

Group ID:10-22

Future Trends Written Report

Analysis of effect of Covid-19 virus on hawkers and the hawker scene

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Project title: Covid-19:A cause for change

Problem 1:

Decline in business for brick-and-mortar companies

[Observation] Based on our primary research data gathered from 55 consumers of hawker food, 39 out of 55 respondents or 70.9% strongly agreed that "Covid-19 has greatly impacted the Hawker Industry in terms of their revenue and business in physical stores".

[Research]The covid-19 virus has caused a steep decline in business for brick-and-mortar companies, such as hawker stalls and other types of SME(Alexander W. Bartik,2020). According to Mckinsey, a company that advises on strategic management to other corporations, stated that “for consumer goods and retail, a year like no other meant that the future showed up early, and in an ugly mood. COVID-19 shut down retail locations across the world, forcing consumers to change their buying behaviors.” (Mark Staples, March 17 2021)

[Problem] Due to COVID-19 restrictions, visitor count is limited and people are encouraged to stay at home. From the implementation of social distancing measures to prevent crowds and large gatherings, to restrictive entrances and exits to limit shopper traffic in shopping malls, physical purchasing of food became inconvenient for many, even after Singapore re-opened in phases post-circuit breaker.

[Observation]Based on our primary research data gathered from 55 consumers of hawker food, 44 out of 55 respondents or 80% strongly agreed that "Covid-19 has forced many Hawkers to resort to online ordering methods for revenue".

[Problem]With the onset of the new Covid-19 normal, a new regular sight will be that of online food ordering services. Examples include those of grabfood, foodpanda and deliveroo. These services provide the public with an alternative option, one that allows them the convenience of getting food served right to their doorstep, without them having to lift a finger.

[Research]It had already been a popularising option pre-covid19 due to its convenience and effectiveness, however with the new existing covid-19 normal, the use of these services has seen a sharp increase in users due to safe management measures requiring people to stay at home, with no dine-ins available. According to a research done by the business times, a whopping 25% of all sales were done online at the height of the pandemic(Ethan Hsu,2021), showing the strength of using online platforms for commerce, and for hawkers specifically, the use of online food ordering services. Even when measures were loosened to allow dine-ins, due to the fear of contracting the virus or

work from home being the new normal, people may still choose to use these services. This causes a lack of business for hawker stalls, which are physical stalls that are less convenient for people, as well as a less likely option for people stuck at home. They will thus take a big hit from the pandemic as people are more likely to use online mediums for food, rather than to visit hawker centres.

Problem 2:

Declining tourism impacting hawker revenue

[Observation]Based on our interview conducted with Mr Liu Tze Ming, chef of a hokkien mee stall in Changi Village Hawker centre,as well as hawker stalls under Hai Zhong Bao located at Woodlands and Admiralty, when asked the question: **“What are some impacts of covid-19 on your own hawker stall?”** he commented that: **“ There are less people out and about, and less people patronizing our stalls. My stall is also located at a tourist attraction (referring to his stall at Changi Village), when there are less tourists, there is less business.”**

(Interview is loosely translated from chinese)*

[Problem]The Covid-19 pandemic has caused lower rates of tourism all around the world(Cyril rebillard,2020). As stated in our interview, it seems that Mr Liew has been facing the loss of revenue due to the travel restrictions imposed worldwide. These losses are especially felt by hawkers which have a consumer base consisting largely of foreigners. These hawkers include those in famous hawker centres, or those famously known for their good food.

[Research]With border closures during this period, it does not allow for people to travel overseas. People who wanted to visit Singapore cannot do so anymore, and it affects many Singaporean hawkers. Even though countries are already working together to restart global travel progressively, such as the travel bubbles many countries are discussing at the moment, people will still be hesitant to travel due to fear of getting infected. The effects of the Covid-19 pandemic on tourism can clearly be seen by a research conducted by CNA, finding that the number of international visitors in Singapore plunged from 1.69 million in January to just 8,912 in August. (Navene Elangovard, 2020)

[Problem]The lack of tourism affects the hawker scene more so than many other industries. This is due to the fact that Singapore's hawker scene was recently added to the UNESCO list of intangible cultural heritage. The hawker industry attracts foreigners to visit the country just to try our hawker food. Without international travel, the portion of

business attributed to tourism for hawkers is completely gone, and it causes a diminished revenue for hawkers.

Problem 3:

Unable to adapt to online business model

[Observation]Based on our interview conducted with our research partner, CEO of food centre business “Hai Zhong Bao”, Mr Wilson Ang, when asked the question: “**What are some of the impacts of covid-19 on physical in-store food vendors?**” he commented that: “**Lesser human traffic patronising the hawker stalls which means lesser revenue for them. The older generations running a hawker stall were being forced to adopt IT solutions such as online ordering platform, cashless payment etc in order to ensure their business stay afloat.**” This highlights a problem that arose from COVID-19. The obligation to shift to e-commerce businesses in order to sustain revenue.

[Problem]When hawkers are faced with the threat of less business and commerce at their physical hawker stalls, it is logical for them not to fight against the powerhouse that is online food ordering platforms in the new covid-19 normal, but instead join them. With the lack of revenue in physical businesses partnered with the increasing popularity of e-commerce, many businesses will shift to online mediums in an attempt to earn more revenue. As Senior Minister of State for Trade and Industry Chee Hong Tat stated "Online (channels) will play an increasingly important role going forward, especially for retail shops that can serve customers that way."(Sue-Ann Tan,May 14,2020)

[Research]It may seem that shifting to online food ordering services can only bring about benefits for the hawkers. However, the move to online food ordering services is not as fairy-tale like as it makes it out to be. According to global statistics, online shopping is ever more popular in 2020 and 2021. In 2020, a total of over 80 percent of consumers across the globe shopped online: reaching nearly 90 percent each(D.tighe,2021). With the overwhelming odds in favour of shifting to online mediums for business, unfamiliarity with online platforms, especially with hawkers which a high percentage of are of relatively old age and are not accustomed to the internet, it poses the challenge of moving to these platforms for commerce. Hawkers may be unfamiliar with these platforms and may receive negative feedback and bad brand reputation when they mess up an online order. Those that choose not to sign up for these platforms for sale of their food as they do not know how to navigate the online world, may also end up missing out on business

opportunities otherwise unavailable to them, causing them to be at a huge disadvantage, just because they are unfamiliar with online food ordering.

[Observation]Based on our interview with Mr Wilson Ang on this topic, he also commented that “Increasing food cost will be a challenge posed to all hawkers due to the high commission the tech companies are drawing as consumers are price sensitive.”

[Problem]The food ordering services may impose a high commission fee to outweigh the costs of delivery, as well as for brand recognition if said online food ordering service platform is popular. Some hawker stalls may not be able to afford to pay these costs. Furthermore, if individual hawkers were to sign up for these services, they would have to increase their prices to cope with these commissions.

[Research]According to a survey by the National Federation of Independent Business(NFIB), a record 44% of small businesses in the NFIB survey, which includes hawkers, plan to increase prices in the next three months(Evan sully,2021). Increased prices may further ward people away from even buying from hawkers online.

Problem 4:

Decline in mental health

[Observation]Based on Straits Times’ writer Wong Ah Yoke, who conducted a discussion with multiple hawker professionals. It is mentioned during the discussion that "Very few people want to go into the hawker trade because it's a tough life. And it's getting tougher. Rental and the cost of ingredients are going up. Some hawkers say they're not making enough. But people expect hawker food to be cheap," says The Straits Times food critic. "So at the centre of this is the question of how long hawker food will be around if people don't want to be hawkers because they can't make money, but customers don't want to pay more."(Nur Asyiqin Mohamad Salleh,2015). Hawkers are already burdened with multiple stresses such as the gradual decline in business and pressure from the public pre-Covid. Thus, the introduction of the pandemic will inevitably heap on more stress on the hawkers, with the restrictions and dangers it brings. Hence, this will take a toll on the hawker’s wellbeing and will negatively affect their mental health.

[Problem]For hawkers, the dangers of owning a food stall are clear to see. With hundreds of people frequenting a hawker stall daily, the risk of infection from any one of these customers is high. From the many clusters of Covid-19 cases in Singapore, including

those of Hong Lim market food centre, as well as the NTUC Foodfare at Anchorvale, the risk of getting infected are quite apparent. With the risk of infection, comes the fear for their lives. When a very dangerous and potentially life threatening disease may infect hawkers at almost any day or any time, they are sure to have the stress and pressure to not only fear for their lives, but also be worried about bringing the virus back home, where loved ones may be infected. As hawkers are very vulnerable to contracting the virus, it will thus cause a decline in mental health for them.

[Research]Furthermore, during this Covid-19 period, restrictions have resulted in much less business for them. Many of these hawkers are sole breadwinners of their families and require a stable, decent income in order to support their family. According to an interview conducted by TodayOnline on a stall owner Asiah Omar, 66, who sells noodles at Tekka Market, said that any help granted to her was good. “Business has gone down by 50 per cent. After paying the cleaning costs and other costs, sometimes I go without a salary.”(Lena Loke, Nabilah Awang,2020) With the hawkers unable to even receive much income, they are barely even able to sustain themselves, much less their families. With these financial problems becoming more and more prominent in our hawker industry, the hawkers will be burdened with large amounts of stress, and thus their mental health will inevitably decline.

Problem 5:

Increased workload for retailers

[Observation]Based on our interview conducted with our research partner, CEO of food centre business “Hai Zhong Bao”, Wilson Ang, when asked the question: “**What might be some of the challenges in the process of keeping the hawker scene alive in the post-COVID normal?**”, he commented that: “**Labour will be a big issue to all hawkers. With the Singapore government’s decision to use Tracetgether in every communal place, more shophands have to be hired**” This highlights the effects of the mandatory safe management measures on hawkers, where more labour is needed to keep the communal space, the hawker centres, safe from the virus.

[Problem]Retailers such as hawkers have to take more precautions during the covid-19 period, such as more frequent sanitisation and cleaning, and the need for constant enforcement of social distancing measures such as keeping a 1m distance between customers in the queue. These may require some shop owners to hire more workers to

assist them, as they may not be able to handle the workload themselves, especially for those in the food and beverage industry, as not only do they have to prepare the food, but also take orders and serve it to customers. With the need to hire more workers, comes the need to spend more money in order to pay the salaries of their workers. Hawkers are forced to absorb these costs by themselves, and they themselves may not be earning enough to pay the salaries and hire more workers, putting even more stress on them.

[Problem]However, other store owners face an opposite problem, which is the difficulty in finding workers to help them in their shops. One reason is because working parents may now be forced to stay home in order to look after their children, as many childcare centres have closed, thus leaving their children unattended at home. Other workers may be hesitant to return to physical shops, due to fears of Covid-19.

[Research]A March 2021 survey by the National Federation of Independent Business found that 42% of owners had job openings that could not be filled, a record high. Ninety-one percent of those hiring or trying to hire reported few or no qualified applicants for the positions they were trying to fill(Michelle fox,2021). In hawker stalls, there is a need for someone to take orders, and for someone to cook the food. Many hawkers are of the older generation, thus the inability to hire workers to assist them in their stalls puts pressure on them, and forces them to absorb the heavy workload by themselves. Having to move to and fro to take orders and cook food takes a toll on their health, especially since most hawkers, who are in their old age, are not as mobile as before. Thus, increased workload for retailers takes a toll on the hawkers.

Underlying problem (Incorporating challenges 1-3)

Given that Covid-19 and its associated restrictions have resulted in loss of revenue for hawkers and coffeeshop tenants alike, causing some to quit or be forced into bankruptcy, how might we help the hawker industry adapt such that the hawker scene can not only be preserved, but thrive in the new Covid-19 world in 2030?

Solution 1

We, of the online food ordering platforms, will allow hawkers to have a free trial period for the online food ordering platforms, for the hawkers to test out and decide whether they would like to use these platforms for business. The trial period will include a waived commission fee for the delivery of food. This will allow for hawkers to be incentivised to try out the food ordering platforms, with no risk or pressure to commit to these online mediums. Having a trial period will also allow for hawkers to build up a consumer base before fully committing. Without a stable consumer base, it will take time before a hawker can actually start earning revenue, and even the success of their business in the online world is not guaranteed. With the trial period, hawkers can either test out whether their business can even survive in the online world, as well as use the time during the trial to build up its consumer base, to guarantee that there will be customers after the switch to online mediums. A survey conducted by the SG Together Alliance for Action (AFA) digital ambassadors of over 90 per cent of hawkers in Singapore, found out that among the reasons hawkers were unconvinced about using online mediums for business, a particularly big concern was that hawkers were “not having enough manpower to cope with additional demand, and being unconvinced that delivery platforms would drive greater demand.”(Anjali Raguraman,2021) A trial period offered by online food ordering services will allow those who have doubts or are unconvinced that online platforms will do good for their business, to try it out first. When more hawkers are convinced to join online food ordering platforms, their revenue will increase.

Solution 2

We, of the government, will build a support network of members of the food ordering companies, community volunteers, or experienced digital ambassadors to help hawkers, especially older ones, to adopt online mediums for business. With online mediums becoming more vital for hawkers to survive in the new COVID-19 world, help should be given to those who wish to make the move to online mediums for business. The Minister of State for Communications and Information and National Development Tan Kiat How said in a Facebook post, that a survey conducted by the SG Together Alliance for Action (AFA) digital ambassadors of over 90 per cent of hawkers in Singapore, which found out that one-third of them have adopted online ordering or online delivery, and about 14 percent of the rest are interested or are considering it seriously (Anjali Raguraman,2021). To the hawkers that are interested in making the move, these multiple groups of people will educate them about the benefits of going digital, as well as support them in any way

possible when they experience difficulties and unfamiliarity with the digital world. The government will reach out to and employ young and technologically savvy hawkers, as well as tech specialists in the online food ordering platform companies. They would be hired to help other hawkers with the move to online mediums, and to be accustomed to the layout and interface of the online platforms of their choice, as well as any other essential skills to be able to sell their food on online platforms without much hiccups. Furthermore, a learning package may be curated for these hawkers by the aforementioned groups of tech-savvy personnel. The learning package would entail training opportunities for areas associated with online food ordering, such as menu curation, ways to cope with managing greater demands and more online orders, marketing and advertising. The support network will be readily available to all hawkers, no matter the financial situation, allowing any hawker who decides at any time to make the switch to online mediums, to be assisted by members of the support network, making a smooth transition to online mediums.

Solution 3

We, of the online food ordering platforms will implement a personal profiling system on our platforms for each food vendor and or stall, so as to incorporate a sense of human and personal touch into each and every vendor's stall. Firstly, we will personally visit the hawkers who are using the online food ordering platform, and take some promotional photos and videos of them cooking and preparing the food, as well as taking down some personal accounts from the hawkers, about the hardships and problems they face while running their stall, or about their life in general. On the online platform, under the hawker's profile, we will add a new component, which tells the customers about the very person preparing their food. Not only will the videos and photos be put inside the new component, but also the personal accounts from the hawkers. Instead of simply ordering food from random stalls, customers will now be able to know more about the vendors, and through reading their personal accounts, as well as watching videos of them preparing the food, they will be more sentimental and understanding towards the hawkers, knowing the problems and difficulties they face. Jonathan Snow, co-founder and chief operating officer of digital marketing agency The Snow Agency, said that "If you work to reach out to your customers online and make them personally know who they are buying from, it makes people more inclined to want to continuously go back to your company's website and social media accounts time and time again." A successful application of human touch is seen in CakeSafe, a baking company. It took that human element to social media, particularly to Instagram. It uses Instagram Reels, as well as

IGTV (longer-form videos) to showcase products and give shoppers a behind-the-scenes look at its operation. For example, it posted Instagram Reels of customers using a heart-shaped cake product for Valentine's Day cakes. The video increased sales of that product by 287.5% year over year compared with its sales growth for that product in 2019 when it did not use Reels. CakeSafe has 45,400 followers on Instagram as of publication(Stephanie Crets,2021). By adding a more personal touch on the online platforms, customers will be more willing to purchase from hawkers and vendors, knowing how hard their daily lives are, as they will want to support them. This increases the revenue of hawkers, helping them adapt to the new covid19 world.

Solution 4

We, of the National Environment Agency (NEA), will provide a full support package, consisting of rental waivers, vouchers for the public to use in hawker centres, as well as subsidies for the salaries of shophands of hawkers. This not only reduces the stress put on hawkers, but also encourages the public to patronize hawker stalls, which helps increase their revenue. The vouchers can be used by the public to purchase food from hawker stalls, which gives the public more incentive to patronise hawker centres. One similar example can be seen through the Singapo Rediscovery vouchers, given out by the Singapore government to every household. It was given out as a means to increase internal tourism in Singapore, so as to boost the economy. Since bookings began on December 1st 2020, "More than 300,000 Singaporeans have used their SingapoRediscovery vouchers to book hotels, attractions and tours". In addition, as of January 1st 2021, "the bookings amount to \$35.9 million in vouchers and payments, the Singapore Tourism Board (STB) said"(Jessie Lim,2021). Through these vouchers given out, it is evident that Singaporeans are more incentivized to spend on businesses, when given vouchers to help reduce the costs. Not only did this help boost the economy, it also helped individual businesses tide through these tumultuous times in Covid-19. When given vouchers for hawker stalls, citizens will definitely be more willing to purchase food from these stalls, helping increase the revenue of the hawkers. These vouchers which the hawkers receive can be brought forward to the government and converted into cash. This benefits hawkers by improving their business, and allows them to have more customers. By waiving rental fees for a specific amount of time, as well as subsidising salaries of employees hired by hawkers, they will be in a better financial position to continue to run their stall without threat of closing down from minimal profits.

Solution 5

We, of the mass media companies, will conduct traditional types of marketing, as well as digital marketing, to influence the public to support Singaporean home grown hawker food. Pamphlets for tourism in Singapore will advertise hawker businesses that are good to eat at, and advertisements on public transport or billboards will be put up, recommending local cuisine to passers by, helping them gain popularity. With advertising online becoming a better choice in the future, digital marketing can also be conducted. Local social media influencers can frequent hawker stalls to conduct various activities with hawkers such as a friendly cooking competition, or food reviews. An example includes a show by local youtube sensation Night Owl Cinematics called “Food King” which rates hawker foods. The activities will then be recorded and put up on various social media platforms, such as Youtube or Instagram, for entertainment. Through the fun and entertaining videos put up by these social media influencers, more people, especially the younger generation, are more inclined and interested to try out our local cuisine. Broadcast companies in Singapore, such as Mediacorp, can also invite more local talents in hawkers, to annual local cooking competitions such as the likes of Masterchef Singapore, so as to help them gain brand reputation and recognition from Singaporeans. Furthermore, Mediacorp can also invite renowned local celebrity chefs to conduct cooking demonstrations/shows with hawkers. In the show, the professionals can educate the hawkers on new recipes they can use, finding suppliers, how to establish a customer base etc. By serving as their mentors, hawkers can not only gain more insight on how to run a successful food business, their stalls can also gain reputation under the mentorship of a popular celebrity chef. The power of mass media advertising is highlighted in how Nike struck global success with a 8.4 billion USD increase in revenue within a decade. Their staggering success is largely attributable to their “Just Do It” advertising campaign. With the same principle applied to hawkers, if hawkers are given a certificate of recognition, the public would be more willing to try the food out considering the prestige of being mentored by famous and popular celebrity chefs. By advertising through different means to the public, Singaporeans will be more aware of the local hawker scene and hawker food options, and are more likely and willing to try more hawker food, giving hawkers more commerce, and by extension, more revenue.

Criteria for solutions

1. Which solution is the most convenient for hawkers?
2. Which solution is the least costly for hawkers?
3. Which solution will have the most lasting effects for hawkers?
4. Which solution will most allow for hawkers themselves to take ownership of their adaptation to Covid-19?
5. Which solution is the most innovative such that it will make use of future trends such as technology to solve the underlying problem?

Decision matrix

Criteria	1. Most convenient	2. Least costly	3. Lasting effects	4. Allows for ownership	5. Innovativeness	Total
Solution 1 - Free trial period	2	5	2	4	5	18
Solution 2 - Support network	3	3	5	5	3	19
Solution 3 - Personal profiling system	1	2	4	3	4	14
Solution 4 - Full support	5	4	1	1	1	12

package						
Solution 5 - Advertising and marketing	4	1	3	2	2	12

*Solutions are judged according to their extent of meeting the criteria from 1-5, with 5 being the most and 1 being the least.

Best solution: Solution 2

Action plan

We decided that our action plan should be a multi pronged solution to our underlying problem. We wish to create an action plan that can first of all, encourage more hawkers to make the move to online food ordering platforms, so as to reap the benefits of online mediums for their businesses. Our action plan will also seek to ease the transition of hawkers to online mediums for business going forward, as it seems online food ordering platforms will be the key to running a successful hawker stall in the future. This is in the hopes for a more seamless move, with few problems or troubles. Thus, we have decided to incorporate solutions 1 and 2, as they are quite close in ranking in our decision matrix. We will also make use of futuristic elements to be better prepared for the new Covid-19 world.

The first part of our action plan will be for online food ordering platforms to entice hawkers to use online mediums for business through a free trial period. The trial period will allow hawkers to test out the interface of the online food ordering platforms. With a waived commission fee, hawkers can be allowed to familiarize themselves with the platform, and have no pressure to commit to changing, as well as there being no inherent risk involved. It also allows them to build up a consumer base, to be more assured that there will be business once they make the switch to online mediums. To carry out the implementation of the free trial period, representatives from the online food ordering companies can be enlisted to each hawker centre, to inform them of the free trial period. When the free trial period is made known to most hawkers, there will be more hawkers who are willing to test out these online food ordering services.

The second part of our action plan will be for hawkers which are convinced to join online food ordering services. The government will build a support network of members of the food ordering companies, community volunteers, or experienced digital ambassadors to help hawkers, especially older ones, to adopt online mediums for business. They will be employed by the government to educate hawkers about the benefits of online food ordering platforms, and convince them to join. They will also assist hawkers with any problems they have or may face, so as to allow them to fully understand the online platform which they will be operating their business from, in terms of areas such as usage of the interface, payment methods, managing orders etc. Furthermore, a learning package will be curated, which would be taught to the hawkers by the support network, about the basics and fundamentals of online food ordering platforms. The learning package would entail training opportunities for areas associated with online food ordering, such as menu curation, ways to cope with managing greater demands and more online orders, marketing and advertising. This will allow hawkers to adapt to the digital world, and thus have an overall more smooth transition to online food ordering platforms.

We plan to simultaneously start to implement both parts of our action plan in the 1st year, start the personalization of the teaching material in the 2nd year, and for hawkers to start the move to online mediums for business and be assisted by the support network by the 5th year.

A potential problem is that the learning package and help the hawkers receive may not be apt for their specific situation. For instance, in a survey conducted by the SG Together Alliance for Action (AFA) digital ambassadors of over 90 per cent of hawkers in Singapore, hawkers cited a problem of “food items such as drinks, dessert and small-ticket items were not suitable for delivery.” To counter this, a “smart” algorithm curated by AI can be implemented to be able to provide more personalised lessons for each individual hawker, based on their circumstance or individual problems faced. Based on data and feedback from hawkers, a more personalised package will be curated by the algorithm for these hawkers, such as in the areas of packaging or pricing, added on to the already existing learning material. It will help teach each specific hawker what they need to know to run a successful online hawker stall, in terms of their own circumstances, allowing for our action plan to be more effective.

Another potential problem is that as the digital world is always changing, thus hawkers may be unfamiliar again with the online food ordering platforms if they undergo an update to their interface, or with any relevant changes to the platforms. To counter this,

we will not restrict enlistment of help from the support network only to new hawkers that want to move to online mediums, but instead allow any hawkers that need the help to receive help. The support network, together with the learning package, should be made available to all hawkers, such that they will continue to use online food ordering platforms when they resolve the issue or problem after they receive help from the support network.

After consultation with our chosen organisation, Hai Zhong Bao, the CEO Mr Wilson Ang gave us feedback on our action plan. He brought up some feasibility issues for our action plan. Firstly, he commented that it may not be possible to convince the online food ordering services to allow a free trial period, as they would lose money if hawkers decide not to use the platforms even after trying it out. To counter this, we will enlist the help of the government to pay off the fees during the trial period. The government, as seen in the 2021 job support scheme, is keen in helping hawkers stay afloat in the new covid19 world. It would be very probable that the government is interested in funding a solution that helps hawkers thrive. When the fees are paid off by the government, the online food ordering companies will not only not lose money, but also earn money from both the government, and potentially from commission fees of hawkers after they commit to these platforms.

He also commented that we cannot be sure that hawkers will want to move online even after the people in the support network try to convince them. To counter this, the government can not only employ the people already mentioned, but also fellow hawkers. Technological-savvy hawkers, as well as people in hawker associations, can be hired to do their job in the support network. Other hawkers who are unconvinced can see that people of similar occupation and situation, in the technologically-savvy hawkers, are convinced about the benefits of online food ordering services. If it worked for these hawkers, who are so avid in moving to online food ordering services, other hawkers would be more willing and convinced to follow in their footsteps and try out online mediums for their business.

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