FACTORS INFLUENCING FOOD DELIVERY SERVICE ADOPTION IN BANGKOK

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ABSTRACT

This study investigates, identifies and evaluates factors influencing adoption behavior of food delivery service among Bangkokians. In Bangkok, the business has been growing for years and the trend seems to grow continuously (Euromonitor International 2018). Broadly, convenience is the main reason in making consumers decide to choose ordering food over cooking or dining out. Regarding the two most successful food delivery services, Line Man and Grab Food, offering various choices of restaurants and promotions are the key facilitators affecting the adoption. Accordingly, by fulfilling both consumers' wants and needs, these are the factors causing the two brands becomes successful in the competitive market and driving the growth of the whole industry.

KEY WORDS: Food ordering behavior / Reasons behind convenience /
Food delivery service adoption / Food / Delivery

40 pages

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CHAPTER I

INTRODUCTION

In this past few years, there was a noticeably growth in third party service providing industry in Bangkok, Thailand – Grab, Uber, Lalamove, Kerry, Line Man, etc. These services can be categorized into 3 main categories – transportation, logistic, and food delivery. Among those three, for me, food delivery service seems to be the most interesting business. The competition is high; and the are rooms to capitalize, hence the business has not reached the maturity stage yet.

There is a clear evidence that food delivery service in Thailand has been growing for 3 years and tend to grow continuously (Euromonitor International, 2018). From my experience and observation, the usage adoption of third party service among my peers and family also increased. Since the industry still grows continuously, my assumption is "there is no problem which obstructs the on-going growth yet." Even there are some, the issues are not revealed to be clearly seen.

Regarding to rationale earlier, about the issues are not visibly exposed, there is another area to focus – opportunity to optimize the business to become even stronger in current competitive market. Facilitators causing the present success is the element to consider. Apart from the readiness of technology that is enough to support such service, the core factors driving the ongoing success are consumer behaviors.

1.1 Research Questions

The first question that come into my mind is "what are the factors that drive the adopting behavior?" In term of doing business, knowing only the factors is not enough. This led me to think further and came up with what really matters is the importance of each drivers. Finding the importance ranking of those facilitators is

crucial. Third party food delivery service business could know which area they should focus on.

Prioritizing the essential drivers and neglecting the unessential ones can result the business in increasing both efficiency of most activities within the firm and effectiveness of actions outside creating by the company. Benefits of the improvements can be gained by both sides, business and consumers. On the business side, they can grow effectively and capitalize larger amount of income. While on the consumers side, they would receive better service and enjoy better using experiences. According to all reasons mentioned above, the area of research is scoped down to finding the importance ranking and impact level of each facilitator. Therefore, the research questions are:

- What are the factors that drive the adopting behavior?
- Which factor creates the most to least impact?
- How big is the impact?

CHAPTER II

LITERATURE REVIEW

As we all know, e-commerce and m-commerce are the current trends of today world. People are adopting more and more internet and mobile usages, including in Thailand (Sirinuan, Sirinuan and Bohlin, 2012). Every industry grows and develops their business strategies around internet and mobile platforms, food and delivery services are ones of them. Food consumption behavior in Thailand also changed. From 2012 to 2017, sales value of this industry in Thailand increased by 38% (Euromonitor International, 2018). Thai people tends to order food instead of dining out. Integrating the rises of two trends, the technological advancement fulfilling Thai consumers' needs could be the reasons that drives the food delivery business's success. However, the technological advancement is only a tool; it unlocks the constraints. The actual factors which make food delivery services become successful are probably about the consumers' needs, wants, behaviors, and attitude.

2.1 Convenience and Don't Like Waiting

The first factor that lead the trends come from the consumer side. Not just for Thai people, most of human don't like to wait. "Waiting are frustrating, demoralizing, agonizing, aggravating, annoying, time consuming and incredibly expensive" (Maister, 1984). Getting in queue for tables and foods could make Thai consumers felt annoyed.

In a time of rush, with a limit amount of time provided in some occurrence, people tend to feel more frustrated. Some people decided to skip their meal when there is a time constraint. With food ordering in advance and getting food at the right time of need, consumers could feel more appreciated than keep waiting.

Another related human nature that leads growing trend is convenience. People prefer convenience rather than hardship. Using food delivery service can save effort, time, physical and mental energies (Scholder and Grunert, 2005). Answering consumers' need of delivering orders at their right time could be the factors driving the growth.

2.2 Traffic

The third reasons why Thai people decided not to dine out could be traffic. Bangkok is well-known for being one of the worst cities on earth having the traffic issue (Pianuan, Kaosa-ard, and Pienchob, 1994). Thinking of yourself getting stuck on the road, most people would get frustrated and annoyed. Traffic is one of the obstacles that prevent consumers to go to their desired restaurants. Nevertheless, the wants of desired food are still there. People have to weight their feelings on fulfilling their wants and negative emotions the would get from traffic jam. Instead of being stuck in car, they could have their desired food from the restaurants by just using food delivery service.

2.3 Weather

2.3.1 Heat (Hot Weather)

Thailand is a tropical country located in the equator region of the earth. The weather here is a combination of hot and humid. During lunch time, noon, the temperature in Thailand is ridiculously hot. The hot weather can affect the emotions of human. People do not feel well in either too cold or too hot weather (Klosterman, 1979). Heat isn't just a factor that affect human's emotion; humidity also creates impacts. "The irritating combination of high temperature and high humidity seems to affect people to a considerable extent" (Klosterman, 1979). Moreover, it also impacts

the quality and productivity of people performing their tasks (Hancher and Abd-Elkhalek, 1998). To avoid such weathers, consumers could likely to stay at their home or workplace and ordering food instead of going out.

2.3.2 Rain

The longest season in Thailand is rainy season, from May to October. Raining is troublesome problem which impact the decision of going out of their places. On one hand, some people don't like to get wet (Lowi, 1991). On the other hand, some cannot be wet in some situations, however, both are about not getting wet. Thinking of a person must present his or her projects and report findings to the clients, in that situation, they have to suit up in a proper dress. Getting wet and presenting the work is improper.

Linking with traffic issue furthermore, when there is raining, the traffic becomes even worse. The flow of traffic is undoubtedly influenced by weather-environmental conditions, such as rain, fog, mist, snow, etc. (Florio and Mussone, 1996). This further increases the leverage on rational and emotional side of not going out to get a proper meal at restaurant. With the behavior, attitude, and perception of human being, the food delivery services could become even more desirable in Thailand.

2.4 Follow Peers

Since Thai society is considered as collectivism (Rhein, 2013). Thai people tend to live, work, and do many activities together. They tend to follow each other on attitude and behavior. When one member of their group adopted some activities, they are more likely to spread the behavior to their nearby friends, family, and even acquaintances. Adopting food delivery service is not excluded. The increase of food delivery usage in Thailand could come from the collective behavior of Thai people.

2.5 Follow Influencers

There is a clear result on people follow on what their influencers, celebrities, net idols, youtubers, etc., do – especially among teenagers (Westenberg, 2016). As mentioned before, nowadays most companies focus to develop their business strategies on e-commerce, m-commerce, and online marketing. Food delivery services may adopt the celebrity endorsement to create a driver of usage.

2.6 Unlocking the limited choices (Variety Seeking)

In the past, the world was not connected as much as today. Consumers had limited choice in shopping – Limited Choice Sets, Local Price Response and Implied Measures of Price Competition. The constraint is created by the locations between the area where you are living and far away shop. Travelling to the shop in order to buy and seek for new the items you need or want takes effort and time. People might feel lazy, but the needs and wants for that object that they want to obtain and variety seeking behavior are still there (Simonson, 1990).

Food delivery has unlocked the choices limitation of food for consumers. Consumers can get the food they want or try new food without having to get out of their place. Moreover, in the service there are restaurants that the users don't even know or heard of. For variety seekers, this is like a map of hidden treasure. No matter how far the restaurants are, with food delivery service, consumers can obtain the food they are seeking for, and much less effort are required.

2.7 Promotion

Food delivery service in Thailand comes with many promotions. The most common type of promotions is price promotion. Many studies states clearly that price promotion has an effect on short-term sales. Using price promotion, it can drive sales dramatically (Kwok and Uncles, 2005). The food delivery service in Thailand offers

this kind of promotion quite often. In the case of selling services, this means people would the service more when there are promotions.

Apart from price promotion, giving discount, there are promotions than cooperate with the restaurants and loyalty rewards. People tend to use the service more and more like a repeat-purchase behavior on loyalty program (Sharp and Sharp, 1997). Consumers might feel that using the service and obtaining reward points is more worth than going out to purchase the food by themselves and getting nothing extra.

2.8 Credit Payment

Thailand, developing country, is well-known for street food (Chavarria and Phakdee-auksorn, 2017). The typical street food vendors in Thailand accept on cash payment. However, food delivery service in Thailand offer credit payment even purchasing food in those shops. By just linking your credit card with your account, third party food delivery companies allow you to pay your food on credit. They will advance your payment in cash to those stores first and collect the money on your linked credit cards. Credit card make the transaction become simpler, it removes the immediate need for money (Roberts and Jones, 2001). This pro of credit payment in attractive. Making the Thai consumers be able to purchase their meal on credit could be another reason that drive growth of food delivery business.

CHAPTER III
RESEARCH METHODOLOGY

Before going to the research methodology selection, the target that I would like to focus my research on is people who live, work, or study in Bangkok Metropolitan. In my opinion, this consumer group is the main and current users of third party food delivery service. The methodology chosen afterward will be based on the suitability for addressing the research questions and the selected target group.

3.1 Quantitative Research

The best-suited method that will be used in this research to answer the questions is quantitative research. Since the questions focus on ranking the importance and impact intensity of each facilitators, using the outcome quantitative research to quantify the measurement would be the best fit methodology.

3.1.1 Computer Assisted Web Interview (CAWI)

Within quantitative research, survey is the most common methodology; and this research will stick with this methodology. Scoping down further, I selected CAWI or Computer Assisted Web Interview as the research method. CAWI is as internet surveying technique in which the respondents have to follow a written script provided from a survey website.

The rationales behind using CAWI as the surveying technique are its strong points and suitability to reach the target sampling. In term of the pros, the first one is speed of data collecting process. According to the limited time, this advantage is essential. Second, since CAWI is computer based, implementing the skip pattern technique is available in the survey questionnaire. In case of the need for skip pattern,

CAWI allows that. Last but not least, this would be one of the best methodology for gathering information from the target samples. Hence the target interviewees are office workers working in Bangkok who have experience the food delivery service before, in term of technology knowledge and skills, they are capable to self-complete the online questionnaire. Moreover, office workers are not located or centralized in single area; workplaces are spread around to many areas in the city – reaching wide geography with ease is another pro of using CAWI.

However, there are limitations in using CAWI as the research methodology. Since CAWI is self-interview technique, the interviewees could lose their attention during completing the survey. So, the survey questionnaire has to be short although containing all questions in order to gather complete information needed. Another con of self-interview technique is there is no interviewer to guide the respondents through the interview. Every question has to be fully written with clear explanation, to avoid misunderstanding in survey completion. Even though these two disadvantages are crucial, they can be eradicated with well-prepared survey.

3.1.2 Sampling Plan

As mentioned earlier, the target samples are ones who live, work, or study in Bangkok. Describing them more in-detail, the majority age of this group is ranging from 15 to 45. However, I will concentrate only on age of 20 to 35, young adults, since they are the ones who adopt technology the most.

Gender is another demographic factor to be considered. Different gender could have different reason in adopting the service. However, setting quotas on would slow down the data collection process. In case of getting imbalanced proportion of gender, instead of setting a quota on gender, weighting would be a more proper technique to use – weighting the quota regarding the natural proportion of citizen living in Bangkok.

CHAPTER IV

DATA ANALYSIS & RESULTS

Just to mention, the data analyzed was based on only among total sample and those who were full-time workers, hence the based among full-time students was too low to report alone.

4.1 General Findings

Before going to the objective reporting part of the findings acquired from the survey, I would like to report the generic findings to give a clear vision of current food delivery service competitive market first. As mentioned in previous sections, Euromonitor had reported that there was a growing trend in food delivery service in Thailand. From the survey's findings, there is an aligned data on growing the service adoption in Bangkok Metropolitan. Almost three out of four of Bangkokians have used food delivery service at least once during May 2018 to July 2018.
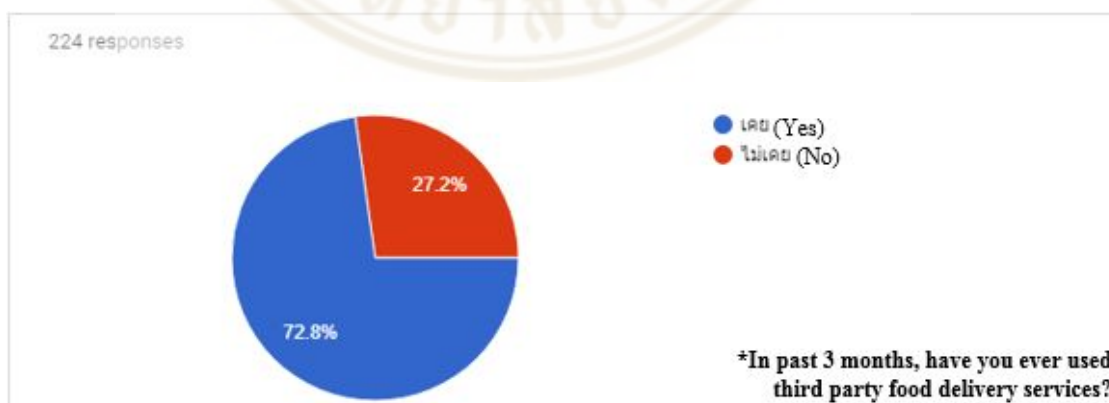
Figure 4.1 Food delivery services usages in past 3 months

In this category, most consumers are aware of many brands; the top three most well-known food delivery service providers in Bangkok are Line Man, Food Panda and Grab Food. Even though many different providers were heard of by consumers, there was only few lapsers. People tended to have a few brands in repertoire or stick with only one brand. Among those three, Line Man is the claimed most often usage brand, owning almost two third of the category, followed by Grab Food and Food Panda.
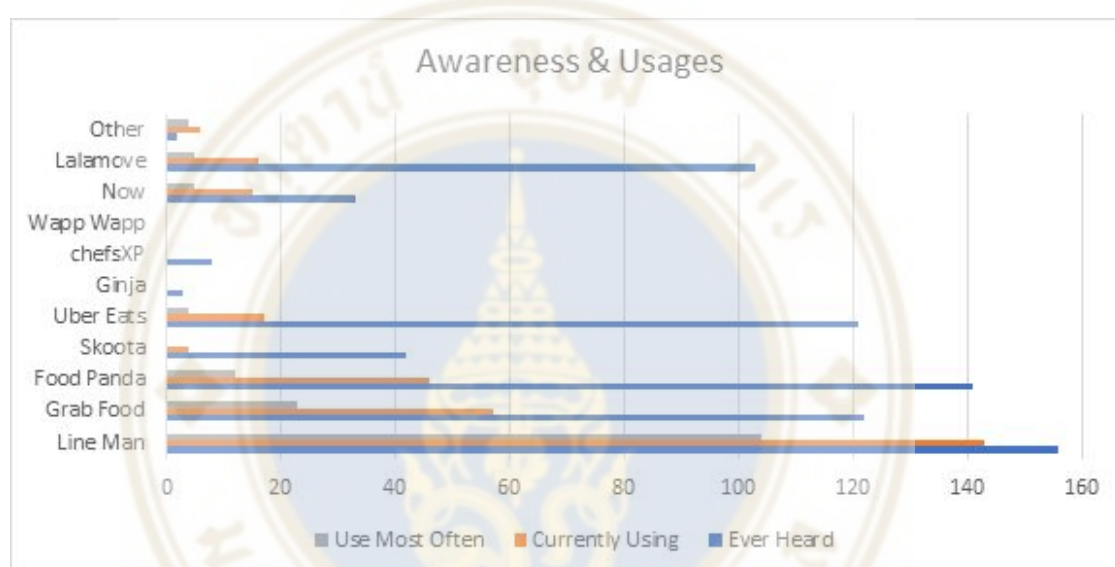
Figure 4.2 Brands awareness and usages

Food delivery service offered many types of food, varied from snacks to proper main dishes, even drinks could be ordered. The meal which people tended to use food delivery service the most is dinner, 4pm to 10pm. Lunch was also the peak time, but not breakfast. As the peak period of the usages occurred when people usually have either dinner or lunch, the kind of food ordered were in the same direction. It was clearly seen in the findings that almost everyone, about 92%, who adopted the service used them to order main dishes for their meal.
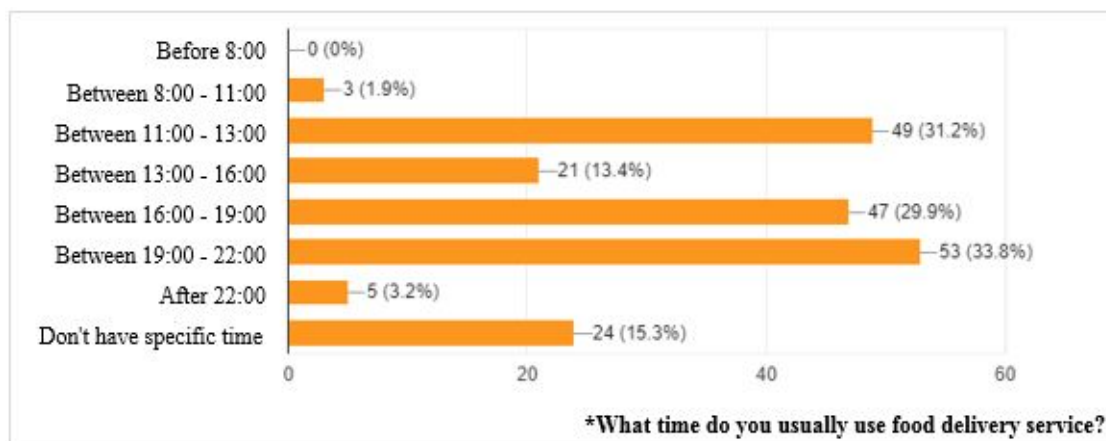
Figure 4.3 Usage periods
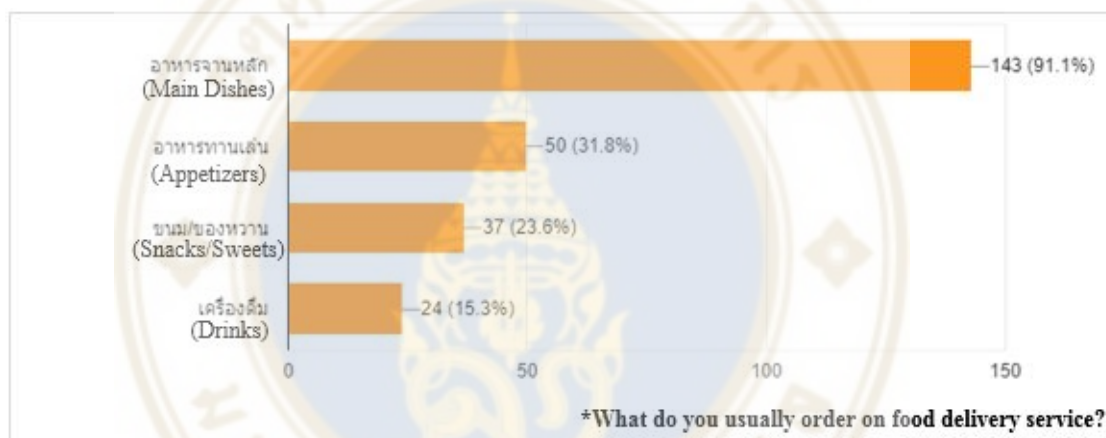
Figure 4.4 Type of food ordered

Since Thai society is collectivism where people tend to harmonize and to do activities together, the findings obtained from the research also reflected this behavior. Almost four-of-five of the users said most of the time when they ordered food, they order them to share or dine with someone else. This was shown on every kind of food ordered. When it comes to order for sharing, the expense per trip is quite high. Over one third of the users who order for sharing spent over 500 baht per order.
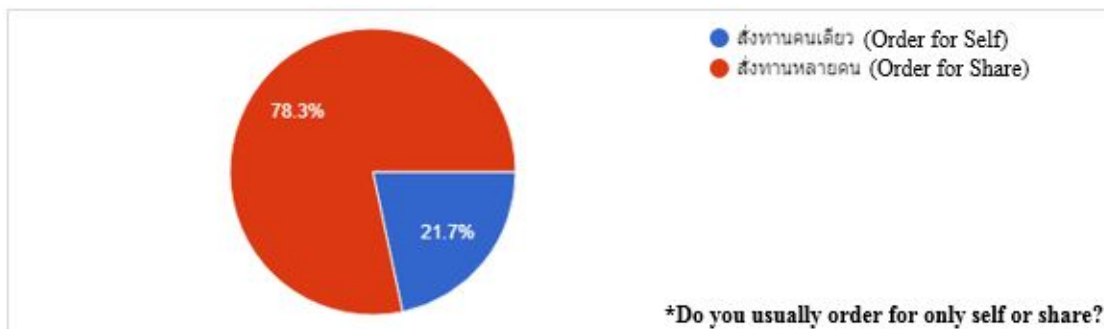
Figure 4.5 Ordering for self vs. share
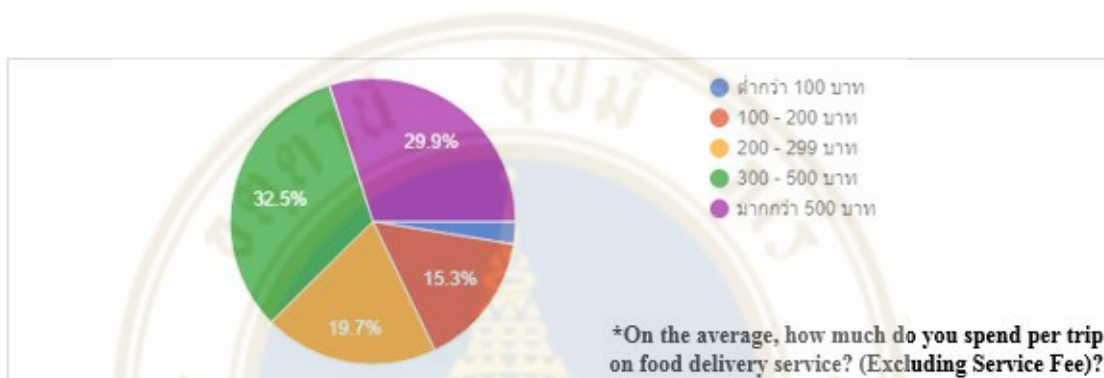
Figure 4.6 Average spend per trip

Apart from sharing, for ones who usually ordered the food just for themselves, ordering only main dish is the most frequent behavior. The spending per trip was quite vary among these people. Most of them pay around 100 – 200 baht per transaction, following by 300 – 500 baht and 200 – 300 baht. Although spending range of 100 – 200 baht happened the most, the frequency was slightly higher than the other two expenses.

4.2 Influencing Factors

Moving on to the main objectives of this study, seeing which factors are important that create the powerful impact on decision making of adopting food delivery service and which is the strongest influencer. From the assumptions about the factors triggering food delivery service adoption behavior, the findings of this research

show that not all the assumed factors were relevant. The factors that were really matter, having a mean score of 3.0 or higher in 0 – 5 points rating scale, on influencing the behavior were convenience, traffic, weather, don't like waiting and walking, variety of food or restaurants, and promotion.

Table 4.1 Factors' influencing levels (mean score 0 - 5)

Factors	Score	Factors	Score
Convenience	4.7	Have price promotion	3.1
Avoid Heavy Traffic	3.7	Explore new restaurants	2.8
Avoid Raining	3.7	Order from many restaurants	2.8
Order from specific restaurant	3.6	Credit payment is available	2.6
Don't like waiting in' queue	3.6	Cashless payment is available	2.4
Don't like walking outside	3.3	Follow peers or family	1.9
Avoid outdoor heat	3.3	Follow social-media influencers	1.0

4.2.1 Traffic and Waiting

Traffic is a crucial reason why Bangkokians decided to use food delivery service. As mentioned before that traffic is one of the biggest problem in Bangkok, the finding shows an aligned result. Traffic was the second-most impactful factor, with score of 3.7 out of 5. People don't like to get stuck in traffic and have to wait, getting time wasted for nothing. Furthermore, about waiting, consumers also don't like kept waiting in the queue even after they reached the restaurant too. To avoid those unpleasant moments, Bangkokians chose to order food instead of dining out.

4.2.2 Weather

Another important factor is Bangkok's climate, the place where is hot all year long. About one-fourth of the users used the service with the reason of don't like the heat outside their building; and heat got a score of 3.3 out of 5.

Not just about the heat, more importantly is raining. The factor was ranked sixth in common reason why people adopted food delivery service among all users. Although raining was not that commonly selected to be the reason why they adopt the service, the intensity of the factor was relatively high, being third in term of score.

Figure 4.7 Adoption drivers

4.2.3 Convenience

From the finding, almost 100% of the users answered convenience was the reason why they chose to use food delivery service rather than dining out; and among of those users, almost three of the quarter said convenience were most important to them. Another evidence from 5-points rating scale, vary from 0 to 5, convenience also gained the highest score of 4.7 points which was a lot higher than the second-important factor. Therefore, it is clearly seen that convenience is the most

powerful reason.

However, convenience seems to be too broad. Every food delivery service provider offers this benefit, but why only some brands owned the category? Are there some other specific attributes that consumers really sought for? Looking closer into the top two brands who owned the largest consumer base, each of them has its own standing points. They differentiated and offered unique propositions as their standing point.

4.2.4 Variety and Promotion

Starting with the brand which gained the most popularity among all, Line Man is the brand achieving the claimed most usage. What made Line Man became so successful? There must be something special offered from this provider which really answered the need of consumers.

Diving deeper into Line Man's users, both lapsers and most often users, the two special benefits apart from convenience which Line Man delivered to their consumers are "variety of famous restaurants" that are listed in their services and "promotions." In term of "variety of famous restaurant," 69% of the users who used food delivery service because of wanting to "order food from a specific restaurant" chose Line Man to be their main service provider. "Promotion" was another important factor convincing Bangkokians to adopt the service, and Line Man captured 53% of those group of consumers. This made Line Man became the most popular food delivery service in Bangkok Metropolitan.

Moving to the second-most used service, Grab Food, the lapsers and loyalists who used the service said one reason they used Grab was because of "promotion" offered by the provider. Even though the percentage was lower than Line Man, with only 25% of the users who used because of promotion, it was the second-most common reason after convenience among Grab Food main users, with 57%.

Table 4.2 Influencing Factors vs. Most often used brands

	Most Often Used Base	Convenience	Don't Like Queue	Don't Like Walking	Heat	Raining	Traffic	Follow Peers
Food Panda	12	12	4	5	4	4	5	-
Row %	100%	100%	33%	42%	33%	33%	42%	0%
Column %	8%	8%	7%	13%	11%	8%	10%	0%
Grab Food	23	23	9	10	6	6	5	1
Row %	100%	100%	39%	43%	26%	26%	22%	4%
Column %	15%	15%	16%	25%	16%	13%	10%	8%
Honestbee	1	1	-	-	1	1	-	-
Row %	100%	100%	0%	0%	100%	100%	0%	0%
Column %	1%	1%	0%	0%	3%	2%	0%	0%
Lalamove	5	5	2	-	1	1	2	1
Row %	100%	100%	40%	0%	20%	20%	40%	20%
Column %	3%	3%	4%	0%	3%	2%	4%	8%
Line Man	103	100	35	24	24	35	38	7
Row %	100%	97%	34%	23%	23%	34%	37%	7%
Column %	66%	66%	64%	60%	63%	73%	73%	58%
Now	5	5	3	-	1	1	-	1
Row %	100%	100%	60%	0%	20%	20%	0%	20%
Column %	3%	3%	5%	0%	3%	2%	0%	8%
Uber Eats	4	3	1	1	-	-	1	1
Row %	100%	75%	25%	25%	0%	0%	25%	25%
Column %	3%	2%	2%	3%	0%	0%	2%	8%
Personal Driver	1	1	1	-	1	-	1	-
Row %	100%	100%	100%	0%	100%	0%	100%	0%
Column %	1%	1%	2%	0%	3%	0%	2%	0%
Via Friends	1	1	-	-	-	-	-	1
Row %	100%	100%	0%	0%	0%	0%	0%	100%
Column %	1%	1%	0%	0%	0%	0%	0%	8%
Shop Delivery	1	1	-	-	-	-	-	-
Row %	100%	100%	0%	0%	0%	0%	0%	0%
Column %	1%	1%	0%	0%	0%	0%	0%	0%
Total	156	152	55	40	38	48	52	12
Row %	**100%**	**97%**	**35%**	**26%**	**24%**	**31%**	**33%**	**8%**
Column %	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**	**100%**

Table 4.2 Influencing Factors vs. Most often used brands (cont.)

	Most Often Used Base	Follow Influencers	Various Food	Specific Restaurant	Explore	Promotion	Credit Payment	Cashless
Food Panda	12	-	6	6	3	2	3	-
Row %	100%	0%	50%	50%	25%	17%	25%	0%
Column %	8%	-%	21%	9%	18%	4%	15%	-%
Grab Food	23	-	5	7	7	13	2	-
Row %	100%	0%	22%	30%	30%	57%	9%	0%
Column %	15%	-%	18%	10%	41%	25%	10%	-%
Honestbee	1	-		1	-	1	-	-
Row %	100%	0%	0%	100%	0%	100%	0%	0%
Column %	1%	-%	0%	1%	0%	2%	0%	-%
Lalamove	5	-	-	1	-	3	-	-
Row %	100%	0%	0%	20%	0%	60%	0%	0%
Column %	3%	-%	0%	1%	0%	6%	0%	-%
Line Man	103	-	14	46	6	30	11	-
Row %	100%	0%	14%	45%	6%	29%	11%	0%
Column %	66%	-%	50%	69%	35%	57%	55%	-%
Now	5	-	3	4	-	4	2	-AAAASA
Row %	100%	0%	60%	80%	0%	80%	40%	0%
Column %	3%	-%	11%	6%	0%	8%	10%	-%
Uber Eats	4	-	-	1	1	-	1	-
Row %	100%	0%	0%	25%	25%	0%	25%	0%
Column %	3%	-%	0%	1%	6%	0%	5%	-%
Personal Driver	1	-	-	-	-	-	-	-
Row %	100%	0%	0%	0%	0%	0%	0%	0%
Column %	1%	-%	0%	0%	0%	0%	0%	-%
Via Friends	1	-	-	1	-	-	-	-
Row %	100%	0%	0%	100%	0%	0%	0%	0%
Column %	1%	-%	0%	1%	0%	0%	0%	-%
Shop Delivery	1	-	-	-	-	-	1	-
Row %	100%	0%	0%	0%	0%	0%	100%	0%
Column %	1%	-%	0%	0%	0%	0%	5%	-%
Total	156	0	28	67	17	53	20	0
Row %	100%	0%	18%	43%	11%	34%	13%	0%
Column %	100%	-%	100%	100%	100%	100%	100%	-%

4.3 Other Factors

Apart from facilitators listed in the hypothesis, there are several more that people mentioned in the survey. The most common reason was "I'm not free." Consumers were not free in many aspects; each person had their own behind reasons. The first group who said they were not free had a underneath reason of having rush

works or assignments. The other group was ones who were already a parent. Some of them were not free to go out for dining or to cook because they had to sit and look after his/her children.

Another reason found in the finding was when the person who usually cooked, either the family members or in-home chef, for the user wasn't available. When eating habit which usually happened could not be fulfilled, they would find an alternative way which one way is to order the food through food delivery service.

Last interesting reason that the interviewee pointed out was about finding parking space. Heavy traffic and long waiting line are the start and end point before getting a seat in restaurant that influence the thinking process leveraging between dining in and dining out. As "finding parking space" is combined, the reason about the hardship in travelling to dine at restaurant is complete. Some people may already check Google map for the traffic level before they started their trip; however, when they reached their desired restaurant, the parking lot was full. Find parking space in a specific restaurant is also a facilitator that drives the success of food delivery services in Bangkok.

4.4 Areas to be Improved

Even though consumers chose to use food delivery service because of they wanted to reduce their painful moments of waiting or cannot getting out by any circumstance and to fulfill their needs by getting desired food from a specific or exploring new alternatives, the service cannot 100% deliver the needs. Hence the service is operated by human, human error sometimes occurred. More than half of the respondents had at least faced unsatisfied experience from using food delivery service.

Firstly, instead of getting food on time, so they didn't have to wait, they experienced a delivery delay. Secondly, some consumers received incorrect menu from what they ordered or missing order. These two circumstances create bad using experiences which fail the benefits that the users expected from the service. Lastly, finding a destination is not an easy job; the delivery man sometimes cannot find your

place to deliver the food.

CHAPTER V
CONCLUSION & RECOMMENDATIOINS

There are many factors, from my assumption, that I think they trigger the adoption behavior on food delivery service in Bangkok Metropolitan. However, not every factor is related nor influences the behavior. The research conducted reveals factors which really matter and the impact level of each factor, some create highly impact and some don't.

The facilitators can be categorized broadly into two groups - pain reliever and gain creator. The factors considered as pain for the consumers are traffic, weather, and waiting; and the factors considered as gain are choice variety and promotion. In general, all pain factors have higher overall impact. However, choice variety stands out to be the most important reason why Bangkokians chose to use food delivery service. In big picture, the two groups seem to have equal level of importance, but actually gain creator is slightly more important.

Every provider of food delivery service offers the benefits that can treat those pain. This treats as standard line for all brands. The providers who fail to meet the standard which creates bad experience would lose their consumers to their competitors. Ones who keep their consumers to wait for a long time would lose their popularity. Although, scoping down to each variable, traffic and weather are two main reasons, they are uncontrollable factors. There is nothing food delivery service company can affect these factors. Furthermore, not just cannot be influenced, these factors are just a norm for the category; focusing to enhance them would only reduce the dissatisfaction.

In order to gain satisfactory and popularity among competitors, the service must offer something special which would differentiate itself from other providers. However, the differentiation must be meaningful to the consumers; and gain creator

factors are the ones which are meaningful.

As mentioned before that Line Man is the most successful provider chosen by almost two-third of the sample, the service performed well in delivering the gain creator facilitators. While meeting the standard line that all providers can fulfill, Line Man cooperated with many restaurants all over Bangkok Metropolitan. Line Man enabled users of the service can either order food from their desired specific restaurant from afar or exploring various kinds of food or restaurants. Therefore, with no surprise, Line Man is the leader for third-party food delivery service operated in Bangkok Metropolitan.

Hence gain created factors are slightly more important than pain relieved factors, the area to focus for improving the business should be on creating new meaningfully different facilitators or enhancing the existing facilitators, such as increasing the number of restaurants in hand, to capture new consumers and maintain the current. However, pain relieved factors must not be abandoned. The factors are the core benefits of food delivery service which is the main reason why consumers decided to adopt the service. Some facilitators surely create larger impact, nevertheless, all facilitators are important for the service.

All in all, this research was conducted for understanding the consumer behaviors and the reasons behind those behaviors. The understandings retrieved from this paper could be further used for developing food delivery service business in order to improve both the business optimization and customers' using experiences. Nevertheless, as mentioned above, the factors influencing the behaviors were not yet in a complete list; this paper still required further research on the missing influencers to make the findings become fully effective.

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APPENDICES

Appendix A : Survey Question (English Version)

Screening Questions

No.	Question	Type	Answer	Routing
S1	In past 3 months, have you ever used third party food delivery services?	Single Answer	- Yes - No	- Close
S2	Are you full-time working or studying?	Single Answer	-Working - Studying - Vacant	-S3.1 -S3.2 -S3.3
S3.1	Which province are you currently working in?	Single Answer	- Bangkok - Upcountry	- M1 - Close
S3.2	Which province are you currently studying in?	Single Answer	- Bangkok - Upcountry	- M1 - Close
S3.3	Which province are you currently living in?	Single Answer	- Bangkok - Upcountry	- M1 - Close

Main Questions

No.	Question	Type	Answer	Routing
M1	Among these choices which food delivery service providers do you heard of? (Select all that	Multiple Answers	- Line Man - Grab Food - Food Panda - Skoota	

			- Uber Eats
	apply)		- Ginja
			- chefsXP
			- Wapp Wapp
			- Now
			- Lalamove
			- Other
M2	Which food delivery service providers are you currently using? (Select all that apply)	Multiple Answer	- Line Man - Grab Food - Food Panda - Skoota - Uber Eats - Ginja - chefsXP - Wapp Wapp - Now - Lalamove - Other
M3	Which food delivery service providers do you use the most?	Single Answer	- Line Man - Grab Food - Food Panda - Skoota - Uber Eats - Ginja - chefsXP - Wapp Wapp - Now - Lalamove

			- Other	
M4	In one week, on the average, how often do you use food delivery service?	Single Answer	- Less than once a week - Once a week - 2-3 times a week - 4-5 times a week - 6-7 times a week - More than 7 times a week	
M5	What time do you usually use food delivery service? (Select all that apply)	Multiple Answers	- Before 8:00 - Between 8:00 - 11:00 - Between 11:00 - 13:00 - Between 13:00 - 16:00 - Between 16:00 - 19:00 - Between 19:00 - 22:00 - After 22:00 - Don't have specific time	
M6	How do you usually order food through food delivery service? (Select all that apply)	Multiple Answers	- Phone Call - Online (Website) - Application on Mobile/Tablet - Other	
M7	What do you usually order on food delivery service? (Select all that apply)	Multiple Answers	- Meals - Appetizers - Snacks/Sweets - Drinks - Other	
M8	Do you usually order for	Single	- Self	

	only self or share?	Answer	- Share	
M9	On the average, how much do you spend per trip on food delivery service? (Excluding Service Fee)	Single Answer	- Less than 100 Baht - 100 - 199 Baht - 200 - 299 Baht - 300 - 500 Baht - More than 500 Baht	
M10	Among these choices what are reasons making you choose to use food delivery service? (Select all that apply)	Multiple Answers	- It's convenient - Don't like waiting in queue - Don't like walking - Weather is too hot - Raining - High Traffic - Follow friends/family - Follow influencers - To order various choices food - To order from specific restaurants (even from afar) - To Explore/Try new restaurants - There's promotions - Can use credit payment (credit card) - Doesn't require cash - Other	
M11	And what is the main	Single	- It's convenient	

	reason making you choose to use food delivery service?	Answer	- Don't like waiting in queue - Don't like walking - Weather is too hot - Raining - High Traffic - Follow friends/family - Follow influencers - To order various choices food - To order from specific restaurants (even from afar) - To Explore/Try new restaurants - There's promotions - Can use credit payment (credit card) - Doesn't require cash - Other	
M12	In scale out of 0 to 5, how much each of these factors influence you in using food delivery service? (0 = None, 5 = A lot) 0 = None 1 = Very little	Scale Rating	- It's convenient - Don't like waiting in queue - Don't like walking - Weather is too hot - Raining - High Traffic - Follow friends/family - Follow influencers	

	2 = Little 3 = Moderate 4 = Quite a lot 5 = A lot		- To order various choices food - To order from specific restaurants (even from afar) - To Explore/Try new restaurants - There's promotions - Can use credit payment (credit card) - Doesn't require cash	
M13	Apart from the reasons earlier, are there any other reasons making you choose to use food delivery service?	Open Ended Not Forced To Answer		
M14	Have you ever experienced any issues which make you feel unsatisfied with the food delivery service?	Single Answer	- Yes - No	- M15 - D1
M15	What makes you unsatisfied, and what can be the improvement?	Open Ended		

Demographic Questions

No.	Question	Type	Answer	Routing
D1	What is your gender?	Single Answer	- Male - Female - LGBT	
D2	Which age range are you in?	Single Answer	- Under 15 - 15-19 years - 20-24 years - 25-29 years - 30-34 years - 35-40 years - Over 40	
D3	What is your highest education level? (Including currently studying)	Single Answer	- Primary - Secondary - College / Polytechnic - University / Post-graduate / Bachelor - Master degree or above	
D4	Within which range is your monthly income?	Single Answer	- Less than 10,000 baht - 10,000 – 14,999 Baht - 15,000 – 19,999 Baht - 20,000 – 29,999 Baht - 30,000 – 39,999 Baht - 40,000 – 49,999 Baht - 50,000 Baht or more	

Appendix B : Survey Question (Thai Version)

Screening Questions

No.	Question	Type	Answer	Routing
S1	ในช่วง 3 เดือนที่ผ่านมาคุณเคยใช้บริการส่งอาหารหรือไม่?	Single Answer	- เคย - ไม่เคย	- Close
S2	คุณทำงานหรือเรียน เป็นหลัก?	Single Answer	- ทำงาน - เรียน - ว่างงาน และ ไม่ได้เรียน	-S3.1 -S3.2 -S3.3
S3.1	คุณทำงานอยู่ในจังหวัดอะไร?	Single Answer	- กรุงเทพฯ - ต่างจังหวัด	- M1 - Close
S3.2	คุณเรียนอยู่ในจังหวัดอะไร?	Single Answer	- กรุงเทพฯ - ต่างจังหวัด	- M1 - Close
S3.3	คุณอาศัยอยู่ในจังหวัดอะไร?	Single Answer	- กรุงเทพฯ - ต่างจังหวัด	- M1 - Close

Main Questions

No.	Question	Type	Answer	Routing
M1	ในรายการข้างล่างนี้ มีผู้บริการส่งอาหาร ยี่ห้อไหนบ้าง ที่คุณรู้จักหรือเคยได้ยิน? (เลือกทุกข้อที่รู้จัก)	Multiple Answers	- Line Man (ไลน์แมน) - Grab Food (แกร็บฟู้ด) - Food Panda (ฟู๊ดแพนด้า)	

			- Skoota (สกู๊ตต้าร์)	
			- Uber Eats (อูเบอร์อี๊ท)	
			- Ginja (กินจ้า)	
			- chefsXP (เชฟส์เอ็กซ์เพรส)	
			- Wapp Wapp (แว๊บแว๊บ)	
			- Now (นาว)	
			- Lalamove (ลาล่ามูฟ)	
			- อื่นๆ	
M2	บริการส่งอาหาร ยี่ห้อไหนบ้าง ใช้อยู่ในปัจจุบัน? (เลือกทุกข้อที่ใช้)	Multiple Answer	- Line Man (ไลน์แมน)	
			- Grab Food (แกร็บฟู้ด)	
			- Food Panda (ฟู้ดแพนด้า)	
			- Skoota (สกู๊ตต้าร์)	
			- Uber Eats (อูเบอร์อี๊ท)	
			- Ginja (กินจ้า)	
			- chefsXP (เชฟส์เอ็กซ์เพรส)	
			- Wapp Wapp (แว๊บแว๊บ)	
			- Now (นาว)	
			- Lalamove (ลาล่ามูฟ)	
			- อื่นๆ	
M3	บริการส่งอาหาร ยี่ห้อไหน ที่คุณใช้บ่อยที่สุด?	Single Answer	- Line Man (ไลน์แมน)	
			- Grab Food (แกร็บฟู้ด)	
			- Food Panda (ฟู้ดแพนด้า)	
			- Skoota (สกู๊ตต้าร์)	
			- Uber Eats (อูเบอร์อี๊ท)	

			- Ginja (กินจ้า) - chefsXP (เชฟส์เอ็กซ์เพรส) - Wapp Wapp (แว๊บแว๊บ) - Now (นาว) - Lalamove (ลาล่ามูฟ) - อื่นๆ	
M4	ในหนึ่งสัปดาห์ โดยเฉลี่ย แล้ว คุณใช้บริการส่งอาหารกี่ ครั้ง?	Single Answer	- น้อยกว่า 1 ครั้ง - 1 ครั้ง - 2-3 ครั้ง - 4-5 ครั้ง - 6-7 ครั้ง - มากกว่า 7 ครั้ง	
M5	โดยปกติ คุณใช้บริการส่ง อาหารช่วงเวลาใดของวัน? (เลือกทุกข้อที่เกี่ยวข้อง)	Multiple Answers	- ก่อน 8:00 - ระหว่าง 8:00 - 11:00 - ระหว่าง 11:00 - 13:00 - ระหว่าง 13:00 - 16:00 - ระหว่าง 16:00 - 19:00 - ระหว่าง 19:00 - 22:00 - หลัง 22:00 - ไม่มีเวลาเจาะจง	
M6	ปกติแล้ว คุณส่งอาหาร ด้วย บริการส่งอาหาร จากช่องทาง ไหนบ้าง?	Multiple Answers	- โทรสั่ง - สั่งบนเว็บไซต์ - สั่งด้วยแอพพลิเคชั่น บนมือถือ/แท็บเล็ต - อื่นๆ	
M7	โดยปกติ คุณใช้บริการส่ง	Multiple	- อาหารจานหลัก	

	อาหารเพื่อส่งอะไร? (เลือก ทั้งหมดที่สั่ง)	Answers	- อาหารทานเล่น - ขนม/ของหวาน - เครื่องดื่ม - อื่นๆ	
M8	โดยปกติ คุณสั่งอาหารมา เพื่อทานคุณคนเดียวหรือ หลายคน?	Single Answer	- สั่งทานคนเดียว - สั่งทานหลายคน	
M9	โดยเฉลี่ยแล้ว คุณใช้จ่ายกี่ บาท ต่อการใช้บริการส่ง อาหารหนึ่งครั้ง? (ไม่รวมค่า บริการ)	Single Answer	- ต่ำกว่า 100 บาท - 100 - 200 บาท - 200 - 299 บาท - 300 - 500 บาท - มากกว่า 500 บาท	
M10	ในรายการข้างล่างนี้ มีเหตุผล อะไรบ้าง ที่ทำให้คุณเลือกใช้ บริการส่งอาหาร? (เลือกทุก ข้อ)	Multiple Answers	- สะดวกสบาย - ไม่ชอบรอคิวหน้าร้าน - ไม่ชอบเดินไปข้างนอก - อากาศร้อน - ฝนตก - รถติด - ใช้ตามเพื่อน/ครอบครัว - ใช้ตามดารา/เน็ตไอดอล - สั่งอาหารได้หลากหลาย - สั่งอาหารจากร้านที่ เจาะจง (แม้อยู่ไกล) - สั่งอาหารจากร้านใหม่ๆ - มีโปรโมชั่น - ใช้บัตรเครดิตจ่ายได้ - ไม่ต้องใช้เงินสด - อื่นๆ	

| M11 | แล้ว อะไรคือเหตุผลหลัก ที่ทำให้คุณเลือกใช้บริการส่งอาหาร? | Single Answer | - สะดวกสบาย
- ไม่ชอบรอคิวหน้าร้าน
- ไม่ชอบเดินไปข้างนอก
- อากาศร้อน
- ฝนตก
- รถติด
- ใช้ตามเพื่อน/ครอบครัว
- ใช้ตามดารา/เน็ตไอดอล
- ส่งอาหารได้หลากหลาย
- ส่งอาหารจากร้านที่เจาะจง (แม้อยู่ไกล)
- ส่งอาหารจากร้านใหม่ๆ
- มีโปรโมชั่น
- ใช้บัตรเครดิตจ่ายได้
- ไม่ต้องใช้เงินสด
- อื่นๆ | |
| M12 | จาก 0-5 เหตุผลเหล่านี้ ส่งผลกับคุณ ถึงการเลือกใช้บริการส่งอาหาร มากแค่ไหน? (0 = ไม่ส่งผล, 5 = ส่งผลมาก)

0 = ไม่ส่งผล
1 = ส่งผลน้อย
2 = ค่อนข้างน้อย
3 = ปานกลาง
4 = ค่อนข้างมาก
5 = ส่งผลมาก | Scale Rating | - สะดวกสบาย
- ไม่ชอบรอคิวหน้าร้าน
- ไม่ชอบเดินไปข้างนอก
- อากาศร้อน
- ฝนตก
- รถติด
- ใช้ตามเพื่อน/ครอบครัว
- ใช้ตามดารา/เน็ตไอดอล
- ส่งอาหารได้หลากหลาย
- ส่งอาหารจากร้านที่เจาะจง (แม้อยู่ไกล)
- ส่งอาหารจากร้านใหม่ๆ
- มีโปรโมชั่น | |

			- ใช้บัตรเครดิตจ่ายได้ - ไม่ต้องใช้เงินสด	
M13	นอกจากเหตุผลด้านบน มีเหตุผลอื่นอีกไหม ที่ทำให้คุณเลือกใช้บริการส่งอาหาร?	Open Ended Not Forced To Answer		
M14	คุณเคยประสบปัญหา ที่ทำให้คุณไม่พึงพอใจกับ บริการส่งอาหารที่มีอยู่ตอนนี้ไหม?	Single Answer	- เคย - ไม่เคย	- M15 - D1
M15	อะไรที่ทำให้คุณไม่พึงพอใจ และ อะไรทำสามารถเพิ่มความถึงพอใจของคุณได้?	Open Ended		

Demographic Questions

No.	Question	Type	Answer	Routing
D1	กรุณาระบุเพศของคุณ	Single Answer	- ชาย - หญิง - เพศอื่นๆ (LGBT)	
D2	อายุของคุณ อยู่ในช่วงไหน?	Single Answer	- ต่ำกว่า 15 ปี - 15-19 ปี - 20-24 ปี	

			- 25-29 ปี	
			- 30-34 ปี	
			- 35-40 ปี	
			- สูงกว่า 40 ปี	
D3	การศึกษาสูงสุด (หรือที่กำลังศึกษา)ของคุณคืออะไร?	Single Answer	- กำลังศึกษา /จบการศึกษาระดับประถมศึกษา - กำลังศึกษา /จบการศึกษาระดับมัธยมศึกษา - กำลังศึกษา / จบการศึกษาระดับอนุปริญญา (ปวช. ปวส.) - กำลังศึกษา / จบการศึกษาระดับปริญญาตรี - กำลังศึกษา / จบการศึกษาระดับปริญญาโทหรือสูงกว่า	
D4	จากช่วงรายได้ต่อไปนี้ รายได้ของคุณต่อเดือนอยู่ในช่วงใด?	Single Answer	- ต่ำกว่า 10,000 บาท - 10,000 – 14,999 บาท - 15,000 – 19,999 บาท - 20,000 – 29,999 บาท - 30,000 – 39,999 บาท - 40,000 – 49,999 บาท - 50,000 บาทหรือมากกว่า	