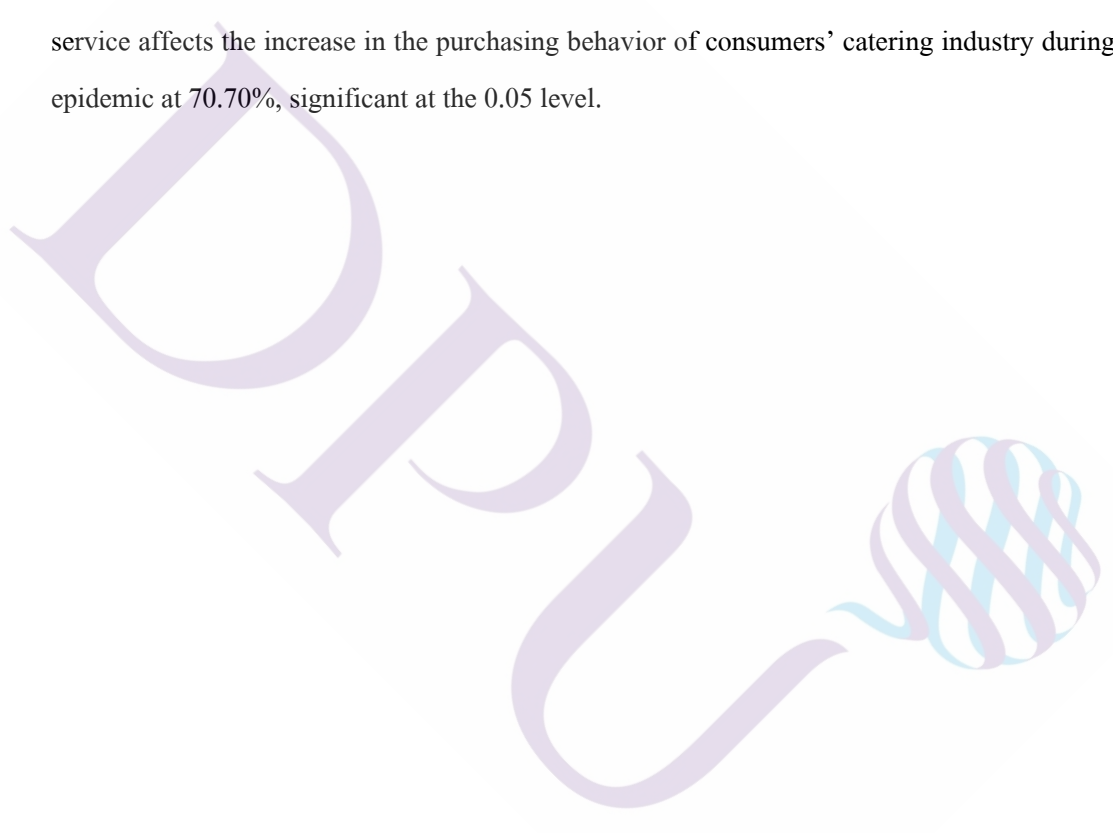
The analysis show revealed constant unstandardized coefficients 0.437, standard error of the coefficients 0.119, The result show multiple regression analysis the trust of catering all items sig. < 0.05 are trust in seller (sig. = 0.000) and trust in delivery (sig. = 0.000), the results explain are as follows;

Trust in seller, the result shows t. = 10.207, sig. = 0.000 > 0.05, beta = 0.528, the result can be described as the trust in seller have positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, by the trust in seller change to increase one unit has the influence the increase the purchasing behavior of consumers' catering industry during the epidemic change increases 0.528 units, significant at the 0.05 level.

Trust in delivery, the result shows t. = 6.690, sig. = 0.000 > 0.05, beta = 0.346, the result

can be described as the trust in delivery have positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, by the trust in delivery change to increase one unit has the influence the increase the purchasing behavior of consumers' catering industry during the epidemic change increases 0.346 units, significant at the 0.05 level.

Summary testing accepts hypotheses or the trust of catering service including trust in seller and trust in delivery have a positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, significant at the 0.05 level. The result shows a higher influence on the trust in seller followed by trust in delivery. And the model of the trust of catering service affects the increase in the purchasing behavior of consumers' catering industry during the epidemic at 70.70%, significant at the 0.05 level.



CHAPTER 5

DISCUSSIONS AND CONCLUSION

5.1 Conclusions and Recommendation

This research conducted this study Consumer purchasing behavior in the catering services during the Pandemic objectives of the study were 1) To determine the demographic characteristics of Chinese consumers affect their purchasing behavior in the catering services during the epidemic. 2) To determine the impact of the marketing mix (7PS) on the purchasing behavior of consumers in the catering industry during the epidemic. And 3) To determine the impact of trust on the purchasing behavior of consumers in the catering industry during the epidemic. The scope and the limitations of the study to uses demographics, marketing mix (7PS), and trust to study the impact of consumers on the purchasing behavior of the catering industry during the epidemic. From the reliability test by using Cronbach's alpha to analyze with each variable item in each factor, the reliability result is 0.969 over 0.7 of reliability value.

5.2 Summary of research findings

The majority of respondents are female (64.25%) more than male (35.75%) in age 20 – 30 years old range (53%) they are married (41.25%) and education Bachelor's degree (45.25%). They mainly are employees (47.0%) and monthly income (CNY) in the range of 5,000 - 10,000 CNY (34.00%). The respondents' often to use the catering services were 1 - 3 mouths (42.25%) spend to usually the catering services in the range of 300 - 500 CNY (34.75%)

The respondents' opinion towards the marketing mix of catering service is agree with the mean 4.06, standard deviation 0.51. It was found that the most commonly found opinion was the product, followed by people, price, promotion, physical evidence, process, and place, respectively. In terms of a product found that the most was "Quality of food and drink", In terms of price the most was "The value you received for the price you paid", In terms of a place the most was "The skillful methods of placing tables that provide for easy access" In a part of a promotion the most was "Have the mask and face shield free for uses", In a part of people the most was "The staff has been strict standards all", In a part of the process the most was "Provide effective services and to be prompt". And in terms of process physical evidence the most was "The format and setup to the

type of food and beverage”.

The respondents' opinion towards the trust of catering service agree with the mean of 4.07, the standard deviation of 0.61. It was found that the most commonly found opinion was trust in delivery, followed by trust in the seller. The result show trust in a seller that the most were “Catering personnel and managers aware of corona virus transmission routes, symptoms, and preventive measures” and in terms of trust in delivery found that the most was “Increasing service measures to strictly prevent the transmission of COVID-19 virus”. Other than this, the respondents' opinion towards the increase the purchasing behavior of consumers' catering industry during the epidemic agree with the mean 4.03, standard deviation 0.64, it was found that the most commonly found opinion was “Repurchase and trusting social distancing measures of catering services”.

5.3 Hypotheses testing

Hypotheses 1; Difference demographic affect to the increase the purchasing behavior of consumers' catering industry during the epidemic.

Summary testing accepts hypotheses or difference demographic were gender, age and occupation affect to the increase the purchasing behavior of consumers' catering industry during the epidemic. The result shows the male genders groups have higher purchasing behavior to the catering service during the epidemic more than the female genders. In terms of age show least significant differences were 1) Chinese consumer age groups less than 20-year-old will have higher to the purchasing behavior to the catering service during the epidemic Chinese consumer age groups 20 - 30-year-old, 31 - 40-year-old, 41 - 50-year-old, 51 - 60-year-old and more than 60-year-old. 2) Chinese consumer age groups 20 - 30-year-old will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer age groups 41 - 50-year-old. 3) Chinese consumer age groups 31 - 40-year-old will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer age groups 41 - 50-year-old. And 4) Chinese consumer age groups 41 - 50 year old will have higher to the purchasing behavior to the catering service during the epidemic Chinese consumer age groups 51 - 60 year old and more than 60 year old. In terms of occupation show least significant differences were 1) Chinese consumer student groups will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer retired groups. 2) Chinese consumer employee groups will have higher to the

purchasing behavior to the catering service during the epidemic Chinese consumer business owner groups but will have lesser Chinese consumer retired groups. 3) Chinese consumer Freelance groups will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer retired groups. 4) Chinese consumer business owner groups will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer retired and housewife groups. And 5) Chinese consumer housewife groups will have lesser to the purchasing behavior to the catering service during the epidemic Chinese consumer retired groups.

Hypotheses 2; the marketing mix of catering service affect the increase the purchasing behavior of consumers' catering industry during the epidemic.

Summary testing accepts hypotheses or the marketing mix of catering service including price, place, promotion, people, and process have a positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, significant at the 0.05 level. The result shows a higher influence on the process followed by people, promotion, place, and price, respectively. And the model of the marketing mix of catering service affects the increase in the purchasing behavior of consumers' catering industry during the epidemic at 70.60%, significant at the 0.05 level.

Hypotheses 3; the trust of catering service affect the increase the purchasing behavior of consumers' catering industry during the epidemic.

Summary testing accepts hypotheses or the trust of catering service including trust in seller and trust in delivery have a positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, significant at the 0.05 level. The result shows a higher influence on the trust in seller followed by trust in delivery. And the model of the trust of catering service affects the increase in the purchasing behavior of consumers' catering industry during the epidemic at 70.70%, significant at the 0.05 level.

5.4 Discussion

The research results from the analysis of the finding can be summarized as follows;

5.4.1 The objectives of the study were determining the demographic characteristics of Chinese consumers affect their purchasing behavior in the catering services during the epidemic. The result found difference demographic were gender, age and occupation affect to the increase the

purchasing behavior of consumers' catering industry during the epidemic, in line with the concept of Akhter (2003), demographic profile data is very useful for businesses to understand how to market to consumers and plan strategically for future trends in consumer demand. The combination of the internet, big data, and artificial intelligence is greatly amplifying the usefulness and application of demographics as a tool for marketing and business strategy.

5.4.2 The objectives of the study were impact of the marketing mix (7PS) on the purchasing behavior of consumers in the catering industry during the epidemic. The result found marketing mix of catering service including price, place, promotion, people, and process have a positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic, in line with the concept of Huang (2002) marketing mix refers to the company according to the needs of the target market, comprehensively considering the company's tasks, goals, resources and external environment, and the best combination and application of the company's controllable factors to meet the needs of the target market and achieve the company's tasks and goals. And the result shows a higher influence on the process followed by people, promotion, place, and price, respectively. , In line with the concept of Neil Bowden (1950) refer the main purpose of marketing is to meet the needs of consumers. It is the basis for formulating corporate marketing strategies. Doing a good job of the marketing mix can ensure that the company meets the needs of consumers as a whole.

5.4.3 The objectives of the study were the impact of trust on the purchasing behavior of consumers in the catering industry during the epidemic. The result found the trust of catering service including trust in seller and trust in delivery have a positive influence the increase the purchasing behavior of consumers' catering industry during the epidemic. The result shows a higher influence on the trust in seller followed by trust in delivery, In line with the concept of Ganesan (1994), Coulter and Coulter (2002) Trust is a set of beliefs held by a consumer as to certain characteristics of the supplier, as well as the possible behaviors of the supplier in the future.

5.5 Recommendation

Based on the findings respondents marketing mix of catering service affect the increase in the purchasing behaviors of consumers' catering industry during the epidemic. And the result shows a higher influence on the process followed by people. Therefore, should the importance of

performance staff and has been professionally trained to uphold all standards of food hygiene, the staff should wear goggles, face masks, gloves, protective clothing, and mop caps during the service. And the trained staff must follow in the preparation of the control pandemic.

Furthermore, the result found the trust of catering service including trust in seller and trust in delivery have a positive influence on the purchasing behaviors of consumers' catering industry during the epidemic. Thus, should the importance of catering personnel and managers aware of corona virus transmission routes, symptoms, and preventive measures, should follow all the food hygiene and safety protocols established. The standards of serving and interacting with guests, and the principles of health and safety in the workplace. And the maintain standards of hygiene is foremost on the list of priorities in catering. The standards set for hygiene are some of the most stringent in the catering services during the Pandemic.

5.6 Recommendation for Future Application

The current study uses the “non-probability sampling method and purposive sampling from customer use catering service 400 samples surveys”, so probably it is not representative from a statistical point of view, so for future study, if with more time and budget, future researchers may take random sampling that each member of that population has an equal probability of being selected, In addition, the researcher focuses would ask to propose the trend for studying related to the satisfaction, attitude and acceptance of catering service during the epidemic. For the benefit of the aspiring entrepreneurs and business leaders of catering service used business management.

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APPENDIX
QUESTIONNAIRE

Research on the Consumer purchasing behavior in the catering services during the Pandemic

PART 1 DEMOGRAPHIC PROFILE

1. Gender

Male

Female

2. Age

Less than 20 year old

20 – 30 year old

31 – 40 year old

41 – 50 year old

51 – 60 year old

More than 60 year old

3. Marital status

Single

Married

Widowed

Divorced

4. Education

Below a bachelor's degree

Bachelor's degree

Master's degree

Doctorate degree

5. Occupation

Student

Housewife

Business Owner

Employee

Freeland

Retired

Other.....

6. Monthly Income (CNY)

Less 5,000

5,000 – 10,000

10,001 – 15,000

15,001 – 20,000

More than 20,000

PART 2 Marketing Mix (7PS)

Survey instruction: Please rank the followings by putting the number in the box.

No.1- Disagree No.2 - Disagree Somewhat No.3 - Neutral

No.4 – Agree No.5 - Strongly Agree

Marketing Mix(7PS)	1	2	3	4	5
<u>Product</u>					
Quality of food and drink	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Presentation of food	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A good quality raw material fresh ingredients do not put preservatives Produced certified facility.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The maintain food at the proper temperatures in order to maintain standards of hygiene	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food standards and hygiene	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Price</u>					
The value you received for the price you paid	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The food should be reasonably priced.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Non-touch payment accepts money transfers and credit cards. And have a bag of change for cash.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The payment in fair terms, pay 50% deposit, and accept order confirmation when receiving deposit payment documents.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Can order in 48 hours and can call to inquire about the availability queue before paying the deposit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Place</u>					
The food choices of services are in keeping with any dietary requirements.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The areas of catering and banquet responsibilities.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The skillful methods of placing tables that provide for easy access.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness of table.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Food lines with beautiful decorations Standard clean containers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Marketing Mix(7PS)

Marketing Mix(7PS)	1	2	3	4	5
<u>Promotion</u>					
Added measure of Social Distancing by increasing the number of tables for free at no cost.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Many special promotions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
There is a screening point to measure fever before entering the service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Offering such as free of charge.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have the mask and face shield free for uses.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>People</u>					
All staff is to wear goggles, face masks, gloves, protective clothing, and mop caps during the service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The staff has been professionally trained to uphold all standards of food hygiene.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The trained staff must follow in the preparation of the control pandemic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The staff has been strict standards all.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professional and well-trained staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Process</u>					
The accuracy of order.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The friendliness and energetic attitude of the staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hygiene of personal protective equipment for employees.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
All staff will always appear event in clean and pressed uniforms that denote the job they will perform at the event.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Provide effective services and to be prompt.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Marketing Mix(7PS)

Marketing Mix(7PS)	1	2	3	4	5
<u>Physical Evidence</u>					
The format and setup to the type of food and beverage.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Catering with ease in new normal style.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The use of single-use food utensils.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Have a screening point service on-site.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service point a gel and alcohol in front of the food line for cleaning hands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 3 Trust

Survey instruction: Please rank the followings by putting the number in the box.

No.1- Disagree No.2 - Disagree Somewhat No.3 - Neutral

No.4 – Agree No.5 - Strongly Agree

Trust	1	2	3	4	5
<u>Trust in seller</u>					
Catering personnel and managers aware of corona virus transmission routes, symptoms, and preventive measures.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Follow all the food hygiene and safety protocols established.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The standards of serving and interacting with guests, and the principles of health and safety in the workplace.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The maintain standards of hygiene is foremost on the list of priorities in catering.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The standards set for hygiene are some of the most stringent in the catering services during the Pandemic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Trust

Trust	1	2	3	4	5
<u>Trust in delivery</u>					
Increasing service measures to strictly prevent the transmission of COVID-19 virus.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

The staff wears face masks and disposable gloves.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
A quick look at food deliveries using a food loss and waste lens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The proper disposal of packaging, washing, and sanitation of hands thoroughly before and after handling foods are encouraged.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The delivery of strict and effective disinfection measures according to the sanitary standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PART 5 Purchasing behavior of Chinese customers

1. How often do you use the catering services?

- Under one month
- 1 – 3 months
- 4 – 6 months
- 7 – 9 months
- 10 – 12 months
- Above 1 year
- Other.....

2. How much do you usually the catering services? (CNY)

- Under 300 CNY
- 300 – 500 CNY
- 501 – 700 CNY
- 701 – 1,000 CNY
- More than 1,000 CNY

3. How did you get information of the catering services?

- Website of catering services
- Meituan, are you hungry
- Friends or Family
- Agency
- Others.....

PART 6 Increase the purchasing behavior of consumers' catering industry during the epidemic

Survey instruction: Please rank the followings by putting the number in the box.

No.1- Disagree No.2 - Disagree Somewhat No.3 - Neutral

No.4 – Agree No.5 - Strongly Agree

Increase the purchasing behavior of consumers' catering industry during the epidemic	1	2	3	4	5
Repurchase and trusting social distancing measures of catering services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Satisfied the standards of catering services during the epidemic.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Recommend catering services to the family and friend.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Word of mouth about a new normal style of catering services.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Will support catering services more in the future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>