



Understanding Consumer & Proactive Strategy for COVID-19 Crisis: Food Industry Perspective

Pisit Dhamvithee, Ph.D.

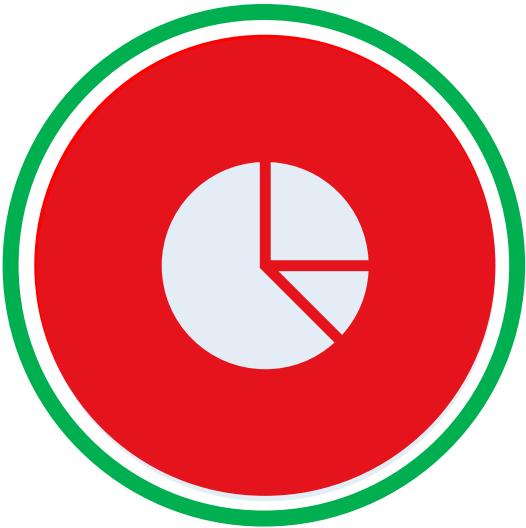
Associate Dean

**Faculty of Agricultural Product Innovation and
Technology**

Srinakharinwirot University

Thailand

Today will cover:



COVID-19 SITUATIONS



**THAI
CONSUMER
BEHAVIOR:**

Research Findings



WHAT'S NEXT?

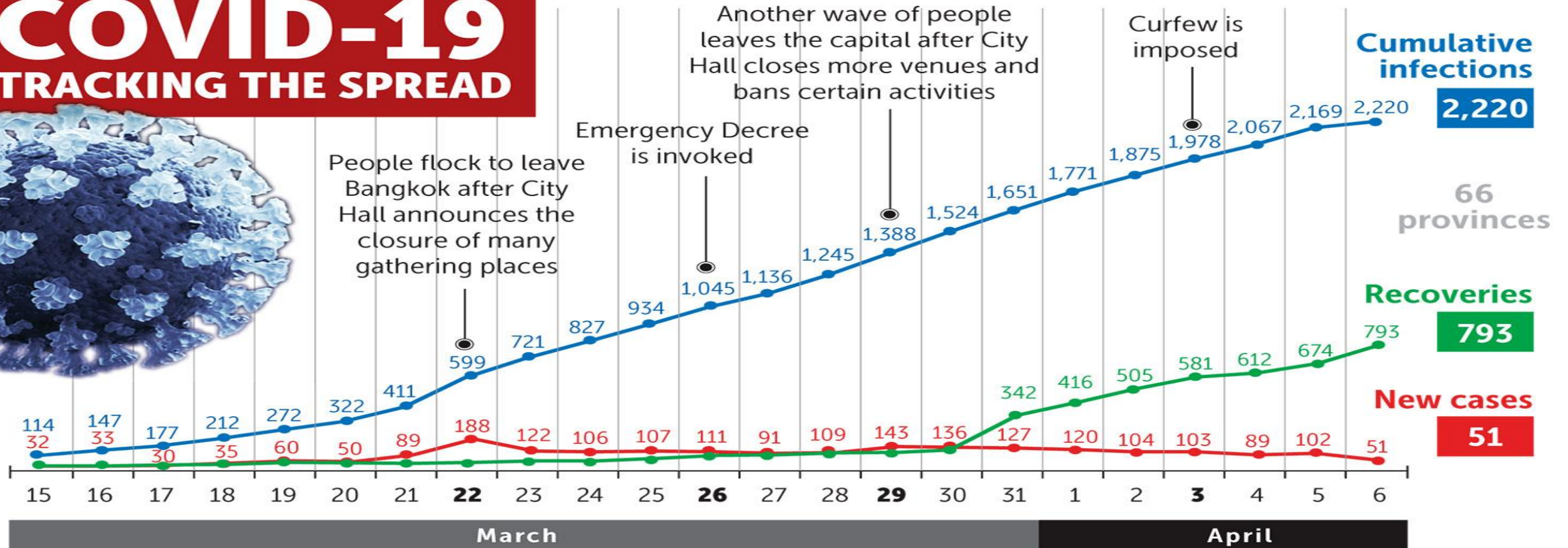
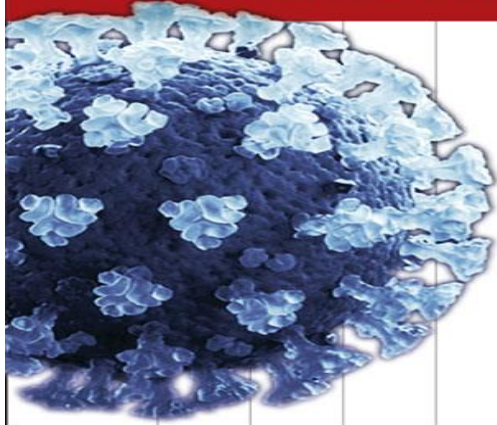
Covid-19 Situation in Thailand

Phase 1

Phase 2

Phase 3

COVID-19 TRACKING THE SPREAD



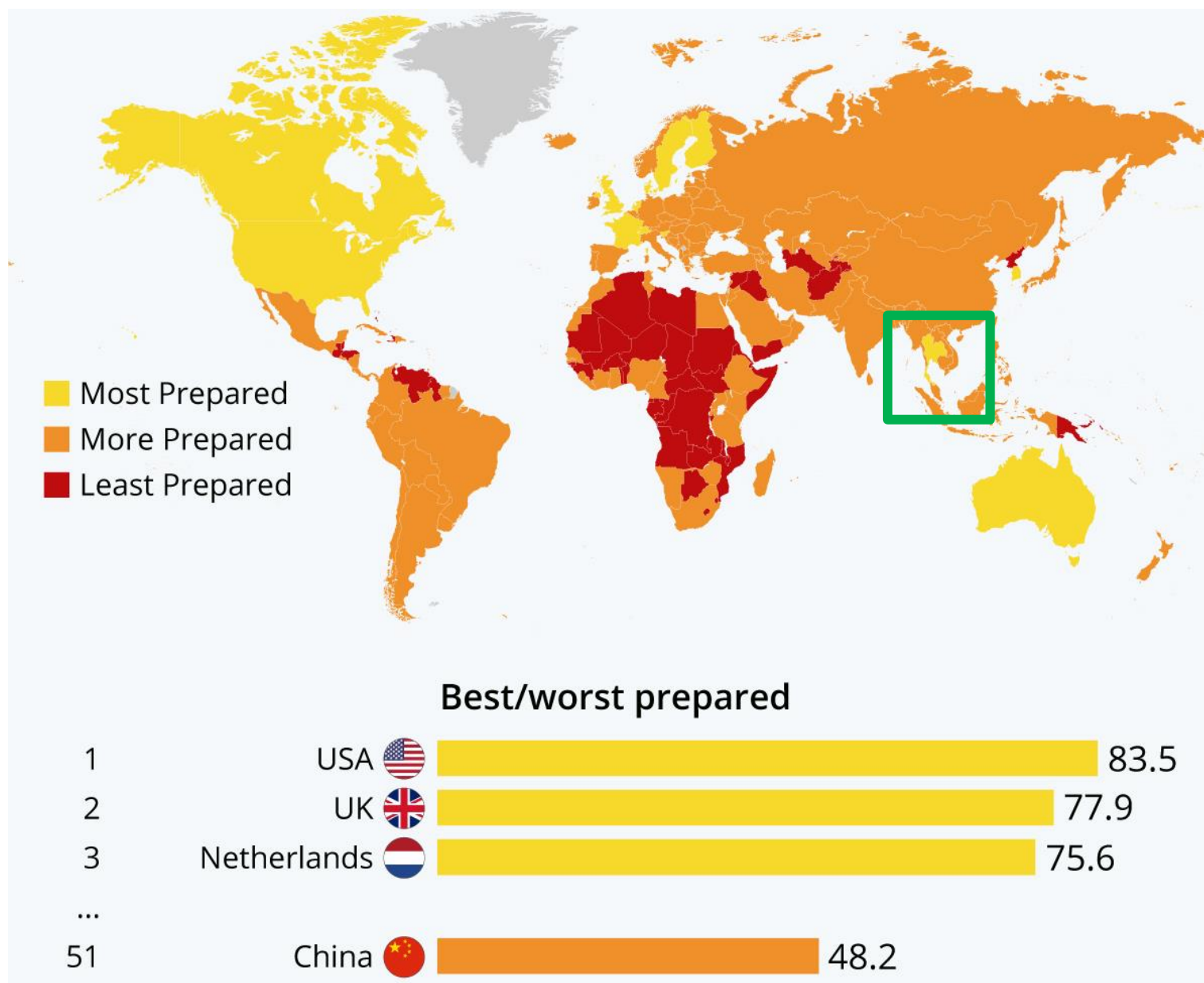
Source: Public Health Ministry

BKPgraphics

Infected from Foreigner

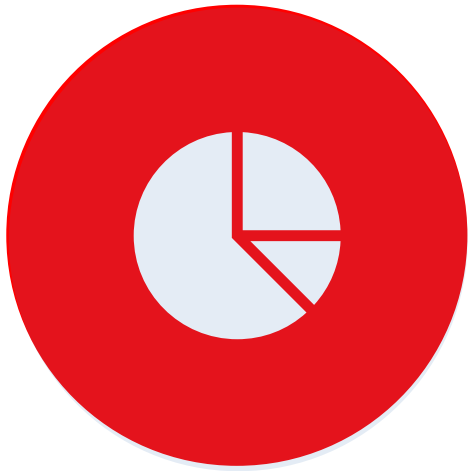
Limited Infect

Domestic Infect



Source: Statista (2020)

Today will cover:



COVID-19 SITUATIONS

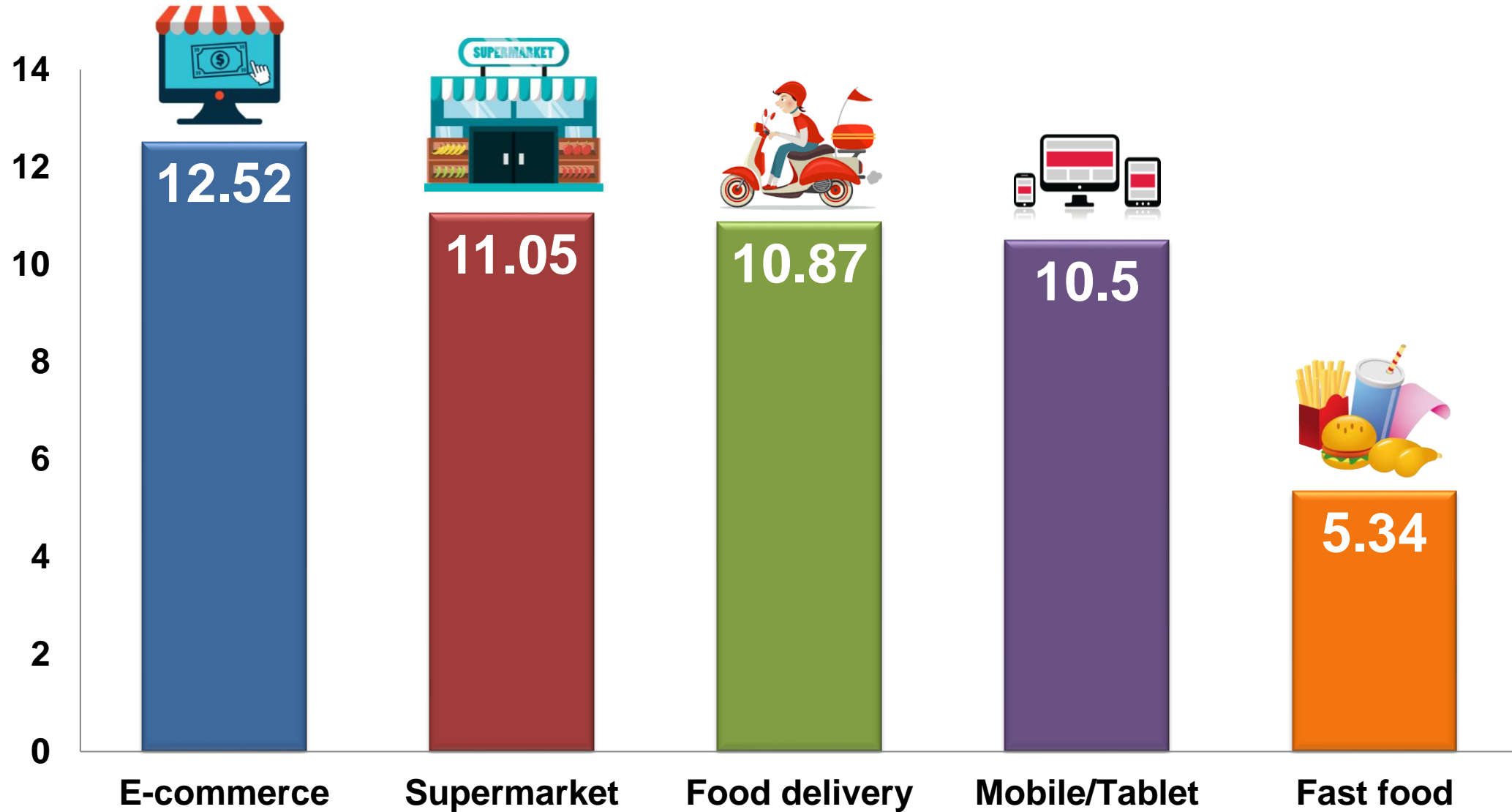


**THAI
CONSUMER
BEHAVIOR:
Research Findings**



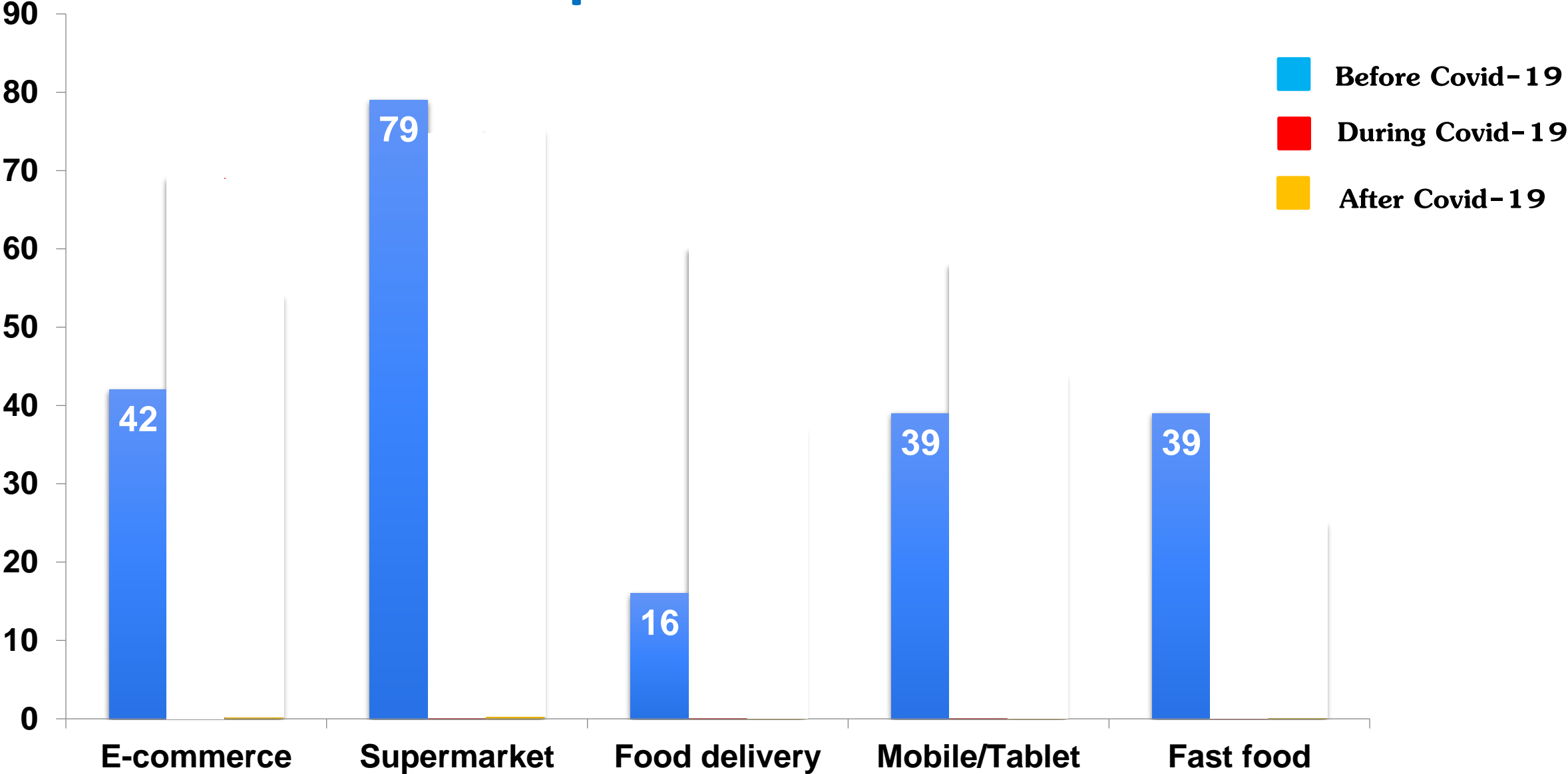
WHAT'S NEXT?

Top 5 Spending



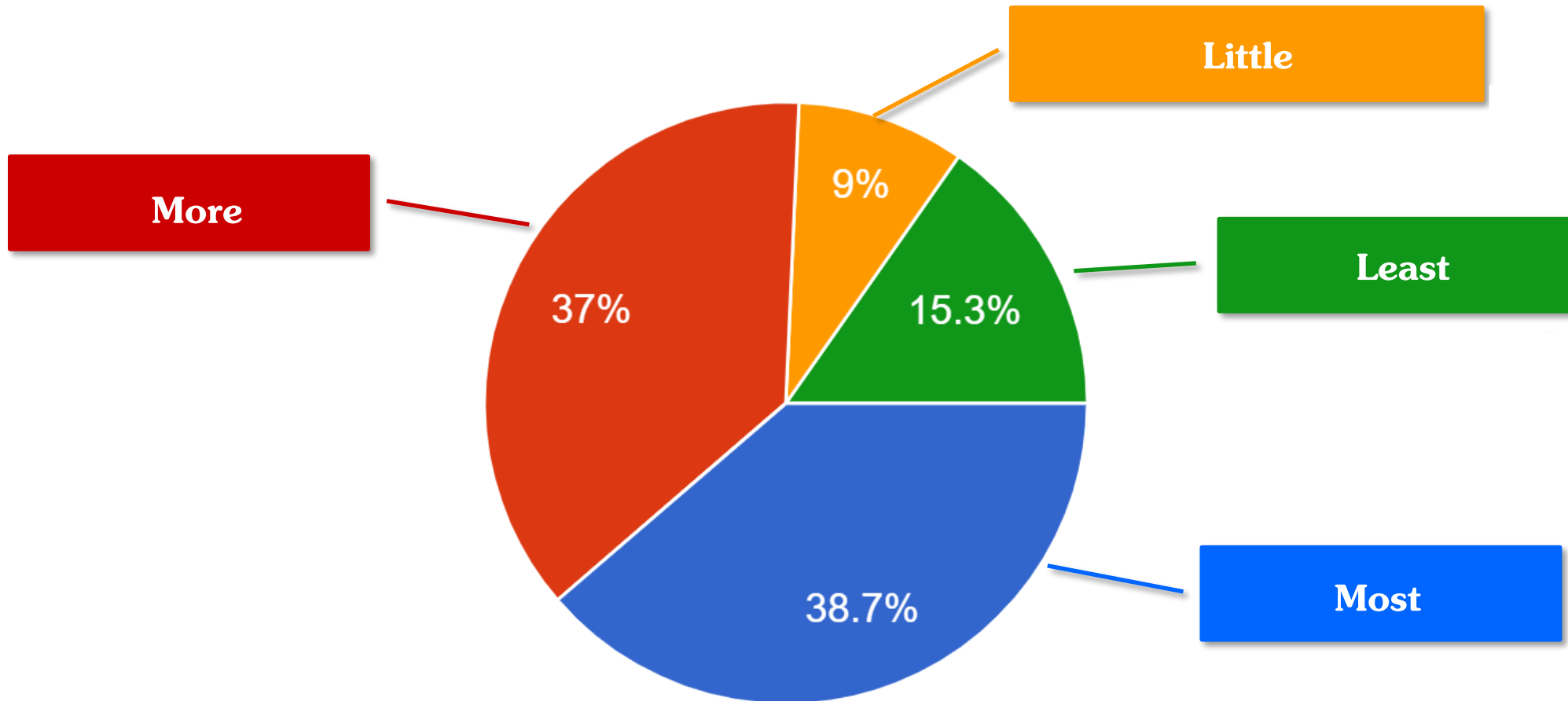
Source: Dhamvithee et al (2020)

Local to Spend in Thailand

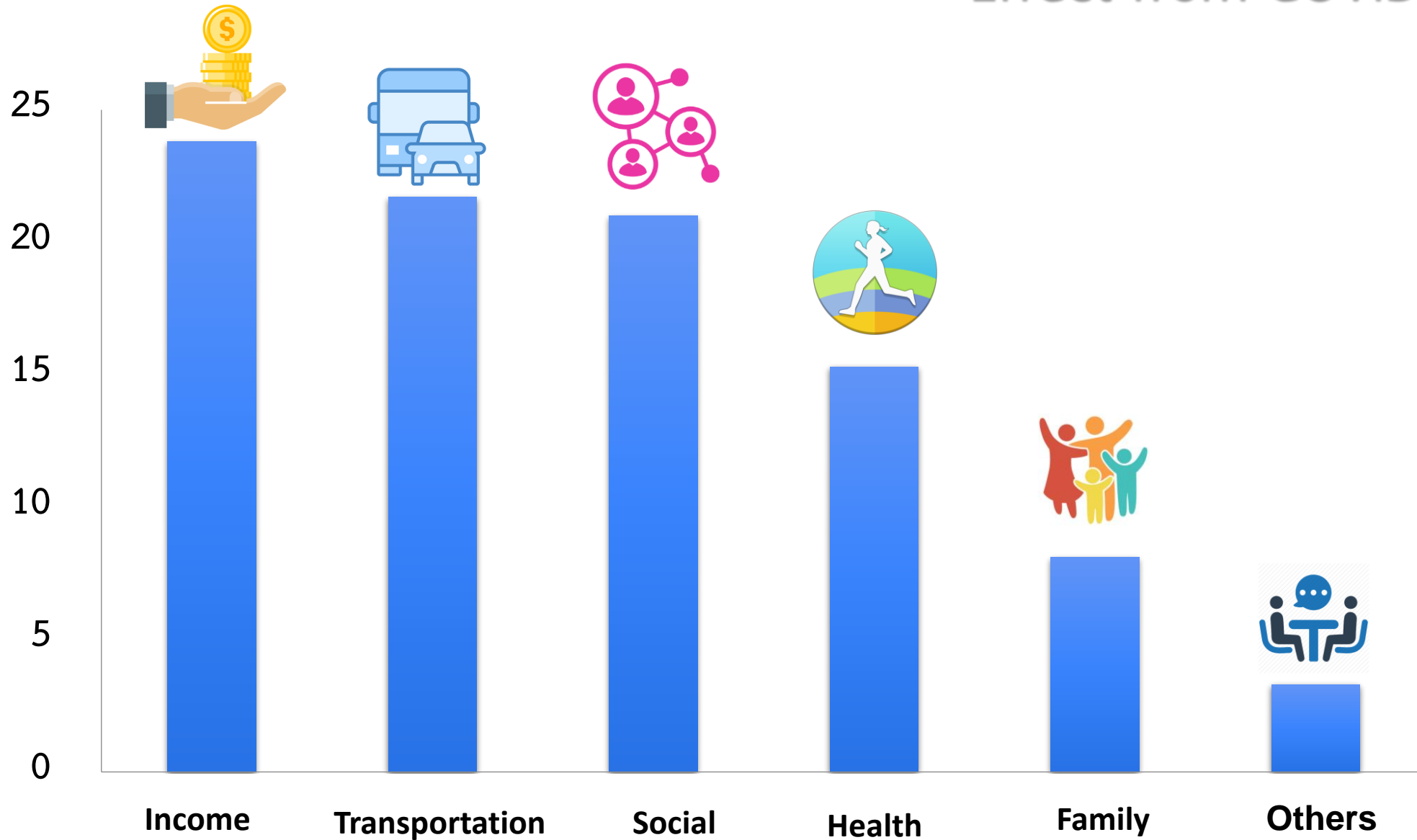


Source: Dhamvithee et al (2020)

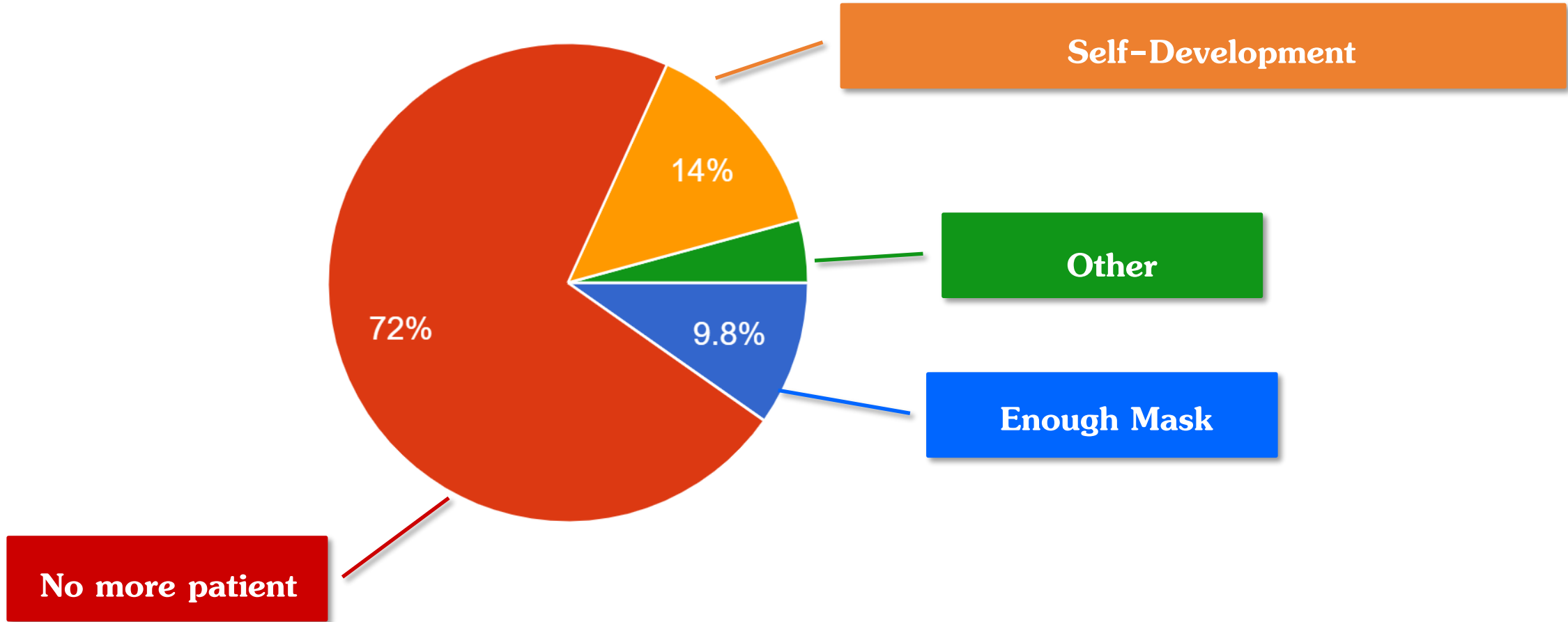
Covid – 19 Impact on Your Income?



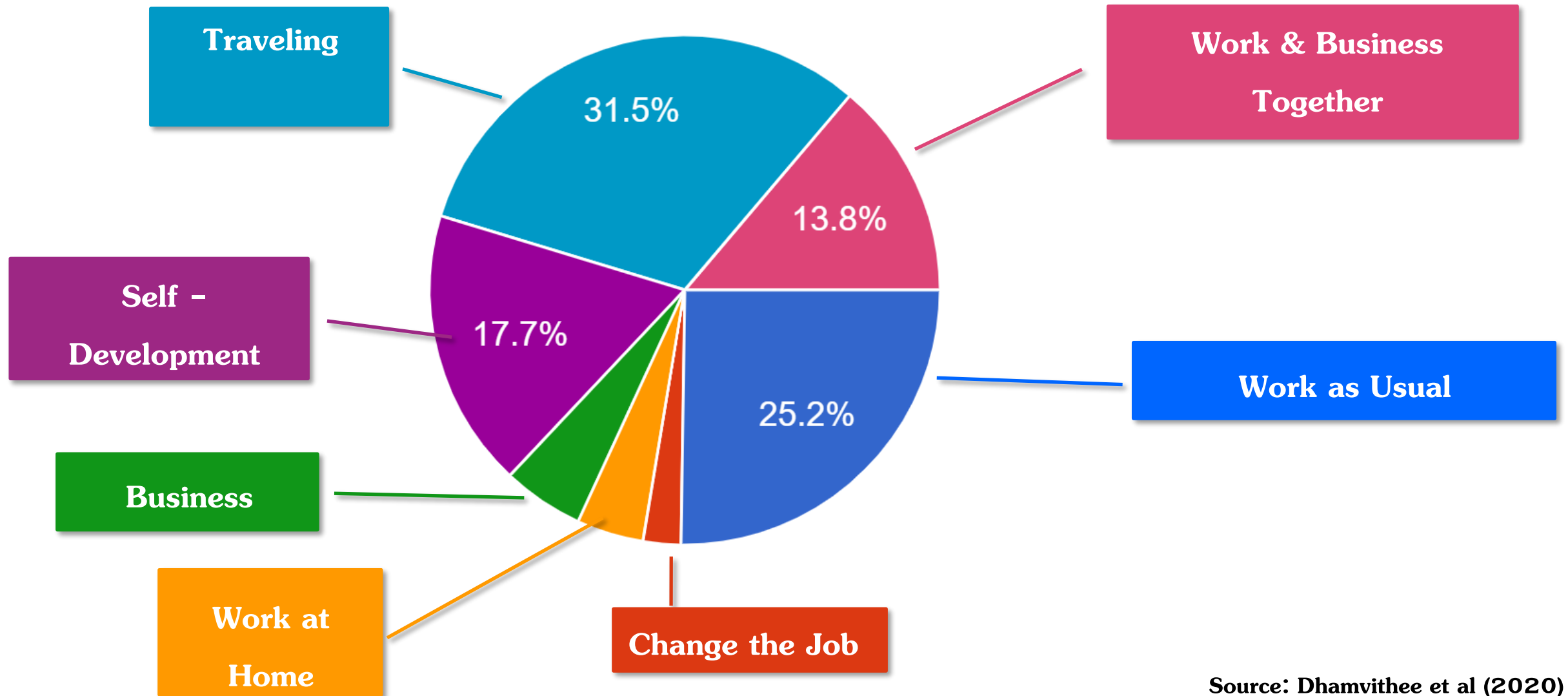
Effect from COVID-19



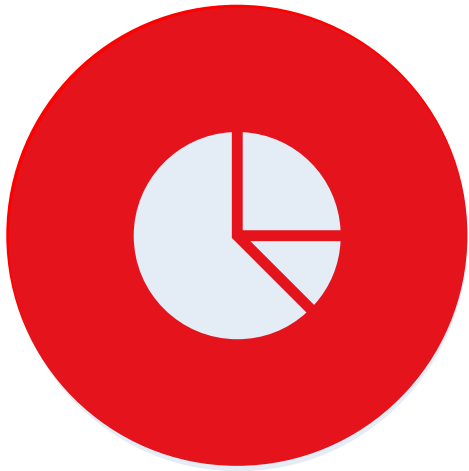
What do you want to see in Covid-19 crisis?



What do you want to do after Covid-19 crisis?



Today will cover:



COVID-19 SITUATIONS



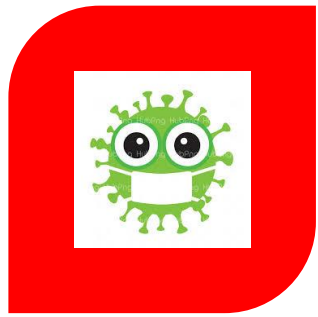
**THAI
CONSUMER
BEHAVIOR:**

Research Findings



WHAT'S NEXT?

Situation of Covid-19 and Adaptation



ABNORMAL
(UNCERTAINTY)



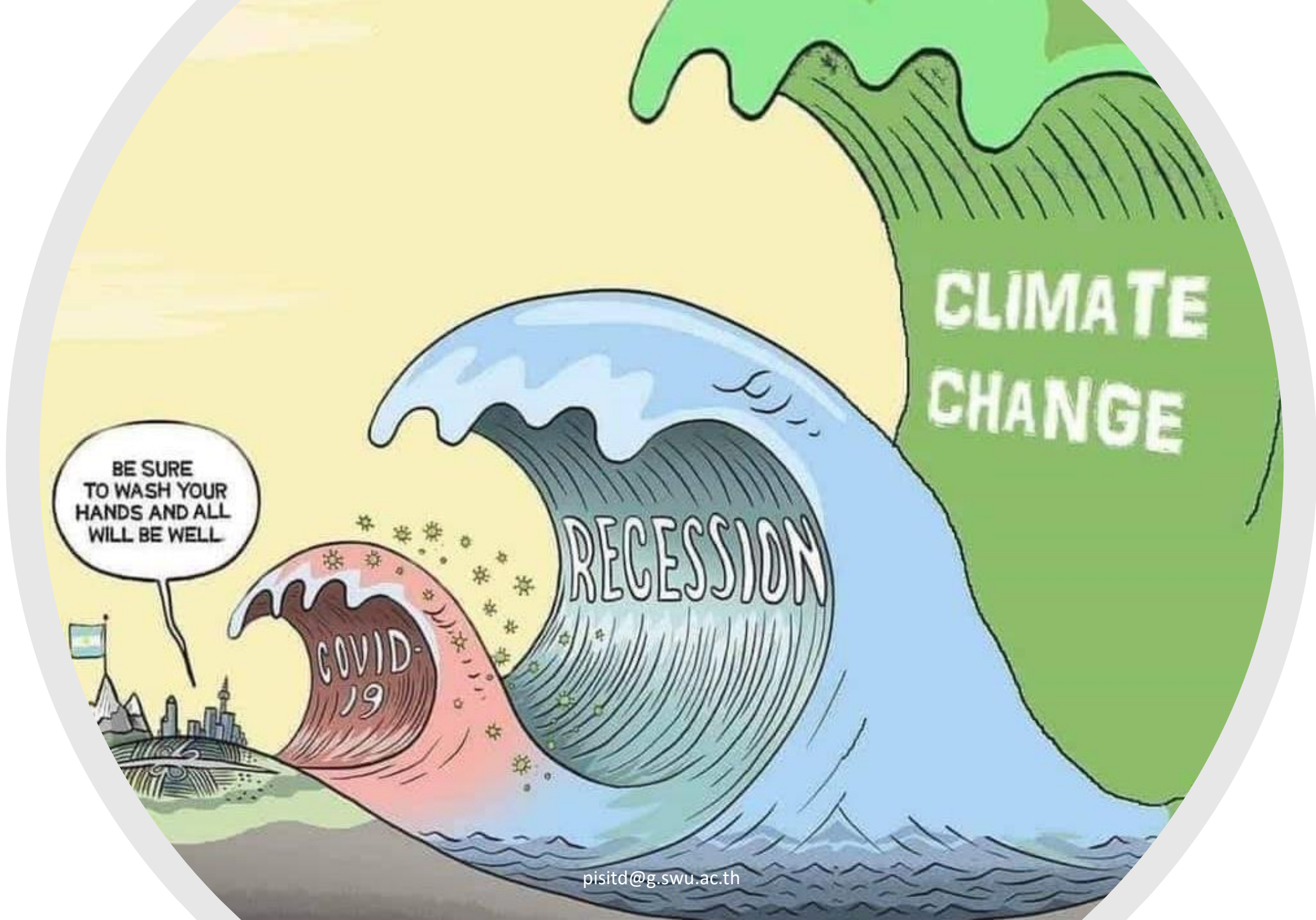
**NEW
ABNORMAL**
(RISK MANAGEMENT)



**NOW
???**
(RECOVERY)



**NEW
NORMAL**
(CERTAINTY)



How to Make it Work?

(What to **stop**, **start** and **accelerate**?)



What need to happen



What work before

Work

1

Remote work

1

Work at office

Style

2

Networks & Teamwork

2

Silo based

Supply
Chain

3

Just-in-time &
Just-in-case

3

Just-in-time

How to Make it Work? (Cont.)

(What to **stop**, **start** and **accelerate**?)



What need to happen



What work before

Environment

4

Focus on sustainability

Channel

5

Contact-free economy

Returning

6

Returning & Reimaging

4

Just do it

5

Online commerce

6

Simply returning



How to Define the Next Normal for Thailand Food Industry?



pisitd@g.swu.ac.th



Macro Impact

- Asia First
- New Global Supply Chain
- Local Consumption



Micro Impact

- Cash is king
- Digital platform/Market place
- Keep focus and Agility



Individual Impact

- Social Network is mainstream
- Concern about Economics

3 Keys to Success for Thailand Food Industry in the Next Normal



1

Food Security & Sustainability

2

Individualized Solution

3

**Technological Adoption &
New Business Model**

Lesson Learn

COVID – 19 is a **key** to lead you to know
“What do you want?”

&

“Why we have to do?”

.

.

“How we can do it?”



Research Team



Asst.Prof.Aranya



Asst.Prof.Pisit



Asst.Prof.Wasinee



Asst.Prof.Phantipha

Thank You

PISIT DHAMVITHEE, PH.D.

ASSOCIATE DEAN

FACULTY OF AGRICULTURAL PRODUCT

INNOVATION AND TECHNOLOGY

SRINAKHARINWIROT UNIVERSITY

Email: pisitd@g.swu.ac.th

Web: www.ai.swu.ac.th



For More Information



Understanding Consumer & Proactive Strategy for COVID-19 Crisis: Food Industry Perspective

Pisit Dhamvithee, Ph.D.

Associate Dean

**Faculty of Agricultural Product Innovation and
Technology**

Srinakharinwirot University

Thailand