

**THE FACTORS THAT INFLUNCE CONSUMERS IN
BANGKOK ON PURCHASING BEHAVIOUR TOWARDS
ONLINE FOOD DELIVERY**



**A THEMATIC PAPER SUBMITTED IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR
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Thematic paper
entitled
**THE FACTORS THAT INFLUNCE CONSUMERS IN
BANGKOK ON PURCHASING BEHAVIOUR TOWARDS
ONLINE FOOD DELIVERY**

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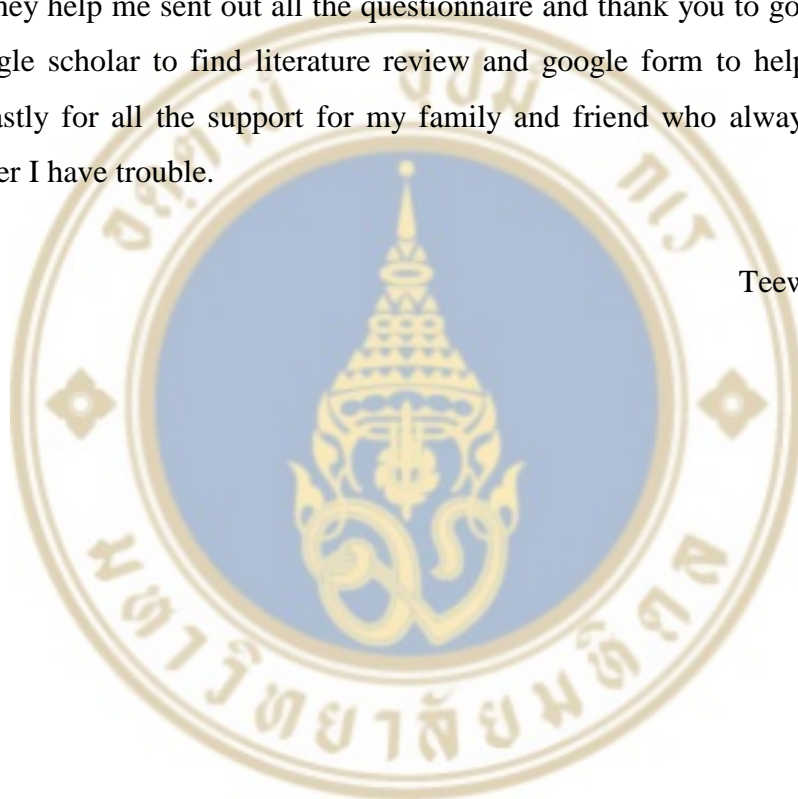
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ABSTRACT

Nowadays there is a lot of behavioural change in our society. One the them is the lifestyle change ,people in the city rarely cook for themselves because the society becomes more competitive and people have less time.This could be an opportunity for start-up who want to do food business or a restaurant planning to expand through online channel. E-commerce is increasing to be top channel for customer to buy any product in the market. I think the food business could use this opportunity to expand in this area.

The study aims to understand what is the factor that influence the customer of choice on how to choose a restaurant and use online food delivery service, for a start-up restaurant to create a strategy to attract customer. Qualitative research methodology was applied in the research. Questionnaire was sent to 84 people from age of 25-74 who live in Bangkok via online channel. The results revealed that there is attributes that can influence the customer choice,consist of quality or taste, convenience, reputation of the restaurant and cleanliness.

KEY WORDS : Food delivery / Influence factor of restaurant.

29 pages

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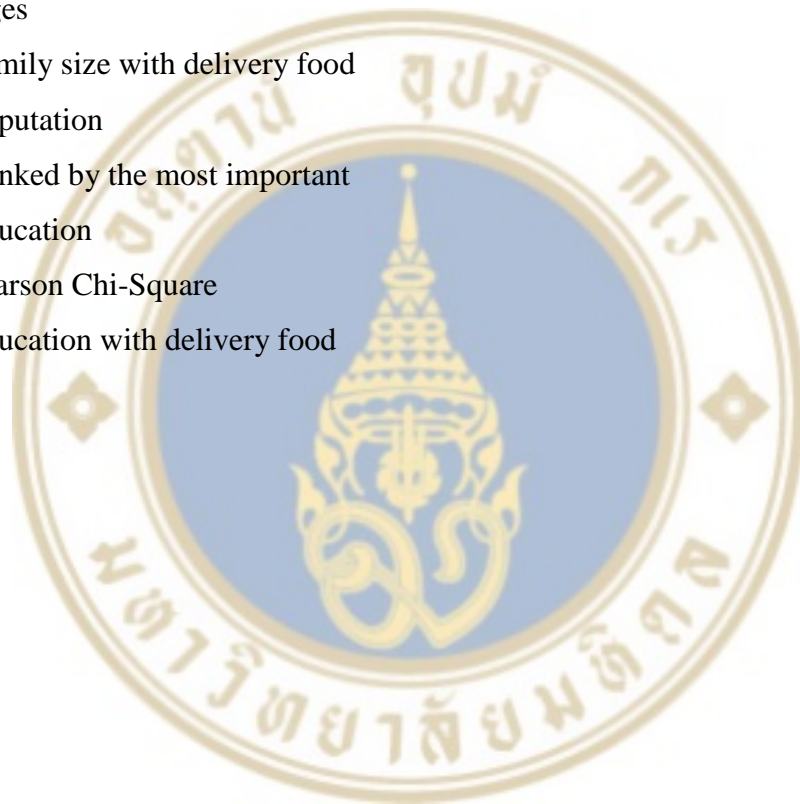
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CHAPTER I

INTRODUCTION

1.1 Background

The research topic of this thematic paper is the factors that influence consumer behaviour in Bangkok toward food delivery. Nowadays behaviour for people in Bangkok have changed through times. As the economy becomes more competitive everything is getting faster and faster, people move to live in the city to work and looking for new opportunities. They often live in apartments and condominiums. With family sizes getting smaller and changes in lifestyle, so people rarely cook by themselves, they usually buy food from the market, eat in the restaurants or use food delivery services to deliver meals at their houses. It is important for restaurants or start-ups to know what drives people to use food delivery instead of eating out at the restaurant, so they could take the right strategy to match with current consumer behaviour.

E-commerce is growing around the world and through our Asia. From the graph we can see that E-commerce volume in 2015 is around 23.5 billion USD. Food delivery service beginning to get into this business through this channel because internet can reach to everyone via smart phone. Instead of calling to the restaurant the customer can only go on the internet and order the menu online and fill the address and pay with credit card.

1.2 The Aim and Purpose

There are some well known franchise restaurants in the market that have food delivery service such as Pizza Hut , Pizza company, MK Suki, KFC or Food Panda that people in Bangkok often use and also many SMEs that deliver healthy food service. However my objective for this thematic paper means the service that deliver food in Thai eating style there will be 3-5 type of food eating with rice to be delivered

at home, it can be daily, weekly or monthly. Which can order through internet channel. This channel is growing rapidly for the last 5 years. Online can be anything from web browser, Facebook, Instagram, twitter or even Line application. Online channel is your front store which can give you a lot customer not just around the physical store but can provide customer around the country but you need good logistic system to make sure that you can cover all the area need to be delivery.



Figure 1.1 SE Aisia E-commerce volume in 2015
Source: <http://www.slideshare.net>

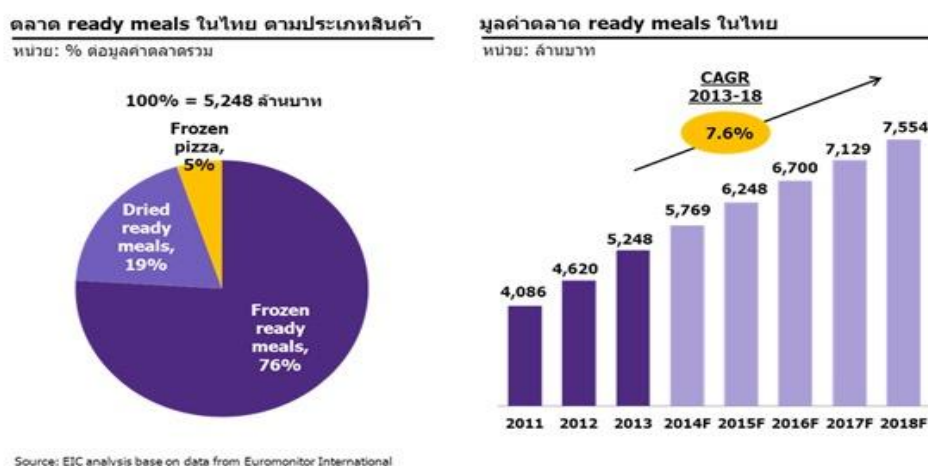


Figure 1.2 Ready meals in Thailand
Source: <http://www.greenshopcafe.com>

1.3 Problem Statement

For Start-up I believe that there is a lot of opportunity in food business because its a consumer goods people will have to eat it everyday and it will never change. They can copy your menu but the taste will not be exactly the same as yours.

1.4 Topic Selection

As you can see in the picture it is a very big market which is 6,248 million baht in 2015 and expected to be increase every year due to increase in population in Thailand so it is a large market for company to grow or huge opportunity for start-up. This is why it is important to know the factor that drive people to use food delivery so that the company can prepare the proper strategy.

1.5 Research Questions

Q1. What are the main factors that influence the buying behaviour to use online food delivery service for people in Bangkok?

Q2. Which consumer groups find online delivery service easier than calling?

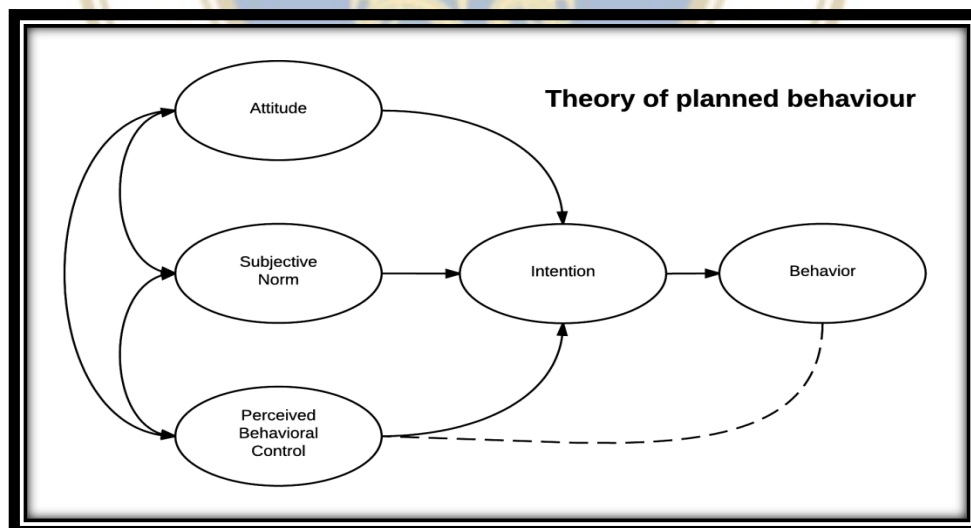
CHAPTER II

LITERATURE REVIEW

This is a review of literature to find the background knowledge and theory to support this research. This paper will use the Theory of Planned Behaviour and present the expected influencing factors that drive people to use online food delivery service in Bangkok area.

2.1 Framework of customer decision making

To find out what is the factor that influence the customer to buy a certain product or using online food deliver service, this will explained by using the theory of planned behaviour (Icek Azjen ,1987) to see how consumer thinks before buying a product or service.



2.1.1 Attitude toward act or behavior

The first factor that influence the individual. It is the stage that individual believe or think about product or service about how they can get benefit or loss for

their life ,they can see from the advertisement and starting to buy a product.For example when you see people using telephone on the street or see it on advertisement, you will starting that how this telephone will give you any benefit. In this case consumer might thinking about how they can get benefit from using online delivery product and start searching for information which one is the best for them.

2.1.2 Subjective Norm

This focus everything around the individual. If the individual see other people using the product or service around them there are more chance that the individual going to buy that product.Moreover if the individual get the encouragement from the others there are also more chance to buy the product.This influence the decision.For example about the telephone you will consider to buy one that people around you think it is good.In this case if the consumer see people around them using online food delivery they are more likely to use this service.

2.1.3 Perceived Behavioural Control

This state is about how individual think they can handle the task or the product after he/she bought it.If a person thinks he/she can handle the product then there are more chance to buy that product. For example if you going to buy a phone then you might think how can you handle it easily or not if you think it is hard for you to use then there is less chance that you going to buy this one.sIn this case if the consumer think they can use the internet to easily purchase online food delivery then it will influence the person to use the internet to order food.

In this theory it can be only 2 factors that drive the consumer behaviour. Individual can have Attitude toward behaviour or subjective norm to drive the behaviour. For example A want to go to the gym because he knows that he can have a better health and other people around him have told A to go to the gym even he might think that it is hard for him to do the exercise but there is a lot of chance that A would go to gym.

2.2 Relevant empirical studies

2.2.1 Food quality

For people to choose to buy food from restaurants, the first topic that stand out from the others is the food quality or taste of the food (Sulek & Hensley, 2004)(Auty 1992). This factor is the most important attribute that influence people to buy food whether its online or offline.

2.2.2 Word of Mouth (Reputation)

The study by (Zhang, Z., Ye, Q., Law, R., & Li, Y. 2010)has compare the differences between online user-created reviews and editor-created review. The result is that the review that created by users can give to positive attitude to the customer toward restaurant and can create to popularity of the restaurant, especially food taste if reviewed by customers. While editor review can create negative impact.(Zhang, Z., Ye, Q., Law, R., & Li, Y. 2010)

2.2.3 Age

From this article(Morganosky, M. A., & Cude, B. J.2000) the research show about who is using online channel to purchase food in a grocery store and what it the motivation to buy.The result shows that the major customer who using online channel is a younger than 55 years old.(Morganosky, M. A., & Cude, B. J.2000)

2.2.4 Convenience

One reason for people to prefer shopping online can be because they find it more convenient. From the research (Morganosky & Cude, 2000) it shows that 73% of the respondents has stated the it is saving time and thus increasing convenience rather than going to the store. Further,15% mentioned about their physical evidence that how hard can they go to the store. Another 26% show that they have more benefit by shopping online such as they can easier control they money spend, peacefulness and an easier comparison of the products (Morganosky, M. A., & Cude, B. J.2000).

2.2.5 Cleanliness

Hygiene is one of the factors that influence the customer to buy the food. In Ankara , Turkey this attribute is the number one factor that drive people to choose the restaurant. (Aksoydan, E. 2007)

2.2.6 Time Pressure

“Food products that save time and effort in preparation, consumption, or cleanup are omnipresent. Many people's lifestyles today have led to a great demand for such convenience food products. Technological innovations such as the microwave, changing household structures with more single households and more women pursuing paid work, multicultural societies introducing new foods, and changing values and norms are factors that have opened the doors for convenience food” (Brunner, T. A., Van der Horst, K., & Siegrist, M. 2010). Whether the consumer choice is eating manufactured ready meal, take away food or eating at a restaurant, the major attributes behind the motivation of this behaviour is time pressure because people can save a lot of time and can do preferred activities. They do not have to spend time to buy fresh material, preparing and cooking.(Ana, I. D. A., Schoolmeester, D., Dekker, M., & Jongen, W. M. (2007)

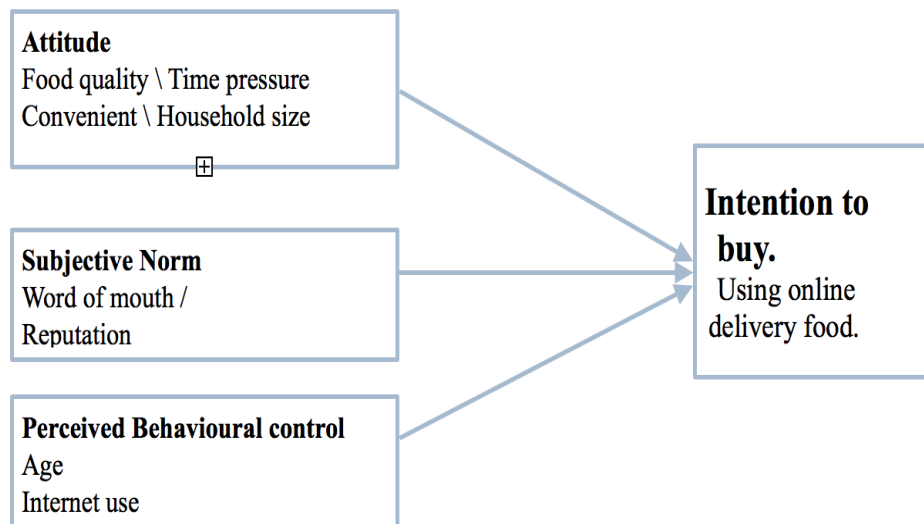
2.2.7 Household size

Due to the change in society, the average family size is getting smaller. Household size can be one influencer on why people would use online food service because in one household if there is a lot of people, there could be a person who has the time and cook for everyone which could be worth the time of prepare and go buy raw material at the market or even cheaper by economy of scale. On the other hand, with a small household size, and if everyone has to work then there is no time to prepare and cook the food and it is not worth to do it for small household.

2.3 Conceptual framework

According to the framework theory of planned behaviour and the empirical literature, there are many factors that influence consumers to buy food online,

so I have combined the theory with the empirical literature. The framework is shown in the picture below.



2.4 Hypothesis

1. People who find food delivery from the restaurant through online channel more convenient should have higher intention to use online food delivery.
2. Younger people are more likely to use online food delivery than older people.
3. People who can use internet have more chance to use online food delivery.
4. Family with 2-5 members will have more chance to buy online product with family more than 5 people.
5. Good reputation restaurant would have more chance that people will buy it through online channel if the restaurant has the service.
6. People with high education are more likely to buy food online.

CHAPTER III

RESEARCH METHODOLOGY

This research aims to understand the motivation that drive Thai people to use online food delivery, and analyse the consumer behaviour why they prefer to use internet to order food delivery service instead of the other channels.

3.1 Research Design

This research will explore the factors that influence people to use internet to order food delivery. This research will use quantitative method approach by sending questionnaire online to the respondents with closed-end questions. According to the smart survey website [add citation], it will help to collect the data easier and can send to the respondent which they can do it via smart phone ,PC or tablet anytime they want. Moreover the researcher can analyse the data easier because the online survey will gather all the data for the researcher.

3.2 Sample and Data collection

This research will target people who live in Bangkok and suburban areas. Suburban areas are included because people in suburban area have a similar life style in common with people in Bangkok. The suburban areas are Nonthaburi ,Pathumthani ,Samut Prakarn, Nakorn Pathom, Samut Sakorn (Bangkok Metropolitan region study 1985). This research does not limit the age, income, or occupation of the respondents.

The target population will be adults and above because at this stage they are able to take care of themselves and have the responsibility to make a decision to buy the products and services. The question asked will be used to test whether to hypothesis is correct or not. For example to see what if the amount younger generation will use this channel more than older generation or not, or will people buy online food

with the good reputation restaurant in physical world or not. The questionnaires were pre-tested to ensure that consumers understood the questions.

3.3 Instrument

The subject of the questionnaire is to collect data and test the hypotheses. The questionnaire comprises of 3 parts, as follows

Part 1. Is the personal question

Example question.

- Age of respondent to test the hypothesis about the age effect on online food purchase
- Personal income, to see if this factor has influence

Part 2. General view about online food purchases

Example questions.

- How often do you buy food through the online channel.
- How much money do you typically spend in one purchase.

Part 3. Information about the factors that influenced purchase on consumer products (rating scale) range from strongly disagree to strongly agree.

Example question

- It is easier for me to use internet to order food than calling a restaurant.

If the restaurant has a good reputation and has online food delivery I will order it.

After collecting all the data, the author will use system SPSS to analyze the data.

CHAPTER IV

DATA ANALYSIS

This questionnaire was sent through online channel, reaching 82 respondents who live in Bangkok and rural areas. As this questionnaire intends to prove whether the hypothesis is true or not so the findings are as follows.

Hypothesis 1. People who find food delivery from the restaurant through online channel more convenient should have higher intention to use online food delivery.

Based on the two questions used in the questionnaire, 1. Order food delivery via online is easier than using a telephone call and via online is faster than using the telephone and cross-tabulation with the amount of people who ever use food online delivery which is only 54 from 82 who ever used online food delivery service.

From table 4.1 we can see that people who use online food delivery service are more likely to perceive that ordering food via online is easier and faster than calling to the restaurant, as you can see that with over 30 people out of 54 agree and strongly agree that using internet channel is more convenient than calling. While 28 respondents who never use online food delivery the majority were in a neutral zone which is 8 persons or 28.5% and 9 (32.1%) respondents were agree that using internet is easier than calling. Moreover from 28 respondents who never use online delivery think about using internet is faster than calling there is 11 (20.3%) respondents who say neutral but there is 10.7% who strongly disagree and 14.2% disagree, also 10.7% agree and 14.2% strongly agree. I think most of the respondents are more neutral because they might be lack of information.

show in the table that follows, based on age and the question if they ever use online food delivery service.

Table 4.1 People who use online food delivery service

From 52 people who use online delivery	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No comment.
Using Internet is easier than calling.	1 (1.85%)	4 (7.4%)	12 (22.22%)	17 (31.48%)	15 (27.77%)	5 (9%)
Using internet is faster than calling.	6 (11.1%)	4 (7.4%)	11 (20.3%)	12 (22.22%)	16 (29.63%)	5 (9%)

Table 4.2 People who never use online food delivery service

From 28 people who never use online delivery	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	No comment.
Using Internet is easier than calling.	1 (3.5%)	4 (14.2%)	8 (28.5%)	9 (32.1%)	3 (10.7%)	3 (10.7%)
Using internet is faster than calling.	3 (10.7%)	4 (14.2%)	11 (20.3%)	3 (10.7%)	4 (14.2%)	3 (10.7%)

Hypothesis 2. Younger people are more likely to use online food delivery than older people. This survey has age of respondent from 24-64 years old. I will divide 20-40 as younger generation and 40-64 as older generation the information as

As you can see from Table 4.3 from age 20-40 there is around 47 percent people who never use food online delivery. On the other hand, 12 out of 30 respondent who are 40-64 never use food online delivery which is around 40 percent. From this information younger generation seems to have more chance on using online food delivery more than older people but the number is not much different on this hypothesis as expected.

Hypothesis 3. People who have internet access would have more chance to use online food delivery. As the questionnaire was sent through Line application on smart phone to all respondents, the result shows that there is 28 people which is 35% who never use online delivery service which come from age 20-40 for 16 persons and 40-64 for 12 person.

Table 4.3 Ages

	Use	Never use
Age 20-40	34 (68%)	16 (32%)
Age 40-64	18 (60%)	12 (40%)
Total	52 (65%)	28 (35%)

*Note 2 person did not give this information so I will not include into this table

Hypothesis 4. Family with 2-5 members will have more chance to buy food delivery both online and calling compare to family more than 5 people. This hypothesis was test on question asking how many people the respondent have in their family and how often did they order food delivery the information are as follows.

From the table 4.4 as you can see from family size with 2-4 persons of the respondents there are only 1 respondent who use food delivery service 3-4 times a week and only one family that order it 1-2 times a week ,while the all the majority of the respondents hold on to 20 family who order food delivery 1-3 times a year which is around 36 percent and 7 respondents 2-3 times a month and around 15.2 percent which both of this category considered to be over 50 percent of the respondents who rarely use food delivery service.

Furthermore the family of 5-8 persons has the same majority as the 2-4 persons per family which is no one order more than 1-2 times a week which is not different with the family with 2-4 persons. While the majority stay on 2-3 times a month and 1-3 times a year which 7 or around 35 percent and 8 or 40 percent of respondent and 5 families never use the service out of 20 from this group. The family with 8 people above has only 4 respondent which 3 of them never use online food delivery service consider to be 75% and only 1 respondent use it 1-3 times a year.

From this information that has been gathered I think the smaller household size does not have more chance to buy more than bigger family we can see the pattern from every size of the family that the majority will be 2-3times and month and 1-3 times a year base on this information so the hypothesis it not correct on this.

Hypothesis 5.Good reputation restaurant would have more chance that people will buy it through online channel if the restaurant has the service. From the graph below the author test the respondents by asking “If the restaurant has a good reputation and has online food delivery I will order it.” and the result are as above

For this question 34.5 percent of the respondents are strongly agree and 45 percent agree and 16 percent are neutral and only 3.7 percent disagree and no one strongly disagree. This shows that the reputation of the restaurant could be one important factor that is driving people’s choices.Most of the people think that if the restaurant has a good reputation there are more likely chance to buy it for online delivery. However on other part of the questionnaire that test the factor that influence the people’s choice.

Table 4.4 Family size with delivery food

	Never use	3-4 times/ week	1-2 times/ week	2-3 times/ month	1-3 times/ year	Total
Alone %	3 27.3%	0 0%	0 0%	4 36.4%	4 36.4%	11
2-4 persons %	17 37%	1 2.2%	1 2.2%	7 15.2%	20 43.5%	46
5-8 persons %	5 25%	0 0%	0 0%	7 35%	8 40%	20
8 above %	3 75%	0 0%	0 0%	0 0%	1 25%	4
Total %	28 34.1%	1 1.2%	34 41.5%	18 22%	1 1.2%	80

This part will let the respondents choose the 5 attributes consisting of taste, convenient, cleanliness, reputation and on-time delivery ranked by the most important “1 is the most important and 5 is least important

Table 4.5 Reputation

From 81 respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
If the restaurant has a good reputation and has online food delivery I will order it	0 (0%)	3 (3.7%)	13 (16%)	37 (45%)	28 (34.5%)

The graph in table 4.6 shows the reputation attribute which is 1 is the most important and 5 is least important. You can see that the respondents who think the reputation of the restaurant is the most important is only 14.3 percent. This indicates that among the 5 attributes the respondents think that they all are important, no attribute that significantly drives the behaviour to buy alone for a restaurant. For a restaurant not only a reputation that the restaurant should have but also good taste, cleanliness, and other attributes as well.

Table 4.6 Ranked by the most important “1 is the most important and 5 is least important”

From 82 respondents	Most important	Important	Neutral	Not important	Least important
How important of the reputation of the restaurant.	12 (14.6%)	14 (17.1%)	19 (23.2%)	20 (20.4%)	17 (20.7%)

Hypothesis 6. People with high education are more likely to buy food online. This questionnaire only reaches Bachelor degree and above and from this level there is a total of 30 respondents, 23 persons or 76.7% have ever used online and 7 persons or 23.3% are never use food online delivery. On master degree we have reached 34 respondents, 22 have used it and 12 respondents are never use which is around 35.3% of this level who never use online delivery. Ph.D level there is 16 respondents and 8 have used it and 8 for never use it before which is 50% percent of this level of education as the information shown in table 4.7.

Table 4.7 Education

	Use	Never use	Total
Bachelor Degree	23 (76.7%)	7 (23.3%)	30
Master Degree	22 (64.7%)	12 35.3%)	34
Ph.D	8 (50%)	8 (50%)	16
Vacational	1 (50%)	1 (50%)	2
Total	54 (65.9%)	28 (34.1%)	82

The author also using Chi-Square Test to specific on how these are relate or not as shown from the table below.

From the table 4.8 the Asympt. Sig is more than 0.05 so there is no relation as I expected that the higher education may have high chance to use food online delivery.

Table 4.8 Pearson Chi-Square

	Value	DF	Asympt. Sig (2-sided)
Pearson Chi-Square	3.592	3	0.309
N of valid cases	82		

From table 4.9 as shown as the bachelor degree has only one respondent who purchase online food 3-4 times a week and 5 respondents has ordered food 2-3 times month while the majority is 1-3 times a year the amount of 17 person or almost

56.7percent. For master degree 32.4 percent has buy it 2-3 times a month and other 32.4 percent is 1-3 times a year. This seem to relevant with the higher education could effect on purchasing behaviour. However Ph.D has 5 respondents order it 1-3 times a year or 31.5 percent and 2 2-3 times a months. The sequence or the level of education doesn't seem to be one of the factor that influence the consumer behaviour. This hypothesis is not correct.

Table 4.9 Education with delivery food

	Never	3-4 times/ week	1-2 times/ week	2-3 times/ month	1-3 times/ year	Total
Bachelor Degree %	7 23.3%	1 3.3%	0 0%	5 16.7%	17 56.7%	30 100%
Master Degree %	12 35.3%	0 0%	0 0%	11 32.4%	11 32.4%	34 100%
PH.D %	8 50%	0 0%	1 6.3%	2 12.5%	5 31.5%	16 100%
Vocational %	1 50%	0 0%	0 0%	0 0%	1 50%	2 100%
Total %	28 34.1%	1 1.2%	1 1.2%	18 22%	34 41.5%	82 100%

CHAPTER V

DISCUSSIONS

5.1 Conclusion

Nowadays despite the behavioural change that people in the city rarely cook for themselves in a household but food delivery is not the first choice of consumers because we can see that the majority of the people only use this service 2-3 times a month and 1-3 times a year, no matter the age or the education level. I think there are many substitutes for this service. People can go buy at the market, or go to the restaurant instead of using food delivery.

The research found that it is an opportunity for a restaurant to expand a business by open delivery service channel because the reputation of the restaurant is one of the influencing factor that drive consumer to buy food. The good reputation restaurant might get advantage from this if they expand the business.

For the start-up restaurant there are 5 factors that drive consumer behaviour almost equally. In order to be successful in this business your restaurant must have these 5 factor which is good taste, convenient, cleanliness and on-time delivery and then the reputation will come after you can succeed all of the factor. For online channel the consumer who use online channel find it more easy and faster than calling to the restaurant. We should increase online channel via Facebook, Instagram or Line which people already familiar with and easy for start-up to use this channel to reach their customers.

In order to have success, restaurants need to find the way to increase the consumption of online delivery because there is a lot of opportunity left, if the restaurant can increase the frequency consumption of consumer then we can generate more income to the restaurant. Restaurant can think of strategy to match with the consumer behaviour or we can have the package that offer 30 days of meal with variety of dishes and delivered to customer.

5.2 The limitations of the research

The limitations of this research for me is there is a limited time given which I cannot reach to many respondent enough in all levels of education, or all of the quantity of the members in family in the questionnaire. For example I only get 2 respondents of vocational level of education which is I think it is very low. If I had more time I would reach to more to respondent to really see the pattern in in many aspects.

With limited times I only had a chance to do only quantitative method which help me to see the consumer behaviour and know the factor that has impact on consumer. However by doing quantitative method I can only see how the consumer behave but does not really understand why they behave like that. For example I know that the majority use online food delivery service about 3-4 times a month but I don't know why, is there any other option for them and what is it?

Moreover by doing quantitative method some of the respondents do not understand the question clearly or leave the question blank intentionally or unintentionally which could make the data is not accurate as it should be.

5.3 Recommendation for future research

For future study others may collect data from other cities or in different countries or use a different data collection method such as face-to-face interviews, or only focus group to understand the consumer behaviour.

Future research may extend the study to include other influential factors that were not mentioned in this thematic paper such as past experience, perceptions, and attitudes. In addition, future research could research the restaurant choice factors from the viewpoints of restaurant owner and employees, instead of consumers.

Moreover, because the foodservice industry is dynamic, the factors that influence consumers' restaurant choice behaviour may change over time. Future research can conduct a longitudinal study to compare changes in restaurant choice factors that influence consumers' decision at different times.

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APPENDIX A: Questionnaire.

The purpose of this questionnaire is to find out more about why people use online food delivery food services, as part of a research project at Mahidol University. The questions will take less than 10 mins to complete

This survey is a part of the Thematic Paper research project for completion of a Master Degree at the College of management, Mahidol University. Your answers will be kept confidential and used for research purposes only.

Part 1

1. Do you live in Bangkok or suburban area?

Yes

No (End of survey)

2. What is your gender?

Male

Female

3. How old are you?

(fill in number)

4. What is your level of education?

Less than high school

High school

Vocational

Under graduate (Bachelor)

Graduate (Master)

PH.D

Other:

5. Which best describe your current job.

- Government employee
- Company employee
- Owner
- Student
- Freelance
- Others, please specify

6. What is your personal income?

- less than 10,000
- 10,000-20,000
- 20,000- 30,000
- 30,000-40,000
- 40,000-50,000
- 50,000 above

7. What type of accommodation do you live in?

- Condominium
- Apartment
- Townhouse
- House
- Others , please specify

8. How many people do you live with?

- Alone
- 2-4 person
- 5-8 person
- 8 above

Part 2

1. Have you ever ordered food delivery online through the internet?

Note: if you only order food by calling the restaurant by phone (or the call center, like 1112), and not online, please answer No. This question is only about ordering food delivery online.

- Yes
 No (Skip Q.2)

2. How often do you order food online?

- More than 5 Times a week
 3-4 times a week
 1-2 times a week
 2-3 times a month
 just a few times each year

3. How much amount of money you spent per one online purchase?

- less than 250 baht
 250 - 500 baht
 500 - 1500 baht
 1500 - 2500 baht
 2500 above

Please answer these question if you ordering food delivery by calling.

4. How often do you order food delivery?

- More than 5 Times a week
 3-4 times a week
 1-2 times a week
 2-3 times a month
 just a few times each year

5. How much amount of money you spent per one purchase?

- less than 250 baht
- 250 - 500 baht
- 500 - 1500 baht
- 1500 - 2500 baht
- 2500 above

6. Please rank the following terms' overall importance for why you choose to order food delivery , from 1 to 5. "1 is the most important" to

- Taste
- Convenient
- Cleanliness
- Reputation
- On time delivery

7. Please rank the following online social media that you use often to order food delivery online from 1 to 5. "1 the most often" to

- Facebook
- Instagram
- Line
- Twitter
- Internet browser

Part 3

Please rate your opinion if you agree or disagree with each of the following statements:

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
It is easier for me to use internet to order food than calling to a restaurant.					
If the restaurant has a good reputation and has online food delivery I will order it.					
I use food delivery because I cannot cook, or no one can cook in my family.					
I use food delivery because I don't have to go to the restaurant.					
I use food delivery because the taste is better than cooking by myself.					
I use food delivery because it can save my time preparing raw materials.					
I use food delivery because I don't have a maid.					
I use food delivery because all of my friend also use it.					
I use food delivery because all my relatives use it.					

	Strongly Disagree	Somewhat Disagree	Neutral	Somewhat Agree	Strongly Agree
I use food delivery because it easier to control my expenses and budget.					
I always order food online with the same restaurant.					
It take less time when using internet to ordering food than calling.					
I find it very hard to order food on the internet.					
It is cheaper to buy delivery food than buy it and cook it myself.					