**The Impact of COVID-19**

**on the General Population and Business**



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Introduction:

Coronavirus 2019 (COVID-19) has been described as a new respiratory disease that has caused millions of job losses in many industries and disrupted global supply chains (Nuno Fernandes, 2020).

In this research project, several findings will be demonstrated regarding how COVID-19 influences the general public and some of the other vulnerable industries. The final report consists of 5 main parts including introduction, literature review, methodology, analysis, discussion, and conclusion and recommendation.

The first part is introduction which presents the brief characteristic of COVID-19, the objectives feasibility discussion, and the fundamental application for how this research aims to provide a deeper insight and solution to address the impact of COVID and how can we analyze the collected data to mitigate medium and long-term negative economic consequences. Thus, taking appropriate solutions and providing consumers with suitable policy assistance in difficult times are key to initiating appropriate responses to stabilize the economy.

**Objective feasibility:**

Based on the analysis of the SARS epidemic(Emma, Xiaoqin Fan, 2003) in 2003, which is a third serious disease this research compares its impact on local consumption and tourism related industries, and predicts the potential impact of covid-19.

Some of the objectives feasibility that could be discussed are by referring to the previous similar epidemic, such as SARS and this will lead us to Literature review as our second main categories.

As we all know that COVID-19 is a novel virus that still remained largely unknown so the reference that we could refer is by taking the previous analysis done by previous collectors based on this experience develop a workable solution to help general public.

**Rationale of Objectives:**

This research adopts the interpretative method which should be coordinated with the qualitative method. Qualitative method(David Silverman, 2016 )of research would be used by designing a questionnaire to collect the targeting information that would give us a better outline of the whole situation and based on these feedback we could infer a better solution giving a support to our aiming customers. To be precise, the questionnaire could be done by using two of the most popular survey system, Qualtrics or google forms as our preferred options.

Literature Review:

In this research project, all the proposed solutions from different aspects from previous pandemics and referred literatures from history to analyze how the disease can greatly impact the world economy and human’s well being will be presented.

Long before the occurrence of novel Coronavirus (COVID-19) in Wuhan, in November 2002, a similar fast-spreading epidemic took place in China's Guangdong province with 8,422 cases and 916 deaths (WHO, 2003) in total, causing enormous losses and damage on the world economy. This disease severely affects on global demand side, on both consumer behavior and outbound services which are closely related to tourism and airlines industries in comparatively short time.

In this part, the previous literature reference will be illustrated regarding some of the seriously impacted area such as Mainland China, Hong Kong, Taiwan, and South Africa. During the SARS outbreak, the World Bank Output growth in East Asia is forecast to decline by nearly 1% to 5% in 2003 (World Bank, 2003), especially for the Hong Kong economy, causing Hong Kong overall $15 billion of loss (University of Hong Kong, 2003) in consumption on daily necessities and services in domestic economy

**˙Impact on local consumption:**

Preventing the spread of the COVID-19, numerous organization specialized in catering and tourism enterprises in Hong Kong is required to suspend the relationship with employees by introducing involuntary separation strategy to reduce additional personnel costs (Cameron, 1994), and revenue and layoff (Mishra and Mishra, 1994), which gave rise to a worsen unemployment rate. According to the retail sales figures in March 2003, the percentage decreased by 6.1% (Hong Kong SAR Government), while Figure 4 showed a decrease of 15.2% (Hong Kong SAR Government) in the previous year, but it quickly bounced back to the pre break level despite the temporary adversity of SARS.

In accord with the sales retail number in March 2003, the rate has decreased by 6.1% (Hong Kong SAR Government), whereas the percentage in April has fallen by 15.2 % (Hong Kong SAR Government) from the previous year, but rebound back quickly to their pre-outbreak levels in spite of the transient impact from SARS.

**˙Influence on Tourism Industries:**

Compared with the previous year, the number of tourists decreased by 10.4%, and a large number of flights were cancelled (Hong Kong SAR government, 2003).

Tourist visits have decreased by 10.4 percent, in comparison with arrivals in the previous year and numerous flights were canceled (Hong Kong SAR Government, 2003). This consists of the decrease of air passenger and result in struggle from mid March to the end of the month due to the stark decrease in aircraft movement (Hong Kong airport, 2003), although the number of flights has returned to the standard level nearly four months later.

Following by the comparison of 3 types of visitors from March to April, the number of air passengers have sharply fallen by 77 % (CEIC Data Company Ltd, 2003.), the figure of land passengers have seen a decreased by 52%, the number of sea visitors have decreased by 72%, and the total number of visitors to Hong Kong have dramatically decreased by 63% (nearly 850,000).

Compared the 3 types of tourists' arrivals between March and April, the number of airline passengers plummeted by 77 % (CEIC Data Company Ltd, 2003.), the number of people traveling by land decreased by 52 %, and the number that came by sea fell by 72 % and the number of overall tourists visiting Hong Kong dropped by 63% (approximately 850,000). In addition, hotel occupancy in Hong Kong dropped sharply from around 79% in March (Census and Statistics Department, Hong Kong, 2003) to 18% in early May, but had rebounded to 71% by early July.

**˙Impact on Australian and Economy:**

Apart from the previous cases introduced, industries related to Australian domestic consumption(e.g. student and non-student tourism)or population flow from China to Australia(PWC, 2020) and exportation to china will be severely affected(Powell, 2019).

Additionally, this influence might gradually affect the expenditure of Australian government on health and public order by 1% from overall outgoings(PWC,2020). The expense of supply chain distributed will also predict to increase by 1% electronically, and a 5% rise in both goods transportation and trade(PWC, 2020). Conversely, a projected assumption of 0.5% increase could reflect in savings regarding private consumption .

Plus, overall the reduction causes by coronavirus pandemic can be up to 34.2 billion(Oulton, 2012), leading to a GDP contraction in 1.32%(PWC, 2020), and decrease of GDP globally by 5.2%( PWC,2020)

As a result, a predetermined government expenditure of more than $300 billion would need to be offset, causing Australian government to declare nearly $213 billion to stimulate the staggering economy to cope with covid-19 (ABC, 2020)。

**Discussion:**

Regarding the issue of COVID-19, some of the fiscal stimulus providing by local government and central government have finally been taken into effect. Despite the fact that State budget can vary widely from countries, this supports economic activities from every industries.

Some of the measures will be illustrated from varied countries of how those local governments spending were distributed fairly into each section(Australian Department of Treasury, 2003).

1. Financial supplies made by Hong Kong government to against SARS(nearly 1% of GDP) might worsen the budget deficit from 2003-2004 to around 7% of GDP, causing anxiety about long term financial target in Hong Kong even though HK remined in a strong financial status.
2. China's budget distribution 2003 is expected to increase by about 50% of the country's GDP due to SARS, resulting in an impossible achievement of the current financial targets.
3. Anti SARS stimulus package, supported by Taiwanese government, worth more than $3 billion (about 1% of GDP), is likely to deteriorate Taiwan's fiscal situation, with a financial deficit of more than 10 years.
4. As equivalent to less than 0.25% of GDP from Singapore, Singaporean’s anti SARS measures has only small budget restriction and the overall financial status is in strong position.

In addition to these regions, less affected countries such as South Korea and Thailand have also declared budget measures to deal with SARS, because the former has a budget surplus, while the latter is anticipated to be in surplus in the fiscal year.

Methodology:

**Research Approach:**

In order to estimate the overall social and economic impact of covid-19 on the public and enterprises, interpretivist method is chosen and will be adopted in this study. This research method was adopted by Saunders research onion (Saunders, 2019).

To understand the profile of COVID-19 and its accompanied impact on social and economic perspective via concepts, and experience **in-depth insights on the situation that is still unknown.**

• Qualitative method is preferred compared with using the Quantitative method of data collection. The reason is because during the coronavirus pandemic, it is inconvenient to conduct an interview in person, and everyone is under social distancing restriction.

• Qualitative research methods will be used to collect information from the respondents, and several methods will be used to reflect different perspectives of problem involving a inductive research approach.

• Primary data method will be adopted in this qualitative research as it is the easiest way to collect data and to analyze through categorizing, interpreting and concluding analysis from words and numbers

• Qualitative method conducting interviews, referring literature, watching news and videos would be adopted by using Phenomenological Study regarding to COVID-19 issue and how it affects consumers behavior.

• In this method, each co-researcher in this research needs to conduct 10 interviews questions to obtain a comprehensive data set to reflect on different aspects of the research results

Step1:

Pre Sample Design and Recourse

Before the start of data collection, sampling needs to be developed which requires to consider the population size, the sample accessibility and the time frame of data collection that are greatly related to influence by COVID-19. Also 2 of the selected research methods will be listed below with its advantages to meet our requirements to achieve our objectives and explain further about rationale:

**Non-Probability Sampling Method:**

**•** 2 major methods consist of probability and non-probability sampling methods are preferred and thenon-probability sampling will be chosen as offer faster results at less cost than many probability surveys(Jill, 2018).

**•** Aiming **population size** will be as more as it can without any restriction , and the focus group will be Australian residents and non-residents particularly to students.

**•** Due to lasting lockdown situations and the spread of COVID-19, hybrid non-probability sampling serves best to the researchers’ convenience and snowball sampling methods.

**•** Hybrid non-probability sampling approach features in collecting more convenience and accessibility to the researchers with timely recommendation from the respondents which meets our requirements that are combined with snow ball sampling(Mahin, Hamideh, Fereshteh, 2017).

**•**˙Hybrid non-probability makes the collection more reachable from respondents for convenience of the researchers

**•** This Method benefits for the researchers since they are susceptible to risk of COVID-19 exposure with a limited budget plan.

**Snow Ball Sampling Method:**

**•** Allows researchers to make unbiased estimates from sample summary

˙Combined well with non-probability to reach population that is difficult to reach(Ilker, Rukayya, Sulaiman, 2015).

˙subject used to figure out the hidden population, thus less money and time is required by researchers(Ilker, Rukayya, Sulaiman, 2015).

Step2:

**Data Collection Method:**

**•** To perform a data collection method, instruments adopted will be distributing list of 10 open ended questions via online questionnaire survey

**•** We choose Qualtrics as our instrument rather than google forms since it has much richer feature set, with user friendly module which provides quality services to our participants of survey.

**•** The timeframe for data collection will be limited within 2 weeks

**•** The collected data received from respondents will be summarized, analyzed, categorized, and labeled by using code frame

˙The expected valid response will be 86 respondents in total.

Step3:

**Questionnaire Design:**

1. The 1st question is a typical open ended questions to include personal feelings, attitudes and understanding of the subject from respondents.
2. The 2nd question is a rating scale question to obtain information regarding the knowing of the virus.
3. The 3rd question is designed in set including work, travel and social interaction for workers who’s impacted by the virus.
4. The fourth question is designed in set regarding consumer behaviors including grocery shopping, health related expense, leisure and entertainment, and alcohol consumption, and cigarettes.
5. The fifth question is designed in set regarding the financial status change from March to April.
6. The sixth question is designed in set regarding extracurricular activities including social media usage, outdoor activities, Time spent with family, and friends.
7. The seventh question is designed in set regarding support initiatives including promoting hygiene, social distancing, Well-being and mental health, financial support, communication, and planning for future.
8. Eighth question is designed for response about CDU about promoting hygiene and similar to the previous questions.
9. The ninth question is designed for responses about Northern Territory Government.
10. The tenth question is regarding personal privacy such as age, gender, studying history, residence, employment and living location.

Overall, the above questions are mostly designed in rating scale format because this will benefit the following organization, categorization, and analysis of the data.

Analysis and Discussion of Results:

The following analysis is based on the given survey content from the previous questionnaire design by using Qualtrics. All the valid respondents will be analyzed and summarized and illustrated in details.

Q1. Please can you tell us what has been the most significant impact of COVID-19 on you? Please provide as much detail as possible.

|  |  |  |
| --- | --- | --- |
| Conde frame | Frequency | % |
| Work from Home | 4 | 4.34 |
| Socialization | 8 | 8.6 |
| Self-quarantine problem | 1 | 1.086 |
| Communication | 1 | 1.086 |
| Stay Home | 4 | 4.34 |
| Online Class | 10 | 10.86 |
| Job Opportunities | 3 | 3.26 |
| Job loss | 16 | 17.39 |
| Change of Shift | 1 | 1.086 |
| Financial difficulties | 5 | 5.43 |
| Travel restriction | 11 | 11.95 |
| No income | 6 | 6.52 |
| Low income | 1 | 1.086 |
| Lifestyle | 2 | 2.173 |
| No major impact | 2 | 2.173 |
| Online connectivity | 1 | 1.086 |
| Time availability | 1 | 1.086 |
| Economic situation | 1 | 1.086 |
| Mental Health | 11 | 11.956 |
| Lock down for business | 2 | 2.173 |
| Social distancing | 1 | 1.086 |
| Total | 92 |  |

**Analysis:** Overall, The most important influence is job loss which is 17.39% as most people worried about unemployment. The second most important influence are both mental health and travel restriction accounted for 11.95% respectively. Most of them are afraid of dead, which can likely be mentally ill or unable to travel interstate. The third most important influence is online class which is 10.86%, with around 1% of difference to the second one and respondents are adjusting themselves to this novel learning way.

Also, apart from the above significances, many of the respondents mentioned about socialization about unable to attend class or hang out with friends and family.

**Q2. Thinking about COVID-19, how much do you think is known about the virus?**

**Please indicate your opinion by ticking an appropriate point on the scale below where 1 = Nothing is known and 7 = Everything is known about it.**

-Table Form:

|  |  |  |
| --- | --- | --- |
| Rating | Frequency | Percentage |
| 1-Nothing is Known | 1 | 0.011628 |
| 2 | 0 | 0 |
| 3 | 5 | 0.058139 |
| 4 | 15 | 0.174418 |
| 5 | 31 | 0.360465 |
| 6 | 25 | 0.290697 |
| 7-Everything is Known | 9 | 0.104651 |
| Total | 86 |  |
| Mean | 21.5 |  |

**Percentage:**

**Analysis:** In general, the highest percentage can be found in rating 5, which is 36.04% and it represents more than one third of the respondents, and the second highest rate is 29.06% which is 6. So, most of the respondents has a relatively good understanding about the coronavirus, despite the fact not thoroughly. Besides, this shows how the virus is being much valued, while only 1.16% of them know nothing about this disease.

**Q3. Please can you tell us to what extent, if at all, COVID-19 has impacted upon you in relation to the following?**

**Gap Analysis:**

**Analysis:** As can be seen, the 4 elements work/job, travel, social interaction, and leisure are equally impacted for the respondents, which is 12.285%.

**Respondents: In Numbers**

-Table Form

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Q3(1-4) | Q3-1 | Q3-2 | Q3-3 | Q3-4 |
| Rating | Work/Job | Travel | Social Interaction | Leisure |
| 1-Nothing is known | 6 | 3 | 0 | 5 |
| 2 | 3 | 0 | 2 | 3 |
| 3 | 9 | 4 | 6 | 6 |
| 4 | 4 | 4 | 5 | 9 |
| 5 | 12 | 14 | 17 | 15 |
| 6 | 19 | 9 | 17 | 24 |
| Everything is known about it | 33 | 52 | 39 | 24 |
| Total | 86 | 86 | 86 | 86 |
| Mean | 12.285 | 12.285 | 12.285 | 12.285 |

Bar Chart:

**Work/ Job:**

**Analysis:** Generally, the highest percentage can be found in7-very significant impact, which is 33% and this shows. The second highest percentage is 6 which is 19% and this two figures show that the virus have **seriously affected for most of the respondents.**

**Travel:**

**Analysis:** for travel restriction, more than half of them are significantly impacted, which is 52% and only a few of them remained unaffected.

**Social Interaction:**

**Analysis:** As for socialization, the highest percentage can be found in very significant impact for almost 40% of the respondent are significantly affected. Also, we can see that the figure for both 5 and 6 are identical, which are 17% respectively. It’s basically significantly impacted.

**Leisure:**

**Analysis:** We can see that the highest percentage can be found in both 6 and 7, which shows how the leisure activities can be severely impacted, representing for 24% respectively. We can infer that most of the respondents are significantly impacted.

**Percentage Comparison:**

-Table Form

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| % | Work/Job | Travel | Social Interaction | Leisure |
| 1- No impact at all | 6.976 | 34.88 | 0 | 5.813 |
| 2 | 3.488 | 0 | 2.325 | 3.488 |
| 3 | 10.46 | 4.651 | 6.976 | 6.976 |
| 4 | 4.65 | 4.651 | 5.813 | 10.465 |
| 5 | 13.95 | 16.27 | 19.767 | 17.441 |
| 6 | 22.09 | 10.465 | 19.767 | 27.906 |
| 7- Very significant impact | 38.37 | 60.465 | 45.34 | 27.906 |

Bar Chart:

**Analysis:** We can see that all of the highest percentage can be found in the last categories which is 7-everything is known. Also, the figures can be classified in sequence as travel, social interaction, work/job and leisure, which are 60.46%, 45.34%, 38.37%, 27.90% from the highest to the lowest.

It seems that almost all the factors are significantly impacted and mostly severe on leisure and Travel.

**Q4 Since the start of the pandemic to what extent, if at all, has your spending behavior changed in relation to the following?**

**Respondents from:**

Table Form:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | Q4-(1-5) | Q4-1 | Q4-2 | Q4-3 | Q4-4 | Q4-5 |  |
| Code(In Number) |  | Grocery Shopping | Health Related Expenses | Leisure& Entertainment | Alcohol | Cigarettes | Mean |
| 1 | No Change at all | 5 | 17 | 7 | 56 | 60 | 29 |
| 2 | 2 | 8 | 12 | 8 | 4 | 2 | 6.8 |
| 3 | 3 | 9 | 9 | 6 | 5 | 3 | 6.4 |
| 4 | 4 | 14 | 12 | 12 | 7 | 5 | 10 |
| 5 | 5 | 20 | 15 | 11 | 4 | 8 | 11.6 |
| 6 | 6 | 15 | 10 | 20 | 6 | 6 | 11.4 |
| 7 | Very Significant Change | 15 | 11 | 22 | 4 | 2 | 10.8 |
|  | Total | 86 | 86 | 86 | 86 | 86 |  |

Bar Chart:

**Analysis:** The highest number from health, alcohol and cigarettes, can be found in 1-no change at all, which are 17, 56 and 60. As for grocery shopping and leisure, the highest percentage can be found in 7- very significant change for 15 and 22 respectively. However, in conclusion, most of the consumer behaviors related to human health situation are not affected too much, while those unrelated will be seriously affected.

-Table Forms

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Q4-1 | Q4-2 | Q4-3 | Q4-4 | Q4-5 |
| Code(in Percentage) | Grocery  Shopping | Health  Related Expenses | Leisure&  Entertainment | Alcohol | Cigarettes |
| 1- No Change at all | 5.813 | 19.76 | 8.13 | 65.11 | 69.76 |
| 2 | 9.302 | 13.95 | 9.302 | 4.65 | 2.32 |
| 3 | 10.46 | 10.46 | 6.976 | 5.81 | 3.48 |
| 4 | 16.27 | 13.95 | 13.953 | 8.13 | 5.81 |
| 5 | 23.25 | 17.44 | 12.79 | 4.651 | 9.3 |
| 6 | 17.44 | 11.62 | 23.25 | 6.976 | 6.97 |
| 7- Very  Significant Change | 17.44 | 12.79 | 25.58 | 4.651 | 2.32 |

**Analysis:** The highest percentage to the number in Health, alcohol and cigarettes can be found in 1-no change at all, accounted for 19.76%, 65.11%, and 69.76%. Similarly, the highest percentage for grocery shopping and leisure can be found in 7- very significant change which is 17.44 and 25.58. This implies that behavior related to human health being are not significantly impacted, while those unrelated are strongly affected.

**Q5. Compared to before the start of the pandemic, to what extent, if at all, did your overall monthly expenditure change?**

Respondents in number/percentage:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Q5-(1-2) | Q5-1 |  | Q5-2 |  |
| Code | Ticking | Monthly Expenditure March | In percentage % | Monthly Expenditure  April | In  percentage % |
| 1 | 1-Much lower | 4 | 4.87 | 3 | 3.65 |
| 2 | 2 | 5 | 6.09 | 6 | 7.31 |
| 3 | 3 | 13 | 15.85 | 11 | 13.41 |
| 4 | 4 | 21 | 25.6 | 24 | 29.26 |
| 5 | 5 | 12 | 14.63 | 15 | 18.29 |
| 6 | 6 | 14 | 17.07 | 12 | 14.63 |
| 7 | 7-Much higher | 13 | 15.85 | 11 | 13.41 |
|  | Total | 82 |  | 82 |  |

Bar Chart:

**Analysis:** The greatest change of expenditure can be found in 4 for both monthly expenditure in march and April, accounted for 25.6% and 29.26%, while the lowest percentage can be found in 1-much lower, which are 4.87% and 3.65%. Plus, the second greatest change can be seen in 6 for march, whereas for April it is 5. Namely, the change of expenditure in April is slightly greater than that of march.

**Q6. Since the start of the pandemic to what extent, if at all, has your behavior changed in relation to the time you spend on the following?**

**Respondents in number and percentage:**

-Table form

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Q6-(1-4) | Q6-1 |  | Q6-2 |  | Q6-3 |  | Q6-4 |  |
| Rating | Social Media usage | In percentage % | Outdoor activities | In percentage % | Time Spent with family | In percentage % | Time Spent with friends | In percentage % |
| 1-Much Less | 4 | 4.65 | 26 | 3.02 | 5 | 5.81 | 25 | 29.06 |
| 2 | 2 | 2.32 | 14 | 16.27 | 6 | 6.97 | 14 | 16.27 |
| 3 | 4 | 4.65 | 8 | 9.3 | 3 | 3.48 | 7 | 8.13 |
| 4 | 9 | 10.46 | 10 | 11.627 | 20 | 23.25 | 13 | 15.11 |
| 5 | 16 | 18.6 | 17 | 19.76 | 13 | 15.11 | 12 | 13.95 |
| 6 | 23 | 26.74 | 5 | 5.81 | 17 | 19.76 | 6 | 6.97 |
| 7-Much More | 28 | 32.55 | 6 | 6.97 | 22 | 25.58 | 9 | 10.46 |
| Total | 86 |  | 86 |  | 86 |  | 86 |  |

Bar Chart:

**Analysis:** The highest percentage for social media usage and time spent with family can be found in 7-much more, accounted for 32.55 and 25.58. As for outdoor activities the highest percentage is 5, represented as 19.76%. However, conversely, the highest percentage can be found in 1- much less for time spent with friends, which is 29.06%.

We assume that social media behavior and time spent with family have been much affected, while time spent with friends are less affected. Also outdoor activities are generally affected.

**Q7. Thinking about support that can be offered in relation to COVID-19, how important are the following support initiatives to you?**

**Respondent:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q7(1-6) | Q7-1 | Q7-2 | Q7-3 | Q7-4 | Q7-5 | Q7-6 |
| Rating | **Promoting  hygiene** | **Promoting  social distance** | **Well-being and  Mental health** | **Financial  support initiatives** | **Effective communications  about initiatives / support** | **Planning  for future** |
| 1-Not at all Important | 1(0.0116 | 0(0 | 0 | 1(0.0117 | 1(0.0116) | 1(0.0116 |
| 2 | 2(0.0232 | 0(0 | 2(0.0232 | 3(0.0352 | 2(0.0232) | 2(0.0232 |
| 3 | 1(0.0116 | 4(0.0465 | 3(0.0348 | 2(0.0235 | 3(0.0348 | 4(0.0465 |
| 4 | 4(0.0465 | 8(0.0930 | 5(0.0581 | 10(0.1176 | 8(0.093 | 13(0.1511 |
| 5 | 19(0.22093) | 13(0.1511 | 18(0.2093 | 9(0.1058 | 20(0.2325) | 10(0.1162 |
| 6 | 11(0.1279 | 15(0.1744 | 17(0.1976 | 17(0.2 | 19(0.2209 | 20(0.2325 |
| 7-Extremly Important | 48(0.55813 | 44(0.5116 | 41(0.476 | 43(0.5058 | 33(0.3837 | 36(0.4186 |
| Total | 86 | 84 | 86 | 85 | 86 | 86 |
| Mean | 12.285 | 12 | 12.285 | 12.142 | 12.285 | 12.285 |
|  |  |  |  |  |  |  |

**Percentage:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q7(1-6) | Q7-1 | Q7-2 | Q7-3 | Q7-4 | Q7-5 | Q7-6 |
| Rating | **Promoting  hygiene** | **Promoting  social distance** | **Well-being and  Mental health** | **Financial  support initiatives** | **Effective communications  about initiatives / support** | **Planning  for future** |
| 1-Not at all Important | 1.16 | 0 | 0 | 1.17 | 1.16 | 1.16 |
| 2 | 2.32 | 0 | 2.32 | 3.52 | 2.32 | 2.32 |
| 3 | 1.16 | 4.76 | 3.48 | 2.35 | 3.48 | 4.65 |
| 4 | 4.65 | 9.52 | 5.81 | 11.76 | 9.3 | 15.11 |
| 5 | 22.09 | 15.47 | 20.93 | 10.58 | 23.25 | 11.62 |
| 6 | 12.79 | 17.85 | 19.76 | 20 | 22.09 | 23.25 |
| 7-Extremly Important | 55.81 | 52.38 | 47.6 | 50.58 | 38.37 | 41.86 |
|  |  |  |  |  |  |  |

**Analysis:** From the above table, we can see that 7-extremely important has the highest percentage, which are 55.81% for hygiene, 52.38% for social interaction, 47.6% for mental health, 50.58% for financial support, 38.27% for communication, and 41.86% for planning future, while the lowest percentage is seen at 1-not at all important, accounted for 1.16%, 0, 0, 1.17%, 1.16% and 1.16% as former sequence.

It seems that providing of the 6 supports are all extremely important, while this shows a high in demand from either support from school or government and should really take into consideration.

**Q8. Now thinking about CDU, to what extent, if at all, are you satisfied with CDU's response to Covid-19 in relation to the following support initiatives?**

**Respondents:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q8(1-6) | Q8-1 | Q8-2 | Q8-3 | Q8-4 | Q8-5 | Q8-6 |
| Rating | **Promoting  hygiene** | **Promoting  social distance** | **Well-being and  Mental health** | **Financial  support initiatives** | **Effective communications  about initiatives / support** | **Planning  for future** |
| 1-Extremely Dissatisfied | 0 | 0 | 2 | 5 | 3 | 5 |
| 2 | 2 | 2 | 1 | 8 | 2 | 3 |
| 3 | 2 | 4 | 5 | 9 | 8 | 7 |
| 4 | 13 | 13 | 21 | 16 | 17 | 15 |
| 5 | 29 | 25 | 22 | 21 | 24 | 24 |
| 6 | 17 | 20 | 17 | 11 | 17 | 16 |
| 7-Extremly Satisfied | 19 | 19 | 16 | 14 | 12 | 13 |
| Total | 82 | 83 | 84 | 84 | 83 | 83 |
| Mean | 11.714 | 11.857 | 12 | 12 | 11.857 | 11.857 |

**Percentage:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q8(1-6) | Q8-1 | Q8-2 | Q8-3 | Q8-4 | Q8-5 | Q8-6 |
| Rating | **Promoting  hygiene** | **Promoting  social distance** | **Well-being and  Mental health** | **Financial  support initiatives** | **Effective communications  about initiatives / support** | **Planning  for future** |
| 1-Extremely Dissatisfied | 0 | 0 | 2.38 | 5.95 | 3.61 | 6.02 |
| 2 | 2.43 | 2.4 | 1.19 | 9.52 | 2.4 | 3.61 |
| 3 | 2.43 | 4.8 | 5.95 | 10.7 | 9.63 | 8.43 |
| 4 | 15.85 | 15.6 | 25 | 19.04 | 20.48 | 18.07 |
| 5 | 35.36 | 30.1 | 26.19 | 0.25 | 28.91 | 28.91 |
| 6 | 20.73 | 24.09 | 20.23 | 13.09 | 20.48 | 19.27 |
| 7-Extremly Satisfied | 23.17 | 22.89 | 19.04 | 16.6 | 14.45 | 15.66 |
| Total | 82 | 83 | 84 | 84 | 83 | 83 |

**Bar Chart:**

**Analysis:** The highest percentage can be seen in 5 for almost every section which are hygiene, social distancing, well-being and mental health, communication, and planning, accounted for 35.36%, 30.1%, 26.19%, 28.91%, and another 28.91%, except for financial support which is rating as 4 for 19.04%. However, the lowest percentage can be found in 1-extremely dissatisfied for hygiene and social distancing for both 0%, while for 2, the lowest rate for mental health, communication and planning future stand for 1.19%, 2.4%, and 3.61%.

It seems that most of the respondents are fairly satisfied with the effort CDU has made but still need some improvements, while financial support provided by CDU still needs some improvements as it shows highest frequency near dissatisfaction in 2 and 3.

**Q9. And overall to what extent, if at all, are you satisfied with the Government’s response to Covid-19 in relation to the following support initiatives?**

**Respondent:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q9(1-6) | Q9-1 | Q9-2 | Q9-3 | Q9-4 | Q9-5 | Q9-6 |
| Rating | **Promoting  hygiene** | **Promoting  social distance** | **Well-being and  Mental health** | **Financial  support initiatives** | **Effective communications  about initiatives / support** | **Planning  for future** |
| 1-Extremely Dissatisfied | 1 | 1 | 0 | 9 | 3 | 6 |
| 2 | 1 | 2 | 5 | 10 | 4 | 3 |
| 3 | 9 | 1 | 8 | 5 | 10 | 10 |
| 4 | 10 | 11 | 19 | 12 | 10 | 14 |
| 5 | 19 | 27 | 19 | 18 | 26 | 21 |
| 6 | 24 | 18 | 19 | 17 | 16 | 17 |
| 7-Extremly Satisfied | 22 | 26 | 16 | 14 | 14 | 13 |
| Total | 86 | 86 | 86 | 85 | 83 | 84 |
| Mean | 12.285 | 12.285 | 12.285 | 12.142 | 11.857 | 11.857 |

**Percentage:**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Q9(1-6) | Q9-1 | Q9-2 | Q9-3 | Q9-4 | Q9-5 | Q9-6 |
| Rating | **Promoting  hygiene** | **Promoting  social distance** | **Well-being and  Mental health** | **Financial  support initiatives** | **Effective communications  about initiatives / support** | **Planning  for future** |
| 1-Extremely Dissatisfied | 1.16 | 1.16 | 0 | 10.5 | 3.61 | 7.14 |
| 2 | 1.16 | 2.32 | 5.8 | 11.764 | 4.81 | 3.57 |
| 3 | 10.4 | 1.16 | 9.3 | 5.88 | 12.04 | 11.90 |
| 4 | 11.6 | 12.7 | 22.09 | 14.117 | 12.04 | 16.66 |
| 5 | 22.09 | 31.39 | 22.09 | 21.17 | 31.32 | 25 |
| 6 | 27.9 | 20.9 | 22.09 | 0.2 | 19.27 | 20.2 |
| 7-Extremly Satisfied | 25.5 | 30.23 | 18.6 | 16.47 | 16.86 | 15.47 |

Bar chart:

**Analysis:** the highest percentage for hygiene, social distancing, mental health, financial support, effective communication, and planning future are seen at rating 5, which are 22.09%, 31.29%, 22.09%, 21.17%, 31.32%, and 25% in sequence. However, even though the respondents show less dissatisfaction, the financial support still need improvement.

Similar to the Feedback from CDU, It seems that most of the respondents are fairly satisfied with the effort Government has made but still need some improvements, while financial support provided by government still needs some improvements as it shows highest frequency near dissatisfaction in 1 and 2.

**\*Summary Gap Analysis of Q7,Q8,Q9**

|  |  |  |  |
| --- | --- | --- | --- |
| **Category** | **IMP** | **CDU** | **GOVT** |
| Promoting hygiene(1) | 12.285 | 11.714 | 12.285 |
| Social distancing (2) | 12 | 11.857 | 12.285 |
| Well being and mental health(3) | 12.285 | 12 | 12.285 |
| Financial Support(4) | 12.142 | 12 | 12.142 |
| Effective communication(5) | 12.285 | 11.857 | 11.857 |
| Planning for the future(6) | 12.285 | 11.857 | 11.857 |

**Analysis:** compare the 3 factors in this gap analysis, for hygiene, the government did a good job with the importance, while CDU needs some improvements. For promoting social distancing, the government outperforms the importance, while CDU still needs some improvement.

As for mental health and financial support the government still outperform the importance and CDU, while CDU has meet the criteria of importance. As for communication and planning for future, government and CDU are lower than that of importance.

Q10.

1. Gender

|  |  |  |
| --- | --- | --- |
| **Q10(a)** |  |  |
| **Gender** | **frequency** | **%** |
| **Male** | **47** | **54.6** |
| **Female** | **39** | **45.3** |
| **Total** | **86** |  |

**Analysis:** We can see that the male respondents outnumber the female respondents

1. Age

|  |  |  |
| --- | --- | --- |
| Q10(b) |  |  |
| **Age** | **frequency** | **%** |
| Under 20 | 4 | 4.65 |
| 20-29 years | 46 | 53.48 |
| 30-39 years | 32 | 37.2 |
| 40-49 years | 4 | 4.65 |
| Mean | 21.5 |  |

**Analysis:** We can see that the age of respondent are between 20 to 39 years old, which contribute to nearly 80%.

1. Studying History

|  |  |  |
| --- | --- | --- |
| Q10(c) |  |  |
| **Studying History** | **frequency** | **%** |
| Current Student- Full time | 53 | 61.62 |
| Current Student- Part-time | 3 | 3.48 |
| Finished Studying within the past 2 years | 15 | 17.4 |
| Was a student more than 2 years ago | 15 | 17.4 |
| Mean | 21.5 |  |

**Analysis:** More than half of the respondents are currently students, and 30% of respondents are those either current graduates or more than 2 years.

1. Residence Status

|  |  |  |
| --- | --- | --- |
| Q10(d) |  |  |
| **Residence Status** | **frequency** | **%** |
| Temporary Resident | 46 | 53.48 |
| Permanent Resident | 10 | 11.62 |
| Other | 24 | 27.9 |
| Australian Resident | 6 | 6.97 |
| Mean | 21.5 |  |

**Analysis:** 53% of respondents are temporary residents, while nearly 28% are others.

1. Employment

|  |  |  |
| --- | --- | --- |
| Q10(e) |  |  |
| **Employment** | **frequency** | **%** |
| Casual | 21 | 24.418 |
| Full-Time | 12 | 13.95 |
| Not employed | 36 | 41.86 |
| Part-time | 17 | 19.76 |
| Mean | 21.5 | 25 |

**Analysis:** We can see that the respondents are mostly unemployed and many of them are either casual or part-time worker, while only 12% of them have full time position.

1. State living in

|  |  |  |
| --- | --- | --- |
| Q10(f) |  |  |
| **State** | **frequency** | **%** |
| ACT | 1 | 0.011627 |
| New south wales | 3 | 0.0348 |
| Northern Territory | 62 | 0.72093 |
| Queensland | 1 | 0.011627 |
| South Australia | 3 | 0.0348 |
| Tasmania | 5 | 0.0581 |
| Victoria | 10 | 0.1162 |
| Western Australia | 1 | 0.0116 |

**Analysis:** Most of respondents are from NT, and 10% of them are from Victoria.

1. Is there anything else that could be provided to assist you in relation to COVID19??

|  |  |  |
| --- | --- | --- |
| Q10(g) |  |  |
| **CodeFrame** | **Frequency** | **%** |
| Financial Supplies | 5 | 9.61 |
| Cash supplies | 1 | 1.92 |
| Job Opportunities | 4 | 7.6 |
| Firm Subsidy | 1 | 1.92 |
| Reduction in rent or bill | 1 | 1.92 |
| Household subsidy | 1 | 1.92 |
| Tuition fee deduction | 2 | 3.84 |
| Job for students | 1 | 1.92 |
| Hope goes back to normal | 1 | 1.92 |
| Online Learning | 2 | 3.84 |
| Remove Travel Ban | 2 | 3.84 |
| Mental health supplies | 1 | 1.92 |
| No impact | 1 | 1.92 |
| Need more options | 1 | 1.92 |
| No need support | 27 | 54 |
| Safety tips | 1 | 1.92 |
| Stop Discrimination | 1 | 1.92 |
| Help more people | 1 | 1.92 |

**Analysis:** To our surprise, more than 50% of the respondents do not ask for any help from either CDU or government’s help. However, it seems that job opportunities and financial supplies show a high percentage, which are 7.6% and 9.61%, indicating that money and jobs are valued much during this challenging time.

Summary and Recommendation:

**Summary:**

Based on the previous analysis, we can infer that firstly the majority of the respondents are worried about travel restriction, job loss and may have mental issue.

Secondly, most of them have a good understanding of COVID-19, and their daily routines including work, socialization, leisure activities are all affected. Most importantly, consumer behavior related to human health are not strongly affected, while the unrelated one does.

Also, we notice that the expenditure change in April is greater than March. Moreover, from questions 7 and 8, we notice that most of the respondents are satisfied with CDU and government’s support but financial supplies still needs improvements. On top of that all of the support provided by CDU and government such as promoting hygiene and social distancing should be promoted as the data shown.

**Recommendation:**

Recommendation for government to promote hygiene includes providing hygiene stuff such as sanitizer facial mask, and sanitize the public spaces on a daily basis and make sure in crowded place there is a random temperature check service. As for CDU, make sure all the public area such as library and classroom are well sanitized, and some hygiene stuff could be provided.

To promote social distancing, government should create more awareness by advertising and make people get used to this policy. CDU could try to change the sitting plan, reduce the number of students, provide online class, and lecture the importance of social distancing in school.

To support mental health, government can promote online programs for better health without charge so that people can perform those activities to relieve stress, anxiety and any health related problem. CDU could provide school counselor if there is any students who need help.

To promote financial support, government can subsidize some necessity which are in high demand and try to provide jobs for those who were laid off or unemployed. Also, discount on rent and tuition fees are helpful if possible. CDU could reduce tuition fee and provide grants for students.

To promote communication, could design mobile application to monitor COVID-19, and encourage people to download it. CDU could contact students with online meeting and support students if there is any emergency.

To plan for the future, government should prepare for extension of visa for non-residents, and extend instalment for car or house. Government should provide more options to reduce impact of Covid-19, but also avoid pressure from government officials. CDU could provide alternative placement policy since some students need to extend their student visa because of coronavirus, CDU should provide certain support to help them.

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