

# EXPLORE THE BEHAVIOR OF EARNING EXTRA INCOME DURING THE COVID-19 OUTBREAK : A CASE STUDY OF TOURISM AND HOSPITALITY INDUSTRY MANAGEMENT STUDENTS SUANSUNANDHA RAJABHAT UNIVERSITY

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## ABSTRACT

The objective of Explore the Behavior of Earning Extra Income During the COVID-19 Outbreak: A Case Study of Tourism and Hospitality Industry Management Students, SuanSunandha Rajabhat University was to explore behavior and channel of earning extra income during COVID-19 outbreak of Tourism and Hospitality Industry Management Students, SuanSunandha Rajabhat University. This study applied survey research. Research tool was a questionnaire; the sample was selected from 295 students of Tourism and Hospitality Industry Management, SuanSunandha Rajabhat University, using finite population sampling by using percentage statistics for data analysis.

The findings were part 1: general information of respondents. Most of the samples were female, aged 20 – 22 years, were the fourth year students. Part 2: Channel and behavior of earning extra income during COVID-19 outbreak. The main channel of earning extra income was sell goods through online or 52.6 percentages, most of them was 2 platforms, equivalent to 55.76 percentages, using Lazada as the main platform, equivalent to 28.85 percentages. The main device used to access the internet was mobile phones and smartphones, equivalent to 76.28 percentages. Most of goods was fashion clothes, equivalent to 28.20 percentages. Most of respondents spend 1-3 days a week, equivalent to 39.10 percentages, spend exceed 1 hour a day, equivalent to 87.82 percentages. The students who earned extra income via offline channel found 43.7 percentages, most of them worked at the restaurants, equivalent to 41.86 percentages. The most of extra income were less than 5,000 baht per month or 74.91 percentages. Suggestions of this study should allow the respondents to comment on the advantages, disadvantages of selling through each platform.

**Keywords:** Extra income, Students in Tourism and Hospitality Industry Management Program

## INTRODUCTION

In early 2020, Thailand's Minister of Public Health announced the COVID-19 is a dangerous communicable disease under the Communicable Diseases Act. The number of infected patients in the country began to increase in March to April 2020. The important clusters

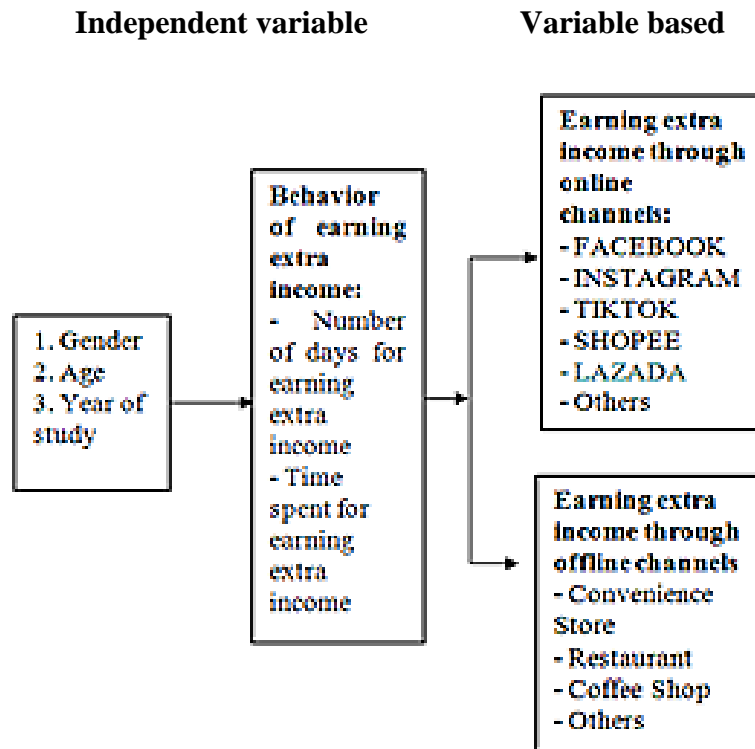
are from entertainment venues and boxing stadium clusters, leading to the infection spreading to 68 provinces across the country, followed by a cluster of entertainment venues in Thonglor, Sukhumvit and SuanLuang areas. To deal with this situation, the Prime Minister ordered the establishment of the Center for COVID-19 Situation Administration (CCSA) on March 12, 2020. After that, the number of patients continued to increase. In the same month, the cabinet approved a resolution to close educational institutions, tuition schools and entertainment venues temporarily, included religious activities, mass gatherings and Songkran Festival are prohibited; and encouraged working from home to prevent the spread of COVID-19. The Ministry of Public Health has officially announced from people who return from at-risk areas to self-quarantine their symptoms. The situation continues to be worrying until the highest number of new infections of the COVID-19 outbreak is 23,418 people, including on August 13, 2021, the death toll peaked at 312 people, and on August 18, 2021, a new strain of COVID-19 infection was found. Thailand has started vaccination since February 28, 2021. In the beginning, it was mainly vaccination for medical personnel and at-risk groups (Reference: M.D. Pantanee Thitichai, M.D. Pantila Taweetikarn reported the results of the review COVID-19 situation and measures to control and prevent at the world level and in Thailand Division of Epidemiology and Division of Non-Communicable Diseases, Department of Disease Control, December

Due to COVID-19 pandemic caused a global economy recession, people lost their jobs, stopped traveling, cost saving, people's lifestyles changed, shopping via online, parents who had school-age children were even more suffer from paying their tuition fee. Educational institutions tried to come up with measures to assist students in various ways, whether providing online learning, extending the payment of tuition fees, and supported cost of treating COVID-19 for students. At the same time, some students realized the hardships they had faced and tried to work as much as possible in this situation that was restricted by various measures in order to relieve their families' expense by looking for part-time jobs. Job that students can do in such a situation is selling goods through online, including some types of offline work. From the mentioned above, the researcher would like to explore behavior of earning extra income during the COVID-19 outbreak of students in Tourism and Hospitality Industry Management, SuanSunandha Rajabhat University.

### **RESEARCH OBJECTIVE**

1. To explore channel of earning extra income of students in Tourism and Hospitality Industry Management, SuanSunandha Rajabhat University
2. To explore behavior of earning extra income during COVID-19 outbreak of Tourism and Hospitality Industry Management Students, SuanSunandhaRajabhat University

## RESEARCH FRAMEWORK



## RESEARCH METHODOLOGY

This research explores the behavior of earning extra income during the COVID-19 outbreak: a case study of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University. The information is divided into 3 parts as followings:

Part 1: General information of respondents included gender, age and year of study.

Part 2: Survey questionnaire which explore respondents' behavior: behavior of earning extra income through online channel, number of platform, main platform and types of goods which sold via online, number of day, time spent and explore the behavior of earning extra income through offline channel.

## RESULTS

Researcher collects data from 295 students of Tourism and Hospitality Industry Management, SuanSunandha Rajabhat University, using survey questionnaire which has been validated and analyzed by expert and by using percentage statistics for data analysis. The analysis topics can be divided as followings:

### **Part 1 Analyzes general information of respondents**

The general information of respondents is divided into gender, age, year of study and using frequency and percentage for data analysis. The findings found that most of respondents were female or 57.3 percentage, followed by male, equivalent to 25.4 percentage, and LGBTQ was at 17.3 percentages. The age of most respondents was 20-22 years, equivalent to 55.3

percentage, followed by 18-19 years, equivalent to 25.8 percentage, and 23-24 years, equivalent to 18.3 percentages, respectively. The respondents who were the fourth year students were 41.7 percentages, the third year were 23.7 percentages, the second year were 15.9 percentages, and the first year were 18.6 percentages, respectively.

## Part 2 Analyzing channel and behavior of earning extra income

The findings of channel and behavior of earning extra income as followings:

**Table 1** The main channel of earning extra income of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University

Channel of earning extra income	Number of respondents	Percentage
Online	156	52.6
Offline	129	43.7
Other channels	10	3.7

From Table 1, The result showed that 156 respondents used the main channel of earning extra income that for selling goods through online were 52.6 percentages, followed by selling through offline were 129 respondents, equivalent to 43.7 percentages, and working through other channel were 10 respondents, equivalent to 3.7 percentage, respectively.

The findings of analysis of earning extra income of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University were separated by channels as followings:

**Table 2** Online channels of earning extra income of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University

Number of platform used for earning extra income through online	Number of respondents	Percentages
1 platform	43	27.56
2 platforms	87	55.76
More than 2 platforms	26	16.66
Main platform used for earning extra income through online	Number of respondents	Percentages
Facebook Page	24	15.38
Instagram	28	17.95
Tiktok	12	7.70
Shopee	38	24.35
Lazada	45	28.85
Others: Zaapi, KAIDEE, PantipMarket, WELOVESHOPPING, MyShop, eBay, TARAD, Amazon, Line my Shop	9	5.77

<b>Devices used to access the internet for selling goods via social media</b>	<b>Number of respondents</b>	<b>Percentages</b>
Smart phone	119	76.28
Computer	11	7.05
Notebook	15	9.61
Tablet	7	4.48
Others	4	2.56

From Table 2, The findings of 156 respondents using online channel for earning extra income included most of them use 2 platforms or 87 respondents, equivalent to 55.76 percentages, followed by 1 platform or 43 respondents, equivalent to 27.56 percentage, and more than 2 platforms or 26 respondents, equivalent to 16.66, respectively. The main platform used for earning extra income through online found that the most popular platform was Lazada or 45 respondents, equivalent to 28.85 percentages, followed by Shopee or 38 respondents, equivalent to 24.35 percentages, Instagram or 28 respondents, equivalent to 17.95 percentages, Facebook Page or 24 respondents, equivalent to 15.38 percentages, Tiktok or 12 respondents, equivalent to 7.70 percentages, and others: Zaapi, KAIDEE, Pantip Market, WELOVESHOPPING, MyShop, eBay, TARAD, Amazon, Line my Shop or 9 respondents, equivalent to 5.77 percentages, respectively. Device used to access the internet for selling goods via social media included most of them used mobile phones and smartphones or 119 respondents, equivalent to 76.28 percentages, followed by notebook or 15 respondents, equivalent to 9.61 percentages, computer or 11 respondents, equivalent to 7.05 percentages, tablet or 7 respondents, equivalent to 4.48 percentages, and others or 4 respondents, equivalent to 2.56 percentages, respectively.

**Table 3** Types of goods sold online of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University

<b>Types of goods sold online</b>	<b>Number of respondents</b>	<b>Percentages</b>
Cosmetics, skin care	40	25.64
Food and drinks	24	15.38
Fashion clothes	44	28.20
Protective equipment or product for COVID	11	7.05
Others: Gadget or electronic products Mother & kids products Items for exercise Items for relaxation	37	23.71

From Table 3, The findings of 156 respondents on types of goods through online found that the most popular goods were fashion clothes or 44 respondents, equivalent to 28.20 percentages, followed by cosmetics and skin care or 40 respondents or 25.64 percentages, others included items for exercise and relaxation or 37 respondents, equivalent to 23.71

percentages, food and drinks or 24 respondents, equivalent to 15.38 percentages, and protective equipment or product for COVID or 11 respondents, equivalent to 7.05, respectively.

**Table 4** Number of days and time spent for online selling goods of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University

<b>Number of days used for online selling goods</b>	<b>Number of respondents</b>	<b>Percentages</b>
Almost every day	7	4.48
4-6 days a week	52	33.33
1-3 days a week	61	39.10
Unspecified	36	23.07
<b>Time for online selling goods</b>		
Not more than 1 hour a day	137	87.82
More than 1 hour a day	19	12.18

From Table 4, The findings of 156 respondents on number of days and time spent for selling goods through online included most of them spent 1-3 days a week or 61 respondents, equivalent to 39.10 percentages, followed by 4-6 days a week or 52 respondents, equivalent to 33.33 percentages, unspecified or 36 respondents, equivalent to 23.07 percentages, and almost every day or 7 respondents, equivalent to 4.48 percentages. Time spent for online selling goods included not more than 1 hour a day or 137 respondents, equivalent to 87.82 percentages, followed by more than 1 hour a day or 19 respondents, equivalent to 12.18 percentages.

**Table 5** Earning extra income through offline channel of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University

<b>Earning extra income through offline channel</b>	<b>Number of respondents</b>	<b>Percentages</b>
Convenient store	36	27.90
Restaurant	54	41.86
Coffee shop	30	23.25
Others	9	6.97

From Table 5, The findings of 129 respondents on types of work for earning extra income through offline channel found that most of them worked at restaurant or 54 respondents, equivalent to 41.86 percentages, followed by convenient stores or 36 respondents, equivalent to 27.90 percentages, coffee shop or 30 respondents, equivalent to 23.25 percentages, and others: clerk, house keeper, factory or 9 respondents, equivalent to 6.97, respectively.

**Table 6** Extra income of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University

<b>Amount of extra income of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University / month</b>	<b>Number of respondents</b>	<b>Percentages</b>
Lower than 5,000 baht	221	74.91
5,001-10,000 baht	33	11.18
10,001-15,000 baht	26	8.81
15,001-20,000 baht	7	2.37
Exceeding 20,001 baht	8	2.71

From Table 6, The findings of 295 respondents on amount of extra income found that most of them got an income lower than 5,000 baht a month or 221 respondents, equivalent to 74.91 percentages, followed by 5,001-10,000 baht a month or 33 respondents, equivalent to 11.18 percentages, 10,001-15,000 baht a month or 26 respondents, equivalent to 8.81 percentages, 15,001-20,000 baht a month or 7 respondents, equivalent to 2.37 percentages, and exceeding 20,001 baht a month or 8 respondents, equivalent to 2.71 percentages, respectively.

### **Part 3: Suggestions**

1. The respondents should be allowed to comment on the advantage and disadvantage of selling through each platform
2. Most students have limitation in capital budgeting, knowledge and experience in online marketing which may affect their success

## **CONCLUSION AND DISCUSSION**

The study of behavior of earning extra income during COVID-19 of Tourism and Hospitality Industry Management students, SuanSunandha Rajabhat University found that the findings of part 1: general information of respondents included most of respondents were female, aged 20-22 years old, and were the fourth year students. Part 2: number of platform used for earning extra income through online included most of them used 2 platforms, the most popular platform was Lazada, followed by Shopee, and Instagram, respectively. It is in line with the research of Pimpaga Techawarosirisuk. (2021). studied the behavior of online shopping through the Shopee platform: case study in Bangkok, found that the overall was at a high level. Moreover, in referent to the research of Jenjira Pongprom. (2019). studied the online purchasing decision behavior: a comparison of Lazada applications and Shopee applications found that the online purchasing decision behavior was at a high level. However, there has no difference between Lazada applications and Shopee applications on consumer's viewpoint of online purchasing decision behavior.

The study of devices used to access the internet for selling goods via social media found that most of them used mobile phones and smartphones which in line with the study of

Benjawan Yotrawat and Duangsamorn Rungsawanpho. (2022). studied factors influencing the decision to shop through social media of SuanSunandha Rajabhat University students, found that a device used to access the internet to make purchases through social media. Most of respondents used mobile phones and smartphones to shop through social media.

The study of types of goods sold online found that fashion clothes were the most popular, followed by cosmetics and skin care, and others such as mother and kids products, items for exercise, item for relaxation, respectively. Moreover, the findings of types of work through offline channel for earning extra income found that most of them worked at restaurants, followed by convenient stores, coffee shop and others, respectively.

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