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Adapting to the COVID-19 situation of entrepreneurs in food and beverage business

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Article Info

Abstract

The research aims to 1) study the information perception regarding the COVID-19 situation of the entrepreneurs in food and beverage business in Lampang province, and 2) study the adjustment during the time of the COVID-19 situation of the entrepreneurs in food and beverage business in Lampang province, carried out using a quantitative research technique. The instrument used is a questionnaire to get information from 400 samples of entrepreneurs in the food and beverage business in Lampang province. The sample group derives from the calculation by the Cochran technique with a reliability of 95%. The methods of random sampling include Nonprobability Sampling and Purposive Sampling. The statistic used is Descriptive Statistics consisting of Frequency, Percentage, Mean, and Standard Deviation, and Inferential Statistics consisting of t-test, ANOVA, and Multiple Linear Regression. The research result reveals as follows: 1) the information perception regarding the COVID-19 situation of the entrepreneurs in food and beverage business in Lampang province found that it was at the most level as a whole. When categorizing each aspect, from the ones having the first three highest Mean, it revealed that the risk of the flexibility of business survival was at the most level, secondly was the risk of the economy, and finally was the risk of business environments, respectively, 2) As an overall image, the adjustment during the COVID-19 situations of the entrepreneurs in the food and beverage business in Lampang province found a much level. When classifying each aspect, from the ones having the first three highest Means, it identified marketing at the most level, secondly was the personnel level, and finally, the performance aspect, respectively.

1. Introduction

According to the Virus Corona 2019 Pandemic or Covid 19 disease, which has spread rapidly and broadly in many countries, it causes the infected and death numerously. Therefore, not only the way of life for populations in each country but also the economy getting effects. This crisis forces global people to adjust and cope with the dangerous situations until all circumstances unfold (Nontita, Premplaek, and Arissa, 2018) [10]. The new infections still increase continuously, which causes an increase of patients admitted and death. From the universal situation more serious, Thailand is no exception, even the business sector, especially the business regarding the tourism or services that rely on tourism, such as airlines, hotels, department stores, restaurants, etc. These businesses get impacted till their operations have to be interrupted or may have to close down because they cannot bear the cost of capital. For such reasons mentioned above, it causes the problem of unemployment more. Besides, it affects all businesses entrepreneurs who have to adjust themselves to get their businesses to survive in this situation (Thai news agency, 2020) [20].

The food and beverage business, which includes fast food, instant food, buffet, etc., is a kind of enterprise affected seriously by the situation., for example, from eating out at a restaurant to eating at home or self-cooking because of safety anxiety and distancing keeping according to the public's measures.
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t is concordant with the study of Saowanee Chanthaphong and Charoenchai Ekamaphaisan (2021) [15], which revealed the situation, causes a decrease in circulation by more than 80% since the customers feel afraid to use the service as usual. While the employees at the restaurant feel worried that the enterprise would be closed to the government's measures if the pandemic appears again. Some businesses are in trouble from water expenses and electric bills until many entrepreneurs decide to go out of business. Some shop owners might adjust themselves by reducing the work hours to keep their employees still could work there or reducing the size of seats in the restaurant to keep distances even selling as delivery only. Sometimes, the serious pandemic situations are severe enough to make the business cannot run normally and have to close down temporarily as determined by the government's measures. Some still try to adjust to maintain the enterprise for survival amidst the pandemic. Hence, we can see the business opportunities in new food and beverage businesses open under such a situation (Patsawan Suksomwat, 2019) [12].

With those reasons mentioned, the researcher is interested in studying the adapting to the COVID-19 situation of entrepreneurs in the food and beverage business in Lampang province since it impacts the change and leads to the new normal, especially the food and beverage business's entrepreneurs affecting the situation and have to adapt. Therefore, the researcher has studied and realized that various factors have to consider for adapting during the time of COVID-19 circumstance. Especially the factor business characteristics of the entrepreneurs and information perception regarding the COVID-19 situation are crucial factors to get the business to survive and can continue enterprise, including preventing various problems. Furthermore, it is necessary to let the entrepreneurs in the food and beverage business realize the adjust and coping with no matter what the situations are so that they can continue and pass through the crisis which might happen in the future. Hence, the research objectives are to study the information perception regarding the COVID-19 pandemic situation of the entrepreneurs in the food and beverage business and to study the entrepreneurs' adaptation to the crisis. The study emphasizes only the entrepreneurs in Lampang province as the primary information and uses such issues for further educational expansion.

Concepts, theories, and literature reviews
Concepts and theories regarding entrepreneurs' business characteristics
Trait Theory happened from the study in the early 20th century. The scholars studied the issues concerning the characteristics of numerous leaders. They tried to determine some attributes, such as certain habits, personality traits, physical characteristics, types of business, or enterprises involving the leaders' success (Supawadee Thongpak and Santithon Phuripakdi, 2018) [19]. Furthermore, they might consider certain aspects of the body or any other particular characteristics, such as disclosure, image, ambition, or aggression, whether they are related to the leaders' success. For the comparison of attributes between the leaders and followers, there has no obvious conclusion on which characteristics affect the leaders' success. It depends on the situations and needs and how each attribute should be used. For example, a leader who is skillful and ambitious in management at a high level may grow in the position more rapidly than one who can work but lacks ambitions or self-

presentation (Parimrada Rattanaprathum, 2020) [11].
For the word Trait, the textbooks in Thailand appear various experts use this word differently. For instance, Suchon Thiptipakorn (2015) [18] uses the word when it refers to the individual's physical characteristics expressing or business characteristics of the entrepreneurs. Rawi Kaewsuksai *et al*. (2019) [14] said that the business characteristics mean the individual's recalibrating attributes consisting of the primary things in traits, emotions, mental conditions, needs, drives, and values. Besides, Prapaporn Deesuksang and Phanomsit Sonprachak (2018) [13] indicated that the personality is likely permanent that the entrepreneurs express in a specific form depending on each situation or physical characteristics, which includes 1) entrepreneurs' business type, 2) entrepreneurs' business form, 3) entrepreneurs' products and services distribution channels, 4) years of business, 5) the number of employees, and 6) entrepreneurs' monthly incomes from the business.

Concepts and theories regarding news and information perception
According to the study by Shiffman & Kanuk (2007) [16], the meaning of news and information perception is a process by which a person will select, organize, and interpret from various motivations to become the meaning or overall image. Two persons may open and receive news from the same stimulators in the same environment, but they recognize, recruit, organize, and interpret such motivations differently, depending on each individual's factors, such as personal requirements, values, expectations, etc. These factors are the perceiving process. Moreover, it is concordant with the study of Mowen and Minor (1998) [9], which explained that perception is the process by which a person intentionally exposures the news and information and makes understanding. The research also indicated that in the Exposure Stage, the consumers receive the information through the five senses. Later in the stage of Attention Stage, the consumers share their interests in each motivation, and Comprehension Stage, the final stage, the consumers organize the components and interpret the meanings for making perception.

The development of the concept and theory of news and information acceptance derives from the study of accepting the advice appearing in electronic mail. Then, the employees in the organization follow such advice. The theory of IAM originates from the mixture between the Technology Acceptance Model (TAM) and Elaboration Likelihood Model (ELM). IAM describes the effects of accepting the news and information on the online media by bringing the TAM theory to explain the perception of benefits till the application process and bringing the ELM Theory to describe the variables affecting the process of thinking about the benefits of information. IAM Theory analyzes the independent variables on the perception of benefits of news and information under the different conditions and levels of basic knowledge about the information they receive, leading to different thinking routes. Two routes (Duangrudee Kitticharudul, 2014) [5] include Central Route and Peripheral Route. The first one has to use the process of high thought. It focuses on the use of cause and effect. The receivers are skillful and knowledgeable on content. Therefore they will consider from quality and facts of the information. While the second route emphasizes the emotion and feeling of the data processing, the receivers neither have skills nor knowledge.

They consider the credibility of the opinion sources for deciding the perception of information benefits. Both processes will affect the information perception when the users perceive the usefulness of the information. The users will take it to use in various activities after that.

Concepts and theories regarding marketing mix

According to the study of Kotler (2012) [8] about the Marketing Mix 7Ps, it means the controllable variable or marketing tool. The company usually uses it together to respond to the satisfaction and needs of the targeted customers. Previously, the marketing mix included four variables (4Ps) only; Product, Price, Place, and Promotion. Later, it increased three variables, which consist of People, Physical Evidence, and Process, to be concordant with the crucial concept of the modern markeing, especially with the servicing business. Hence, it is called Marketing Mix 7Ps. It is concordant with the study of Zhang & Zhao (2016) [21], which revealed that the Marketing Mix 7Ps is a marketing tool for the service business. The books on modern marketing management indicate the buying decision process by finding that the consumers who pass through the decision process in seven steps will use the services that use the Marketing Mix 7Ps. Besides, it is concordant with the study of Prapaporn Deesuksang and Phanomsit Sonprachak (2021), which defined the meaning of Marketing Mix as a component or a crucial factor in marketing performance because it is a controllable enterprise. The base of the Marketing Mix consists of four factors; Product, Price, Place, and Promotion (4Ps). However, the servicing business will add the other three factors; People, Physical Evidence and Presentation, and Process (7Ps); Product, Price, Place, Promotion, People, Process Management, and Physical Facilities.

Concepts and theories regarding the adaptation for survival

The concept and theory about the adaptation of Sörensen & Hoti (2010) mentioned that it is about adapting and helping persons in trouble when having events or changes in life. Adaptation is a process and result caused by the persons that use the thoughts and feelings from intellectual realization and creativity to integrate between a person and environment to be harmonious by using the concepts from the theory to explain the system of the person's adaptation to the persons called a holistic adaptive system. It is an open system consisting of the Input, Coping Process, Output, and Feedback Process. Each part works together as unique (Prapaporn Deesuksang and Phanomsit Sonprachak, 2018) [13]. When the motivation caused by the environmental has changes, both internal and external parts enter into the adapting system, it will motivate a person to adapt and respond to such stimulus by using two problem-encountering processes: Control Mechanism and Cognator Mechanism. Both mechanisms work together all the time, which affects the persons to express their adaptative behaviors on four sides: Physical Self-Concept, Duties and Roles, and Mutual Reliance. Chiplunkar, Gowda & Shivakumar (2020) [2] indicated that adaptation has two aspects; can be adaptable and ineffective adaptable that to bring out of this system will bring back be the input for an appropriate adaptation further. The adaptability of individuals is different, depending on the motivation severity and the competence level in the person's adaptation at that time. Adapting to performance is about practicing various skills. Hence, principles of operation can

help push the work to reach the utmost efficiency. The adaptability to the persons, situations, or different or changed work characteristics with suitable time found that the persons who adapt themselves will be happy persons and fun with the work, together with encountering and solving the problems happening creatively. Nevertheless, numerous people are unable to adapt to the change. Someone may be against and not adapt themselves toward the changeable work.

From the study of concepts, theories, and literature reviews, the researcher considered various factors and determined two hypotheses for the study:

Hypothesis 1: The different business characteristic factors affect the adaptation of the entrepreneurs in the food and beverage business in Lampang Province during the COVID-19 situation differently;

Hypothesis 2: The different information perception about the COVID-19 situation affects the adaptation of the entrepreneurs in the food and beverage business in Lampang Province during the COVID-19 situation differently.

2. Research Methodology
Population and Sample Group

The population and sample group used in the study includes entrepreneurs in the food and beverage business in Lampang Province. The formula for calculating the sample group is Nonprobability Sampling (Cochran, 1977) [3], and determining the reliability at 95% will have an error less or equal to ±5%, which will get the sample size used for this research for a number of 400 persons.

Instruments used for the study

The research instrument is questionnaires created by the researcher by studying the concepts, theories, and literature reviews. The tool is divided into three parts as follows:

Part 1: Business characteristics of the entrepreneurs, questionnaires in a multiple choice form, which consists of entrepreneurs' business type, entrepreneurs' business form, entrepreneurs' products and services distribution channels, years of business, the number of employees, and the entrepreneurs' monthly incomes, a total of 6 items;

Part 2: the information perception about the COVID-19 situation of the entrepreneurs, the questionnaire is organized as the Rating Scale consisting of 4 aspects, 20 items:

Part 3: Adaptation during the time of the COVID-19 situation of the entrepreneurs in food and beverage business in Lampang Province. The questionnaire is organized as the Rating Scale consisting of 4 aspects and 20 items.

The questionnaire will assess the answers of Part 2 and 3, with five levels of the Rating Scale cited in Boonchom Srisaard (2017) [1], which include the most agree, much agree, moderately agree, slightly agree, and the least agree.

3. Data Collection
The researcher collected the data as follows

3.1. Primary data: the researcher collected the data from the population group and sample group directly as follows

Requested the letter from the Graduate School, then delivered it to the involved to ask for permission and inform the purposes, including asking for cooperation to collect the research data;

3.1.1. Asked for cooperation from the business entrepreneurs in Lampang Province.

3.1.2. Collected the data by asking for cooperation with the business entrepreneurs in Lampang Province to answer the questionnaires, and

3.1.3. Investigated the questionnaires turned back by checking the validity and completeness of the information, then determined the answer code for analyzing and processing the data further.

3.2. Secondary data: the researcher found the information by searching from documents and related articles to get the basic information as research guidelines.

4. Statistics used in data analysis

The study entitled "Adapting to the COVID-19 Situation of Entrepreneurs in Food and Beverage Business in Lampang Province" analyzed and described the data using the Descriptive Statistic consisting of Frequency, Percentage, Mean, Standard Deviation, and Inferential Statistic, which consists of a t-test, ANOVA, and Multiple Regression. The details are as follows:

5. Quality evaluation of instrument used in the research
The researcher took the created questionnaire to test the quality of the tool, dividing it into two parts as follows

For the validity of the contents, the researcher took the questionnaire to the three experts to examine the quality of measurement on the content validity and the clearness of the language, considering the Item Objective Congruence (ICO). The Item Objective Congruence got was equal to 0.8 (IOC > 0.5). It considers that such question items are concordant with the texts used to measure the reliability. The researcher brought the created questionnaire to improve and adjust, then tried it out with people not the sample group to find the quality of the instrument in the research. The analysis result of the reliability used the Cronbach's Alpha Coefficient (Cronbach, 1970) [4] and brought the questionnaire to find out the validity and reliability to improve and adjust according to the experts' advice for completeness, and used to collect the data with the samples of 30 persons.

6. Research result

According to the study "Adapting to the COVID-19 Situation of Entrepreneurs in Food and Beverage Business in Lampang Province", the researcher discussed following to the objectives of the study as follows:

1. The study result on the information perception regarding the COVID-19 Situation of Entrepreneurs in the Food and Beverage business in Lampang Province revealed that the perception was at the most level in the overall image. When categorizing each aspect, ordering from the one that had the first three Mean, the risk on the flexibility of the business survival was at the most level, secondly was the risk of the economy and the risk of business environments;

2. In the study of adapting to the COVID-19 situation of the entrepreneurs in the food and beverage business in Lampang Province, the information perception was much level as the overall image. When categorizing each aspect, arranging from the ones that had the first three Mean, the marketing aspect was at the most level, secondly personnel aspect, and the performance aspect, respectively.

7. The hypothesis result revealed as follows

Hypothesis 1: The difference in the entrepreneurs' business characteristics factor affects the adapting to the Covid19 situation of the entrepreneurs in the food and beverage business in Lampang Province differently; the entrepreneurs' business characteristics in terms of different products and services distribution channels and years the adapting to the COVID-19 situation of the entrepreneurs in the food and beverage business in Lampang Province differently by the statistical significance at 0.05 level;

Hypothesis 2: The different information perception regarding the COVID-19 situation affects the adapting to the COVID-19 situation of the entrepreneurs in the food and beverage business in Lampang Province differently; the information perception regarding the COVID-19 situation on the different risks to the economy and the risks of flexibility on business survival affect the adapting to the COVID-19 situation of the entrepreneurs in the food and beverage business in Lampang Province differently by the statistical significance at 0.05 level.

8. Discussion

According to the study entitled "Adapting to the COVID-19 Situation of Entrepreneurs in Food and Beverage Business in Lampang Province", the researcher discussed the result pursuing the purposes of the research as follows:

8.1. The study of information perception regarding the COVID-19 Situation of Entrepreneurs in Food and Beverage Business in Lampang Province revealed that it was at the most level of the overall image. When considering each aspect, arranging from the first three highest Mean, it found that the risks to the flexibility of business survival were at the most level, secondly the risks of economy, and risks of the business environment. It might be because of the perception of certain factors of each restaurant, including the standard of Covid prevention in the service point, such as materials, cooking, delivery, etc. had the flexibility to adjust the procedures and forms. Currently, the COVID-19 pandemic impacts the economy numerously, which causes the expenses and buying power of people to be reduced.

Besides, several businesses in the industrial and service sectors have to stop enterprise, which might cause the business incomes to decrease and might affect the business profit. The entrepreneurs perceive and apply it to their own business. It is concordant with the research of Katchapon Janpetch and Wirot Jesadalak (2016) [7] about the effects of perceptions on transformational leadership, which affects the creative operation through the reliability based on emotions and feelings, and perceptions, which found that the perception of the transformational leadership was at the most level as overall image.

8.2. Concerning the study of adapting to the COVID-19 Situation of Entrepreneurs in Food and Beverage Business in Lampang Province as overall image found much level. When considering each aspect, arranging from the first three highest Mean, it found the marketing aspect was at the most level, secondly was the personnel aspect and the performance aspect, respectively. It might be because there is an increase in distribution channels popular in the online platform through the application, such as LINE MAN, Grab, Food panda, Gojek, or Robinhood. Furthermore, there is an adjustment in the styles for the marketing promotion to attract

customers via various channels, especially the keeping of distancing, self-care, and self-prevention. It is concordant with Kamonporn Kalayanamit (2018) [6] about bringing the management strategy to the practice in the New Normal and found that adapting to the COVID-19 situation was at much level overall image. It is necessary for the organization to adjust and bring technologies to develop the products and services. Besides, the business performance is by creating allies. Moreover, the decision-making has to be quick and flexible, including being ready to change and adjust according to the situation, seeking new business channels, increasing the variety of marketing channels, emphasizing the quality and creating a difference, being a safety from the pandemic, and planning for coping with the uncertainty at present and in the future.

9. Research Recommendations
9.1. Recommendations of this research
9.1.1 According to the study of information perception about the COVID-19 situation of the entrepreneurs in food and beverage business in Lampang province, as a whole image, it was at the most level. Hence, the entrepreneurs and the involved should bring the risks to business environments to consider and adjust. It is because if the entrepreneurs perceive the bringing of technologies to apply with the food and beverage business, it can construct the competitive advantages on business more.

9.1.2 The study of adapting to the COVID-19 situation of the entrepreneurs in the food and beverage business in Lampang Province was at the most level as overall image. Hence, the entrepreneurs and those involved should bring the adaptation during the COVID-19 situation of the entrepreneurs in the food and beverage business in Lampang Province to consider more than other aspects. It is because adjusting the style of money reception or payment during the COVID-19 pandemic using Electronic, E-Banking, or Mobile banking can reduce the touching of cash and the risk of infection more.

9.2. Recommendations for further research
9.2.1. It should study the potential of adaptation by using other theories or concepts to increase views variously. Moreover, the entrepreneurs can realize the adaptation during the COVID-19 pandemic, including other entrepreneurs who can bring the principles to adopt in their business for better development;

9.2.2. It should have an additional study about the potential of the adaptation from various shops by using the population group of other provinces, such as Pathum Thani, Bangkok, Chiang Mai, etc. It is because such areas have the infection of COVID-19 at the early level in Thailand since many populations are residing.

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