

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



**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
COLLEGE OF MANAGEMENT  
MAHIDOL UNIVERSITY  
2017**

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Thematic paper  
entitled  
**THE FACTORS THAT INFLUENCE CONSUMERS IN  
BANGKOK ON PURCHASING BEHAVIOUR TOWARDS  
ONLINE FOOD DELIVERY RESTAURANT**

was submitted to the College of Management, Mahidol University  
for the degree of Master of Management

on  
August 15, 2017



.....  
Mr. Kongrit Pornchuti  
Candidate

.....  
Assoc. Prof. Sooksan Kantabutra,  
Ph.D.  
Advisor

.....  
Assoc. Prof. Nathasit Gedsri,  
Ph.D.  
Chairperson

.....  
Duangporn Arbhasil,  
Ph.D.  
Dean  
College of Management  
Mahidol University

.....  
Suthep Nimsai,  
Ph.D.  
Committee member

## ACKNOWLEDGEMENTS

I would like to pay sincere gratitude to my advisor Assoc. Prof. Sooksan Kantabutra who always give me an valuable advice and very useful advice throughout my research in order to complete this research. I would like to thank you to all of my friends and family who help me to spread the questionnaire and always support me when I have trouble.

Kongrit Pornchuti



# **THE FACTORS THAT INFLUENCE CONSUMERS IN BANGKOK ON PURCHASING BEHAVIOUR TOWARDS ONLINE FOOD DELIVERY RESTAURANT**

KONGRIT PORNCHUTI 5849212

M.M. (ENTREPRENEURSHIP MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. SOOKSAN KANTABUTRA, Ph.D., ASSOC. PROF. NATHASIT GERDSRI, Ph.D., SUTHEP NIMSAI, Ph.D.

## **ABSTRACT**

Nowadays, people are living in the rush surrounding. Facing a big problem in Bangkok like traffic jam, raining season, oil price rising, many people tend to choose delivery to purchase a lot of thing to satisfy them. According to Kasikornthai Econ Analysis Year 22 issue 2797, the Thai economy is regress by fluctuations of politic in 2016, the food delivery are growing around 11-15 percentage every year.

This research aims to understand the factors that influence the intention to buy of customer in Bangkok toward online food delivery restaurant. For the restaurant that want to create new product or bring their exist product into online should consider on these factors. The quantitative research methodology was applied in the research. The questionnaire was sent to 103 people from age 23 years old to more than 50 years old that live in Bangkok and outskirts via online channel. The results revealed that there are consist of 4 factors, advertisement and public relation, taste, package and service, which influence the customer intention to buy.

**KEY WORDS:** Online Food Delivery/ Influence Factor of Restaurant

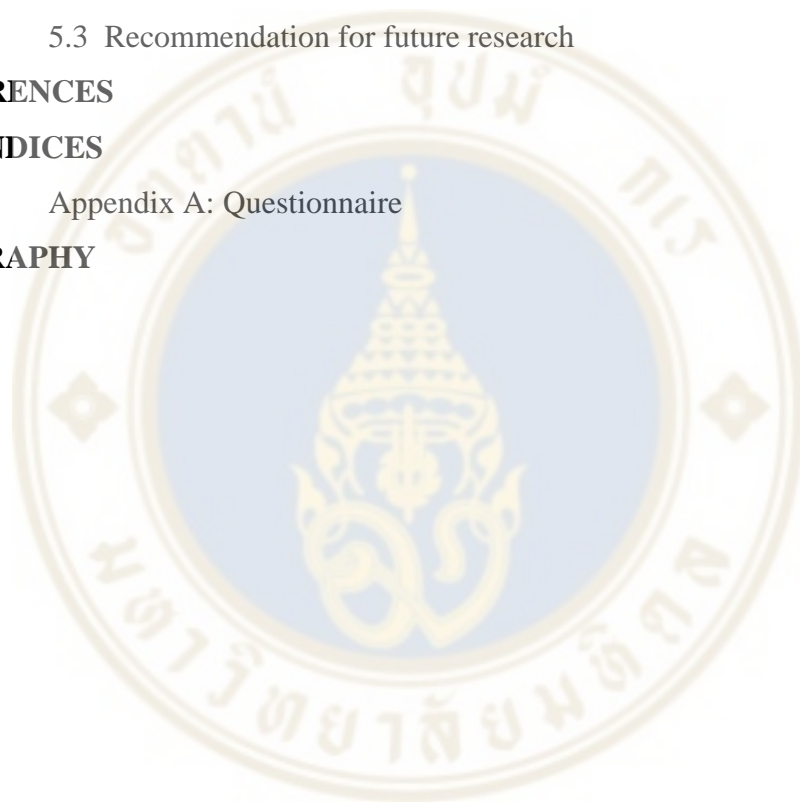
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# CHAPTER I

## INTRODUCTION

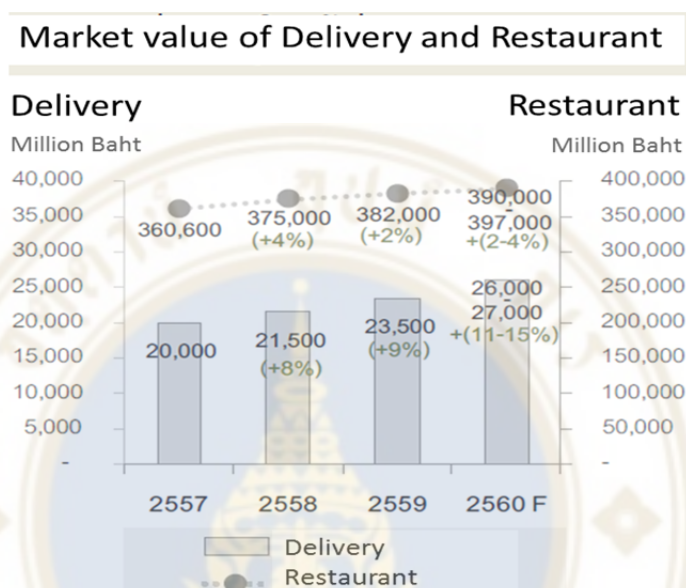
### 1.1 Background

Nowadays, people are living in the rush surrounding. Facing a big problem in Bangkok like traffic jam, raining season, oil price rising, many people tend to choose delivery to purchase a lot of thing to satisfy them. Many companies are providing delivery to extend their growth following the new trend of consumer. Food delivery is the other main choice for the consumer. In past, only big fast food company that provide the delivery service but today there are many service company that provide delivery service for SMEs. The game is partly changed when people can reach more restaurant than before. They have less chance to cook for their meal so their behavior change to purchase for their meal instead of cook. The solution for them is to buy some fast food or order the delivery food daily. According to Kasikornthai Econ Analysis Year 22 issue 2797, 8 Dec 2015, even the Thai economy is regress by fluctuations of politic in 2016, the food delivery are continuing grow around 11-15 percentage every year. The graph in Figure 1.1 show that market value for Delivery is continuing grow to reach double digit in year 2016 while market value for Restaurant is quite flat which grow around 2-4% in year 2016.



**Figure 1.1 Tarad A street food**

My family business, small restaurant, was found since 1972 by my parents in order to provide fresh, tasty food with reasonable price for local people. Following the trend that move to delivery, there is a lot of chance to do in delivery so I started this Thematic Paper to explore what is inside this market to create new product to serve their satisfaction.



**Figure 1.2 Market value of Thai Delivery and Restaurant in 2016**

Source: Kasikornthai Econ Analysis Year 22 issue 2797, 8 Dec 2015

## 1.2 The Aim and Purpose

Lalamove, on-demand Delivery Company reveals that the most online delivery order of people in Bangkok is Food and Beverages. The percentage of Food and Beverages order is equal to 54.86% which is a huge amount of market share. As a family business, my family restaurant was found in 1972 as Thai-Chinese restaurant. For several decades, there is no change until now. The restaurant is quite conservative so I decided to make some move by conducting a survey to analyze the factors that will influence to purchase food delivery in order to create new product in the future. There are many factors that influence the purchase decision of consumer who decided to order delivery food in Bangkok. There are many delivery restaurants that promote their business

on line. Some of them are success but some are not. The survey will minimize the problem in the future by put ourselves in to our consumer's shoe.



**Figure 1.3** Statistic of on-demand shopping and Delivery in Bangkok

Source: <https://techsauce.co/logistic/what-do-people-buy-using-ondemand-delivery-lalamove/>

### 1.3 Problem Statement

Due to consumer behavior's change, many food business companies have to adopt them into the red ocean in order to survive or into the blue ocean to the new business to expand their growth. The question is how to survive in this business and how to differentiate from each other, that's the reason why the factors analysis is important for new product development.

### 1.4 Topic Selection

Nowadays, Food delivery is the new trend for consumers who are seeking for their meal every day. Many restaurants have a chance to reach their new target customer more than past. They move forward to the new market which some of them

are successes but most of them are not. For the family business without any change for long time and want to expand their growth by delivering their products have to be careful about the product that they will launch in this market. To know the target customer needs before develop new product is very important for them. The factor analysis is the other good way to be selected to reveal what is inside their customer's mind and create product to satisfy them.

After the introduction of topic selection, the milestone was set and explores what data and theory allied with time. Next Chapter will show what factors and theory was chosen to analyze this problem.



## CHAPTER II

### LITERATURE REVIEW

This chapter will explain about the background knowledge and theory to support this research. This research uses the theory of planned behavior and represents the factors that will influence customer in order to choose online food delivery restaurant.

#### 2.1 Framework of Customer Decision Making

The theory of planned behavior (Icek Azjen ,1987 ) will be choose to analyze what factors that may influence to the customer intention to buy. There are many factors that may influence to customer decision so this research will choose the important ones that may related to the restaurant.

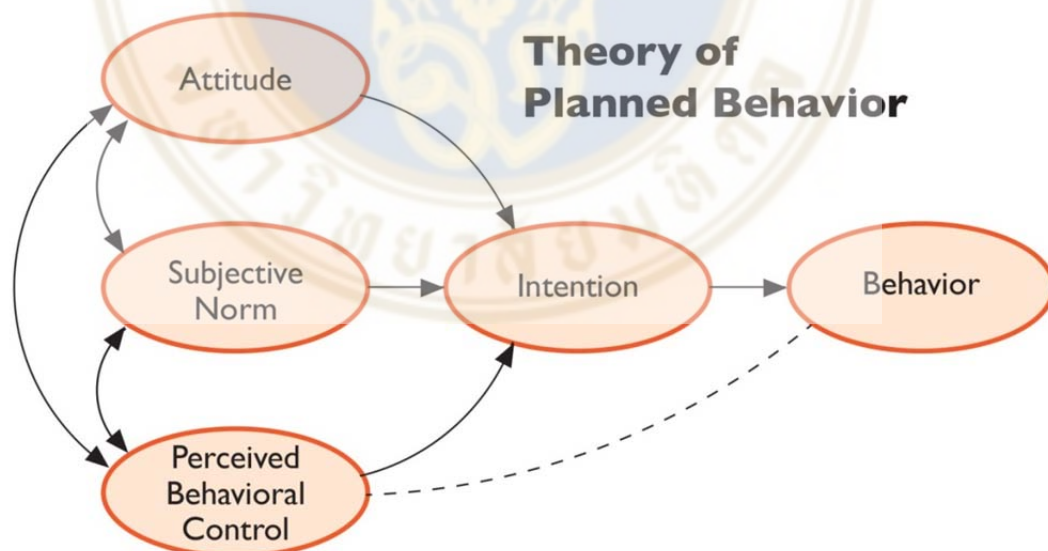


Figure 2.1 Theory of planned behavior

### **2.1.1 Attitude toward act or behavior**

This topic is about the individual belief of products or services about how this products or services will provide them a benefit or loss to their life is the attitude toward act or behavior. From many channel of advertisement, consumer will realize that do they need this product or not and if they did not buy this product what will be the consequence that they have to confront. For example, people will consider about how online food delivery will turn a benefit to them when they choose this service.

### **2.1.2 Subjective Norm**

This subject keeps on the surrounding around the consumer. When consumer live in the surrounding that most of people use the products or service, the consumer tend to have more chance to choose the same products or services that most of people choose. In addition, if consumers get the inspiration from the others, they tend to buy that product more and more. For example, when consumer found that their colleagues order online food delivery, they tend to order the online food delivery, as well.

### **2.1.3 Perceived Behavioral Control**

This subject is about how people think that they can use the product after they bought it. If they think they can use this product, there is more chance that they will buy this product in the future. For example, when consumers found that order the online food delivery is easy, they tend to order online food delivery in the future.

## **2.2 Relevant Empirical Studies**

### **2.2.1 Quality of foods**

The main reason for customer to repurchase the on-line food delivery is the quality of food. This outstanding factor related to food quality or taste of the food, food experience (Mona A. Clark, Roy C. Wood, 1998). This factor is the most important for customer to purchase online food delivery, not only repurchase but also become a loyalty.

### **2.2.2 Convenience**

The main reason that people go online is because of convenient. Nowadays, many online pages provide a lot of benefit to customer more than shop at store. The store wants to reach customer more than only at their store. The research of Morganosky and Cude, 2000 show that 73% of respondents think it eliminate time consumption and they can enjoy more convenient instead of going to the store.

### **2.2.3 Time Pressure**

The big city like Bangkok leads their citizen to race to themselves. There are a lot of important thing to do in order to compete with their competitors. Time pressure is the other factor that affects people in big city. The factors that influence people to eat ready meal, take away food or visit restaurant is time pressure, they do not have time to cook for themselves (Ana, I.D.A., Schoolmeester, D., Dekker, M., & Jongen, W.M., 2007).

### **2.2.4 Healthy and taste**

From the research, it appears that it is the “unhealthy is untasty” and “healthy is tasty” perceptions that predominate in certain consumer groups. A novel conceptual framework for understanding the ambivalence of health and taste perceptions in food consumption is offered (Harri Luomala, Maijastiina Jokitalo, Hannu Karhu, Hanna-Leena Hietaranta-Luoma, Anu Hopia, Sanna Hietamäki, (2015)). The other factors that might influence the purchase intension of customer must be the quality of ingredient and the taste of the foods. Many restaurants with the good review about taste and fresh ingredient in public community webpage will attract the customer to these restaurants that’s why many review webpage make a lot of money from reviewing the restaurant.

### **2.2.5 Packaging**

Nowadays, the design of package is quite important for the products in order to draw attention from the customers and differentiate from their competitors. Alex Gofman, Howard R. Moskowitz, Tönis Mets (2010). The research reveals that consumer research should be a central part not only at the final stages of the package design but also at the initial stage as well. The steps of fitting the research into the package design process

are shown providing a parsimonious way to include consumers in the early stages of package design which will help the marketers efficiently create better packages that consumers like and which will help marketers to differentiate their respective products from the competition.

### **2.2.6 Service and word of mouth reputation**

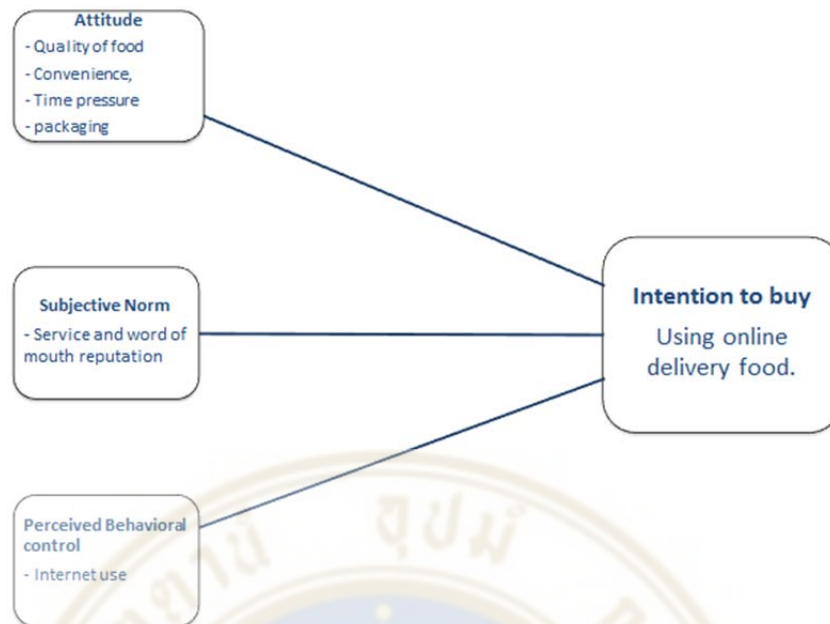
Hokey Min, Hyesung Min (2011). This study reveals that a service attribute considered most important to the fast food restaurant customers' impressions of service quality. This evidence has not been changed over time. The research found that a pattern of the correlation between the overall level of customer satisfaction with the fast-food restaurant and its word of mouth reputation. The customers tended to be more favorable to easily accessible and national fast-food restaurant franchises than less accessible, relatively new, and regional counterparts.

The social media is the best way to communicate with the customer. The studies from (Zhang, Z., Ye, Q., Law, R., & Li, Y. 2010) reveal that the good review creating by customer can provide the good attitude to the restaurant and lead to the popularity of the restaurants.

## **2.3 Conceptual Framework**

According to the theory of planned behavior and the empirical literature, there is a lot of factors that might affect to consumer intention to buy so the combination of the theory with the empirical literature should be done. The framework is shown in the picture below.





**Figure 2.2 Conceptual framework**

## 2.4 Hypothesis

The factor that influence consumers in Bangkok on purchasing behavior towards online food delivery restaurant.

The chosen theory and factor was gathering and creating the conceptual framework to analyze the hypothesis of this research. In next Chapter, the data was collected from respondents with the designed method from the framework of Chapter II.

## **CHAPTER III**

### **RESEARCH METHODOLOGY**

This research aims to find the factors that motivate Bangkok people to purchase online food delivery what should be in a part of the products that they will purchase.

#### **3.1 Research Design**

This research will use the quantitative method in order to investigate the factors that will affect purchase intention for the customer. The on line questionnaire was develop by smart survey website, Google forms and send to the respondents with closed-end questions. The Google forms is the smart survey website which respondents can reach them with many way like mobile phone, desktop and PC. It provides the result in summary and excel file which I can bring the soft file to analysis the factors more easily.

#### **3.2 Sample and Data collection**

The samples of this research are people who live in Bangkok and outskirts. The outskirts might include Nonthaburi, Pathumthani, Samut Prakarn, Nakorn Pathom, Samut Sakorn. This research will focus on Bangkok and outskirts people and does not have any limitation on age, income, or occupation of the respondents.

The target people will be adults and teenagers because both of them are take responsibility to purchase products and services by themselves, have the ability to go through the online shopping nicely and are able to take care of themselves independently. The question will be used in order to investigate the hypothesis. The questionnaires were pre-tested before final send to respondents and real customer to ensure that the respondents understand all the questions.

### 3.3 Instrument

The content of the questionnaire is to collect, gather, analyze data and test the hypotheses. There are consist of 3 parts in this questionnaire, as follows

Part 1: The personal questions : Example question.

- Could you please tell us what is your income range per month?
- Gender of respondents to test the hypothesis about the gender effect on online food purchase.

Part 2: General view about online food delivery purchasing: Example question.

- How much money that you spend for each meal?
- Where have you had the lunch?

Part 3: Information about the factors that influenced people to purchase online food delivery (rating scale) range from strongly disagrees to strongly agree: Example question.

- The designs of packaging affect your online food delivery purchasing.
- Good tastes have effect on your online food delivery purchasing.

## CHAPTER IV DATA ANALYSIS

After sending the questionnaire via online survey website, the number of respondents is 103 persons who live in Bangkok and outskirts. The SPSS method was used to analyze the data received from online survey. The result show as follows.

**Table 4.1 General information of respondents: Gender**

Gender	Amount of people	Percentage
Male	48	46.6
Female	55	53.4
<b>Total</b>	<b>103</b>	<b>100.0</b>

Table 4.1 represent the total amount of respondents is equal to 103 persons while Female is equal to 55 persons (53.4%) and Male is equal to 48 persons (46.6%).

**Table 4.2 General information of respondents: Age range**

Age range	Amount of people	Percentage
23-25	6	5.83
26-30	22	21.36
31-40	55	53.40
41-50	13	12.62
More than 50	7	6.80
<b>Total</b>	<b>103</b>	<b>100.00</b>

Table 4.2 represents the age range of respondents. The age range 31-40 is the big group of the total respondents, 55 persons (53.4%). The second group's age range 26-30, has 22 persons in this group (21.4%).

**Table 4.3 General information of respondents: Salary range (Baht)**

Salary range(Baht)	Amount of people	Percentage
Less than 8,000	4	3.88
8,001-15,000	7	6.80
15,001-30,000	22	21.36
30,001-50,000	32	31.07
50,001-80,000	19	18.45
80,001-100,000	9	8.74
More than 100,000	10	9.71
<b>Total</b>	<b>103</b>	<b>100.00</b>

Table 4.3 show that the most group who has salary range around 30,001-50,000 Baht consist of 32 persons, 31.07%, the second group who has salary range around 15,001-30,000 Baht consist of 22 persons, 21.36% and the third group who has salary range 50,001-80,000 Baht consist of 19 persons, 18.45%, respectively.

**Table 4.4 Respondents information: Duration of lunch time period**

Duration of lunch time period	Amount of people	Percentage
Less than 30 minutes	5	4.85
30-60 minutes	77	74.76
More than 60 minutes	21	20.39
<b>Total</b>	<b>103</b>	<b>100.00</b>

Table 4.4 represents the time consumption when respondents spend on their lunch. The most group who spend time around 30-60 minutes has 77 persons, 74.76%, the second group who spend time more than 60 minutes has 21 persons, 20.39% while the rest spend less than 30 minutes has 5 persons, 4.85%.

**Table 4.5 Respondents information: Lunch place**

Lunch place	Amount of people	Percentage
Restaurant	53	51.46
Office	39	37.86
Other	11	10.68
<b>Total</b>	<b>103</b>	<b>100.00</b>

Table 4.5 represents the place that respondents often choose for their lunch. The most group who has lunch at restaurant has 53 persons, 51.46%, the second group consists of 39 persons, and 37.86% has lunch at the office.

**Table 4.6 Respondents information: Range of money spend for lunch (Baht)**

Range of money spend for lunch (Baht)	Amount of people	Percentage
Less than 50	15	14.56
51-100	62	60.19
101-200	20	19.42
More than 200	6	5.83
<b>Total</b>	<b>103</b>	<b>100.00</b>

Table 4.6 represents that most people, spend money for their lunch around 51-100 Baht, has 62 persons in this group, 60.19%, the second group spend around 101-200 Baht has 20 persons, 19.42% and the third group spend less than 50 Baht has 15 persons, 14.56%.

**Table 4.7 Respondents information: Meal type**

Meal type	Amount of people	Percentage
Thai	101	98.06
Japanese	1	0.97
Chinese	1	0.97
<b>Total</b>	<b>103</b>	<b>100.00</b>

Table 4.7 represents the meal type that respondents choose for their meal. The most people, 101 persons, 98.06% choose Thai dish when they order food delivery.

**Table 4.8 Respondents information: The reason why order food delivery**

<b>The reason why order food delivery</b>	<b>Amount of people</b>	<b>Percentage</b>
Convenient	49	47.57
No nearby restaurant	3	2.91
Have meeting	11	10.68
Have party	9	8.74
Not easy to go out to have a meal	31	30.10
<b>Total</b>	<b>103</b>	<b>100.00</b>

Table 4.8 represents the reason why people order food delivery. The most group who has 49 persons, 47.57% reveal that they choose online delivery because of convenient. The second group who has 31 persons, 30.10 % reveals that they choose online delivery because of hard to go out to have a meal.

**Table 4.9 Respondents information: Have you ever order online delivery?**

<b>Have you ever order online food delivery?</b>	<b>Amount of people</b>	<b>Percentage</b>
Yes	88	85.44
No	15	14.56
<b>Total</b>	<b>103</b>	<b>100.00</b>

Table 4.9 represents the usage of online food delivery among respondents from the survey. The major group is the one who ever have experience on online food delivery, have 88 persons, 85.44% while 15 persons of respondents, 14.56%, never have the experience on online food delivery.

**Table 4.10 Related components on online food delivery purchasing**

**Rotated Component Matrix<sup>a</sup>**

	Component				
	1	2	3	4	
internetads	.826				Ads and public relation
varietiesPRchannel	.812				
attractiveads	.805				
discountedpromotion	.742				
newpackaging		.818			Packaging
logo		.782			
packagingdesign		.711			
subcontact		.618			
humanrelation			.863		Service
personality			.853		
friendlywaiter			.776		
fresh				.885	Taste
taste				.884	

Extraction Method: Principal Component Analysis.  
 Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table 4.10 represents the result from SPSS method. There are 4 related components that influence the purchasing behavior to choose on-demand food delivery service for people in Bangkok. The first factor is Advertisement and public relation which consist of advertisement on internet, varieties public relation channel, attractive advertisement and promotion. The second factor is Taste which consists of taste of food, fresh ingredient. The third factor is Package which consist of new package, logo of brand, package design and outsource well know brand's delivery service. The last factor is service which consists of personality of waiter, human relation of waiter and familiarly waiter.



## **CHAPTER V**

### **DISCUSSIONS**

#### **5.1 Conclusion**

Living in the big city like Bangkok is not easy, people are straightforward and reveal what they really want in order to reach what they want and eliminate time consumptions. The online food delivery was created to serve the citizen during life time rush hour. KasikornThai Econ Analysis Year 22 issue 2797, 8 Dec 2015, even the Thai economy is regress by fluctuations of politic in 2016, the food delivery are continuing grow around 11-15 percentage every year. The market value of Delivery is continuing grow to reach double digit in year 2016 while the market value for Restaurant is quite flat which grow around 2-4% in year 2016.

The research found that market trend are change into online market so this is a huge opportunities for every restaurant to expand their growth not only big chain company but also SME as well. Many out-source delivery company are happen for small restaurant to satisfy the consumer and a lot of food communication webpages create an attractive content will draw the traffic to the restaurant. The content will attract the customer to visit the restaurant and have the experience there. People are social conscious. Making review of restaurant or post their meal picture are daily life for them that's why reputation will spread to other consumer faster and easier than last day.

For small restaurant, there are consisting of 4 factors that drive consumer to choose your restaurant, Advertisement and PR, Products, Package and Service. The first factor is Advertisement and public relation which consist of advertisement on internet, varieties public relation channel, attractive advertisement and promotion. The second factor is Product which consists of taste of food, fresh ingredient, reasonable price and reasonable delivery cost. The third factor is Package which consist of new package, logo of brand, package design and outsource well know brand's delivery service. The last factor is service which consists of personality of waiter, human relation of waiter and familiarly waiter.

For the new comer who want to move forward into this ocean, the restaurant must think about the product that they want to launch on the online delivery market must have the 4 factors mentioning above. When the restaurant know what factors that their customer concern, they can adopted their product to match the needs of customers.

In order to race with others, the restaurants have to impress the customer to make the repurchase and spread the rumor among them to go viral on social media.

## **5.2 The limitation of the research**

The limitations of this research are the time limitation. The limiting of time lets me explore the less group of respondents and the result may not represent the whole picture of Bangkok citizen. The most respondents are friends of mine who work in Bangkok especially inbound that's why the age range around 31-40 years old is the big part of this survey. For example this survey has respondents who have age range 23-30 only 28 persons. The 23-30 years old group must be the other group that can represent the picture of this business according to they are live with everything online and appreciate to explore new things by their mobile phone.

The limiting of time allow me to do only quantitative method which represent what inside customer's mind when they think about the online food delivery service. The factors that impact the consumer's decision to purchase will let the restaurant understand customers more than past.

## **5.3 Recommendation for future research**

For future research, the varieties of respondents should be considered in order to give the bigger picture of this business. There are many factors that did not measure on the survey which may affect the intention to purchase of the consumer in the future.

The online food delivery business is quite a fashionable business. When time gone by, the perceptions of customer may change a lot so the restaurant must keep on up-to-date the trend of consumer to be still on this train as long as possible.

There are a lot of factors that may influence the consumer intention to buy. From this research, the factors will be choose based on restaurant which may different from other restaurant so the next research should consider this reason, as well.



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## Appendix A: Questionnaire

The purpose of this questionnaire is to find out why people choose online food delivery services, as part of a research project at Mahidol University. The questions will take less than 10 minutes 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 outskirts area?

Yes  No (End of survey)

2. What is your gender?

Male  Female

3. What is your age range?

Less than 18 years old

18-22 years old

23-25 years old

26-30 years old

31-40 years old

41-50 years old

More than 50 years old

4. What is your personal income?

Less than 8,000 Baht

8,001 – 15,000 Baht

15,001 – 30,000 Baht

30,001 – 50,000 Baht

50,001 – 80,000 Baht

80,001 – 100,000 Baht

More than 100,000 Baht

**Part 2**

1. How much time you spend at lunch?  
 Less than 30 minutes  
 31-60 minutes  
 More than 60 minutes
2. Where do you have lunch?  
 In the office  
 In the restaurant  
 In the superstore
3. How much money you spend for lunch?  
 Less than 50 Baht  
 51-100 Baht  
 101-200 Baht  
 More than 200 Baht
4. What type of your lunch meal?  
 Thai dish  
 Chinese dish  
 European dish  
 Japanese dish
5. Have you ever order online food delivery?  
 Yes  
 No
6. Why you choose online food delivery?  
 Convenient  
 No nearby restaurant  
 Have meeting  
 Have party  
 Not easy to go out to have a meal

**Part 3** Please rate your opinion if you agree or disagree with each of the following statements:

	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neutral</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>
I choose my delivery restaurant by its decoration on food					
I choose my delivery restaurant by its varieties of menu.					
I choose my delivery restaurant because of its taste					
I choose my delivery restaurant because of its fresh ingredient					
I choose my delivery restaurant because of its extra size of ingredient.					
I choose my delivery restaurant because of its make from seafood ingredient.					
I choose my delivery restaurant because of its nutrition					
I choose my delivery restaurant because of attractive packaging.					
I choose my delivery restaurant because of eco-friendly packaging.					
I choose my delivery restaurant because of hygienic packaging.					
I choose my delivery restaurant because of attractive logo.					
I choose my lunch because of reasonable cost of delivery.					
I choose my lunch because of reasonable price.					
I choose my delivery restaurant because of clearly price tag.					
I choose my delivery restaurant because of attractive Ads.					
I choose my delivery restaurant because of a varieties channel of PR					



	<b>Strongly disagree</b>	<b>Somewhat disagree</b>	<b>Neutral</b>	<b>Somewhat agree</b>	<b>Strongly agree</b>
I choose my delivery restaurant because of knowledge of waiter.					
I choose my delivery restaurant because of manner of waiter.					
I choose my delivery restaurant because of manner of delivery employee.					
I choose my delivery restaurant because of personality of waiter					
I choose my delivery restaurant because of human relation of waiter					
I choose my delivery restaurant because of familiarly of waiter					
I choose my delivery restaurant because of fast.					
I choose my delivery restaurant because of on time delivery.					
I choose my delivery restaurant because of outsource delivery company.					
I choose my delivery restaurant because of promotions.					