

**FACTORS INFLUENCING THE PURCHASE DECISION OF  
ONLINE BURGERS IN BANGKOK METROPOLIS**

The image shows a large, faint watermark of the Mahidol University logo in the background. The logo is circular with a blue center containing a golden emblem of a stupa. The outer ring of the logo contains Thai text: 'มหาวิทยาลัยมหิดล' at the top and 'มหาวิทาลัยมหิดล' at the bottom.

**PAPAPORN ATSAVASIRILERT**

**A THEMATIC PAPER SUBMITTED IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR  
THE DEGREE OF MASTER OF MANAGEMENT  
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Thematic paper  
entitled  
**FACTORS INFLUENCING THE PURCHASE DECISION OF  
ONLINE BURGERS IN BANGKOK METROPOLIS**

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.....  
Miss Papaporn Atsavasilert  
Candidate

.....  
Assoc. Prof. Nathasit Gerd Sri,  
Ph.D.  
Advisor

.....  
Assoc. Prof. Roy Kouwenberg,  
Ph.D., CFA  
Chairperson

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

.....  
Ronald Vatananan-Thesenvitz,  
Ph.D.  
Committee member

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Papaporn Atsavasirilert

## **FACTORS INFLUENCING THE PURCHASE DECISION OF ONLINE BURGERS IN BANGKOK METROPOLIS**

PAPAPORN ATSAVASIRILERT 6049115

M.M. (MARKETING AND MANAGEMENT)

THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. NATHASIT GERDSRI, Ph.D., ASSOC. PROF. ROY KOUWENBERG, Ph.D., CFA, RONALD VATANANAN- THESENVITZ, Ph.D.

### **ABSTRACT**

**Objective:** The objective of this thematic paper is to understand the influencing factors of purchase decision process from customers towards online burger delivery service in Bangkok metropolis. This research would be beneficial for restaurant and food delivery service owners who would like to establish their online presences on different platforms.

**Methodology:** This thematic paper used both primary and secondary research method to obtain data and information. The primary research consisted of 465 online surveys from people of all age and gender living in Bangkok and its vicinity.

**Findings:** There are many factors that involve in purchase decision of consumers. Consumers understand the concept of online delivery service. However, they hold a different perception regarding price and promotion in 4Ps comparing to restaurants with physical presence.

**Research Limitations:** This thematic paper only surveyed existing Thai consumers of online delivery service in Bangkok metropolis.

**KEY WORDS:** Online Delivery Service / Purchase Decision

39 pages

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# CHAPTER I

## INTRODUCTION

### 1.1 Overview

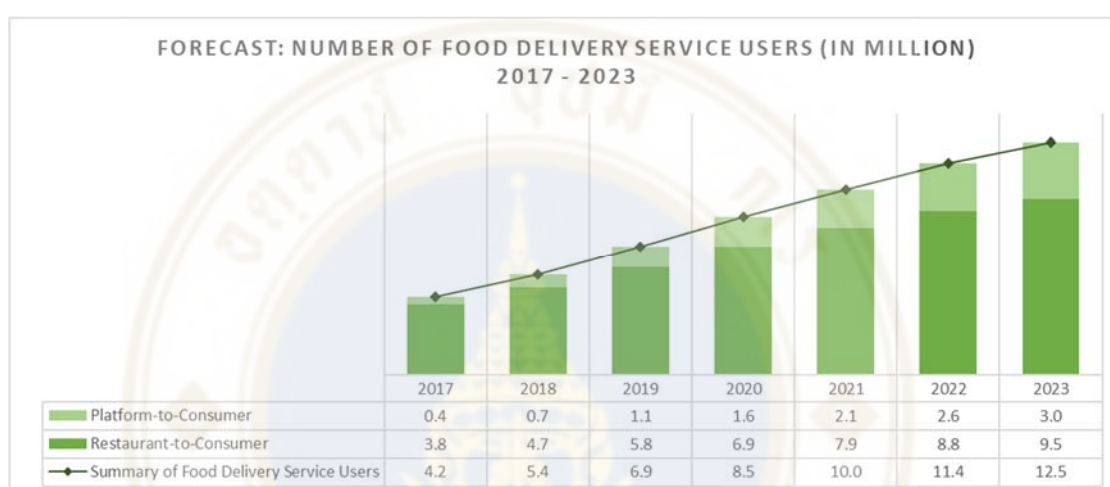
“The only thing that is constant is change.” (Heraclitus, n.d.). As changes are constant, it is the providers’ abilities to respond that make them successful. We could see the changes in consumer behavior over times, from barter trade to currency, from offline to online. And now, the world of the consumer is even more diversified when channels are so transformed by the internet. We are not only trading as in the traditional B2B, B2C, or B2G anymore. As the internet started to commercialize in the mid ’90s, it has done a huge impact on technology, showing in emerging innovative tools and systems; communication, as in email, instant message, VoIP (Voice over Internet Protocol) telephone call, interactive video calls, and the WWW; commerce, as in e-commerce, mobile commerce, online shopping platforms; or even culture, as in the way people use the internet as their platform to broadcast their opinions such as on blogs, social network forums, or discussion forums. Therefore, marketing activities must adjust to better serve consumer’s need. Technology has played a significant role in every industry ever since with no exception for the restaurant industry. E-commerce has become the latest trend of non-store retailing.

One of the human basic needs is foods, regarding Maslow's Hierarchy of Needs. And the food industry has been shifting to respond to the transformation with online food ordering and delivery services. The trend has involved in the food ordering systems and the numbers of restaurant businesses that trying to get into this trend are constantly rising.

As in the trend to respond to the changing consumer behavior and technology, online food ordering and delivery services are a major response of corporation to a dynamic consumer environment. People’s choices were not limited to only a home cook meal or dine-out at the restaurant anymore. With the help of technology, people are enabled to access information from all over the world. They learn more about food stalls and

restaurants everywhere in the world. With online food ordering, people can keep information about their favorite restaurant, as well as their favorite dishes. The restaurant can store their customer's data about the most selected items. However, one thing that is playing a major part and is a key to success cannot be retrieved from is the right way to reach to customers and the factors that influence the consumers' mind.

Regarding to figure 1, the number of food delivery service users has been rising and is forecasted to rise further at the average rate of 20% per year until 2023.



**Figure 1.1 Number of Food Deliver Service Users in Thailand (in millions)**

In the figure, it shows the potential of the industry as consumers have shown positive responses in term of the rise in user number. Thus, there are more delivery service platform players joining the industry in Thailand. However, it is crucial to learn that there are two major types of food delivery service solutions for prepared meals: (1) Traditional delivery, or the restaurant-to-consumer delivery, allowing consumers to order and send to restaurants, and the restaurant handles the delivery afterward, (2) The new delivery, or the platform-to-consumer, allows consumers and restaurants to complete their orders using the platform's logistics service. For the traditional delivery market, the order could be made via different platforms or directly through the restaurants' website or contact. Both have different price and cost structure, yet their competitiveness is beneficial to consumers as they have more choices.

With the help of technology, the new business model emerged. People can start their own business in their garage and in this case, they can start in their kitchen.

There are many people starting their food service at home using applications and online tools as their main distribution channel. Applications and online tools have been just another channel for traditional restaurants with a physical presence. However, for those new food services which only consist of the main kitchen but no seating spaces, those are the only channels for them. And there are many factors that involve in consumers' decision process. The study is to help to find and to determine significant factors that have an impact on the purchase decision of online American food in Bangkok and its vicinity.

## **1.2 Purpose of the Study**

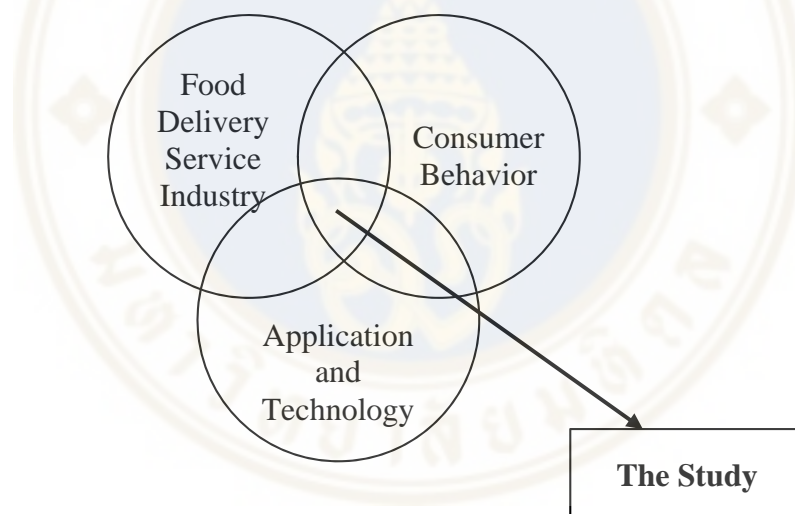
The objective of this study is to determine the factors that influence the purchase decision of burgers via online channel in Bangkok and its vicinity. The study would like to determine facilitation and inhibition of consumers behaviors and characteristics with the respect to make a purchase of burgers, not including brands in fast food categories. The relationship between consumer behaviors and the importance of each marketing mix (4Ps) to the delivery service purchased through the internet or application will be explained and researched.

## CHAPTER II

### LITERATURE REVIEW

This study gathered information from three main topics that are used as a basis for the analysis and insights into the food delivery service. This section consisted of three domains:

1. Food delivery service industry
2. Consumer behavior in changing environment
3. Application and technology



**Figure 2.1 Research model: Combination of industry, consumer behavior, and technology**

#### **2.1 Foods Delivery Service Industry:**

Food is one of the basic elements for people. We need foods to survive. However, with the technological advancement, we have seen foods that are designed and produced to serve a convenient lifestyle are more popular. According to GroceryDive.com, “Food of all kinds has become more convenient in the last several

decades.” (2017). Foods are more of convenience as a help the consumers to get healthier, fresher, and more appreciated food on the table quickly. Consumers are willing to pay up to 300% more in order to get foods that are well-prepared from wash, cut, to packed foods that they only need to get those fresh produces heated and cooked before serve. Moreover, people are more opened. They are willing to try on new foods and expand their preferences in which support the growth in demand for foods from different categories. The change in lifestyle turns cooking into something of a hobby, as something fun to do while you have free time. Yet, the major consumption goes for convenient foods. Moreover, according to research on convenient foods and adolescents in the Netherlands from British Food Journal, adolescents are consuming more of the convenient foods, especially readymade, but they also concern on their health and often associated the readymade foods with deteriorated of the nutrients.

Plus, with the finding from Industrial Management & Data Systems, it showed that consumers started to concern more on the logistical and packaging arrangements of the food delivery service as well. It means, packaging must meet the consumers requirements and the speed of delivery should be within their time limitation.

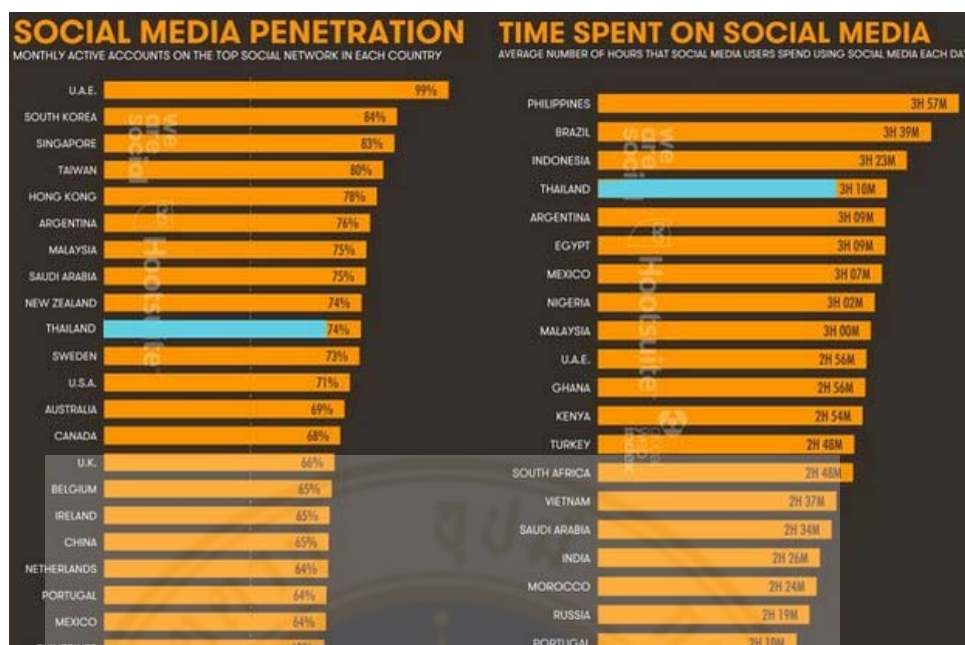
## **2.2 Consumer Behavior in Changing Environment**

According to the study, consumers would consume more when their expectations over the quality of food choices are consistently met. Their consumption behaviors also differ regarding the family food environment and parental behaviors. When consumers lack confidence in products purchased, there are possibilities that consumers will turn to alternative retail channels or reduce the purchased. Therefore, retailers must keep their standard in order to retain consumers to buy from them. Moreover, the lack of confidence could lead consumers to reduce the consumption of those particular products. Regarding the article, another factor that could help to boost the confidence of the consumers is the knowledgeable staff. Some consumers may need help on people in the department as they believe that the guidance from someone within the retail channels would have helped them find the right produces. Training personnel to both display produce correctly and guide consumers in the selection could increase consumer satisfaction and enhance in store loyalty. Additional information such as where the products come

from, and the quality standard of the products could help them with making decisions. Therefore, it is likely that consumers will be more interested in the stores that could give and guide them with some insightful information. If consumers feel that they are well-educated, they will be more opened and willing to try on a wider range of product selection. For some who have experienced in standard failures repeatedly in the stores would have turned to alternate stores they find more reliable. Also, in the food industry, another concern that business owners should not miss is the speed. As the technology is changing rapidly and people are losing their patience, it is crucial for service providers to ensure that they are responding quickly and, especially for the delivery service, they must deliver within the consumers' time constraint. Moreover, the research shows that consumers would be responded better with the communication which shows that the foods are appealing, convenient, and affordable.

### **2.3 Application and Technology**

The number of social media penetration in Thailand is growing every year. Regarding the figure 2, Thailand comes as the tenth in the world in terms of social media penetration, on monthly active accounts on the top social network in Thailand. Thai people love to be online and on average, they spend about 3 hour and 10 minutes every day on social media. Internet is used for entertainment, news updates, communication, and many more. For Thai people, it is often said that their hobby is internet surfing or browsing online social media. They rely so much on the social media every day.



**Figure 2.2 Social Media Penetration and Time Spent on Social Media (Leesa-nguansak, 2018)**

Along with the food consumption behavior, people rely more on fast food services and started to use internet as their medium to find information, browse, and make a purchase. The online delivery service in Thailand is a competitive market where people know that it is an easy way to fill an empty stomach. Furthermore, in the research, the application developers worked hard to ensure that they can reach and meet applications or technology users' requirement in terms of user experience and user interface. The businesses that develop those applications are also considering other factors influencing the best experiences for the consumers. There are needs to consider the freshness and shelf life of the ingredients as it is a part of consumer's consideration process. The application aims to help people save time and reduce costs for consumers that they have to spend when acquiring foods. There are four main components that consumers care about when they consider purchasing foods which are packaging (or container), time sticker (to communicate the lifetime of foods), application management, and localized systems.

In the research, they have found that the application design, tools, package design, and the order application designs are important for users to start ordering. There is also the relationship between the working or operating hours and the occupations of consumers. As people are considering the packaging and delivery tools to be significant

as well, it is always crucial for the delivery service to put their attention to the packaging design to reduce the waste and keep the produce fresh . The application interface must serve its purposes and user-friendly. With the graphic that is easy to understand. While the reasons for not having enough fresh foods to cook are still diverse, it is our opportunity to learn that with the healthy trend coming, consumers are willing to pay for some convenience that will help them with the foods they wanted at their reasonable price.

## **2.4 Summary of Literature Review**

ased on the literature reviews above, online food delivery service is growing robustly and has high potential to outgrow the traditional food delivery service industry in the near future according to McKinsey.com (2016). The trend shifts as a part of technological advancement, yet consumers are also changing regardingly. The consumer behavior on purchasing online food is also different. The opportunity comprises the rapid technological advancement that enables the new business model and delivery service, and the demand of food consumption.

Online platforms provide a market for the food delivery service industry. There are several factors that affect their decision-making process, including reviews, pictures, menu, time of delivery. As the application developers and the growth in fintech in Thailand, the applications are also responding to consumers' preferences in payment that enable consumers to spend even more in each order. The industry and the market is booming with many supports for all factors. Therefore, the business owners have to ensure that their business are answering to the soaring and more aggressive demands from consumers to capture their heart and make them purchase.



## **CHAPTER III**

### **RESEARCH METHODOLOGY**

With all the literature reviewed, the questionnaire was constructed regarding to obtain data. This research is constructed in order to explore on the factors that influence the purchase decisions of online burger restaurant. The questionnaire is designed to gain data and information about consumer behaviour towards the influence on online food delivery service.

#### **3.1 Secondary Research**

The secondary research objected to understand the growth of online food delivery service and the factors behind its rising success from previous academic findings and researches.

For the industry overview, the information was gathered from websites, newspapers, and other online public sources such as McKinsey.com, Blomberg.com, and Statista.com. For the literature review, the information was gathered from online published articles, news, and academic researches.

#### **3.2 Primary Research**

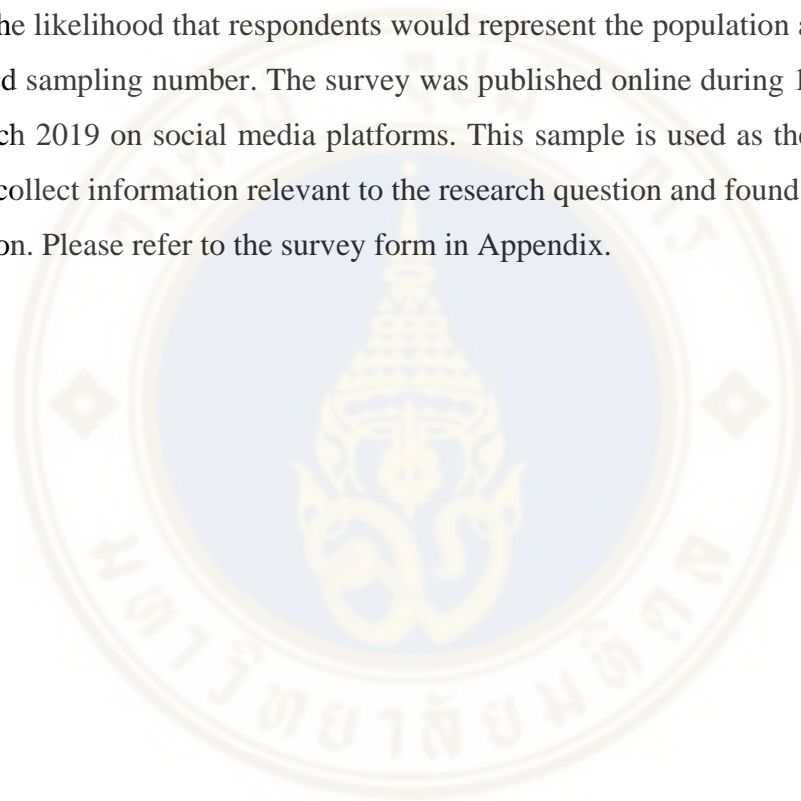
Primary research was conducted through online surveys to identify the consumer behavior, factors analysis, and consumer perception.

##### **3.2.1 Online Surveys:**

An online survey is a questionnaire that the participants can complete over the Internet. The surveys are created web-based and linked with a database to store the answers. Then the data is retrieved and analyzed using analytical tools and software. Online surveys were distributed online to participants who have ordered or used online

food delivery services within the past year. Questionnaire are targeted to participants who currently live in Bangkok metropolis area. The questions aim to find the factors that influence the purchase decision that include the factors of: media influence, look and feel of the foods, peer influence, and the relationship between people at different age and different purchase decision factors. This online survey uses multiple choices and Likert scale questions.

465 is a convenient sample size for the researcher to analyze data from people who purchase food using online food delivery services. The sampling method used to assess the likelihood that respondents would represent the population as a whole was a purposive sampling number. The survey was published online during 15 March 2019 – 31 March 2019 on social media platforms. This sample is used as the researcher was able to collect information relevant to the research question and found it suffice in data collection. Please refer to the survey form in Appendix.



## **CHAPTER IV**

### **DATA ANALYSIS AND FINDINGS**

This research was conducted throughout March 2019 among online food delivery service users. The number of questionnaires completed in this study was 468 accounting for 76.84% of sample size. This chapter sets out to explain the analysis of data and findings. The data obtained from all online surveys were retrieved and analysed using SPSS for further understandings of the factors that influenced the decision making in online burger delivery service. The questionnaire was designed to gain insights from consumers who are accustomed to the online food delivery service.

The first section presents the key findings obtained from secondary research.

The second section presents the basic descriptive statistics concerning the demographic characteristics of online food delivery service users in Thailand.

The third section presents the inferential statistics and analyses.

#### **4.1 Key findings of Secondary Research**

- Food delivery services market is a growing market as players are working hard to get into the market and gain market shares. Online food delivery will take most of the shares from food delivery market in the future.

- In the future, people will turn to rely more on online food delivery service as the technology makes it more convenient as well as the strong competitiveness in the industry makes customer win in the ease of use and promotional campaigns.

- In 2014, online food delivery services are available only in inner Bangkok. However, it is growing fast and currently, in 2019, expanding to smaller town, for example, FoodPanda is now available in Bangkok, Pattaya, Chiangmai, Phuket, Khon Kaen, Hua Hin, Nakhon Ratchasima, Ubon Ratchathani, and Udon Thani. At Ubon Ratchathani and Udon Thani, FoodPanda has started its service in early 2019.

- Regarding to Appsynth.net, Thai consumers are shifting toward online food delivery. In 2019, Line Man, the O2O food delivery service presented its growth of 250% from 2018.

- Line Man, the biggest food delivery service in term of user number in Thailand, has over 40,000 restaurants and street food cafés as partners and has partnered with Wongnai.com, the biggest online food review community in Thailand. As consumers are working harder on serving their judgement before purchasing, there are several criteria such as reviews from actual customers to assist their decision making. This could be another proof of changes in consumer behaviors to food delivery service. They are not going to the actual restaurants anymore and use different tools and media as their assistance.

- Wongnai.com is one of the biggest online food review communities in Thailand that provides information, insights, and reviews including pictures and on-going promotion at the restaurant to the customers. Wongnai.com is now partnering with LineMan to provide more accurate information about foods and beverages served at partner restaurants.

- Currently, Line Man, GrabFoods, and FoodPanda are the key players in online food delivery service. For Line Man, it is more of Online to Offline service, its revenue model comes from commission on delivery fees and data collected, whereas GrabFoods and FoodPanda have its revenue models fixed as percentage GP from restaurants with delivery service provided.

- With high growth potential in the industry, Grab, a delivery service provider with GrabFoods as one of the major products, has been acquired by Central Group, the largest retailers in Thailand as a part of expansion for O2O market.

## 4.2 Key Findings from Primary Research: Online Survey – Demographic (Age and Gender)

**Table 4.1 Frequency of age range of 468 respondents**

Age Range		Frequency	Percent
Valid	Below 25 years old	21	4.5
	26 - 35 years old	223	47.6
	36 - 45 years old	104	22.2
	46 years old and above	120	25.6
	Total	468	100.0

Table 4.1 presents the age range information of 468 respondents. The majority of them were 26 – 35 years old (47.6%), followed by 46 years old and above (25.6%), 36 – 45 years old (22.2%), and below 26 years old (4.5%).

**Table 4.2 Frequency of gender of 468 respondents**

Gender		Frequency	Percent
Valid	Female	248	53.0
	Male	220	47.0
	Total	468	100.0

Regarding to Table 4.2, from all 468 respondents, 53.0% of all respondents are female and 47.0% are male respondents. The respondents are well-attributed in term of gender diversity and age diversity.

### 4.3 Factors Influencing Consumer Behavior in Burger Food Delivery Service

#### 4.3.1 Factor Analysis

After the data collection, researcher ran the factor analysis to describe variability among observed, correlated variables in terms of a potentially lower number of unobserved variables called factors. According to the data obtained, many factors concerning packaging design were taken off as they are not the concerns for consumers. the analysis shows the relationship between different variables before grouped as significant factors. From all 49 questions, with 35 questions concerning the attributes, some were removed and reduced to gain a clean data that determine what features are most important among consumers. After reducing cross loading factors, low factor loadings, and factors with mismatch meaning, there are four major components that are important for consumers when it comes to decision making process of purchasing online burger delivery service. The information shows correlation and find the meaningful influencing factors regarding the matrix in Table 4.3.

**Table 4.3 Rotated Component Matrix for important variables that influence the purchase of online burger delivery service**

Rotated Component Matrix					
	Component				
	1	2	3	4	5
I would order foods online if the restaurant has high customer review scores on Facebook	.788				
I would order food online if I find it on Youtube	.784				
I would order food online if I see it on Facebook news feed	.736				
I would order foods online if I like the blogger review	.721				
I would order food online if I see it on Pantip.com	.696				
I would order food online if I see it on Instagram	.661				
I would order foods online if the restaurant has high customer review scores on Google Business	.651				
I would order foods online if it is promoted on delivery application	.644				
I would order food online if I find it on Google search	.629				
I prefer that fried foods are still crispy		.892			
I prefer that foods are well-arranged in the package (e.g., foods are not out of its package)		.852			

**Table 4.3 Rotated Component Matrix for important variables that influence the purchase of online burger delivery service (cont.)**

Rotated Component Matrix					
	Component				
	1	2	3	4	5
I prefer that fresh produces are still fresh (for example: vegetables are not withered)		.826			
I prefer that foods are still warm when delivered		.799			
I prefer that foods look like in the picture		.777			
I prefer the menu to have detailed item lists		.565			
I prefer the menu to come with real reviews pictures			.774		
I prefer to see the types of meat available			.744		
I prefer to browse from recommended list			.655		
I would order food online if my friends ordered it				.747	
I would order food online if my family ordered it				.746	
I prefer that package contains menu name					.786
I prefer that package contains logo of the restaurant					.745

According to the table 4.3, the number of significant components go along with the variance explained in table 4.4 and the scree plot that assists the visual explanation of factors influencing is well-defined and tuned with clear separation.

**Table 4.4 Total Variance Explained matrix from data retrieved**

Total Variance Explained							
Component	Initial Eigenvalues			Rotation Sums of Squared Loadings			
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	
1	6.953	31.604	31.604	4.729	21.497	21.497	
2	3.490	15.864	47.468	4.173	18.967	40.464	
3	1.539	6.995	54.462	2.005	9.112	49.577	
4	1.218	5.534	59.997	1.699	7.721	57.298	
5	1.016	4.620	64.617	1.610	7.319	64.617	
6	.880	4.002	68.618				
7	.850	3.863	72.482				
8	.730	3.317	75.799				
9	.630	2.863	78.662				
10	.603	2.742	81.404				
11	.577	2.623	84.027				
12	.548	2.490	86.517				
13	.475	2.158	88.675				
14	.461	2.097	90.772				
15	.384	1.747	92.519				
16	.336	1.529	94.048				
17	.314	1.426	95.475				
18	.272	1.238	96.713				
19	.248	1.128	97.842				
20	.185	.839	98.681				
21	.166	.754	99.435				
22	.124	.565	100.000				

After data clean up process, the variables were grouped into five main factors which are: (1) media influence, (2) food conditions when arrive, (3) menu presentation, (4) peer influence, and (5) package presentation. These five factors present how people make decisions when they purchase burger from online food delivery service.

In this part, a four-point Likert Scale was used for rating the influence of factors to purchase decision of burger food delivery service in Bangkok (strongly agree =4, agree = 3, disagree = 2, strongly disagree = 1). The characteristics of respondents presented in frequency, percentage, and descriptive statistics are shown in Table 4.5 as follows

**Table 4.5 Perception of Factors influencing Purchase Decision of Online Burger Food Delivery Service**

<b>Descriptive Statistics</b>		
	Mean	Std. Deviation
<b>Media Influence</b>		
I would order foods online if the restaurant has high customer review scores on Facebook	2.84	.788
I would order food online if I find it on Youtube	2.60	.703
I would order food online if I see it on Facebook news feed	2.89	.763
I would order foods online if I like the blogger review	2.74	.816
I would order food online if I see it on Pantip.com	2.85	.797
I would order food online if I see it on Instagram	2.60	.802
I would order foods online if the restaurant has high customer review scores on Google Business	2.90	.795
I would order foods online if it is promoted on delivery application	2.92	.686
I would order food online if I find it on Google search	2.86	.720
<b>Foods Condition When Arrive</b>		
I prefer that fried foods are still crispy	3.60	.563
I prefer that foods are well-arranged in the package (e.g., foods are not out of its package)	3.59	.588
I prefer that fresh produces are still fresh (for example: vegetables are not withered)	3.48	.615
I prefer that foods are still warm when delivered	3.46	.645
I prefer that foods look like in the picture	3.42	.702
I prefer the menu to have detailed item lists	3.37	.580



**Table 4.5 Perception of Factors influencing Purchase Decision of Online Burger Food Delivery Service (cont.)**

<b>Descriptive Statistics</b>		
	Mean	Std. Deviation
<b>Menu Presentation</b>		
I prefer the menu to come with real reviews pictures	3.07	.683
I prefer to see the types of meat available	3.07	.599
I prefer to browse from recommended list	3.01	.656
<b>Peer Influence</b>		
I would order food online if my friends ordered it	2.75	.781
I would order food online if my family ordered it	3.06	.729
<b>Package Presentation</b>		
I prefer that package contains menu name	3.12	.730
I prefer that package contains logo of the restaurant	3.06	.670

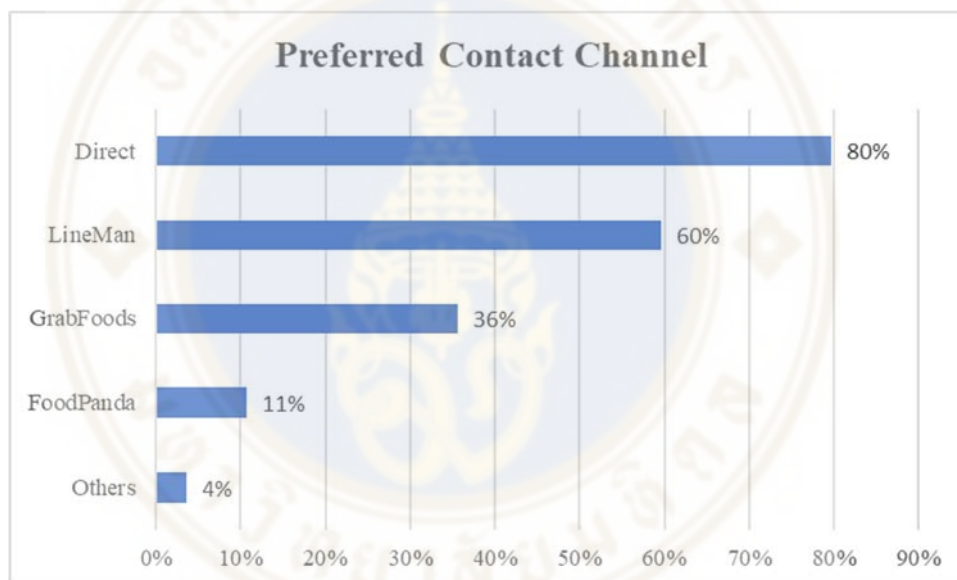
Regarding to the Likert Scale on Table 4.5, respondents were concerned about the foods conditions as the average score for all variables within the factor was higher. They would like fried food to still be crispy when arrived, foods should look like what they saw from the ads and should not spread over in the package. It is also important that the foods are still warm and fresh. The menu should also tell them a detailed item list.

Package presentation was not a strong influence, comparing to the conditions of food. However, they would like the package to contain menu name and logo of the restaurant. Media influence was lower scored as the agreement spread regarding the preferences of consumers. However, promotion on delivery application would have been of proper use as it ranked the highest score (2.92).

#### **4.3.2 The Most Popular Contact Channel**

Even though respondents are finding information from online source, the most preferred contact channel was direct contact to the restaurant. Regarding the figure 4.8, 80% indicated that they preferred using direct contact such as calling the restaurant directly for order, texting to the restaurant via Facebook messenger, or Line application is the way they use the most. Following the direct contact, they use Line Man (60%). This could be the convenient reason as people are using services from Line and they

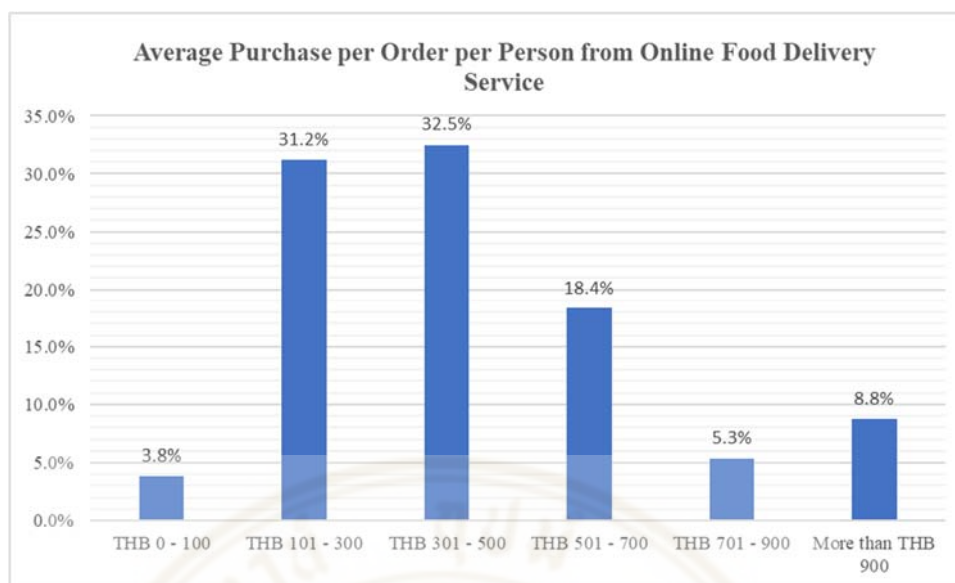
usually have one Line account for contacting. It would have been easy for them to contact and get their information such as address, and preferred restaurant stored on the application. Followings were GrabFoods 36% and FoodPanda 11%. GrabFoods and FoodPanda are similar in term of delivery service type as they present themselves as food delivery service. Both are direct competitors in term of their revenue model. GrabFoods service took over from UberEats as the application is not yet stabilized and still not as user-friendly as other applications. FoodPanda is well-known among foreigners and has operated in Bangkok since 2012. However, as it is the first player in online food delivery service, it has a strong customer base and as it charges lower transportation fee, it is convenient and easy for consumers to order comparing to other applications.



**Figure 4.1 Preferred Contact Channel for Online Burger Delivery Service**

#### **4.3.3 Average Purchase per Order per Person from online food delivery service**

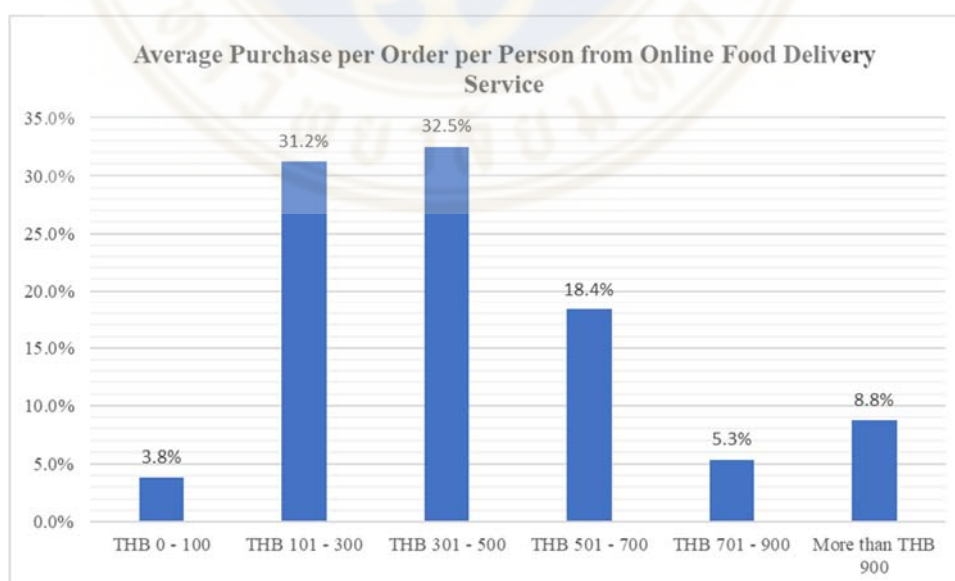
On average, people are purchasing at the range within THB 301 – 500 when they considered the online food delivery (32.5%). 31.2% of all order food online at the average of THB 101 – 300. Some respondents, 8.8%, spend more than THB 900 on average per order when purchase food from online delivery service. For order with the total lower than THB 101 and at THB 701 – 900, only 3.8% and 5.3% of total respondents spent that average amount respectively.



**Figure 4.2 Average Purchase per Order per Person from Online Food Delivery Service**

#### 4.3.4 The Frequency of Online Food Delivery Service Used

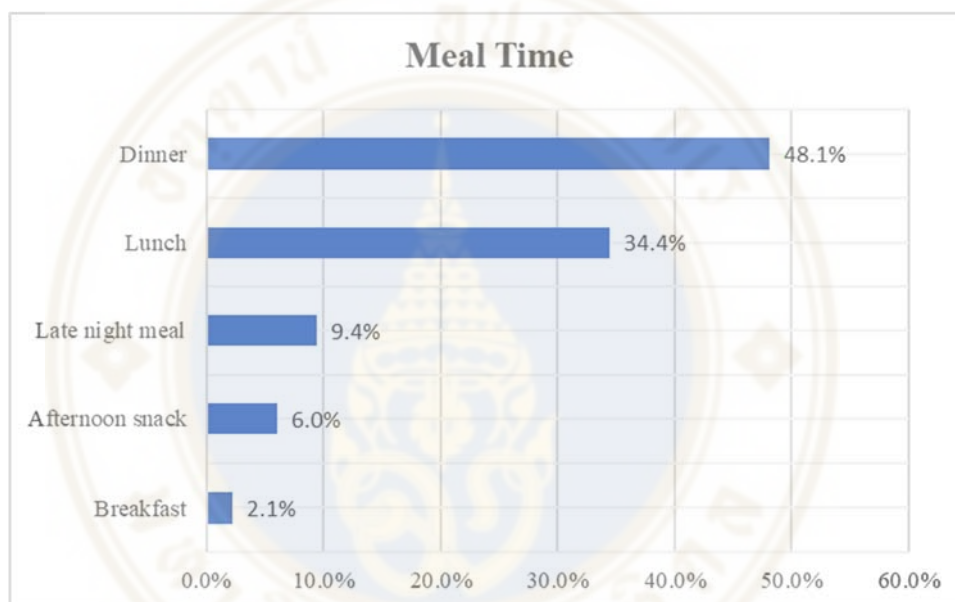
33.9% of all respondents ordered food from online food delivery service less than once a month and there are only 6% of all respondents that order food online on their almost daily basis.



**Figure 4.3 Chart of consumers and their frequency to purchase online food delivery service**

#### 4.3.5 Time to Order

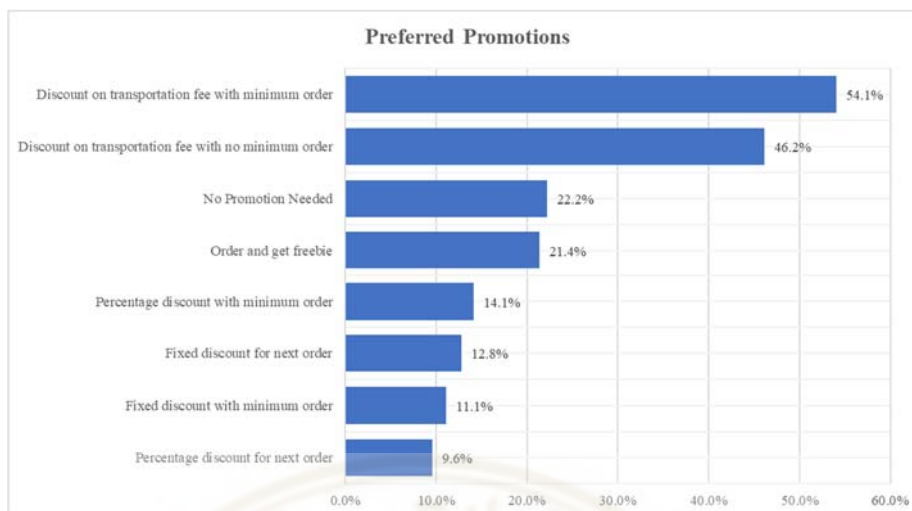
48.1% of respondents are likely to order online food delivery service in their dinner time. Following the statement, people are ordering online food delivery service in their lunch time. It comprises to 34.4% of all respondents. They usually do not order food from online delivery service in the morning as there were about 2.1% who usually ordered foods for breakfast. It is not a preferred meal for online food delivery service. Only 6% of respondents order foods for their afternoon time and only 9.4% ordered food online for their late night meal.



**Figure 4.4** Graph shows meal time to order online food delivery service

#### 4.3.6 Preferred Promotion

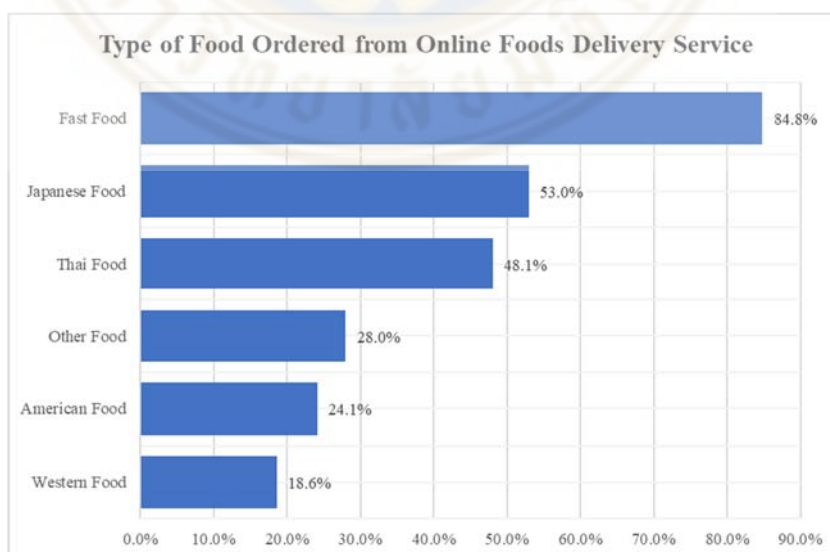
The majority of the respondents, 28%, preferred to get promotion that allows users to order and get free delivery with minimum order amount. Following preferred promotion is to order and get discount on transportation fee with no minimum order (24%). It is clearly presented here that one of the major concerns among respondents is transportation fee, not food price. Promotions that offer discount on foods are not concerned much. Only 7% and 6.7% of respondents are concerned about order and get discount both fixed amount of discount and percentage discount respectively. 11% of all respondents stated that no discount or special promotion is needed as decision making influence factor to purchase or order online food delivery service.



**Figure 4.5** Graph Shows Preferred Promotions

#### 4.3.7 Types of Food Purchased from Online Food Delivery Service

According to Figure 4.6, people are most familiar with online food delivery service from fast foods or chain restaurants. 83% of all respondents had ordered fast foods from online service. Following fast food, Japanese foods were ordered online via different platforms, 49% of all respondents. There were 17% of all respondents who had ordered western foods from online food delivery service. A little less than Japanese foods, people ordered Thai foods from online platform (46%).



**Figure 4.6** Charts shows preferred types of food purchased from online food delivery service

## 4.4 Cross-Tabulation

### 4.4.1 Cross-Tabulation between Influence of Friends and Age Range

Age range is clearly highly statistically significant and should be considered as a segmentation variable. With Pearson Chi-Square of .000, friend is a strong influence relating to age range as referred to Table 4.6.

**Table 4.6 Chi-Square Tests of Friends Influence and Age Range**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	57.644	9	.000
Likelihood Ratio	66.190	9	.000
Linear-by-Linear Association	31.476	1	.000
N of Valid Cases	468		

Peer pressure and influence on purchase decision is important as 62% of all respondents agreed and strongly agreed to the influence of their friends to their decision-making on online food ordering. According to the findings, 33% of those who agreed were people from age range 26 – 35 years old. Only 12% came from people below 25 years old. For people in older age range (46 years old and above), 83% disagreed to the statement that they would consider purchasing online food delivery service because of their friends. This could help while doing marketing communication plan on each segment.

**Table 4.7 Cross Tabulation table on Friends Influence and Age Range**

<b>Age Range * I would order food online if my friends ordered it Crosstabulation</b>							
		<b>I would order food online if my friends ordered it</b>					
		<b>Strongly disagree</b>	<b>Disagree</b>	<b>Agree</b>	<b>Strongly agree</b>	<b>Total</b>	
<b>Age Range</b>	<b>Below 25 years old</b>	<b>Count</b>	0	8	6	7	21
		<b>% within Age Range</b>	0%	38%	29%	33%	100%
		<b>% within I would order food online if my friends ordered it</b>	0%	5%	3%	9%	4%
		<b>% of Total</b>	0%	2%	1%	1%	4%
	<b>26 - 35 years old</b>	<b>Count</b>	10	56	108	49	223
		<b>% within Age Range</b>	4%	25%	48%	22%	100%
		<b>% within I would order food online if my friends ordered it</b>	59%	34%	52%	60%	48%
		<b>% of Total</b>	2%	12%	23%	10%	48%
	<b>36 - 45 years old</b>	<b>Count</b>	0	30	52	22	104
		<b>% within Age Range</b>	0%	29%	50%	21%	100%
		<b>% within I would order food online if my friends ordered it</b>	0%	18%	25%	27%	22%
		<b>% of Total</b>	0%	6%	11%	5%	22%
	<b>46 years old and above</b>	<b>Count</b>	7	69	40	4	120
		<b>% within Age Range</b>	6%	58%	33%	3%	100%
		<b>% within I would order food online if my friends ordered it</b>	41%	42%	19%	5%	26%
		<b>% of Total</b>	1%	15%	9%	1%	26%
<b>Total</b>	<b>Count</b>	17	163	206	82	468	
	<b>% within Age Range</b>	4%	35%	44%	18%	100%	
	<b>% within I would order food online if my friends ordered it</b>	100%	100%	100%	100%	100%	
	<b>% of Total</b>	4%	35%	44%	18%	100%	

#### 4.4.2 Cross-Tabulation between Influence of Family and Age Range

Family Influence and Age range is clearly highly statistically significant and should be considered as a segmentation variable. With Pearson Chi-Square of .000, family played an important role with strong relationship to age range as referred to Table 4.8.

**Table 4.8 Chi-Square Tests of Family Influence and Age Range**

<b>Chi-Square Tests</b>			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.221	9	.000
Likelihood Ratio	49.231	9	.000
Linear-by-Linear Association	5.597	1	.018
N of Valid Cases	468		

Family was a significant factor on purchase decision when people order food online and it did not differ on any age range as 83% of all respondents agreed on the statement, in which, 27% strongly agreed that family played an influential role in purchase food online. 79% of respondents from age range 26 – 35 years old agreed on the statement. 34% of people from this age range strongly agreed to the statement. 82% of people from age range 46 years old and above agreed that family was an influence factor to purchase decision when it came to online food order. Followed by people under 25 years old, family was an influence on purchase decision with 81% from age group with agreement on the statement. For respondents from age group 36 – 45 years old, 92% of them agreed that family is an influence to purchase food online.

However, although people from age range 46 years old and above agreed to the influence of family the most, the highest mean scores for Likert scale on this statement were 3.24, from people under 25 years old, followed by age range 36 – 45 years old (3.21). Accordingly, people from age range of under 25 years old were still relating strongly to their family. The age range suggested to be students and first jobbers. People that they spend most of their time with would be their family. For people from age range 36 – 45 years old, this age range represents people who just started their family. Therefore, their family would be the most powerful influence to their purchase decision.



**Table 4.9 Cross Tabulation table on Family Influence and Age Range**

Age Range * I would order food online if my family ordered it Crosstabulation							
			I would order food online if my family				Total
			Strongly disagree	Disagree	Agree	Strongly agree	
Age Range	Below 25 years old	Count	0	4	8	9	21
		% within Age Range	0%	19%	38%	43%	100%
		% within I would order food online if my family ordered it	0%	6%	3%	7%	4%
		% of Total	0%	1%	2%	2%	4%
	26 - 35 years old	Count	10	37	101	75	223
		% within Age Range	4%	17%	45%	34%	100%
		% within I would order food online if my family ordered it	71%	54%	39%	60%	48%
		% of Total	2%	8%	22%	16%	48%
	36 - 45 years old	Count	0	9	64	31	104
		% within Age Range	0%	9%	62%	30%	100%
		% within I would order food online if my family ordered it	0%	13%	25%	25%	22%
		% of Total	0%	2%	14%	7%	22%
	46 years old and above	Count	4	18	87	11	120
		% within Age Range	3%	15%	73%	9%	100%
		% within I would order food online if my family ordered it	29%	26%	33%	9%	26%
		% of Total	1%	4%	19%	2%	26%
Total	Count	14	68	260	126	468	
	% within Age Range	3%	15%	56%	27%	100%	
	% within I would order food online if my family ordered it	100%	100%	100%	100%	100%	
	% of Total	3%	15%	56%	27%	100%	

**Table 4.10 Descriptive table on Family Influence and Age Range**

Descriptives								
I would order food online if my family ordered it								
	N	Mean	SD	SDE	95% Confidence		Min	Max
					Lower Bound	Upper Bound		
Below 25 years old	21	3.24	.768	.168	2.89	3.59	2	4
26 - 35 years old	223	3.08	.823	.055	2.97	3.19	1	4
36 - 45 years old	104	3.21	.586	.057	3.10	3.33	2	4
46 years old and above	120	2.88	.602	.055	2.77	2.98	1	4
Total	468	3.06	.729	.034	3.00	3.13	1	4

#### 4.4.3 Cross-Tabulation between Blogger Review and Age Range

Blogger Review and Age range is clearly highly statistically significant and should be considered as a segmentation variable. With Pearson Chi-Square of .000, blogger is also an influence relating to age range as referred to Table 4.10.

**Table 4.11 Chi-Square Tests of Blogger Review and Age Range**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	51.567	9	.000
Likelihood Ratio	56.131	9	.000
Linear-by-Linear Association	35.588	1	.000
N of Valid Cases	468		

For people who were 26-35 years old, 29% did not agree that they would order foods online if they like the blogger review. 71% of them stated that they will order foods online if they like the blogger review. 81% of people from age range of below 25 years old would order foods online if they like the blogger review. Followed by people from age 26 – 35 years old age range, 71% would order foods online when they like blogger review as seen in Table 4.11.

**Table 4.12 Cross Tabulation table on Blogger Review and Age Range**

Age Range * I would order foods online if I like the blogger review Crosstabulation							
			I would order foods online if I like the blogger				Total
			Strongly disagree	Disagree	Agree	Strongly agree	
Age Range	Below 25 years old	Count	0	4	10	7	21
		% within Age Range	0%	19%	48%	33%	100%
		% within I would order foods online if I like the blogger review	0%	3%	4%	9%	4%
		% of Total	0%	1%	2%	1%	4%
Age Range	26 - 35 years old	Count	9	56	103	55	223
		% within Age Range	4%	25%	46%	25%	100%
		% within I would order foods online if I like the blogger review	27%	42%	46%	71%	48%
		% of Total	2%	12%	22%	12%	48%

**Table 4.12 Cross Tabulation table on Blogger Review and Age Range (cont.)**

Age Range * I would order foods online if I like the blogger review Crosstabulation						
		I would order foods online if I like the blogger				
		Strongly disagree	Disagree	Agree	Strongly agree	Total
36 - 45 years old	Count	13	22	58	11	104
	% within Age Range	13%	21%	56%	11%	100%
	% within I would order foods online if I like the blogger review	39%	16%	26%	14%	22%
	% of Total	3%	5%	12%	2%	22%
46 years old and above	Count	11	52	53	4	120
	% within Age Range	9%	43%	44%	3%	100%
	% within I would order foods online if I like the blogger review	33%	39%	24%	5%	26%
	% of Total	2%	11%	11%	1%	26%
Total	Count	33	134	224	77	468
	% within Age Range	7%	29%	48%	16%	100%
	% within I would order foods online if I like the blogger review	100%	100%	100%	100%	100%
	% of Total	7%	29%	48%	16%	100%

## 4.5 ANOVA Analysis

Regarding the One-Way ANOVA analysis of the data, researcher divided the respondents into two main groups: age and gender; in order to see the effects of the factors on purchase decision from different groups for marketing purpose.

According to the analysis, One-Way ANOVA showed that there are differences between age group and purchase decision factors at the significant level under .05. On the contrary, gender does not make difference to a significant level as shown in ANOVA table. The analysis helps identify the segmentation for further strategic marketing plan.

**Table 4.13 ANOVA – Comparison between Significance to Age and Gender Group**

ANOVA		
	Sig. Between Age Group	Sig. Between Gender Group
I would order foods online if the restaurant has high customer review scores on Facebook	.000	.461
I would order food online if I find it on Youtube	.000	.013
I would order food online if I see it on Facebook news feed	.000	.851
I would order foods online if I like the blogger review	.000	.636
I would order food online if I see it on Pantip.com	.000	.115
I would order food online if I see it on Instagram	.000	.986
I would order foods online if the restaurant has high customer review scores on Google Business	.000	.001
I would order foods online if it is promoted on delivery application	.018	.261
I would order food online if I find it on Google search	.000	.000
I prefer that fried foods are still crispy	.000	.521
I prefer that foods are well-arranged in the package (e.g., foods are not out of its package)	.000	.414
I prefer that fresh produces are still fresh (for example: vegetables are not withered)	.000	.039
I prefer that foods are still warm when delivered	.000	.175
I prefer that foods look like in the picture	.000	.423
I prefer the menu to have detailed item lists	.000	.251
I prefer the menu to come with real reviews pictures	.000	.584
I prefer to see the types of meat available	.000	.031
I prefer to browse from recommended list	.000	.631
I would order food online if my friends ordered it	.000	.289
I would order food online if my family ordered it	.003	.023
I prefer that package contains menu name	.005	.717
I prefer that package contains logo of the restaurant	.008	.251

## **CHAPTER V**

### **RECOMMENDATION AND CONCLUSIONS**

This chapter discusses over the findings, recommendations, and limitations that researcher found. It also contains suggestions for future research on factors influencing purchase decision for online burger delivery service. The online platform, although still new, it has a huge opportunity to grow. With the number of people from different age range responded, we can see further potential growth in the industry. It also has created new business model to restaurants and enhance the customer experiences and expectations toward restaurant and delivery service companies.

#### **5.1 Limitations**

This study has limitations in terms of area coverage. The data and insight obtained are mainly from Bangkok and vicinity. People from other province may prefer other methods and factors to encourage them to order food from online food delivery service. Therefore, the result may not be applicable to people in other provincial area. Also, the survey was conducted on Thai respondents only. Foreigners in Bangkok may have other preferences when it comes to their interest and influential factors.

#### **5.2 Recommendations**

The findings from the research can be summarized as follows:

##### **5.2.1 Promotion to be used**

People accept the price as stated by restaurant online. However, they believe that the promotion that could help them consider and purchase foods from online platform would be the promotion that related to transportation fees. When people order foods online, they do not get an advantage of human touch to converse to and they respect

the price list as stated. Therefore, they would consider the restaurants that offer the discount on transportation fee, regardless to the minimum order condition. The online restaurants or restaurants with online platform can do promotional campaign related to transportation fees to boost up and alter the consumer behavior on purchase decision. The platform that restaurants should do their promotion would be on the application they use for their service.

Some people, 22% of all respondents, stated that they do not need any additional promotion to make them purchase. It came up to the third important promotional related question. For restaurants, they do not need to consider discount on food price according to the findings.

### **5.2.2 Media Influence to Consumers**

The influence of media was wide-spread through different media consumption. However, among all the variables, researcher could detect that people care for promotional campaign as shown on the online food delivery application. It is highly recommended for the restaurants to use their selected online platform as a screen to display their promotion and campaign. It might be more reassuring when compared to many selections of restaurants on the application.

External influencers did not matter much to most of respondents. Restaurants should consider advertising on micro level when it is an online purchase. Respondents tend to believe their friends and family before they consider to order foods online. Only people in younger age range consider blogger reviews as a major reason they order foods from online platform.

### **5.2.3 Platform to Select**

Although there are many online foods delivery service providers, people are more comfortable to contact directly to the restaurants. The reasons behind this could be the confidence and ease of use when it comes to the relationship and human touch. Even though they found about the restaurant online. They would consider contacting the restaurants directly as by that way, they could ask questions and feel more confident about the order. Sometimes people change their mind and with direct contact, they can just state the changes right away, comparing to purchase via application, any change

may mean extra charges or miscommunication between them. They may also believe that when order food directly from the restaurants, there would be higher chance for customization. In Thailand, it is not new that people will ask for customized foods. For example, one may be able to re-order and could do that within one sentence. People who answer them will need to find a way to retrieve the information. For restaurants that use online channels as their main platform, they need to make sure that there is enough support to converse with customers. Moreover, with the findings, customers ordered using LineMan, even though the transportation fee is the highest comparing to Grab and FoodPanda. Restaurants should consider LineMan as their first platform. LineMan has different revenue model and that resulted in no mark up in menu price and higher transportation fees. However, with that, consumers could select whether they want to pay which transportation fee. That, they may feel like they are more in control and that also gave restaurants more opportunity to sell regarding broader range of selection on the application.

#### **5.2.4 Menu Picture**

According to the finding, researcher found that Thai people concerned about picture in the menu. In the statement asking the agreement level whether the customers prefer the menu without picture, low scores were given to the questionnaire (1.62 out of 4). It could indicate that for Thai people, respondents, it is important for them to have picture of the foods on the menu. There are several reasons that could explain this behavior: (1) American food is not well-known for all Thais. There are possibilities that customers do not have an idea on how the food looks like. Therefore, the pictures are needed. (2) As cuisine in Thailand is widely diverse. Customers do not know if the menu items will be as expected if they order it. It would be more reassuring if the pictures were presented. Then the customers would have an idea on how the foods would look like and how it would taste like. Also, with diversity in Thai food culture, same menu items may look different and consist of variety of ingredients regarding the chef's proficiency. Therefore, the pictures in the menu could work as an assurance to the customers.

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## Appendix A: Survey Questionnaire

Survey Question	Answer
Where do you live?	Bangkok and vicinity
	Northern Province
	Southern Province
	Eastern Province
	Northeastern Province
	Central Province
Have you ever ordered food delivery online?	Yes
	No
Do you think online delivery services are convenient?	Yes
	No
How often have you ordered foods from online channel in the past month?	Almost on daily basis (more than 2 times per week)
	Once or twice a week
	Twice a month
	Once a month
	Less than once a month
Please select all food delivery service you have used within a year	Direct contact to restaurants
	Line Man
	Food Panda
	Grab Food
	Others
Please tell us your choice when you would most likely use a food delivery service:	Breakfast
	Lunch
	Dinner
	Late night meal
	Afternoon snack

Survey Question	Answer
When you order food online, how many people are joining the meal with you? (select all that applies)	Order alone
	1 - 2 people
	3 - 5 people
	More than 5 people
What is your average purchase per order per person? (Transportation and service fees not included)	THB 0 - 100
	THB 101 - 300
	THB 301 - 500
	THB 501 - 700
	THB 701 - 900
	More than THB 900
What are the type of foods that you usually order? (Please select only top 3 - with 1 as the most ordered)	Fast food (Ex: McDonald's, KFC, Chester's Grill, Pizza Company, Domino Pizza)
	Thai Food (Ex: Baan Ying restaurant, Kua Kling Phak Sod restaurant)
	Western Food (Ex: Italian foods, French foods)
	American Food (Ex: steaks, burgers)
	Japanese Food (Ex: sushi, Fuji restaurant)
	Others
Please indicate your desired transportation fee per online food purchase:	Less than THB 100
	THB 101 - 200
	THB 201 - 300
	More than THB 300
Please indicate to what extent you agree or disagree with each of the following statement. (Strongly disagree, Disagree, Agree, Strongly agree)	I prefer that foods are delivered with premium packaging
	I prefer that foods are delivered with recyclable packaging
	I prefer that package contains logo of the restaurant
	I prefer that package contains menu name
	I prefer my food to be packed in paper box
	I prefer my food to be packed in plastic box

Survey Question	Answer
	I prefer that foods are still warm when delivered
	I prefer that fresh produces are still fresh (for example: vegetables are not withered)
	I prefer that fried foods are still crispy
	I prefer that foods look like in the picture
	I prefer that foods are well-arranged in the package (e.g., foods are not out of its package)
	I prefer the menu to have detailed item lists
	I prefer the menu to come with professional picture
	I prefer the menu without picture
	I prefer the menu with clear price indicated
	I prefer the menu to come with real reviews pictures
	I prefer to browse from recommended list
	I prefer to see the types of meat available
	I prefer the menu to include side dishes
	I prefer the menu to include soft drinks
	I prefer the menu to include alcoholic drinks
	I prefer the menu list to include the set menu
	I would order food online if my friends ordered it
	I would order food online if I see it on flyers
	I would order foods online if the restaurant has high customer review scores on Wongnai
	I would order food online if I see it on Instagram
	I would order foods online if it is promoted on delivery application
	I would order foods online if I like the blogger review
	I would order food online if my family ordered it
	I would order food online if I find it on Youtube

Survey Question	Answer
	I would order food online if I see it on Facebook news feed
	I would order food online if I see it on Pantip.com
	I would order foods online if the restaurant has high customer review scores on Google Business
	I would order foods online if the restaurant has high customer review scores on Facebook
	I would order food online if I find it on Google search
What kind of promotions will make you order burgers from online delivery service?	I do not need promotion or discount to order food online
	Order and get discount on transportation fee (no minimum order)
	Order and get free delivery (with minimum order)
	Order and get percentage discount on next order
	Order and get fixed amount of discount on next order
	Order and get freebie (Ex: free cola every order)
	Order and get percentage discount (with minimum order)
	Order and get fixed amount of discount (with minimum order)
Please indicate your gender:	Female
	Male
	Prefer not to say
Which range below includes your age?	Under 18 years old
	18 - 25 years old
	26 - 35 years old
	36 - 45 years old
	46 - 55 years old
	56 years old and above