THE STUDY OF LANDSCAPE AND PURCHASING CRITERIA ON ONLINE FOOD DELIVERY PLATFORM IN BANGKOK

BY

MR. MAKARAPON CHANTAPOON

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

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ENTITLED

THE STUDY OF LANDSCAPE AND PURCHASING CRITERIA ON ONLINE FOOD DELIVERY PLATFORM IN BANGKOK

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

on 8 MAY 2017

Chairman James E. Nelson
(Associate Professor James E. Nelson, Ph.D.)

Member and Advisor
(Professor Phillip C. Zerrillo, Ph.D.)

Dean P. Udorn.
(Associate Professor Pipop Udorn, Ph.D.)

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Author	Mr. Makarapon Chantapoon
Degree	Master of Science Program in Marketing (International Program)
Major Field/Faculty/University	Faculty of Commerce and Accountancy Thammasat University
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ABSTRACT

The independent study, “The study of landscape and purchasing criteria on online food delivery platform in Bangkok”, focuses on the explanation of the online food delivery industry during 2017. It also illustrates the service providers’ preference and awareness in the market. The results will aid brand or marketing managers who currently oversee any service providers. In addition, it explores the recent situation and the comparison between competitors.

Furthermore, the study exhibits important of purchasing criteria in consumer’s mind. Likewise, the expectation of them is presented thoroughly, so the service providers will get to know the consumers closely. The most effective media exposure to consumer is demonstrated in the finding. The summary from belief and perception will greatly assist the brand to convey suitable marketing objectives and message to the consumers. More details of the study are discussed latterly in this study.

Keywords: Delivery, Application, Wongnai, LINE MAN, UberEATS, Pizza Company 1112, EatRanger, KFC, Mcdelivery Thailand, Food delivery, Online delivery

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CHAPTER 1
INTRODUCTION

Food, one of the four requisites for living, is considered as the most driving circumstance of humanity. The status quo has been transformed from self-hunting, restaurant, food delivery and nowadays into online delivery. According to the studies, food delivery has been originating from UK since World War II because most people had loss their house and kitchen applicant. Women Volunteer Service had started the service by delivering pre-cooked food via prams to servicemen. By the early 1950s, the concept of delivery spread off due to families increasingly spent their free time, discovering the primal joys of television. Consequently, restaurants faced steadily declining in their profit. They began offering taking home menu which made their sales increase 20 to 50 percent in a single year (Rude, 2016)

After the rise of the internet, the dotcom boom and the subsequent crash, the modern food delivery services have arrived. It is newer and more convenient as a result of ever-changing technological landscape, increasing in smartphone penetration and internet connected anywhere. The online food delivery app will allow customers to order food delivery within a touch of an application. (Liquidbar, 2012) In Thailand, as per Euromonitor International, the market size of online ordering and delivery platform are expected to dramatically enlarging due to the hustling lifestyle of Thais, together with worse traffic congestion in capital city. The market size of the industry is currently at THB 10 billion in 2015 with an immense CAGR of 15-20%. (Euromonitor International, 2016)

All in all, it is certainly vital to know the competitive landscape of online food delivery platform of either existing players or any new comers, who want to entering this market. Additionally, understanding and apprehending consumer insight, purchasing criteria and their behavior are indispensable. This study topic will explore the online food delivery market comprehension.

1.1 Research Objectives

1. To demonstrate the overview of each player in online food delivery platform industry such as their structure, conduct and performance.
2. To explain and indicate the consumer purchasing criteria, for example, user experience, delivery fee, delivery time and selections.
3. To identify the consumer's belief and perception toward delivery app

All of above objectives will justify the concise landscape of online food delivery app and also the insight understanding of consumers. On the other hand, they are legitimizing these two following questions. "What is going right now in online food delivery platform industry?" and "What do consumers want from the service provider"

CHAPTER 2
REVIEW OF LITERATURE

The competition in Thailand restaurants market has been continuously increasing every year. There are many new restaurants and fashionable brands introducing commonly in the market. In 2016, Kasikorn Research Center forecasts the whole market value is around THB 382,000-385,000 million and has growth rate at 19.9-2.7 percent from previous year. However, recently the consumer behavior has been changed from their hastier life, living in apartment or condominium, and lower rate of self-cooking, meaning they are leaning toward online food delivery, in order to, justify their current lifestyle. This segment, online food delivery, was rocketing in past 2-3 years at 89-89.7 percent per year. (How to capture "Food Online Market", 2016)

Online food delivery platform is increasingly turning consumers away from ordering via telephone. The reasons are more convenience, various selections and economical food choices. Furthermore, time saving is another gain from trimming time in traffic, parking and browsing. Additionally, increasing in internet access, smartphone and online payment usage also aids the trend toward online ordering. In order to be success, all players in the market need to focus on expanding in new area to gaining larger volume, economies of scale, differentiated their service offering and customer retention by brand building. (EY, 2015)

In US market, the value of takeout and delivery market is around $70 billion, nevertheless only 13 percent is done over online. The survey from Morgan Stanley/Alphawise showed how unexpectedly low awareness level from the largest and most famous player in US market, GrubHub, surprisingly, there was only 55 percent of customers who have aware of them. In conclusion, it means most consumers are not even aware that online food delivery platform is exist. (Kim, 2015) The righteous insight and understanding of consumers is a need without hesitation.

CHAPTER 3
RESEARCH METHODOLOGY

In contemplation of gaining meticulous study, the research was conducted through both qualitative and quantitative method. Firstly, qualitative method used to actuate entire perspective of the consumers. Afterwards, quantitative method has been constructed from the previous results and was used to quantize and summarize the key findings from the sampling population. For the study of landscape, secondary research was put into the practice.

3.1 Qualitative Research

With this method, the researcher gained a broad view of the market and the consumers. The results from this were used for the construction of quantitative research.

3.1.1 In-depth interview

10 participants, who already used the service at least one time from any players, were conducted an interview. The questions were focusing on the occasion, criteria, what do they like and what do they not like to the service. These aided the understanding and revealed unexpected point of view to the researcher.

3.2 Quantitative Research

The descriptive research, questionnaires, was done and distributed with both paper-based and electronic-based to reduce the bias between the medium. The objective was to quantize and reassure an in-depth understanding from the consumers. See appendix A for sample questionnaires.

3.2.1 Survey research procedure

1. Population and Sampling

   The non-probability sampling (Convenience sampling) method was used, in order to, drawn a conglomerate of respondents. The samples were both male and female, who lived in Bangkok and also were either current or potential customer of the service. For current customers, they must use the service at least one time in previous three months.

2. Sample Size

   Since there was limitation of time constraint and budget, the sample size was targeted at least the total of 120 respondents.

3. Research Methodology

   The paper-based survey was given through staff right around Bangkok central business district, such as Silom, Siam, and Sathorn. For electronic version, it was distributed via various Thai community portals such as Pantip.com, Facebook and Wongnai.com

4. Data Collection

In order to neglect any skewed from data collection, the paper-based survey was allocated to anyone who has age over 18 years old regardless of their sex, marital status, occupation, income and education level. The electronic version was helping the research in term of quantity and elaboration.

5. Information Processing

After all data had been collecting from both paper-based and electronic-based, it was all transformed into electronic database. Afterwards, screening, checking and testing process were executed priory to the import process into Statistical Package for the Social Sciences program (SPSS)

6. Data Analysis

SPSS program was used to elaborate the results by analyze and summarize significant outcomes with these following technique.

Frequency – To determine recurrence of specific events in one event

Cross-tab – To provide a fundamental view of the interrelation or interaction between two variables. A contingency table shown the multivariate frequency distribution of the variables.

Correlation analysis – To display the strength of a relationship between two variables. It indicated a predictive relationship which can be exploited in practice.

Cluster analysis – To identify any consumer segments who share the same thought. It used to group a set of similar objects.

Other statistical analysis – Other technique might be used as necessary

3.3 Theoretical Framework

3.3.1 The Marketing Mix

The foundation concept in marketing, namely: product, price, place and promotion, was used to epitomize each player in this competitive landscape. In term of what did they share in common and how did they differ from each other. (Figure 3.1)

Figure 3.1 The Marketing Mix Framework

3.3.2 Model of Consumer Behavior

In order to illustrate consumer insight and their purchasing criteria, the model of Consumer Behavior was used to find the aspects that affect and manipulate their decision making. (Kotler & Keller, 2012) (Figure 3.2)

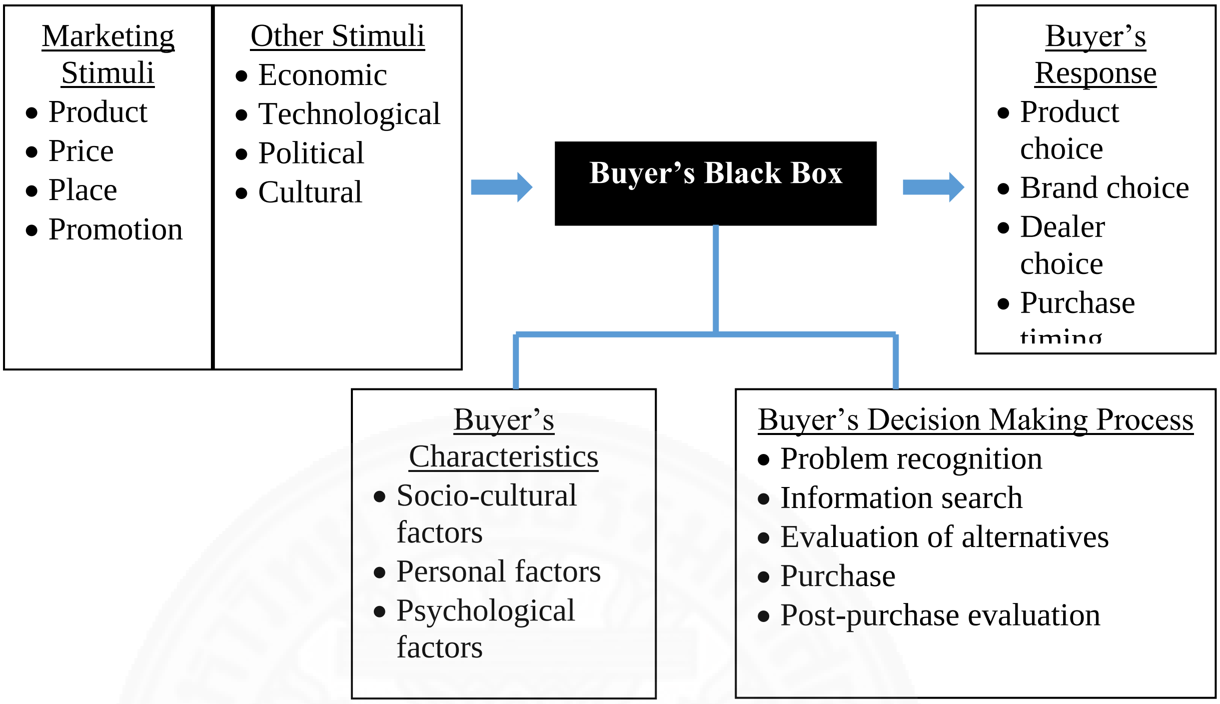

Figure 3.2 The Buyer's Black Box Model

CHAPTER 4
RESULTS AND DISCUSSION

4.1 Overview of Online Delivery Application

Previously in Bangkok, ordering food online was once only restricted to pizza or fried chicken. But recently the consumers had a chance to enjoy a much more variety of cuisines. There were many players who already introduced in the industry. The service types of food delivery can be divided into two major types.

- Restaurant-controlled: These franchises were monetizing their preexisting delivery infrastructure with an online ordering system. Some of them even had adopted the system for pick-up orders instead of delivery.

- Independent: Most of them offered three solutions to the restaurants, software service, delivery fleet and customer support. The restaurant itself had nothing to with the operation, they just acted like doing take-away order. The independents online food ordering firms were getting incentive from both gross profit margin and delivery fee.

At this time, there were majorly seven players in the market. Each of them had different strategies and segmentations. The details of each one can be seen as below

Wongnai

A number one local restaurant review app and portal, which has 2.5 million users and 270,000 local business partners. Users can choose from recommended restaurants sorted by distance or popularity from 20,000 restaurants around Bangkok. The service is in tandem with LINE MAN.

LINE MAN

A spin-off app from LNE Corp., it is partnering with more than 20,000 restaurants, ranging from street food hawkers to fine dining in Bangkok and suburbs. The service is operating 24 hours. The database is shared from Wongnai.

Foodpanda

Five years ago, Foodpanda has been introducing in Bangkok. With many restaurants exclusively partnering with it, the app newly features over 100 restaurant promotions monthly. The selection is focusing on famous local and international restaurants

EatRanger

Established from Nakorn Ratchasima, this newcomer is coming up in Bangkok with 500 restaurants. They use their in-house fleet as full-time worker. The company is originated from beverage delivery then shifting to food delivery.

The Pizza Company 1112

Recognized as one of the top pioneers in Thai food service industry. The Pizza company is one of the biggest franchise in Thailand. The app is extending from the preexisting delivery service. This will allow pizza lovers with the convenience to order more than 20 pizzas through mobile device.

McDelivery Thailand

The legend of McDonald’s in Thailand began since 1985 as the 35th country in the world. It is also restaurant-controlled which offering an app for ordering online. Consumers can order a range of hamburger to any pastry from McCafe. Additionally, many local menu has been created, for example, Samurai Pork Burger, porridge, and Patong Koh.

UberEATS

Coming from Uber, food delivery is forayed in August, 2014. It was expanded to Thailand in 2017. The app offers a range of cusines, providing breakfast, lunch, brunch and/or dinner menus. However, the restaurant selections are limited around to the user's location.

4.2 Key Findings from Exploratory Research

4.2.1 Primary research

In-depth interview: 5 interviewees had been conducted the interview. All of them had experience in on-demand food delivery usage. Questions were set to focus on what do they look for while in purchasing decision, how do they differentiate each player and what are his/her most important criteria. The key findings for this interview were shown as below

1. Things that most interviewees looked in the application are the selection of restaurants, how easy is it to make an order? how much do service providers extra charge per order? how much for reliability and what is their payment method?
2. Good promotion and online advertising had most sentimental for their awareness
3. Most of the time, their using occasions were lunch in office, party at house and private gathering.
4. Order by phone is less popular nowadays since there were many imprecise factors such as pronunciation and numeration which made a mistaken order.

4.3 Key Findings from Descriptive Research

The survey research was conducted through both offline and online, scattering around Bangkok. A total of 194 respondents were done and completed. All of them had to be previously used any online food delivery application at least 1 time from last 3 months. The key findings after using the Statistical Packaging for Social Science (SPSS) were illustrated as below

4.3.1 Respondent's Profile

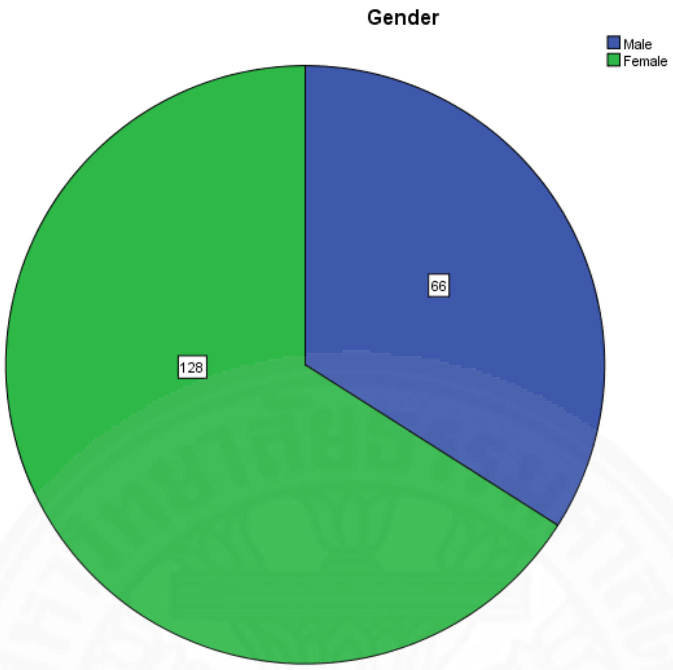

Figure 4.1 Gender of Respondents

From the total of 194 respondents, 128 people were female while 66 people were male.

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 20 years	6	3.1	3.1	3.1
	21-25 years	58	29.9	29.9	33.0
	26-30 years	82	42.3	42.3	75.3
	31-35 years	8	4.1	4.1	79.4
	36-40 years	20	10.3	10.3	89.7
	41-45 years	12	6.2	6.2	95.9
	More than 45 years	8	4.1	4.1	100.0
	Total	194	100.0	100.0	

Figure 4.2 Age of Respondents

The age groups were divided into 7 groups. Since they were no age restriction on using app, some of them started and able to made a decision before 20 years old. The table was summarized as below:

3.1% of the respondents were below 20 years old.

29.9% of the respondents were 21-25 years old.

42.3% of the respondents were 26-30 years old.

4.1% of the respondents were 31-35 years old.

10.3% of the respondents were 36-40 years old.

6.2% of the respondents were 41-45 years old.

4.1% of the respondents were over 45 years old.

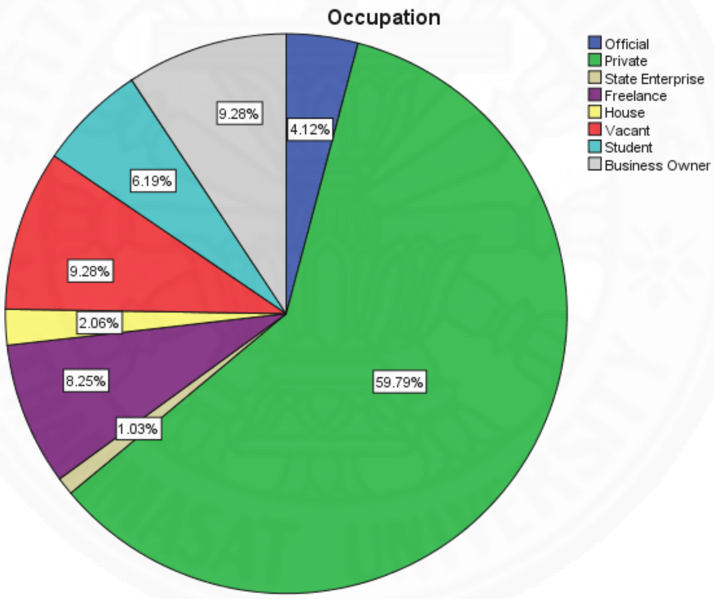

Figure 4.3 Occupation of Respondents

The samplings were consisted of 8 occupations with majority being private employee, business owner and unemployed with 59.79%, 9.28% and 9.28% respectively.

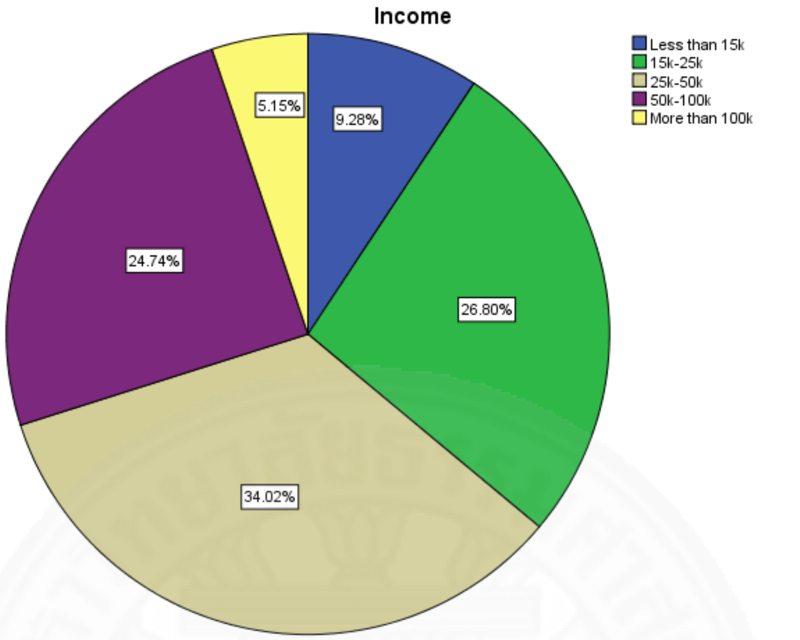

Figure 4.4 Income of Respondents

Personal income of respondents was ranging from less than THB 15,000 to more than THB 100,000. More than 80% of them were in range between THB 15,000 and THB 100,000

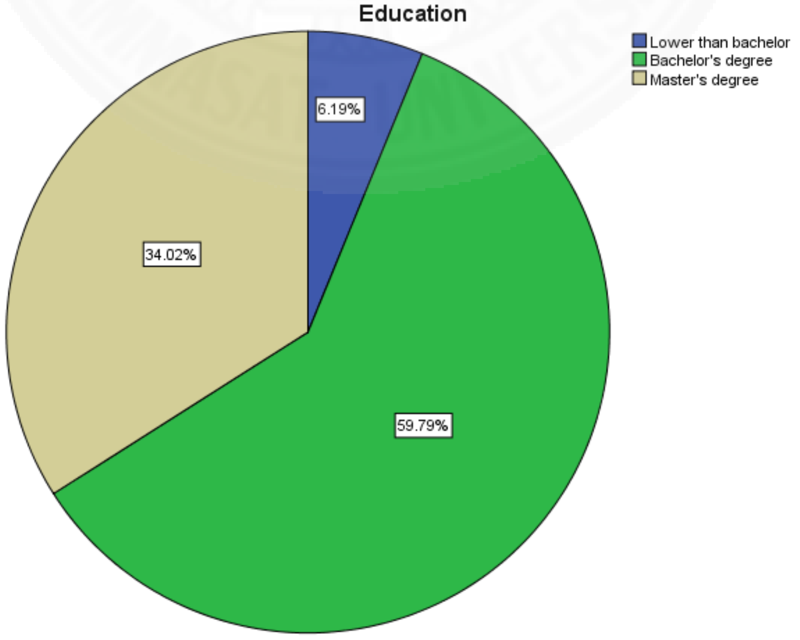

Figure 4.5 Education of Respondents

59.79% of respondents had bachelor's degree while 34.02% had master's degree. The rest of 6.19% did not have any university degree.

4.3.2 Respondent's Usage Behavior

According to the usage, the respondents had modest different in term of usage and app preferences. The following plots shown frequency, app usage and the first reason in their mind (pain point)

		Column N %
Do you use Wongnai?	No	41.7%
	Yes	58.3%
Do you use LINE MAN?	No	13.4%
	Yes	86.6%
Do you use Foodpanda?	No	79.4%
	Yes	20.6%
Do you use Pizza 1112?	No	48.5%
	Yes	51.5%
Do you use McDelivery?	No	75.3%
	Yes	24.7%
Do you use KFC?	No	91.8%
	Yes	8.2%
Do you use UberEATS?	No	82.5%
	Yes	17.5%
Do you use EatRanger?	No	97.9%
	Yes	2.1%

Figure 4.6 App Preferences

From above table, it can be seen that LINE MAN had the highest preference among all the app at 86.6%. Secondly, Wongnai was following the lead with 58.3%. The followings were Pizza Company 1112, McDelivery, Foodpanda, UberEATS, KFC and EatRanger orderly.

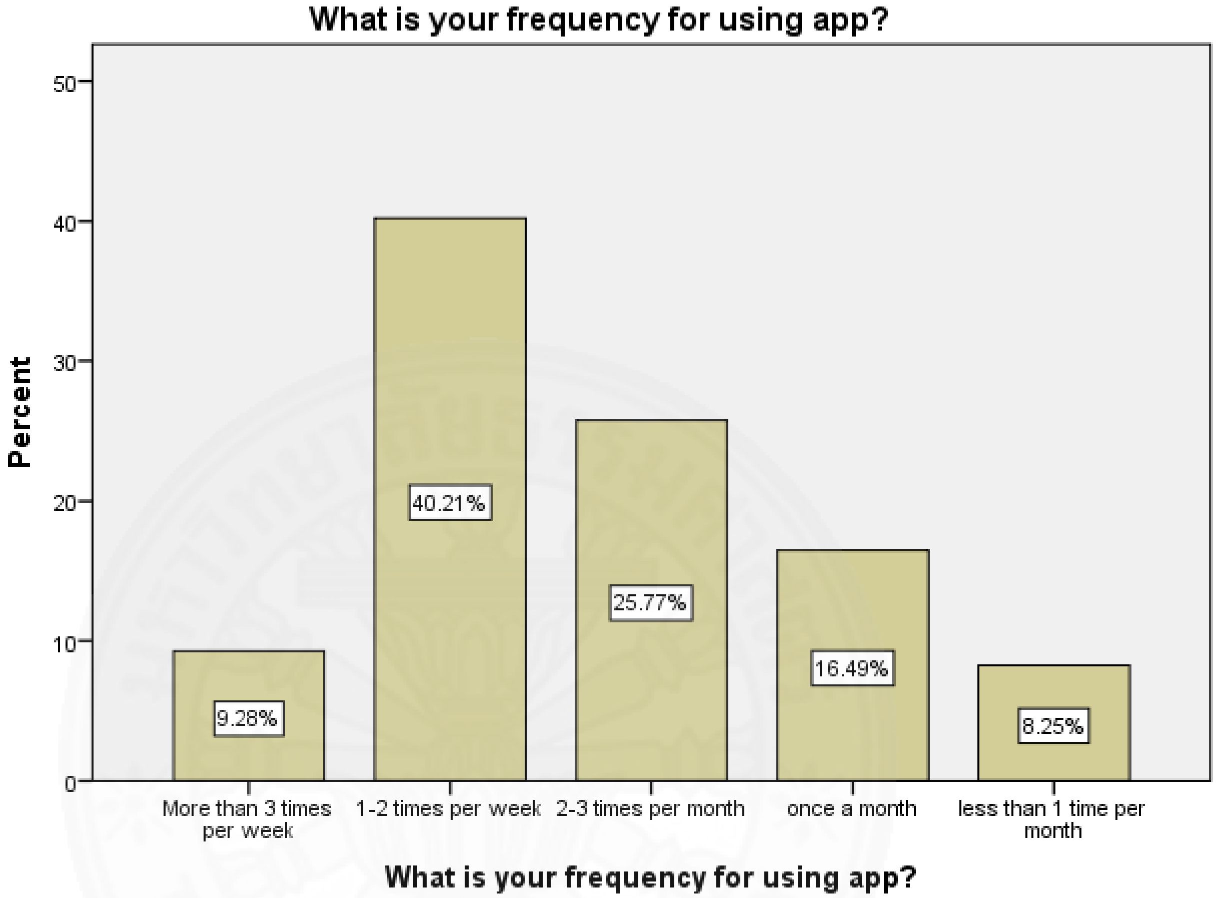

Figure 4.7 App Usage

40.21% of the respondents used the service around 1-2 times per week. 25.77% of them used only 2-3 times per month. Surprisingly, there were heavy users who used online food delivery more than 3 times a week, accounting for 9.28%.

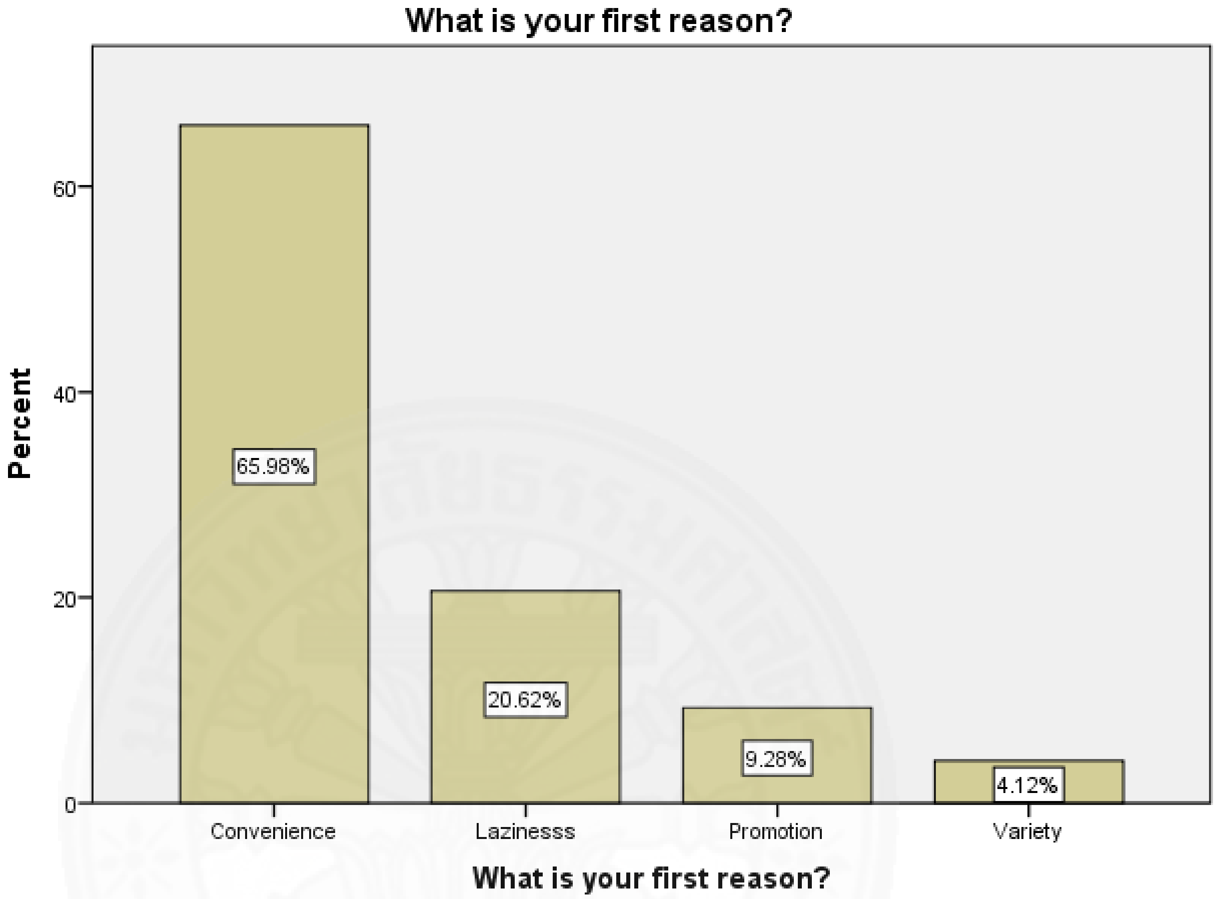

Figure 4.8 Main reason for using the service

The first key word that came to everyone's mind was convenience at 65.95%. Laziness arrived secondly at 20.36%. While promotion and variety shown up latterly at 9.28% and 4.12% respectively.

4.3.3 Respondent's Criteria and Expectation

Descriptive Statistics

	N	Mean	Std. Deviation
Variety	194	4.23	.652
Precise	194	4.39	.603
Service	194	4.32	.636
Delivery Fee	194	4.32	.668
Delivery Time	194	4.24	.640
Card Payment	194	3.58	.975
Restaurant Promotion	194	4.06	.745
Customer Service	194	3.91	.692
Complexity	194	4.05	.780
User Interface	194	3.46	.840
User Experience	194	3.66	.800
Reputation	194	3.82	.691
Valid N (listwise)	194		

Figure 4.9 Decision Making Criteria

From the table, the data shown that respondents were seriously taking the service quality (precise and service) as their major concern. Delivery fee and time were also considered as criteria. Selection and promotion of restaurants were somehow important though. However, they did not care much about card payment, user interface and user experience.

Descriptive Statistics

	N	Mean	Std. Deviation
Correct Order	194	4.48	.578
Same taste as on premise	194	4.22	.709
Good Packaging	194	4.12	.632
Order everywhere, every time	194	4.34	.609
Faster than ordering via phone	194	4.19	.695
Faster than ordering via website	194	3.98	.864
Good driver	194	4.12	.738
No need to call with driver	194	3.80	.962
Valid N (listwise)	194		

Figure 4.10 Expectation from the service

The most things which respondents anticipated were correct order and on-demand ordering. They did not await for “ordering through app is faster than website” and “no need to call with driver for any inquiries”.

4.3.4 Respondent's Perception and Awareness

		Column N %
Facebook	No	10.3%
	Yes	89.7%
Instagram	No	81.4%
	Yes	18.6%
Influencer	No	84.5%
	Yes	15.5%
Google	No	83.5%
	Yes	16.5%
TV	No	99.0%
	Yes	1.0%
Radio	No	100.0%
	Yes	0.0%
Print Ad	No	88.7%
	Yes	11.3%
Banner	No	92.8%
	Yes	7.2%

Figure 4.11 Media Perception

As for today, Thai people spend more than 4 hours per day with their smartphone. Most of the ad from online delivery service providers was seen from Facebook, Instagram and google. In other hand, TV, radio and banner were very ineffective since no one recognized any awareness from these medias.

		Column N %
Have you ever see Wongnai ad?	No	24.7%
	Yes	75.3%
Have you ever see LINE MAN ad?	No	18.6%
	Yes	81.4%
Have you ever see Foodpanda ad?	No	50.5%
	Yes	49.5%
Have you ever see Eatranger ad?	No	96.9%
	Yes	3.1%
Have you ever see Pizza 1112 ad?	No	37.1%
	Yes	62.9%
Have you ever see McDelivery ad?	No	60.8%
	Yes	39.2%
Have you ever see UberEats ad?	No	54.6%
	Yes	45.4%

Figure 4.12 App Awareness

As per above table, the respondents had immense awareness with LINE MAN and Wongnai. 81.4% and 75.3%. Where else the others, Foodpanda, Pizza Company 1112 and UberEATS had awareness more than 40%.

Descriptive Statistics

	N	Mean	Std. Deviation	Skewness	
	Statistic	Statistic	Statistic	Statistic	Std. Error
Do you believe in ad?	194	3.36	.647	-.049	.175
You will find more information	194	3.49	.923	-.663	.175
You would like to try the service	194	3.68	.728	-.893	.175
You have tried the service	194	3.68	.809	-.898	.175
Valid N (listwise)	194				

Figure 4.13 Media Attitude

It was clearly seen that the respondents did not believe in advertisement. Moreover, they did not have strong desire for trying the service from seeing the ad.

4.3.5 Respondent's Belief and Attitude

Descriptive Statistics

	N	Mean	Std. Deviation
I can get better food	194	3.84	.835
I can negotiate the price	194	2.45	.944
I can get better promotion	194	2.96	.954
I can order customized menu	194	3.72	1.005
I don't have to clean a dish	194	3.81	1.090
I can save delivery fee	194	3.48	1.162
I have more inconvenience	194	3.34	.986
I can't find review	194	2.99	.938
I have to pass traffic	194	4.07	.947
I can go for difficult restaurant	194	4.07	.805
Valid N (listwise)	194		

Figure 4.14 Attitude of Respondents toward app

Regarding to the findings, the respondents fully awared of the convenient of ordering on app (I have to pass traffic jam and I can go for difficult restaurant). Notwithstanding, they disagreed on the different on price and promotion between eating at restaurant and ordering food delivery. Unexpectedly, they did not enjoy any peer reviews from the app.

Descriptive Statistics

	N	Mean	Std. Deviation
People believe in good picture	194	3.93	.598
People believe in restaurant reputation	194	3.53	.998
People want to try good promotion	194	3.79	.826
Online delivery save your time	194	4.20	.770
People willing to pay more for difficult restaurant	194	3.98	.788
People will go to restaurant after trying delivery	194	3.21	.986
People believe in restaurant selections	194	3.32	.809
People don't believe in online platform	194	3.11	.862
People won't delivery order if they have to type	194	3.43	.954
People prefer for cash more than card	194	3.28	1.055
Valid N (listwise)	194		

Figure 4.15 Belief of Respondents toward app

The respondents agreed to trade-off between time and money for ordering on app (Online delivery save your time and People willing to pay more for difficult restaurant). Also, they were preferring online platform instead of traditional method.

Lastly, they did not think that people will go to restaurant after trying the food from delivery.

4.4 LIMITATIONS OF STUDY

There were some limitations regarding to this study. First, time constraint on data collection process was a prevailing peril since this limited the number of respondents. So, the sample size might not be valid enough to represent the entire population. Second, the non-probability sampling method might affect the generalization of population. (University of Hawaii, n.d.) Thus, there might be bias in the results. Third, the translation of Thai to English, the questionnaires and the core idea from qualitative method might be lost or distorted during the translation process. Hence, the construction of quantitative method might go wrong.

CHAPTER 5
CONCLUSIONS AND RECOMMENDATIONS

In order to justify all three objectives, this chapter is divided into four parts, summary of industry landscape, summary of consumer purchasing criteria, summary of belief and perception toward app and recommendations.

5.1 Summary of Findings

5.1.1 Industry Landscape of On-Demand Food Delivery

Currently, there are seven major players in the market, namely, Wongnai, LINE MAN, Foodpanda, EatRanger, Pizza Company 1112, McDelivery Thailand and UberEATS.

Only three service provides are highly achieving consumer decision, LINE MAN (86.6%), Wongnai (58.3%) and Pizza Company (51.5%). The long-established franchises, McDelivery Thailand (24.7%) and KFC (8.2%) still stuck with their former ordering methods (telephone and website). While the newcomers, UberEATS (17.5%) and EatRanger (2.1%) are left behind.

For brand awareness, the trend is correlating with the app preferences. LINE MAN is coming at number one (81.4%) while Wongnai is coming secondly (75.3%). Notably, Foodpanda, obtaining awareness at 49.5%, is losing brand preference to UberEATS (45.4%) and McDelivery Thailand (39.2%) even though it has higher brand awareness. The most effective media channel was Facebook (89.7%). The respective lists were Instagram (18.6%), Google (16.5%) and Influencer (15.5%).

Most of respondents used the service for 1-2 times per week (40.21%) and 2-3 times per month (25.7). Interestingly, there was more than 25% who ordered online food delivery less than 1 time per month, once a month (16.49%) and less than 1 time monthly (8.25%)

5.1.2 Consumer Purchasing Criteria

Speaking of decision making criteria, the important of overall service quality is coming at first, Precision (4.39) and Service (4.32) while Delivery Fee (4.32) and

Delivery Time (4.24) also plays pivotal role in here. The respondents did not pay much attention to Card Payment (3.58), User Experience (3.66) and User Interface (3.46).

The expectation decidedly set around functional and convenience, Correct Order (4.48) and Order everywhere, every time (4.34). Latterly, food quality was also vital, Same taste as on premise (4.22) and Packaging (4.12). Nonetheless, the respondents had few burden about calling with driver (3.80).

5.1.3 Consumer Belief and Perception

The respondents heavily believed that online food delivery would aid them for convenience ("I have to go through traffic jam for restaurant" (4.07), "I can go for difficult restaurant" (4.07)) They did not think that eating on premise would save them a price ("I can negotiate the price" (2.45), "I can get better promotion" (2.96)) For functional, they expected better things for getting to restaurants were "I can order customized menu" (3.72) and "I don't have to clean a dish" (3.81).

In term of belief, they vigorously conceived "Online delivery save your time" (4.20) and "People willing to pay more for difficult restaurant instead of getting there" (3.98). However, they disagreed that "People will go to restaurant after trying with delivery" (3.21) and "People don't believe in online platform" (3.11)

5.2 Recommendations

From the landscape of on-demand food delivery platform, it was affirmed that it is about point of parity and point of different. Consumers are looking at functional (Precision, Service, and Delivery Time) as their main criteria. However, the factor that will separate market leader and market follower is the point of different, selection of restaurants (variety) and delivery fee which make LINE MAN and Wongnai outstanding from others. If other competitors would like to overcome this, they need to intimate the strength of LINE MAN and Wongnai to become their point of parity. The expectation needed to be focused on operation and availability for ordering.

For advertising, it is more excellent to shift the marketing budget toward more effective channel such as Facebook, Instagram and Google since most of users currently use and spend their time on smartphone so the awareness and exposure should be in tandem with the consumer behaviors. The key objectives and messages should be aligned and emphasized on “Availability, Functional and Indifferent between dining on premise and off premise”

The components of ad should be fixated with tasty picture, how difficult to get through restaurant and saving the time.

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APPENDICES

APPENDIX A

QUESTIONAIRES

THE STUDY OF LANDSCAPE AND
PURCHASING CRITERIA ON ONLINE
FOOD DELIVERY PLATFORM IN BANGKOK

* Required

1. Have you used any online food delivery app in last 6 months * Mark only one oval.

- Yes
- No Skip to question 14.

Behavior for using online food delivery app

2. Which app that you used previously in last 3 months?
*
(*You can answer more than one)
Check all that apply.

- LINE MAN
- Wongnai
- EatRanger
- Mcdelivery Thailand
- Foodpanda
- Pizza Company 1112
- UberEats
- Other: ____________

3. What is your first reason for using online food delivery app?
*
Give us short reason

____

4 How often do you use online food delivery app? * Mark only one oval.

- More than 3 times per week
- 1-2 times per week
- 2-3 times per month
- 1 time per month
- Less than once a month

Criteria and expectation toward online food delivery app

5. Please rate the important of each criterion for considering online food delivery app? *
(1 = Least Important, 5 = Most Important) Mark only one oval per row.

Not Not Very

	important at all	important	Neutral	Important	important
Variety					
Precise					
Service					
Delivery Fee					
Delivery Time					
Card Payment					
Restaurant Promotion					
Customer Service					
Complexity					
User Interface					
User Experience					
Reputation					

6 What do you expect from online food delivery app? * Mark only one oval per row.

	Not expect at all	Not expect	Neutral	Expect	Totally expect
Order is corrected					
Same taste as eating on premise					
Good packaging					
Able to order everywhere, every time					
Faster time for ordering via phone					
Faster time for ordering via website					
Driver has good manner					
Driver has not to call a customer					

7. Which media that you hear/see any online food delivery app advertising? *

(*You can answer more than one) Check all that apply.

- [ ] Facebook
- [ ] TV
- [ ] Google
- [ ] Food Blogger/Influencer
- [ ] Banner
- [ ] Print Ad
- [ ] Instagram
- [ ] Radio
- [ ] Other: ______________________

8 Have you see any of this service provider(s) advertising in any media? *
(*You can answer more than one) Check all that apply.

- [ ] EatRanger
- [ ] Mcdelivery Thailand
- [ ] Pizza Company 1112
- [ ] Wongnai
- [ ] Foodpanda
- [ ] UberEats
- [ ] LINE MAN
- [ ] Other: ______________________

9. What is the first thing you recognize from the advertising? *
Select only one Mark only one oval.

- ( ) Restaurant types and/or lists
- ( ) Fast delivery time
- ( ) Promotion
- ( ) Tasty food
- ( ) Good advertising
- ( ) Delivery fee
- ( ) Cannot remember anything
- ( ) Brand name of service provider

10. After you seen/heard any advertising from any service providers, how much do you agree with the following

statement? *

Mark only one oval per row.

	Totally disagree	Disagree	Neutral	Agree	Totally agree
I believe in this advertising	⬭	⬭	⬭	⬭	⬭
I find more information of this service provider	⬭	⬭	⬭	⬭	⬭
I want to try their service	⬭	⬭	⬭	⬭	⬭
I have tried the service	⬭	⬭	⬭	⬭	⬭

11 Please rate your satisfaction level after you used online food delivery app * Mark only one oval.

	1	2	3	4	5	6	7	
Not satisfied at all	⬭	⬭	⬭	⬭	⬭	⬭	⬭	Highly satisfied

Belief and perceptions toward online food delivery app

12. What do you think about this statement "I believe that if I have a chance to eating at the restaurant, I will......"? * Mark only one oval per row.

	Totally Disagree	Disagree	No Comment	Agree	Totally Agree
Get better food	⬭	⬭	⬭	⬭	⬭
Able to negotiate the price	⬭	⬭	⬭	⬭	⬭
Get better promotion	⬭	⬭	⬭	⬭	⬭
Order customized menu	⬭	⬭	⬭	⬭	⬭
Not have to clean a dish	⬭	⬭	⬭	⬭	⬭
Save delivery fee	⬭	⬭	⬭	⬭	⬭
Feel more inconvenient comparing to delivery	⬭	⬭	⬭	⬭	⬭
Not find any review	⬭	⬭	⬭	⬭	⬭
Waste my time from traffic	⬭	⬭	⬭	⬭	⬭
Not reaching difficult restaurant	⬭	⬭	⬭	⬭	⬭

13 What do you think with these following statements? * Mark only one oval per row.

People believe in good picture from ad
People believe in restaurant reputation
People want to try good promotion
Online delivery saves your time
People willing to pay more for difficult restaurant
People will go to restaurant after trying delivery
People believe in restaurant selections
People don't believe in ad from online platform
People won't delivery order if they have to type the order
People prefer for cash more than

General Information

14. Gender * Mark only one.

- ⬭ Male
- ⬭ Female
- ⬭ Not specific

15 Age *

Mark only one oval.

- Less than 20 years old
- 21 - 25 years old
- 26 - 30 years old
- 31 - 35 years old
- 36 - 40 years old
- 41 - 45 years old
- More than 45 years old

16. Occupation * Mark only one oval.

- Official
- Private Employee
- State Enterprise
- Freelance
- House-Wife
- Unemployed
- Business Owner
- Student
- Other: ____________

17. Education * Mark only one oval.

- Below Bachelor's Degree
- Bachelor's Degree
- Master's Degree
- Docter's Degree

18. Income * Mark only one oval.

- Less than THB 15,000
- THB 15,001 - 25,000
- THB 25,001 - 50,000
- THB 50,001 - 100,000
- More than THB 100,001

BIOGRAPHY

Name	Mr. Makarapon Chantapoon
Date of Birth	March 23, 1990
Educational Attainment	2011: Bachelor of Engineering, Chulalongkorn University
Work Position	Business Development Manager Wongnai Media