

IDI Report Post COVID-19 Lifestyle



Prepared by:

2020 MRTS Consulting Ltd. MRTS is a fast-growing market research and strategy consulting company in Cambodia. Providing Market Research, Business Consulting, Competitive Intelligence and Market Entry services.

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Research Methodology & Design

Methodology & Design

Methodology

- Desk Research
- In-depth Interview (IDI)

No. of respondents:
10 respondents – 4 male & 6 Females

Duration:
Max. of 30 minutes
20 minutes on average
Fieldwork dates:
May 18th-20th, 2020

Recruitment Criteria

Location:

Phnom Penh & Kompong Cham

Category:

Middle class consumers
Living in urban area

SEC:

Minimum Household Expense:
2 millions KH



Respondent Profiles



Respondent Profiles

Note: we use their first name only in the report due to data protection.



PHALLY

Male
23 years old
single



- Company Employee
- Admin & Financial Manager



KIMHUO

Male
25 years old
single



- Government Official
- Teacher



REAKSA

Female
21 years old
single



- Company Employee
- Assistant officer



SAMPHORS

Female
32 years old
Married



- Company Employee
- Seller



PUTHEARY

Female
32 years old
single



- Government Official
- Teacher

Respondent Profiles

Note: we use their first name only in the report due to data protection.



PISETH

Male
22 years old
single



- Tutor
- Chemistry& Physical extra class



VIREAK

Male
25 years old
single



- Company Employee
- Administration



LINDA LY

Female
20 years old
single



- Company Employee
- Accountant



SOKUNTHY

Female
52 years old
Married



- Company Employee
- Accountant



ROMCHONG

Female
24 years old
single

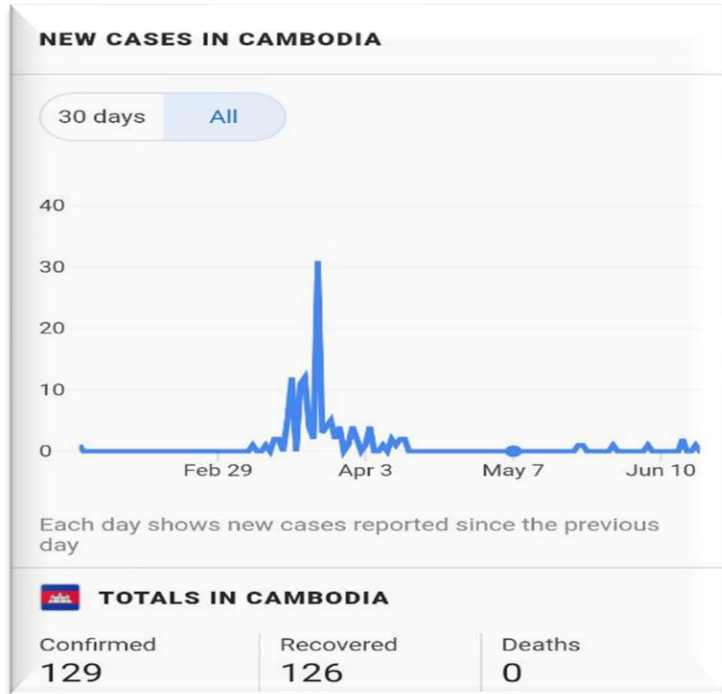


- Company Employee
- Accountant

General Information & IDI Insights



GENERAL INFORMATION



According to an official spokesperson of Ministry of Health, the very first positive case of Covid-19 in Cambodia was confirmed on January 27th 2020.

As a containment effort to fight against the spread of Covid-19, Ministry of Education, Youths, and Sports has issued an immediate, indefinite, closure of all schools in Cambodia until further notice, dated March 16th 2020.

As of March 18th 2020, the Cambodian government has further ordered a to halt operation of all museums, cinemas, concert halls, bars, and karaoke establishments (KTV parlors). Any large religious gatherings are also prohibited until further notice.

Cambodia has had a total of 129 confirmed cases of COVID-19. As of today, 126 Covid-19 patients have been successfully recovered while 3 remains.

<https://bit.ly/2AJt7nR>

GENERAL INFORMATION

COVID-19 pandemic in Cambodia	
	
Map of provinces with confirmed cases	
Disease	COVID-19
Virus strain	SARS-CoV-2
Location	Cambodia
First outbreak	Wuhan, Hubei, China
Index case	Sihanoukville
Arrival date	27 January 2020 (4 months, 3 weeks and 2 days)
Confirmed cases	129 29,248 tests conducted (as of 18 June)
Active cases	3
Recovered	126
Deaths	0
Territories	12 provinces and Phnom Penh
Government website	

All travelers entering Cambodia must possess a Covid-19 medical certificate indicating a negative status, issued no more than 72 hours prior to the date of travel and proof of medical insurance coverage of at least \$50,000.

Cambodia has placed thermal scanners and quarantine teams at the three international airports in Phnom Penh, Siem Reap, and Sihanoukville, and at border checkpoints. Screening, however, is minimal.

For urgent travel during the suspension period, all foreigners are now required to obtain a visa in advance. We understand the Government of Cambodia will only issue official and diplomatic visas and they will not issue any other visa class at this time.

MR. PHALLY

Respondent 1

Mr. Phally is a 23 year-old man living in Phnom Penh's Sen Sok. He lives with his brother (aged 34). Although the government has officially announced a ban the operation of some businesses and public facilities such as school, museum, cinema, etc., his company still operates normally in which he has to go to work as usual. However, social distancing is being implemented at his work place while the school is being converted at this time into an online platform.

To entertain himself, he uses many forms of technological assisted means such as computer and mobile games. He also likes listening to music and learning more about computer programs.

To communicate with friends and acquaintances, Mr. Phally uses Social Media such as Facebook messenger, Telegram, and Skype. It involves less face-to-face interaction.

The biggest problem for him is food because he is not confident enough to buy food from the market. Moreover, he can't join the typical face-to-face meeting with his senior. To handle this issue, he needs to cook food on his own while using online means for meetings. Regarding leisure activities, he gets used to staying home so that he has more time for his study. He also plays games to kill the time and loneliness.

MR. PHALLY-CONTINUED

Respondent 1

His general behavior pattern has changed from hanging out a lot to staying home and eating at home more during the Covid-19 pandemic.

When it comes to travel, Mr. Phally said that the pandemic really refrains him from visiting his family even on Khmer New Year, because government has issued travel restrictions for cross-province travel. It also refrains him from going to the university, meeting friends and on going on trips even though he has more time now. All he can do after finish his e-learning is playing mobile games at home.

Mr. Phally still takes care of his personal appearance (grooming). He dresses professionally for work as always. He wears simple clothes when he stays at home. He keeps good hygiene for himself making sure he's safe during this pandemic by bringing with him the hand sanitizer gel and alcohol.

Once the pandemic is over, Mr. Phally would love to hang out and socialize with his friends and others more to discuss and learn new thing from them. Plus, he has not met up with this friends since the start of the outbreak. He would love to keep himself up to date with the digital world as well by continuing to use those online tool to assist him with his work and study.

MR. KIMHUO

Respondent 2

Mr. Kimhuo is a 25 year-old man living in Kompong Cham Province. He lives with his family including mother, sister and his brother. During the COVID-19 pandemic, the school is closed, however, the Ministry of Education, Youth, and Sport has prepared e-learning for student. He has to follow up with his students regarding homework.

To entertain himself, he visits his friends who live nearby. He also enjoys using social media to keep himself updated with the news and have fun.

To communicate with friends and acquaintances, Mr. Kimhuo uses social media such as Facebook messenger, Telegram, Skype, and home visit to a friend who lives in the same neighborhood.

For Mr. Kimhuo, the biggest problem faced is not being able to earn much money these days during the pandemic. He can only earn enough to feed himself. He does not have any saving and this can affect his love life as well because he thinks that love is associated with money. He hopes that he will be able to earn more money once the pandemic is over.

MR. KIMHUO-CONTINUED

Respondent 2

For hobbies and leisure (on weekends or holidays), he has become used to staying at home. This helps him to reduce expense to some extent.

His personal consumption also changed since the COVID-19 pandemic. He is more into staying at home, playing games, reading books, eating, and sleeping because of the reduction in teaching hours. When it comes to daily activities, Mr. Kimhuo said that the pandemic disrupt him from going to university, meeting friends and going on trips despite the fact that he is more available these days. This has stressed him out a bit. Mr. Kimhuo still takes care of his personal appearance (grooming). He dresses properly when he need to follow up his students' work. However, he does not dare to get his hair cut at barber shop because the fear of getting infected.

Once the pandemic is over. Mr. Kimhuo would like to visit Seim Reap/Kompong Sorm because he wants to reward himself after staying at home most of the time for too long. On top of this, he wants to finish his bachelor degree so that he can get promoted. He also wants to take entrance exam to join other ministries as well.

MS. REAKSA

Respondent 3

Ms. Reaksa is a 21 year-old woman living in Phnom Penh. She lives alone because she moved to Phnom Penh to continue her study. During the COVID-19 pandemic, she works from home most of the time. She only go to her workplace when there is an important meeting to be held.

To entertain herself, she watches movies and use social media platforms such as Facebook and Tik Tok. To communicate with friends and acquaintance, Ms. Reaksa uses social media such as Facebook chat, Telegram, video call, and sometime meeting face to face when it is necessary.

The biggest problem faced by her is the amount of tasks that she needs to handle when everything comes through online. She has to deal with her many academic tasks since she is a double major while also working. To sort out this challenge, she has to prepare her study and work schedule making sure they do not overlap. By doing that, she can manage to get things done one by one and it works more effectively for her.

She's busy most of the time regardless of weekday or weekend since she works and studies at the same time. Most of the time she enjoys using social media.

MS. REAKSA-CONTINUED

Respondent 3

Her personal behavior pattern has been also changed since the COVID-19 pandemic. She feels she has become lazier, because of feeling stressed with workload. When it comes to daily activities, Miss. Reaksa said that the pandemic constraints her especially from going out. She added that taking online classes isn't easy it refrains her from meeting with their friends when they have to discuss their school work. Most of her assignment group members live in the province where internet connection is still an issue.

Ms. Reaksa still takes care of her personal appearance (grooming). She prepares her appearance for going out as professional, looking good with her make up and when at home prepare simple clothes but buys less new when it is not necessary.

Once the pandemic is over. Ms. Reaksa would like to visit Kompot, Koh Kong, Kampong Sorm especially as she wants to go to the sea with her best friends and family to reduce stress, relax and to get more fresh air. Moreover, she wants to finish her bachelor study earlier and have a good job especially as she wants to run her business. Because right now it is hard to study and the economy is not going well so she said she cannot do the things that she wants.

MRS. SAMPHORS

Respondent 4

Mrs. Samphors is a 32 year-old woman living in Phnom Penh. She lives with her family (having 8 members including her mom, dad, brother, sister, and her 2 kids). During the COVID-19 pandemic, she still works. Sometimes, she has to have appointments with clients outside.

She makes sure that she's safe during this pandemic by bringing with her the hand sanitizer gel, and wearing a mask all the times.

To entertain herself, she visits her friends' home and they sometimes travel to the province to enjoy nature. They think it's safe there in the province. To communicate with friends and acquaintances Mrs. Samphors uses Telegram. If it is necessary, she meets face to face as well. However, she takes into account safety protocols all the times.

For Miss. Samphors, the biggest problem faced is lower income from workplace and business. It is less likely that consumers want to buy products at this crisis time. Most of them would like to keep the money for spending on other necessary items. To handle this issue, she uses her savings money to help keep her and her family survive during this epidemic.

MRS. SAMPHORS-CONTINUED

Respondent 4

For hobbies and leisure (on weekends or holidays), she likes taking a walk at Phnom Penh with friends, going to her friends' house and also going to the province to enjoy nature and fresh air. Her personal behavior also changed since the COVID-19 pandemic. She like spending time outside of Phnom Penh more as she said it is safer.

When it comes to daily activities, Mrs. Samphors said that the pandemic really constraints her from eating at her favorite eating place that she normally enjoys going to with her friend.

Mrs. Samphors still takes care of her personal appearance (grooming). She always makes sure she looks good. She takes care of her beauty by going to salon that she believes it is safe and clean.

Once the pandemic is over. Miss. Samphors would like to go on trip to some natural places to relax and make herself happy. Moreover she will learn more skills and improve her knowledge/ability for fixing her job/ business to grow more than before so that she could earn more and have more reserved capital for dealing with such crisis time.

MISS. PUTHEARY

Respondent 5

Miss. Putheary is a 32 year-old woman living in Chorm-Chao of Phnom Penh. She lives with her family (having 7 members including mom, dad, brother, sister, her nephew). During the COVID-19 pandemic, she remains teaching at home via online, and goes to her workplace only 2 times per month for meeting.

To entertain herself, she uses social media and watches movie. She has more time for sleeping and relaxing because of less teaching hours. She can spend more time to take care of herself especially her health making sure she has enough rest.

To communicate with friends and acquaintances Miss. Putheary uses social media such as Video call every night. She still visits her friends and relatives who live nearby but always keep a distance from each other about 2 meters.

For Miss. Putheary, the biggest problem faced is the salary reduction by 30% at her private school. She is willing to take part in fight against Covid-19 as she believes that everyone has to contribute. Things will eventually comes to its place and we will see a new normal soon after the epidemic ends

MISS. PUTHEARY-CONTINUED

Respondent 5

For hobbies and leisure (on weekends or holidays), she stays at home with her family. Her personal consumption also changed since the COVID-19 pandemic. She spends more time online so she needs more internet and has to spend more money on her internet connection.

When it comes to daily activities, Miss. Putheary said that the pandemic really constraints her from hanging out with friends and going on trips. It also limits her from save more money, that cannot buy anything that she wants because of lower income.

Miss. Putheary still takes care of her personal appearance. She always dresses professionally because she needs to join the video live stream through zoom meetings to teach her students.

Once the pandemic is over. Miss. Putheary would like have trips with friends and family to Mundolkiri or seaside. She feels the need to relax. Moreover she will strengthen her teaching to students, as now teaching online means that students cannot catch up with all the things that she taught so she needs to find other solutions to make sure the students find it easy to get the lesson.

MR. PISETH

Respondent 6

Mr. Piseth is a 22 year-old man living in Phnom Penh. He lives with his family (4 members) During the COVID-19 pandemic, he remains studying online and stopped teaching extra class during this epidemic.

To entertain himself, he likes listening to music and watching the fun videos such as Tik Tok. He also learns to cook from the internet.

To communicate with friends and acquaintances Mr. Piseth uses video call, call by phone number, text messages, chat and through social media.

For Mr. Piseth, the biggest problem faced is that studying online is not easy as classroom study because he cannot catch up all the points due to slow internet connection. In class, he can ask any questions if he can't get it right away. To address this problems he chats to ask the teacher directly after the class end.

MR. PISETH-CONTINUED

Respondent 6

For hobbies and leisure (on weekends or holidays), he always goes shopping and eats at a restaurant. He doesn't travel too far distance. He just walks around his home.

His personal consumption also changed since the COVID-19 pandemics. He takes e-learning class and stops working just stay at home.

When it comes to daily activities, Mr. Piseth said that the pandemic really constraints him from meeting friends because they are afraid of getting infected.

Mr. Piseth still takes care of his personal appearance (grooming). However, he does not dress up often nowadays because he stays at home most of the time.

Once the pandemic is over. Mr. Piseth would like to have a trip with his family because it's been a while since the epidemic outbreak. He still keeps himself clean by wearing a mask and using alcohol spray. After that, he will start on a new fruitful journey when everything is back to normal.

MR. VIREAK

Respondent 7

Mr. Vireak is a 25 year-old man living in Phnom Penh. He lives with his sister. During the COVID-19 pandemic, he goes to work as usual. Although sometime, he works from home.

To entertain himself he likes listening to music and uses social media. He also calls to talk with his niece. To communicate with friends and acquaintances Mr. Vireak uses social media such as messenger, Telegram, Skype, Whatsapp etc. If he happens to go outside, he always makes sure he practices safety protocols and social distancing.

For Mr. Vireak, the biggest problem faced is lower income. Selling the products has become difficult because the people don't buy as much as before because they need to save money. So his income becomes lower too. To address this problem is difficult for him because all the product have become more expensive. He can only reduce by only buying something that is necessary.

MR. VIREAK-CONTINUED

Respondent 7

For hobbies and leisure (on weekends or holidays), he goes to his hometown to visit his niece only. His personal consumption also changed since the COVID-19 pandemics. He has become more worried when going outside so eats out less.

When it comes to daily activities, Mr. Vireak said that the pandemic really constraints him from eating outside / hanging out with friends. It also constraints him from having more trips.

Mr. Vireak still takes care of his personal appearance (grooming). He likes wearing simple clothes and sport attire, but he dresses professionally when going to work. He goes shopping less often too.

Once the pandemic is over, Mr. Vireak would like to go on trip at MondolKiri because there everything looks natural and fresh. Plus, he has never been there. He will continue to use alcohol gel and keep cleaning all the time because it is important for health even though no more COVID-19 but he also can avoid other viruses. He also needs to improve his work to be better than before, improve English and speaking skills.

MISS. LINDA

Respondent 8

Miss. Linda is a 20 year-old woman living at Kombol-Phnom Penh. She lives with her family (having 6 members including mom, grandmother, granddad, brother, and sister). During the COVID-19 pandemic, she remains working at her office as normal but always using alcohol every minute because she is the accountant so she always handles money.

To entertain herself, she like listening to music, reading books and using social media.

To communicate with friends and acquaintances Miss. Linda likes using social media for different purpose. She uses Telegram for study while Facebook messenger for fun talk with friends.

For Miss. Linda, the biggest problem faced is studying online as it is not as easy as studying inside the class because the internet connection is slow which she cannot catch up all the points. To address this problem she tries to watch the videos of lessons many time before sessions. If she still misses some points, she contacts the teachers to ask.

MISS. LINDA-CONTINUE

Respondent 8

For hobbies and leisure (on weekends or holidays), she has cancelled all her meet-up and catch-up plans; she stays home for safety purpose.

When it comes to daily activities, Miss. Linda said that the pandemic really constraints her from hanging out with friends at university, and no more trips. It also constraints her from buying things for daily use because the price is more expensive than buying online.

Miss. Linda still takes care of her personal appearance. She likes wearing simple clothes as before but never buys new one because she cannot go out. However it is really expensive if buying through online.

Once the pandemic is over. Miss. Linda would like to have trips with friends to relax because she has not gone out since the start of COVID-19 outbreak and all plans have been cancelled. Moreover, she will continue her study and work. On top of everything, she will continue to practice safety protocols even when the epidemic is over.

MRS. SOKUNTHY

Respondent 9

Mrs. Sokunthy is a 35 year-old woman living at Phnom Penh. She lives with her family (having 4 members). During the COVID-19 pandemic, she remains working as normal but after work she comes straight to home to take care her children.

To entertain herself, she always listens to music and watch Thai movies with her family. Sometime she uses Facebook, reads books and Video chats with her friends. To communicate with friends and acquaintances Mrs. Sokunthy uses social media as Facebook chat, Telegram, Skype, and sometime meeting face to face, but that does not happen often.

For Mrs. Sokunthy, the biggest problem faced is children's education because schools around the country are temporarily closed. It's difficult for her children to learn from e-learning platform because students can't ask question directly. Thus, she needs to keep assisting her children on e-learning and to help clarify with the teacher after the session finished if there are any questions.

MRS. SOKUNTHY

Respondent 9

For hobbies and leisure (on weekends or holidays), she stays at home more. She only goes out if it is very necessary. She sometimes goes to her mother in law's house or family members' house. When it comes to daily activities, Mrs. Sokunthy said that the pandemic really constraints her children from going to school which in return affect their knowledge. On top of that, she needs to spend more time on taking care of them as well as they are not going to school anymore these days.

Mrs. Sokunthy still takes care of her personal appearance (grooming). She dresses properly and always wear a mask and uses sanitizer gel and alcohol spray.

Once the pandemic is over. Mrs. Sokunthy plans to go to Rathanak Kiri with her family for a few days because they didn't have the chance to go during our Khmer New Year holiday. Moreover, she will continue to practice good hygiene at all times to prevent herself from being infected.

MISS. ROMCHONG

Respondent 10

Miss. Romchong is a 24 year-old woman living at Toul Tumpung of Phnom Penh. She lives with her sister and brother in law together with their one kid. During the COVID-19 pandemic, she works as normal but always implement safety protocol and social distancing.

To entertain herself, she uses Facebook and Tik Tok.

To communicate with friends and acquaintance, Ms. Romchong uses social media such as Telegram, chat, and mobile phone.

For Ms. Romchong, the biggest problem faced is being afraid of going outside because of the fear of getting infected by COVID-19. Moreover, she needs to spend more money on buying mask and alcohol gel. To solve this problem, she chooses to stay at home more if travel is not necessary. She also practices good safety protocols and social distancing.

MISS. ROMCHONG-CONTINUE

Respondent 10

For hobbies and leisure (on weekends or holidays), she only visits her family or relative's house. When it comes to daily activities, Miss. Romchong said that the pandemic really constraints her from hanging out with friends and going on trips.

Miss. Romchong still takes care of her personal appearance (grooming). She keeps wearing simple clothes as before.

Once the pandemic is over. Miss. Romchong would like to have trip to Kirirom resort with her friends, to make her happy and feel fresh. And she wants to join public events like before.

Conclusion

- Most respondents have a significant changes to their lifestyles, especially the way they interact with one another. Digital means have played a very important role during this global pandemic not for only professional but academic purposes as well.
- People learn to make more use of the existing digital systems. Instead of going to work, they work from home through online or taking online class. It is more convenient to a great extent.
- The general behavioral pattern that has been witnessed is they are more cautious about their health. They tend to keep themselves clean and hygienic more than ever.
- Practicing safety protocol and social distancing as recommended by WHO is commonly seen.
- The pandemic actually makes the personal income in Cambodia lower and makes it difficult for them to travel. However, this enables them to have more quality time with their family.

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THANK YOU

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