THE STUDY OF ATTITUDES AND PURCHASING FACTORS TOWARD FOOD DELIVERY OF THAI PEOPLE IN BANGKOK

BY

MISS SANAPORN SAKULRATTANA

AN INDEPENDENT STUDY SUBMITTED IN PARTIAL FULFILLMENT OF
THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE PROGRAM IN MARKETING
(INTERNATIONAL PROGRAM)
FACULTY OF COMMERCE AND ACCOUNTANCY
THAMMASAT UNIVERSITY
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ENTITLED

THE STUDY OF ATTITUDES AND PURCHASING FACTORS TOWARD FOOD DELIVERY OF THAI PEOPLE IN BANGKOK

was approved as partial fulfillment of the requirements for
the degree of Master of Science Program in Marketing (International Program)

on.....6 JAN 2016.....

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Independent Study Title	THE STUDY OF ATTITUDES AND PURCHASING FACTORS TOWARD FOOD DELIVERY OF THAI PEOPLE IN BANGKOK
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Degree	Master of Science Program in Marketing (International Program)
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ABSTRACT

This study is a contemporary topic in applied marketing in an area of technology. The key objectives are to explore the overview of existing food delivery services provided in Bangkok, to identify consumer segment and current user profiles, and lastly, to understand buying behaviors and key adoption factors and barriers toward delivery food among Thai people in Bangkok. The research approaches are exploratory and descriptive research, using secondary research, in-depth interviews and a questionnaire based survey. Sampling methods are convenience and snowball sample as population size is unknown. Target respondents are Thai residents, living in Bangkok and vicinity at least 1 year and have ever ordered delivery food more than 1 time within 6 months. Findings of this study will enable food chain companies, food delivery service agencies and other local restaurants to better understand consumers attitudes in Bangkok toward food delivery service. The deliverables from this study can be applied to marketing strategies and execution for further business improvement.

Keywords: Delivery food, delivery service

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Miss Sanaporn Sakulrattana

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CHAPTER 1
INTRODUCTION

The home food delivery business in Thailand originally started by small local food entrepreneurs, serving Thai daily meal around the neighborhood with monthly price package. The first national food delivery service is provided by fast food chain companies, serving affordable western food like Pizza Hut. As a convenient and time-saving choice, delivery food has been increasing in popularity over the past several decades. Although some local restaurants also offer delivery food, it is only an additional service to increase customer satisfaction, not the main core services or source of revenue.

Food delivery service has increased in popularity in Thailand due to its convenience, cost and time saving. Consumers order delivery foods to enjoy the comfort of dinning at their home or office and leverage their time from their hectic schedule. According to a report from the National Food Institution of Thailand, 2015, the market size of food delivery business in Thailand is around $700 million US dollar, with 3.3 %growth rate. The existing numbers of food restaurants that offer delivery service are 3,720 outlets. 92% of these outlets are fragmented and owned by Thai SMEs, accounted for 70% of market value. Most of small delivery food service providers tend to have only online store and be specialize in particular food categories such as seafood, healthy or gourmet. While the rest outlets (8%) are owned by only three food chained companies which own popular many popular brands such as Pizza Hut, The Pizza Company, Oishi, acquire market share up to 30% of market value (Setthethorn, 2011). These nationwide brands are competing intensely with price promotion, fast service and widespread area coverage. Although the domestic economy is currently experiencing a slowdown, the food delivery industry in Thailand is targeted to grow 3.3% annually in the next 2-3 years.

Currently, consumers are able to order online delivery food from four types of companies which are (i) fast food chained restaurants (such as KFC, Mc Donald and Pizza Hut), (ii) food delivery service agencies (such as Food Panda, Chief XP), (iii) local e-commerce food companies who sell delivery food through online channel only

and lastly, (iv) brick-and mortar restaurants who offer both in-store dining and home delivery/takeaway as additional service (such as Yayoi, S&P, See Fah). Each type of these food companies owns their different core values and product differentiations, providing to different customer base.

A significant change in the Thailand food delivery market is the entering of the famous leading food delivery service agency via online platform; Food Panda in 2013. With high budgets in advertising and promotion, its penetration positively affects the ordering amount of online delivery food by 140%, growing from 5% in 2012 to 12% in 2014. Partnerships with this delivery agency are a huge opportunity for local brick-and-mortar restaurants who do not have proper knowledge and expertise in online business. The business model of these delivery service agencies enable the restaurant owners to leverage existing invested facilities efficiently, increase more brand awareness and create another source of revenue with the lowest investment (Thumbsup, 2014). Despite the healthy growth of food sector, delivery food is strongly competing with the other alternative food choices which are the local street foods, drive thru restaurants, frozen foods and Ready To Eat (RTE) meals. These are where a customer's wallet is shared; especially the RTE meals which are available at Seven Eleven (7-11), the popular 24-hour operated convenient stores, with more than 500 outlets around Bangkok.

Since consumer behavior is evolving and shifting constantly due to various types of factors, understanding of consumer behaviors and attitudes toward delivery food is very essential to all food operators. However the consumer studies dedicated to food delivery service in Thailand are rarely found. "The study of attitudes and purchasing factors toward food delivery of Thai people in Bangkok" is the marketing research aimed to understand why does current users buy delivery food, and what are key factors influencing the adoption and intention to buy. Deliverables of this study would benefits all types of food service operators in Bangkok, in order to gain a better understanding of consumer insights and finally lead to more effective managerial decision making.

1.1 Definition and Terms

(1.) The existing ways to order delivery food are by phone call and online platforms, which are powered by websites and mobile application.

(2.) In the research, delivery food or takeaway food means the cooked food which is ready to eat. It may be purchased from one of these followings types;

Table 1.1 Type of food operators serving in Bangkok and the definition in this research

Type of food operators	Definition in this research	Example companies
Fast food chain full delivery service	Fast food brand which have both physical restaurants and delivery service operation unit	KFC, Pizza Hut , The pizza company
Food delivery service agency	Online platform and service companies who do not produce any food but only manage the orders , collect money and delivery food by own vehicles	Food Panda, Chef XP
Local e-commerce food companies	E-commerce restaurant companies who produce food by own kitchen and own delivering vehicles but sell through online channel only.	DJ Phoom healthy food, JQ seafood, Samurai Salmon
Brick and mortar restaurants	The food companies who mainly provide food and dining experiences in their restaurants, and also offer delivery food by own vehicles	Yokyor seafood delivery, See Fah, S&P

1.2 Purpose of the study

The research was design and conducted to achieve the following objectives.

1) To determine the profile of consumers in terms of demography, geography and lifestyle.

(1.) To understand daily lifestyle of consumers and activities which are related to take-home / delivery dining habits. **(**E.g. dining preferences and behaviors, food purchasing behaviors, media consumption, hobbies, online shopping habits, etc.)

(2.) To identify needs and pains of consumers towards their home dining experiences.

(3.) To identify segment of online delivery food users

2) To identify behaviors, usages and experiences towards food delivery service

(1.) To identify needs, pains and expectations towards usage experiences

(2.) To identify perceived values and current satisfactions

(3.) To identify decision making process of purchasing online delivery food

3) To understand motivations, and triggers of adoption process

(1.) To identify the key attributes and measure the level of importance of each attribute

4) To provide recommendation for further marketing strategies implementation

(1.) Suggested marketing execution

(2.) Area of improvement

CHAPTER 2
REVIEW OF THE LITERATURES

This chapter is aimed to provide the theories and research articles that are relevant to the research topics. Since the main delivery service providers in Bangkok are oriented toward fast foods, the literatures about those demographic factors which affect the fast food consumptions are explored. Literatures of online shopping factors are also studied because the internet increasingly influences the food purchasing habits. Besides, some delivery service companies rely on online channels only. The technology acceptance model (TAM) will provide background knowledge of how consumers adopt new technology. To understand the purchasing journey, which is progressively evolving, the model of Zero Moment of Truth (ZMOT) is also studied and beneficial to qualitative data analysis. Motivation factor theory is relevant to identification of the considering factors toward food delivery purchase. Lastly, to help improve product category and assortment of delivery foods, the Consumer Decision Tree model is examined and applied to this research as well.

2.1 Demographic factors related to fast food consumption.

According to Özcelik. (Özcelik, 2007), male and female respondents have different preferences of fast food consumption. Both of them are likely to prefer Western style of fast food, which are hamburgers, French fries and chicken burgers. However, most females preferred salad and most males preferred the Big Mac. Age is also one of the most significant variables related to fast food consumption. The largest amount of consumer who consume fast food product are the age of 18-22 years old which are the teenagers (42%) while the rest are adults. According to Keelan (Keelan, 2006) , the level of education is also considered as a significant factor. A higher level of education significantly increased chances to dine-in a full service restaurant rather than fast food restaurant.

2.2 Consumer factors related to online shopping

An increasing of internet usage popularity has encouraged various researchers to examine those factors important in attracting and retaining consumer, from both a consumer oriented view and technology oriented view. Studies looking at the

consumer oriented view focus on consumer beliefs about online shopping and then affect purchasing channel, while technology oriented view focus on technical specification of online store. Some influential consumer factors that drive online shopping are follows. (Lina Zhuo, 2007).

Table 2.1 Influential consumer factors which drive online shopping.

Consumer oriented view factors	Technology oriented view factors
▪ Perspective of demographics (age, income, education) ▪ Psychological characteristics ▪ Internet experiences ▪ Perception of risks and benefits toward online shopping ▪ Online experiences (frequency and satisfaction from past online shopping) ▪ Shopping motivation ▪ Shopping orientation.	▪ User interface features ▪ website Content ▪ Website design ▪ System usability ▪ User experiences

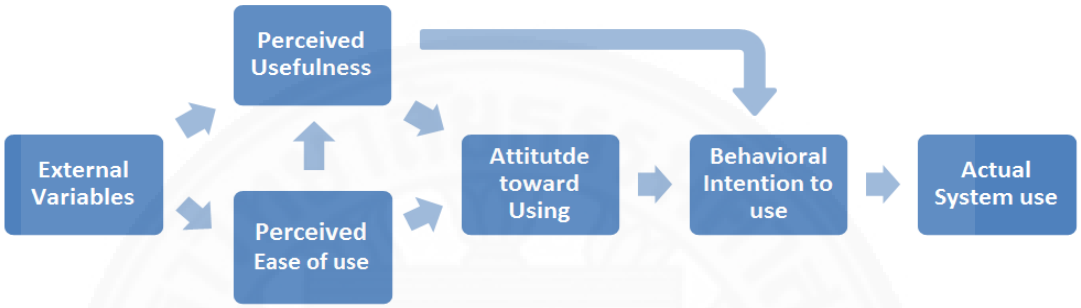
Level of comfort with the internet is associated with online shopping tendency. Online consumers are more likely to be convenience-based, recreational and economic oriented. Time spent on product searching and online shopping are determined by motivational factors. Experiential online shoppers feel more enjoyment in interactive environment than text-based environment. The previous satisfaction toward online shopping has a positively association with online shopping tendency (Lina Zhuo, 2007).

2.3 Technology Acceptance Model (TAM)

Fred Davis and Richard Bagozzi (Davis F. D., 1989) proposed a Technology Acceptance Model (TAM) to explain behavioral intention of the potential users toward technological innovation adoption. TAM has now become one of the most widely used in information technology. Although this model was originally used as the adoption model of information systems, its predictors are closely relevant to online shopping. This theory is based on the theory of reasoned action (TRA), a

psychological theory that explain behavior and assumed to be linked significantly to actual consumer behaviors. TAM considers two predictors –which is perceived ease of use and perceived usefulness, and the dependent variable is behavioral intention (Weng Marc Lim, 2012). The model was show in figure 2.1;

Figure 2.1 Technology Acceptance Model
(Davis F. D., 1989)



According to Davis and Bagozzi, Perceived usefulness(PU) is " the degree to which a person believes that using a particular system would enhance his or her job performance" while the Perceived ease-of-use(PEOU) is defined as "the degree to which a person believes that using a particular system would be free from effort" (Davis F. D., 1989). There six questions for Perceived usefulness and Perceived ease-of-use to measure the degree of each factor. For PU, the respondents were asked how likely an observed technology enable them accomplish the task faster and easier, increase productivity and effectiveness on the job and usefulness for their job. For PEOU, questions are designed to measure the ease of learning to use and manage, understandable interaction, flexibility to use, ease to be skillful at an observed technology and lastly, the ease of use.

The literatures reviews are able to be applied for ordering process in online platform which are website and mobile application. Understanding about how consumers accept the new technology will help food operators improve their online ordering process and finally increase online traffic and orders.

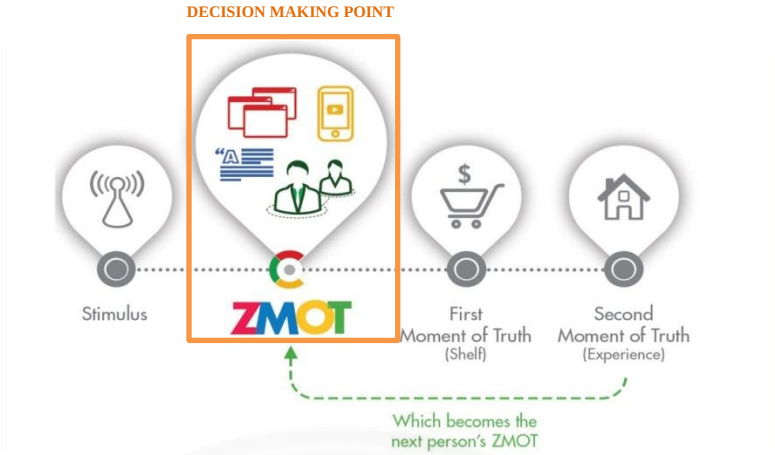
2.4 Zero Moment of Truth

The internet era has dramatically affected consumer behavior, as well as the path of the consumer purchase journey. Not only is the information search pattern changing, but also the point of making decision is shifted, from the point of purchase into the Zero Moment of Truth, or ZMOT (Lecinski, Winning the Zero Moment of Truth, 2011), the moment that consumer's make decision about final choice before contact the brand. This new mental model was first introduced by Think With Google team, a data and insight research unit of Google Inc. ZMOT helped describe how consumer search for online information and finally make decision.

Figure 2.2 shows the ZMOT model compared with prior consumer decision journey. Prior to the internet age, after consumers were stimulated by any forms of advertisements or influencers, they sought for information at product shelf or brand contact point. Now, internet sources enable consumers to easily do some research before connecting with the brands. They can get information through various sources in many aspects such as price comparison, product reviews from experts and post purchase feedback from real users. These behaviors exist at the ZMOT in order to make a final decision before contact to sale channel. Understanding about the new purchasing journey help in creating strategy and balancing marketing budget to capture consumers.

Figure 2.2 Zero Moments Of Truth

(Lecinski, Winning the Zero Moment of Truth, 2011)



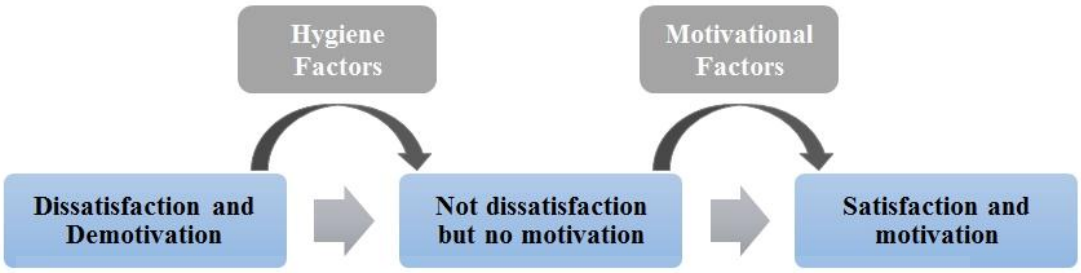
The new mental model

2.5 Herzberg's Two-Factor Theory: Hygiene Factors & Motivation

According to Frederick Herzberg (Herzberg, 1959), there are two types of factors, Hygiene factors and Motivational factors that can affect satisfaction and motivation toward job of employees. The Hygiene factors are necessary and cannot be absent because it will lead to dissatisfaction. These factors are needed and expected to be fulfilled as standard requirement. However, once these factors are fulfilled, the consumer is not satisfied yet, but just only 'not dissatisfied'. Some example of the hygiene factors are reasonable salary, healthcare benefits, and safe working condition etc. Another type of factor is called the motivational factors which can makes employees more satisfied and motivate them to perform better yield of work. These factors are perceived as rewarding or additional benefits, for example, recognition from managers, promotion or meaningfulness of works. However, Herzberg stated that the satisfaction and dissatisfaction are not on the opposite side. The hygiene factors can only lead to either 'dissatisfaction' or 'no dissatisfaction', but not satisfaction. If people are still dissatisfied, they cannot have motivation. The satisfaction can only occurs if there are motivational factors (Boundless, 2015).

The application for this motivation theory is to identify the hygiene factors and motivational factors relevant to delivery food purchase. Findings from this frame work will help food service companies prevent dissatisfaction in consumption, and create more satisfaction by using motivational factors. Moreover, a company can precisely focus on factors that truly affect consumer satisfaction.

Figure 2.3 The effect of Hygiene factors and Motivational factors leading to satisfaction, dissatisfaction and motivation.



2.6 Consumer Decision Tree

Consumer decision tree (CDT) is the model of shopper behavior and purchase decision process, focusing on the in-store stage of purchase and the order of selection criteria to decide a final choice. It is initially used for retail business, in order to classify the category segments, improve product assortment and merchandising. The insights from this framework enable retailers to understand what and where key purchase decision criteria are made, identify the sequence of factors considered and key switching in the decision process.

Figure 2.4 Example of Consumer Decision Tree for cracker purchase

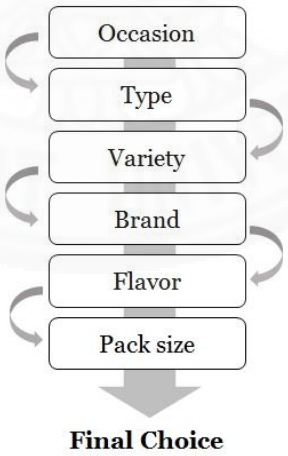


Figure 2.4 illustrates an example of the consumer decision journey. It shows the sequential thoughts of a consumer who are about to purchase crackers. Firstly, the consumer decides which occasion the crackers are served for. Once the occasion is specified, the type and variety of the cracker are the following issues to be considered respectively, and then followed by the brand. When the previous decisions are

completed the consumer then moves to preferred flavor and the size respectively (Dechert-Hampe Consulting, 2013). Different consumer segments possibly have different decision tree, for example, children may consider flavor of crackers prior to brand. CDT are able to be applied as analysis framework in this research, in order to identify the hierarchy of decision factors which lead to delivery food buying, across segment and occasions.

CHAPTER 3
RESEARCH DESIGN

3.1 Research methodology

3.1.1 Exploratory research

To achieve the research objectives, exploratory research was done to gather more details of consumer insights and perception towards food delivery service.

3.1.1.1 Secondary Data

Data was obtained from creditable sources such as, The Nation Food Institute (NFI), Food Intelligence Center of Thailand, Euromonitor International journals, and newspapers. The objectives were to understand market situation, existing available service types and market trend of delivery service in Bangkok. The literature reviews were from the marketing research publications, academic journals and blog articles published on relevant websites, in order to explore the possible variables which affect purchasing behavior and adoption. This data will help gain a better understanding of market situation, trends, and the following information before collection of primary data;

(1.) To understand the target market; SES, size and income [objective 1]

(2.) To explore ideas of food consumption pattern towards toward delivery service [objectives 2 ,3]

3.1.1.2 In-depth Interview

In-depth interviews were conducted to gain various perceptions, opinions, beliefs, attitudes and comments towards delivery food among 10 the respondents. Interviewees were asked semi-structure questions relating to their consumption behavior, decision making process, influencing factors, etc. (Respondent profiles were in Appendix A) These objectives in this process are as follows;

(1.) To find the awareness of food delivery service.

(2.) To determine consumer behavior in decision making process.

(3.) To evaluate prospect consumers' perception towards food delivery service.

(4.) To determine key purchasing factors including purchasing criteria and reason to purchase.

(5.) To identify triggers and barriers towards food delivery purchase.

Interview process took 60 minutes. Computer and smartphone were used to accommodate with some questions. Moreover, five preliminary interviews were already conducted in order to support discussion guide.

3.1.1.3 Observation method

To understand the current service process and experiences, observations with mystery shopping techniques were conducted by respondents who were asked to make an order through all three available channels; website, telephone and applications. Respondents were observed during the entire end-to-end purchase process of how they learn about various menus on website, choose between alternatives, and make an order.

3.1.2 Descriptive research

This method was used as a tool to describe the characteristics of the population of interest. Questionnaires were employed at this stage as follows:

3.1.2.1 Questionnaire

The survey research was conducted by online and offline channels. (See the questionnaire in Appendix B)

Part 1: Screening questions

Part 2: Behavior toward food delivery purchasing

Part 3: Attitude toward food delivery

Part 4: Perception toward current food delivery service providers

Part 5: Profiles (Demographic question)

3.2 Sampling plan and procedure

The samples for both qualitative and quantitative research were non-probability sample which were recruited by using convenient sampling method as below:

Table 3.1 The Sampling plan for qualitative and quantitative research

Type of research	Methodology	Pre-test	Sample size
1.Qualitative	In-depth interview	5 people	10 person
2.Quantitative	Survey questionnaire	5 people	150 people

3.2.1 Sample qualification

All respondents passed screening questions and were identified as "non-user", and "user". Non –users are people who are aware of food delivery service and open to adopt delivery food, Users are people who have ever ordered delivery food at least once with 6 months. Qualifications of respondents are as follows;

(1.) Consumers who do not reject food delivery service, age 18-45 years

(2.) Any gender

(3.) Have been living in Bangkok and vicinity over 3 years

(4.) Income - SES: A-B-C+

- SES: A Household income : more than 85,001 Baht per household
- SES: B Household income : 50,001 – 85,000 Baht per household
- SES: C+ Household income : 35,001 – 50,000 Baht per household

(5.) Own the smartphone and be able to access the internet infrastructure.

(6.) Be decision makers of purchasing delivery food for them.

3.2.2 Sample sizes

For in-depth interviews, the respondents were recruited through personal connections. The sub groups were divided based on age of participants, while there were equal distribution of income brackets within each groups. Sample distribution for focus groups and interviews was shown in table 3.2 below;

Table 3.2 Sample size of in-depth interview

In-depth interview	Respondents		Total
	Non user	Heavy user	
Group1 : Age 18-30	2	2	10 person
Group2 : Age 30-45	3	3	

For observation, four respondents were asked to observe the ordering process. Sample size of questionnaire was 176 respondents.

3.3 Data collection plan

3.3.1 Observation plan

In order to observe the spontaneous interaction along the delivery service experiences respondents and, mystery shoppers were assigned to make an order from 4 types of foodservice operators. The observed companies are as follows:

Table 3.3 Food delivery companies which were selected to be observed

Type of food operators	Observed companies
1.Fast food chain full delivery service	Domino Pizza
2.Food delivery service agency	Food Panda
3.Local e-commerce food companies	JQ Seafood
4.Brick and mortar restaurants	S&P

3.3.2 Survey recruiting plan

Questionnaires were distributed to obtain a total completed 176 respondents without incentives, through 2 channels as follows:

Online Channel (120 Respondents): Online questionnaires were distributed in online social media for example, Facebook- fan pages/groups for sharing about popular restaurants, Facebook messages and direct e-mail to target respondents, food and dinning blog/forums/websites such as Pantip (Hong-Gon-Krua), Wongnai.com.

Offline (56 Respondents) : Printed questionnaires were distributed at various residential area in Bangkok including office center, shopping mall and restaurants in high –density locations which cover wide ranges of social-economic statuses, locations and type of residence.

3.4 Data analysis plan

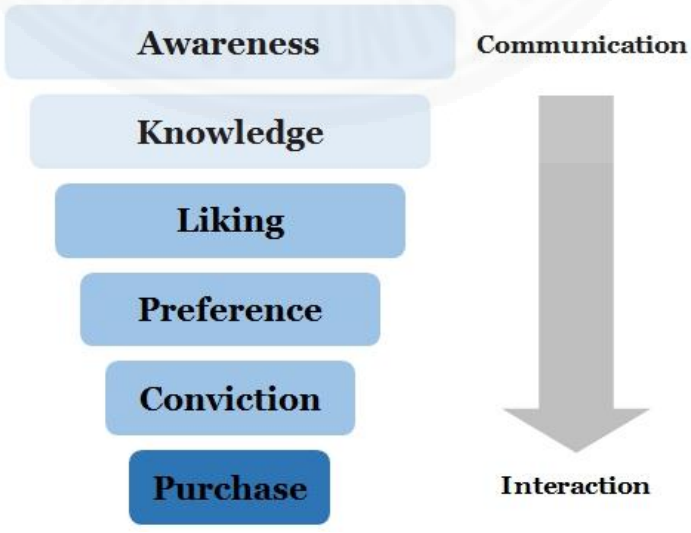
3.4.1 Qualitative data analysis

In order to achieve research purpose, the qualitative data was analyzed and interpreted by using some relevant theory as follow:

3.4.1.1 Hierarchy of effect model

To achieve the research objectives, Hierarchy of effect was selected to perform as a research frameworks. The communication model, found by Lavidge and Steiner (1961) explain how marketing execution affect a consumer's psyche and their buying behavior. In his model, there are five psycho-emotional steps before buying a product (awareness, knowledge, liking, preference, conviction, and finally purchase). The "hierarchy of effects" is a helpful framework for this research due to its capability to identify what the current status of each non-user and user, and how to make them pass on each subsequent step with tailored marketing strategies (Wijaya, 2012)

Figure 3.1 Hierarchy of effect model.



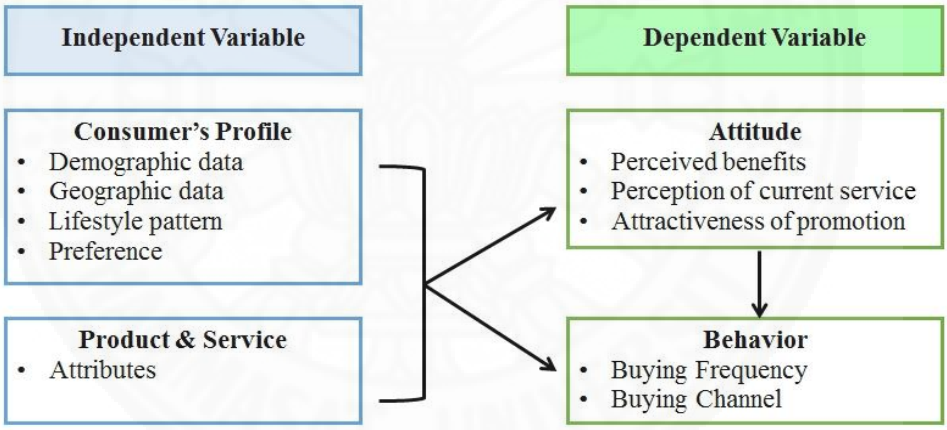
3.4.2 Quantitative data analysis

The data from questionnaires were analyzed by using the Statistical Package for Social Sciences (SPSS), proving demographics of the respondents in terms of frequency distribution, standard deviation, and other statistics. Cross tabulation analysis was carried out to test the relationship between variables. To compare means between 2 sample groups, Independent sample t-tests were performed to test the significance mean differences at significant level of 5% (p-Value <5), 95% confidence level.

3.4.2.1 Conceptual Framework

Relationship between independent variable and dependent variable are shown in figure 3.2.

Figure 3.2 Conceptual framework



3.4.2.2 Variable identification

(1.) Independent Variables

- Consumer's characteristics such as demographic and geographic
- Lifestyles related to dining such as spending, frequency, occasion and channel.
- Personal preference such as eating habits, food style preference.
- Product and service attributes of delivery food

(2.) Dependent Variables

- Perceptions and attitudes toward delivery foods
- Purchasing behavior.

CHAPTER 4
RESEARCH RESULTS AND ANALYSIS

In this study, both exploratory research and descriptive research were conducted. Results and findings from secondary research and in-depth interview were also used to design the questionnaire for the descriptive purpose. The analysis of descriptive research was done by employing statistical analysis in social science (SPSS). The data and results were analyzed and interpreted to achieve the research objectives. The implications of the findings have been analyzed in the next chapter.

4.1 Secondary research finding

4.1.1 Lifestyle trend related to food consumption

According to Euromonitor research of Consumer lifestyle trend in Thailand 2015, Consumers are also increasingly looking for discounts while shopping for food. The market leaders, brands like Pizza Hut and The Pizza Company are still positioned as Value-for money choices. Special promotion, discount and new seasonal menus are still the key marketing executions for customer retention and attention. However, to penetrate food delivery market, the small independent foodservice operators are focusing on healthy-oriented menus, offering rich nutritious ingredients and well-planned daily calorie intake menus, particularly targeting healthy and beauty-conscious consumers. The segment who are attracted to health, fitness and appearance of youthfulness is the Middle youth (aged 30-44), which are also the largest consumer group in 2014 (15.9 million).This group would like to be fit and healthy by eating healthier, consuming more natural and organic food. The Middle youth are tech savvy and time limited, as a result they use many apps for supporting them to own healthy lives (Euromonitor, 2015)

4.1.2 Online shopping and social media trends in Thailand market

Consumers are increasingly shopping via the online channel. This trend has been driven by the value of internet retailing, increasing by 110% between 2009 and 2014. The main factors are greater consumer access to the internet, an improved internet infrastructure and a greater number of local companies adopting an internet

presence. (Euromonitor, 2015). According to a report on Cottoninc.com, 69% of Thai shoppers are more likely to use social media sites as a starting point of online shopping journey. This rate is significantly higher than other global consumers. According to a recent survey by Digital Advertising Association Thailand, (Marketing Oops, 2014), the most popular social media site is Facebook with more than 30 million users now, followed by You Tube (26 million users) Twitter (4.5 million users) and Instagram (1.7 million users). Thai shoppers buy via social media because of convenience, good promotion, and trust of sellers, crowd purchase and recommendations by friends.

4.2 Finding from Exploratory research

From observation and in-depth interview with 10 respondents, findings are analyzed in eight issues which are adoption factors, barrier factor, perceived benefits, consumer need, perceptions toward delivery food, selection criteria, customer satisfaction criteria and potential promotions.

4.2.1 Adoption factors

An understanding of what drive consumers to adopt the delivery food enables food service providers recruit new customers effectively. When comparing lifestyle patterns and behavior toward food consumption between user and non-users, there are 4 key factors that affect to the adoption of food delivery service. While, the non-users have less effects from these following factors.

(1.) Busy Lifestyle

Due to the unbalancing of working and private life, and a time-constrained lifestyle, heavy users are people who keep looking for products or services that minimize the unnecessary time, help complete their routine activities faster and more conveniently without compromise of the high quality of life. So they do not prefer the frozen food or chilled food from convenience stores. 2 RDs stated that the delivery service enable their family have the special gourmet dishes without being out of home.

(2.) Change in living space

Users who live separately from their parent's house or now live in smaller living spaces (e.g. condominium) have difficulty cooking and their space and facilities are often not conductive to cooking. Since they have to prepare their meal by their own, the prefer buying to cooking by themselves. Although they sometimes cook at home, the menus are easy recipes, less ingredients and simple cooking process. By limited conditions, users tend to adopt food delivery service more than people who live with big family or bigger house.

(3.) Specialized Food

Some users seek unique food offered from specialized food companies. This type of food is very difficult to be substituted by other typical companies, for example, *Clean foods* which are crafty cooked with limited calories intake per meal, *Fresh seafood* directly delivered from fisher market, and unique menu from famous local restaurants where the access is difficult or inconvenient for consumers. These users are seeking for convenience food services that help maintain their healthy lifestyle.

(4.) More Incentive comparing to dine-in

Nowadays, there are many pricing promotions for delivery orders especially from fast food chain companies such as buy one get one free, value sets etc. This strategy effectively recruits new customers for fast food restaurants due to customers do not care much about losing dining experiences in those food chain restaurants. While other types of food, consumer still considers the experiences of dining in restaurants and their ambience.

4.2.2 Barriers factors

(1.) High complexity of food experiences

Non-users think that dining is a pleasure experience. They not only enjoy the taste but also the overall experiences through the service and the restaurant's atmosphere. They are aware of the delivery food as only junk food like fried chicken and pizza which are not suitable for pleasure meal.

(2.) No obvious incentive

Some users are unaware of hidden costs when travelling to brick & mortar restaurants. 2 respondents stated that they tend to combine their eating trips with other

activities. For example, not only going to have dinner, but also shopping the grocery items at department stores. Moreover, some non-users undervalue their free time and are not aware of the cost of cooking and cleaning time. In contrast, the delivery fee charged per order is very obvious as a cost to them. They directly perceived as unnecessary cost of their meal.

(3.) Perception toward freshness of food

Some non-users had negative experiences with mushy fried foods or cold and dry food. This problem was mention from all non-users. They perceived that the quality of delivery food is lower than fresh cooked served in the restaurant, So they prefer dine-in to delivery foods.

4.2.3 Benefits of food delivery

(1.) Better time management

Consumers consider the time of preparing, sourcing, and buying foods for their meal. Delivery food helps them avoid wasting that time, and eventually have more leisure time to do other preferable task in their busy lifestyle unnecessarily. A respondent who is young father of two kids prefer order fast food to enjoy Sunday time at their home. While kids are happy with foods, he and his wife can manage their miscellaneous jobs in their home. Moreover, some food delivery service providers also offer *30 min guarantee time* or even take orders 4-5 hours in advance. They think that this feature help them manage time efficiently.

(2.) Saving cost of dining

Users are aware of total travelling expense to the restaurants. Food delivery not only directly helps them save cost of transportation but also reduce cost of wasting free time in traffic congestion in Bangkok. Compared with current delivery fees which are around 40-60 baht, it is still worthwhile for them. However non-users are more flexible to consume alternative food choices such as street food, microwave food in order to save cost and time. They tend to compromise their proper meal with other food choices available and meet their budget.

(3.) Easily selecting the best deal

This benefit is perceived from website channel especially food delivery agencies which are Food Panda, or Chef XP. Consumers think that when they do not

have any particular choice, they can easily found wide range of food and special deals in short time.

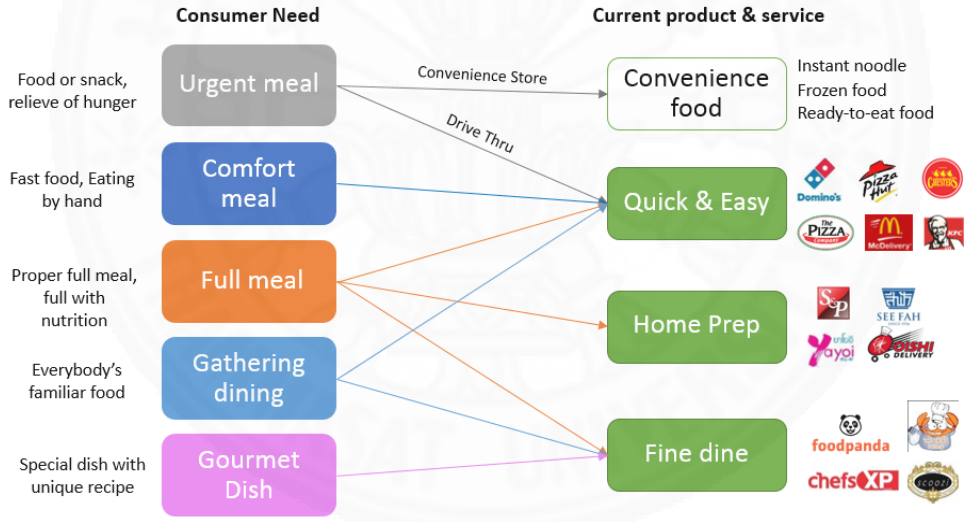
(4.) Pleasure enabling:

Some local famous restaurants have only one branch where the access is difficult and inconvenient to consumers. User who enjoys unique tasty food think that delivery service enables them to have pleasure meal easily.

4.2.4 Consumer needs

Although core value offering of food delivery service is convenience, there are more dimensions of convenience in consumer perception. According to interviews, value of convenience is served for 5 different needs. The figure 4.1 shows relationship of each need and current food service providers.

Figure 4.1 Grouping of the consumer needs and the food service providers.



4.2.5 Perception toward Food delivery brands

Consumers have different perceptions toward service providers in terms of needs and occasions. Based on in-depth interviews, food delivery service providers can be categorized into 3 major groups which are the following

(1.) Quick and Easy: Delivery food from familiar and well known service providers. The style of food tends to be fast food which everybody has ever experienced with. So consumers can select each menu easily.

(2.) ***Home-Prep:*** Food service operators who typically offer a set meal for one serving. The food style tends to be Thai or Japanese, offered in wide variety of familiar menu. Food products and services in this group are perceived as nutritious and healthy meals, "like home-cooked".

(3.) ***Fine Dine:*** Food service providers who are keen on a special recipe or gourmet dish for special occasions. Their menus tend to be unique and original. Most of them are independent local restaurants.

When asking about values and benefits which consumers receive from each type of delivery food providers, respondents have different perceptions and expectations of each group. Figure 4.2 shows the relationship between value perception, expectation and type of service providers. Consumers think *the Fine Dine* group provides them the premium of dinning at home, and was expected for uniqueness of food. The quick and Easy group provides the economical meal, and was expected for familiarity menu.

Figure 4.2 Relationship between value perceptions and expectations among food service types.

Details of each type of group are provided in the following table, Table 4.1.

Table 4.1 Grouping of existing delivery food service by perceived values

Current perception	Expectation
"Quick & Easy"	
▪ Quick meal or late night meal ▪ Suitable for with all groups of people, good choice for party time ▪ Junk/unhealthy food, low nutrition ▪ Low risk, high consistency of taste and quality ▪ Reasonable price	▪ Delivery within 30-45 min ▪ Reliable of quality and time ▪ New menu offering ▪ Price promotion: discount, coupon, bundle price ▪ Cheap delivery fee ▪ Customized set with bundle price

"Home-prep"	
▪ Bento style, full single dish for complete meal ▪ Nutritious and healthy ▪ Fresh cooked with less food preservatives, like homemade food ▪ Unique taste and menu ▪ Premium price	▪ Delivery within 30-45 min ▪ Freshness and taste should be equal to dine-in dish ▪ Price promotion: free side dish, top-up discount, volume discount
"Fine dine"	
▪ Variety of type of food cuisine esp. International cuisine ▪ Specialized menu with unique taste ▪ Suitable for special occasion or planned meal. ▪ High risk, unfamiliar with taste and quality. ▪ Premium price	▪ Should be delivery within 60-90 min ▪ Premium quality as promise ▪ Legendary menu, rare to find in neighboring area.

4.2.6 Selection Criteria

Factors that users are used to considering when making an order are styles of foods, budget, delivery time, needs of meal, variety of menu and service process.

(1.) Budget: Most users have already estimated their budget before making an order. They tend to order more enough to cover with delivery fee, but not too high as restaurant dine –in.

(2.) Delivery Time: Some: users check the delivery time first before making order, and they may switch to another brands if the waiting time to too long.

(3.) Type of food: Consumers have different preferred styles of food. Some users order only one type of food (e.g. Pizza)

(4.) Need of meal: Based on the need for a particular meal, consumers select different delivery foods that fulfill their need the best. For example, when they need a full meal, consumer tends to order foods from the *Home-prep* group.

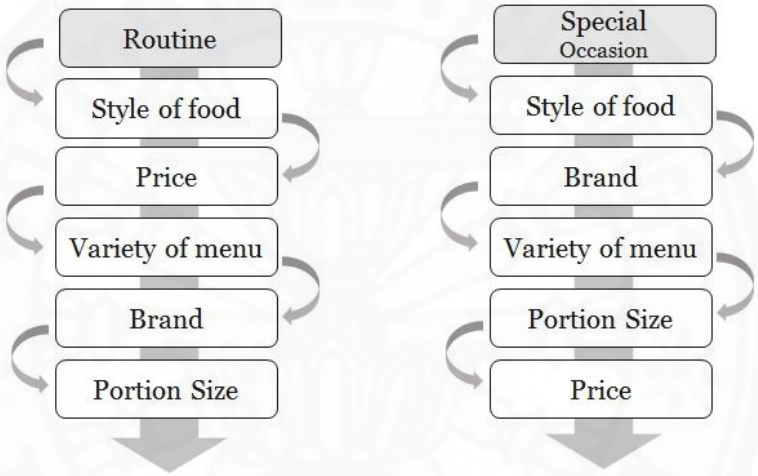
(5.) Service process: All service process, e.g. information search, making an order and received the food, should be well-prepared, simple and quick.

(6.) Variety of menu: They consider the variety of main dish, side dish and appetizers. Varieties of flavor or topping are also attractive to consumers.

(7.) Portion size: Serving size should be flexible and applicable to many occasions.

To understand the sequential thought when consumers are making decision, Consumer Decision Tree were used as framework to analyze. According to in-depth interviews, CDT can be constructed for two occasions which are Routine occasion and Special occasion. Figure 4.3 shows the order of each factor they considered respectively.

Figure 4.3 Consumer Decision journey diagram



4.2.7 Customer Satisfaction criteria

Both non-users and users evaluate their satisfaction toward food delivery service based on some criteria. However, the important level of each criteria are different across user groups and types of service provider.

(1.) Short Delivery time: The standard time is 30 minutes and the maximum time is 90 minutes.

(2.) Punctuality: Consumers should get their food right on time as company's promise.

(3.) Precise information: Promotions and conditions should be clearly stated.

(4.) Variety of menu : Offer wide variety of menu or/and various types of cuisine, for example Thai, Italian, Japanese cuisine

(5.) User interface design: All visualization should be easy to understand and user friendly. Clearly a photo of each menu should be shown especially unique menu from local restaurants.

(6.) Shorter process/steps to make an order: The less steps to make an order, the more satisfaction consumers report.

(7.) High responsiveness: Consumers feel good if they can directly contact to company and get quickly responses. This also leads to the assurance and reliability.

(8.) Professional: This criteria tend to relevant to mistakes occur along service process, such as a delayed delivery. Company should actively communicate with customer as soon as possible. Consumers expect systematical *error correction* protocol.

4.2.8 Potential Promotion

(1.) Promotion for recruitment new customer

For *Quick & Easy meal* group, both users and non-users seek for monetary promotion, for example, 30-50% discount, buy 1 get 1 free, or bundle price package. However, when consumers would like to have *Home-prep* and *Fine-dine* meal, they expected about some returning or rewarding once their spending is high enough. Promotion they are looking for are, for example, top up discount or free side dish.

(2.) Promotion for order activation

The price discount is the common practice in this business to increase repeat order. However, the royalty program, such as collecting the point and credit, were requested by many users due to there is no company offer this promotion. Promotion ideas to increase frequency of purchasing are such as gift rewarding from collected points, buy 10 get one free, order 10 times get the brand collectibles. These promotions not only help activated repurchase, but also impulse consumer increase spending per order as well.

4.3 Result from descriptive research

The scopes of analysis for descriptive research are frequencies, cross-tabulations, means and standard deviations, and mean differences between groups.

The total qualified respondents are 176. The data was analyzed using SPSS statistical software. The statistical test is at significant level of 5%, 95% confidence level.

4.3.1 Demographic Profile

From the data set of 176 respondents, that largest group is female which accounts for 59%. The age groups are quite equally distributed and most respondents are in the age group of 25-34 years old (36%).117 respondents or 67% are employees. 57% of respondents hold a postgraduate degree and 37% hold a bachelor degree. Over the half of respondents (57%) have family size of 3-5 members, followed the size of more than 5 members (23%). The largest frequency of income bracket was the over 65,000 Thai Baht, accounted for 54 respondents (31%), the second largest one is in range of 35,001-45,000 (18%). The type of residence is mostly a single house (60%), followed by Townhouse/Commercial building which accounts for 28%. Around one third of respondents (36%) are living in Middle area of Bangkok, followed by downtown (25%) and the inner area (24%). Over the half of respondents (55%) purchase out-of home food 4 times or more per month. (see Appendix C)

In order to understand the relationship of delivery food frequency by demographic variables, a cross tabulation was performed. There is a weak statistical association between delivery food frequency and gender. (Chi-square = 13.686, $p < 0.05$, Cramer's V = .279).Table 4.2 reveals that Majority of Female (53%) and Male (41%) have relatively high order frequency at 1-3 times per month.

Table 4.2 Cross tabulation of the frequency of delivery food purchase by gender

Variable			Gender		Total
			Female	Male	
Frequncy of Delivery food (Monthly)	<1 time	n	30	24	54
		%	28.6%	33.8%	30.7%
	1-3 time	n	56	29	86
		%	53.3%	40.8%	48.9%
	4-6 time	n	17	7	23
		%	16.2%	9.9%	13.1%
	7-10 time	n	2	10	12
		%	1.9%	14.1%	6.8%
	> 10 time	n	0	1	1
		%	0.0%	1.4%	.6%
Total		n	105	71	176
		%	100.0%	100.0%	100.0%

Chi-square = 13.686, $p < 0.05$, Cramer's V = .279

Not only is gender associated with frequency of delivery food purchase, but also the age, personal income, occupation, education level, the number of household member , living area in Bangkok and the residence type. However, when considering the value of Cramer's V of each relationship, they are less than 0.5, then it can be interpreted that the relationships are statistically weak (see Appendix D).

Over the half of people in age of 18-24 (55%) and an age of 25-34 (54%) have relatively high order frequencies at 1-3 time per month, while consumer in age of 35-45 (52%) tend to order one time per month. (Chi-square = 38.747, $p < 0.05$, Cramer's V = .332). Family with more number of people tends to order more frequently. The majority of family size of 3-5 people and size of more than 5 people tend to order 1-3 time per month, while people living alone or living with another one people tend to order less frequently (Chi-square = 23.275, $p < 0.05$, Cramer's V= .209, see Appendix X)

There is a statistically weak association between the living area and the frequency of delivery food purchase. (Chi-square 29.254, p-Value < 0.05, Cramer's V = 0.235) Table 4.3 shows that 48% of total City Center people order delivery food less than 1 time per month, while most of the Inner (52%), Middle (56%) and Outer (64%) consumers, have relatively high frequency of delivery food purchase at range of 1-3 time per month.

Table 4.3 Cross tabulation of the frequency of delivery food purchase by living area

Variable			Area of Bangkok				Total
			City Center	Inner	Middle	Outer	
Frequency of Delivery food (Monthly)	<1 time	n	21	11	14	9	55
		%	47.7%	26.2%	22.2%	32.1%	31.1%
	1-3 time	n	10	22	35	18	85
		%	22.7%	52.4%	55.6%	64.3%	48.0%
	4-6 time	n	8	9	6	1	24
		%	18.2%	21.4%	9.5%	3.6%	13.6%
	7-10 time	n	5	0	7	0	12
		%	11.4%	0.0%	11.1%	0.0%	6.8%
	> 10 time	n	0	0	1	0	1
		%	0.0%	0.0%	1.6%	0.0%	.6%
Total		n	44	42	63	28	176
		%	100.0%	100.0%	100.0%	100.0%	100.0%

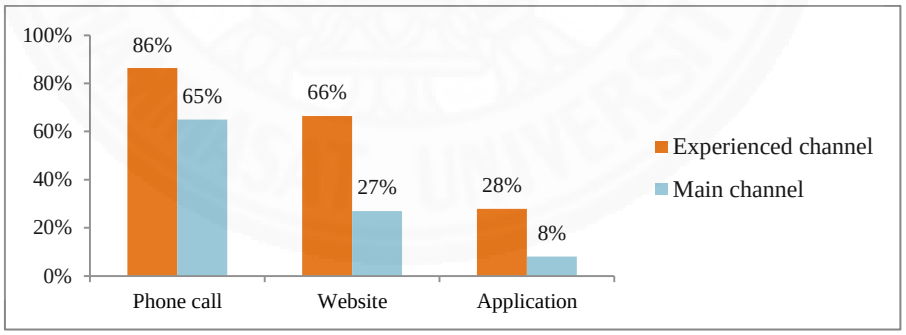
Chi-square = 29.254, $p < 0.05$, Cramer's V = .235

4.3.2 Behavior toward delivery food

Focusing on delivery food, the largest frequency of delivery food purchase is at 1-3 time per month (49%). Half of respondents (50%) normally order a delivery food on weekdays, slightly more than weekends (46%). Dinner is the most often ordered meal (53%), followed by lunch (34%). The largest frequency of average spending per order is 301-450 Thai Baht (35%), followed by a range of 451-600 Baht (28%). The most frequent destination for delivery order is home (94%), and the next is office (Appendix E).

An interesting behavioral finding dealt with the preferred ordering channel. Most of respondents (65%) use the phone call as the main ordering channel, the next is website (27%) and only 8% of current users order via application on mobile phone. Interestingly, when comparing the percentage of experienced channel (or ever used channel) with the current main order channel, it reveals that the frequency of websites heavily drops from 66% to 27%, as well as the mobile application, its frequency decrease from 28% to 8%. The gap between 'experienced channel' and 'main channel' is highest for Application, followed by website (See Figure 4.4).

Figure 4.4 Comparison between the experienced channel and main channel in percentage.



4.3.3 Spending of delivery food

According to Table 4.4, it shows the percentages of delivery food spending per order by living area in Bangkok. Result from cross tabulation show a statistically weak association between these variables (Chi-square 53.283, p-Value < 0.05, Cramer's V = 0.317). Half of City center consumers have spending around 301-450 Thai Baht, while the majority of the inner (39%) and the outer area (34.5%) have

relatively higher frequency at spending range of 451-600 Baht. The majority of middle consumers (39%) tend to spend at higher range; 601-750 Baht or more.

Table 4.4 Cross tabulation of delivery food spending per order by living area.

Variables			Living Area in Bangkok				Total
			Citycenter	Inner Area	Middle area	Outer Area	
Spending of Delivery food per order	< 150 BTH	n	3	0	1	0	4
		%	6.8%	0.0%	1.6%	0.0%	2.3%
	151 - 300 BTH	n	5	4	1	4	14
		%	11.4%	9.8%	1.6%	13.8%	7.9%
	301 - 450 BTH	n	22	9	20	10	61
		%	50.0%	22.0%	31.7%	34.5%	34.5%
	451 - 600 BTH	n	9	16	15	10	50
		%	20.5%	39.0%	23.8%	34.5%	28.2%
	601 - 750 BTH	n	0	2	22	3	27
		%	0.0%	4.9%	34.9%	10.3%	15.3%
	> 750 BTH	n	5	10	4	2	21
		%	11.4%	24.4%	6.3%	6.9%	11.9%
Total		n	44	41	63	29	177
		%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square 53.283, p-Value < 0.05, Cramer's V = 0.317

The residence type is also associated with spending of delivery food. According to cross tabulation result, it reveals an weak relationship, Chi-square 36.663, p-Value <0.05, Cramer's V =0.303). Consumers who live in single house tend to have wider and higher spending range, while majority of users living at condominium, apartment, townhouse or commercial building tend to have spending at 301-405 Thai Baht.

Table 4.5 Cross tabulation of delivery food spending per order by residence type.

Variables			Residence type			Total
			House	Condo/ Apartment	Townhouse/ Commercial Bld	
Spending of Delivery food per order	< 150 BTH	n	0	0	4	4
		%	0.0%	0.0%	8.0%	2.2%
	151 - 300 BTH	n	10	1	4	15
		%	9.3%	4.8%	8.0%	8.4%
	301 - 450 BTH	n	27	9	25	61
		%	25.2%	42.9%	50.0%	34.3%
	451 - 600 BTH	n	31	10	9	50
		%	29.0%	47.6%	18.0%	28.1%
	601 - 750 BTH	n	21	0	6	27
		%	19.6%	0.0%	12.0%	15.2%
	> 750 BTH	n	18	1	2	21
		%	16.8%	4.8%	4.0%	11.8%
Total		n	107	21	50	178
		%	100.0%	100.0%	100.0%	100.0%

Chi-Square 36.663, p-Value < 0.05, Cramer's V = 0.303

4.3.3.1 Need of delivery food

In survey question, respondents were asked the level of agreement toward the statement: "*I normally order delivery food when I need*…. Table 4.6 shows that the need of easy food has the highest mean, followed by meeting food (mean=3.37) and Fresh cooked meal (mean=3.34).

Table 4.6 Frequency table of delivery food needed.

Type of food	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Total	Mean	S.D.
Easy food	2	5	21	110	39	176	4.01	0.75
Snack	35	46	56	38	1	176	2.56	1.05
Fresh cooked	16	26	64	23	47	176	3.34	1.27
Fine Dine	8	61	40	56	10	176	3.00	1.04
Meeting Food	14	23	45	72	22	176	3.37	1.11
Special Food	27	36	70	40	3	176	2.75	1.02

4.3.4 Consumer profile by behavioral segmentation

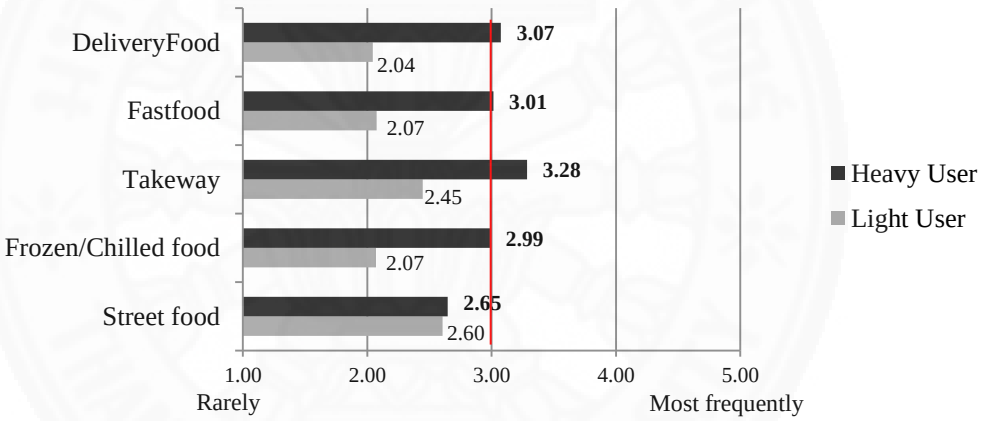
Considering the behavior toward delivery food purchase, users can be divided into two groups which are Light users and Heavy users. Based on the frequency level of delivery food purchase per month, the light users are respondents who order less than 1 time per month, the heavy users order more than 1 time per month. So by behavioral segmentation, there are 54 samples for the light users and 122 samples for heavy users.

4.3.4.1 Demographic of light and heavy users

The majority of each group is female (light = 56%, heavy=61%). Almost half of light users have personal income more than 65,000 Thai Baht, while the income ranges of heavy users are quite fragmented, 24% of them have income more than 65,000 Thai Baht and 21% of them have income in range of 35,001-45,000 Thai Baht. Majority of each group have 3-5 household members (light = 48%, heavy=61%) and live in single house (light = 63%, heavy=59%). However, most of light users (39%) are living in City center area, while most of heavy users (40%) are living in Middle area of Bangkok. (see Appendix F)

Light users (61%) tend to buy out-of-home food 1-3 times or less per month. Heavy users (41%) tend to buy those foods at 4-6 times monthly. According to in-depth interview, there are other 5 types of out-of-home food which consumer purchase in order to eat at home which are fast-food, takeaway food from local restaurants, frozen/chilled food from convenient stores and street food from neighboring area. Figure 4.5 shows buying frequency score of each type in each segment. For heavy users, takeaways food has the most frequency score (Mean=3.28), delivery food is the following as second (Mean=3.07). However, the light users frequently buy street food at the most of time (M=2.60) and tend to buy delivery food at the least frequency (M=2.04).

Figure 4.5 Rating frequency score toward each type of Out-of-home food

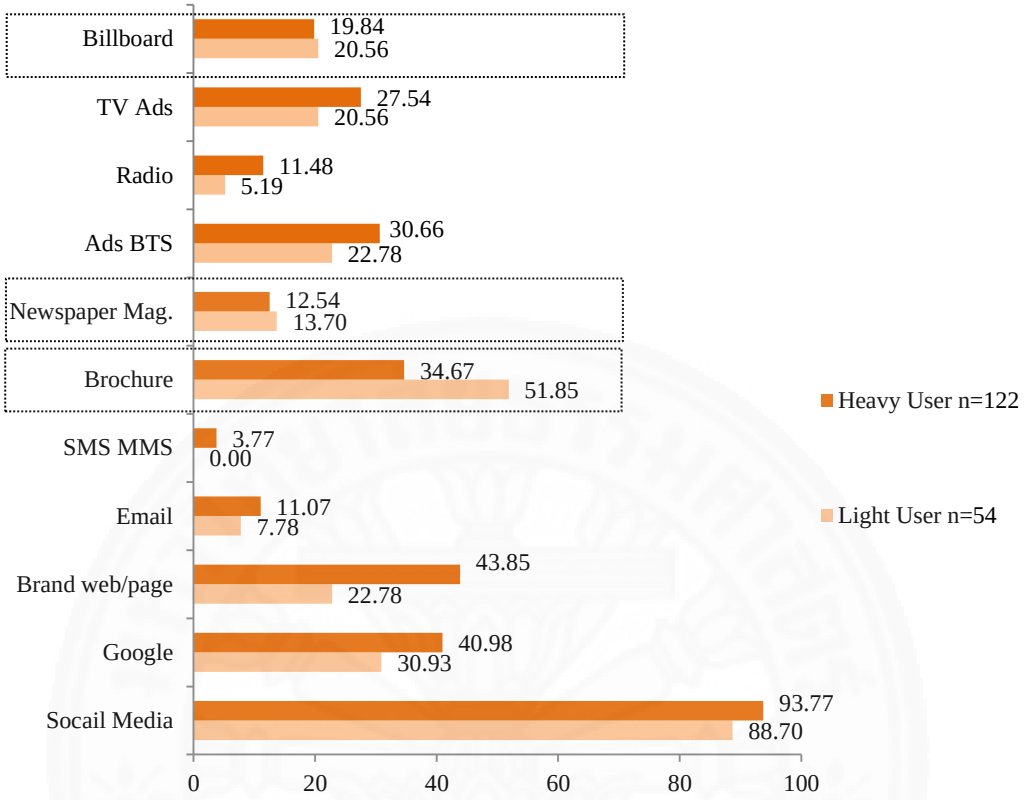


4.3.4.2 Behavior toward delivery food

More than half of light users tend to order delivery food for lunch (52%), on weekdays(52%), while nearly 60% of heavy users prefer order for dinner on both weekdays and weekends. Most of each group spend on delivery food per order in range of 301-450 Thai Baht.(see Appendix G)

Considering media channel as the source of food information (Figure4.6), both groups have highest frequency in social media. Heavy users have higher frequency than light users in almost every channels, except 3 sources which are brochure, newspaper, billboard. No light users update information by SMS or MMS.

Figure 4.6 Frequency of media channel usage between light and heavy users in percentage



4.3.4.3 Need of delivery food

According to results in table 4.7, both light and heavy users need the easy food when order delivery food at the most of time (L=3.78, H=4.11).The next type of food for light users is meeting food (mean=3.63), while for heavy users prefer the fresh cooked food (mean=3.34). In order to compare the sample mean between groups, the independent sample t-test was conducted. There are significant mean differences between light and heavy user in three types of need toward delivery food which are the need of easy food, snack and meeting food (p-Value <0.05). From table 4.7, heavy users (H) have higher mean than light user (L) in term of easy food (H=4.11, L=3.78) and snack (H=2.70, L=2.27). However, light users have higher mean in term of meeting food than heavy users (H=3.25, L=3.63)

Table 4.7 Summary of mean comparison between light and heavy user toward need of food type

Type of Need toward food	Light (n=54)	Heavy (n=122)	t-test for Equality of Means			Interpretation
	Mean (S.D.)	Mean (S.D.)	Mean Difference	t	p-Value	
Easy food	3.78(0.83)	4.11(0.69)	-0.33	-2.79	.006	S
Snack	2.27(0.97)	2.70(1.06)	-0.43	-2.53	.012	S
Fresh cooked	3.35(1.41)	3.34(1.20)	0.01	0.05	.958	NS
Fine Dine	2.89(0.98)	3.05(1.07)	-0.16	-0.91	.364	NS
Meeting food	3.63(0.73)	3.25(1.22)	0.38	2.53	.012	S
Special food	2.72(1.00)	2.77(1.04)	-0.05	-0.30	.768	NS

4.3.5 Perceived benefits of delivery food

The benefit of saving overall time is the most preferable benefits for both groups, according to its highest mean (L=4.44, H=4.36). The following valuable benefits are the ability to have a meal in urgent occasion ((L=4.07, H=4.25) and helping manage time better (L=3.25, H=3.60).

To examine the differences between two groups in term of perceived benefit from delivery food, the independent sample t-test was performed. Table 4.8 shows that there are statistically significant differences between sample mean of light and heavy users in six benefits (p-Value <0.05, 95% confident level) which are saving cost(L=2.02, H=2.28), having more leisure time(L=3.52, H=4.10), reducing food inventory (L=3.01, H=3.29), convenience to select food menu(L=2.78, H=3.24), ability to access the unique food (L=2.74, H=3.21) and lastly, reducing time to sourcing for a meal (L=3.12, H=3.53). Interestingly, heavy users have higher mean in all six benefits.

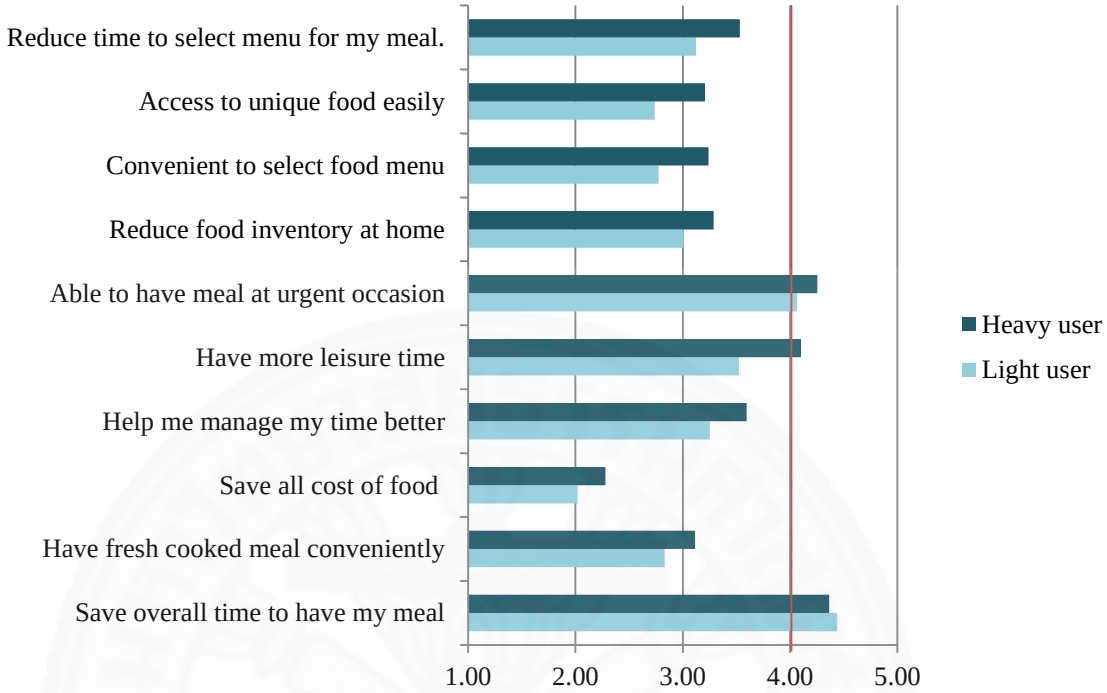
Table 4.8 Summary of mean comparison between light and heavy user toward benefits

Perceived benefits of delivery food [Q15]	Light User (N=54)		Heavy User (N=122)		t-test		Interpretation
	Mean	S.D.	Mean	S.D.	t	p-Value	
Save overall time to have my meal	4.44	0.62	4.36	0.60	0.837	0.403	NS
Have fresh cooked meal conveniently	2.83	1.07	3.11	1.01	-1.840	0.067	NS
Save all cost of food	2.02	0.89	2.28	0.82	-2.096	0.037	S
Help me manage my time better	3.25	1.41	3.60	0.98	-1.784	0.078	NS
Have more leisure time	3.52	1.59	4.10	0.97	-2.723	0.008	S
Able to have meal at urgent occasion	4.07	0.81	4.25	0.67	-1.760	0.080	NS
Reduce food inventory at home	3.01	0.99	3.29	0.91	-2.010	0.046	S
Convenient to select food menu	2.78	1.24	3.24	0.98	-2.673	0.009	S
Access to unique food easily	2.74	1.22	3.21	1.02	-2.900	0.004	S
Reduce time to select menu for my meal.	3.12	0.80	3.53	0.83	-3.347	0.001	S

However, to identify what benefits are significantly important to each group, a value of four in the 1-5 Likert scale was selected to be the cut off value. One sample t test was conducted, using test value at four and consider sig. (one-tailed). If the p-Value is less than 0.05, the null hypothesis is rejected which means the observed value is more than four.

For heavy users, there are two benefits that have positive mean differences and sig.(one-tailed) is less than 0.05; saving time (mean=4.36) and having a meal on urgent occasions (mean=4.25). So it can be interpreted that the sample means of those benefits are significantly more than test value. While for light users, there is only one benefit, saving time (mean=4.44), which has positive mean difference and sig.(one-tailed) is less than 0.05. (see Appendix H).

Figure 4.7 Bar chart shows level of perceived benefits



4.3.6 Purchasing factors

For the important level of factor considered to buy delivery food, the top three important factors for light users are ‘simple and convenient ordering process (mean=4.48), worthy promotion (mean=4.41) and good taste (mean=4.41). For heavy users, the most three important factors are the good taste (mean=4.44), the simple and convenient ordering process (mean=4.42) and freshness of food (mean=4.39). More overs, each group has different mean toward some factors.

Table 4.9 shows the statistical test results which can be interpreted that sample means of light and heavy users are significant different in four factors which are the fast delivery time (L=3.90, H=4.19), high variety of menu (L=3.71, H=3.95), good service from staff (L=4.07, H=3.89) and uniqueness of menu (L=2.87, H=3.09). Light users have higher sample mean in only one factor, which is Good service from staff (mean=4.07)

Table 4.9 Summary of mean comparison between light and heavy user toward purchasing factor.

Important level of each purchasing factor [Q16]	Light User (N=54)		Heavy User (N=122)		t-test		Interpretation
	Mean	S.D.	Mean	S.D.	t	p-Value	
Fast delivery time	3.90	0.78	4.19	0.63	-2.872	0.005	S
High variety of menu	3.71	1.09	3.95	0.64	-1.692	0.170	S
Delivery fee	4.06	0.85	3.99	0.82	0.536	0.592	NS
High brand awareness and familiarity	4.01	1.00	3.95	0.75	0.451	0.653	NS
Nice photo of food	3.09	1.11	3.08	0.96	0.109	0.913	NS
Good service from staff	4.07	0.88	3.89	0.83	0.324	0.020	S
Uniqueness of menu	2.87	1.08	3.09	0.82	-1.414	0.046	S
Good taste	4.41	0.77	4.44	0.63	-0.324	0.746	NS
Many payment methods	3.80	1.02	3.60	0.90	1.372	0.172	NS
Freshness of food	4.29	1.02	4.39	0.72	-0.654	0.515	NS
Simple and convenient ordering process	4.48	0.77	4.42	0.66	0.584	0.560	NS
Worthy promotion	4.41	0.85	4.28	0.89	0.987	0.325	NS
High variety promotion	4.34	0.92	4.25	0.97	0.655	0.513	NS
Well-known/Famous brand	3.87	0.91	3.79	0.76	0.683	0.495	NS

In order to identify the important factors for purchasing, one-sample t-test (one tailed) was also conducted using test value of 4. The results are shown in figure 4.8 below. It can be interpreted that there are five important purchasing factors consider by both light and heavy users which are Good taste (L=4.41,H=4.44), Freshness of food (L=4.29,H=4.39), Simple and convenient ordering process (L=4.48, H=4.42), Worthy promotion (L=4.41, H=4.28) and High variety of promotion (L=4.34,H=4.25). However, the heavy users have an additional one factor, Fast delivery time (mean=4.19) see Appendix I.

4.3.7 Evaluation toward current service

Respondents were asked to rate the performance or current delivery service. The simple and convenient ordering process was evaluated the best among other aspects (L=4.13, H=4.16) and was the only one attribute that has mean score significantly more than four (see Appendix I). The following best attribute is the fast delivery time for light users (mean=3.92), while heavy users evaluated the fame of brand as second aspect. It is interesting that the worst mean score is of the uniqueness of menu for both groups. From the statistic test, it shows that there are significant differences of

sample mean between light and heavy users, in four issues which are High variety of menu (L=3.75, H=3.98), Delivery fee (L=3.73, H=3.44), Uniqueness of menu (L=2.75, H=3.00), and Payment methods (L=3.43, H=3.70). Interestingly, heavy users have higher means in all four aspects, see detail in table 4.10.

Figure 4.8 Bar chart shows important level of purchasing factors

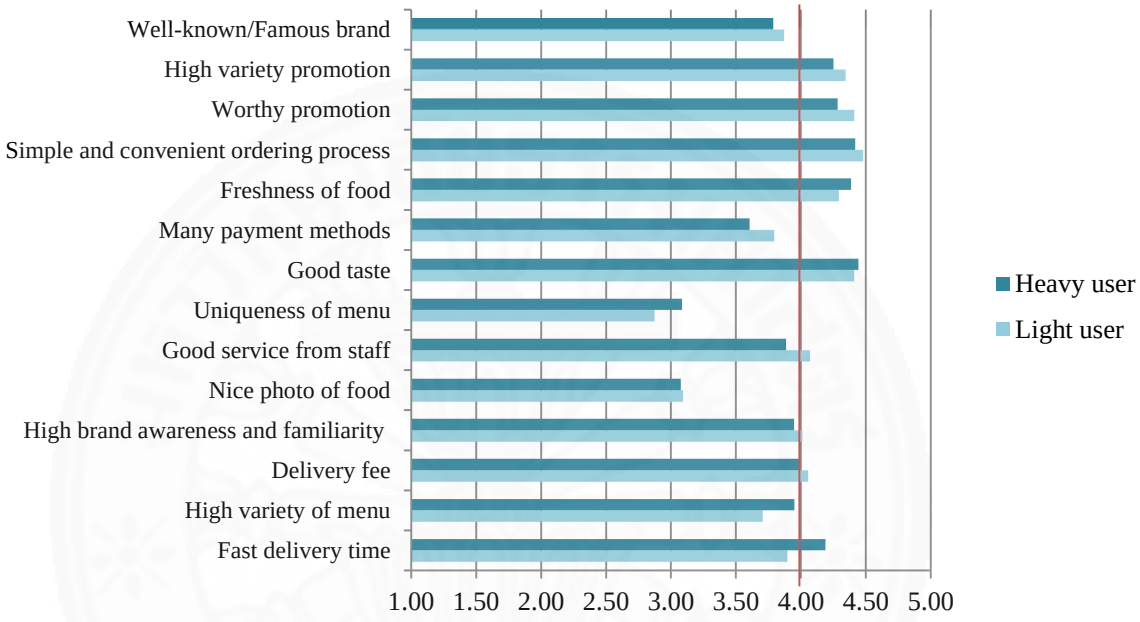


Table 4.10 Summary of mean comparison between light and heavy user toward current delivery food evaluation.

Evaluation of current service providers [Q19]	Light User (N=54)		Heavy User (N=122)		t-test		Interpretation
	Mean	S.D.	Mean	S.D.	t	p-Value	
1.Fast delivery time	3.922	0.774	3.825	0.698	0.901	0.369	NS
2.High variety of menu	3.748	0.847	3.980	0.549	-2.031	0.045	S
3.Delivery fee	3.731	1.043	3.438	0.795	2.014	0.047	S
4.High brand awareness and familiarity	3.764	0.789	3.938	0.812	-1.442	0.151	NS
5.Nice photo of food	3.664	0.785	3.856	0.810	-1.598	0.112	NS
6.Good service from staff	3.772	0.634	3.602	0.628	1.809	0.072	NS
7.Uniqueness of menu	2.746	0.827	2.998	0.810	-2.076	0.039	S
8.Good taste	3.816	0.752	3.960	0.649	-1.333	0.185	NS
9.Many payment methods	3.434	0.850	3.701	0.878	-2.058	0.041	S
10.Freshness of food	3.902	0.854	3.967	0.827	-0.525	0.600	NS
11.Simple and convenient ordering process	4.132	0.717	4.163	0.655	-0.307	0.759	NS
12. Worthy promotion	3.623	0.694	3.774	0.827	-1.281	0.201	NS
13. High variety promotion	3.607	0.696	3.703	0.887	-0.773	0.441	NS
14. Well-known/Famous brand	3.835	0.717	4.010	0.565	-1.740	0.085	NS

4.3.8 Promotion evaluation

Both of light and heavy users have the most highly interested in ‘Buy one get one free’ promotion (L=4.46, H=4.42, see Appendix J). The next attractive promotions for light users are ‘guaranteed delivery time (mean=4.05) and ‘economical menu set’ (mean=3.93). For heavy users, the economical menu set was ranked as second (mean=3.96), followed by ‘no delivery fee’ (mean=3.88). The least attractive promotion for light users is point collection (mean=3.21), and cross selling for heavy users (mean=3.36) However, when comparing sample means between light and heavy users, there are significant differences of only two promotions which are ‘guaranteed delivery time’ and ‘point collection to get rewards’(see table 4.11)

Table 4.11 Summary of mean comparison between light and heavy user toward promotion

Attractiveness of Promotion [Q17]	Light User (N=54)		Heavy User (N=122)		t-test		Interpretation
	Mean	S.D.	Mean	S.D.	t	p-Value	
Buy one get one free	4.46	0.64	4.42	0.62	0.389	0.698	NS
No delivery fee	3.65	0.80	3.88	0.86	-1.833	0.068	NS
Gauranteed delivery time	4.05	0.63	3.58	0.86	4.451	0.000	S
Price discount	3.85	0.65	3.87	0.74	-0.167	0.868	NS
Premium gift or giveaway food	3.53	0.89	3.50	0.95	0.256	0.798	NS
Economical menu set	3.93	0.78	3.96	0.98	-0.243	0.808	NS
New menu of the month	3.64	0.96	3.57	0.93	0.544	0.587	NS
Point collection and get rewards	3.21	0.75	3.61	0.96	-3.318	0.001	S
Cross selling with other brands	3.28	0.98	3.36	0.92	-0.576	0.565	NS

CHAPTER 5

CONCLUSIONS AND MANAGERIAL IMPLICATIONS

This study has provided an in-depth analysis of the proposed variables which are demographic, geographic, psychographic and behavioral variables. The key triggers and barriers which affect the consumer adoption, were derived from qualitative data collection methods, as well as value perception toward delivery food. Finally, the quantitative data from 176 respondents was statistically analyzed and tested.

5.1 Conclusion

The factors that drive consumer to adopt delivery foods are time-constraint lifestyle, changing in living pattern, the new trend of specialized healthy food combined with more incentives offered from the food business competitors. However, there are some groups of people who are still concerned about dining experiences and the restaurant atmosphere, the quality of delivery and the comparative price of delivery food. These barriers are able to be tackled by pointing out the perceived benefits which are the better time management, total cost saving, conveniently selecting the best deal and ,lastly, enhancing the pleasure of dining at home. Consumers are able to have many diverse needs toward food, which are the need of urgent meal, comfort meal, full meal, gathering dining and gourmet dish. Consequently, the different needs lead to different values expected toward each group of food delivery service providers, which are categorized into three groups; Quick & Easy, Home prep and Fine dine.

Based on the statistical test in this study, the demographic variables which are gender, personal income and education level have significantly weak relationship with frequency of delivery purchase and spending per order. The younger group, aged 18-34 years old, tend to purchase more frequently as well as the people who live in the middle and outer area of Bangkok. Consumers tend to order delivery food to fulfill the need of easy food, gathering meal and fresh cooked proper meal respectively at the most of time. According to behavioral segmentation in this study, the light user

considers other food choices which are street food in their neighboring area and takeaway meal as the first alternatives. Although light users value on the benefit of saving time, they are aware of delivery food in case of urgent time. The data analysis reveals that heavy users consider the benefits toward time in complex dimensions which are the better time management and having more leisure time. When considering the purchasing factors, there are some good signs for delivery food providers because the heavy users focus on the aspects related to product and service quality (good taste, freshness, easy ordering process), not about the price or promotion. Despite, the delivery food was basically served for convenience purpose, the convenience term in nowadays is shifted and evolved in the context meaning. Not only are the quick and easy choices consumers are looking for, but also the high quality and with superior benefits.

5.2 Business implication

The analysis results provide interesting findings which are beneficial to delivery food service providers operating in Bangkok in two business implications.

5.2.1 To convert the light users to heavy users

Instead of recruiting the new customer, the light users who currently adopt product and services should be more focused since it requires less investment, comparing with recruiting new customers. The data suggested that the light user groups are aware of benefits in term of saving time, ability to have urgent meal and allowing them to have more leisure time resulting from not cooking a meal by themselves. Besides, they tend to consider delivery food to fulfill need of easy food and gathering food. These benefits and need types should be emphasized through brand communication.

In term of purchasing factors, the light users weigh importance highly on the simple and convenient ordering process, worthy promotion, good taste and high variety of menu. Nevertheless, the evaluation score of those factors are still needed to be improved because the mean scores are still less than four. The data shows that they

are interested in buy one get one free and economical menu set rather of than other promotions.

5.2.2 To retain the current users and increase spending of current users

Heavy users need the delivery of food as easy food and fresh cooked meal. Like the light user, saving time, ability to have a meal in urgency and having more leisure time are aware of as the benefits. Nevertheless, their purchasing factors are focused on good taste and freshness of food. Promoting the high quality of delivery food, improving the fast delivery time and increasing the variety of menu potentially increase their spending. Consumers who do not compromise with high quality of well-being tend to be the most potential target of delivery food since this service helps support them to maintain well-balance lifestyle. Potential promotion are not only the buy one get one free and the economical menu set, but also the free of delivery charge.

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APPENDIX A

RESPONDENT PROFILE IN THE DEPTH INTERVIEW

Non-Users	
 **Name :** Suttina **Age:** 24 **Status :** Single **Occupation:** Sale executive **Personal Income:** 40K **Household Income:** 100K **Residence:** Single home **Brand:** Pizza Company, Oishi, KFC	 **Name:** Sirilux **Age:** 29 **Status:** Single **Occupation:** Marketing Manager **Personal Income:** 48K **Household Income:** 250K **Residence:** Townhome **Brand:** Pizza hut, KFC, Mc Donald
 **Name:** Tanakorn **Age:** 35 **Status :** Married **Occupation:** Business owner **Personal Income:** 65K **Household Income:** 150K **Residence:** Single home **Brand:** Domino, Sri-Fah, Foodpanda	 **Name:** Pornpimon **Age:** 38 **Status:** Married **Occupation:** Director **Personal Income:** 70K **Household Income:** 200K **Residence:** Townhome **Brand :** S&P, Oishi, Domino
Heavy Users	
 **Name:** Prompan **Age:** 28 **Status:** Single **Occupation:** Senior Accountant **Personal Income :** 40K **Household Income :** 150K **Residence:** Single home **Brand:** Foodpanda, Scoozi	 **Name:** Nuttvadee **Age:** 25 **Status:** Single **Occupation:** Client service **Personal Income:** 35 K **Household Income:** 200K **Residence:** Condo **Brand:** The pizza company, KFC
 **Name:** Saran **Age:** 31 **Status:** Married **Occupation:** Senior Manager **Personal Income:** 70K **Household Income:** 250K **Residence:** Condo **Brand :** Chester grill, JQ, Chef XP	 **Name :** Jatupoom **Age:** 31 **Status :** Single **Occupation:** Senior Manager **Personal Income :** 120K **Household Income :** 120K **Residence:** Condo **Brand :** Pizza hut, Food panda
 **Name :** Jakra **Age:** 36 **Status :** Married **Occupation:** Business owner **Personal Income :** 70K **Household Income :** 150K **Residence:** Single home **Brand :** Pizza hut, KFC, Domino	 **Name :** Jakra **Age:** 42 **Status :** Married **Occupation:** Director **Personal Income :** 85K **Household Income :** 300K **Residence:** Condo **Brand :** Foodpanda, JQ

APPENDIX B

QUESTIONNAIRE

Survey of Behavior and Attitude toward Delivery food

PART A : Screening

* 1. What is your age ?

- ◯ Less than 18 (End of questionnaire)
- ◯ 18- 24
- ◯ 25- 34
- ◯ 35- 45
- ◯ More than 45 (End of questionnaire)

* 2. Do you currently live in Bangkok or vicinity at least 1 year?

- ◯ Yes
- ◯ No (End of questionnaire)

* 3. Have you ever ordered delivery food in the past 6 months?

- ◯ Yes
- ◯ No (End of questionnaire)

* 4. Do you decided and make an order for delivery food by yourself?

- ◯ No (End of questionnaire)
- ◯ Yes

* 5. IN the past 6 months, how often did you buy this followings types of food?

	Very rarely	Rarely	Occasionally	Frequently	Most frequently	Never buy this type of food
Street food from foodstall nearly your house	◯	◯	◯	◯	◯	◯
Frozen food, Chilled food	◯	◯	◯	◯	◯	◯
Takeaway food, ordered from your favorite restaurants	◯	◯	◯	◯	◯	◯
Fast food	◯	◯	◯	◯	◯	◯
Delivery food	◯	◯	◯	◯	◯	◯

* 6. From question 5, in an average month, how many time do you buy those foods in per month ?

- ◯ less than 1 time per month
- ◯ 1-3 times per month
- ◯ 4-6 times per month
- ◯ 7-10 times per month
- ◯ More than 10 times per month

* 7. What are the destination place(s) for your delivery food?

- ☐ Your home / living
- ☐ Office
- ☐ University,School
- ☐ Other, please specify

* 8. For delivery food purchase, how many time do you order an delivery food averagely ?

- ◯ Less than 1 time per month
- ◯ 1-3 time per month
- ◯ 4-6 time per month
- ◯ 7-10 time per month
- ◯ More than 10 time per month

* 9. Which meal of the day do you normally order the delivery food?

- ◯ Breakfast
- ◯ Lunch
- ◯ Dinner
- ◯ Supper
- ◯ Between meal, Break time

* 10. Which day of the week do you normally order delivery food?

- ◯ Monday- Friday
- ◯ Saturday-Sunday
- ◯ Holiday or Long Weekends

* 11. Averagely, how much of your spending for delivery food per order?

- ◯ Less than150 BTH per order
- ◯ 151 - 300 BTH per order
- ◯ 301 - 450 BTH per order
- ◯ 451 - 600 BTH per order
- ◯ 601 - 750 BTH per order
- ◯ More than 750 BTH per order

* 12.

Do you agree with these following statements ?
I normally order delivery food when I want to eat....

	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
Easy food	◯	◯	◯	◯	◯
Snack or light meal	◯	◯	◯	◯	◯
Fresh cooked food	◯	◯	◯	◯	◯
Finely gourmet foods	◯	◯	◯	◯	◯
Food for meeting or partytime	◯	◯	◯	◯	◯
Special food from famous restaurants	◯	◯	◯	◯	◯

13. What are channels which you have ever order delivery food?

- ☐ Phone call
- ☐ Website
- ☐ Mobile application

14. What is the MAIN channel which you order delivery food ?

- ◯ Phone call
- ◯ Website
- ◯ Mobile application

* 15.

Do you agree with these following benefits of Delivery food ?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Save overall time to have my meal	◯	◯	◯	◯	◯
Enable me to have fresh cooked meal conveniently	◯	◯	◯	◯	◯
ประหยัดค่าใช้จ่ายโดยรวมในมื้อนั้นๆ	◯	◯	◯	◯	◯
Help me manage my time better	◯	◯	◯	◯	◯
Have more leisure time, resulting from not wasting it for cooking.	◯	◯	◯	◯	◯
Able to have meal at urgent occasion	◯	◯	◯	◯	◯
Reduce food inventory at home	◯	◯	◯	◯	◯
Convenient to select wide variety of food menu	◯	◯	◯	◯	◯
Able to access to unique food from special restaurants	◯	◯	◯	◯	◯
Reduce time to think and select what to have for my meal.	◯	◯	◯	◯	◯

* 16. What are the important level of these following factors which you consider to buy delivery food ?

	Least important	Quite important	Moderately important	Important	Very important
Fast delivery time	◯	◯	◯	◯	◯
High variety of menu	◯	◯	◯	◯	◯
Delivery fee	◯	◯	◯	◯	◯
High brand awareness and familiarity	◯	◯	◯	◯	◯
Nice photo of food	◯	◯	◯	◯	◯
Good service from staff	◯	◯	◯	◯	◯
Uniqueness of menu	◯	◯	◯	◯	◯
Good taste	◯	◯	◯	◯	◯
Many payment methods	◯	◯	◯	◯	◯
Freshness of food	◯	◯	◯	◯	◯
Simple and convenient ordering process	◯	◯	◯	◯	◯
Worthy promotion e.g. discount	◯	◯	◯	◯	◯
High variety promotion applicable to my preference	◯	◯	◯	◯	◯
Well-known/Famous brand	◯	◯	◯	◯	◯

* 17. What are the attractiveness level of these following promotions which can impulse you to buy delivery food ?

	Hardly interesting	Not interesting	Neither	Interesting	Very interesting
Buy one get one free	◯	◯	◯	◯	◯
No delivery fee	◯	◯	◯	◯	◯
Gauranteed delivery time	◯	◯	◯	◯	◯
Price discount	◯	◯	◯	◯	◯
Premium gift or giveaway food	◯	◯	◯	◯	◯
Economical menu set	◯	◯	◯	◯	◯
New menu of the month	◯	◯	◯	◯	◯
Point collection and get rewards	◯	◯	◯	◯	◯
Cross selling with other brands	◯	◯	◯	◯	◯

* 18. In the past 6 months, how often do you order these types of delivery food?

	Very rarely	Rarely	Occasionally	Frequently	Very frequently	Never order this type of food
Delivery service agency : **Food panda, ChefsXP etc.**	◯	◯	◯	◯	◯	◯
Fast food: **Mc Donald , Burger king, KFC, Chester grill etc.**	◯	◯	◯	◯	◯	◯
Pizza : **Pizza Hut ,Pizza Company, Domino Pizza, Scoozi etc.**	◯	◯	◯	◯	◯	◯
Lunch box, Meal set from well know restraurant: **S&P, See-Fah, MK, Yayoi, Oishi** etc.	◯	◯	◯	◯	◯	◯
Special style of food : Seafood, Sushi, Steak from E-commerce food companies	◯	◯	◯	◯	◯	◯
Healthy food from E-commerce food companies	◯	◯	◯	◯	◯	◯

From your past experiences of delivery food purchase,do you agree with these following performance ?

	Strongly disagree	disagree	Neither agree nor disagree	Agree	Strongly agree
Fast delivery time	◯	◯	◯	◯	◯
High variety of menu	◯	◯	◯	◯	◯
Delivery fee	◯	◯	◯	◯	◯
High brand awareness and familiarity	◯	◯	◯	◯	◯
Nice photo of food	◯	◯	◯	◯	◯
Good service from staff	◯	◯	◯	◯	◯
Uniqueness of menu	◯	◯	◯	◯	◯
Good taste	◯	◯	◯	◯	◯
Many payment methods	◯	◯	◯	◯	◯
High Freshness of food	◯	◯	◯	◯	◯
Simple and convenient ordering process	◯	◯	◯	◯	◯
Worthy promotion	◯	◯	◯	◯	◯
High variety promotion	◯	◯	◯	◯	◯
Well-known/Famous brand	◯	◯	◯	◯	◯

* 20. Gender

- ◯ Female
- ◯ Male

21. Marital Status

- ◯ Single
- ◯ Married
- ◯ Divorced

* 22. Personal income (monthly)

- ◯ 15,000 Bth or less
- ◯ 15,001 - 25,000 Bth
- ◯ 25,001 - 35,000 Bth
- ◯ 35,001 - 45,000 Bth
- ◯ 45,001 - 55,000 Bth
- ◯ 55,001 - 65,000 Bth
- ◯ more than 65,000 Bth

* 23. Occupation

- ◯ Business owner
- ◯ Employee
- ◯ Government officer
- ◯ Freelancer
- ◯ College Student
- ◯ Unemployed / Other

* 24. Education Level

- ◯ High school level or less
- ◯ Diploma
- ◯ Bachelor degree
- ◯ Master degree
- ◯ Doctorate degree

* 25. How many people do you currently live with ?

- ◯ Alone
- ◯ 2 persons
- ◯ 3-5 persons
- ◯ More than 5 persons

* 26. Type of your residence

- ◯ Single house
- ◯ Condominium / Apartment / Dorm
- ◯ Townhouse/ Commercial building

* 27. Location of your current residence

- ◯ Inner area of Bangkok e.g. Silom Sathorn Siam
- ◯ Middle area of Bangkok e.g. Lad Prao, Ekkamai, Thonglor
- ◯ Outer area of Bangkok e.g. Bangna, Bang sue, Bang Yai
- ◯ Suburb or Vicinity area

* 28. For the food topics, which channels do you currently used to get updated information and news?

- ☐ Social Media : Facebook , Instagram, Twitter etc.
- ☐ Food review websites: Pantip, Wongnai, Open rice
- ☐ Google
- ☐ Brand official websites or fan page
- ☐ Email
- ☐ SMS , MMS
- ☐ Brochures, leaflet, poster
- ☐ Newspaper, Magazine
- ☐ Ads on BTS skytrain / MRT subway
- ☐ Radio
- ☐ TV ads
- ☐ Billboard

APPENDIX C

FREQUENCY DISTRIBUTION OF DEMOGRAPHIC DATA

N = 176		Count	Percentage
Age	<18	0	0.0%
	18- 24	55	31.3%
	25- 34	64	36.2%
	35- 45	57	32.4%
	>45	0	0.0%
Gender	Female	104	59.2%
	Male	72	40.6%
Personal Income	< 15,000 THB	20	11.1%
	15,001 - 25,000 THB	20	11.1%
	25,001 - 35,000 THB	24	13.6%
	35,001 - 45,000 THB	32	18.4%
	45,001 - 55,000 THB	17	9.5%
	55,001 - 65,000 THB	9	5.2%
	> 65,000 THB	54	30.8%
Occupation	Business Owner	18	10.1%
	Employee	117	66.7%
	Government officers	3	1.6%
	Freelancers	12	6.6%
	Student	23	13.2%
	Others/ Unemployed	3	1.6%
Education level	High School or less	5	2.8%
	Undergraduate	6	3.4%
	Bachelor	66	37.2%
	Postgraduate	99	56.4%
	Doctorate	0	0.0%
Number of household member	1 people	12	6.6%
	2 people	24	13.4%
	3-5 people	100	56.5%
	> 5 people	41	23.4%
Residence type	House	106	60.3%
	Condo/ Apartment	21	11.7%
	Townhouse/ Commercial Bld	49	27.8%
Living Area in Bangkok	Downtown	44	24.7%
	Inner Area	42	23.6%
	Middle area	63	35.7%
	Outer Area	28	15.9%

APPENDIX D

RESULT FROM CROSS TABULATION:

The frequency of delivery food purchase by age, number of household members, residence type, occupation, personal income and education level

Variables			Age			Total
			18- 24	25- 34	35- 45	
Frequency of Delivery food (Monthly)	<1 time	n	5	19	30	54
		%	9.1%	30.2%	51.7%	30.7%
	1-3 time	n	30	34	21	85
		%	54.5%	54.0%	36.2%	48.3%
	4-6 time	n	10	9	5	24
		%	18.2%	14.3%	8.6%	13.6%
	7-10 time	n	10	0	2	12
		%	18.2%	0.0%	3.4%	6.8%
	> 10 time	n	0	1	0	1
		%	0.0%	1.6%	0.0%	.6%
Total		n	55	63	58	176
		%	100.0%	100.0%	100.0%	100.0%

Chi-square = 38.747, p < 0.05, Cramer's V = .332

Variables			No. of Household member				Total
			1 pl	2 pl	3-5 pl	> 5 pl	
Frequency of Delivery food (Monthly)	<1 time	n	7	7	26	14	54
		%	63.6%	29.2%	25.7%	33.3%	30.3%
	1-3 time	n	3	9	50	24	86
		%	27.3%	37.5%	49.5%	57.1%	48.3%
	4-6 time	n	1	8	14	1	24
		%	9.1%	33.3%	13.9%	2.4%	13.5%
	7-10 time	n	0	0	10	2	12
		%	0.0%	0.0%	9.9%	4.8%	6.7%
	> 10 time	n	0	0	0	1	2
		%	0.0%	0.0%	1.0%	2.4%	1.1%
Total		n	11	24	100	41	176
		%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-square = 23.275, p < 0.05, Cramer's V = .209

Variables			Residence type			Total
			House	Condo/ Apartment	Townhouse/ Commercial Bld	
Frequency of Delivery food (Monthly)	<1 time	n	34	5	15	54
		%	31.8%	25.0%	30.6%	30.7%
	1-3 time	n	49	9	28	86
		%	53.0%	45.0%	57.1%	48.9%
	4-6 time	n	17	1	5	23
		%	15.9%	5.0%	10.2%	13.1%
	7-10 time	n	7	5	0	12
		%	6.5%	25.0%	0.0%	6.8%
	> 10 time	n	0	0	1	1
		%	0.0%	0.0%	2.0%	.6%
Total		n	107	20	49	176
		%	100.0%	100.0%	100.0%	100.0%

Chi-square = 18.803, p < 0.05, Cramer's V = .231

Variable			Occupation						Total
			Business Owner	Employee	Government officers	Freelancers	Student	Others/ Unemployed	
Frequency of Delivery food (Monthly)	<1 time	n	4	40	0	8	0	1	53
		%	22.2%	33.9%	0.0%	66.7%	0.0%	33.3%	29.9%
	1-3 time	n	8	52	3	4	18	1	86
		%	44.4%	44.1%	100.0%	33.3%	78.3%	33.3%	48.6%
	4-6 time	n	4	15	0	0	5	0	24
		%	22.2%	12.7%	0.0%	0.0%	21.7%	0.0%	13.6%
	7-10 time	n	2	10	0	0	0	0	12
		%	11.1%	8.5%	0.0%	0.0%	0.0%	0.0%	6.8%
	> 10 time	n	0	1	0	0	0	1	2
		%	0.0%	.8%	0.0%	0.0%	0.0%	33.3%	1.1%
Total		n	18	118	3	12	23	3	177
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square = 57.916 , p-Value <0.05 , Cramer's V = 0.286

Variable			Personal Income							Total
			< 15,000 THB	15,001 - 25,000 THB	25,001 - 35,000 THB	35,001 - 45,000 THB	45,001 - 55,000 THB	55,001 - 65,000 THB	> 65,000 THB	
Frequency of Delivery food (Monthly)	<1 time	n	1	7	7	8	5	1	25	54
		%	5.0%	35.0%	28.0%	25.0%	29.4%	11.1%	45.5%	30.3%
	1-3 time	n	14	6	17	16	6	6	21	86
		%	70.0%	30.0%	68.0%	50.0%	35.3%	66.7%	38.2%	48.3%
	4-6 time	n	5	1	1	3	5	2	7	24
		%	25.0%	5.0%	4.0%	9.4%	29.4%	22.2%	12.7%	13.5%
	7-10 time	n	0	5	0	5	0	0	2	12
		%	0.0%	25.0%	0.0%	15.6%	0.0%	0.0%	3.6%	6.7%
	> 10 time	n	0	1	0	0	1	0	0	2
		%	0.0%	5.0%	0.0%	0.0%	5.9%	0.0%	0.0%	1.1%
Total		n	20	20	25	32	17	9	55	178
		%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square = 53.447 , p-Value <0.05 , Cramer's V = 0.274

Variable			Education level				Total
			High School or less	Undergraduate	Bachelor	Postgraduate	
Frequency of Delivery food (Monthly)	<1 time	n	0	6	17	31	54
		%	0.0%	100.0%	25.4%	31.0%	30.3%
	1-3 time	n	0	0	37	49	86
		%	0.0%	0.0%	55.2%	49.0%	48.3%
	4-6 time	n	5	0	7	12	24
		%	100.0%	0.0%	10.4%	12.0%	13.5%
	7-10 time	n	0	0	5	7	12
		%	0.0%	0.0%	7.5%	7.0%	6.7%
	> 10 time	n	0	0	1	1	2
		%	0.0%	0.0%	1.5%	1.0%	1.1%
Total		n	5	6	67	100	178
		%	100.0%	100.0%	100.0%	100.0%	100.0%

Chi-Square = 47.869 , p-Value <0.05 , Cramer's V = 0.299

APPENDIX E

FREQUENCY DISTRIBUTION OF BEHAVIORAL PROFILE

N = 176		Count	Percentage
Frequency of out of home food purchase	< 1 time/mth	17	9.7%
	1-3 time/mth	47	26.9%
	4-6 time/mth	55	31.5%
	7-10 time/mth	24	13.7%
	> 10 time/mth	32	18.1%
Frequency of delivery food purchase	<1 time/mth	54	30.6%
	1-3 time/mth	85	48.5%
	4-6 time/mth	24	13.4%
	7-10 time/mth	12	6.5%
	> 10 time/mth	1	0.8%
Meal of delivery food	Breakfast	0	0.0%
	Lunch	60	34.2%
	Dinner	93	52.6%
	Supper	22	12.3%
	Snack	1	0.8%
Day of delivery food	Mon-Fri	87	49.5%
	Sat-Sun	80	45.4%
	Holiday	9	4.9%
Monthly Spending of delivery food	< 150 BTH	4	2.2%
	151 - 300 BTH	14	7.8%
	301 - 450 BTH	61	34.8%
	451 - 600 BTH	49	27.9%
	601 - 750 BTH	27	15.5%
	> 750 BTH	20	11.6%
Destination of delivery	Home	165	93.6%
	Office	65	36.7%
	University	10	5.9%
	Other	1	0.4%
Experienced with order channel	Phone	152	86.5%
	Website	117	66.6%
	Application	49	27.8%
Main Channel order	Phone	114	65.0%
	Website	48	27.3%
	App on Mobile	13	7.5%

APPENDIX F

FREQUENCY DISTRIBUTION OF DEMOGRAPHIC PROFILE OF LIGHT AND HEAVY USER

		Light user		Heavy User	
		Count	Column N %	Count	Column N %
Gender	Female	30	55.6%	74	60.7%
	Male	24	44.4%	48	39.3%
PI	< 15,000 THB	1	1.9%	19	15.6%
	15,001 - 25,000 THB	7	13.0%	12	9.8%
	25,001 - 35,000 THB	7	13.0%	17	13.9%
	35,001 - 45,000 THB	8	14.8%	25	20.5%
	45,001 - 55,000 THB	5	9.3%	12	9.8%
	55,001 - 65,000 THB	1	1.9%	8	6.6%
	> 65,000 THB	25	46.3%	29	23.8%
Occupation	Business Owner	5	9.3%	13	10.7%
	Employee	40	74.1%	78	63.9%
	Government officers	0	0.0%	3	2.5%
	Freelancers	8	14.8%	4	3.3%
	Student	0	0.0%	23	18.9%
	Others/ Unemployed	1	1.9%	1	0.8%
Edu.	High School or less	0	0.0%	5	4.1%
	Undergraduate	6	11.1%	0	0.0%
	Bachelor	17	30.7%	49	40.2%
	Postgraduate	31	58.0%	68	55.7%
	Doctorate	0	0.0%	0	0.0%
No. of HH	1 pl	7	13.0%	4	3.3%
	2 pl	7	13.0%	17	13.9%
	3-5 pl	26	48.1%	74	60.7%
	> 5 pl	14	25.9%	27	22.1%
Residence type	Single House	34	63.0%	72	59.0%
	Condo/ Apartment	5	9.3%	16	13.1%
	Townhouse/ Commercial Bld	15	27.8%	34	27.9%
BKK Area	Downtown	21	38.9%	23	18.9%
	Inner Area	11	20.4%	31	25.4%
	Middle area	14	25.9%	49	40.2%
	Outer Area	8	14.8%	19	15.6%

APPENDIX G

FREQUENCY DISTRIBUTION OF BEHAVIOR PORFILE OF LIGHT AND HEAVY USER

		Light user		Heavy User	
		n	Column N %	n	Column N %
Out of home food buying Frequency	< 1 time/mth	17	31.5%	0	0.00
	1-3 time/mth	16	29.6%	31	25.41
	4-6 time/mth	6	11.1%	50	40.98
	7-10 time/mth	2	3.7%	22	18.03
	> 10 time/mth	13	24.1%	19	15.57
Frequency of delivery purchase	<1 time/mth	54	100%	0	0.00
	1-3 time/mth	0	0.0%	85	69.67
	4-6 time/mth	0	0.0%	24	19.67
	7-10 time/mth	0	0.0%	12	9.84
	> 10 time/mth	0	0.0%	1	0.82
Delivery food meal	Breakfast	0	0.0%	0	0.00
	Lunch	28	51.9%	32	26.23
	Dinner	22	40.7%	71	58.20
	Supper	4	7.4%	17	13.93
	Snack	0	0.0%	2	1.64
Order day	Mon-Fri	28	51.9%	60	49.18
	Sat-Sun	21	38.9%	60	49.18
	Holiday	5	9.3%	2	1.64
Spending of delivery per order	< 150 BTH	0	0.0%	4	3.28
	151 - 300 BTH	4	7.4%	10	8.20
	301 - 450 BTH	21	38.9%	40	32.79
	451 - 600 BTH	15	27.8%	34	27.87
	601 - 750 BTH	6	11.1%	22	18.03
	> 750 BTH	8	14.8%	12	9.84

APPENDIX H

SUMMARY OF THE ONE SAMPLE T-TEST OF THE PERCEIVED BENEFITS.

Perceived benefits of delivery food [Q15]	Test Value = 4					
	Light User			Heavy User		
	Mean difference	t	p-Value	Mean difference	t	p-Value
Save overall time to have my meal	0.44	5.21	0.00	0.36	6.65	0.00
Have fresh cooked meal conveniently	-1.17	-7.99	0.00	-0.89	-9.72	0.00
Save all cost of food	-1.98	-16.41	0.00	-1.72	-23.23	0.00
Help me manage my time better	-0.75	-3.90	0.00	-0.40	-4.56	0.00
Have more leisure time	-0.48	-2.21	0.02	0.10	1.16	4.44)
Able to have meal at urgent occasion	0.07	0.61	0.27	0.25	4.20	0.00
Reduce food inventory at home	-0.99	-7.39	0.00	-0.71	-8.69	0.00
Convenient to select food menu	-1.22	-7.25	0.00	-0.76	-8.56	0.00
Access to unique food easily	-1.26	-7.62	0.00	-0.79	-8.62	0.00
Reduce time to select menu for my meal.	-0.88	-8.08	0.00	-0.47	-6.26	0.00

APPENDIX I

SUMMARY OF THE ONE SAMPLE T-TEST OF THE PURCHASE FACTORS

Important level of each purchasing factor [Q16]	Test Value = 4					
	Light User			Heavy User		
	Mean difference	t	Sig. (One-tailed)	Mean difference	t	Sig. (One-tailed)
Fast delivery time	-0.10	-0.97	0.17	0.19	3.28	0.00
High variety of menu	-0.29	-1.99	0.03	-0.05	-0.85	0.20
Delivery fee	0.06	0.48	0.32	-0.01	-0.14	0.44
High brand awareness and familiarity	0.01	0.08	0.47	-0.05	-0.76	0.22
Nice photo of food	-0.91	-6.01	0.00	-0.92	-10.59	0.00
Good service from staff	-0.07	-0.60	0.28	-0.11	-1.51	0.07
Uniqueness of menu	-1.13	-7.69	0.00	-0.91	-12.33	0.00
Good taste	0.41	3.92	0.00	0.44	7.81	0.00
Many payment methods	-0.20	-1.47	0.07	-0.40	-4.87	0.00
Freshness of food	0.29	2.10	0.02	0.39	5.86	0.00
Simple and convenient ordering process	0.48	4.54	0.00	0.42	6.97	0.00
Worthy promotion	0.41	3.56	0.00	0.28	3.50	0.00
High variety promotion	0.34	2.73	0.00	0.25	2.83	0.00
Well-known/Famous brand	-0.13	-1.04	0.15	-0.21	-3.07	0.00

SUMMARY OF THE ONE SAMPLE T-TEST OF THE EVALUATION

Evaluation of current service providers [Q19]	Test Value = 4					
	Light User			Heavy User		
	Mean difference	t	Sig. (One-tailed)	Mean difference	t	Sig. (One-tailed)
Fast delivery time	-0.08	-0.74	0.23	-0.17	-2.77	0.00
High variety of menu	-0.25	-2.19	0.02	-0.02	-0.40	0.35
Delivery fee	-0.27	-1.89	0.03	-0.56	-7.79	0.00
High brand awareness and familiarity	-0.24	-2.19	0.02	-0.06	-0.85	0.20
Nice photo of food	-0.34	-3.14	0.00	-0.14	-1.97	0.03
Good service from staff	-0.23	-2.64	0.01	-0.40	-7.00	0.00
Uniqueness of menu	-1.25	-11.13	0.00	-1.00	-13.65	0.00
Good taste	-0.18	-1.79	0.04	-0.04	-0.68	0.25
Many payment methods	-0.57	-4.89	0.00	-0.30	-3.76	0.00
Freshness of food	-0.10	-0.85	0.20	-0.03	-0.44	0.33
Simple and convenient ordering process	0.13	1.35	0.09	0.16	2.74	0.00
Worthy promotion	-0.38	-3.99	0.00	-0.23	-3.01	0.00
High variety promotion	-0.39	-4.15	0.00	-0.30	-3.70	0.00
Well-known/Famous brand	-0.17	-1.69	0.05	0.01	0.19	0.42

APPENDIX J

SUMMARY OF THE ONE SAMPLE T-TEST OF THE ATTRACTIVENESS TOWARD PROMOTION.

Attractiveness of Promotion [Q17]	Test Value = 4					
	Light User			Heavy User		
	Mean difference	t	Sig. (One-tailed)	Mean difference	t	Sig. (One-tailed)
1.Buy one get one free	0.460	5.263	0.000	0.424	7.516	0.000
2. No delivery fee	-0.347	-3.167	0.001	-0.116	-1.481	0.071
3.Gauranteed delivery time	0.050	0.587	0.280	-0.420	-5.368	0.000
4.Price discount	-0.148	-1.667	0.051	-0.131	-1.934	0.028
5.Premium gift or giveaway food	-0.469	-3.885	0.000	-0.505	-5.876	0.000
6.Economical menu set	-0.071	-0.662	0.255	-0.037	-0.415	0.339
7.New menu of the month	-0.356	-2.713	0.004	-0.433	-5.119	0.000
8.Point collection and get rewards	-0.794	-7.765	0.000	-0.388	-4.443	0.000
9.Cross selling with other brands	-0.718	-5.352	0.000	-0.637	-7.631	0.000

BIOGRAPHY

Name	Miss Sanaporn Sakulrattana
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