

**THE FACTORS THAT INFLUENCE CONSUMERS' DECISION
TO USE FOOD DELIVERY SERVICE IN HUA HIN DISTRICT**



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entitled
**THE FACTORS THAT INFLUENCE CONSUMERS' DECISION
TO USE FOOD DELIVERY SERVICE IN HUA HIN DISTRICT**

was submitted to the College of Management, Mahidol University
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THE FACTORS THAT INFLUENCE CONSUMERS' DECISION TO USE FOOD DELIVERY SERVICE IN HUA HIN DISTRICT

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ABSTRACT

The purpose of this research aims to understand two topics. First, the target consumers using food delivery service in Hua Hin district. Second, the factors that influence consumers' decision to use food delivery service in Hua Hin district.

This research studied three main factors that influence consumer to use food delivery service in Hua Hin district. These factors include demographic, socio-economic (lifestyle) and consumer's attitude (convenience and product). Data was collected from group of people who stays in Hua Hin district in many purposes. Chi-square test, factor analysis, reliability analysis, correlation analysis, and multiple regressions were used to analyze data.

The results indicated that target group of people that preferred to use food delivery service in Hua Hin were the people with the age around 15-45 years old and the key factors that influence customers' decision to use food delivery service were convenience and lifestyle. This research also addressed the recommendation for entrepreneurs who have an idea to launch new food delivery business in Hua Hin to understand more about the need of people or consumers in Hua Hin district.

KEY WORDS: Food delivery service / lifestyle / Convenience / Consumer behavior / Hua Hin District.

37 pages

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CHAPTER I

INTRODUCTION

Nowadays, the lifestyle of people in Bangkok (and most big cities) has changed. It has become very rushed and time is more valuable. Bangkok consumer behavior has also changed compared with the past 20 years when it was normal for each household to cook meals, especially dinner, at home. Now, because of Bangkok's rapid growth in the past 2 – 4 years, the population of Bangkok has risen along with the number of cars and this has resulted in an increase in traffic. Due to this, people's lifestyles have changed because they spend a lot of time journeying from their workplace to their accommodation and visa versa. They also spend time on the road to have dinner as well. Another point is the cost of living in Bangkok is slowly going up, which means each household has to earn more money to cover all their living expenses. Not only do men have to work, but more women have to work, too. Consequently, two household earners have less time to prepare the evening meal.

All these reasons have led to an increase in the number of convenience food stores and take-away food outlets, but more significantly there has been a rapid rise in food delivery services in recent years. The trend of food delivery services in Thailand is expanding continually; the market value was around 5,150 Million THB in 2010.

The players in the food delivery service can be separated into 2 groups as follows:

1. Food delivery service by restaurant

- 1.1 International fast -food chains: McDonald's, KFC, Pizza Hut etc.
- 1.2 Local food Chains: Chester's grill, Seefah, S&P etc
- 1.3 Local restaurant chains: MK Restaurant, OISHI, Fuji etc
- 1.4 Local restaurants: small restaurants in Bangkok that provide a food delivery service.

2. Companies that provide a multi-restaurant delivery service

Customers are able to order food from a variety of different restaurants from a list provided on the phone or on the company's web-site. They charge a delivery fee depending on the distance and their policies. Below are lists of multi-restaurant delivery services in the Bangkok area:

- Chefs XP
- Food by phone
- Food Panda
- Zabbver delivery

However, for this study the researcher would like to study a smaller city in Thailand: Hua Hin. Food delivery services in other smaller cities also continue to grow rapidly, such as in Hua Hin. Hua Hin is a beach resort town in Thailand. The district has a population of 84,883 – most of those located in the capital (Hua Hin) - in an area of 911 sq/km. Each year, Hua Hin has around 2 million visitors from around the world.

The rapid growth of real estate in Hua Hin in the last 10 years has seen the supply of condominiums, housing, retail space and other properties rocket by over 400 %. (Collier Thailand, 2013)

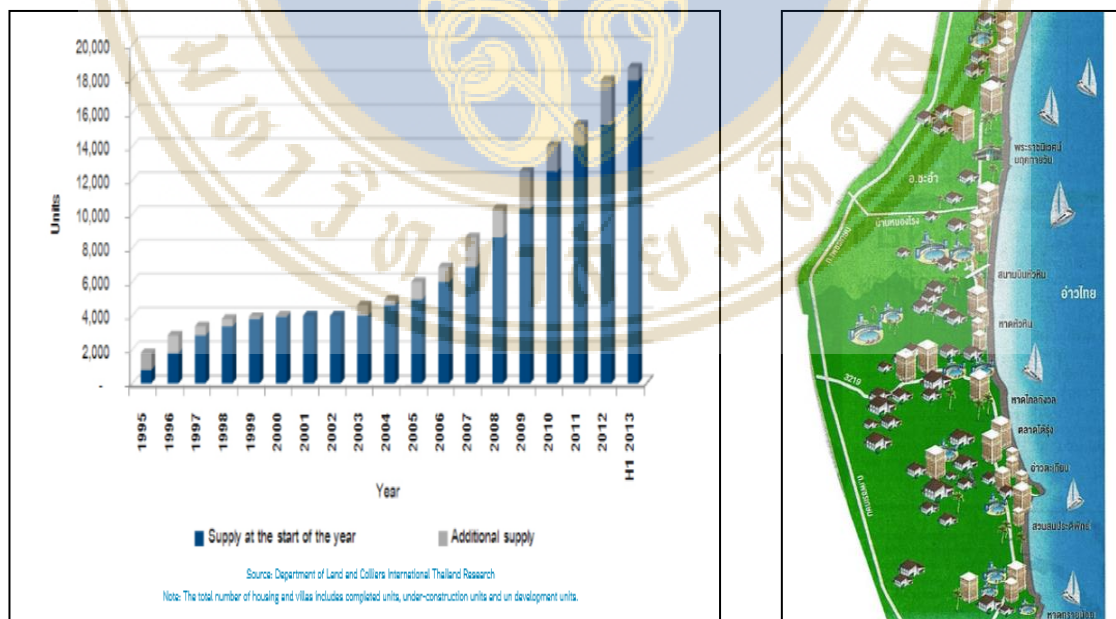


Figure 1.1 The supply of real estate growth in Hua Hin.

Source: (Collier Thailand, 2013)

This expansion has created the opportunity for money to flow into Hua Hin and many businesses have grown parallel with the city. Hua Hin's population increases every year. The groups of people that live/visit here include: local people (born here), Thai people who move for work, retired people, foreign workers, tourists, and Bangkokians who buy condominiums in Hua Hin in order to escape Bangkok for a vacation or spend long weekends with their family.

The layout of Hua Hin creates some obstacles because Hua Hin District only has a small city area that provides food and is the location of most restaurants, but the way from people's accommodation to the restaurants has only one main road - Phet-Kasem road - which creates traffic problems especially during lunch and evening time. This problem is especially bad at the weekend.

1.1 Problem statement

The purpose of this research was to study the real factors influencing people to use food delivery services in Hua Hin. In this study, the paper focuses on many target groups because Hua Hin has many groups of people and each group may have different influencing factors.

1.2 Research Questions

To fulfill the purpose of this study, the researcher aims to answer the following research questions:

1. What are the factors that influence consumers' decisions to use food delivery services in Hua Hin.?
2. Who are the target consumers of food delivery services in Hua Hin?

1.3 Research objective

1. To study the factors that influence consumers' decisions to use food delivery services in Hua Hin
2. To study the target consumers of food delivery services in Hua Hin.

CHAPTER II

LITERATURE REVIEW

This is a review of literature in order to find the theory and literature to support this topic. The first section will explain the theory of consumer behavior in purchasing and the second section will discuss the main factors influencing American people to use food delivery services in previous studies. The purpose of the review is to understand and explain consumer behavior in terms of using food delivery services.

2.1 Framework of customer decision

To find out the factors influencing consumers' decisions to use food delivery services. This part reviews the model of consumer behavior to explain all factors used in the customer decision process.

The 2 main factors that will be considered in the customer decision making process are as follows: (Hawkin, 2004)

- Internal Influences (The Psychological Core) including;
 - Motivation
 - Perception
 - Knowing
 - Attitude
 - Learning
- External Influences (The Consumer's culture) including;
 - Culture
 - Sub-culture
 - Demographics
 - Social status
 - Psychographics : Values, Personality and Lifestyle
 - Social influences

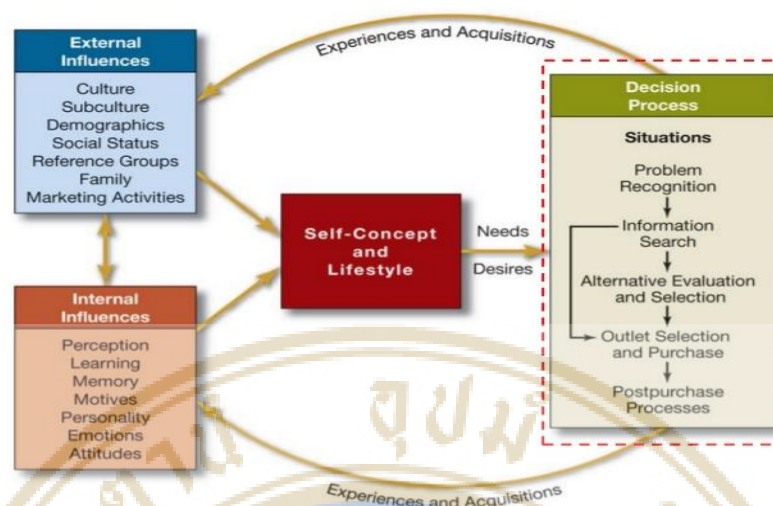


Figure 2.1 Framework of Customer decision

Source: (Hawkin, 2004)

2.1.1 Internal Influences (The Psychological Core)

1. Perception comprises of 3 steps in order to perceive and be made aware of the message that is being sent to consumers. ‘Exposure’ is the first step; it is critical so as to influence consumers to make physical contact. It affects consumers’ thoughts and feelings. The Second step is ‘attention’; in this step depending on consumer mentally, he or she will be induced individually by a specific stimulus. The third is ‘Perception’; this will happen when the stimulant is recognized by one of the five senses. (Hawkin, 2004)

2. Knowing or knowledge occurs when we perceive data, and we can also analyze or arrange it using this knowledge in order to compare similar products so to make a decision when buying a certain product. This would be the important factor or the reason to buy said product.

3. Attitude is the way that we think, feel, and act to show how much we like or dislike an issue, person and/or product. Attitude has three components which are: beliefs, feelings and response tendencies.

4. Learning is essential to the consumption process which depends on personal memory storage of products, services or consumption experience. We can nearly always remember a brand or experience had with a product/service.

2.1.2 External Influences (The Consumer's culture)

1. Culture is the characteristics of a particular group of people that they created or took from past generations and will pass to the next generation. This is defined by everything from language, religion, cuisine, social and arts. Culture might change or adapt from time to time.

Understanding culture would be the basis of understanding consumer behavior.

2. Subculture is a group of people within a culture that differentiates itself from the larger culture to which it belongs. For example, people who are the same nationality can be different a religion, live in a different region of the country or speak a different language.

3. Demographics are subsets in a population defined by age, income, education, occupation etc. Demographics show the population and the base data of a group of consumers.

4. Social status (Social Economic Status) is largely derived from demographics, and it can predict consumption behavior. Determiners of social class include occupation, income, education, wealth and family name. In Thailand, we divide social classes into four groups as follows:

- Group A : The Top class
- Group B : The Hi-class
- Group C : The Middle class
- Group D : The Lower class

2.2 Relevant empirical studies

Home delivery of prepared food is a value-added service that brings convenience to consumers in the consumption of food. (Rodolfo and Zafar, 1995)

Based on previous studies on the factors that influence customers to use food delivery services, it can be summarized as the following table:

Table 2.1 The summary of empirical studies

Topic	Main Aspect	Source
Understanding the role of convenience in consumer food choices	This research shows 4 dimensions that effect customer behavior: 1. Culture 2.Socio-economic 3. Demographic 4. Psychographic	Mary-Ellen Wales
Consumption of Home delivered food	The results of the study suggest that the decision to order food for home consumption is determined by gender, price, consciousness, number of adults and children in the household, employment status , education level, and to some extent race, age and income	Rodolfo M. Nayga, Jr., and Zafar Farrooq.
Converging Pattern in Global Food Consumption an Food Delivery Systems	Food delivery and consumption patterns in middle-class countries like china and Thailand are converging.	Elizabeth Frazao Birgit Meade Anita Regmi
Factors affecting home delivery in rural Tanzania	Studies of factors affecting place of delivery have rarely considered the influence of gender roles and relation within the household.	Mwifadhi Mrisho Jonna A.Scellenberg
Customers' interest in alternative food delivery systems	A change in consumer demographic and socio-economics has created demand for food delivery	Ferdaus Hossain Adesoji O Adelaja

2.2.1 The factors indicated from empirical studies

In conclusion, these empirical studies show the factors that impact intention to use food delivery services are related to external factors, in many cases, which can be categorized into 3 main categories as follows:

1. Demographic: The research indicated that a change in demographic influences people to use food delivery. Such as, a rising female labor-force, more single – parent households, longer working hours and an increase in job related stress (Ferdaus Hossain Adesoji ,2000)

2. Socio-economics: The research indicated a rapid change in consumer tastes and lifestyles. As a result, many consumers today feel that they are time-starved. (Ferdaus Hossain Adesoji, 2000)

3. Consumers' attitudes: People consider convenience, the quality of a product or service and competitive pricing in order to choose a food delivery service. (Ferdaus Hossain Adesoji, 2000)

2.3 Conceptual Framework

According to empirical studies and the Framework of Customer decision, there are many factors that influence consumers to use food delivery services so I have applied the model below by linking the above empirical studies and the Framework of Customer decision. This model focuses on three main factors which are demographic, Socio-economics and Customer's Attitude.

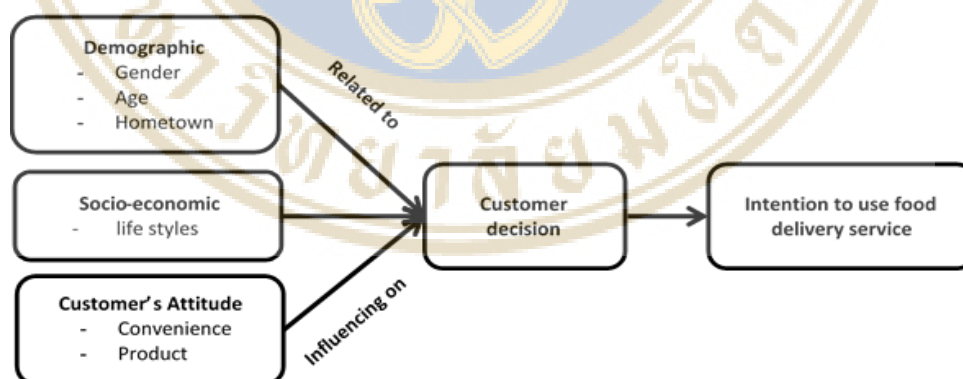


Figure 2.2 The Conceptual Model

Source: (Hawkin, 2004)

2.4 Hypothesis of this research

According to the conceptual model, there are three elements affecting customers' decisions which result in the intention to use food delivery services. The hypothesis of the framework can be shown as follows;

Hypothesis 1: There is a relationship between demographic and a customer's decision to use food delivery services.

Hypothesis 2: There is a relationship between socio-economics (lifestyle) and a customer's decision to use food delivery services.

Hypothesis 3: There is a relationship between a consumer's attitude (convenience and product), and a customer's decision to use food delivery services.



CHAPTER III

RESEARCH METHODOLOGY

3.1 Research Design

To understand factors that influence consumers' decision to use food delivery services in Hua Hin. This research used a quantitative method for analyzing data. All factors were developed on the framework of Customer decision and the empirical studies from literature reviews in chapter 2 to determine independent variables.

3.2 Sample population

This research studied factors that influence consumers' decision to use food delivery services in Hua Hin. The sample populations of this study are groups of people living or staying in Hua Hin. These can be divided in 3 categories as follows:

1. The group of people who visit Hua Hin to travel, for vacations or business trips.
2. The group of people who stay in Hua Hin for more than 6 months in order to do business or for other purposes.
3. The group of people who were born and live in Hua Hin i.e. local people.

Moreover, the questionnaires were distributed to 150 respondents from the 3 sample groups in Hua Hin.

3.3 Instrumentation

This research was conducted by using questionnaires developed from the framework of Customer decision and empirical studies from literature reviews in chapter 2. The questionnaire consists of three sections:

Section 1 is screening and general information questions. It consists of 7 questions using multiple choice or nominal scale so to discover consumers' needs for and expectations of food delivery services in Hua Hin.

Section 2 is independent factors (14 questions) which include 4 factors relating to products, convenience, lifestyle and influencers.

Section 3 is demographical questions consisting of 5 questions using multiple choice or nominal scale in order to understand gender, age, hometown, purpose of stay and income.

This research used an interval scale based on the five- point Likert scale;

5 = Strongly Agree

4 = Agree

3 = Not sure

2 = Disagree

1 = Strongly Disagree

In order to separate the interval level for each agreement/disagreement.

Table 3.1 Items used in the questionnaire

Factor	Question No.	Question
Product	1	I prefer to order food made from fresh, good quality ingredients.
	2	I prefer to order food that has the best taste.
	3	Food from a food delivery service is always hot when it arrives at my house.
Convenience	4	I prefer to order from a food delivery service if it is the weekend and/or the traffic is very bad in Hua Hin.
	5	I prefer to order from a food delivery service if it is raining in Hua Hin.

Table 3.1 Items used in the questionnaire (Cont.)

	6	I am willing to wait 20-30 mins for my food to be delivered.
	7	I prefer to order from a food delivery service if I am alone at home.
Influencer	8	I always order from a food delivery service because of my family.
	9	I prefer to order from a food delivery service if I have friends (or a friend) at home.
	10	My friends suggest me to order from a food delivery service.
Lifestyle	11	I prefer to pay extra for a food delivery service, even if the price is higher than eating-out.
	12	I always use a food delivery service.
	13	I think food delivery services making my life easier.
Intention to buy	14.	I will order from a food delivery service in Hua Hin.

Data analysis

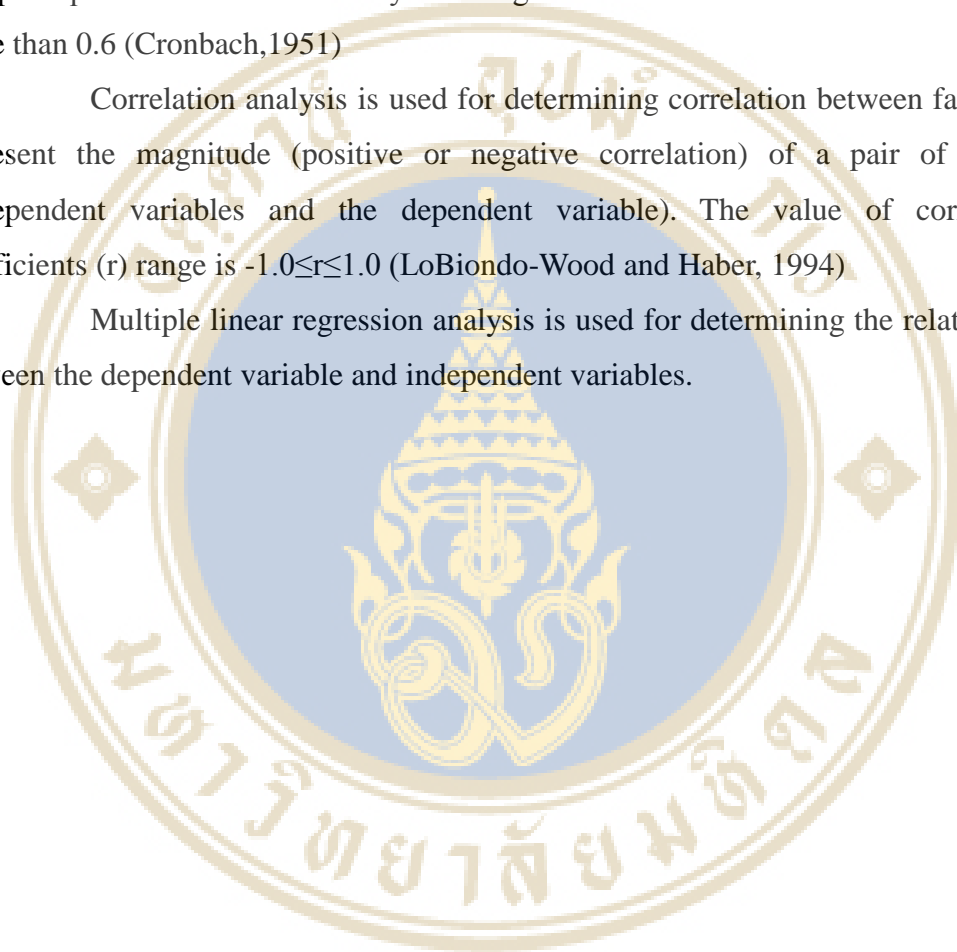
To analyze the data the researcher is using a hypothesis test, more specifically the chi-square test in order to find out the relation between demographic and the dependent variable. It uses 4 steps to explore the key factors that influences that bring consumers to use food delivery services in Hua Hin. They are: factor analysis, reliability analysis, correlation analysis, and multiple linear regression analysis.

Factor analysis or exploratory factor analysis is used for data reduction. It reduces the number of variables by eliminating unnecessary variables. It not only shrinks the amount of variables, but also constructs new groups of variables for analysis.

Reliability analysis is used for testing the reliability of each factor or variable by using Cronbach's alpha to determine the factors that are consistent within a group of questions. This is done by selecting factors that have a Cronbach's alpha of more than 0.6 (Cronbach,1951)

Correlation analysis is used for determining correlation between factors to represent the magnitude (positive or negative correlation) of a pair of factors (independent variables and the dependent variable). The value of correlation coefficients (r) range is $-1.0 \leq r \leq 1.0$ (LoBiondo-Wood and Haber, 1994)

Multiple linear regression analysis is used for determining the relationship between the dependent variable and independent variables.



CHAPTER IV

FINDINGS AND DISCUSSION

This chapter reports the results of the research in order to find factors that influence people in Hua Hin to use food delivery services and defined the target consumers who use food delivery services. There were 150 questionnaires for people who stay/live in Hua Hin divided into travelers, long stay individuals and local people. There was a hundred percent response rate. This chapter provides descriptive data summaries of the respondents/responses, Hypothesis test by using the chi-square test and factor analysis to find out the factors that influence people in Hua Hin use food delivery services.

4.1 Demographic characteristics

The respondents in this research consist of people who have different purposes of stay in Hua Hin. The figure illustrates gender, age, purpose of stay and hometown.

Respondents' Demographic Profile

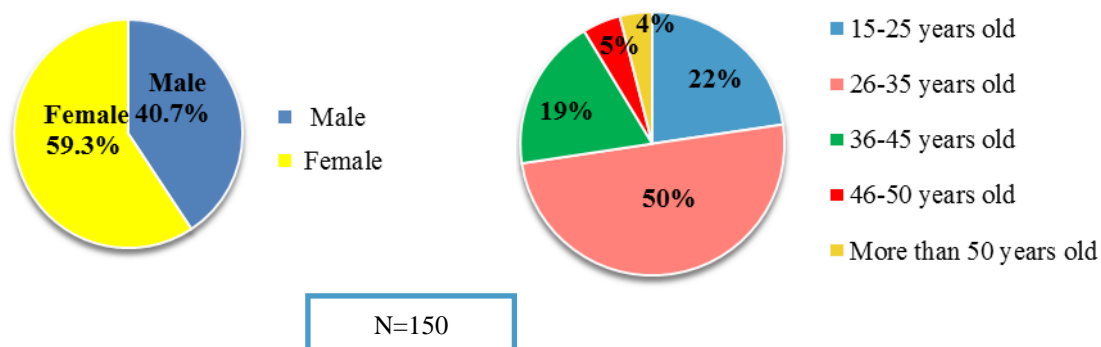


Figure 4.1 Gender and Age

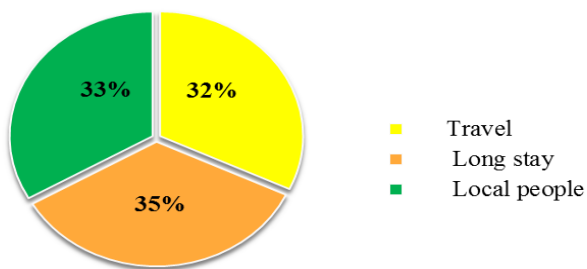


Figure 4.2 Purpose to stay

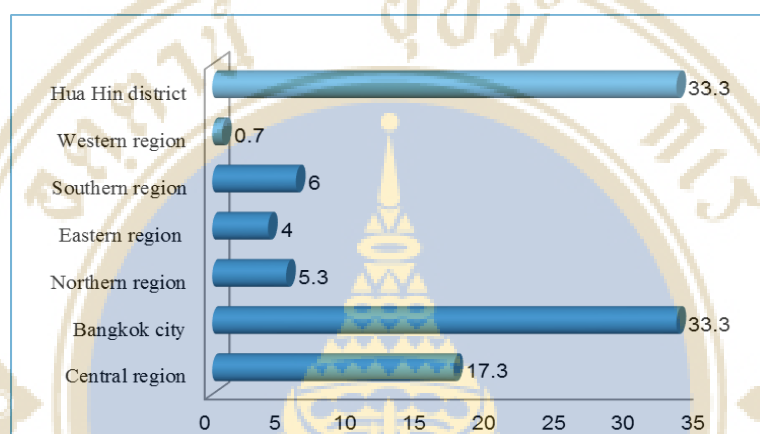


Figure 4.3 Hometown

Profile of respondents

Figures 4.1-4.3 show the number and percentage of respondents' characteristics. 59.3 percent of the respondents are female and 40.7 percent are male. According to the age classification of respondents. 50 percent are young adults, adults who are aged between 26-35 years old. 22.7 percent are between 15-25 years old. 18.7 percent are aged between 36-45 years old. 4.7 percent are between 46-50 years old. Only a few respondents are over 50 years old (4%),

The purpose of stay of respondents are travel, long stay and local people. 48 people are there for travel (32%). 52 people are long stay individuals (34%) and 50 people (33.3%) of the respondents are local people. Moreover, the portions of this question are the nearly equal

The hometown of respondents is divided into 7 parts: 50 respondents (33.3%) come from Bangkok , the second highest (50 respondents (33.3%)) are from

Hua Hin; the third, 26 respondents (17.3%) come from central Thailand , 9 respondents (6%) come from southern Thailand , 6 respondents (5.3%) come from eastern Thailand and 1 respondent (0.7%) comes from western Thailand.

4.2 Data Analysis

All data analysis used SPSS (Statistical Package for Social Sciences) for testing the hypotheses of this study. The researcher chose descriptive analysis utilizing the chi-square test in order to find the relation between demographic and customers' decisions to use food delivery services. For hypotheses 2-3, in order to find the key factors of this study from independent variables, Product Convenience, Life style and Influencer analysis, this research used exploratory factor analysis, reliability analysis, correlation analysis, and multiple linear regression analysis. The summary of the methods used is in the table below:

Table 4.1 The summary of hypothesis finding method

No.	Hypothesis	Method
1.	There is a relationship between Demographic and customers' decisions to use food delivery service.	Chi-square test
2.	There is a relationship between socio-economics and customers' decisions to use food delivery services.	1. Factor analysis 2. Reliability analysis 3. Correlation analysis
3.	There is a relationship between Consumers' attitudes and customers' decisions to use food delivery services.	4. Multiple linear regression analysis.

4.2.1 Chi-square test

This study used descriptive analysis in the form of the chi-square test in order to find the relation between demographic and customers' decisions to use food delivery services. From the study there are two variables: 'purpose of stay' and 'age' related to customers' decisions to use food delivery services (use delivery and intention to use delivery in Hua Hin).

Table 4. 2 The relation between age and the dependent variable (Using food delivery services)

Dependent variable			AGE					Pearson chi- square P=0.007
			15-25	26-35	36-45	46-50	Over 50	
Delivery	Use	Count	28	60	24	2	3	
		% within AGE	82.4%	80.0%	85.7%	28.6%	50.0%	
	Never	Count	6	15	4	5	3	
		% within AGE	17.6%	20.0%	14.3%	71.4%	50.0%	
Total	Count	34	75	28	7	6		
	% within AGE	100.0%	100.0%	100.0%	100.0%	100.0%		

Table 4.2 shows that 82.4 % of the respondents aged 15-25 use food delivery services. 80.0 % of those aged 26-35 use food delivery services. 85.7 % of those that are 36-45 years old use food delivery services. Respondents who are 46-50 years old never use food delivery services (71.4 %) and only 50% of those over 50 use food delivery services. To identify the relationships of two, comparing Pearson chi-square P=0.007 with the accepting value P=0.05, there are difference in the use of food delivery services among age groups.

Table 4.3 The relationship between age and the dependent variable (Intention to use food delivery in Hua Hin)

Dependent variable			AGE					Pearson chi-square P=0.003
			15-25	26-35	36-45	46-50	Over 50	
ITB	Strongly Disagree	Count	0	0	1	0	0	
		% within AGE	0.0%	0.0%	3.6%	0.0%	0.0%	
	Disagree	Count	0	0	0	1	0	
		% within AGE	0.0%	0.0%	0.0%	14.3%	0.0%	
	Not sure	Count	6	13	8	2	4	
		% within AGE	17.6%	17.3%	28.6%	28.6%	66.7%	
Agree	Count	20	39	13	3	2		
	% within AGE	58.8%	52.0%	46.4%	42.9%	33.3%		
Strongly Agree	Count	8	23	6	1	0		
	% within AGE	23.5%	30.7%	21.4%	14.3%	0.0%		
Total	Count	34	75	28	7	6		
	% within AGE	100.0%	100.0%	100.0%	100.0%	100.0%		

The table 4.3 showed the percentage of the respondent age between 15-25 years old agree to use food delivery in Hua Hin at 58.8%, 26-35 years old agree to use food delivery in Hua Hin at 52.0%, 36-45 Year old agree to use food delivery in Hua Hin at 46.4%, 46-50 Year old agree to use food delivery in Hua Hin at 42.9 % and over 50 year old not sure to use food delivery in Hua Hin at 66.7% . To identify the relationships of two, according to Pearson chi-square P=0.003 compare with the accepting value P=0.05, there are difference in intention to use food delivery service among age of group.

Table 4.4 The relation between purpose of stay and the dependent variable (Using food delivery services)

Dependent variable			Stay				Pearson chi-square P=0.304
			Travel	Long stay	Long stay (Residential)	Local people	
Delivery	Use	Count	40	35	6	36	
		% within Stay	83.3%	76.1%	100.0%	72.0%	
	Never	Count	8	11	0	14	
		% within Stay	16.7%	23.9%	0.0%	28.0%	
Total	Count	48	46	6	50		
	% within Stay	100.0%	100.0%	100.0%	100.0%		

Table 4.4 shows the percentage of the respondents who stay in Hua Hin for travel and use food delivery services is 83%. 76.1% of the respondents who stay in Hua Hin for a long period use food delivery services. 100% of the respondents who are long stay (residential) in Hua Hin use food delivery services and the percentage of respondents who are local people and use food delivery services is 72%. To identify the relationship of two variables, comparing Pearson chi-square $P=0.304$ with the accepting value $P=0.05$, it shows that when comparing the purpose of stay and the use of food delivery services among these three groups that there are not any differences.

Table 4.5 The relation between purpose of stay and the dependent variable (Intention to use food delivery in Hua Hin)

Dependent variable			Stay				Pearson chi- square $P=0.879$
			Travel	Long stay	Long stay (Residential)	Local people	
ITB	Strongly Disagree	Count	1	0	0	0	
		% within AGE	2.1%	0.0%	0.0%	0.0%	
	Disagree	Count	1	0	0	0	
		% within AGE	2.1%	0.0%	0.0%	0.0%	
	Not sure	Count	11	10	1	11	
		% within AGE	22.9%	21.7%	16.7%	22.0%	
	Agree	Count	26	25	3	23	
		% within AGE	54.2%	54.3%	50.0%	46.0%	
	Strongly Agree	Count	9	11	2	16	
		% within AGE	18.8%	23.9%	33.3%	32.0%	
Total	Count			46	6	50	
		% within AGE		100.0%	100.0%	100.0%	

Table 4.5 shows that the percentage of the respondents who stay in Hua Hin for travel and agree to use food delivery is 54.2 %. 54.3 % of the respondents who stay in Hua Hin for a long period agree to use food delivery. 50 % of the respondents who are long stay (residential) in Hua Hin agree to use food delivery and the percentage of respondents who are local people and agree to use food delivery is 46%. To identify the relationships of two variable, comparing Pearson chi-square $P=0.879$ with the

accepting value $P=0.05$, there are no differences when comparing the purpose of stay with intention to use food delivery services.

4.2.2 Factor Analysis

This study used factor analysis for data reduction which could help to group the independent questions. Four variables containing; product (3 questions), Convenience (4 questions), Influencer (2 questions), Lifestyle (3 questions). Neter et al. (1996) stated that the varimax rotation matrix is used to simplify factors by maximizing the variance of factor loading. Moreover, the factor analysis is used for describing the correlation between variables in terms of potential variables called “factors”. The information gained on the interdependencies between observed variables can be used later to reduce the set of variables in a data set.

4.2.3 Total Variance Explained

Useful information comes from the variables that have a total initial Eigenvalue of more than 1.0 and with a cumulative variance at equal to or more than 60% of the variance cumulated (Neter et al., 1996)

Table 4.6 Total variance explained of the factors that influence consumers' decisions to use food delivery services in Hua Hin

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.216	26.801	26.801	2.017	16.807	16.807
2	1.816	15.136	41.937	2.000	16.669	33.476
3	1.418	11.816	53.753	1.867	15.556	49.032
4	1.201	10.009	63.762	1.768	14.730	63.762
5	.928	7.733	71.494			
6	.654	5.452	76.946			
7	.613	5.105	82.051			
8	.523	4.361	86.412			
9	.506	4.219	90.631			
10	.462	3.852	94.483			
11	.392	3.266	97.749			
12	.270	2.251	100.000			

Extraction Method: Principal Component Analysis.

Table 4.6 shows that four components (or four factors) pass the initial eigenvalues with a cumulative variance equal to 63.762 percent. These four factors can explain this study showing that around 63.762 percent of these factors influence consumers' decisions to use food delivery services.

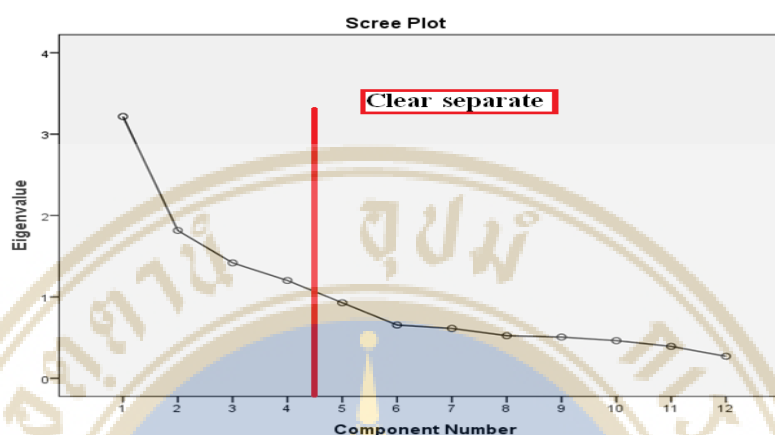


Figure 4.4 The screen plot showed the clearly separation of four components from twelve components passed the factor analysis criteria

Figure 4.4 shows clearly the four components that passed the factor analysis criteria. These variables come from the variables that had a total initial eigenvalue of more than 1.0.

Table 4.7 Independent variable items rotated component matrix (a) of the factors that influence consumers' decisions to use food delivery services

	Component			
	1	2	3	4
Delivered within 20-30 minutes.	.753			
Order food delivery, if it's raining.	.744			
Order food delivery, if traffic very bad.	.639			
Order food delivery, if I am alone.	.565			
Food that made from good quality ingredient.		.818		
Food delivery service always kept hot.		.773		
Order food delivery with good taste.		.768		
I always use food delivery service.			.809	
Prefer to pay extra for service.			.792	
Food delivery service makes life easier.			.707	
Order food delivery because of family.				.892
Order food delivery because of friends.				.892

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization. A Rotation converged in 5 iterations.

Table 4.7 illustrates that from the study assumption there are only four factors corresponding with twelve items from the exploratory factor analysis. These four factors are: Convenience, Lifestyle, Product and Influencer.

1. Convenience supports four items:

- Delivered within 20-30 minutes.
- Order food delivery if it's raining.
- Order food delivery if traffic is very bad.
- Order food delivery if I am alone.

2. Life style supports three items:

- Food made from good quality ingredients.
- Food always hot on arrival.
- Food has a good taste.

3. Product supports three items:

- I always use food delivery services.
- Prefer to pay extra for this service.
- Food delivery services make life easier.

4. Influencer supports two items:

- Order food delivery because of family.
- Order food delivery because of friends.

The result of the rotation component matrix cannot explain clearly the relationship between independent variables and the dependent variable. It seems deeper analysis is needed in order to find out the key factors that influence consumers to use food delivery services in Hua Hin.

4.3 Measures of Reliability

Cronbach's Alpha is used to measure the internal consistency. Each item this study considered is sufficiently reliable as Cronbach's Alpha was at least 0.6 for each individual item. Factors that do not meet the consideration of Cronbach's Alpha (i.e. 0.6) have been eliminated (Cronbach , 1951).

Table 4.8 Cronbach's alpha coefficient of reliability of independent variables of factors that influence consumers' decisions to use food delivery services in Hua Hin

	Mean	S.D.	Cronbach's Alpha
Convenience	4.27	0.57	0.63
Product	4.52	0.50	0.73
Lifestyle	3.50	0.60	0.68
Influencer	4.01	0.87	0.81

The results of the reliability test stated that each Cronbach's alpha of all factors from Table 4.8 are more than 0.6. It means that these independent variable components (convenience, product, lifestyle and Influencer) are reliable and can be used for this study. (Cronbach , 1951)

4.4 Correlation Coefficient Analysis

Correlation analysis is used for determining correlation between factors to represent the magnitude (positive or negative correlation) of a pair of factors (independent variables and the dependent variable). The value of correlation coefficients (r) range is $-1.0 \leq r \leq 1.0$ However, if $r = 0$, it means that there is no linear relationship between variables (LoBiondo-Wood and Haber, 1994)

Table 4.9 Correlation matrix of factors that influence consumers' decisions to use food delivery services in Hua Hin

		Influencer	Lifestyle	Product	Convenience
Influencer	Pearson Correlation	1	.213**	.192*	.225**
	Sig. (2-tailed)		.009	.018	.006
	N	150	150	150	150
Lifestyle	Pearson Correlation	.213**	1	.107	.179*
	Sig. (2-tailed)	.009		.193	.028
	N	150	150	150	150
Product	Pearson Correlation	.192*	.107	1	.391**
	Sig. (2-tailed)	.018	.193		.000
	N	150	150	150	150
Convenience	Pearson Correlation	.225**	.179*	.391**	1
	Sig. (2-tailed)	.006	.028	.000	
	N	150	150	150	150

** Correlation is significant at the 0.01 level (2-tailed).

Table 4.9 shows the correlation matrix of factors that influence the use of food delivery services in Hua Hin for each pair of independent variables; influence, lifestyle, product and convenience. The correlation between independent variables is in a positive direction of liner relation - $r = 0.2$ (approximately 0.2) - so the two variables have a positive relationship (+) and thus r will be positive and $r > 0$. It means that increasing one variable will cause another variable to increase. (LoBiondo-Wood and Haber, 1994)

4.5 Multiple Regression Analysis

Multiple regression is useful for determining the effect of each particular variable, measuring the magnitude of variables' effects and forecasting the intervening event for variables (Fisher, 1915). To test the significant level of statistics so as to reject or accept the hypotheses of this research, this study used a significant level of 0.05 or a statistical test based on 95% confidential interval to measure the probability of all hypotheses (Daniel et al., 1996)

4.5.1 Factors that influence consumers' decisions to use food delivery services in Hua Hin

After running the multiple regressions, this study will consider a significant level less than 0.05 or a confidential interval of 95% to determine the results. This study used adjust R2 to explain independent variables on the dependent variable, an ANOVA table to explain the significant level of the whole model and a coefficient table to determine the significant level and coefficient value (Beta) (Fisher, 1915). The results of the testing four independent variables (convenience, product, lifestyle and Influencer) are shown in the table below.

Table 4.10 Model Summary of multiple linear regression of factors that influence consumers' decisions to use food delivery services in Hua Hin

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.590 ^a	.348	.330	.6145

a. Predictors: (Constant), Convenience, Lifestyle, Influencer, Product

Table 4.10 shows that the dependent variable (customer decision to use delivery service) is 33% by using the Adjusted R Square (R2) of 0.33 for those four independent variables (convenience, product, lifestyle and Influencer

Table 4.11 ANOVA (b) of multiple linear regression of factors that influence consumers' decisions to use food delivery services in Hua Hin

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.238	4	7.309	19.354	.000 ^b
	Residual	54.762	145	.378		
	Total	84.000	149			

a. Dependent Variable: ITB

b. Predictors: (Constant), Convenience, Lifestyle, Influencer, Product

The results in Table 4.11 highlight that the model of this study is significant multiple regression in the ANOVA table. This model is significant at less than 0.05 coefficient, in this case the sig = 0.00 and 0.029 Therefore, this model could forecast the relationship between independent variables (Convenience, Lifestyle, Influencer, Product) and the dependent variable (intention to use food delivery services). Then the next step, using the coefficient table to find out more about each factor in this model.

Table 4.12 Coefficients of multiple linear regression of factors that influence consumers' decisions to use food delivery services in Hua Hin

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.633	.546		1.160	.248
Influencer	.040	.061	.046	.657	.512
Lifestyle	.577	.078	.514	7.411	.000
Product	.059	.110	.039	.532	.596
Convenience	.216	.098	.164	2.203	.029

Table 4.12 shows that 2 of the independent variables 'lifestyle' and 'convenience' have significant levels at 0.000 and 0.029 respectively.. These two independent variables have a positive influence on the dependent variable (intention to use food delivery services)

Moreover, the 'B' value is coefficient for each factor; 0.577 for Lifestyle, and 0.216 for convenience. These factors have a positive relationship with the dependent variable. The model of this study is:

$$\hat{Y}_1 = 1.333 + 0.216X_1 + 0.577X_2$$

- \hat{Y}_1 = Intention to use food delivery services
- X_1 = Convenience
- X_2 = Lifestyle

The model shows that 'Beta' is equal to 0.05 from standardized coefficients. So, the lifestyle factor has more weight than the convenience factor with 0.577 to 0.216. Consequently, convenience is more important than lifestyle.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusions

This study aims to understand two topics. First, the target consumers of food delivery services in Hua Hin. Second, the factors that influence consumers' decisions to use food delivery services in Hua Hin. This study is also useful for entrepreneurs who may have a plan to launch a new food delivery business in Hua Hin to understand more about the needs of people or consumers in Hua Hin. Based on the literature reviews in chapter two, there are many factors influencing customers' decisions. Moreover, this research used a quantitative method for analyzing data. The results showed that the key factors which have an influence on consumers using food delivery services in Hua Hin are convenience and lifestyle.

Regarding the target consumers of food delivery services in Hua Hin, the result of chi –square test showed that people's purpose of stay (travel, long stay, long stay (residential), local people) and intention to use food delivery services are similar. However, there are differences in the intention to use food delivery services among age groups. From the data, out of the respondents who are 46-50 years old, 71.4% of those never use food delivery. Over 50 year olds comprised of 50% who used food delivery and 50 % who didn't. From questions that relate to intention to use of food delivery services the research found that 42.9% of the respondents who are 46-50 years old agreed to use delivery in Hua Hin and 66.7% of those over 50 were not sure of their intentions. It seems to show that age is related to intention to use food delivery services.

In conclusion, the target group that prefers to use food delivery services in Hua Hin are people aged 15-45 and the key factors that influence customers to use food delivery services are convenience and lifestyle. These two factors related to age as well. The people who are 15-45 years old have a lifestyle which is different from people who are over 45. The elderly did not use food delivery services. According to the statement, age carried with it culturally defined behavioral and attitude norms. It

affects the self-concept and lifestyle of people. (Hawkin, 2004). Also, it indicates the definition of lifestyle, “How people live and convenience was the one kind of life style” (Hawkin, 2004). According to the consumer trend in recent years, the convenience trend is driven by this desire to create more leisure time. (International Markets Bureau of Canada, 2010). So, convenience stores and also fast food are changing the lifestyles of the new generation. Thus, it can be said that food delivery seems to be the service for the new generation who have a lifestyle of convenience.

5.2 Recommendations

The aim of this research is to provide information that can be used as guidance for entrepreneurs who would like to launch a food delivery service in Hua Hin or to improve the efficiency of this service. The results of the study showed that age and a lifestyle of convenience related to customers' decisions to use food delivery. In my opinion, the information is very useful in order to set a target group of customers and positioning of products. Business should focus on people who are 15 - 35 years old (teenager to young adult). This group of people do many things at the same time; therefore, they are looking to simplify their life and reduce the time used preparing food in the kitchen in order to spend more time doing the things they value. (International Markets Bureau of Canada, 2010)

To create a food delivery service in Hua Hin the researcher recommends using a marketing strategy to achieve a high market share in the food delivery service sector. The recommendations are as follows:

1. Product strategy: Carry out more researches to find out what kind of product customers need. As a result of this, the study product then needs to be delivered in 20 minutes. Especially products that consumers hardly prepare by themselves, such as seafood.

2. Place strategy: Advertise more on the benefits of using a food delivery service in order to gain more brand awareness. There is a diversity of people in Hua Hin, many who don't know about such a service. People who are from Central Thailand or Bangkok are used to food delivery services, but local people might not be familiar with this kind of service. Additionally, food delivery services should provide a user friendly way to order food because sometimes customers think that ordering food can be complicated.

3. Price Strategy: Set a realistic delivery charge. The result from the study was set around 20-40 Baht.

4. Promotion Strategy: Try to launch promotions or advertise using Guerilla marketing in order to attract people to use it and to better understand the benefits of the service and the convenience it provides.

5.3 Limitations

There was a limitation in location where I found the respondents. In some public places it was difficult for the researcher to get people to fill out the questionnaire. Another problem that I found was when I distributed my questionnaires, there were not many respondents who were willing to do the questionnaires. Regarding the research topic which was; ‘the factors that influence consumers to use food delivery services in Hua Hin’, I found that the respondents that I expected to do the questionnaire, should stay in Hua Hin. So, this point also was the limitation of this study as well because it was difficult to find people who stayed in Hua Hin for the long term.

5.4 Future research

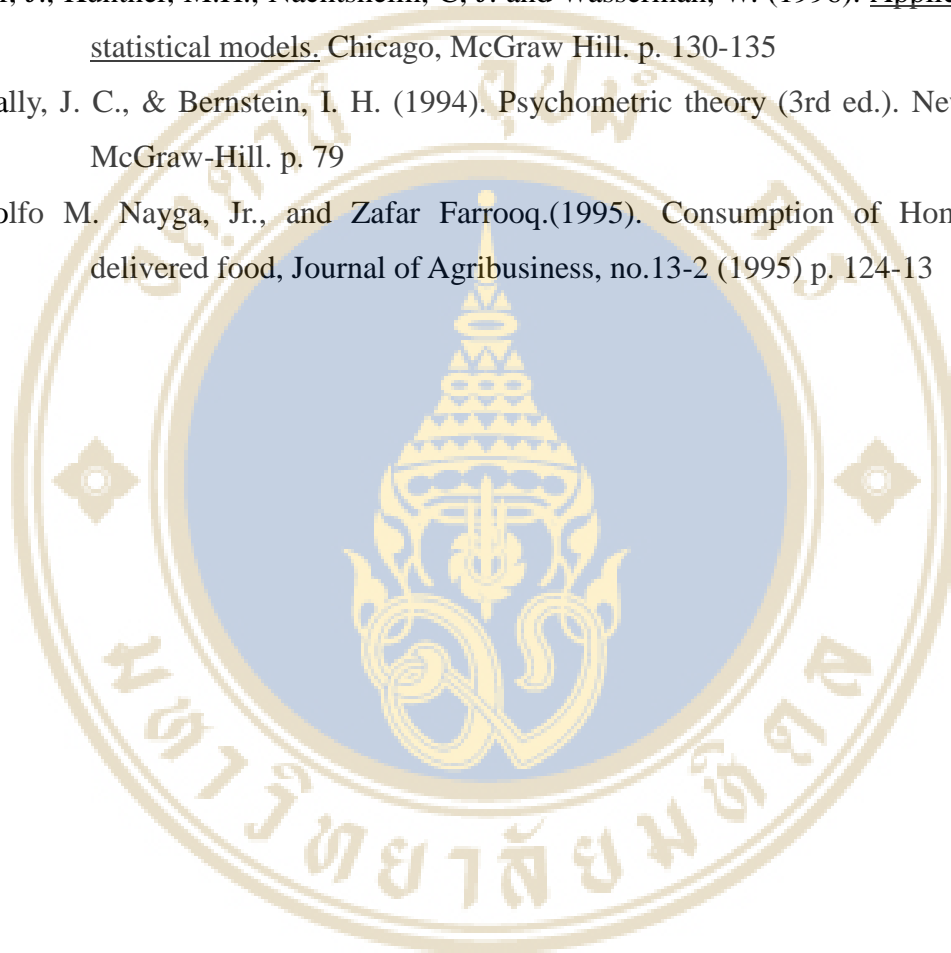
As regards further study, the researcher should specify on the product more, such as the factors that influence consumers’ decisions to use Seafood delivery services in Hua Hin. Regarding this study, it showed that the product was one of many variable factors that impacts consumers’ decisions, but this study did not study this in depth. So, more questions are needed in order to collect this data to create promotions for businesses.

Further to the problems from the limitations section, the researcher should seek the real target group of respondents in order to get specific information and the real needs of customers. Moreover, the next researcher should adapt the questions in the questionnaire so that they are suitable for different target groups and may use both quantitative and qualitative methods in order to get a clearer picture and dig deeper to get more information.

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Appendix A: Questionnaire



COLLEGE OF MANAGEMENT
MAHIDOL UNIVERSITY

เรียน ผู้ตอบแบบสอบถาม

แบบสอบถามนี้เป็นส่วนหนึ่งของการทำวิจัย เรื่อง **ปัจจัยที่เกี่ยวข้องกับการตัดสินใจในการใช้บริการอาหารส่งถึงบ้าน (food delivery service) ในอำเภอหัวหิน** ของนักศึกษาคณะวิทยาลัยการจัดการมหาวิทาลัยมหิดล (แบบสอบถามนี้ใช้เวลาประมาณ 5 นาที) ผลของการสอบถามนี้จะถูกเก็บไว้เป็นความลับ และนำมาใช้ในการศึกษาวิจัยเท่านั้นทางคณะผู้วิจัยขอขอบคุณในการสละเวลาของท่านในการกรอกแบบสอบถามนี้

ส่วนที่ 1: (โปรดเลือกกาเครื่องหมาย ✓ เพียง 1 ตัวเลือก ในคำตอบที่คิดว่าใช่ที่สุด)

1. ท่านเคยใช้บริการส่งอาหาร (food delivery service) หรือไม่ (หากตอบ “ไม่เคย ” กรุณาข้ามไปทำข้อ 4)

<input type="checkbox"/> เคย	<input type="checkbox"/> ไม่เคย
------------------------------	---------------------------------

2. ท่านเคยใช้บริการส่งอาหาร (food delivery service) ในอำเภอหัวหินหรือไม่

<input type="checkbox"/> เคย	<input type="checkbox"/> ไม่เคย
------------------------------	---------------------------------

3. โดยปกติท่านใช้บริการส่งอาหารจำนวนเฉลี่ยกี่ครั้งต่อเดือน

<input type="checkbox"/> ทุกวัน	<input type="checkbox"/> 1 ครั้งต่อสัปดาห์	<input type="checkbox"/> 2-3 ครั้งต่อสัปดาห์
<input type="checkbox"/> 1 ครั้งต่อเดือน	<input type="checkbox"/> มากกว่า 5 ครั้งต่อเดือน	

4. หากมีการให้บริการส่งอาหารในอำเภอหัวหิน ท่านคิดว่าค่าบริการส่งอาหารควรมีราคาเท่าใด

<input type="checkbox"/> 10-20 บาท ต่อครั้ง	<input type="checkbox"/> รวมในราคาอาหาร
<input type="checkbox"/> จ่ายตามระยะทาง	<input type="checkbox"/> ไม่คิดค่าบริการ
<input type="checkbox"/> 20-40 บาท ต่อครั้ง	

5. หากท่านต้องการใช้บริการส่งอาหารช่วงอาหารมื้อใดที่ท่านใช้บริการส่งอาหารมากที่สุด
 มื้อเช้า มื้อกลางวัน มื้อเย็น
6. หากท่านต้องการใช้บริการส่งอาหารช่วงวันใดในสัปดาห์ที่ท่านต้องการใช้บริการส่งอาหารมากที่สุด
 ช่วงวันทำงาน (จ-ศ) ช่วงวันหยุด (ส-อา) ช่วงวันหยุดเทศกาล
7. หากมีการให้บริการส่งอาหารในอำเภอหัวหิน อาหารไทยประเภทใดที่ท่านสนใจให้มีการจัดส่งถึงบ้านท่าน (โปรดเลือกภาครื่องหมาย เพียง 2 ตัวเลือก)
 อาหารไทยพื้นเมือง อาหารเช้า เช่น โจ๊ก ข้าวต้ม
 อาหารทะเล อาหารจานเดียว เช่น ข้าวมันไก่
 อาหารอีสาน ก๋วยเตี๋ยว
 ของหวาน/ขนมไทย อาหารตามสั่ง

ส่วนที่ 2: ปัจจัยที่เกี่ยวข้องกับการตัดสินใจในการใช้บริการอาหารส่งถึงบ้านในอำเภอหัวหิน

(โปรดเลือกภาครื่องหมาย ในช่องหมายเลขที่ท่านคิดว่าถูกที่สุด)

โดย 1: ไม่เห็นด้วยอย่างยิ่ง 2 :ไม่เห็นด้วย 3: ไม่แน่ใจ 4: เห็นด้วย และ 5 : เห็นด้วยอย่างยิ่ง ตามลำดับ

ข้อความ	ความคิดเห็น				
	เห็นด้วย อย่างยิ่ง	เห็นด้วย	ไม่แน่ใจ	ไม่เห็น ด้วย	ไม่เห็น ด้วย อย่างยิ่ง
1 ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้านที่ปรุงสดใหม่และใช้วัตถุดิบที่มีคุณภาพ	5	4	3	2	1
2 ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้านโดยคำนึงถึงรสชาติเป็นหลัก	5	4	3	2	1
3 ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้านโดยคำนึงถึงคุณภาพของอาหารที่ยังคงร้อนและสดใหม่	5	4	3	2	1
4 ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้านในช่วงวันหยุดเทศกาล ที่มีการจราจรติดขัดในเมืองหัวหิน	5	4	3	2	1

5	ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้านในช่วงวันที่มีฝนตกหนักในเมืองหัวหิน	5	4	3	2	1
6	ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้าน โดยได้รับอาหารไม่เกิน 20 -30 นาที	5	4	3	2	1
7	ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้านในวันที่ท่านอยู่บ้านเพียงลำพัง	5	4	3	2	1
8	ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้านในวันที่ท่านมีครอบครัว หรือญาติมารวมตัวกันที่บ้าน	5	4	3	2	1
9	ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้านในวันที่ท่านมีเพื่อนๆ มารวมตัวกันที่บ้าน	5	4	3	2	1
10	เพื่อนๆ เป็นคนแนะนำให้ท่านสั่งอาหารที่มีบริการส่งถึงบ้าน	5	4	3	2	1
11	ท่านมีความสนใจที่จะสั่งอาหารที่มีบริการส่งถึงบ้านถึงแม้ว่าจะมีราคาสูงกว่าร้านที่ร้าน	5	4	3	2	1
12	ท่านสั่งอาหารที่มีบริการส่งถึงบ้านบ่อยครั้ง	5	4	3	2	1
13	ท่านคิดว่าการสั่งอาหารที่มีบริการส่งถึงบ้านช่วยให้การดำรงชีวิตท่านง่ายขึ้น	5	4	3	2	1
14	ท่านคิดว่าหากมีบริการส่งอาหารถึงบ้านในอำเภอหัวหิน ท่านจะใช้บริการ	5	4	3	2	1

ส่วนที่ 3: รายละเอียดส่วนบุคคล

1. โปรดระบุเพศของคุณ

 ชาย

 หญิง

2. โปรดระบุอายุของคุณ

 15-25 ปี

 26 -35 ปี

 มากกว่า 50 ปี

 36-45 ปี

 46-50 ปี

3. ภูมิลำเนาของท่านอยู่ในอำเภอ/จังหวัด/ภาคใด

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> ภาคกลาง | <input type="checkbox"/> ภาคเหนือ |
| <input type="checkbox"/> ภาคใต้ | <input type="checkbox"/> กรุงเทพฯ และปริมณฑล |
| <input type="checkbox"/> ภาคตะวันออก | <input type="checkbox"/> ภาคตะวันตก <input type="checkbox"/> อำเภอหัวหิน |

4. วัตถุประสงค์ที่คุณมาพักอาศัยที่อำเภอหัวหิน

- ท่องเที่ยว/พักผ่อน
- พักอาศัยเป็นระยะเวลานาน (เช่น มาทำงาน หรือทำธุรกิจ)
- พักผ่อนเนื่องจากมี บ้าน คอนโด หรือที่พักอาศัยส่วนตัว อยู่ที่หัวหิน
- เป็นคนท้องถิ่น/คนหัวหิน

5. กรุณาระบุรายได้โดยประมาณของครอบครัวเฉลี่ยต่อเดือน (บาท)

- | | |
|--|--|
| <input type="checkbox"/> น้อยกว่า 15,000 บาท | <input type="checkbox"/> 15,001 – 25,000 บาท |
| <input type="checkbox"/> 25,001 – 35,000 บาท | <input type="checkbox"/> 35,001 – 50,000 บาท |
| <input type="checkbox"/> มากกว่า 50,000 บาท | |

--- ขอขอบคุณอย่างสูงยิ่งที่ท่านสละเวลาตอบคำถามในแบบสอบถามนี้---

มหาวิทยาลัยมหิดล