

**THE INFLUENCE OF E-MARKETING ELEMENTS AND
PURCHASING INTENTION TOWARDS ONLINE FOOD
DELIVERY IN BANGKOK**



GORRAGOD GIMPAO

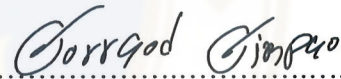
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**THE INFLUENCE OF E-MARKETING ELEMENTS AND
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DELIVERY IN BANGKOK**

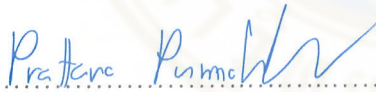
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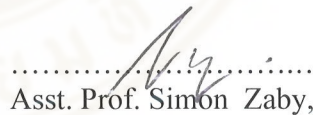
.....

Mr. Gorragod Gimpao
Candidate



.....

Assoc. Prof. Prattana Punnakitikashem,
Ph.D.
Advisor



.....

Asst. Prof. Simon Zaby,
Ph.D.
Chairperson



.....

Assoc. Prof. Vichita Ractham,
Ph.D.
Dean
College of Management
Mahidol University



.....

Asst. Prof. Jantima Banjongprasert,
Ph.D.
Committee member

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Gorragod Gimpao

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GORRAGOD GIMPAO 6449127

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THEMATIC PAPER ADVISORY COMMITTEE: ASSOC. PROF. PRATTANA PUNNAKITIKASHEM, Ph.D., ASST. PROF. SIMON ZABY, Ph.D., ASST. PROF. JANTIMA BANJONGPRASERT, Ph.D.

ABSTRACT

According to the COVID-19 pandemic since 2019 in Thailand, the online food ordering business has grown significantly. E-marketing elements was used to be marketing strategy via several digital marketing channels for driving business growth on that time. For this reason, the research wants ;1) To study the purchasing intention towards online food delivery, and; 2) To study the relationship between E-Marketing element and purchasing intention towards online food delivery.

This research uses quantitative methods in order to approach the respondents who are living in Bangkok, aged 18 years old or above, and experiencing ordering online food delivery at least 1 time from 2020 forward. Data obtained from online questionnaires were usable for this study. The finding is operated by SPSS for analyzing raw data. The paper found the highest influence of purchasing intention towards online food delivery are Ease of use, Trust, Promotion, Product/Service quality, and Perceived risk respectively. Moreover, the relationship between E-marketing elements and purchasing intention is that all elements are significant to purchasing intention by factors have strong relationship to purchasing intention towards online food delivery are Site, Community, Sale promotion, Price, Customer Service, Security, Personalization, Product, Place, Promotion, and Privacy respectively.

KEY WORDS: E-Marketing Elements / Purchasing Intention / Online Food Delivery

78 pages

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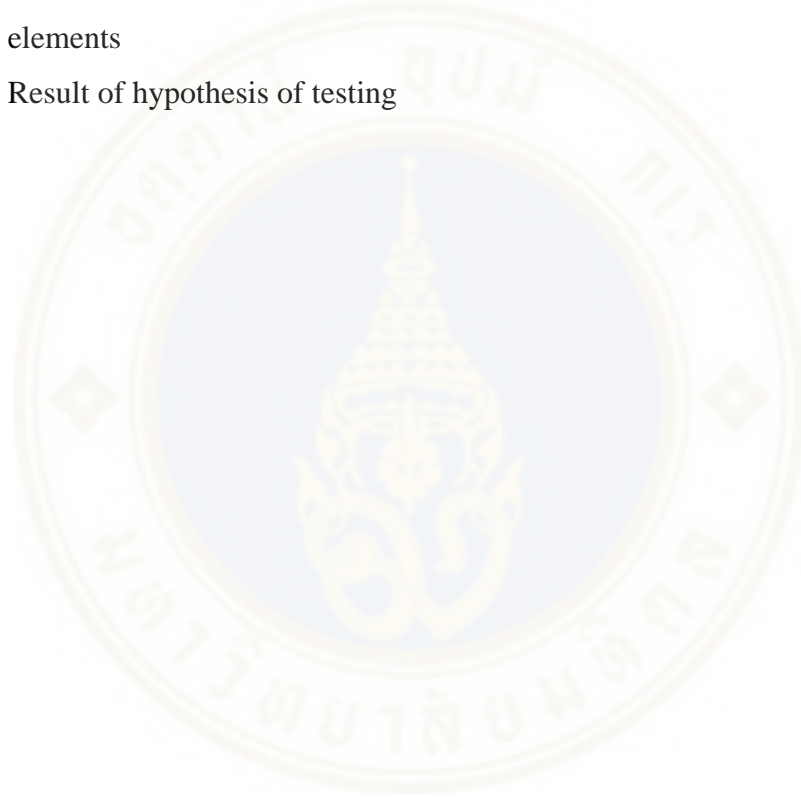
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CHAPTER I

INTRODUCTION

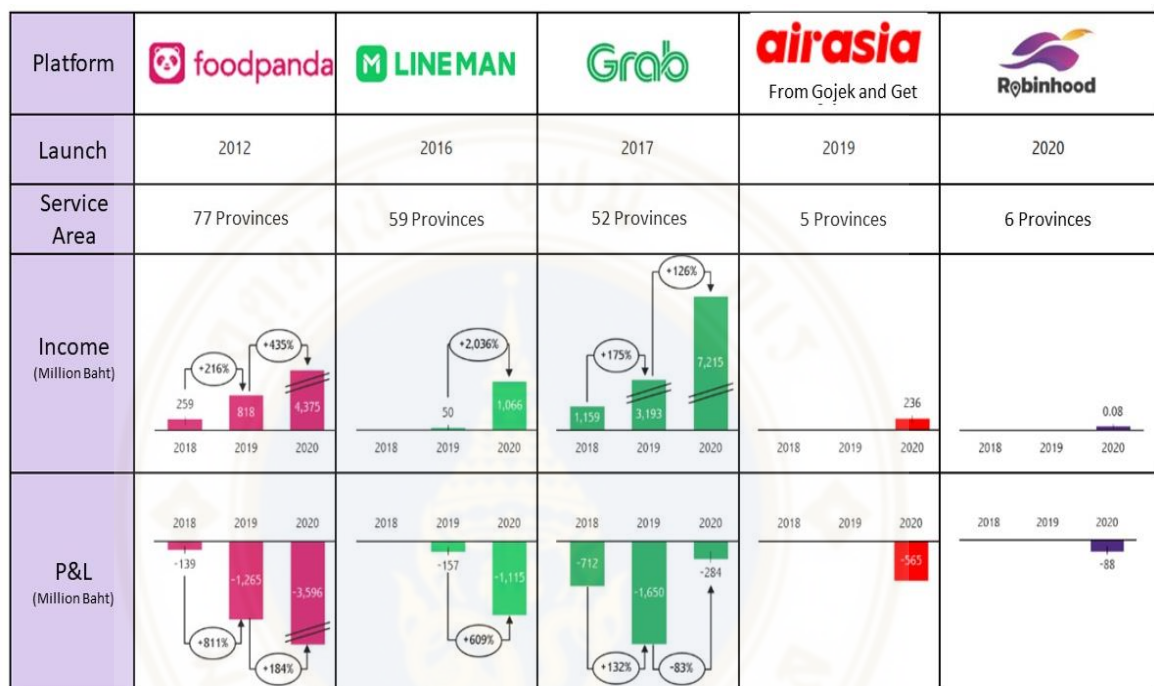
1.1 Research background

Since the outbreak of coronavirus disease (COVID-19) in 2019, a large virus has caused respiratory diseases in humans and animals. It can spread rapidly and widely to many countries in the world, resulting in a large number of infections and deaths. The spread of coronavirus disease (COVID-19) in 2019 affected the world economy, society and culture. Changes that directly affect human behavior and practice in daily life, or the term "new normal", Wanchuen, N. (2022). New normal is a lifestyle to reduce risks from various dangers that affect people's health or life. New normal will adjust the well-being of people to suit different situations in order to reduce the risks that are dangerous to the human body, Praghola pati, A. (2020).

Thailand is also one of the countries with the most severe coronavirus epidemic in 2019. The Ministry of Public Health of Thailand has played an important role in solving this problem, including preventing the transmission of coronavirus 2019 and treatment of patients with infectious diseases. Synphaet website informed about social distance that one of the policies formulated by the Ministry of Public Health to solve this problem is the Social Distance policy. Reduce the risk of COVID-19 transmission in 2019 by maintaining a distance of at least 1 meter. Another policy issued by the Ministry of Public Health is to reduce the transmission of COVID-19 in 2019 that also has a great impact on the change of daily lifestyle, that is Work from home or work in accommodation through various technical systems, Olson, M.H. (1989).

Online food delivery is one of the e-commerce businesses that continues to grow after the outbreak of the COVID-19. In the first half of 2020, the food delivery business has grown significantly by 150% from Year 2019, Inthong, C., Champahom, T., Jomnonkwao, S., Chatpattananan, V., & Ratanavaraha, V. (2022). Especially in 3 main online food delivery businesses as foodpanda, Lineman, and Grab, its annual revenue the year-on-year growth in 2020 were 435% for foodpanda, 2,036% for

Lineman, and 126% for Grab, SCBEIC (2021). One of business driven strategies that can greatly motivate consumer behavior is E-marketing mix, which operates in the businesses with the lifestyle of consumers during the outbreak of COVID-19, where technology in various fields plays a huge role in daily life until now. Through various internet channels such as social online, e-mail, marketplace, etc.



Remark: Information as of May – June 2021

Source: Analyzed by EIC from information of Department of Business Development Ministry of Commerce, Grab, foodpanda, Lineman, Gojek, Robinhood, Airasia

Figure 1.1 Shows the growth of the food delivery business in Thailand

In 2020, the number of Internet users in Thailand was 52 million, an increase of 1 million over 2019, or 2.00%, Kemp, S. (2021). Moreover, Asiapac website informed about Thailand Digital Marketing 2022 as figure 1.2 shows overview of the adoption and use connected devices and service that there are internet user 54.50 millions people in 2022, which increase 77.8% from 2021. That means the number of internet users in Thailand tends to be higher from 2019 onwards.

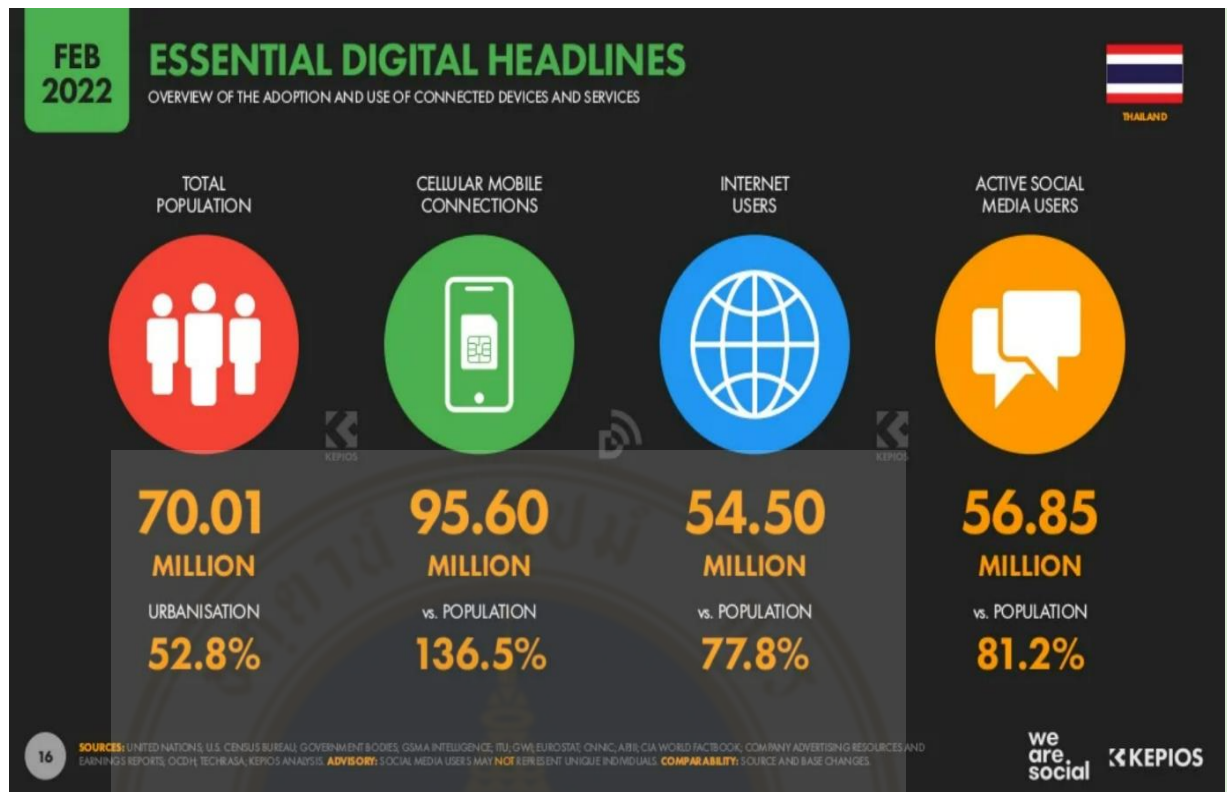


Figure 1.2 Shows overview of the adoption and use connected devices and service information from Asiapac website, Asiapac Digital, 2022

In addition, Brand Buffet website has reported research information from Digital Advertising Association (Thailand) / DAAT in collaboration with KANTAR (Thailand) about Thailand Digital Advertising as in Figure 1.3 shows the trend of total digital spending in Thailand that in 2021 that digital spending was grow 18% from 2020. And predicted in 2022 will grow 9% from 2021. Especially the e-commerce business, which has been reported about e-commerce business digital spending as in figure 1.4 Shows the FC 2022 top industry advertising spending from the Brand Buffet website, e-commerce business has growth of more than 100% in 2021. And also predicted that e-commerce there will be a 65% increase in digital advertising spending in 2022. According to the above information, the trend of e-commerce business using online marketing tools is increasing every year.

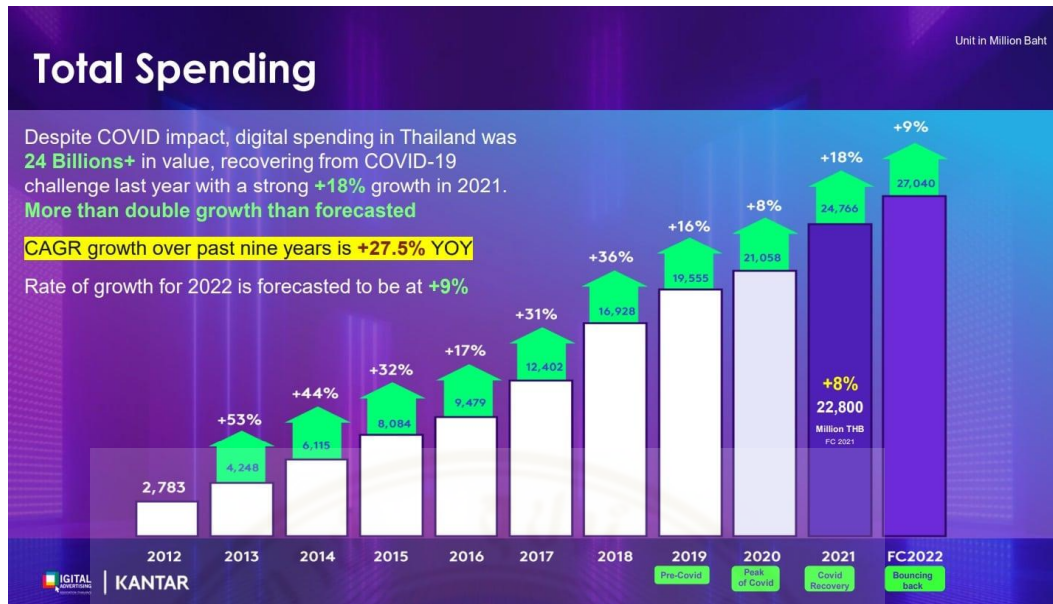


Figure 1.3 Shows the trend of total digital spending in Thailand from Brand Buffet website, 2022

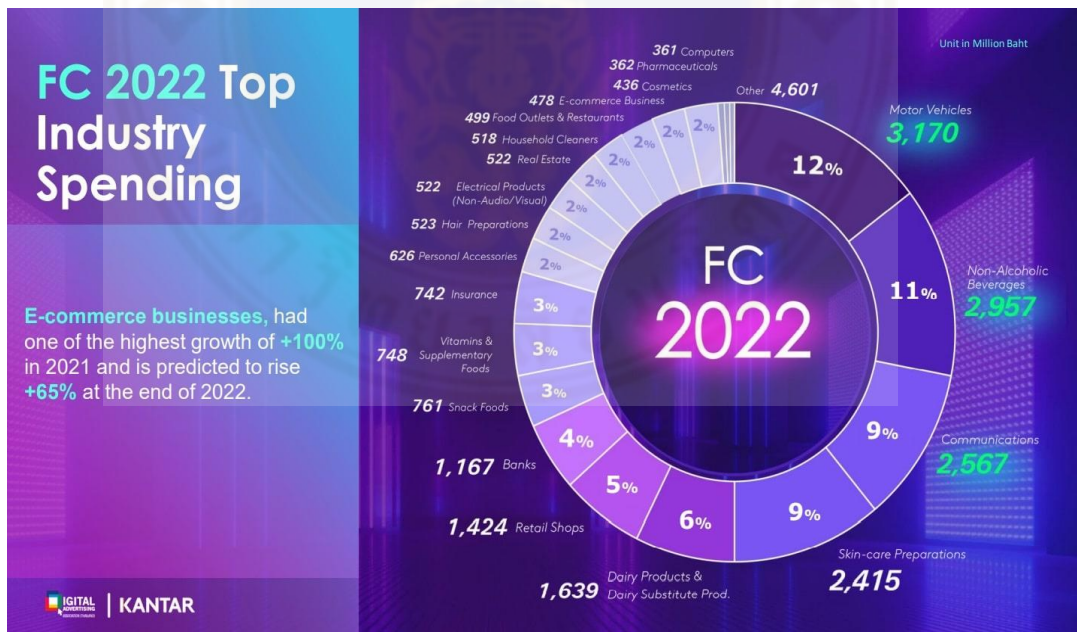


Figure 1.4 Shows the FC 2022 top industry advertising spending from Brand Buffet website, 2022

1.2 Problem of statement

Online Food delivery is the one business that has grown exponentially during the epidemic of COVID-19. In addition to the market value of online food delivery business growing steadily after the epidemic of COVID-19, the number of internet users is also increasing in 2021. Including the amount of digital advertising spending by the e-commerce business has seen a steady increase in spending to date. The E-marketing element is the main strategy for the e-commerce businesses that has been used to drive business during the epidemic of COVID-19. Online food delivery business is also a one business that drives business by using E-marketing element has been a tool to drive sales until now as well. However, Kasikorn Research website has reported the growth of food deliveries that are expected to decrease in 2023, which is analyzed from 1) the frequency of ordering food through the Food delivery platform, decreased in 2022 by 37%. 2) the average price per order of food remains stable or increases from the cost of raw materials and rising oil prices, which greatly affects the purchasing power of consumers. And 3) the trend of eating at restaurants increases due to the reduced transmission of COVID-19, Kasikorn Bank (2023). On the other hand, online food ordering continues to play a role in consumer's daily life, which is due to the convenience of consumers during COVID-19 epidemic. Even after the relaxation measures of the COVID-19 epidemic started to be implemented today, consumers still continue to use online food ordering services at home or at work. And most importantly, all online food ordering companies still use E-marketing as the main strategy to drive their business, including working through online channels as well.

For the reason that consumers still use online food delivery while the relaxation measures of the COVID-19 epidemic started to be implemented. The paper wants to know how the E-marketing element still affects purchasing intention toward online food delivery.

1.3 Research question

Question 1: What is the purchasing intention towards online food delivery?

Question 2: What E-marketing elements influence purchasing intention towards online food delivery?

1.4 Research objective

1.4.1 To study the purchasing intention towards online food delivery

1.4.2 To study the relationship between E-marketing element and purchasing intention towards online food delivery

1.5 Scope of Study

This study focuses on determining the purchasing intention towards online food delivery, and which E-marketing element variables influence consumers to use the service. The study focused on exposing data that online food delivery has been used in service areas in Bangkok, Thailand during the outbreak of COVID-19 at least 1 time. Including factors such as gender, age, educational background, income, occupation, except those who have never used food delivery services during the outbreak or those who ordered food delivery outside Bangkok. This study will be conducted through an online questionnaire.

CHAPTER II

LITERATURE REVIEW

This review provides a summary of available scholars relevant to the study. This review was conducted by collecting, analyzing, and summarizing from sources on the main structure used in this study, including academic books, journals, and online sources.

Theoretical Background

2.1 E-marketing Elements Model

There was one research paper involved in this study. The paper studies E-marketing that contributes to motivate consumers to use online food delivery, which make consumers more convenient, save time, and save travel expenses. and has a wide range of products and services. The growth of online food delivery business is constantly changing and evolving. As a result, consumers are paying attention to areas such as trust. privacy security price transparency convenience Time savings, accessibility, etc., Thakur, S., & Aurora, R. (2015). Online business has applied consumer demand to communication, business operation and marketing. In order to meet the needs of consumers as much as possible, the research of Kalyanam, K. and McIntyre, S. (2002) shows that E-marketing elements, 4PS+2PS+2C+3S model, can be divided into the following elements: Product, Price, Location, Promotion, Personal, Privacy, Customer service, Community, Site, Security, and Sales promotion. e-marketing has increased business growth opportunities by impressing products and services. In addition, it also explains the survey results of consumers' purchasing intention to use online shopping services. Most consumers who use online shopping and

services mainly live in communities, villages and central areas, Thakur, S, and Aurora, R. (2015).

E-marketing mix element is the conduct of marketing activities through electronic devices such as computers, smartphones, and other devices that can connect and communicate in two ways between marketers and target audience through the Internet as a medium. E-marketing element is a marketing action within the framework of 4PS+2PS+2C+3S Model with the following components, Kalyanam, K., & McIntyre, S. (2002).

2.1.1 Product

In E-marketing, products can be classified into 3 categories as follows: (1) Physical Products which are tangible products such as food, telephone, housewares, cosmetics, etc. (2) Digital Products which are intangible products. But can take advantage of products through digital channels such as music, online games, applications, etc. (3) Services which are intangible products. But can be recognized from the satisfaction of consumers. The service can be divided into 2 types: service provider and service recipient, bin Abdul Lasi, M., & Salim, SM (2020). Product element is the most important in E-marketing tools that can motivate consumers, J. Ooha, et. al., 2022.

2.1.2 Price

Price is the amount that consumers are willing to pay for goods and services, Padmalia, M. (2019). Focus This paper is about using pricing theory to stimulate online subscription services. For the price element, dynamic pricing in business web sites is more important than allowing customers to enter target prices,, J. Ooha, et. al., 2022. Because it will encourage consumers to visit websites or applications frequently, because the price will be adjusted regularly according to market demand.

2.1.3 Place

Place in E-marketing is to promote class or product information used to communicate or carry out marketing activities in any way through various channels. Place will be used to suit consumer behavior towards each type of product or service.

Where E-marketing involves facilities and transactions. Facilities may occur on the website of the product manufacturer. This condition creates a separation of intermediaries because the service provider or merchandiser can provide the service or sell the product directly to the consumer without an intermediary, Padmalia, M. (2019). Place in E-marketing can be related with affiliates and remote hosting, Lasi, M. B. A. (2021).

2.1.4 Promotion

Electronic marketing can increase product visibility through various platforms or digital channels such as social media, Application, Website, etc. This is a huge benefit for businesses of all sizes, Al Adwan, A., Aladwan, KM, & Al-Adwan, AS (2019). Due to the cost of advertising it is not expensive and is able to communicate information to consumers quickly. Electronic promotions are more appealing to the audience and are more convenient to use than traditional means of advertising in television, radio, etc., Al Adwan, A., Aladwan, KM, & Al-Adwan, AS (2019). Sending promotions via email newsletter can motivate customers to use online shopping services, J. Ooha, et. al., 2022.

2.1.5 Personalization

Personalization is a customized form created by introducing some current customers. In electronic marketing, marketers can use cookies placed on visitors' computers, Al Adwan, A., Aladwan, KM, & Al-Adwan, AS (2019). News alerts or new product updates through notifications will create interest for consumers in coming to view products or news rather than letting customers search for themselves, J. Ooha, et. al., 2022.

2.1.6 Privacy

Collection of customer data for personal purposes. Encourage marketers to identify how data is used, especially in determining who has access to it. The consideration of privacy has legal implications thus increasing the complexity of database privacy management in the field of E-marketing. Privacy is an important aspect of service satisfaction because it gives consumers a sense of privacy, Al Adwan, A. ,

Aladwan, KM, & Al-Adwan, AS (2019). Privacy impact to customer intention to use online shopping which is based on safety, Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C., Young, M. N., Persada, S. F., ... & Redi, A. A. N. P. (2021).

2.1.7 Customer Service

Customer service is a marketing element that entrepreneurs must define as a guideline for providing services to consumers. Because the service will create an impression on consumers both before and after buying products or services of consumers. More than that, the service also promotes the sale of the product or service, thereby creating the opportunity for consumers to make a decision to purchase or use the service repeatedly, which is also considered as an opportunity for the growth of the company, Al Adwan, A., Aladwan, KM, & Al-Adwan, AS (2019). Quick response from any channels can influence customers to use online shopping and make satisfaction with customers, J. Ooha, et. al., 2022.

2.1.8 Community

Community in the field of e-market is to create a community in various digital channels, including websites, platforms, e-mail, etc. Community is an impetus for consumers to exchange information or communicate for various purposes. This will lead to more quality communication. It is also a form that is very useful in daily life nowadays. Because it will make various communications reach more people and be more targeted, Al Adwan, A., Aladwan, KM, & Al-Adwan, AS (2019). Online product discussions among customers are very important with customers to make purchasing decisions, J. Ooha, et. al., 2022.

2.1.9 Site

Site is a channel for accessing digital communications. The purpose of the sites is to communicate, interact or obtain information about goods and services of consumers and business operators. The site in terms of E-marketing has a variety of channels depending on the objectives of the user. Sites are therefore functionally overlapping with other hybrids according to individual characteristics of the user target,

Al Adwan, A., Aladwan, KM, & Al-Adwan, AS (2019). Organized contents influence customer intention to use online shopping, J. Ooha, et. al., 2022.

2.1.10 Security

Security is also important to build consumer credibility. This includes security related to the purchase of products using credit cards or various online payment channels, and Security related to the data recorded by the counterparty. These data are highly likely to be used by hackers. Therefore, security is another factor that enables marketers and companies to focus on promoting their products and services. Al-Adwan, A., Aladwan, K.M., and Al-Adwan, A. (2019). Security impact to customer intention to use online shopping which is based on safety, Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C., Young, M. N., Persada, S. F., ... & Redi, A. A. N. P. (2021).

2.1.11 Sale Promotion

Sales promotion is related to discounts and marketing discounts to attract customers and stimulate sales. The task of e-marketers is to find new strategies and new opportunities to develop effective communication, Azhari et. al. (2018). E-marketing will be able to make sales and promotions achieve sales goals in a short time. Therefore, marketing practitioners must understand the relationship between consumer demand and consumer behavior. Promotion can point to the importance of advantages and associated market positions. which can provide consumer financial relief with the support of promotions, bin Abdul Lasi, M., & Salim, SM (2020). Providing a discount coupon and free delivery service, people will have more positive perceptions about the product value than without the promotion, Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C., Young, M. N., Persada, S. F., ... & Redi, A. A. N. P. (2021).

2.2 Purchasing Intention

Purchase Intention is a very important factor and is used as a guideline for predicting or predicting the purchasing behavior of consumers continuously in the future, Choketaworn, L., Sukanta S., K., & Wichitsatian, S. (2021). Moreover, Kim, S., & Thorndike Pysarchik, D. (2000). explains that purchase intention refers to the moment

when the consumer is ready to make a choice that meets their needs. Which may not depend on the product or service alone, but on the purchase of benefits that will be obtained from the product or service that meets the needs that arise. Process purchasing intention defines the consumer's experience during the purchase transaction, whereas encounter satisfaction covers the interactions between the customer and the online provider. Trust, emotional emotions, and perceived value are the most influential factors in online shopping intention, Othman, A. K., Jailani, S. F. A. K., Kassim, E. S., & Hamzah, M. I. (2013). In addition, The most variable influences to purchasing intention are trust, perceived risk, product quality, ease of use, and social media marketing, Akar, E., & Nasir, V. A. (2015).

2.2.1 Trust

Trust can contribute purchasing intention for consumers to use the shopping online. Online platforms should effectively use website factors such as design, information, communication, privacy and security as marketing tools that can build trust in the website and increase the intent of subsequent purchases, Ganguly, B., Dash, S. B., & Cyr, D. (2009). Trust is a customer's willingness to accept vulnerabilities in online transactions based on positive expectations of the future, Ling, K. C., Daud, D. B., Piew, T. H., Keoy, K. H., & Hassan, P. (2011). Trust involves a consumer's willingness to act on the belief that a company will provide consumers with value for providing quality services or products to build long-term consumer trust, Yunus, M., Saputra, J., & Muhammad, Z. (2022).

2.2.2 Perceived risk

Bauer, R. A. (1960) was the first to use the term "perceived risk" in consumer behavior studies. It is described as a consumer's sense of risk and negative repercussions of engaging in a purchasing activity, and it is viewed as an antecedent that has a negative impact on the consumer's buy choice. When consumers perceive a high level of danger, they are less likely to acquire a product. Perceived risk has been examined before, and it's usually thought of as a multi-dimensional entity, Pathak, V. K., & Pathak, A. (2017).

2.2.3 Product quality

"Quality of product is the customer's view of the overall quality or superiority of the product or service, with respect to its intended purpose, relative to alternatives," according to Aaker, D. A., & Jacobson, R. (1994). Product quality is "a property of a product or service that bears on its capacity to meet stated or implicit consumer demands, Kotler, P., Armstrong, G., Ang, S. H., Leong, S. M., Tan, C. T., & Ho-Ming, O. (2012).

2.2.4 Ease of use

The ease of use of an online store is positively related to the intent to purchase online. This, along with the ease of navigation through the online store and the speedy checkout process, are key factors in attracting customers to shop online, Cho, Y. C., & Sagynov, E. (2015). If consumers perceive the ease of use will create a very positive impulse to use the service. But on the other hand, if the consumer is initially frustrated with the use of the service, it can create a very negative incentive to use the service as well, Zuelseptia, S., Rahmiati, R., & Engriani, Y. (2018, July).

2.2.5 Social media marketing

Creating impetus for consumers to make purchasing decisions through social media marketing can create the most incentive for consumers purchasing intention, Irshad, M., & Ahmad, M. S. (2019). Online marketing communication, especially social commerce, electronic WOM and online advertising, can contribute to consumer perception in branding, product, and service most efficiently, Balakrishnan, B. K., Dahnil, M. I., & Yi, W. J. (2014).

Applying these theories for this case study, I hypothesize the possibility of the theory studied about the E-marketing element influence to consumer purchasing intention toward online food delivery in Bangkok as follows,

Hypothesis 1: Product influence on purchasing intention toward online food delivery in Bangkok

Hypothesis 2: Price influence on purchasing intention toward online food delivery in Bangkok

Hypothesis 3: Place influence on purchasing intention toward online food delivery in Bangkok

Hypothesis 4: Promotion influence on purchasing intention toward online food delivery in Bangkok

Hypothesis 5: Personalization influence on purchasing intention toward online food delivery in Bangkok

Hypothesis 6: Privacy influence on consumer online intention toward online food delivery in Bangkok

Hypothesis 7: Customer service influence on purchasing intention toward online food delivery in Bangkok

Hypothesis 8: Community influence on purchasing intention toward online food delivery in Bangkok

Hypothesis 9: Site influence on purchasing intention toward online food delivery in Bangkok

Hypothesis 10: Security Promotion influence on purchasing intention toward online food delivery in Bangkok

Hypothesis 11: Sale Promotion influence on purchasing intention toward online food delivery in Bangkok

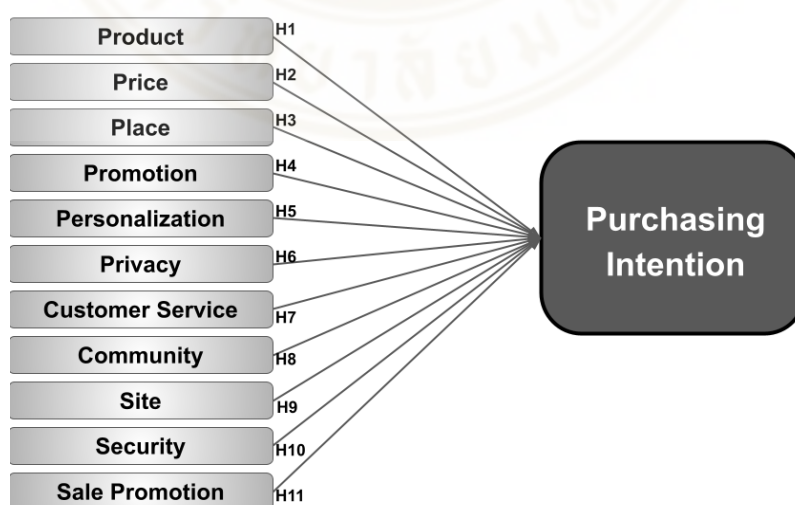


Figure 2.1 The conceptual framework of study

CHAPTER III

METHODOLOGY

This section describes the end-to-end research design and data analysis process. The first part describes the research design and shows the statistical methods used in this research. The second part describes the source of the data and the sampling process for collecting the data. Section 3 describes the data collection procedures for this study. And part 5, the last part, describes the data analysis process.

3.1 Research Methodology

This research used quantitative methods to answer the research question. It is also an action to ensure health safety during the current COVID-19 epidemic. And due to the limit of time, this method can take a short period to collect the data. In addition, this method is able to collect data from a variety of survey groups and is large enough to be used for analysis in this study. Therefore, qualitative is the most appropriate method for this study when comparing with the conditions of the study. Research data will be processed and analyzed by the Statistical Package for Social Sciences (SPSS). To achieve the objectives of the study, various statistical tests, such as frequency analysis, correlation analysis, and descriptive analysis are a tool to interpret the values in the analysis and draw conclusions.

3.2 Sampling Plan

The sampling plan is through the use of mainly convenience sampling. The target population of this study is consumers living in Bangkok, aged 18 or above, and have the experience of ordering food delivery online through application or website at least 1 time from 2020 forward. Unfortunately, this research was unable to ensure the target population of Bangkok residents who are currently utilizing online food delivery.

Therefore, this research used the target population as unknown by applying a sample according to the principle of W.G.Cochran that has a confidence level of 95% and allows a 5% error in the statistically significant level equal to 0.05 as follows the formula.

$$n = \frac{P(1-P)Z^2}{e^2}$$

n = Sampling size

P = the (estimated) proportion of the population which has the attribute in question

e = the desired level of precision

3.3 Instrument

The research objectives are to study the purchasing intention towards online food delivery in Bangkok and to study the relationship between E-marketing element and purchasing intention towards online food delivery in Bangkok. Therefore, the questionnaire will be conducted in Thai and English. In addition, the questionnaire will contains 4 parts as follow;

Part 1: Screening question

Part 2: General information

Part 3: Your opinion about E-marketing elements influence on consumer purchasing intention

Part 4: Your opinion about purchasing intentions towards online food delivery

For part 3 and 4, each question is measured on a 5 point Linkert scale where value of 1 corresponds to “Strongly Disagree”, 2 corresponds to “Somewhat Disagree”, 3 corresponds to “Neutral”, 4 corresponds to “Somewhat Agree”, and value of 5 corresponds to “Strongly Agree”. Mean of the scores obtained on each of the questions were calculated to produce a single score for each variable.

3.3.1 Questionnaire Survey

Part 1: Screening information:

1.1 Are you older than 18 years old?

- Yes, continue
- No, end this survey

1.2 Do you live in Bangkok?

- Yes, continue
- No, end this survey

1.3 Have you ever ordered an online food delivery at least 1 time since 2020 ?

- Yes, continue
- No, end this survey

1.4 Which brands of online food delivery did you order? (Able to choose more than 1 item)

- foodpanda
- Grab
- Lineman
- Shopee Food
- Robinhood
- Airasia Food .
- Other

Part 2: General information

2.1 Gender

- Male
- Female

2.2 Age

- 18 to 25 years
- 26 to 35 years
- 36 to 45 years
- 46 to 55 years 56 to 65 years

- 66 to 75 years
- More than 75 years

2.3 Monthly Income

- 15,000 Baht or less than
- 15,001 to 35,000 Baht
- 35,001 to 55,000 Baht
- 55,001 to 75,000 Baht
- 75,001 to 100,000 Baht
- 100,001 to 150,000 Baht
- 150,001 to 200,000 Baht
- 200,001 to 250,000 Baht
- 250,001 to 300,000 Baht
- More than 300,000 Baht

2.4 Highest Education

- High school / Diploma
- Bachelor's degree
- Master's degree
- Doctor of Philosophy

2.5 What is your occupation?

- Full time student
- Civil servant
- Company employee
- Personal business
- Self-employed
- Unemployed
- Retired
- Others, please specify _____

2.6 How often do you order an online food delivery?

- 1-2 times per week
- 3-4 times per week
- 5-6 times per week
- More than 6 times per week

2.7 Which channels have you received public relations news advertisements about online food delivery? (Able to choose more than 1 item)

- E-mail
- Social Commerce such as Facebook, Tiktok, Line etc.
- Website
- Message Notification
- Youtube
- TV
- Radio
- Application
- Others

2.8 Why did you choose an online food delivery service? (Able to choose more than 1 item)

- Convenience
- Ease of Payment
- Various of food / product
- Promotion
- Service Quality
- Privacy
- Reasonable price
- Others_____

Part 3: Your opinion about E-marketing elements influence on consumer purchasing intention

Please read through the following questions and rate how you either agree and disagree by using the Linkert scale that we provide. (5 is "Strongly Agree", 4 is "Somewhat agree", 3 is "Neutral", 2 is "Somewhat Disagree", and 1 is "Strongly Disagree").

The variable of E-marketing element toward online food delivery		Reference	Scale
Item	Product		
PD1	I think various categories of product available motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
PD2	I think clearly product information motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
PD3	I think a clear product image motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
Item	Price		
PC1	I think the reasonable price motivates me to use online food delivery.	JUNTONG, V., & Archarunroj, P. (2020).	Likert Scale
PC2	I think the appropriate delivery fee motivates me to use online food delivery.	JUNTONG, V., & Archarunroj, P. (2020).	Likert Scale
PC3	I think the delivery fee is cheaper than other brands, which motivates me to use online food delivery.	JUNTONG, V., & Archarunroj, P. (2020).	Likert Scale
Item	Place		
PL1	I think it's easier to link announcements to websites or applications that motivate me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013)..	Likert Scale
PL2	I think finding an easily accessible	Sam, Kin Meng &	Likert Scale

The variable of E-marketing element toward online food delivery		Reference	Scale
	application or website motivates me to use online food delivery.	Chatwin, (2013).	
PL3	I think the ordering website or application has a user-friendly design which motivates me to use online food delivery.	UNTONG, (2020).	Likert Scale
Item	Promotion		
PM1	I think advertising through various online channels motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
PM2	I think using presenters for advertising or public relations motivates me to use online food delivery.	UNTONG, (2020).	Likert Scale
PM3	I think advertising messages or video clips motivate me to use online food delivery.	UNTONG, (2020).	Likert Scale
Item	Personalization		
PS1	I think showing historical order motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
PS2	I think sending notifications about new products based on my interests when logging into an application or business website motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale

The variable of E-marketing element toward online food delivery		Reference	Scale
PS3	I think from the list of products I'm interested in. Showing the number of interested customers or ordering products motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
Item	Privacy		
PV1	I think messages about privacy such as "we will not sell your personal data..." It made me feel comfortable and motivated me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
PV2	I think getting permission to disclose information for marketing from customers first. It makes me feel comfortable and motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
Item	Customer Service		
CS1	I think an effective help center on Website/Application motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
CS2	I think effective responsive chat between service staff and consumers motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
CS3	I think clearly informing about sales return / refund policy motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale

The variable of E-marketing element toward online food delivery		Reference	Scale
Item	Community		
CM1	I think product discussions among customers on online channels motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
CM2	I think user rating and review at the product web page or application motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
Item	Site		
ST1	I think the homepage of the business website/Application defines its features and the product categories clearly motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
ST2	I think the organization of the content, colors and style of a business website is easy to understand, creates attraction, and modern motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
ST3	I think I can search product items easily on a business website, motivating me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
Item	Security		
SE1	I think the process of protecting the payment instrument before the transaction such as OTP has made me	Prasetyo, (2021).	Likert Scale

The variable of E-marketing element toward online food delivery		Reference	Scale
	feel safe and motivates me to use online food delivery.		
SE2	I think credit card payments are not tied up in a fixed system that motivates me to use online food delivery services.	Prasetyo, (2021).	Likert Scale
Item	Sale Promotion		
SP1	I think electronic coupons motivate me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
SP2	I think discount codes from online advertising motivate me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale
SP3	I think that freebies advertising motivates me to use online food delivery.	Sam, Kin Meng & Chatwin, (2013).	Likert Scale

Part 4: Your opinion about purchasing intentions toward online food delivery

Please read through the following questions and rate how you either agree and disagree by using the Linkert scale that we provide. (5 is "Strongly Agree", 4 is "Somewhat agree", 3 is "Neutral", 2 is "Somewhat Disagree", and 1 is "Strongly Disagree").

The variable of purchasing intention toward online food delivery		Reference	Scale
Item	Purchasing Intention		
PI1	Online comments or suggestions make me trust in purchasing.	Mayer, Davis & Schoorman, 1995	Likert Scale
PI2	I will order food via an online food delivery platform in the future because platforms guarantee product quality while on delivery.	SHAFIEE, (2021).	Likert Scale
PI3	I will order food via an online food delivery platform in the future because platforms guarantee delivery time.	SHAFIEE, (2021).	Likert Scale
PI4	I will order food via an online food delivery platform because it is easy to order on websites or applications.	SHAFIEE, (2021).	Likert Scale
PI5	I will purchase food through a food delivery service because their promotional plan is attractive	SHAFIEE, (2021).	Likert Scale

3.4 Data Collection

The survey is operated for 2 weeks during February, 2022. This study only uses online survey questionnaires through online social communities such as Facebook, Instagram, Line, and Twitter. The group of respondents can be anyone that is willing to give information for researchers. A total of more than 120 responded. The 120 questionnaires are all completed surveys. All questionnaires are gathered from an online survey questionnaire. The 120 online survey questionnaires are used for data analysis.

3.5 Data Analysis

To achieve the objective of the study, different statistical tests. Firstly, descriptive statistics and frequency were used to examine the demographic and behavioral characteristics of the respondents. Secondly, correlation analysis was used to measure the statistical relationship or relationship between two variables. Finally, the analysis of multiple regression, which was used to predict and examine the strength of the relationship between the dependent and independent variable.



CHAPTER IV

RESEARCH FINDINGS

This research was conducted throughout March 2021 among online food delivery service users. The total number of questionnaires was 202 respondents, and there are 158. completed questionnaires in this study. This chapter sets out to explain the analysis of data and findings. The data obtained from all online surveys were retrieved and analyzed by using SPSS for further understanding of the influence of E-marketing elements and purchasing intention toward online food delivery. The questionnaire was designed to gain insights from consumers who are accustomed to the online food delivery service. The questionnaire will be included with 4 sections as below,

The first section is the screening part which aims to find the needed target group. The target must be more than 18 years old, live in Bangkok, and have experience in ordering online food delivery since 2020 at least 1 time

The second section is demographics. The paper wants to know more about gender, age, income, education, occupation, online food delivery ordering frequency, and news channel received.

The third section is specific questions which this study aims to find the influence of E-marketing elements toward online food delivery included 30 questions with 11 topics of E-marketing elements in independent variables.

The fourth section is specific questions which this study aims to find the influence of purchasing intention toward online food delivery included 5 questions with 1 topic of purchasing intention in dependent variable.

4.1 The Respondents' Profile

4.1.1 Gender

Table 4.1 Shows the gender frequency

		Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	50	31.6	31.6	31.6
	Female	108	68.4	68.4	100.0
	Total	158	100.0	100.0	

According to the Table 4.1 shows the gender contribution of 158 respondents, the most respondents are female with 68.4%. The males are 31.6% of the gender contribution.

4.1.2 Age

Table 4.2 Shows the age frequency

		Age			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 25 years	58	36.7	36.7	36.7
	26 to 35 years	83	52.5	52.5	89.2
	36 to 45 years	15	9.5	9.5	98.7
	46 to 55 years	2	1.3	1.3	100.0
	Total	158	100.0	100.0	

According to the table 4.2 shows the age frequency of 158 respondents, the main age ranges are 26 - 35 years old which is 52.5%, 18 - 25 years old which is 36.7% respectively. However, there are 2 age ranges with fewer respondents as 36 - 45 years old which is 9.5%, and 46 - 55 years old which is 1.3% respectively.

4.1.3 Monthly Income

Table 4.3 Shows the monthly income frequency

		Monthly Income			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	15,000 Baht or less than	49	31.0	31.0	31.0
	15,001 to 35,000 Baht	63	39.9	39.9	70.9
	35,001 to 55,000 Baht	31	19.6	19.6	90.5
	55,001 to 75,000 Baht	6	3.8	3.8	94.3
	75,001 to 100,000 Baht	6	3.8	3.8	98.1
	100,001 to 150,000 Baht	1	.6	.6	98.7
	150,001 to 200,000 Baht	1	.6	.6	99.4
	More than 300,000 Baht	1	.6	.6	100.0
Total		158	100.0	100.0	

According to The Table 4.3 shows the monthly income frequency of 158 respondents, the main monthly incomes are 15,001 - 35,000 Baht with 39.9%, 15,000 Baht or less with 31%, and 35,001 - 55,000 Baht with 19.6%. There are a few respondents in other monthly income group as 55,001 - 70,000 Baht, 70,001 - 100,000 Baht, 100,001 - 150,000 Baht, 150,001 - 200,000 Baht, and more than 300,000 Baht with 3.8%, 3.8%, 0.6%, 0.6%, and 0.6% respectively

4.1.4 Highest Education

Table 4.4 Shows the highest education frequency

		Highest Education			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or Diploma	7	4.4	4.4	4.4
	Bachelor's degree	98	62.0	62.0	66.5
	Master's Degree	49	31.0	31.0	97.5
	Doctor of Philosophy	4	2.5	2.5	100.0
	Total	158	100.0	100.0	

According to the Table 4.4 shows the highest education frequency of 158 respondents, The most respondents have a bachelor's degree which is 62.00%. However,

master's degree is the second place after bachelor's degree which is 31.00%. There are few respondents for high school or diploma and doctor of philosophy which are 4.4% and 2.5% respectively.

4.1.5 Occupation

Table 4.5 Shows the occupation frequency

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Full time student	60	38.0	38.0	38.0
	Civil servant	22	13.9	13.9	51.9
	Company employee	58	36.7	36.7	88.6
	Personal business	6	3.8	3.8	92.4
	Self-employed	7	4.4	4.4	96.8
	Unemployed	1	.6	.6	97.5
	Others	4	2.5	2.5	100.0
	Total	158	100.0	100.0	

According to the Table 4.5 shows the occupation frequency of 158 respondents, there are the top 3 of the most respondent's occupations as full-time student, company employee, civil servant which are 38.0%, 36.7%, 13.9% respectively. On the other hand, there are a few respondents who are self-employed, personal business, others, and unemployed which are 4.4%, 3.8%, 2.5%, and 0.6% respectively.

4.1.6 Order Frequency

Table 4.6 Shows the order frequency

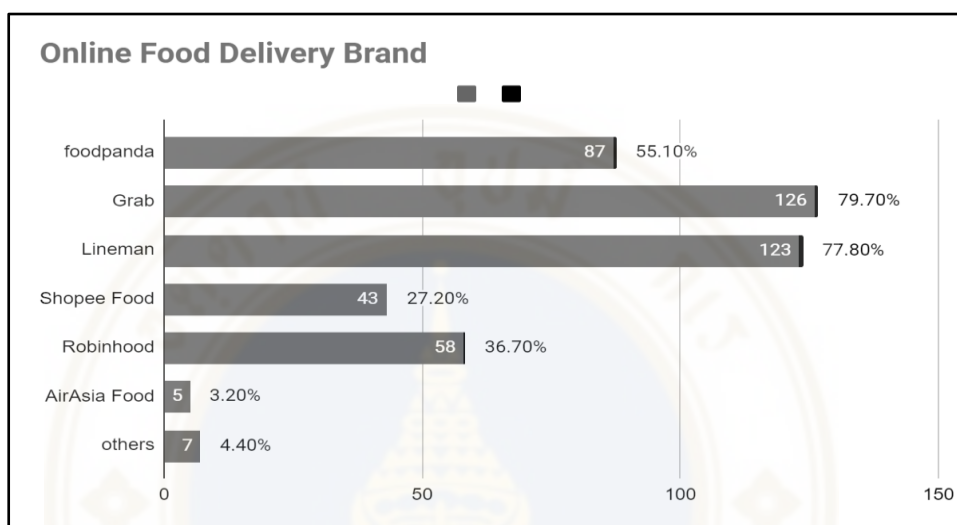
Order Frequency					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 times per week	82	51.9	51.9	51.9
	3-4 times per week	45	28.5	28.5	80.4
	5-6 times per week	14	8.9	8.9	89.2
	More than 6 times per week	17	10.8	10.8	100.0
	Total	158	100.0	100.0	

According to the Table 4.6 shows the ordered frequency of 158 respondents. Most of the respondents ordered food online delivery around 1-2 times per week which is 51.9%. There are some respondents who ordered online food delivery 3-4 times per week and 5-6 times per week which are 28.5% and 8.9% respectively. Moreover, there

are 17 respondents, or 10.8% who ordered online food delivery more than 6 times per week.

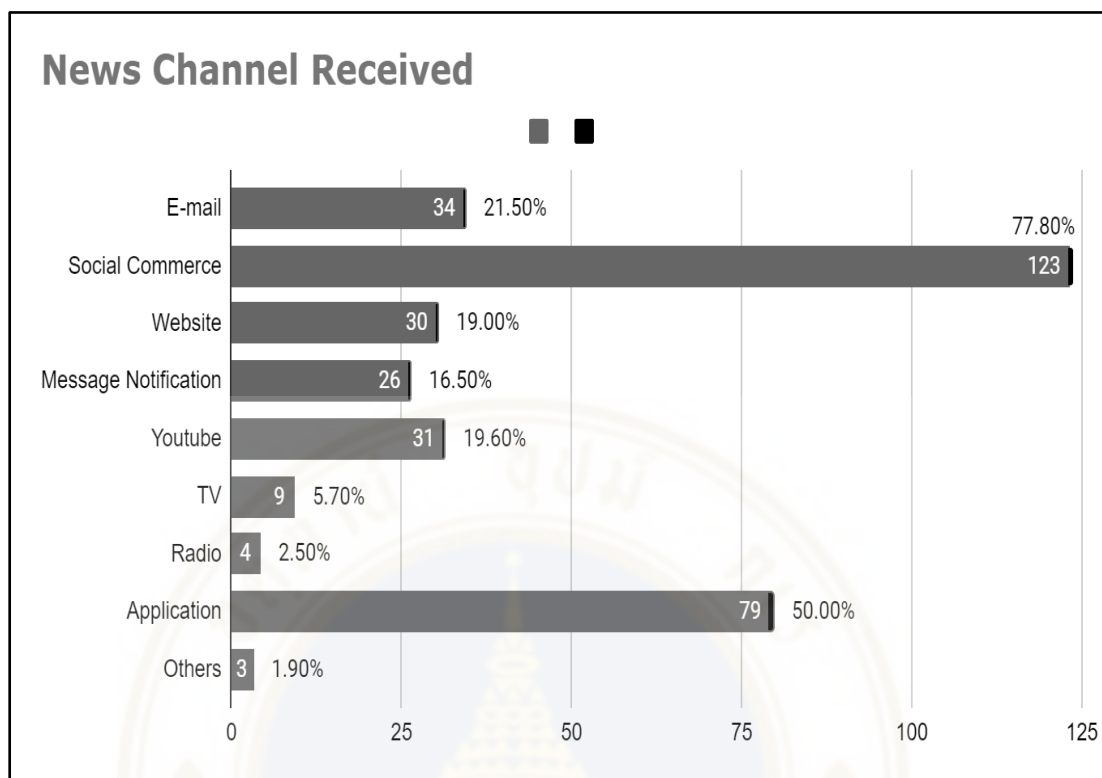
4.1.7 Online Food Delivery Brand

Table 4.7 Shows the online food delivery brand usage



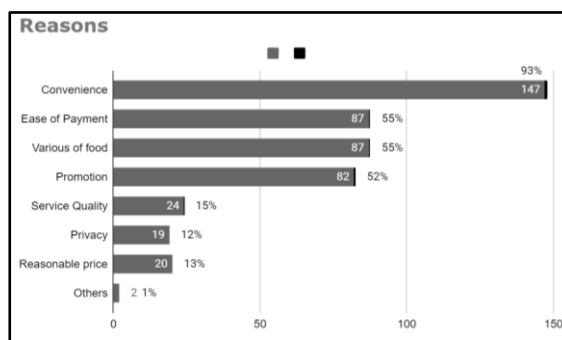
According to the Table 4.7 shows the online food delivery brand of 158 respondents. The top 3 online food delivery brands that consumers like to use online food delivery service are Grab, Lineman, and foodpanda respectively. Grab is the first popular which has 126 respondents or 79.70% use the service. Lineman is the second most popular which has 123 respondents or 77.80% use the service. And foodpanda is the third most popular which has 87 respondents or 55.10% use the service. Moreover, Robinhood, Shopee Food, AirAsia food, and others have some respondents that use the service which are 58 respondents or 36.70%, 43 respondents or 27.20%, 7 respondents or 4.40%, and 5 respondents or 3.20% respectively.

4.1.8 News Channel Received

Table 4.8 Shows the news channel received

According to the Table 4.8 shows the news channel received contributions of 158 respondents. There are 2 main channels that respondents always receive advertisements of online food delivery are social commerce and application which are 123 respondents or 77.80% and 79 respondents or 50.00% respectively. Social commerce is the online community such as Facebook, Instagram, Line, Twitter and so on. However, e-mail, website, message notification, and youtube have 25-35 respondents or 15% - 22% from 158 respondents who receive news from those channels. On the other hand, there are a few groups of respondents around 1-10 respondents, who received news or advertisement of online food delivery via TV, radio, and others.

4.1.9 Reasons

Table 4.9 Shows the reason to use an online food delivery

According to Table 4.9 shows the reason to use online food delivery of 158 respondents. There are 147 respondents or 93% which is the most likely result that they use online food delivery because of convenience when they use online food delivery. There are 87 respondents or 55% use online food delivery because of the variety of food and ease of payment. Moreover, there are a few respondents of 24, 20, and 19 respondents that use online food delivery because of service quality, reasonable price, and privacy respectively.

4.2 Finding

4.2.1 Descriptive statistics: E-marketing elements

Table 4.10 Shows descriptive of E-marketing elements

Descriptive Statistics - Electronic Marketing					
	N	Minimum	Maximum	Mean	Std. Deviation
Product	158	1.67	5.00	4.2827	.72872
Price	158	2.00	5.00	4.3249	.67819
Place	158	2.00	5.00	4.1245	.71431
Promotion	158	1.00	5.00	3.5928	.96406
Personalization	158	1.00	5.00	3.6603	.87948
Privacy	158	1.50	5.00	4.0158	.91070
Customer_Service	158	2.00	5.00	4.1245	.74534
Community	158	1.00	5.00	3.9747	.83475
Site	158	1.00	5.00	4.1709	.78534
Security	158	2.00	5.00	4.1772	.73162
Sale_Promotion	158	1.67	5.00	4.3418	.72265
Valid N (listwise)	158				

According to the Table 4.10 shows the descriptive statistics of E-marketing elements with 8 elements as product, price, place, promotion, personalization, privacy, customer service, community, site, security, and sale promotion. The survey found that

the mean of each element, respondents are somewhat to strongly agree on E-marketing elements towards online food delivery. The 3 highest mean are sale promotion, price, and product which is 4.34, 4.32, and 4.28 respectively. And the 3 lowest means which can present neutral to somewhat agree are promotion, personalization, and community which are 3.59, 3.66, and 3.97 respectively, present that those elements have the least impact of E-marketing elements towards online food delivery. However, the analysis of the questionnaire about E-marketing elements towards online food delivery came out in the direction that the respondents agreed in all elements.

4.2.2 Descriptive statistics: Purchasing intention

Table 4.11 Shows the descriptive statistics of purchasing intention

Descriptive Statistics - Purchasing Intention					
	N	Minimum	Maximum	Mean	Std. Deviation
Purchasing_Intention	158	2.20	5.00	4.0354	.62619
Valid N (listwise)	158				

Table 4.12 Shows the descriptive statistics of purchasing intention questions

Descriptive Statistics - Purchasing Intention					
	N	Minimum	Maximum	Mean	Std. Deviation
Online comments or suggestions make me trust in purchasing.	158	2.00	5.00	4.1392	.85562
I will order food via an online food delivery platform in the future because platforms guarantee product quality while on delivery.	158	1.00	5.00	3.7025	1.03141
I will order food via an online food delivery platform in the future because platforms guarantee delivery time.	158	1.00	5.00	3.9937	.95435
I will order food via an online food delivery platform because it is easy to order on websites or applications.	158	1.00	5.00	4.2595	.83841
I will purchase food through a food delivery service because their promotional plan is attractive	158	1.00	5.00	4.0823	.99659
Valid N (listwise)	158				

According to the Table 4.11 shows the descriptive statistics of purchasing intention towards online food delivery. The survey result from 158 respondents found that the means of purchasing intention is 4.03 of mean. The highest reasons for purchasing intentions towards online food delivery that shows in table 4.13 are easy to order or ease of use with 4.25 of mean or 21.1% contribution, online comment and suggestion or trust with 4.13 of mean or 20.5% contribution, sale promotion with 4.08 of mean or 20.2% contribution, guarantee delivery time or product/service quality with 3.99 of mean or 19.8% contribution, and guarantee product quality or perceived risk with 3.70 of mean or 18.4% contribution respectively.



4.2.3 T-Test: Gender with E-marketing elements

Table 4.13 Shows the independent sample Test between gender and E-marketing elements

		Independent Samples Test											
		Levene's Test for Equality of Variances		t-test for Equality of Means								95% Confidence Interval of the Difference	
		F	Sig.	t	df	Significance One-Sided p	Two-Sided p	Mean Difference	Std. Error Difference	Lower	Upper		
Product	Equal variances assumed	.375	.541	-.578	156	.282	.564	-.07222	.12492	-.31897	.17452		
	Equal variances not assumed			-.545	83.004	.294	.587	-.07222	.13259	-.33594	.19150		
Price	Equal variances assumed	1.339	.249	-2.277	156	.012	.024	-.26074	.11449	-.48689	-.03459		
	Equal variances not assumed			-2.124	81.200	.018	.037	-.26074	.12274	-.50494	-.01654		
Place	Equal variances assumed	7.523	.007	-.531	156	.298	.596	-.06506	.12247	-.30697	.17684		
	Equal variances not assumed			-.564	110.959	.287	.574	-.06506	.11542	-.29377	.16364		
Promotion	Equal variances assumed	11.367	<.001	-1.359	156	.088	.176	-.22358	.16446	-.54844	.10128		
	Equal variances not assumed			-1.222	75.134	.113	.225	-.22358	.18290	-.58792	.14076		
Personalization	Equal variances assumed	.000	.987	-.456	156	.325	.649	-.06877	.15082	-.36668	.22915		
	Equal variances not assumed			-.460	97.409	.323	.647	-.06877	.14962	-.36570	.22816		
Privacy	Equal variances assumed	.365	.546	-.335	156	.369	.738	-.05241	.15622	-.36099	.25617		
	Equal variances not assumed			-.322	86.443	.374	.748	-.05241	.16288	-.37618	.27137		
Customer_Service	Equal variances assumed	.054	.816	.101	156	.460	.919	.01296	.12790	-.23967	.26560		
	Equal variances not assumed			.101	94.622	.460	.920	.01296	.12838	-.24191	.26784		
Community	Equal variances assumed	4.375	.038	-1.073	156	.142	.285	-.15315	.14272	-.43506	.12876		
	Equal variances not assumed			-.979	77.382	.165	.331	-.15315	.15647	-.46470	.15840		
Site	Equal variances assumed	.816	.368	-.263	156	.396	.793	-.03543	.13473	-.30157	.23071		
	Equal variances not assumed			-.271	102.861	.394	.787	-.03543	.13079	-.29483	.22397		
Security	Equal variances assumed	.298	.586	-.317	156	.376	.751	-.03981	.12551	-.28773	.20810		
	Equal variances not assumed			-.323	99.929	.374	.747	-.03981	.12324	-.28432	.20469		
Sale_Promotion	Equal variances assumed	4.056	.046	-.888	156	.188	.376	-.10988	.12369	-.35421	.13446		
	Equal variances not assumed			-.800	75.423	.213	.426	-.10988	.13730	-.38337	.16362		

Table 4.14 Shows the group statistics between gender and E-marketing elements

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Product	Male	50	4.2333	.81162	.11478
	Female	108	4.3056	.68982	.06638
Price	Male	50	4.1467	.75641	.10697
	Female	108	4.4074	.62541	.06018
Place	Male	50	4.0800	.63731	.09013
	Female	108	4.1451	.74921	.07209
Promotion	Male	50	3.4400	1.15360	.16314
	Female	108	3.6636	.85925	.08268
Personalization	Male	50	3.6133	.86860	.12284
	Female	108	3.6821	.88765	.08541
Privacy	Male	50	3.9800	.98437	.13921
	Female	108	4.0324	.87881	.08456
Customer_Service	Male	50	4.1333	.75292	.10648
	Female	108	4.1204	.74530	.07172
Community	Male	50	3.8700	.97839	.13837
	Female	108	4.0231	.75932	.07307
Site	Male	50	4.1467	.74432	.10526
	Female	108	4.1821	.80675	.07763
Security	Male	50	4.1500	.70891	.10025
	Female	108	4.1898	.74482	.07167
Sale_Promotion	Male	50	4.2667	.86504	.12234
	Female	108	4.3765	.64785	.06234

According to the Table 4.14 shows Independent sample T-test for different gender affect E-marketing elements towards online food delivery. From all E-marketing elements, the result presents 4 elements that have Sig. value less than 0.05 as place with 0.007, promotion with < 0.001, community with 0.038, and sale promotion with 0.046. Which means place, promotion, community, and sale promotion influence male and female towards online food delivery in different directions. From Table 4.15, show the result of females agreeing on E-marketing elements as place, promotion, community, and sale promotion towards online food delivery than male.

4.2.4 T-Test: Gender with purchasing intention

Table 4.15 Shows the independent samples test between gender and purchasing intention

		Independent Samples Test				t-test for Equality of Means					
		Levene's Test for Equality of Variances				Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
		F	Sig.	t	df	One-Sided p	Two-Sided p			Lower	Upper
Purchasing_Intention	Equal variances assumed	2.433	.121	-.976	156	.165	.331	-.10452	.10713	-.31613	.10709
	Equal variances not assumed			-.895	78.411	.187	.373	-.10452	.11672	-.33687	.12783

Table 4.16 Shows the group statistics between gender and purchasing intention

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchasing_Intention	Male	50	3.9640	.72696	.10281
	Female	108	4.0685	.57432	.05526

According to Table 4.16 shows Independent sample T-test for different gender affect purchasing intention towards online food delivery. The result presents that purchasing intention has Sig. value is 0.121, more than 0.05 which means both male and female do not affect purchasing intention towards online food delivery in the same direction.

4.2.5 ANOVA: Age with E-marketing elements

Table 4.17 Shows the ANOVA between age and E-marketing elements

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	.155	3	.052	.095	.963
	Within Groups	83.218	154	.540		
	Total	83.373	157			
Price	Between Groups	1.310	3	.437	.948	.419
	Within Groups	70.901	154	.460		
	Total	72.211	157			
Place	Between Groups	.296	3	.099	.191	.903
	Within Groups	79.811	154	.518		
	Total	80.108	157			
Promotion	Between Groups	6.256	3	2.085	2.300	.080
	Within Groups	139.660	154	.907		
	Total	145.916	157			
Personalization	Between Groups	4.067	3	1.356	1.779	.154
	Within Groups	117.371	154	.762		
	Total	121.438	157			
Privacy	Between Groups	.439	3	.146	.174	.914
	Within Groups	129.772	154	.843		
	Total	130.210	157			
Customer_Service	Between Groups	1.250	3	.417	.746	.526
	Within Groups	85.969	154	.558		
	Total	87.219	157			
Community	Between Groups	4.513	3	1.504	2.209	.089
	Within Groups	104.886	154	.681		
	Total	109.399	157			
Site	Between Groups	2.603	3	.868	1.418	.240
	Within Groups	94.227	154	.612		
	Total	96.831	157			
Security	Between Groups	.529	3	.176	.325	.807
	Within Groups	83.509	154	.542		
	Total	84.038	157			
Sale_Promotion	Between Groups	1.910	3	.637	1.224	.303
	Within Groups	80.079	154	.520		
	Total	81.989	157			

According to Table 4.18 Shows the ANOVA between age and E-marketing elements. Age variables, there are no significant values less than 0.05 which means that age is not a factor influencing the E-marketing elements towards online food delivery

4.2.6 ANOVA: Age with purchasing intention

Table 4.18 Shows the ANOVA between age and purchasing intention

ANOVA					
Purchasing_Intention					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	1.439	3	.480	1.229	.301
Within Groups	60.123	154	.390		
Total	61.562	157			

Table 4.19 Shows the Post Hoc Tests of multiple comparison between age and purchasing intention

Post Hoc Tests - Multiple Comparisons						
Dependent Variable: Purchasing_Intention						
LSD						
(I) Age	(J) Age	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
18 to 25 years	26 to 35 years	.02351	.10693	.826	-.1877	.2348
	36 to 45 years	.03540	.18099	.845	-.3221	.3930
	46 to 55 years	.86207	.44937	.057	-.0257	1.7498
26 to 35 years	18 to 25 years	-.02351	.10693	.826	-.2348	.1877
	36 to 45 years	.01189	.17530	.946	-.3344	.3582
	46 to 55 years	.83855	.44711	.063	-.0447	1.7218
36 to 45 years	18 to 25 years	-.03540	.18099	.845	-.3930	.3221
	26 to 35 years	-.01189	.17530	.946	-.3582	.3344
	46 to 55 years	.82667	.47035	.081	-.1025	1.7558
46 to 55 years	18 to 25 years	-.86207	.44937	.057	-1.7498	.0257
	26 to 35 years	-.83855	.44711	.063	-1.7218	.0447
	36 to 45 years	-.82667	.47035	.081	-1.7558	.1025

According to Table 4. 19 shows ANOVA of age with purchasing intention, age variables are 0.301 which is not significant to purchasing intention. Because Sig.

values less than 0.05 which means that age is not a factor influencing the purchasing intention towards online food delivery.

4.2.7 ANOVA: Education with E-marketing elements

Table 4.20 Shows the ANOVA between education and E-marketing elements

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	1.109	3	.370	.692	.558
	Within Groups	82.264	154	.534		
	Total	83.373	157			
Price	Between Groups	.540	3	.180	.387	.763
	Within Groups	71.671	154	.465		
	Total	72.211	157			
Place	Between Groups	1.561	3	.520	1.020	.385
	Within Groups	78.546	154	.510		
	Total	80.108	157			
Promotion	Between Groups	8.213	3	2.738	3.062	.030
	Within Groups	137.704	154	.894		
	Total	145.916	157			
Personalization	Between Groups	6.262	3	2.087	2.791	.042
	Within Groups	115.176	154	.748		
	Total	121.438	157			
Privacy	Between Groups	1.788	3	.596	.715	.545
	Within Groups	128.422	154	.834		
	Total	130.210	157			
Customer_Service	Between Groups	1.307	3	.436	.781	.506
	Within Groups	85.912	154	.558		
	Total	87.219	157			
Community	Between Groups	3.188	3	1.063	1.541	.206
	Within Groups	106.210	154	.690		
	Total	109.399	157			
Site	Between Groups	.793	3	.264	.424	.736
	Within Groups	96.038	154	.624		
	Total	96.831	157			
Security	Between Groups	2.066	3	.689	1.294	.279
	Within Groups	81.972	154	.532		
	Total	84.038	157			
Sale_Promotion	Between Groups	2.688	3	.896	1.740	.161
	Within Groups	79.300	154	.515		
	Total	81.989	157			

Table 4.21 Shows the Post Hoc Test of multiple comparison between education and E-marketing Elements

Post Hoc Tests - Multiple Comparisons							
LSD							
Dependent Variable	(I) Highest Education	(J) Highest Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
						Lower Bound	Upper Bound
Promotion	High school or Diploma	Bachelor's degree	.73129*	.36995	.050	.0005	1.4621
		Master's Degree	1.04082*	.38208	.007	.2860	1.7956
		Doctor of Philosophy	.46429	.59269	.435	-.7066	1.6351
	Bachelor's degree	High school or Diploma	-.73129*	.36995	.050	-1.4621	-.0005
		Master's Degree	.30952	.16545	.063	-.0173	.6364
		Doctor of Philosophy	-.26701	.48236	.581	-1.2199	.6859
	Master's Degree	High school or Diploma	-1.04082*	.38208	.007	-1.7956	-.2860
		Bachelor's degree	-.30952	.16545	.063	-.6364	.0173
		Doctor of Philosophy	-.57653	.49172	.243	-1.5479	.3949
	Doctor of Philosophy	High school or Diploma	-.46429	.59269	.435	-1.6351	.7066
		Bachelor's degree	.26701	.48236	.581	-.6859	1.2199
		Master's Degree	.57653	.49172	.243	-.3949	1.5479
Personalization	High school or Diploma	Bachelor's degree	.55102	.33834	.105	-.1174	1.2194
		Master's Degree	.87075*	.34944	.014	.1804	1.5611
		Doctor of Philosophy	.53571	.54205	.325	-.5351	1.6065
	Bachelor's degree	High school or Diploma	-.55102	.33834	.105	-1.2194	.1174
		Master's Degree	.31973*	.15131	.036	.0208	.6186
		Doctor of Philosophy	-.01531	.44114	.972	-.8868	.8562
	Master's Degree	High school or Diploma	-.87075*	.34944	.014	-1.5611	-.1804
		Bachelor's degree	-.31973*	.15131	.036	-.6186	-.0208
		Doctor of Philosophy	-.33503	.44971	.457	-1.2234	.5534
	Doctor of Philosophy	High school or Diploma	-.53571	.54205	.325	-1.6065	.5351
		Bachelor's degree	.01531	.44114	.972	-.8562	.8868
		Master's Degree	.33503	.44971	.457	-.5534	1.2234

*. The mean difference is significant at the 0.05 level.

According to the Table 4.21, the ANOVA of education with E-marketing elements. There are 2 elements that influence education as promotion and personalization. Because the result presents promotion Sig. value equal 0.030 and personalization Sig. value equal 0.042 that Sig. values of both are less than 0.05, or means promotion and personalization is significant in education. From the table 4.22 shows the Post Hoc Test of multiple comparison, the result shows that high school or diploma, bachelor's degree, and master's degree is influenced with promotion and personalization.

4.2.8 ANOVA: Education with purchasing intention

Table 4.22 Shows the ANOVA between education and E-marketing elements

ANOVA					
Purchasing_Intention					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.123	3	.708	1.834	.143
Within Groups	59.438	154	.386		
Total	61.562	157			

Table 4.23 Shows the Post Hoc tests of multiple comparisons between education and purchasing intention

Post Hoc Tests - Multiple Comparisons						
Dependent Variable: Purchasing_Intention						
LSD						
(I) Highest Education	(J) Highest Education	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
High school or Diploma	Bachelor's degree	.51837*	.24306	.035	.0382	.9985
	Master's Degree	.57143*	.25103	.024	.0755	1.0673
	Doctor of Philosophy	.34286	.38940	.380	-.4264	1.1121
Bachelor's degree	High school or Diploma	-.51837*	.24306	.035	-.9985	-.0382
	Master's Degree	.05306	.10870	.626	-.1617	.2678
	Doctor of Philosophy	-.17551	.31691	.581	-.8016	.4505
Master's Degree	High school or Diploma	-.57143*	.25103	.024	-1.0673	-.0755
	Bachelor's degree	-.05306	.10870	.626	-.2678	.1617
	Doctor of Philosophy	-.22857	.32306	.480	-.8668	.4096
Doctor of Philosophy	High school or Diploma	-.34286	.38940	.380	-1.1121	.4264
	Bachelor's degree	.17551	.31691	.581	-.4505	.8016
	Master's Degree	.22857	.32306	.480	-.4096	.8668

*. The mean difference is significant at the 0.05 level.

According to Table 4.23 shows ANOVA of education with purchasing intention, education variables are not significant because Sig. values not less than 0.05 which means that education is not a factor influencing the purchasing intention towards online food delivery.

4.2.9 ANOVA: Occupation with E-marketing elements

Table 4.24 Shows the ANOVA between occupation and E-marketing elements

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Product	Between Groups	5.813	6	.969	1.886	.087
	Within Groups	77.560	151	.514		
	Total	83.373	157			
Price	Between Groups	3.030	6	.505	1.102	.364
	Within Groups	69.181	151	.458		
	Total	72.211	157			
Place	Between Groups	2.080	6	.347	.671	.673
	Within Groups	78.028	151	.517		
	Total	80.108	157			
Promotion	Between Groups	10.611	6	1.769	1.974	.073
	Within Groups	135.305	151	.896		
	Total	145.916	157			
Personalization	Between Groups	8.284	6	1.381	1.842	.094
	Within Groups	113.154	151	.749		
	Total	121.438	157			
Privacy	Between Groups	4.654	6	.776	.933	.473
	Within Groups	125.556	151	.831		
	Total	130.210	157			
Customer_Service	Between Groups	6.678	6	1.113	2.087	.058
	Within Groups	80.541	151	.533		
	Total	87.219	157			
Community	Between Groups	6.313	6	1.052	1.541	.168
	Within Groups	103.086	151	.683		
	Total	109.399	157			
Site	Between Groups	4.135	6	.689	1.123	.352
	Within Groups	92.695	151	.614		
	Total	96.831	157			
Security	Between Groups	4.889	6	.815	1.555	.164
	Within Groups	79.149	151	.524		
	Total	84.038	157			
Sale_Promotion	Between Groups	9.468	6	1.578	3.286	.005
	Within Groups	72.521	151	.480		
	Total	81.989	157			

According to Table 4.25 shows ANOVA of occupation with E-marketing elements, There is 1 E-marketing element influences to occupation as sale promotion. Because the result presents a sale promotion Sig. value equal 0.005 that means sale promotion is significant in occupation. But however, the spss program can not process

Post Hoc Test of multiple comparisons because there is one group of occupation that has fewer than two cases as unemployed.

4.2.10 ANOVA: Occupation with purchasing intention

Table 4.25 Shows the ANOVA between occupation and purchasing intention

ANOVA					
Purchasing_Intention					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.474	6	1.579	4.577	<.001
Within Groups	52.088	151	.345		
Total	61.562	157			

Table 4.26 Shows the descriptive relation between occupation and purchasing intention

Descriptives								
Purchasing_Intention								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Full time student	60	4.0967	.55783	.07202	3.9526	4.2408	3.00	5.00
Civil servant	22	4.3000	.59121	.12605	4.0379	4.5621	3.20	5.00
Company employee	58	3.8793	.63350	.08318	3.7127	4.0459	2.20	5.00
Personal business	6	3.8333	.51251	.20923	3.2955	4.3712	3.20	4.40
Self-employed	7	4.6000	.47610	.17995	4.1597	5.0403	3.80	5.00
Unemployed	1	2.2000	2.20	2.20
Others	4	3.7000	.52915	.26458	2.8580	4.5420	3.00	4.20
Total	158	4.0354	.62619	.04982	3.9370	4.1338	2.20	5.00

According to the table 4.26 shows ANOVA of occupation with purchasing intention, the result that occupation is highly significant with purchasing intention because the Sig. value is < 0.001 which is less than 0.05. But however, the SPSS program cannot process Post Hoc Test of multiple comparisons because there is one group of occupation that has fewer than two cases as unemployed.

4.2.11 Correlation between purchasing intention and E-marketing elements

Table 4.27 Shows the multiple correlation between purchasing intention and E-marketing elements

		Correlations											
		Product	Price	Place	Promotion	Personalization	Privacy	Customer_Service	Community	Site	Security	Sale_Promotion	Purchasing_Intention
Product	Pearson Correlation	1	.560**	.536**	.375**	.399**	.328**	.379**	.485**	.512**	.375**	.381**	.443**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Price	Pearson Correlation	.560**	1	.484**	.208**	.326**	.356**	.527**	.422**	.504**	.401**	.467**	.504**
	Sig. (2-tailed)			<.001	.009	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Place	Pearson Correlation	.536**	.484**	1	.527**	.501**	.390**	.364**	.539**	.630**	.400**	.341**	.435**
	Sig. (2-tailed)				<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Promotion	Pearson Correlation	.375**	.208**	.527**	1	.582**	.406**	.294**	.557**	.393**	.436**	.358**	.409**
	Sig. (2-tailed)			<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Personalization	Pearson Correlation	.399**	.326**	.501**	.582**	1	.464**	.484**	.587**	.549**	.386**	.277**	.466**
	Sig. (2-tailed)			<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Privacy	Pearson Correlation	.328**	.356**	.390**	.406**	.464**	1	.604**	.512**	.459**	.443**	.416**	.399**
	Sig. (2-tailed)			<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Customer_Service	Pearson Correlation	.379**	.527**	.364**	.294**	.484**	.504**	1	.486**	.466**	.413**	.420**	.489**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Community	Pearson Correlation	.485**	.422**	.539**	.557**	.587**	.512**	.486**	1	.617**	.537**	.375**	.520**
	Sig. (2-tailed)			<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Site	Pearson Correlation	.512**	.504**	.630**	.393**	.549**	.459**	.466**	.617**	1	.477**	.465**	.611**
	Sig. (2-tailed)			<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Security	Pearson Correlation	.375**	.401**	.400**	.436**	.386**	.443**	.413**	.537**	.477**	1	.555**	.488**
	Sig. (2-tailed)			<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001	<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Sale_Promotion	Pearson Correlation	.381**	.467**	.341**	.358**	.277**	.416**	.420**	.375**	.465**	.555**	1	.509**
	Sig. (2-tailed)			<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001		<.001
	N	158	158	158	158	158	158	158	158	158	158	158	158
Purchasing_Intention	Pearson Correlation	.443**	.504**	.435**	.409**	.466**	.399**	.489**	.520**	.611**	.488**	.509**	1
	Sig. (2-tailed)			<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	
	N	158	158	158	158	158	158	158	158	158	158	158	158

** . Correlation is significant at the 0.01 level (2-tailed).

According to the table 4.28 shows the multi correlation between purchasing intention and E-marketing elements that able to interpret as below,

Correlation between purchasing intention and product, the result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 1 is accepted which can conclude that product influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.443**.

Correlation between purchasing intention and price, the result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 2 is accepted which can conclude that price influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.504**.

Correlation between purchasing intention and place, the result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 3 is accepted which can conclude that place influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.435**.

Correlation between purchasing intention and promotion, the result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 4 is accepted which can conclude that promotion influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.409**.

Correlation between purchasing intention and personalization. The result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 5 is accepted which can conclude that personalization influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.466**.

Correlation between purchasing intention and privacy, the result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 6 is accepted which can conclude that privacy influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.399**.

Correlation between purchasing intention and customer service. The result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 7 is accepted which can conclude that customer influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.489**.

Correlation between purchasing intention and community, the result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 8 is

accepted which can conclude that community influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.520**.

Correlation between purchasing intention and site. The result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 9 is accepted which can conclude that site influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.611**.

Correlation between purchasing intention and security. The result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 10 is accepted which can conclude that security influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.488**.

Correlation between purchasing intention and sale promotion. The result is that the “p” value is equal < 0.001 which is less than 0.05. Therefore the hypothesis 11 is accepted which can conclude that sale promotion influence strongly positive with purchasing intention towards online food delivery, the “r” value is equal 0.509**.

4.3 Discussion

According to finding the purchasing intention towards online food delivery, the questionnaire includes questions which relate with trust, perceived risk, product quality, ease of use, and promotion that those factors come from literature review. From analysis about descriptive statistics for purchasing intention, the result found that the mean value of purchasing intention is 4.03 which means respondents agree that purchasing intention can influence online food delivery. The high variables that affect purchasing intention are ease of use, trust, promotion, service quality, and perceived risk respectively. Moreover, age, gender, education are responses in the same direction. Therefore this finding can answer the first objective that purchasing intention is related with ease of use, trust, promotion, product quality, and perceived risk.

In addition from hypothesis in chapter 3 about E-marketing elements are product, price, place, promotion, personalization, privacy, customer service, community, site, security and sale promotion influence purchasing intention in positive direction. The result from Table 4.29 to 4.38 shows the relation between E-marketing and purchasing intention, can answer in the second objective about the relationship

between E-marketing element and purchasing intention towards online food delivery as the most important of E-marketing elements influence to purchasing intention are Site, Community, Sale promotion, Price, Customer service, Security, Personalization, Product, Place, Promotion, and Privacy respectively.

Table 4.28 Result of hypothesis of testing

No	Hypothesis	Sig.	r	Outcome
1	Site influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.611**	Accepted
2	Community influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.520**	Accepted
3	Sale promotion influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.509**	Accepted
4	Price influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.504**	Accepted
5	Customer service influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.489**	Accepted
6	Security influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.488**	Accepted
7	Personalization influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.466**	Accepted
8	Product influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.443**	Accepted
9	Place influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.435**	Accepted
10	Promotion influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.409**	Accepted
11	Privacy influence on purchasing intention toward online food delivery in Bangkok	< 0.001	0.399**	Accepted

CHAPTER V

CONCLUSION

5.1 Conclusion

This paper studies the influence of E-marketing elements and purchasing intention towards online food delivery in Bangkok by sending the questionnaire via online channels, such as Facebook, Instagram, Line, Twitter and so on. The research objective aims 1) to study the purchasing intention towards online food delivery, 2) to study the relationship between E-marketing element and purchasing intention towards online food delivery.

The paper received 158 completed respondents. The data used for analysis were primary data collected from consumers living in Bangkok, aged 18 or above, and have the experience of ordering food delivery online through application or website at least 1 time from 2020 forward. By using the method of collecting data in the form of an online questionnaire through online social community channels such as Facebook, Instagram, Line, and Twitter for a period of 2 weeks in February 2023. The analysis and evaluation were performed using the Statistics Package for Social Sciences (SPSS) where the statistics used to analyze the data were modified T-Test, ANOVA, and Descriptive to find the frequency distribution, percentage, and mean. And also analysis and evaluation relationship of various factors by using Correlation and Multiple correlation.

Most of the sample sizes are female, between 26 to 35 years old, with a bachelor degree, be students and company employee, and have an income in the range of 15,001 - 35,000 Baht. The frequency of online food delivery ordering 1-2 times per week is mainly through Grab and Lineman. The results of sample size show purchasing intention are not affected by gender, age, education, and income in the same direction. Moreover, The paper found the highest influence of purchasing intention towards online food delivery are Ease of use, Trust, Promotion, Product/Service quality, and Perceived risk respectively. Those reasons are related to the result of a purchasing intention survey

that almost all respondents mainly agree that purchasing intention influences online food delivery. The respondents have received news or advertisement for online food delivery via social commerce such as Facebook, Tiktok, Instagram, etc, and application mainly.

In addition, the paper is able to answer the relationship between E-marketing elements that all elements are significant to purchasing intention toward online food delivery in Bangkok in the same direction. Or means that Site, Community, Sale promotion, Price, Customer service, Security, Personalization, Product, Place, Promotion, and Privacy respectively significant to purchasing intention toward online food delivery.

5.2 Recommendation

5.2.1 Recommendation for Marketer

As the result of E-marketing elements influence purchasing intention towards online food delivery that all elements are significant on the variables. The most important E-marketing influences purchasing intention are Site, Community, Sale promotion, Price, Customer service, Security, Personalization, Product, Place, Promotion, and Privacy respectively. Therefore, Marketer should create the marketing strategy which concerns to gain effectively and efficiently by prioritizing high influence of E-marketing elements as Site, Community, Sale promotion, Price, Customer service, Security, Personalization, Product, Place, Promotion, and Privacy respectively. Moreover, social commerce and application are channels that marketers should prioritize on advertisement in the first tier. And also develop strategy to build more customer order frequency to use an online food delivery according to the fact that most of the respondents ordered online food delivery for 1-2 per week that there is room for improving the customer purchasing in this point. The examples of marketing strategy by using E-marketing elements as below,

Site: Determine easy access to the site and various such as Application or Website. It also includes the positioning of advertisements to link directly to the Site, which will make it easier for consumers to access. In addition, the Site is easy to use, suitable for each target customer group, such as Specifying a variety of languages to

support people of different nationalities in many countries, or specifying various click buttons that are easy to see and use, etc.

Community: Marketers should bring Product/service to create trends or let product reviewers review usage. Because in addition to creating engagement and awareness of the product, it also creates credibility from the actual use of that consumer group or reviewer as well. This will make consumers have more trust in the Product/Service and can increase the opportunity to increase the new customer base higher as well.

Sale Promotion: Marketers should organize various promotions or promotional campaigns with various and promotional values that are attractive to consumers as appropriate for each purpose of that promotion. For example, if you want to add a Basket size can organize a Buy 3 Get 1 Free promotion because it will allow customers to increase their purchasing power per time, or if wanting to attract new users to use the online ordering service, can organize a 80% discount promotion for new customers who order the first time because it will allow new customers to experience the value and savings at that time, which the purpose of this promotion is to covertly allow customers to try to use the service and become satisfied and repeat purchases in the future.

5.2.2 Recommendation for Business owner

The result of purchasing intention towards online food delivery is related to the reasons that can influence consumers to use an online food delivery as Ease of use, Trust, Sale Promotion, Product/Service quality, and Perceived risk respectively. Therefore business owners should consider the above factor to be the highest priority of business strategy to develop the business. Because the reasons are consumer attractive to use online food delivery in the future. For example of business strategy by following with the high purchasing intention as below,

Ease of use: Entrepreneurs should study research findings or conduct satisfaction surveys on purchasing products and services to gain a deeper understanding of consumer needs. Then, the research results are used to determine products to stimulate people's convenience and satisfaction in purchasing products and services. Consumption. For example, determining the location of features to be suitable for consumer use, Select colors and font sizes on the functional page to attract users and

enable clear reading of detailed information, Set up artificial intelligence search because it allows customers to find what they want in a short distance.

Trust: Entrepreneurs must define the properties or benefits of products and services which can be guaranteed by evaluation results or reviews in the form supported by experts in various fields. In addition, word of mouse marketing strategies must be applied to businesses in order to educate consumers on products and create more credibility for products and services, such as hiring a famous reviewer to review. purchase of goods and services Including reviews of the benefits received from the purchase of products and services, etc.

Sale Promotion: entrepreneurs must set a budget for marketing and plan to build good relationships with consumers by organizing various discount promotions, organizing fun marketing activities, organizing corporate social responsibility (CSR) activities, Distribution of various freebies, etc. Because marketing activities will create a good relationship between products and services and consumers.

Product/Service quality: Set standards for quality of products and services so that performance results can be clearly evaluated and performance results can be developed regularly. In the same way, the guarantee of product and service quality must be communicated by introducing them to consumers in various channels to create wide awareness.

Perceived risk: Entrepreneurs should guarantee the most fair products and services for consumers such as product quality guarantee, service period guarantee, compensation guarantee in case of product damage during delivery, etc. All of these will be tools that will allow consumers to be satisfied with the product and more services. And it destroys perceptions of risks when consumers buy goods and services and creates trust and loyalty to goods and services.

Moreover, business owners always study competitors in the market and try to create new business ideas or new innovation to make a variety of products for attracting the consumer to use an online food delivery in the future.

5.3 Research limitations

5.3.1 Time Constraint

This paper has a run time of approximately 3 months from inception to completion of the research which is a very limited period. Therefore, time management barriers were the main obstacles for this research. Because the investigator had to analyze and select the appropriate study method for the duration, the data for the studies obtained may not have varied results.

5.3.2 The quantitative method could not cover all aspect variables

A quantitative method for creating a questionnaire based on variables from multiple research sources. This allows various opinions to be included in the questionnaire and allows respondents to evaluate by measuring different levels of evaluation from the most disagree to the most agree. The results may not be in-depth enough to answer the research objectives in detail. Therefore, choosing to use a quantitative questionnaire method is one of the obstacles for this research. Because the answers are not directly expressed in the opinions of the respondents, this may cause a considerable distortion of the results.

5.3.3 Only online channel for data collection is unable to cover all target respondent

The results of using the data from the respondents' questionnaires found that in some data the data could not be interpreted in depth about the relationship of some variables. Because among some respondents, there are fewer than 2 respondents who answered the questionnaire. As a result, it is not possible to find an in-depth answer that is not very detailed. Therefore, online data collection was an impediment to the incompleteness of the data collection for this study.

With regard to the time constraint, this research used only the quantitative method including the quantitative questions which could not cover every aspect of the relationship of the variables. Also this survey method is an online channel only which is unable to select target respondents. That is why while running SPSS some data can not run out completely.

For future research, the scope of this study is limited only to the Bangkok area. It might be useful if further research will be conducted in different areas in Thailand to see whether there is differentiation by area or not. Additionally, if researchers have more time to conduct research, the survey method should have qualitative survey and quantitative survey for collecting raw data. Because researchers will be able to analyze the relationship between x and y variables deeper than conducting qualitative surveys only. One more thing is sample size, should have more respondents that collecting data will make it more reliable.

5.4 Suggestions for future research

With regard to the time constraint, this research used only the quantitative method including the quantitative questions which could not cover every aspect of the relationship of the variables. Also this survey method is an online channel only which is unable to select target respondents. For future research, the researcher, (1) Should prepare time to conduct research enough to be able to conduct the quality of the future research. (2) The survey method should have qualitative survey and quantitative survey for collecting raw data. Because researchers will be able to analyze the relationship between x and y variables deeper than conducting qualitative surveys only. (3) Should have effective respondents for collecting data to analyze the finding result in the future research.

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Appendix A: Online Questionnaire



อิทธิพลขององค์ประกอบทางการตลาดอิเล็กทรอนิกส์และความตั้งใจในการซื้อออนไลน์ต่อการสั่งอาหารออนไลน์ (The influence of E-marketing elements and purchasing intention toward online food delivery)

พวกเราเป็นนักศึกษาจาก วิทยาลัยการจัดการ มหาวิทยาลัยมหิดล (CMMU) แบบสอบถามฉบับนี้เป็นส่วนหนึ่งของวิชา Thematic Paper MGMT697 พวกเราได้ทำการวิจัยเพื่อสำรวจความคิดเห็นและข้อมูลเกี่ยวกับ "อิทธิพลขององค์ประกอบทางการตลาดอิเล็กทรอนิกส์และความตั้งใจในการซื้อออนไลน์ต่อการสั่งอาหารออนไลน์" โดยความร่วมมือของท่านในครั้งนี้ ขอให้เป็นที่ไปด้วยความสมัครใจ ถ้าหากท่านรู้สึกไม่ประสงค์จะตอบคำถาม ท่านสามารถถอนจากการตอบแบบสอบถามได้ทุกเมื่อ

*****โปรดทราบว่าข้อมูลที่ท่านตอบในแบบสอบถามนี้จะถูกเก็บเป็นความลับ และนำมาใช้ในการเรียนในห้องเรียนเท่านั้น*****

เราขอขอบพระคุณท่านที่สละเวลาตอบแบบสอบถามนี้ (10-15 นาที)

We are students at Mahidol University's College of Management (CMMU). This survey is part of Thematic Paper MGMT697 Subject. We perform market research in order to collect your opinion and information about "The influence of E-marketing elements and purchasing intention toward online food delivery" Your participation in this research is completely voluntary. If you feel uncomfortable answering specific questions, you may withdraw at any moment.

***** Please note that your survey responses will be kept completely private, and data will only be discussed in class. *****

We appreciate you for taking the opportunity to take this survey (10-15 minutes).

gorragod.gimpao@gmail.com [Switch account](#)

 Not shared 

[Next](#) [Clear form](#)

คำถามคัดกรอง

Screening Question

คุณอายุมากกว่า 18 ปีหรือไม่ *

Are you older than 18 years old?

- ใช่ / Yes
- ไม่ใช่ / No

คุณอาศัยอยู่ในเขตกรุงเทพมหานครหรือไม่ *

Do you live in Bangkok?

- ใช่ / Yes
- ไม่ใช่ / No

คุณเคยสั่งอาหารออนไลน์อย่างน้อย 1 ครั้งหรือไม่ *

Have you ever ordered an online food delivery at least 1 time since 2020 ?

- เคย / Yes, I have
- ไม่เคย / Never

แบรนด์สั่งอาหารออนไลน์ใดบ้างที่คุณเคยใช้บริการ (ตอบได้มากกว่า 1 ข้อ) *

Which brands of online food delivery did you recently order? (Able to choose more than 1 item)

- อื่นๆ / others
- ช้อปปี้ฟู้ด / Shopee Food
- แกร็บ / Grab
- แอร์เอเชียฟู้ด / AirAsia Food
- โรบินฮูด / Robinhood
- ฟู้ดแพนด้า / foodpanda
- ไลน์แมน / Lineman

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Clear form

ข้อมูลทั่วไป

General information

เพศ *

Gender

- ชาย / Male
- หญิง / Female

อายุ *

Age

- 18 to 25 ปี / 18 to 25 years
- 26 to 35 ปี / 26 to 35 years
- 36 to 45 ปี / 36 to 45 years
- 46 to 55 ปี / 46 to 55 years
- 56 to 65 ปี / 56 to 65 years
- 66 to 75 ปี / 66 to 75 years
- มากกว่า 75 ปี / More than 75 years

รายได้เฉลี่ยต่อเดือน *

Monthly Income

- 15,000 บาท หรือน้อยกว่า / 15,000 Baht or less than
- 15,001 to 35,000 บาท / 15,001 to 35,000 Baht
- 35,001 to 55,000 บาท / 35,001 to 55,000 Baht
- 55,001 to 75,000 บาท / 55,001 to 75,000 Baht
- 75,001 to 100,000 บาท / 75,001 to 100,000 Baht
- 100,001 to 150,000 บาท / 100,001 to 150,000 Baht
- 150,001 to 200,000 บาท / 150,001 to 200,000 Baht
- 200,001 to 250,000 บาท / 200,001 to 250,000 Baht
- 250,001 to 300,000 Baht
- มากกว่า 300,000 บาท / More than 300,000 Baht

การศึกษาสูงสุด *

Highest Education

- High school or Diploma
- Bachelor's degree
- Master's Degree
- Doctor of Philosophy

คุณทำงานอาชีพอะไร *

What is your occupation?

- Full time student
- Civil servant
- Company employee
- Personal business
- Self-employed
- Unemployed
- Retired
- Others

คุณสั่งอาหารบ่อยแค่ไหน *

How often do you order an online food delivery?

- 1-2 times per week
- 3-4 times per week
- 5-6 times per week
- More than 6 times per week

ท่านได้รับข่าวสารประชาสัมพันธ์เกี่ยวกับบริการส่งอาหารออนไลน์ผ่านช่องทางใดบ้าง? *

(สามารถเลือกได้มากกว่า 1 รายการ)

Which channels have you received public relations news advertisements about online food delivery? (Able to choose more than 1 item)

- อีเมล / E-mail
- โซเชียลคอมเมอร์ซ เช่น เฟสบุ๊ค ตี๊กตอก ไลน์ เป็นต้น / Social Commerce such as Facebook, Tiktok, Line etc.
- เว็บไซต์ / Website
- ข้อความแจ้งเตือนต่างๆ / Message Notification
- ยูทูป / Youtube
- โทร / TV
- วิทยุ / Radio
- แอปพลิเคชัน / Application
- อื่นๆ / Others

ทำไมคุณถึงเลือกใช้บริการส่งอาหารออนไลน์ (สามารถเลือกได้มากกว่า 1 รายการ) *

Why did you choose an online food delivery service? (Able to choose more than 1 item)

- สะดวกสบาย / Convenience
- ความสะดวกในการชำระเงิน / Ease of Payment
- อาหารที่หลากหลาย / Various of food
- โพรโมชัน / Promotion
- คุณภาพอาหาร / Service Quality
- เป็นส่วนตัว / Privacy
- ราคาที่เหมาะสม / Reasonable price
- อื่นๆ / Others

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Clear form

ความคิดเห็นของคุณเกี่ยวกับองค์ประกอบของการตลาดทางอิเล็กทรอนิกส์มีอิทธิพลต่อแรงจูงใจของผู้บริโภค (Your opinion about E-marketing elements influence on consumer motivation)

กรุณาให้คะแนนความคิดเห็นของท่านว่า เห็นด้วยหรือไม่เห็นด้วย โดย 1 = "ไม่เห็นด้วยมาก", 2 = "ไม่เห็นด้วย", 3 = "เฉยๆ", 4 = "เห็นด้วย", และ 5 = "เห็นด้วยมาก"

Please rate your answer whether you agree or disagree with each of the following statements. Please note that 1 = "Strongly disagree", 2 = "Disagree", 3 = "Neural", 4 "Agree" and 5 "Strongly agree".

1. ฉันคิดว่าความหลากหลายประเภทของสินค้า กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

1. I think various categories of product available motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

2. ฉันคิดว่าทำให้ข้อมูลสินค้าอย่างชัดเจน กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

2. I think clearly product information motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

3. ฉันคิดว่าภาพสินค้าที่ชัดเจน กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

3. I think a clear product image motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

4. ฉันคิดว่าราคาสินค้าที่สมเหตุสมผล กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

4. I think the reasonable price motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

5. ฉันคิดว่าค่าบริการจัดส่งที่เหมาะสม กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

5. I think the appropriate delivery fee motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

6. ฉันคิดว่าค่าส่งที่ถูกกว่าแบรนด์อื่น จูงใจให้ฉันใช้บริการสั่งอาหารออนไลน์ *

6. I think the delivery fee is cheaper than other brands, which motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

7. ฉันคิดว่าการเชื่อมลิงก์จากประกาศต่างๆไปยังเว็บไซต์หรือแอปพลิเคชันที่ง่ายขึ้น กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

7. I think it's easier to link announcements to websites or applications that motivate me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

8. ฉันคิดว่าการค้นหาแอปพลิเคชันหรือเว็บไซต์ที่เข้าถึงได้ง่าย กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

8. I think finding an easily accessible application or website motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

9. ฉันคิดว่าเว็บไซต์หรือแอปพลิเคชันที่สั่งอาหารออกแบบให้ใช้งานง่ายและสะดวก กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

9. I think the ordering website or application has a user-friendly design which motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

10. ฉันคิดว่าการโฆษณาผ่านช่องทางออนไลน์ต่างๆ กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

10. I think advertising through various online channels motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

11. ฉันคิดว่าการใช้พรีเซนเตอร์ในการโฆษณาหรือประชาสัมพันธ์ กระตุ้นให้ฉันใช้บริการส่งอาหารออนไลน์ *

11. I think using presenters for advertising or public relations motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

12. ฉันคิดว่าการโฆษณาโดยข้อความหรือวิดีโอคลิป กระตุ้นให้ฉันใช้บริการส่งอาหารออนไลน์ *

12. I think advertising messages or video clips motivate me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

13. ฉันคิดว่าการแสดงประวัติการสั่งซื้อของฉัน กระตุ้นให้ฉันใช้บริการส่งอาหารออนไลน์ *

13. I think showing historical order motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

14. ฉันคิดว่าการส่งการแจ้งเตือนเกี่ยวกับสินค้าใหม่ตามความสนใจของฉัน กระตุ้นให้ผมใช้การจัดส่งอาหารออนไลน์ *

14. I think sending notifications about new products based on my interests when logging into an application or business website motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

15. ฉันคิดว่าการแสดงจำนวนลูกค้าที่สนใจ หรือการแสดงจำนวนการสั่งซื้อสินค้า กระตุ้นให้ *
ฉันใช้บริการสั่งอาหารออนไลน์

15. I think from the list of products I'm interested in. Showing the number of interested customers or ordering products motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

16. ฉันคิดว่าการแสดงข้อความเกี่ยวกับความเป็นส่วนตัว เช่น "เราจะไม่เปิดเผยข้อมูลส่วนตัวของคุณ" ทำให้ฉันรู้สึกสบายใจและกระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *
16. I think messages about privacy such as "we will not sell your personal data..." It made me feel comfortable and motivated me to use online food delivery.

16. I think messages about privacy such as "we will not sell your personal data..." It made me feel comfortable and motivated me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

17. ฉันคิดว่าการขออนุญาตเปิดเผยข้อมูลเพื่อการตลาดจากลูกค้าก่อน ทำให้ฉันรู้สึก *
สบายใจและกระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์

17. I think getting permission to disclose information for marketing from customers first. It makes me feel comfortable and motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

18. ฉันคิดว่าศูนย์ช่วยเหลือที่มีประสิทธิภาพบนเว็บไซต์หรือแอปพลิเคชัน กระตุ้นให้ฉันใช้ *
บริการสั่งอาหารออนไลน์

18. I think an effective help center on Website/Application motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

19. ฉันคิดว่าการแชทตอบกลับอย่างมีประสิทธิภาพระหว่างเจ้าหน้าที่บริการและผู้บริโภค
กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

19. I think effective responsive chat between service staff and consumer motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

20. ฉันคิดว่าการให้ข้อมูลอย่างชัดเจนเกี่ยวกับนโยบายการคืนสินค้าหรือการคืนเงิน กระตุ้น
ให้ฉันใช้บริการสั่งอาหารออนไลน์ *

20. I think clearly informing about sales return / refund policy motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

21. ฉันคิดว่าการแลกเปลี่ยนข้อมูลสินค้าของลูกค้าในช่องทางออนไลน์ กระตุ้นให้ฉันใช้
บริการสั่งอาหารออนไลน์ *

21. I think product discussions among customers on online channels motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

22. ฉันคิดว่าการจัดอันดับและการแสดงความคิดเห็นเกี่ยวกับสินค้าบนเว็บไซต์หรือ
แอปพลิเคชัน กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

22. I think user rating and review at the product web page or application motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

23. ฉันคิดว่าหน้าแรกของเว็บไซต์หรือแอปพลิเคชัน มีการกำหนดคุณสมบัติและหมวดหมู่
ผลิตภัณฑ์อย่างชัดเจน กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

23. I think the homepage of the business website/Application defines its features and the
product categories clearly motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

24. ฉันคิดว่าการจัดระเบียบเนื้อหา สีสีน และรูปแบบของเว็บไซต์หรือแอปพลิเคชันให้เข้าใจ
ง่าย สร้างแรงดึงดูด และทันสมัย กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

24. I think the organization of the content, colors and style of a business website /
Application is easy to understand, creates attraction, and modern motivates me to use
online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

25. ฉันคิดว่าฉันสามารถค้นหารายการสินค้าบนเว็บไซต์หรือแอปพลิเคชันได้อย่างง่าย
กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

25. I think I can search product items easily on a business website / Application,
motivating me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

26. ฉันคิดว่ากระบวนการป้องกันการชำระเงินก่อนการทำธุรกรรมเช่น การยืนยัน OTP ก่อน
การยืนยันการชำระเงิน ทำให้ฉันรู้สึกปลอดภัยและกระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

26. I think the process of protecting the payment instrument before the transaction such
as OTP has made me feel safe and motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

27. ฉันคิดว่าการชำระเงินผ่านบัตรเครดิตแบบไม่ผูกในระบบแบบถาวร กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

27. I think credit card payments are not tied up in a fixed system that motivates me to use online food delivery services.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

28. ฉันคิดว่าคูปองโปรโมชั่นอิเล็กทรอนิกส์ กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

28. I think electronic coupons motivate me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

29. ฉันคิดว่ารหัสส่วนลดจากการโฆษณาออนไลน์ กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

29. I think discount codes from online advertising motivate me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

30. ฉันคิดว่าการโฆษณาของแถมต่างๆ กระตุ้นให้ฉันใช้บริการสั่งอาหารออนไลน์ *

30. I think that freebies advertising motivates me to use online food delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

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ความคิดเห็นของคุณเกี่ยวกับความตั้งใจในการซื้อออนไลน์ต่อการสั่งอาหารออนไลน์ (Your opinion about purchasing intentions toward online food delivery)

กรุณาให้คะแนนความคิดเห็นของท่านว่า เห็นด้วยหรือไม่เห็นด้วย โดย 1 = "ไม่เห็นด้วยมาก", 2 = "ไม่เห็นด้วย", 3 = "เฉยๆ", 4 = "เห็นด้วย", และ 5 = "เห็นด้วยมาก"

Please rate your answer whether you agree or disagree with each of the following statements. Please note that 1 = "Strongly disagree", 2 = "Disagree", 3 = "Neutral", 4 "Agree" and 5 "Strongly agree".

31. การแสดงความเห็น หรือคำแนะนำทางออนไลน์ ทำให้ฉันเชื่อมั่นในการใช้บริการซื้อสินค้าออนไลน์ (ความเชื่อมั่น) *

31. Online comments or suggestions make me trust in purchasing intentions.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

32. ฉันจะสั่งอาหารผ่านแพลตฟอร์มออนไลน์ในอนาคตเพราะแพลตฟอร์มการันตีคุณภาพสินค้าขณะจัดส่ง *

32. I will order food via an online food delivery platform in the future because platforms guarantee product quality while on delivery.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly Disagree

เห็นด้วยมาก / Strongly Agree

33. ฉันจะสั่งอาหารผ่านแพลตฟอร์มออนไลน์ในอนาคตเพราะแพลตฟอร์มการันตีระยะเวลา *
จัดส่ง

33. I will order food via an online food delivery platform in the future because platforms guarantee delivery time.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

34. ฉันจะสั่งอาหารผ่านแพลตฟอร์มออนไลน์เพราะเว็บไซต์หรือแอปพลิเคชันใช้งานง่าย *

34. I will order food via an online food delivery platform because it is easy to order on websites or applications.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

35. ฉันจะสั่งอาหารผ่านแพลตฟอร์มออนไลน์เพราะโปรโมชั่นต่างๆน่าสนใจ *

35. I will order food via an online food delivery platform because their promotional plan is attractive.

1 2 3 4 5

ไม่เห็นด้วยมาก / Strongly
Disagree

เห็นด้วยมาก / Strongly Agree

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