# FACTORS SATISFYING THE CONSUMERS OF MOBILE FOOD DELIVERY APPS BETWEEN YOUNG ADULTS AND MIDDLE YOUTH LIVING IN BANGKOK

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ABSTRACT

People in Bangkok nowadays are living in hectic lifestyles. With the increase in number of mobile device and Internet usage, people living in Bangkok are increasingly using the mobile food delivery apps for their convenience. This research focus on the factors; user friendly interface, delivery time, price of food & delivery fee, variety of food choices, and promotions, to identify the importance of these factors in satisfying mobile food delivery consumers. The quantitative research was conducted on 50 Young Adults (aged 18-29), and 39 Middle Youth (aged 30-44) living in Bangkok via online questionnaire. According to the findings, user friendly interface, and variety choices of food are the most important factors for both Young Adults and Middle Youth. However, statistically, there is no significant difference for all of the factors between Young Adults and Middle Youth.

KEYWORDS: Mobile Apps/ Food Delivery/ Food Ordering App

24 pages

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# CHAPTER I
# INTRODUCTION

## 1.1 Background

The number of Internet users keeps increasing day by day, and more and more people are adopting mobile devices to stay connected with the rest of the world. In Southeast Asia, the number of Internet users are expected to raise from 18% to 61% between 2014 and 2024 (Euromonitor, 2019c). With the increase in the number of Internet users, the number of smartphones possession are also increasing. Smartphones are replacing PCs nowadays. Smartphones are more convenience to carry around and could provide the customers to conduct their daily activity anywhere, anytime while connect to the Internet. For instance, people could use social media, chatting apps, buy things online, or even make a payment via smartphones. In Thailand, the number of remote purchasing via mobile devices exceed PC for the first time in 2017 (Euromonitor, 2018b).

The compound annual growth rate (CAGR) of online food ordering is expected to be 11% over 2018-2023 at a global level (Euromonitor, 2019b). In the past, people would order food online via PC and only a limited number of restaurants offer the delivery service. However, with increase in mobile device usage, mobile food delivery apps are available to the consumers. These third party apps link several restaurants with the consumers so that restaurants do not need to develop their own mobile app while consumers can choose several restaurants within one app. Moreover, restaurants could receive additional orders other than the usual dine-in orders and increase the sales. On the other hand, mobile food delivery apps could capture a large number of consumers' data and understand more about what the consumers want or need, then, provide the services accordingly by analyzing those data.

In Thailand, mobile food delivery apps are gaining popularity especially in Bangkok. Foodpanda is the first to enter the online food delivery market with mobile app offering the services in 2012. Later on, LINE MAN partnered up with Lalamove,

an existing online delivery app, and Wongnai, the largest restaurants review app, to provide the delivering service for the restaurants in Wongnai. The ride-hailing app Grab also entered the market with GrabFood service in 2017 and rapidly grew by 40 times in 2018 (Hicks, 2019).

## 1.2 Objectives

The purpose of this study is to understand what are the factors that satisfy the consumers in using the mobile food delivery apps that mentioned above. There could be many factors such as convenience, price, availability of restaurants, variety of food, user friendly interface, or delivery time that affect the consumers to feel satisfy in using mobile food delivery apps. For Thai consumers who bought products (including electronics, appliances, food and drinks, etc.) online, the most important factors that influence their buying decisions are price, time saving, and free shipping (Euromonitor, 2018a). The current study would like to find out if these factors have influence in satisfying the consumers of mobile food delivery apps.

This study would like to focus on the age of the consumers too since different age group could have different lifestyles. For young adults (aged 18-29) in Thailand, most of them in late teens and early twenties are in university while the rest are working. They tend to buy products that offer exclusive discounts, and are mostly influenced by their own experiences and recommendations from friends and family members (Euromonitor, 2018a). These young adults use the Internet in their mobile devices almost every day and visit online shopping sites frequently while 37% of them shop online at least monthly (Euromonitor, 2018a). For middle youth (aged 30-44) in Thailand, most of them have families and homes with high income, and they intend to increase their savings (Euromonitor, 2018a). Female consumers (aged 30-39) tend to buy products depending on their favorite brands instead of quality while, on the other hand, male consumers are not conscious of brands (Euromonitor, 2018a). 60% of middle youth make payment via mobile payment app on their smartphones (Euromonitor, 2018a). Overall, this study would like to find the differences in e-satisfaction factors on mobile food delivery apps between young adults and middle youth.

The results from this study could help the mobile food delivery service providers and restaurants to understand more about the consumers and improve their business model. The study could also help the future restaurants in considering partnered up their new restaurants with third party delivery apps to reach a larger target and generate more sales.

## 1.3 Research Question

Q1. What are the main factors that satisfy the consumers of mobile food delivery apps between Young Adults and Middle Youth living in Bangkok?

# CHAPTER II
# LITERATURE REVIEW

## 2.1 E-satisfaction

(Giese & Cote, 2000) defined consumer satisfaction as an emotional response to a product or expectation after consumption. The consumers are satisfied when the services or products meet their expectations. When the online retailing is gaining popularity, the term e-satisfaction is developed. (Anderson & Srinivasan, 2003) defined e-satisfaction as the customer satisfaction after purchasing products via e-commerce firm. There are several factors that could satisfy consumers on their online experience. One study in China showed that trustworthiness, design, various food choices, convenience, and price were important factors influencing consumer's perceived value of food delivery apps (Cho, Bonn, & Li, 2019). In the study of customers' e-satisfaction on mobile food ordering apps in Jordan, performance expectancy, hedonic motivation, and facilitating conditions have positive impact on consumers' e-satisfaction in Jordan (Alalwan, 2020). Moreover, mobile apps attributes such as information design, visual design, navigation design and collaboration design have a positive impact on consumers' conversion rate in India (Kapoor & Viji, 2018). In this research, the following variables will be used in finding the factors that satisfy the consumers of mobile food delivery apps living in Bangkok.

## 2.2 User friendly interface

A mobile app's user interface allows the user to interact with the app's features, content and functions. A user friendly interface or interface that is easy to follow will guide the users to use the app easily. In the study of (Rathore & Chaudhary, 2018), easy accessibility of online food ordering system is one of the important factors influencing the Indian to order food online. Another study in India showed that an app's navigational design has a positive impact on consumers to use m-commerce, electronic

commerce conducted on mobile phones (Kapoor & Viji, 2018). The current study will identify if user friendly interface of an app has a positive impact on consumers' e-satisfaction.

## 2.3 Delivery Time

With hectic lifestyles, consumers in Bangkok are increasingly looking for simple and convenient services that will save time (Euromonitor, 2018b). Thus, delivery time of the service might be one of the factors satisfying the consumers of mobile food deliver apps in Bangkok. The studies in India and Malaysia showed that time saving is one of the most important factors influencing consumers to order food online (Rathore & Chaudhary, 2018; Yeo, Goh, & Rezaei, 2017).

## 2.4 Price of Food & Delivery Fee

Mobile food delivery service providers have their own ways of collecting the delivery fees. For example, Foodpanda has a fix delivery price around 40 baht per delivery while LINE MAN has a base price at 55 baht and additional 9 baht is added per kilometer. Moreover, the food price of some restaurants in the mobile food delivery apps are differed from the price of dining in that restaurants. Therefore, price of food and delivery fees could be one of the factors influencing the consumers' e-satisfaction in using mobile food delivery apps in Bangkok. Several studies in China, and Jordan supported that price has an influence on consumers to use online food delivery service (Alalwan, 2020; Cho et al., 2019).

## 2.5 Variety of food choices

According to (Euromonitor, 2019a), people living in Bangkok do not have time to cook at home and prefer to order food online. At the same time, they also prefer to have healthy food, for instance, clean-food is gaining popularity among Thai consumers (Euromonitor, 2019a). Therefore, the current study would like to identity if

the variety of food choices in mobile food delivery apps has an impact on consumers' e-satisfaction in Thailand. The study in China showed that variety of food choices are important for single-person households (Cho et al., 2019).

## 2.6 Promotions

Sometimes, ordering food online could be cheaper than dining out because mobile food delivery apps also provide a lot of promotions. According to (Euromonitor, 2018a), young adults in Thailand tend to buy products that offer discounts. Thus, promotions could have an influence on consumers' e-satisfaction in using mobile food delivery apps. The study in India and Malaysia supported that price saving or promotion has positive influence on consumers' ordering food online (Rathore & Chaudhary, 2018; Yeo et al., 2017).

# CHAPTER III
# RESEARCH METHODOLOGY

## 3.1 Methodological Approach

Quantitative research method will be used in this study since the purpose is to identify the factors that satisfy mobile food delivery apps consumers between different age groups. The survey will be conducted in the form of online questionnaire created from Google Forms.

## 3.2 Sample and Data Collection

The research was conducted on 50 Young Adults (aged 18-29) and 39 Middle Youth (aged 30-44) who have experienced in ordering food via mobile food delivery apps in the past two months. The target region was in Bangkok and suburban areas. The suburban areas include Pathumthani, Nonthaburi, Samut Prakan, Samut Sathorn, and Nakorn Pathom. People living in Bangkok tend to have hectic lifestyles and these people may want or need the convenience of having delicious food without going to the restaurants themselves through heavy traffics.

The questionnaire was developed base on the potential factors discussed in the previous chapter which consist of user friendly interface, delivery time, price of food and delivery fee, variety of food choices and promotions that could lead to e-satisfaction. The survey questionnaires consisted of three parts. In the first part, the main purpose of the research was explained and verified if the respondents have experienced using the mobile food delivery apps in the last two months. In the second part, the respondents were asked to give opinion on the statements that are related to the proposed variables using Likert scales ranging from Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree which equal to 1, 2, 3, 4, 5 respectively. In the last part, demographic questions such as age, gender and income will be asked. The sample questionnaire is provided in the appendix.

The survey questionnaire was distributed to family and friends during 7 July 2019 to 19 July 2019 via online platform. There are 112 respondents. However, 23 respondents among them are disqualified to conduct the research; 18 of the respondents have not used mobile food ordering apps in the past two months, 2 of the respondents are more than 45 years old, and 3 of the respondents do not live in Bangkok and suburban area. Therefore, the research was conducted on 89 respondents with 50 Young Adults, and 39 Middle Youth.

## 3.3 Data Analysis

The collected data are analyzed using pivot table in Excel and ANOVA in SPSS. First, the collected data are analyzed descriptively to explore the frequency of ordering food via mobile app, spending per order, favorites mobile food delivery apps, and demographic profile on gender, income, household size and residence. Next, the means of construct items are calculated to identify the factors from most important to least important for both Young Adults and Middle Youth in e-satisfaction on mobile food delivery apps. Finally, One-way ANOVA test is run on the data to identify if there is a significant difference among Young Adults and Middle Youth. There is a significant difference if the p-value or significance value is less than 0.05.

# CHAPTER IV
# DATA ANALYSIS

Table 4.1 represents the demographic profile and user behavior of mobile food delivery apps users in Bangkok and suburban area. Most of the users are female in both group 70.0% in Young Adults and 79.5% in Middle Youth. The monthly income for Young Adults range mostly from 15,0001 to 40,000 Baht while Middle Youth's income mostly range from 40,001 to 70,000 Baht. Most of the respondents from both group live in Bangkok area; 78.0% in Young Adults and 87.2% in Middle Youth. The data also shows that Young Adults order the food more frequently than the Middle youth. However, most of the Young Adults spend around 101 – 250 Baht per order (62%) while most of the Middle Youth spend around 251 – 500 Baht per order (51.3%).

**Table 4.1 Demographic Profile and User Behavior of mobile food delivery apps users**

| Demographic Profile | Young Adults (n=50) | Middle Youth (n=39) | User Behavior | Young Adults (n=50) | Middle Youth (n=39) |
|---|---|---|---|---|---|
| ***Gender*** | | | ***Order Frequency*** | | |
| Male | 15 (30.0%) | 8 (20.5%) | Daily | 9 (18.0%) | 1 (2.6%) |
| Female | 35 (70.0%) | 31 (79.5%) | 2-3 times a week | 11 (22.0%) | 8 (20.5%) |
| Total | 50 (100%) | 39 (100%) | Once a week | 7 (14.0%) | 12 (30.8%) |
| | | | Every couple of weeks | 8 (16.0%) | 8 (20.5%) |
| ***Monthly Income (Baht)*** | | | Once a month | 10 (20.0%) | 9 (23.1%) |
| Less than 15,000 | 6 (12.0%) | 2 (5.1%) | Every couple of months | 5 (10.0%) | 1 (2.6%) |
| 15,001 – 25,000 | 15 (30.0%) | 4 (10.3%) | Total | 50 (100%) | 39 (100%) |
| 25,001 – 40,000 | 14 (28.0%) | 5 (12.8%) | | | |
| 40,001 – 70,000 | 13 (26.0%) | 18 (46.2%) | ***Spending Per Order (Baht)*** | | |
| More than 70,001 | 2 (4.0%) | 10 (25.6%) | 101 - 250 | 31 (62.0%) | 14 (35.9%) |
| Total | 50 (100%) | 39 (100%) | 251 - 500 | 17 (34.0%) | 20 (51.3%) |
| | | | More than 500 | 2 (4.0%) | 5 (12.8%) |
| ***Household Size*** | | | Total | 50 (100%) | 39 (100%) |
| Single-person Household | 27 (54.0%) | 23 (59%) | | | |
| Multi-person Household | 23 (46.0%) | 16 (41%) | | | |
| Total | 50 (100%) | 39 (100%) | | | |
| ***Residence*** | | | | | |
| Bangkok | 39 (78.0%) | 34 (87.2%) | | | |
| Suburban | 11 (22.0%) | 5 (12.8%) | | | |
| Total | 50 (100%) | 39 (100%) | | | |

Table 4.2 represents the mean and standard deviation of the scale statements used in the questionnaire (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, 5=Strongly Agree) of Young Adults. The average scale for 'user friendly interface', 'variety of food choices', 'price of food & delivery fee', 'promotions' and 'delivery time' of Young Adults are 4.11, 4.10, 3.97, 3.92 and 3.88 respectively. This indicates that Young Adults are agreed with the statements of these five factors. Moreover, for Young Adults, this can also conclude that 'user friendly interface' is the most important factor with the highest average score, then, follow up with 'variety of food choices', 'price of food & delivery fee', 'promotions' and 'delivery time' respectively.

**Table 4.2 Mean and Standard Deviation of scale items of Young Adults**

| | Young Adults (n=50) | |
|---|---|---|
| | Mean | Standard Deviation |
| ***User Friendly Interface*** | | |
| I find that ordering food via mobile app is easy for me | 4.36 | 0.898 |
| I find that food ordering steps are clear and easy to follow | 4.10 | 0.839 |
| I find that the interaction with mobile food delivery app is clear and understandable | 4.02 | 0.869 |
| I am satisfied with the user interface of mobile food ordering app | 3.96 | 0.947 |
| **Average** | **4.11** | **0.89** |
| ***Variety of Food Choices*** | | |
| I want mobile food delivery apps that offer variety of restaurant choices | 4.22 | 0.910 |
| I want mobile food delivery apps that offer variety of food choices | 4.20 | 0.969 |
| I can order food of my choice through mobile food delivery apps | 4.06 | 0.935 |
| I am satisfied with the variety of food choices offered by mobile food delivery apps | 3.92 | 1.027 |
| **Average** | **4.10** | **0.96** |
| ***Price of Food & Delivery Fee*** | | |
| I choose the mobile food delivery apps depending on its delivery fee | 4.30 | 0.886 |
| I choose the mobile food delivery apps that are reasonably priced | 4.20 | 0.881 |
| I choose to order from the restaurants with reasonable food price | 3.92 | 0.922 |
| I can order food with a wide range of prices through mobile food delivery apps | 3.86 | 0.948 |
| I choose the restaurants closed to my location to lower the delivery fee | 3.84 | 1.095 |
| I am satisfied with the distance based delivery fee of mobile food delivery apps | 3.68 | 0.999 |
| **Average** | **3.97** | **0.96** |
| ***Promotions*** | | |
| I can save money by using promotions from mobile food delivery apps | 4.12 | 0.918 |
| I like to search cheap food deals in different mobile food delivery apps | 4.00 | 1.030 |
| I am satisfied with the promotions provided by mobile food delivery apps | 3.90 | 0.909 |
| I find that ordering food via mobile food delivery apps with promotions is cheaper than dining out | 3.66 | 1.255 |
| **Average** | **3.92** | **1.03** |
| ***Delivery Time*** | | |
| I prefer the mobile app that allow me to track the delivery process and time | 4.26 | 0.944 |
| I believe that ordering food online save my time | 4.06 | 1.018 |
| I am satisfied with the delivery time of mobile food delivery app | 3.90 | 0.909 |
| I choose the restaurants closed to my location for faster delivery | 3.68 | 0.957 |
| I choose the restaurants that can prepare the meal quickly | 3.48 | 0.909 |
| **Average** | **3.88** | **0.95** |
| ***Overall Satisfaction*** | | |
| Overall, I am satisfied with the mobile food delivery apps | 3.96 | 0.807 |

Table 4.3 represents the mean and standard deviation of each scale items of Middle Youth. According to the table, Middle Youth are mostly agreed with the statements of each factor. By comparing the average mean sore of each factor, 'variety of food choices' has the highest average mean score with 4.20 which indicates that it is the most important factor that satisfied Middle Youth in using mobile food delivery apps. In addition, 'user friendly interface' is the second most important factor, follow up with 'price of food & delivery fee', 'delivery time' and 'promotions' respectively for Middle Youth.

**Table 4.3 Mean and Standard Deviation of scale items of Middle Youth**

| | Middle Youth (n=39) | |
|---|---|---|
| | Mean | Standard Deviation |
| ***Variety of Food Choices*** | | |
| I want mobile food delivery apps that offer variety of restaurant choices | 4.33 | 0.869 |
| I want mobile food delivery apps that offer variety of food choices | 4.33 | 0.898 |
| I can order food of my choice through mobile food delivery apps | 4.10 | 0.882 |
| I am satisfied with the variety of food choices offered by mobile food delivery apps | 4.05 | 0.916 |
| **Average** | **4.20** | **0.89** |
| ***User Friendly Interface*** | | |
| I find that ordering food via mobile app is easy for me | 4.10 | 1.119 |
| I find that food ordering steps are clear and easy to follow | 4.08 | 1.010 |
| I am satisfied with the user interface of mobile food ordering app | 3.90 | 0.912 |
| I find that the interaction with mobile food delivery app is clear and understandable | 3.87 | 1.056 |
| **Average** | **3.99** | **1.02** |
| ***Price of Food & Delivery Fee*** | | |
| I choose the mobile food delivery apps that are reasonably priced | 4.31 | 0.922 |
| I choose the mobile food delivery apps depending on its delivery fee | 4.03 | 1.135 |
| I choose to order from the restaurants with reasonable food price | 4.03 | 0.873 |
| I can order food with a wide range of prices through mobile food delivery apps | 3.90 | 0.968 |
| I am satisfied with the distance based delivery fee of mobile food delivery apps | 3.67 | 0.869 |
| I choose the restaurants closed to my location to lower the delivery fee | 3.51 | 1.167 |
| **Average** | **3.91** | **0.99** |
| ***Delivery Time*** | | |
| I prefer the mobile app that allow me to track the delivery process and time | 4.26 | 0.880 |
| I believe that ordering food online save my time | 4.15 | 0.812 |
| I am satisfied with the delivery time of mobile food delivery app | 3.82 | 0.854 |
| I choose the restaurants closed to my location for faster delivery | 3.49 | 1.073 |
| I choose the restaurants that can prepare the meal quickly | 3.23 | 0.959 |
| **Average** | **3.79** | **0.92** |
| ***Promotions*** | | |
| I can save money by using promotions from mobile food delivery apps | 3.87 | 0.951 |
| I am satisfied with the promotions provided by mobile food delivery apps | 3.77 | 0.959 |
| I like to search cheap food deals in different mobile food delivery apps | 3.72 | 1.075 |
| I find that ordering food via mobile food delivery apps with promotions is cheaper than dining out | 3.49 | 1.097 |
| **Average** | **3.71** | **1.02** |
| ***Overall Satisfaction*** | | |
| Overall, I am satisfied with the mobile food delivery apps | 4.08 | 0.807 |

Moreover, One-way ANOVA test is run on each item in order to analyze if there is any significant differences on each items between Young Adults and Middle Youth. According to Table 4.4, both Young Adults and Middle Youth are agreed with all of the statements. Young Adults' mean scores are a little bit higher than Middle Youth's mean scores on all items. However, the p-value of all of the items are greater than 0.05. Therefore, there is no significant differences between Young Adults and Middle Youth on 'user friendly interface' of mobile food delivery apps.

**Table 4.4 One-way ANOVA test on scale items of User Friendly Interface**

| Question | Groups | n | Mean | df | F | Sig |
|---|---|---|---|---|---|---|
| ***User Friendly Interface*** | | | | | | |
| I find that the interaction with mobile food delivery app is clear and understandable | Young Adults | 50 | 4.02 | 88 | 0.528 | 0.470 |
| | Middle Youth | 39 | 3.87 | | | |
| | Total | 89 | 3.96 | | | |
| I find that food ordering steps are clear and easy to follow | Young Adults | 50 | 4.10 | 88 | 0.014 | 0.907 |
| | Middle Youth | 39 | 4.08 | | | |
| | Total | 89 | 4.09 | | | |
| I find that ordering food via mobile app is easy for me | Young Adults | 50 | 4.36 | 88 | 1.450 | 0.232 |
| | Middle Youth | 39 | 4.10 | | | |
| | Total | 89 | 4.25 | | | |
| I am satisfied with the user interface of mobile food ordering app | Young Adults | 50 | 3.96 | 88 | 0.099 | 0.754 |
| | Middle Youth | 39 | 3.90 | | | |
| | Total | 89 | 3.93 | | | |

According to Table 4.5, the item *"I choose the restaurants that can prepare the meal quickly"* has the lowest mean score with 3.48 for Young Adults, and 3.23 for Middle Youth. This can indicate that both Young Adults and Middle Youth are more likely to be neutral with the restaurants that can prepare meal quickly. Both Young Adults and Middle Youth are agreed with the rest of the statements. However, p-value for all of the items are greater than 0.05. Therefore, there is no significant differences in 'delivery time' between Young Adults and Middle Youth.

**Table 4.5 One-way ANOVA test on scale items of Delivery Time**

| Question | Groups | n | Mean | df | F | Sig |
|---|---|---|---|---|---|---|
| ***Delivery Time*** | | | | | | |
| I believe that ordering food online save my time | Young Adults | 50 | 4.06 | 88 | 0.221 | 0.639 |
| | Middle Youth | 39 | 4.15 | | | |
| | Total | 89 | 4.10 | | | |
| I choose the restaurants that can prepare the meal quickly | Young Adults | 50 | 3.48 | 88 | 1.570 | 0.214 |
| | Middle Youth | 39 | 3.23 | | | |
| | Total | 89 | 3.37 | | | |
| I choose the restaurants closed to my location for faster delivery | Young Adults | 50 | 3.68 | 88 | 0.800 | 0.374 |
| | Middle Youth | 39 | 3.49 | | | |
| | Total | 89 | 3.60 | | | |
| I prefer the mobile app that allow me to track the delivery process and time | Young Adults | 50 | 4.26 | 88 | 0.000 | 0.985 |
| | Middle Youth | 39 | 4.26 | | | |
| | Total | 89 | 4.26 | | | |
| I am satisfied with the delivery time of mobile food delivery app | Young Adults | 50 | 3.90 | 88 | 0.176 | 0.675 |
| | Middle Youth | 39 | 3.82 | | | |
| | Total | 89 | 3.87 | | | |

According to Table 4.6, Young Adults and Middle Youth are mostly agreed on the statements *"I choose the mobile food delivery apps that are reasonably priced"* and *"I choose the mobile food delivery apps depending on its delivery fee"*. Middle Youth are least agreed on the statements *"I choose the restaurants closed to my location to lower the delivery fee"* with the mean score of 3.51. The statement *"I am satisfied with the distance based delivery fee of mobile food delivery apps"* also has a particular low score comparing to the rest of the statements for both Young Adults and Middle Youth. Overall, there is no significant differences in Price of Food & Delivery Fees between Young Adults and Middle Youth since the p-value of all items are greater than 0.05.

**Table 4.6 One-way ANOVA test on scale items of Price of Food & Delivery Fee**

| Question | Groups | n | Mean | df | F | Sig |
|---|---|---|---|---|---|---|
| ***Price of Food & Delivery Fee*** | | | | | | |
| I choose the mobile food delivery apps that are reasonably priced | Young Adults | 50 | 4.20 | 88 | 0.314 | 0.576 |
| | Middle Youth | 39 | 4.31 | | | |
| | Total | 89 | 4.25 | | | |
| I choose the mobile food delivery apps depending on its delivery fee | Young Adults | 50 | 4.30 | 88 | 1.640 | 0.204 |
| | Middle Youth | 39 | 4.03 | | | |
| | Total | 89 | 4.18 | | | |
| I choose to order from the restaurants with reasonable food price | Young Adults | 50 | 3.92 | 88 | 0.301 | 0.585 |
| | Middle Youth | 39 | 4.03 | | | |
| | Total | 89 | 3.97 | | | |
| I choose the restaurants closed to my location to lower the delivery fee | Young Adults | 50 | 3.84 | 88 | 1.847 | 0.178 |
| | Middle Youth | 39 | 3.51 | | | |
| | Total | 89 | 3.70 | | | |
| I can order food with a wide range of prices through mobile food delivery apps | Young Adults | 50 | 3.86 | 88 | 0.034 | 0.855 |
| | Middle Youth | 39 | 3.90 | | | |
| | Total | 89 | 3.88 | | | |
| I am satisfied with the distance based delivery fee of mobile food delivery apps | Young Adults | 50 | 3.68 | 88 | 0.004 | 0.947 |
| | Middle Youth | 39 | 3.67 | | | |
| | Total | 89 | 3.67 | | | |

In analyzing the items of 'variety of food choices' of Table 4.7, both Young Adults and Middle Youth are agreed on all of the statements. Middle Youth generally give higher score on all items than Young Adults. However, statistically, there is no significant differences between Young Adults and Middle Youth since the p-value of all items are greater than 0.05.

**Table 4.7 One-way ANOVA test on scale items of Variety of Food Choices**

| Question | Groups | n | Mean | df | F | Sig |
|---|---|---|---|---|---|---|
| ***Variety of Food Choices*** | | | | | | |
| I can order food of my choice through mobile food delivery apps | Young Adults | 50 | 4.06 | 88 | 0.048 | 0.828 |
| | Middle Youth | 39 | 4.10 | | | |
| | Total | 89 | 4.08 | | | |
| I want mobile food delivery apps that offer variety of restaurant choices | Young Adults | 50 | 4.22 | 88 | 0.354 | 0.554 |
| | Middle Youth | 39 | 4.33 | | | |
| | Total | 89 | 4.27 | | | |
| I want mobile food delivery apps that offer variety of food choices | Young Adults | 50 | 4.20 | 88 | 0.442 | 0.508 |
| | Middle Youth | 39 | 4.33 | | | |
| | Total | 89 | 4.26 | | | |
| I am satisfied with the variety of food choices offered by mobile food delivery apps | Young Adults | 50 | 3.92 | 88 | 0.393 | 0.532 |
| | Middle Youth | 39 | 4.05 | | | |
| | Total | 89 | 3.98 | | | |

According to the analysis on the items of 'promotions' in Table 4.8, Young Adults are mostly agreed with the statements *"I like to search cheap food deals in different mobile food delivery apps"* and *"I can save money by using promotions from mobile food delivery apps"*. Overall, Young Adults give higher score on all items than Middle Youth. However, since the p-value of all items are greater than 0.05, there is no significant differences between Young Adults and Middle Youth in 'promotions'.

**Table 4.8 One-way ANOVA test on scale items of Promotions**

| Question | Groups | n | Mean | df | F | Sig |
|---|---|---|---|---|---|---|
| ***Promotions*** | | | | | | |
| I like to search cheap food deals in different mobile food delivery apps | Young Adults | 50 | 4.00 | 88 | 1.581 | 0.212 |
| | Middle Youth | 39 | 3.72 | | | |
| | Total | 89 | 3.88 | | | |
| I can save money by using promotions from mobile food delivery apps | Young Adults | 50 | 4.12 | 88 | 1.553 | 0.216 |
| | Middle Youth | 39 | 3.87 | | | |
| | Total | 89 | 4.01 | | | |
| I find that ordering food via mobile food delivery apps with promotions is cheaper than dining out | Young Adults | 50 | 3.66 | 88 | 0.463 | 0.498 |
| | Middle Youth | 39 | 3.49 | | | |
| | Total | 89 | 3.58 | | | |
| I am satisfied with the promotions provided by mobile food delivery apps | Young Adults | 50 | 3.90 | 88 | 0.432 | 0.513 |
| | Middle Youth | 39 | 3.77 | | | |
| | Total | 89 | 3.84 | | | |

Overall, according to Table 4.9, both Young Adults and Middle Youth are satisfied with the mobile food delivery apps with no significant differences between them.

**Table 4.9 One-way ANOVA test on scale items of Overall Satisfaction**

| Question | Groups | n | Mean | df | F | Sig |
|---|---|---|---|---|---|---|
| ***Satisfaction*** | | | | | | |
| Overall, I am satisfied with the mobile food delivery apps | Young Adults | 50 | 3.96 | 88 | 0.460 | 0.500 |
| | Middle Youth | 39 | 4.08 | | | |
| | Total | 89 | 4.01 | | | |

# CHAPTER V
# RECOMMENDATION AND CONCLUSION

## 5.1 Conclusion

In conclusion, the most important factor to least important factor for Young adults are 'user friendly interface', 'variety of food choices', 'price of food & delivery fee', 'promotions' and 'delivery time' respectively. On the other hand, the most important factor to least important factor for Middle Youth are 'variety of food choices', 'user friendly interface', 'price of food & delivery fee', 'delivery time' and 'promotions' respectively. According to this, 'user friendly interface', 'variety of food choices', 'price of food & delivery fee' are the most influencing factor in satisfying both Young Adults and Middle Youth in using mobile food delivery apps. Young Adults find 'promotions' is more important to them while 'delivery time' is more important for Middle Youth.

Statistically, there are no significant differences on these factors between these two groups. Both Young Adults and Middle Youth find that mobile food delivery apps' user interface is easy to follow and easy to use. Moreover, both of the groups believe that ordering food online could save their time and they prefer the apps that provide the information on delivery process and time. However, both of the groups do not concern much about the restaurants that can prepare meal quickly and the restaurants closed to their location for faster delivery time. In addition, both of the groups are mostly concerned about the price of the food and delivery fee which they prefer to choose the apps that are reasonably priced and have lower delivery fee. However, Middle Youth do not concern much about the distant of the restaurant from their location in order to lower the delivery fee. Furthermore, both Young Adults and Middle Youth are satisfied with the variety of food choices provided by mobile food delivery apps. Moreover, Young Adults are likely to search for promotions from different mobile food delivery apps in order to save their money.

## 5.2 Recommendations

Since there are no significant differences between Young Adults and Middle Youth, the same marketing strategy could be used on both groups. For the existing mobile food delivery apps and new entrants, the user interface of the app should be kept simple as it is one of the most influencing factors in satisfying both Young Adults and Middle Youth. Price of food and delivery fee should also be considered as the users can easily compare the price and delivery fee among different mobile food delivery apps. The restaurants should also display the price of the food correctly in the apps since some of the restaurants charge at a higher price than normal dine-in price in their restaurants. This could lead the customers to choose alternative restaurants that charge at a reasonable price. Providing variety choices of food is very important for the mobile food delivery apps and the restaurants since it is also one of the most important factors in satisfying both Young Adults and Middle Youth. Promotions and reward programs should also be offered occasionally to attract Young Adults in reordering food via mobile food delivery apps.

## 5.3 Limitations and Future Research

First of all, the research is conducted on mostly family and friends of 89 respondents which could not apply to the whole population of the mobile food delivery apps users in Bangkok. Thus, random sampling on selected area in Bangkok is recommended to reflect a larger demographic of the population. Second, this research focused only on the 'user friendly interface', 'price of food & delivery fee', 'delivery time', 'variety of food choices', and 'promotions' of mobile food delivery apps. Thus, future research could conduct on other factors such as online review, online rating, and social influence in using mobile food delivery apps. Next, this research only analyzed the mean and frequency scores of each factor, and One-way ANOVA is used to find the significant differences between Young Adults and Middle Youth. Therefore, factor analysis and regression on the factors are recommended to conduct in future research. Finally, since the current research conduct only on the consumers' point of view, other perspectives such as restaurants and mobile food delivery apps' providers are also worthwhile to be considered in future research.

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# APPENDICES

# Appendix A: Questionnaire

**Part 1: General overview of mobile food delivery apps**

1) Have you ever order food via mobile food delivery apps (Grab Food, Line Man, Get, Foodpanda, etc.) in the past two months?
   a) Yes
   b) No
2) How often do you order food via mobile food deliver apps?
   a) Daily
   b) 2-3 times a week
   c) Once a week
   d) Every couple of weeks
   e) Once a month
   f) Every couple of months
   g) Less than once every two months
   h) Never
3) How much do you normally spend on each order?
   a) Less than 100 baht
   b) Between 101 and 200 baht
   c) Between 201 and 300 baht
   d) More than 301 baht
4) Which of the following mobile food delivery apps you prefer the most?
   a) Grab Food
   b) Line Man
   c) Foodpanda
   d) Get
   e) Others
5) Which of the following factors make you satisfy the most in using the mobile food delivery apps?
   a) User-friendly Interface
   b) Delivery Time
   c) Price of Food & Delivery Fee

d) Variety of Food Choices

e) Promotions

**Part 2: Information on the factors that satisfy the consumer on using mobile food delivery apps with Likert Scales**

Please rate your opinion the following statement in using mobile food deliver apps

| | Strongly Disagree | Disagree | Neutral | Agree | Strongly Agree |
|---|---|---|---|---|---|
| User Friendly Interface | | | | | |
| I find that the interaction with mobile food delivery app is clear and understandable | | | | | |
| I find that food ordering steps are clear and easy to follow | | | | | |
| I find that ordering food via mobile app is easy for me | | | | | |
| I am satisfied with the user interface of mobile food ordering app | | | | | |
| Delivery Time | | | | | |
| I believe that ordering food online save my time | | | | | |
| I choose the restaurants that can prepare the meal quickly | | | | | |
| I choose the restaurants closed to my location for faster delivery | | | | | |
| I prefer the mobile app that allow me to track the delivery process and time | | | | | |
| I am satisfied with the delivery time of mobile food delivery app | | | | | |
| Price of Food & Delivery Fee | | | | | |
| I choose the mobile food delivery apps that are reasonably priced | | | | | |
| I choose the mobile food delivery apps depending on its delivery fee | | | | | |
| I choose to order from the restaurants with reasonable food price | | | | | |
| I choose the restaurants closed to my location to lower the delivery fee | | | | | |
| I can order food with a wide range of prices through mobile food delivery apps | | | | | |
| I am satisfied with the distance based delivery fee of mobile food delivery apps | | | | | |
| Variety of Food Choices | | | | | |
| I can order food of my choice through mobile food delivery apps | | | | | |
| I want mobile food delivery apps that offer variety of restaurant choices | | | | | |
| I want mobile food delivery apps that offer variety of food choices | | | | | |
| I am satisfied with the variety of food choices offered by mobile food delivery apps | | | | | |
| Promotions | | | | | |
| I like to search cheap food deals in different mobile food delivery apps | | | | | |

| | | | | | |
|---|---|---|---|---|---|
| I can save money by using promotions from mobile food delivery apps | | | | | |
| I find that ordering food via mobile food delivery apps with promotions is cheaper than dining out | | | | | |
| I am satisfied with the promotions provided by mobile food delivery apps | | | | | |
| Overall, I am satisfied with the mobile food delivery apps | | | | | |

**Part 3: Demographic Information**

1) What is your gender?
   a) Male
   b) Female
2) Where do you live?
   a) Bangkok
   b) Suburban area (Pathumthani, Nonthaburi, Samut Prakan, Samut Sathorn, and Nakorn Pathom)
   c) Others
3) What is your age range?
   a) Less than 18 years' old
   b) 18 – 29 years' old
   c) 30 – 44 years' old
   d) More than 45 years' old
4) What is your personal income?
   a) Less than 15,000 Baht
   b) Between 15,001 – 25,000 Baht
   c) Between 25,001 – 40,000 Baht
   d) Between 40,001 – 70,000 Baht
   e) More than 70,001 baht
5) Household size
   a) Single-person household
   b) Multi-person household