

THE STUDY OF SOCIAL MEDIA MARKETING, INFLUENCER MARKETING,  
AND SERVICE MARKETING MIX, EFFECTING PURCHASE BEHAVIOR OF  
ONLINE FOOD SERVICES OF CUSTOMERS IN BANGKOK METROPOLITAN  
AREA

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### **ABSTRACT**

This research was aimed to study the effect of marketing activities that could influence the purchase behavior of online food services of customers in Bangkok Metropolitan area. Online food delivery services, representing a growing hospitality industry sector, played an important role in the coronavirus pandemic. The importance of the study was to find out the strategic ways to help food service providers to be able to maintain their sales after the crisis. The three independent variables of this study were (1) social media marketing, (2) influencer marketing, and (3) service marketing mix. The sub-variables of social media marketing included (1.1) Facebook, (1.2) Instagram, and (1.3) TikTok. The sub-variables of influencer marketing included (2.1) celebrity influencer, (2.2) social media influencer, and (2.3) YouTuber and blogger. The sub-variables of service marketing mix were (3.1) product, (3.2) price, (3.3) place, (3.4) promotion, (3.5) people, (3.6) process, and (3.7) physical evidence. The dependent variable of this study was purchase behavior. This study applied both quantitative research, survey, and qualitative research, interview. Quantitative research was used for the collection of the data for this research. The primary data collection was conducted through an internet-based survey. A total of 604 surveys were collected by using convenience and snowball sampling techniques, which included 320 females and 284 males with experience in online food services.

*Keywords: Food Delivery, Online Food Service, Influencer, Social Media, Service Marketing Mix*

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## CHAPTER 1

### INTRODUCTION

This first chapter covered the introduction and general information of the research which explained the importance of the research and other relevant information before moving on to the next chapter. Therefore, this part was presented in 10 parts. They were as follows:

- 1.1 The Importance and Problem of the Study
- 1.2 Research Problems
- 1.3 Objectives of the Study
- 1.4 The Conceptual Framework
- 1.5 Method of Study
- 1.6 Tools and Statistics Used
- 1.7 Scope of the Study
- 1.8 Benefits of the Research
- 1.9 Limitations of the Research
- 1.10 Definitions of Term

### 1.1 The Importance and Problem of the Study

The Internet has significantly expanded business opportunities across various sectors, from small enterprises to large corporations, including the food and beverage industry. A notable illustration of this phenomenon was observed during the COVID-19 pandemic, which prompted a surge in online purchasing. The COVID-19 pandemic, caused by the SARS-CoV-2 virus and first identified in Wuhan, China, in December 2019, compelled a vast majority of individuals to shift their activities to the online realm. Consequently, the online food service sector experienced a substantial increase in demand, emerging as a pivotal survival strategy for the food and beverage industry during the pandemic.

Due to pandemic-induced regulations and safety measures, people were encouraged to remain in their homes, resorting to online platforms for work, education, and social interactions. As businesses adapted to this new digital landscape, one industry profoundly affected was the tourism and hospitality sector, particularly food and beverage establishments. Many regions in Thailand implemented curfews and stringent operational restrictions, necessitating the closure of dine-in facilities. This development marked the inception of a transformative phase in the food and beverage industry, leading to the flourishing of food delivery services.

Nevertheless, recent observations by the Kasikorn Research Center (2022) suggested that food delivery businesses in 2022 faced escalating challenges. Early 2022 data revealed shifts in consumer behavior related to the frequency of orders, pricing dynamics, and preferences for specific food items. Consequently, a deceleration in order volume was discernible. Subsequent discussions with restaurant proprietors unveiled an additional layer of complexity: the influence of service fees

charged by food service providers and food delivery applications on pricing decisions. It became evident that these fees necessitated setting food prices on these applications higher than those offered within the physical restaurants. The confluence of these factors presented a formidable challenge, as higher prices emerged as a critical concern. This predicament was compounded by the fact that customers, post-pandemic, possessed an expanded array of choices, further affecting the sales performance of food delivery applications.

Previous researchers explored various factors affecting customer behavior of online food services. For example, Ray & Bala (2021) presented price benefits, trust, and app-interaction, which influenced purchase behavior. Hong, Choi, and Joung (2023) studied the social influence influencing customer purchase behavior of online food services. Similarly, Hanaysha (2022) studied the impact of social media marketing on the purchase behavior of online food services. Bu, Parkinson, & Thaichon (2022), studied the effectiveness of influencer marketing on purchase behavior.

Previous research has addressed the complexity of factors that impact consumer behavior within the realm of online food services. These studies have often yielded inconsistent findings and lacked clear delineation. The array of factors influencing customer behavior in this context is diverse. On occasion, consumers exhibit a predilection for a particular product without decisively determining when or from which brand to make their purchase. This predilection may be contingent upon promotional initiatives, including price discounts, promotional campaigns, influencers, and the role of social media platforms. Consequently, the application of the service marketing mix has become pivotal for businesses aiming to engage in

direct marketing strategies targeted at attracting their intended customer base.

For instance, companies may leverage tangible evidence, such as customer satisfaction surveys, as a means to ensure the delivery of high-quality services. Furthermore, marketers can employ indirect marketing tactics designed to inform consumers about their products and services. Notably, the strategy of influencer marketing serves as an indirect approach wherein marketers refrain from directly selling to consumers and, instead, collaborate with influencers. These influencers act as conduits for conveying marketing messages. Consumers, in turn, vocalize their opinions and preferences on social media platforms, thereby intensifying the impact of fellow consumers' perceptions. Such expressions are prone to sway the judgments of other consumers, potentially stimulating impulsive online purchases.

In the realm of social media, influencers occupy prominent roles, often being perceived as role models or idols by their followers (Johnstone & Lindh, 2022). These followers cultivate a sense of intimacy with influencers, viewing them as familiar acquaintances. This perceived closeness bestows influencers with the authority to exert influence over others (Bu, Parkinson, & Thaichon, 2022).

Furthermore, as explained in the research conducted by Onofrei, Filieri, & Kennedy (2023), the potency of social media marketing assumes a pivotal role in incentivizing consumers towards the acquisition of particular products or services. Consequently, this study examined three distinct marketing strategies, influencer marketing, social media marketing, and the service marketing mix. The objective was to scrutinize the factors exerting a positively direct influence on consumer behavior.

The research initiation encompassed an exhaustive review of extant literature pertinent to marketing endeavors, the food service sector, and consumer purchasing

behavior. Subsequently, the researcher engaged in consultations with industry experts and restaurant owners to refine the findings and integrate them into the study, thus enriching the study with invaluable insights for industry practitioners.

This research conducted online surveys as a means of scrutinizing the impacts of marketing strategies. Its primary objective was to gain deeper insights into customer purchasing behavior and to identify effective marketing strategies applicable within the food service industry amidst and beyond the COVID-19 crisis.

The assessment of purchase behavior was guided by Borden's framework, encompassing elements such as purchasing motivation, buying habits, and environmental factors influencing consumer behavior toward their purchasing decisions (Borden, 1984).

## 1.2 Research Problems

1. How do social media marketing factors; Facebook, Instagram, and TikTok, influence the purchase behavior of online food services?

2. How do influencer marketing factors; celebrity influencer, social media influencer, and YouTuber/blogger, influence the purchase behavior of online food services?

3. How do service marketing mix factors; product, price, place, promotion, people, process, and physical evidence, influence the purchase behavior of online food services?

## 1.3 Objectives of the Study

1. To study the impact of social media factors; Facebook, Instagram, and TikTok, on purchase behavior of online food services.

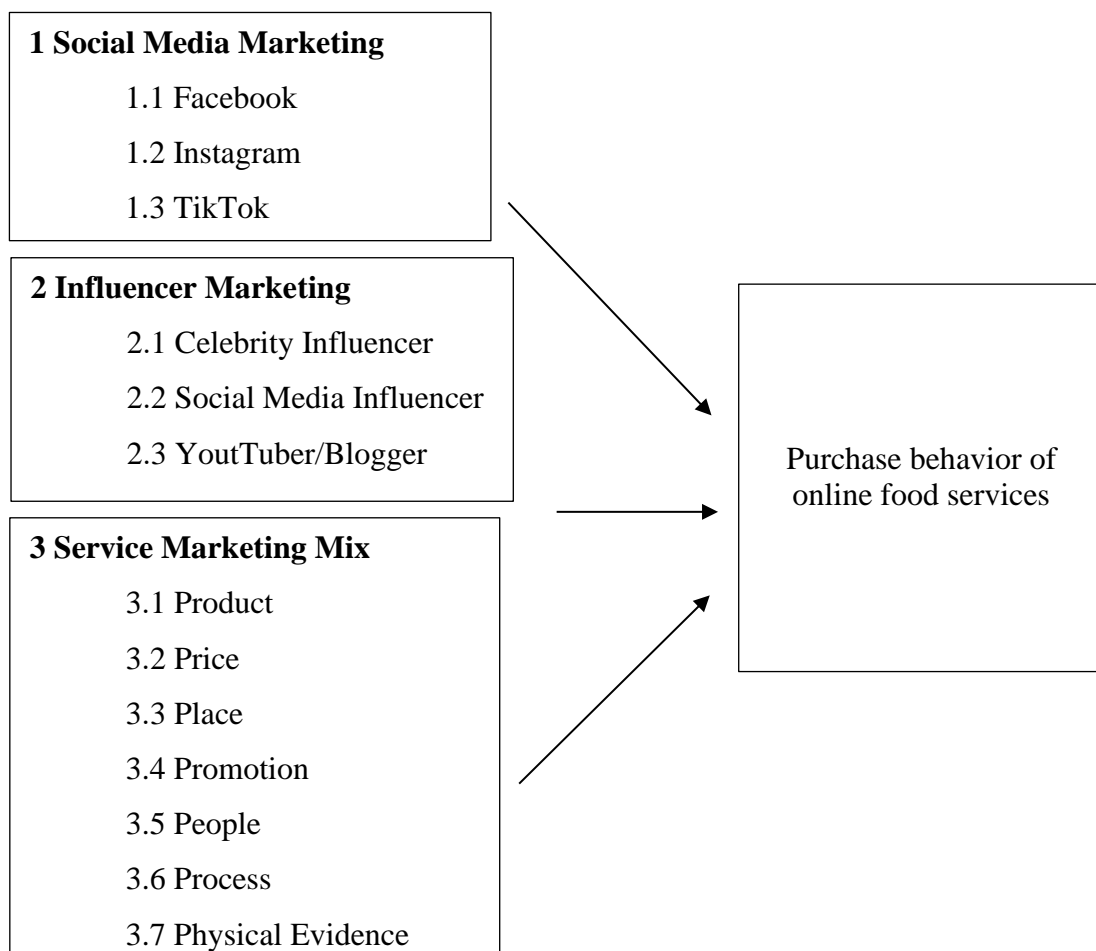
2. To study the impact of influencer marketing factors; celebrity influencer, social media influencer, and YouTuber/blogger, on purchase behavior of online food services.

3. To study the impact of service marketing mix factors; product, price, place, promotion, people, process, and physical evidence, on purchase behavior of online food services.

4. To consult with industry specialists to find out their opinions to support the hypothesis of this study, as well as to find out some alternative marketing solutions or guidance to be applied in the online food service industry if necessary.

#### 1.4 The Conceptual Framework

Figure 1.1: Conceptual Framework



### 1.5 Method of Study

This study applied both quantitative research (survey) and qualitative research (interview). First, the primary data collection was conducted through an internet-based survey by using convenience sampling of the population in Bangkok Metropolitan who used online food services to order food and drink. To guarantee that the respondents were in the area of the target group to study, the questionnaire set included demographic questions by asking the respondents to choose their living area as well as to answer the behavioral question to make sure they were using online food services or had used them recently. The online questionnaire was designed as close-ended questions in Likert scales and nominal scales including a demographic section, and a behavioral section. Statistical analysis was applied in the study to find the correlation of the study.

This research survey combined both convenience and snowball sampling techniques. Snowball sampling is a non-probability sampling method where researchers start with a small group of individuals they know and then grow the sample by having those initial participants suggest others who should also take part in the study. In essence, the sample begins modestly but gradually expands, resembling a snowball effect as the research progresses (Crossman, 2019). Snowball sampling was one of the suitable methods to use during the COVID-19 pandemic. Starting with a small group of people by asking the collaboration from the restaurant owners and the food delivery service providers. Asking their customers to participate in the survey, and share the survey link or QR codes with their friends and communities. However, to save time, the convenience sampling method was applied together with the snowball by sharing the questionnaire link to Facebook pages.



The survey was conducted in dual languages, English and Thai by using Google Forms and generating a QR code to access the online questionnaire.

After that, the Interviews were conducted. The topic or questions to be discussed during the interview were from the results of the survey. In the interview session, five industry experts from the online food services industry were invited as the interviewees.

#### 1.6 Tools and Statistics Used

For the quantitative data collection, the survey form was conducted in Likert scales and nominal scales including the demographic section, and behavioral section. Statistical analysis tool was applied in the study to find the correlation of the study.

The qualitative data collection involved interactive interviewing and written descriptions by participants from the online food services industry. The discussed topics were created based on the result of the quantitative research. After that, the opinions from the industry experts were summarized and suggested as guidance for readers.

#### 1.7 Scope of the Study

Independent Variables:

##### 1. Social Media Marketing

1.1 Facebook

1.2 Instagram

1.3 TikTok

##### 2. Influencer Marketing

2.1 Celebrity Influencer

2.2 Social Media Influencer

### 2.3 YouTuber/Blogger

## 3. Service Marketing Mix

### 3.1 Product

### 3.2 Price

### 3.3 Place

### 3.4 Promotion

### 3.5 People

### 3.6 Process

### 3.7 Physical Evidence

## 2 Dependent Variables:

### 1. Purchase behavior of online food services

## 1.8 Benefits of the Research

The objectives of this research were directed towards furnishing comprehensive insights into online food services and facilitating the examination by prospective researchers and industry practitioners. The study encompassed a thorough review of the existing literature, the statistical data derived from surveys, and the perspectives offered by domain experts. The findings of this research hold significant potential for informing market analyses within the food and beverage industry, particularly guiding food delivery service providers in the formulation of strategic initiatives for their enterprises.

It became imperative for industry practitioners to discern the factors exerting influence on the online food services sector, with the overarching goal of sustaining and fostering user demand beyond the pandemic's immediate effects.

Academic researchers, in parallel, can examine this research paper to attain a profound comprehension of the current state of knowledge and to discern gaps or domains necessitating further exploration. This study might be possible to inspire future researchers through its introduction of novel concepts, hypotheses, or theories, thereby fostering creativity and offering a foundational point for subsequent investigations or alternative viewpoints. Furthermore, this research delineated the methodologies and techniques employed, which may serve as a reference for forthcoming researchers. They can draw insights from established methodologies, adapt them to their research, or innovate new approaches based on the findings presented in this research paper.

#### 1.9 Limitations of the Research

First and foremost, the COVID-19 pandemic necessitated a predominantly online mode of data collection, thereby potentially introducing limitations compared to face-to-face interactions. The study's respondent pool was primarily concentrated within the Bangkok Metropolitan area, representing only a fraction of the entire spectrum of food delivery services in Thailand. Consequently, future research endeavors should contemplate broader geographical diversity, encompassing other cities or countries. Furthermore, it is worth noting that a multitude of diverse factors may merit consideration. However, this study primarily concentrated on influencer marketing, social media, and the service marketing mix, and the selection of sub-variables was confined to a limited subset of these chosen factors. Consequently, it may be insufficient for a comprehensive investigation. Moreover, there exist additional unexplored factors beyond the scope of this study that could exert considerable influence. Future researchers may need to delve further into these

unaddressed variables to attain a more profound comprehension of the determinants affecting purchase behavior in the realm of online food services.

#### 1.10 Definition of Terms

The following list of defined terms elucidates both the meaning and the contextual boundaries of key terms employed in this study, thereby aiding readers in achieving a comprehensive understanding of the research.

**Social media marketing:** Utilizing diverse social media platforms and strategies to showcase products, services, or brands while engaging a target audience. This involves crafting and distributing content across networks like Facebook, Instagram, and TikTok, aiming to achieve marketing and business goals.

**Facebook:** A significant social networking platform that facilitates global connections and interactions among friends, family, and people worldwide. Launched in 2004 by Mark Zuckerberg and college roommates, Facebook has grown into a leading global social media hub.

**Instagram:** A widely embraced platform, that permits users to share photos, videos, and stories with their followers. Its launch in 2010 led to rapid popularity, leading to its acquisition by Facebook in 2012.

**TikTok:** Introduced in 2016 by Chinese company ByteDance, has gained immense global popularity, especially among younger demographics, enabling users to craft, share, and explore short-form videos.

**Influencer marketing:** A strategic approach, that involves collaborating with influential figures, or influencers, to endorse products, services, or brands to their dedicated followers. Influencers possess credibility, expertise, and substantial followings in specific niches, often within the realm of social media platforms.

**Celebrity influencer:** A well-known public figure, typically from the entertainment, sports, or fashion industry, who has a significant following and influence on social media platforms. Celebrity influencers leverage their fame, status, and fan base to promote products, brands, and causes to their large audience.

**Social media influencer:** An individual who has gained a significant following and influence on social media platforms through their content, expertise, or personality. They have built a loyal and engaged audience by consistently sharing content that resonates with their followers and aligns with their niche or area of expertise.

**YouTuber:** An individual who creates and publishes video content on the popular video-sharing platform, YouTube. YouTubers often have their channels, where they upload videos on various topics, entertain their audience, share expertise, provide commentary, or showcase their talents.

**Blogger:** An individual who creates and maintains a blog, which is a website or online platform where they regularly publish written content in the form of blog posts. Bloggers share their thoughts, opinions, expertise, experiences, or information on various topics of interest to their readers.

**Service Marketing Mix:** Known as the 7Ps of marketing or the extended marketing mix, is a framework used to describe the elements that are essential in marketing services effectively. While the traditional marketing mix comprises the 4Ps (product, price, place, and promotion), the Service Marketing Mix adds three additional elements that are specific to services.

**Product/Service:** This refers to the core offering, which is the service itself. It involves defining and designing the service to meet the needs and expectations of the

target market. Key considerations include service features, benefits, quality, customization, and innovation.

**Price:** Representing the amount charged for the service and the value perceived by customers. Pricing strategies for services may involve factors such as pricing models (hourly, fixed, value-based), bundling, discounts, and payment options. Pricing decisions should align with customer expectations and market positioning.

**Place:** The location or channel through which the service is delivered or accessed by customers.

**Promotion:** The activities and communication strategies used to promote and create awareness of the service. This includes advertising, public relations, direct marketing, sales promotions, social media marketing, and other promotional tools.

**People:** The employees and personnel involved in delivering the service. In service marketing, people are a critical component as they directly interact with customers and have a significant impact on customer satisfaction and the overall service experience.

**Process:** The procedures, systems, and steps involved in delivering the service. It encompasses the customer journey, service delivery timeline, efficiency, and effectiveness of service operations. Ensuring a smooth and seamless service process is crucial for meeting customer expectations and delivering a positive experience.

**Physical Evidence:** Physical evidence encompasses the tangible elements that support the service experience. It includes the physical environment, facilities, equipment, signage, branding, and other sensory cues that shape customer perceptions and contribute to the overall service experience.

**Purchase behavior:** Known as buying behavior or consumer behavior, refers to the actions and decisions made by individuals or organizations when they engage in the process of purchasing goods, products, or services.

**Online food delivery service:** A platform or application that enables customers to order food from various restaurants or food establishments and have it delivered to their desired location. These services have gained immense popularity in recent years due to the convenience they offer, allowing customers to enjoy a wide range of cuisine without leaving their homes or offices.

## CHAPTER 2

### LITERATURE REVIEW

This chapter summarized the literature that was relevant to the research project, entitled “The Study of Social Media Marketing, Influencer Marketing, and Service Marketing Mix, Effecting Purchase Behavior of Online Food Services of Customers in Bangkok Metropolitan Area” It was divided into 5 parts.

2.1 The Background of the Business Industry

2.2 Theories/Academic Concepts and Other Relevant Research Articles on (Purchase Behavior)

2.3 Theories/Academic Concepts and Other Relevant Research Articles on (Social Media Marketing)

2.4 Theories/Academic Concepts and Other Relevant Research Articles on (Influencer Marketing)

2.5 Theories/Academic Concepts and Other Relevant Research Articles on (Service Marketing Mix)



## 2.1 The Background of the Business Industry

### Online Food Service

In an era characterized by the fast-paced lifestyles of individuals, modern technology has emerged as a means to enhance their convenience. The restaurant industry is currently experiencing rapid growth and expansion. Intense competition within this sector has compelled restaurants to distinguish themselves through exceptional food quality and service, often achieved by offering delivery services to their customers. Delivery has gained prominence as a preferred ordering channel, primarily driven by congested traffic conditions and limited parking availability in urban areas like Bangkok.

Historically, delivery orders were processed through telephone inquiries. However, in contemporary times, customers have the option to place food orders directly through restaurant websites or various mobile applications. Furthermore, the introduction of credit card payment options has significantly enhanced the convenience factor for customers.

By the year 2022, the worldwide online food delivery market had achieved a valuation of roughly USD 130.8 billion. Predictions indicated that the market will continue expanding at a compound annual growth rate (CAGR) of 13.2% from 2023 to 2028, ultimately reaching an estimated value of around USD 275.22 billion by 2028 (Expert Marketing Research, 2023). The growth of the overall food delivery industry is playing a vital role in driving the market growth.

Food delivery services have revolutionized the way customers receive food from restaurants, stores, or independent food delivery companies. Through the assistance of couriers, customers can conveniently place orders via restaurant or

grocer's websites, mobile apps, or food ordering companies. The digital transformation brought about by Thailand 4.0 has prompted businesses to adapt their strategies and operations to the online world. This shift has given rise to influential intermediaries, such as online food delivery service companies, which have transformed the restaurant industry. The food delivery industry in Thailand has witnessed remarkable growth. Shifts in consumer behavior, particularly in the wake of the COVID-19 pandemic, have accelerated the adoption of online food delivery services. Travel restrictions, lockdown measures, and changing dining preferences have prompted more people to rely on the convenience and safety of food delivery services, leading to increased demand for the Food Delivery Application (FDA) platform. Moreover, the widespread adoption of smartphones has significantly contributed to the growth of online food services. Smartphones have become an integral part of daily life, customers can easily access the FDA platform's mobile applications, making food ordering and delivery more accessible and convenient. Pandey & Wang (2023) studied reveals an impressive surge in the FDA platform, with transactions soaring by a notable 78-84%, summing up to approximately 66-68 million compared to the preceding year. Projections for 2023 envision the global FDA market to soar to a valuation of \$16,605 million. This remarkable growth could be attributed to the FDA platform's extensive collaborations with a wide array of restaurants, spanning from local gems to renowned chains. This diverse culinary range ensures that customers can partake in a wide selection of cuisines and menus, effectively catering to their unique tastes and preferences.

Online food delivery (OFD) pertains to the procedure of preparing and delivering food that has been ordered online to the consumer (Li, Miroso, & Bremer,

2020). The prominent players in the realm of online food delivery services in Thailand encompass Lineman, GrabFood, and Foodpanda. Presently, these service providers primarily concentrate their offerings in Bangkok and its neighboring provinces like Nonthaburi, Pathum Thani, and Ayutthaya, alongside other significant urban centers such as Chiang Mai and Phuket.

### The Evolution of Online Food Delivery Services

In today's digital age, the influence of the digital lifestyle on consumers has been significant, leading to continuous innovations and advancements in food delivery methods. This transformation is driven by the increasing adoption of smartphones as consumers' primary devices, enabling them to order food conveniently at any time and from anywhere. Online food delivery has emerged as the fastest-growing opportunity within the food service industry, providing consumers with unmatched convenience.

One of the key drivers behind the rapid expansion of online food delivery services is the changing lifestyles of consumers. Busy work schedules and the demands of modern life have made online food delivery an attractive option for individuals seeking quick and hassle-free meal solutions (Ray, Dhir, Bala, & Kaur, 2019). Particularly in urban settings, where the pace of life is frenetic, online food delivery services offer a viable response to the time constraints faced by consumers (Kaur, Dhir, Talwar, & Ghuman, 2021). The convenience and flexibility offered by FDAs play a pivotal role in driving their popularity among consumers (Ray et al., 2019).

The appeal of FDAs is further amplified by their unique features and functionalities. These platforms provide consumers with a range of benefits, such as

promotional offers, personalized search results based on order history, and the opportunity to provide feedback on their dining experiences (Ray et al., 2019). These features enhance the overall user experience and contribute to the growing acceptance of FDAs among consumers.

The market for online food delivery is poised for substantial growth, with restaurants expanding their online presence and a surge in the number of online food delivery platforms, specifically food delivery apps (Flores & Castaño, 2020). This expansion not only reflects the demand for convenient dining options but also underscores the dynamic nature of the food service industry in adapting to consumer preferences and technological advancements.

In conclusion, the evolution of online food delivery services has been fueled by the changing lifestyles of consumers, particularly in urban areas, where time constraints and convenience are paramount. The increasing adoption of smartphones and the popularity of food delivery apps, with their user-friendly features, have further propelled the growth of online food delivery. As the food service industry continues to adapt to these evolving consumer trends, the potential for further expansion and innovation in the online food delivery market remains promising.

## 2.2: Theories/Academic Concepts and Other Relevant Research Articles of Purchase Behavior of Online Food Services.

In the contemporary business landscape, particularly within marketing, understanding consumer purchasing behavior holds paramount importance. As highlighted by Gonu, Asare-Larbi, & Abdul-Rahman (2022), the literature review underscored the significance of marketing strategies that impacted consumer purchasing behavior, a focal point of continued attention among both researchers and

practitioners within these highly competitive business environments.

In the pursuit of competitiveness, businesses must endeavor to augment the value they offer to their customers. A fundamental prerequisite for comprehending value in this context entails a profound understanding of the concept of customer purchase behavior. Purchase behavior functions as a dependent variable, subject to the influence of a multitude of both external and internal factors. It quantifies the predisposition of respondents towards the acquisition of a product or the engagement of a service. Throughout the trajectory of the purchasing process, purchase behavior remains susceptible to alterations stemming from a spectrum of internal and external motivations (Gogoi, 2013).

Consumer purchase behaviors constitute a pivotal factor facilitating marketers in discerning the buying patterns and preferences of customers. Marketers can leverage this insight to craft tailored marketing campaigns that align with consumer interests, thereby stimulating demand and prompting consumers to patronize their products or services. Daily, consumers navigate a myriad of purchase decisions; nevertheless, comprehending the underlying rationale governing specific choices poses a formidable challenge, owing to the multifaceted nature of factors that influence these decisions.

The model of buyer behavior operates as a systematic and sequential process. While this may appear inconspicuous to consumers, it holds considerable significance for businesses, affording them the ability to unravel the mechanisms through which consumers become acquainted with their brand and the catalysts that instigate purchases. A profound comprehension of consumer purchase behavior empowers businesses to gain insights into consumer needs, refine corporate strategies, enhance

customer experiences, and ultimately augment sales.

### Types of Purchasing or Buying Behavior

#### Complex Purchase Behavior:

Complex buying behavior involves deeply engaged consumers who extensively research before buying due to high economic or psychological risks. For instance, purchasing high-value items like houses or expensive cars falls into this category. Marketers need a profound product understanding to assist these customers and shape their perceptions. Crafting advertising messages to influence beliefs and attitudes becomes crucial in this context (Cloodick, 2022).

#### Variety-Seeking Purchase Behavior:

In this type, consumers exhibit brand-switching behavior, seeking diverse products. With low involvement and brand loyalty, they opt for experimentation. The focus is not solely on price, product attributes, convenience, and location play roles. Neostrom (2022) highlighted that customers explore various items efficiently within this behavior.

#### Dissonance Reducing Purchase Behavior:

Buyers show high involvement in this scenario, but perceived differences between brands are minimal. Post-purchase satisfaction is derived from comparing the actual purchase to the initial intent. Limited choices, time, or budget constraints may restrict decision-making options (Neostrom, 2022).

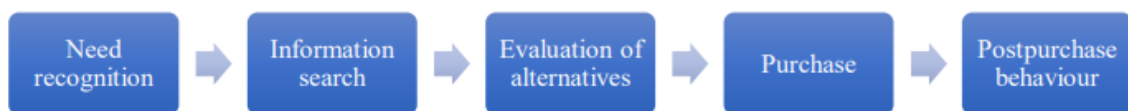
#### Habitual Purchase Behavior:

Habitual buying behavior involves low involvement, and often repeated purchases of daily essentials like personal care and food products. Despite some variations, customers perceive minimal differences between brands. Brand loyalty is

scarce; customers prioritize the most affordable option at the time (Henderson, 2021).

Purchasing behavior encompasses the decision processes of end consumers engaged in buying and using products (Orji, Oyenuga, & Ahungwa, 2020). When discussing the process of consumer decision-making, it invariably revolves around the five-stage model of the consumer buying decision process presented by Kotler & Keller (2015).

Figure 2.1: Five-Stage Model of Consumer Decision-Making Process



The Kotler & Keller model delineates the decision-making process a consumer undergoes before executing a purchase. This model delineates the psychological factors that should be considered before the purchase, as well as those that come into play post-purchase, ultimately influencing the level of consumer satisfaction derived from the product or service. The model's five stages elucidate the factors and influences that consumers encounter in their journey from one stage to the next.

### 2.3: Theories Academic Concepts and Other Relevant Research Articles of Social Media Marketing.

Functioning as an integrated communication tool, social media fostered friend connections and played a pivotal role in news and information exchange. Its surge in growth had positioned it as a vital channel for communication and promotion of both new and existing products or services. Notably, the Global Web Index reports that 54% of social media users relied on these platforms for product research, and 71% were inclined to make purchases based on social media referrals (Murtaza, 2021).

The substantial influence of social media marketing on shaping consumer buying behavior was noteworthy. Zhang, Zhang, & Daim (2023) highlighted that businesses harnessing the potency of social media could effectively engage their intended audience, instill brand awareness, and ultimately steer consumer decision-making in purchasing products or services. In accordance with the findings of Park, Hyun, & Thavisay (2021), the current era witnessed a substantial surge in utilizing social media to communicate and promote both new and existing products or services. This growth was fueled by social media's impactful role in shaping consumer purchasing behavior. Furthermore, the rise of online media channels aided by mobile devices has led to a diminished inclination toward traditional media channels, as indicated by Chatterjee, Kar, & Dwivedi (2021).

As highlighted by Kar & Kushwaha (2021), consumers with a thirst for crucial brand information are inclined to turn to social media for their search. This shift has been fueled by the proliferation of smartphones, establishing social media platforms as the most viable avenue for brand exploration. Marketers can leverage these platforms to gain deeper consumer insights, facilitating informed marketing choices.

Another illustrative instance came from the study of Hanaysha (2022), which underscored the significance of social media sites as crucial platforms for fast-food brands in achieving their intended marketing goals, including cultivating brand trust and shaping consumers' purchasing behavior.

Social media serves as a dynamic marketing instrument, fostering brand, product, and service promotion while shaping the interaction between brands and their clientele. Marketers can ignite consumer purchasing behavior by crafting advertising and promotional strategies that elicit responses. The digital landscape has birthed



diverse online communication avenues that facilitate conveying a company's offerings and influencing consumer buying choices. Notably, Garretson (2008) highlighted that social media's utility extends beyond product and service research, serving as a platform for consumer engagement with both the companies they patronize and fellow consumers, who offer valuable insights.

Social media marketing, encompassing word-of-mouth (WOM), viral, buzz, and guerrilla marketing, strategically molds consumer-to-consumer interaction using professional marketing techniques (Kozinets, de Valck, Wojnicki, & Wilner, 2010). Additionally, Kaplan & Haenlein (2010) defined social media as a Web 2.0-based internet application facilitating the generation and exchange of user-generated content. Serving as a conduit to connect people through online technology, social media enables the creation of virtual communities, enabling the sharing of information, ideas, messages, pictures, and videos. Grounded in collaborative platforms, social media nurtures and empowers individuals, communities, or organizations to collaborate, co-create, discuss, and actively participate by disseminating information online.

### 2.3.1 Facebook

Social media, with Facebook at the forefront, wielded a substantial impact on consumer behavior. Online word-of-mouth fostered through social media platforms was widely embraced by consumers due to its perceived impartiality, dependability, and trustworthiness (Li, Zhang, & An, 2023). Marketers increasingly recognized social media as an efficacious marketing tool. Park & Kim (2008) corroborated that information sourced from Facebook significantly shaped consumer choices. Facebook's significance was growing for both consumers and businesses, evolving

into a tool for online shopping and kindling interest in networked applications and activities. By October 2019, Facebook had become the most searched term on Google. Notably, Fitzgerald (2022) reported that Facebook's user base was more than doubled within six months between 2018 and 2019. Brent (2022) underscored that 73% of college-educated internet users and 70% of individuals earning over \$75k annually were on Facebook, establishing a well-educated, affluent audience that's appealing to advertisers, particularly for high-value products.

Facebook effectively played a role in promoting a company's services, providing an ideal platform for brand promotion and the trial of new marketing strategies. It equipped brands with precision targeting tools. Amid the array of social media options, Facebook reigned as the most popular (Nielsen, 2012). Through Facebook brand pages, companies could convey tailored information to specific audiences, advancing the marketing, promotion, and dissemination of product and service details (Cvijikj & Michahelles, 2011).

As one of the foremost social networking sites (SNSs), Facebook empowers users to construct public profiles and cultivate connections. It serves as a means for users to link with acquaintances, friends, and family. Users traverse their timelines, perusing updates about friends, news, and advertisements.

### 2.3.2 Instagram

Instagram was founded in 2010. It is a mobile app enabling users to share photos and videos with their followers. Its expansion persisted, particularly among young women users. What sets Instagram apart from other social media platforms is its emphasis on a visual-based approach (Hird, 2013). Photography is at the heart of Instagram's essence. This platform serves as a powerful tool for companies to

showcase their brands, products, and services. This is evident in the growing presence of numerous brands, ranging from small businesses to luxury brands, actively engaging on Instagram. The benefit of using Instagram is the ability to send messages to their target clients by simply posting new photos on the Instagram feed, short fifteen-second videos on Instagram stories, or brief videos on Instagram reels. To keep in touch with a follower, nowadays live streaming functions are widely used among brands, sometimes they give away a discount code to use on their websites or platforms. For example as in the study by Cahyono (2023), a positive relationship between the power of Instagram and customer purchase behavior of local food had been found. The perceptions of buying local food through Instagram could be neutral or slightly positive which could explain that Instagram could be considered as one of the effective marketing tools for marketers to consider.

### 2.3.3 TikTok

TikTok, a relatively new social media platform, made its global debut in 2016. Recent reports indicate an impressive user base of one billion monthly active users and the consumption of 167 million TikTok videos in a single Internet minute (Geysler, 2021). Initially introduced as Douyin by the Chinese company Bytedance in September 2016, the application expanded internationally in 2017. However, it underwent a rebranding as TikTok for international markets, retaining the name Douyin for the Chinese market as a separate application. TikTok has garnered immense popularity, emerging as a prominent free mobile app in numerous countries, including Thailand.

TikTok, amidst the backdrop of the pandemic, has risen to become the fastest-growing social network, achieving unprecedented success by becoming the most

globally downloaded application in both 2020 and 2021. Within the realm of online social media marketing, TikTok has emerged as a significant tool, offering substantial influence and promising developmental prospects. Its efficacy in the marketing domain is exemplified by its record-breaking performance in live broadcast commerce, wherein it achieved sales exceeding 130 million yuan in just a four-hour timeframe (Zhang, Zhang, & Daim, 2023). TikTok's appeal lies in its exceptional hedonic and utilitarian values, distinctly characterizing its role in online social media marketing as a platform that captures users' attention while delivering both entertainment and practical value.

With a user base of over 1 billion monthly users and a consistent record of surpassing other established platforms since 2018. In 2023, TikTok reached 1.7 billion users, a 17% increase from the previous year (Iqbal, 2023). TikTok's ascendancy within the social media landscape is indisputable. TikTok's hallmark feature is its short-form video content, typically spanning 15 to 60 seconds (Sandal, 2018), aligning perfectly with the contemporary user attention span and allowing for the consumption of a higher volume of content in a shorter timeframe. Beyond passive consumption, TikTok serves as a dynamic space for content creation and discovery, fostering an active and engaged user community.

Moreover, TikTok's influence extends to advertising opportunities for businesses, enabling them to reach a large and engaged audience. Through sponsored content and advertisements that appear on users' feeds, brands can showcase their products or services, emphasize special offers, or enhance brand awareness. The engagement and relevance of these ads play a pivotal role in influencing user consideration, potentially leading to conversions. TikTok's marketing ecosystem

empowers brands to swiftly and precisely reach their intended audience. TikTok has established a robust ecosystem that offers brands various avenues for support, encompassing integrated marketing, lifecycle marketing, and performance marketing across both B2B and B2C domains. Notably, TikTok has forged strategic collaborations, such as its partnership with Taobao, which facilitates the redirection of traffic to e-commerce websites, thereby enhancing the potential for conversion.

This means that TikTok's marketing capabilities have evolved to cater to the specific needs and objectives of brands. Integrated marketing refers to the seamless integration of various marketing channels and strategies to create a cohesive brand message. Lifecycle marketing involves tailoring marketing efforts to different stages of a customer's journey, from awareness to retention. Performance marketing focuses on measurable results and optimizing marketing campaigns for maximum effectiveness.

#### 2.4: Theories/Academic Concepts and Other Relevant Research Articles of Influencer Marketing.

Extensive research has delved into influencer marketing strategies that effectively influence followers' purchasing decisions regarding endorsed products or services. This research has resulted in an expanding array of factors, including the influencer's attributes, the characteristics of their followers, posting techniques, and the consumer's state of mind during the decision-making process. Influencers have progressively evolved into primary sources of information and innovation for their followers.

Influencer marketing has demonstrated its potential to exert a positive impact on followers' purchasing behaviors (Belanche, Casalo, Flavian, & Ibanez-Sanchez,

2021). As articulated by Thilina (2021), influencers possess the capacity to sway the purchase choices of others, owing to their authority, expertise, and the rapport they foster with their followers within specific niches where they actively engage. This notion is further substantiated by a study conducted by Ooi, Lee, Hew, Leong, Tan, & Lim (2023), which underscores the effectiveness of influencer marketing by illustrating a positive correlation between influencer credibility, consumer attitudes toward both the influencer and the promoted product or service, and resultant purchase behavior. Similarly, Bu, Parkinson, & Thaichon (2022) explored the components of influencer marketing that impact consumer purchase behavior, highlighting the significance of homophily as a crucial factor influencing purchasing decisions due to its role in fostering collaborative relationships with influencers.

An influencer is an individual with a substantial following across their social media channels, which enables them to exert a potent and noteworthy impact on their audience. Such influencers often cultivate a desire among their followers to shop for and purchase the products and services they endorse on their social media profiles. Presently, influencers serve as a prevalent marketing strategy, commonly referred to as influencer marketing. Diverse definitions of influencer marketing exist, one being "a marketing approach that leverages key figures to convey a brand's message to a broader market" (Byrne, Kearney, & MacEvill, 2017). Li & Du (2011) likened influencers to opinion leaders, portraying them as individuals with a robust personal brand. Aligning with these notions, this thesis refined influencer marketing in an online realm, defining it as the utilization of individuals who had amassed substantial followings on platforms like Instagram or blogs. Additionally, these influencers were perceived as trustworthy, serving as conduits for spreading product and brand

awareness (De Veirman, Cauberghe, & Hudders, 2017). Previous research underscored that influencers were often deemed more credible and reliable than paid advertisements, a harmony attributed to their integration within the platform's content landscape (Abidin, 2016). In contrast to direct marketing, influencer marketing harnessed the potency of Word-of-Mouth (WOM) to indirectly promote products or services (De Veirman et al., 2017).

Few studies related to customers' decision-making process to use online food delivery services were found, especially during the Coronavirus disease (COVID-19) pandemic. A study by Jun, Yoon, Lee, & Lee (2021) explored the determinants of customers' inclination to use online food delivery services. Findings indicated a favorable correlation between social influence and customers' willingness to engage with such services. Moreover, social media influencers could assume the role of intermediaries, employing recommendations and product descriptions within their social media content to sway customers' perceptions, behaviors, and attitudes toward a product (Uzunoglu & Klip, 2014).

Influencer marketing has evolved beyond traditional methods like printed advertisements, celebrity endorsements, and digital marketing. An influencer is an individual who has built a substantial following on a social media platform, such as Instagram. Businesses now widely use these influencers as a powerful marketing tool to effectively connect with their target audience. Furthermore, influencers often provide fresh insights and can influence the beliefs and actions of others, including guiding potential customers toward making a purchase (Liu, Jiang, Lin, Ding, Duan, & Xu, 2015). This helps us understand the key factors to consider before entering into a collaboration between a company and an influencer.

#### 2.4.1 Celebrity Influencer

Celebrity endorsement has persisted as a marketing communication technique for an extended period, and its utilization has remained on an upward trajectory despite the substantial resources it necessitates. The rationale behind this enduring popularity lies in its capacity to raise brand awareness and capitalize on the fame and dedicated fan base of celebrities to favorably promote their brands (Ateke & Onwujiariri, 2016). Influencers openly reveal their daily lives, product encounters, and emerging trends to their followers, which in turn shapes the viewpoints and mindsets of their audience. Consequently, followers often perceive celebrities or influencers as elevated reflections of themselves, aspiring to imitate the influencers' physical attributes, demeanor, or way of life by replicating or professing to replicate the same actions or experiences as depicted by the influencers (Dinh & Lee, 2021). The idea of using celebrities as a strategy to endorse and promote products and brands is not a modern-day invention; it has been engrained in society for a long time since the late nineteenth century (Han & Yazdanifard, 2015). In essence, celebrities have been employed as promotional tools for a diverse array of products.

Celebrities represent individuals who enjoy widespread recognition within specific societal groups, primarily due to the extensive media coverage of their lives (McCracken, 1989). Epstein (2005) further classified celebrities based on their origins, categorizing them as heroes, idols, or superstars. Notably, Gabler (2001, p. 6), a distinguished cultural historian and prominent film critic, redefined celebrities as individuals who embody narratives that captivate both media and public interest, narratives characterized by their entertainment value. Rojek (2001, p. 29) posited that



celebrities exert substantial influence on public consciousness as they garner public attention while maintaining a certain level of social detachment.

Within the realm of marketing, celebrity endorsements are regarded as credible sources for cultivating positive electronic word-of-mouth (eWOM) concerning specific products and services (Kutthakaphan & Chokesamritpol, 2013). Celebrities possess the ability to transform obscure products into widely recognized ones through the skillful employment of persuasive techniques and the cultivation of positive brand associations via advertisements.

#### 2.4.2 Social Media Influencer

Consumers nowadays are heavily relying on user-generated content posted on social media platforms by influencers as they would like to know more about a product before making purchase decisions to reduce potential uncertainty (Zhuang, Zeng, Zhang, Liu, & Fan, 2023). The larger the number of followers an individual has, the greater their perceived social influence (Jin & Phua, 2014). This is due to images being broadcasted to every follower who could, potentially, re-post the images on their pages, thus expanding the visibility to an even wider audience (Scott, 2011).

Across prevalent social media platforms, numerous users frequently subscribe to renowned accounts known as social media influencers. These influencers, owing to their popularity, attract the attention of many brands who collaborate with them to endorse or appraise their products. Especially on visually engaging platforms like Instagram, the activities of these influencers garner significant attention. Their primary role involves evaluating products from various brands. Influencers span a variety of social media channels, representing diverse categories such as fitness, fashion, beauty, literature, Do It Yourself (DIY) projects, and beyond (Belagatti,

2017). Another example is Instagram, the fashion influencers mostly endorse a product by wearing it and then tagging the picture with the name of the brand. Consumers also often receive more messages about the product from social media influencers than from companies (De Veirman et al., 2017). Moreover, Solomon (2017) emphasized the substantial impact of social media influencers on consumer perceptions of products. This underscores how influential these individuals are in shaping how consumers view and engage with various products in the market. Social media influencers wield the power to sway consumer opinions and preferences, making their endorsement a crucial factor for brands seeking to establish positive associations and trust with their target audience. Consequently, businesses often collaborate with influencers to leverage their reach and credibility, as their endorsements can significantly influence consumer perceptions and ultimately impact purchasing decisions.

#### 2.4.3 YouTuber/Blogger

In recent years, the relationship between brands and YouTubers has witnessed significant growth. Brands are actively seeking collaborations with YouTube personalities for their advertising campaigns, increasingly favoring them over traditional celebrities. The study commissioned by Defy Media, as highlighted by Arnold (2017), demonstrates the remarkable influence that YouTube content creators hold over the preferences of younger consumers, particularly those aged 13-24. The findings reveal that a substantial 63% of respondents in this demographic segment expressed a keen interest in trying out products or brands endorsed by these content creators. This statistic underscores the immense trust and impact that YouTube influencers have within their viewer base. It further emphasizes the potential for

brands to tap into this influential avenue by collaborating with content creators to promote their products or services, recognizing that such partnerships can significantly sway the purchasing decisions of young consumers in today's digital age. Moreover, Ooi et al. (2023), in their review of existing literature, established a positive relationship between the credibility of information conveyed in YouTube videos by influencers and the viewers' attitudes toward the mentioned brand or product. Their findings indicate that when consumers perceive influencers as credible sources, they are more likely to develop favorable attitudes toward the endorsed product or service. This phenomenon highlights the pivotal importance of establishing and maintaining credibility within influencer partnerships, as it directly influences how audiences perceive and engage with brand messaging in the digital age. Brands that prioritize building authentic relationships with influencers can leverage this trust to enhance their marketing efforts and connect more effectively with their target audience. Wiley (2014) further substantiates this shift in credibility dynamics, asserting that information presented by product reviewers or bloggers carries greater credibility than endorsements by established celebrities. Wiley contends that traditional celebrities no longer wield the same influence they once did, with online bloggers' product reviews now carrying more weight due to their perceived authenticity and accessibility.

YouTubers often engage in reviewing products or services through video content, providing detailed descriptions and opinions. The manner in which they present specific products or services often leads viewers to perceive them as genuine, even when the content is sponsored by the brand itself. YouTubers and bloggers often gauge their popularity based on video views and subscription numbers. Furthermore,

it is noteworthy that contemporary celebrities and superstars have increasingly ventured into creating their own YouTube channels, offering glimpses into their lifestyles, interests, and areas of expertise. YouTube stars excel in building relationships with their audience, characterized by their approachability and the creation of intimate experiences with viewers (Arnold, 2017). This trend is not limited to established celebrities but extends to the younger generation of YouTubers, who garner popularity through creative content creation. Some establish themselves as authorities in specific niches, such as food, travel, or makeup. They monetize their content through YouTube views and sponsorships, contributing to the proliferation of new YouTube channels in recent times.

## 2.5: Theories/Academic Concepts and Other Relevant Research Articles of Service Marketing Mix.

The marketing mix, a foundational tool in marketing, has been extensively employed over the years. Booms and Bitner (1981) expanded upon the traditional 4 Ps model by introducing three additional elements which are People, Process, and Physical Evidence. They are particularly pertinent to the service industry. The service marketing mix consists of the elements that marketers can control to affect how buyers respond.

Farid et al. (2023) substantiated the hypothesis that marketing mix factors indeed wield influence over purchase behavior. This aligns with the conclusions drawn by Lim, Cheah, Ng, Basha, and Soutar (2021), who established a positive relationship between the marketing mix and the intention to continue using retail apps. This significant relationship underscores the premise that the marketing mix constitutes a fundamental requirement for sustaining the usage of a retail app. The

study's findings indicated that businesses, when adeptly leveraging and optimizing their marketing mix strategies, can exert a positive influence on consumer behavior, thereby enhancing the likelihood of a purchase. The components of the service marketing mix encompass product, price, place, promotion, people, process, and physical evidence. These elements collectively play a pivotal role in shaping consumers' purchasing decisions. By comprehending and effectively implementing the appropriate blend of marketing mix factors, companies can create value, differentiate their offerings, and sway consumers to select their products or services over those of their competitors.

According to Kushwaha & Agrawal (2015), the service marketing mix consists of 7P dimensions of “(1) Product, everything that is offered to fulfill consumer needs, (2) Price, how much consumers spend their money to fulfill their needs and wants, (3) Place, as a location in obtaining company services, (4) Promotion, activities that introduce goods and/or services to markets, (5) People, as a person's role in delivering goods and/or services that can influence consumer perceptions, (6) Process, how the company serves consumer demand, and (7) Physical evidence, someone's experience in using the services”.

This research aimed to explore the utilization of the service marketing mix as a business strategy to study consumer behavior and understand the factors influencing customers' decisions to purchase or abstain from purchasing products or services. It served as a valuable tool for comprehending customer needs and enhancing customer satisfaction.

The marketing mix is a widely accepted concept in the field of marketing, as evidenced by the works of McCarthy (1960), Bartels (1983), and Shapiro (1985). Ismail's study established a relationship between the service marketing mix and customer satisfaction. The regression results, as indicated by the values of R square and adjusted R square, reveal that service marketing mix elements, including product, place, promotion, price, people, process, and physical evidence, collectively accounted for approximately 75% of the variance in customer satisfaction. The study concluded that the service marketing mix exerted a significant impact on customer satisfaction (Ismail, Mubarack, & Thulkifly, 2015).

Service marketing in a firm extends beyond conventional production and marketing activities, necessitating collaboration between marketers and managers to enhance overall business management and human resources.

The findings from a study conducted by Savitri, Krisnatuti, & Hannan (2020) indicated that the marketing mix significantly influenced brand image and the decision to utilize online food delivery services. Effective implementation of the marketing mix involved engaging in attractive advertisements, ensuring drivers represent company attributes, and offering attentive customer service. When applied correctly, the marketing mix fostered trust and left a positive impression on consumers, thereby influencing their behavior regarding online food services (Anjani, Irham, & Waluyati, 2018). As corroborated by Chandra (2015), a well-executed marketing mix could build a positive brand image and enhance brand equity.

### 2.5.1 Product

A product encompasses anything that can be presented to a market for the purpose of gaining attention, acquisition, utilization, or consumption, thereby

fulfilling a desire or need. Within the service industry, a product can manifest as a service, an intangible offering that does not culminate in ownership. Products play a central role in the overall market offering, encompassing a spectrum that ranges from purely tangible goods to purely intangible services, with various hybrids in between.

The product is the first component of the marketing mix and exerts a profound influence on the other three elements. Its attributes and features can vary to accommodate the diverse needs and desires of target markets, shaped by distinct market components and the prevailing marketing environment (Mathieu, 2001). Kotler and Armstrong (2012) define a product as anything presented to a market with the potential to satisfy a need or desire, encompassing attention, acquisition, utilization, or consumption. In contrast, a service is characterized as an intangible offering involving activities or benefits exchanged between parties without resulting in ownership of a tangible entity (Kotler & Armstrong, 2012).

The research conducted by Farid et al. (2023) delves into the intricate relationship between various elements of the marketing mix (comprising product, price, place, and promotion) and several key factors influencing consumer behavior, such as purchasing intention and attitudes toward purchasing. Their findings reveal that these fundamental aspects of consumer decision-making are indeed influenced by the components of the marketing mix. Notably, product characteristics and attributes emerge as pivotal determinants of whether individuals decide to make a purchase or not. This underscores the critical role played by product-related factors in shaping consumer choices. Moreover, the study by Jalilvand, Samiei, & Mahdavinia (2011) hones in on the specific impact of product quality on purchase behavior. Their research provides compelling evidence that product quality exerts a significant and

positive influence on consumer purchasing decisions. In essence, this highlights the paramount importance of delivering high-quality products to not only attract potential buyers but also to enhance the likelihood of conversion. These findings collectively underscore the intricate interplay between product-related elements and consumer behavior, emphasizing the need for businesses to carefully consider and optimize their product offerings to align with the preferences and expectations of their target audience.

### 2.5.2 Price

Price constitutes the second element within the marketing mix concept, and it is profoundly influenced by the purchasing power of the customer. Price is often regarded as a pivotal determinant in the buying decision process. As noted by Kotler, Armstrong, & Balasubramanian (2023), price, referring to the amount charged by a marketing organization for its product and subsequently paid by the customer, stands as the sole element within the marketing mix capable of generating revenue.

Additionally, research conducted by Hermann, Xia, Monroe, & Huber (2007) underscores the importance of price as a significant factor influencing customer purchasing decisions and, consequently, exerting a substantial impact on customer satisfaction. Price perception directly affects consumer satisfaction and indirectly influences perceptions of price fairness.

Numerous factors come into play when determining an organization's pricing strategy, including material costs, product differentiation, competitive landscape, market share, and the perceived value of the product by customers (Davenport & Harris, 2007).



The study conducted by Avlonitis & Indounas (2005) posited that the primary pricing objectives include retaining profitable customers, attracting new customers, and meeting customers' needs. Organizations must select an appropriate pricing strategy for their products and services based on the micro and macro environments within which they operate. For instance, some firms employ a skimming pricing strategy to quickly recoup costs when there is minimal price sensitivity in the market. Conversely, other firms opt for a penetration pricing strategy, setting prices lower than those of competitors to gain a larger market share. Researchers have examined the influence of the 7P marketing mix variables on consumer purchase behavior to determine suitable marketing strategies. For example, findings from a study conducted by Astuti, Silalahi, & Wijaya (2015) indicated that the most influential marketing mix variable was price, with odd pricing strategies proving effective in stimulating consumer purchasing behavior.

In the context of online food delivery (OFD) services, some companies impose additional charges on customers, such as delivery fees and service fees. However, in the competitive landscape of OFD, companies often offer promotions that waive fees or provide discounts on total charges to attract new customers and boost orders from both new and existing customers. Within the OFD service environment, price-saving promotions have demonstrated their effectiveness as marketing tools, as evidenced by Kaur et al. (2021) and Ray & Bala (2021), who found that free delivery, reduced delivery fees, or promotional incentives enhance customer purchasing. Kaur et al. (2021) further observed that OFD service users actively seek price advantages. Hence, this study examines price as a crucial predictor of customer purchase behavior.

### 2.5.3 Place

The concept of "place" within the marketing mix can be defined as the mechanism responsible for the movement of goods and services from the provider or manufacturer to the consumer, as noted by Goi (2009). Within the service marketing mix, the element of "place" assumes a pivotal role by determining the location and accessibility of the service to the target customer base. This element focuses on the strategic decisions associated with how and where the service is delivered, with the ultimate goal of ensuring efficient and effective access for the intended audience. It encompasses various aspects such as distribution channels, warehousing facilities, transportation methods, location selection, product assortment, convergence, logistics, and inventory control management, as highlighted by Singh (2012).

Distribution channels, as a subset of the "place" element, encompass all activities contributing to the successful delivery of products to the end customer. These channels play a critical role in the organization's efforts to promote, sell, and distribute its goods to the final buyers, which may include resellers, physical distribution firms, marketing services agencies, and financial intermediaries, as outlined by Kotler & Armstrong (2012).

It is important to emphasize that the implementation of effective marketing strategies extends beyond merely achieving production objectives, setting prices, or conducting promotions. A crucial aspect involves the establishment of a successful distribution process, allowing the organization to fulfill its goal of providing the product at the right place and time. As affirmed by the study conducted by Pandey & Wang (2023), customer loyalty within the food delivery industry is significantly influenced ( $p < 0.01$ ) by two key components of the marketing mix, namely the

product and place. This implies that customer loyalty is contingent on their perception of the product's value and the convenience of its location.

#### 2.5.4 Promotion

Promotion stands as one of the most influential elements within the marketing mix, wielding the power to communicate and persuade the target market to purchase a company's products. It serves as the technique through which a product is brought to the attention of potential customers. Two highly effective promotional strategies directly influencing purchasing decisions are advertising and price discounts (Farid et al., 2023). The promotion concept encompasses all marketing activities employed to inform, persuade, and remind the target market about a firm and its products or services. These activities are designed to create a favorable image in the customer's mind (Sidhanta & Chakrabarty, 2010). In essence, promotion involves the art and science of crafting messages, advertisements, and campaigns that not only inform consumers about what a company has to offer but also persuade them to consider these offerings and, ideally, make a purchase. Furthermore, it involves ongoing efforts to remind customers about the brand and its value, ensuring that it remains relevant and top-of-mind when they make purchase decisions. Promotion strategies encompass a range of channels, including advertising, public relations, social media, content marketing, and more, all working together to build and maintain a favorable perception of the brand within the highly competitive marketplace.

Kotler & Armstrong (2012) defined promotion as a set of human activities rooted in a communication process, which can be directed either through personal selling or indirectly via advertising messages conveyed through media channels. The primary goal of the promotion process is to establish firm recognition and highlight its

products or services to the target market, ultimately boosting purchasing levels. The process plays a pivotal role in brand establishment and the creation of brand identity. The promotion process comprises several components, including advertising, personal selling, sales promotion, and public relations. These components harmonize to form the promotion mix, strategically aligned with the organization's marketing objectives.

For instance, as online food delivery (OFD) companies vie for market share, they frequently introduce promotions that either waive fees or provide discounts on total charges. These promotions are designed to attract new customers and incentivize repeat orders from existing ones. An example of such a promotion is that Lineman offers a \$10 discount to new customers. Furthermore, as underscored by Latif & Abideen (2011), advertising is recognized as the most potent element of the promotion mix, given its role in shaping the product's image in the market and positioning it within the perception of the customer.

#### 2.5.5 People

According to Kotler et al. (2023), the "people" element within the marketing mix encompasses all the individuals employed by the marketing organization who leave an impression on the customer when they engage in purchase cycles and service deliveries. The term "people" encompasses all individuals who contribute, either directly or indirectly, to the production and consumption of a service. In essence, they represent stakeholders in the business, including customers and employees.

Employees, in particular, serve as the face of the company, significantly impacting service quality by establishing a positive reputation for the company and delivering superior services compared to competitors. They have the potential to influence both the quality of the services provided and the consumer's perception of them. Their

personalities, behavior, communication, and attire can all contribute to the consumer's perception of the value derived from those specific services.

For many services, the customer's experience hinges on direct, personal interactions between customers and the firm's employees. This interaction greatly shapes the customer's perception of service quality. Often, customers gauge the quality of the services they receive based largely on their assessment of the individuals delivering those services. Successful service-oriented firms dedicate significant resources to the recruitment, training, and motivation of their personnel, particularly those in direct contact with customers.

#### 2.5.6 Process

A process refers to a specific method of operations or a series of actions that typically follow a defined sequence. It serves as an illustration of the methodologies and sequences that underlie the functioning of service operating systems, emphasizing considerations of both efficiency and effectiveness. Inefficiently designed processes can have detrimental effects on customer satisfaction, often resulting in slow, bureaucratic, and ineffective delivery of services. Such inefficiencies create challenges for front-line employees, hindering their ability to perform their duties effectively and efficiently. Consequently, this increases the likelihood of redundancies and service failures. In the context of food delivery services, process variables refer to the various stages involved in the service, such as order placement, food preparation, delivery time, and customer service. The positive and significant coefficients associated with process variables suggest that customers are highly sensitive to the efficiency and effectiveness of these operational aspects. When the process runs smoothly, orders are delivered promptly, and customer service is responsive and

helpful, it creates a positive impression on customers. Such positive experiences encourage customers to not only make repeat orders but also to remain loyal to the food delivery service provider. Processes are typically defined as the execution of actions and functions aimed at enhancing the value of products and delivering significant advantages to customers. This holds particular importance within the service industry. According to Hirankitti et al. (2009), the speed of service processes and the mobility of service providers are highly noticeable to customers, forming the basis for customer satisfaction. Notably, positive and significant coefficients ( $p < 0.1$ ) for both the process and physical evidence variables indicate that customers are more likely to exhibit loyalty based on the overall impression created by the food delivery service (Pandey & Wang, 2023). The study highlighted the pivotal role that process variables play in shaping customer loyalty within the food delivery service industry. The positive and significant coefficients associated with process-related factors indicate that customers are particularly sensitive to the efficiency, reliability, and overall effectiveness of the service process. A streamlined and responsive service process, encompassing aspects such as order processing, food preparation, delivery speed, and quality customer service, significantly contributes to positive customer experiences. These positive experiences, in turn, foster customer loyalty by encouraging repeat orders and enhancing overall satisfaction. Therefore, food delivery service providers should prioritize the optimization of their operational processes to consistently meet and exceed customer expectations, ultimately solidifying their position in the competitive marketplace.

### 2.5.7 Physical Evidence

During times of crises characterized by lockdowns, the lack of physical exposure to products and services before delivery can introduce uncertainties into food purchases. However, these uncertainties can be mitigated by building trustworthiness and credibility in the online marketplace. As noted by Lim (2023), establishing a digital presence in spaces frequented by customers can alleviate concerns and enhance their confidence in online food services. Active engagement on social media platforms has evolved into a crucial strategy for organizations to connect with their target audience and nurture relationships.

This approach finds support in the findings of Bernard (2016) and Keinanen & Kuivalainen (2015), which underline the advantages that organizations can derive from creating a strong online identity. Consequently, entities that have not yet embraced social media should consider its adoption to harness the potential benefits it offers (Hu, 2022).

Lovelock (1999) elucidated the concept of physical evidence, encompassing elements such as building aesthetics, landscaping, vehicles, interior furnishings, equipment, staff presentation, signage, printed materials, and other visible cues that collectively constitute tangible manifestations of a firm's service style and quality. These physical elements serve as essential touchpoints through which companies engage with customers for pre- and post-purchase inquiries. These engagement points may take the form of wholly-owned and internally managed facilities or designated representatives. The careful selection and management of these contact points are paramount, as they serve as mirrors reflecting the brand reputation and corporate strength, thus influencing the perceived value of the company's products or services

and subsequently impacting customer loyalty.

In the context of online food services, the element of physical evidence in marketing pertains to the tangible cues or manifestations that customers may encounter or perceive during their interactions with the service. Despite the predominantly digital nature of online food services, physical evidence still exerts a noteworthy influence on customer perception and the overall experience. Notably, the physical appearance of food packaging can wield a substantial impact on customers' assessments of quality and value. Online food service providers can invest in aesthetically pleasing and well-crafted packaging that conveys professionalism and meticulous attention to detail. Striking presentations, such as the incorporation of branded materials or personalized embellishments, have the potential to elevate the overall customer experience. Moreover, even within the digital domain, the responsiveness and efficacy of customer support and communication channels can leave a tangible imprint on customers. Timely and helpful responses to inquiries or issues serve as tangible evidence of the service provider's unwavering commitment to customer satisfaction.



## CHAPTER 3

### METHODOLOGY

The primary components of this chapter included descriptions of the research design and rationale for the research for both quantitative and qualitative research.

Therefore, this chapter was divided into 9 parts. They were as follows:

- 3.1 The Research Design
- 3.2 Reliability and Content Validity
- 3.3 The Population and Sample Size
- 3.4 The Data Collection
- 3.5 The Sampling Technique
- 3.6 The Research Procedure and Timeline
- 3.7 The Hypotheses Testing
- 3.8 Data Analysis
- 3.9 Qualitative Research (Interview)

### 3.1 The Research Design

#### 3.1.1 Quantitative Research

##### Part 1 Demographic Data (5 questions): nominal and ordinal scales

1.1 Gender

1.2 Age

1.3 Education level

1.4 Allowance or income per month

1.5 Marital status

This part was observed by using the multiple-choice method which the answer has to be chosen from only 1 option. This part consisted of 5 questions in multiple choices. The respondents were asked to answer their gender, age, living area, education level, income, and marital status.

##### Part 2: Customer Behavior (6 questions): nominal and ordinal scales

2.1 How often do you use online food delivery?

2.2 How much is the regular spending per order?

2.3 What category do you order the most?

2.4 What meal do you order the most?

2.5 What payment method do you usually use?

This section pertained to consumer behavior regarding online food delivery services. It consisted of six questions, and respondents provided their answers through multiple-choice options. These questions aimed to gather insights into respondents' behaviors and habits regarding food delivery services.

### Part 3: Social Media Marketing (9 questions)

This section encompassed nine questions, categorized into three distinct groups of sub-variables. The objective of this section was to examine customer behavior and determine whether social media marketing had a positive impact on customer purchase behavior. The three sub-variables under consideration were Facebook, Instagram, and TikTok.

### Part 4: Influencer Marketing (9 questions)

This section comprised 9 questions, categorized into three distinct groups of sub-variables. The primary aim of this section was to assess customer behavior and determine whether influencer marketing had a positive influence on customer purchasing decisions. The three sub-variables encompassed celebrity influencers, social media influencers, and YouTubers or bloggers.

### Part 5: Service Marketing Mix (21 questions)

This section encompassed 21 questions, segmented into seven distinct groups of sub-variables. The primary objective of this section was to scrutinize customer behavior using the framework of service marketing mix, often referred to as the 7Ps, to ascertain whether the service marketing mix exerted a positive influence on customer purchasing decisions. These seven sub-variables included product, price, place, promotion, people, process, and physical evidence.

### Part 6: Customer Purchase Behavior (5 questions)

This section comprised five questions specifically focusing on the purchase behavior of online food services. Respondents were requested to provide their opinions concerning their purchasing habits.

For sections 3-6, which delved into the attitudes toward influencer marketing, social media marketing, service marketing mix, and customer purchase behavior, an interval scale was employed. This scale utilized Likert's 5-point rating system, ranging from "strongly disagree (1)" to "strongly agree (5)".

Scale 5 – Strongly Agree

Scale 4 - Agree

Scale 3 - neither agree nor disagree

Scale 2 - Disagree

Scale 1 – Strongly Disagree

The statistical mean range for the interpretation of the mean was calculated by;

$$\text{Range} = (\text{Maximum} - \text{Minimum}) / \text{Scale Level} \text{ or } \text{Range} = (5 - 1) / 5 = 0.8$$

Table 3.1: The Range of Mean Interpretation

Range	Interpretation
1.00 - 1.80	Strongly Disagree
1.81 - 2.60	Disagree
2.61 - 3.40	Neither Agree nor Disagree
3.41 - 4.20	Agree
4.21 - 5.00	Strongly Agree

### 3.1.2 Qualitative Research

Qualitative data collection involved conducting interviews after summarizing the survey results. The analysis commenced when the initial data was gathered, guiding subsequent data collection, and facilitating the identification of solutions and recommendations based on the quantitative research findings.

The interview sessions encompassed interactive interviews and written descriptions provided by participants within the food delivery service industry.

### 3.2 Reliability and Content Validity

The online questionnaire underwent a validation process and received approval from the advisor, co-advisor, professors at Bangkok University in Bangkok, Thailand, and four industry experts. Furthermore, it was reviewed by three experts in the food service industry, comprising two restaurant owners and one marketing expert in the food service industry.

Following recommendations from the advisors and industry experts, the researcher revised the questionnaire and conducted forty pilot tests. A reliability assessment using Cronbach's Alpha Coefficient was performed for each factor within the statistical software. The reliability coefficients for all factors fell within the range of 0.7 to 0.9. It's worth noting that the acceptable threshold is above 0.65 (Nunnally, 1978).

Table 3.2: The Total Reliability Test Results

Cronbach's Alpha of Pilot Test	N ( number ) of Items
0.789	40

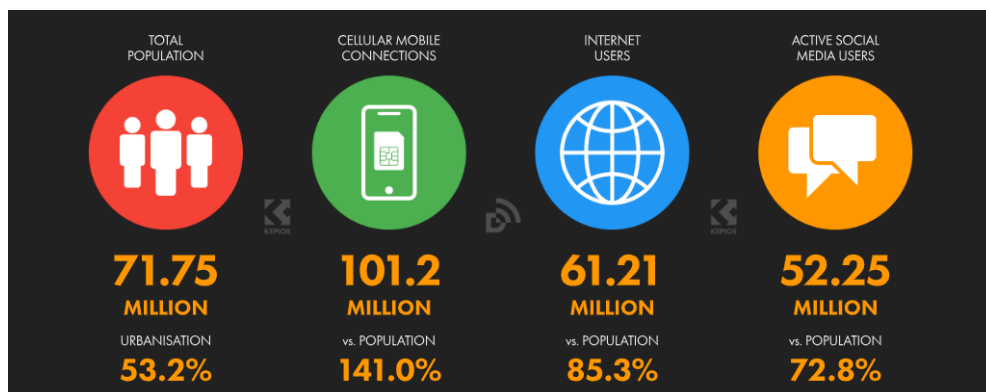
The reliability test was conducted with a volunteer sample group of 40 respondents. The data from the questionnaires were analyzed by using Cronbach's Alpha in the statistical software, with a total reliability of 0.789 which was acceptable.

Table 3.3: The Reliability Test Results for all Variable Factors

Questionnaire	N = 40	N = 604
Independent Variable Factors		
Influencer Marketing “Celebrity Influencer” (IMC)	0.807	0.655
Influencer Marketing “Social Media Influencer” (IMS)	0.887	0.872
Influencer Marketing “YouTuber/Blogger” (IMY)	0.874	0.886
Social Media Marketing “Facebook” (SMF)	0.752	0.736
Social Media Marketing “Instagram” (SMI)	0.800	0.806
Social Media Marketing “TikTok” (SMT)	0.877	0.874
Service Marketing Mix “Product” (MMA)	0.835	0.847
Service Marketing Mix “Price” (MMB)	0.752	0.819
Service Marketing Mix “Place” (MMC)	0.814	0.790
Service Marketing Mix “Promotion” (MMD)	0.736	0.690
Service Marketing Mix “People” (MME)	0.693	0.732
Service Marketing Mix “Process” (MMF)	0.774	0.796
Service Marketing Mix “Physical Evidence” (MMG)	0.675	0.699
Dependent Variable Factors		
Purchase behavior of online food services	0.799	0.809

### 3.3 The Population and Sample Size

Figure 3.1: Thailand Digital State (by January 2023)

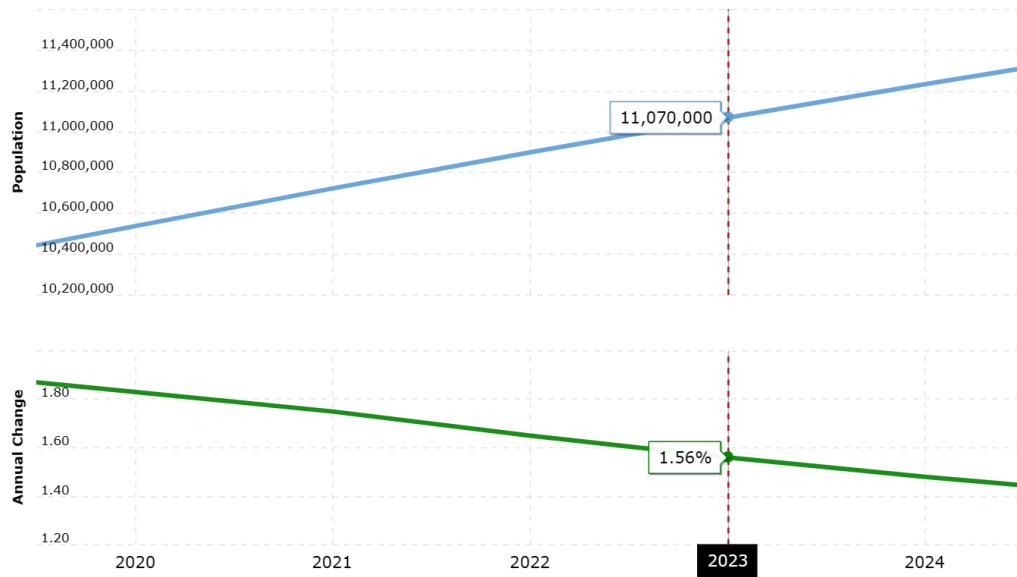


The figure provided information on the number of internet users, social media users, and cellular mobile connections in Thailand at the beginning of 2023. It also included the corresponding percentages relative to the total population.

Source: S. Kemp. (2023). “Digital 2023: Thailand”. Retrieved from

<https://datareportal.com/reports/digital-2023-thailand>

Figure 3.2: Bangkok Metropolitan Population ( by January 2023)



*Note:* The graph shows an increasing number of the population in Bangkok Metropolitan from 2020 to 2024. From “Bangkok, Thailand Metro Area Population 1950-2023”, by United Nations, 2023, <https://www.macrotrends.net/cities/22617/bangkok/population>. Copyright 2023 by United Nations.

As shown in Figure 3.2, the current population of Bangkok Metropolitan area in 2023 is 11,070,000, a 1.56% increase from 2022.

The sample size was calculated by using the formula by Cochran (1977) below.

Unlimited population:

$$CI = \hat{p} \pm z \times \sqrt{\frac{p(1-p)}{n}}$$

Where;

z is z score

$\hat{p}$  is the population proportion

n and n' are sample size

N is the population size

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

This means 385 or more measurements/surveys were needed to have a confidence level of 95% that the real value was within  $\pm 5\%$  of the measured surveyed value.

### 3.4 The Data Collection

The online questionnaire links were disseminated through various Facebook pages dedicated to food and beverage enthusiasts in the Bangkok Metropolitan area. These pages included Bangkok Foodie Community, Sainoi-Nonthaburi News, Khamu Lover, Noodle Lover, Sainoi Food Hub, Nonthaburi Food, and several others. Respondents were screened using a qualifying question: "I have used the food delivery application before." Only individuals who responded "Yes" were invited to participate in the survey. Subsequently, they were asked to specify their living area, and only those who indicated "Bangkok Metropolitan" were eligible to proceed with the survey.

Additionally, research students assisted in distributing questionnaires by sharing a link through an open-source online survey platform, Google Forms. Given the vast and unknown population of food delivery application users in Bangkok Metropolitan, the researcher also collaborated with a group of food delivery service providers and restaurant partners. In this collaborative effort, the researcher closely engaged with selected restaurants in Nonthaburi, namely Miantiao Restaurant, as well as several restaurants at Villa Market in Bangkok.



As part of this collaboration, the researcher prepared an online questionnaire QR code, which served as an invitation card containing a brief description of the research's purpose. Upon completing the survey, participants had the opportunity to return to the specified restaurants to redeem a complimentary beverage as a token of appreciation, provided they could present evidence of their completed survey form.

### 3.5 The Sampling Technique

This research survey combined both convenience and snowball sampling techniques because collecting data during the COVID-19 pandemic was challenging due to the limited opportunity to meet online food service users, as most of them place orders online. The combination of these two techniques helped the researcher reach the target sample size within the given timeframe.

Snowball sampling is a non-probability sampling technique in which a researcher begins with a small population of known individuals and expands the sample by asking these initial participants to identify others who should participate in the study. In other words, the sample starts small but gradually 'snowballs' into a larger sample as the research progresses (Crossman, 2019). Snowball sampling proved to be a suitable method to employ during the COVID-19 pandemic."

While snowball sampling may not directly provide a way to calculate the total sample size, as is done in probability-based sampling methods, it can still be useful for estimating the overall sample size through iterative processes. Snowball sampling aids in determining the total sample size from initial contacts. The researcher began with a small number of initial participants selected for their convenience, accessibility, or unique position within the population of interest. This initial group included participants who collaborated with restaurant owners, food delivery service

providers, and riders. They encouraged their customers to participate in the survey and asked them to share the survey link or QR codes with their friends and communities, using a referral method. After collecting data from these initial participants, the researcher requested them to refer other potential participants from within their social networks or communities who also met the study criteria. This process created a 'snowball effect,' gradually expanding the sample size.

However, it is important to note that snowball sampling has limitations and potential biases, as it heavily relies on the existing social connections of participants. Consequently, the researchers applied snowball sampling in conjunction with the convenience sampling method to ensure the validity and reliability of their findings. The researcher shared the questionnaire link on Facebook pages and through the Line application.

The convenience sampling method is defined as a research technique in which data is collected from a conveniently available pool of respondents. In other words, it is akin to collecting surveys in a large market. As Baxter, Courage, & Caine (2015) explained, convenience sampling involves selecting respondents who are convenient for the researcher, without a specific pattern. The researcher chose groups of working people and university students from Bangkok University, Srinakharinwirot University, and Assumption University to participate in surveys using a convenience sampling technique that was convenient for the researcher.

The representatives of the working people group were drawn from significant communities, including IMPACT MuangThongThani, MuengNonthaburi, Silom, Sukhumvit, Bangkok, Rangsit Pathunthani, and Bangna, Samutprakan.

### 3.6 The Research Procedure and Timeline

#### 1. Identifying the problem

"Starting from December 2021, the researcher began the process of identifying research problems and determining their significance. In this context, the researcher developed an interest in the food and beverage industry and recognized the growing importance of online food delivery services as a potential revenue-generating tool for businesses. To pinpoint the research problem, several methods were employed to gain insights and a clearer understanding of market issues. This included a thorough review of existing research and secondary information from academic journal articles obtained from sources like ScienceDirect, Google Scholar, Emerald Insight, and the university library. Subsequently, in February 2022, the researcher presented the proposed idea and topic to the advisors.

#### 2. Reviewing literature

Subsequently, the researcher embarked on a comprehensive literature review, a crucial phase in the research process. This review served to pinpoint specific research problems within the broader area of interest. An extensive examination of prior research was conducted using reputable sources such as ScienceDirect, Google Scholar, Emerald Insight, the University library, and trusted websites. This exploration of previous studies was essential for narrowing down the research scope.

During this review, the researcher identified a multitude of factors that influence consumer behavior in the context of online food delivery services. To refine the focus of the study, consultations were held with industry experts. Through these consultations, the researcher identified the most influential variables.

With these insights in hand, the researcher amalgamated three distinct marketing strategies into three variables, which were subsequently presented to the advisors.

### 3. Choosing the research design

The research design serves as a comprehensive blueprint, outlining the methods and procedures for collecting, processing, and analyzing the gathered data. In this study, two primary research methods were employed: quantitative research and qualitative research.

The development of the research questionnaire commenced in July 2022. It drew inspiration from prior research, providing valuable insights into the questionnaire's design. The questionnaire was meticulously crafted as an online survey using Google Forms. This platform not only facilitated data collection but also streamlined the process of generating results.

### 4. Testing questionnaire

To ensure the questionnaire's suitability for supporting this research, a testing research instrument was employed. This instrument involved a rigorous validation and reliability assessment of each questionnaire item. To achieve this, feedback and verification were sought from advisors and three experts within the food service industry. The assessment was conducted using the Index of Item-Objective Congruence (IOC).

Upon receiving valuable recommendations from advisors and industry experts, the researcher diligently revised the questionnaire. Subsequently, a pilot test was administered to a sample of 40 individuals. The pilot test results were then utilized to compute Cronbach's Alpha Coefficient for each factor.

A pilot survey is an essential step in the research process, involving the distribution of a questionnaire to a smaller sample size that represents the target population. By gathering insights from this convenience sample, the researcher can anticipate response patterns and make necessary adjustments to the questionnaire.

#### 5. Collecting Data

The self-administered online questionnaire was designed using Google Forms, offering an efficient and convenient means of distribution. In early August 2022, the online questionnaire link was transformed into a QR code and readily shared with restaurant partners to initiate the distribution process. Furthermore, the questionnaire links were disseminated across various social media platforms and food-related pages.

#### 6. Analyzing Data

This step was the conclusion of the quantitative research. The statistical analysis tools were used to analyze the data. Then, the results from the surveys were used to discuss during the interview section in the next step.

#### 7. Interviewing the Professionals for Qualitative Research

In this section, five industry experts were interviewed to gather their opinions and insights regarding the survey results.

#### 8. Summary, Conclusion, and Discussion

### 3.7 The Hypotheses Testing

H1: Social media marketing factors (consisting of Facebook, Instagram, and TikTok) have a significance on the purchase behavior of online food services.

H2: Influencer marketing factors (consisting of celebrity influencer, social media influencer, and YouTuber/blogger) have a significance on the purchase behavior of online food services.

H3: Service marketing mix factors (consisting of product, price, place, promotion, people, process, and physical evidence) have a significance on the purchase behavior of online food service.

### 3.8 Data Analysis

The following data explains the statistical tools used for data analysis:

1. **Descriptive Statistics:** These statistics were used to analyze the demographic data of the respondents. The information included is age, gender, education, and more. A descriptive statistic was used to analyze and summarize the characteristics and observations of the data and present them in the form of percentages.

2. **Inferential Statistics:** These statistics were used to interpret the meaning of the data, and the relationship between the variables. Multiple Regression Analysis was used to test the hypotheses and to study the relationship between the independent variables.

### 3.9 Qualitative Research (Interview)

#### 3.9.1 Interview Method: A Focus Group Discussion

A focus group discussion was a qualitative research method that involved gathering a small group of individuals, five industry specialists, to engage in a guided discussion about a specific topic or subject. The purpose of a focus group was to collect in-depth insights, opinions, and perceptions from participants through open-ended discussions. During a focus group discussion, the researcher acted as a moderator to facilitate the conversation, ensuring that all participants had an opportunity to express their thoughts and ideas. The moderator used a set of

predetermined questions from the quantitative results to guide the discussion and encourage participants to share their experiences, opinions, and suggestions related to the topic. Focus group interview was used as a method to triangulate data with other research techniques. For instance, after the researcher had conducted surveys or collected quantitative data, a focus group could help explain or contextualize those findings. The researcher could get more details of reasons to support research results.

### 3.9.2 Profile of Focus Group Participants

#### 1. Participant A: Marketing Director

Gender: Male

Age: 42 years

Nationality: Singaporean

Professional Background: Possesses 9 years of experience as a business consultant, specializing in marketing, business planning, and financial analysis.

#### 2. Participant B: Food Business Consultant

Gender: Female

Age: 39 years

Nationality: Singaporean

Professional Background: Holds 7 years of experience in food business consultancy, with expertise in food operations planning and marketing.

#### 3. Participant C: Restaurant Owner

Gender: Male

Age: 35 years

Nationality: Chinese

Professional Background: Has experience in restaurant management in both China and Thailand spanning 4 years.

#### 4. Participant D: Restaurant Owner

Gender: Female

Age: 29 years

Nationality: Thai

Professional Background: Possesses 2 years of experience in restaurant operation in Thailand.

#### 5. Participant E: Marketing Consultant

Gender: Female

Age: 30 years

Nationality: Thai

Professional Background: Holds 5 years of experience as a marketing consultant.

### 3.9.3 Research Design: Interview Questions

1. According to the survey results where Facebook and Instagram got negative beta results, which could explain that Facebook and Instagram could affect the purchase behavior in the opposite way such as lowering chances for purchase behavior. What do you think that might be the reasons affected the negative beta result?

2. Do you have any suggestions for marketers or business owners who would like to do marketing on Facebook and Instagram?

3. According to the survey results from online food service users, it could be concluded that social media influencer could not be an effective strategy for online



food services to focus on. What do you think might be the reasons that social media influencer could not be an effective strategy?

4. According to the survey results where YouTuber/blogger got negative beta results, it can be explained that YouTuber/Blogger could affect the purchase behavior in the opposite way such as lowering chances for purchase behavior. Could you explain how YouTuber/Blogger affected the chance of purchase?

5. Can you give suggestions for marketers or business owners who are interested in implementing an influencer marketing strategy for their businesses?

6. According to the survey result, “product” in the service marketing mix had no significance on the purchase behavior of online food services. What could be the reasons effecting the product factor did not influence purchase behavior? Do you have any suggestions regarding this?

7. According to the survey result, “people” in the service marketing mix had no significance on the purchase behavior of online food services. What could be the reasons affecting the people factor did not influence purchase behavior? Do you have any suggestions regarding this?

## CHAPTER 4

### ANALYSIS AND FINDINGS

This chapter presented the research findings from the data analysis by using the statistical software. 604 responses were collected and analyzed to test the hypotheses. The data analysis and findings were presented in 6 parts:

4.1 : Analysis of Demographic Data

4.2 : Analysis of Consumer Behavior Factors

4.3 : Analysis of Research Variables

4.4 : Analysis of the Relationship Between Independent Variables and  
Dependent Variable

4.5. Hypothesis Testing

4.6 : Summary of the Hypothesis Testing

#### 4.1 Analysis of Demographic Data

The following table explains the demographic data of the 604 respondents.

The data of these values were presented in frequency and percentage (%).

Table 4.1.1: Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	284	47.0	47.0	47.0
Female	320	53.0	53.0	100.0
Total	604	100.0	100.0	

The majority of this research sample group was “female” which was equal to 53.0% meanwhile male was 47.0%.

Table 4.1.2: Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
21 - 30 years old	371	61.4	61.4	61.4
31 - 40 years old	189	31.3	31.3	92.7
41 – 50 years old	44	7.3	7.3	100
Total	604	100.0	100.0	

According to the table, it could be seen that the majority age of respondents who did this survey were 21-30 years old which was equal to 61.4%, followed by 31-40 years old which was 31.3%, and 41-50 years old which was equal to 7.3%.

Table 4.1.3 : Education

Education	Frequency	Percent	Valid Percent	Cumulative Percent
High school degree /equivalent	81	13.4	13.4	13.4
Undergraduate	304	50.3	50.3	63.7
Graduate	219	36.3	36.3	100.0
Total	604	100.0	100.0	

The majority chose undergraduate which was equal to 50.3%, followed by graduate which was 36.3%. Meanwhile, the minority group chose less than a high school degree or equivalent which was equal to 13.4%.

Table 4.1.4: Allowance or Income per Month

Allowance or income per month	Frequency	Percent	Valid Percent	Cumulative Percent
≤ THB 15,000 (≤ \$394)	40	6.6	6.6	6.6
THB 15,001-25,000 (\$395-\$657)	108	17.9	17.9	24.5
THB 25,001-35,000 (\$658 - \$920)	72	11.9	11.9	36.4
THB 35,001-45,000 (\$921 - \$1,184)	41	6.8	6.8	43.2
THB 45,001 -55,000 (\$1,185 - \$1,447)	130	21.5	21.5	64.7
> THB 55,000 (> \$1,447)	213	35.3	35.3	100.0
Total	604	100.0	100.0	

The majority chose income more than THB 55,000. Meanwhile, the minority chose income below THB 15,000.

Table 4.1.5: Frequency and Percentage of Status

Status	Frequency	Percent	Valid Percent	Cumulative Percent
Single	556	92.1	92.1	92.1
Married	48	7.9	7.9	100.0
Total	604	100.0	100.0	

The majority group was single which is 92.1%, whereas the married group was 7.9%.

## 4.2: Analysis of Consumer Behavior Factors

Table 4.2.1: Frequency and Percentage of Consumer Behavior

<b>How often do you use online food delivery?</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Every day	280	46.4	46.4	46.4
More than 3 times a week	156	25.8	25.8	72.2
1 -3 times a week	90	14.9	14.9	87.1
2 - 3 times a month	41	6.8	6.8	93.9
Once a month	37	6.1	6.1	100.0
Total	604	100.0	100.0	

Table 4.2.2: Frequency and Percentage of Consumer Behavior

<b>How much is the regular spending per order?</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
≤ THB 100	202	33.4	33.4	33.4
THB 101 - THB 300	213	35.3	35.3	68.7
THB 301 -THB 500	143	23.7	23.7	92.4
THB 501 - THB 700	46	7.6	7.6	100.0
Total	604	100.0	100.0	

Table 4.2.3: Frequency and Percentage of Consumer Behavior

<b>What category do you order the most?</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Food	394	65.2	65.2	65.2
Dessert	36	6.0	6.0	71.2
Beverage	174	28.8	28.8	100.0
Total	604	100.0	100.0	

Table 4.2.4: Frequency and Percentage of Consumer Behavior

<b>What meal do you order the most?</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Breakfast	66	10.9	10.9	10.9
Lunch	251	41.6	41.6	52.5
Dinner	142	23.5	23.5	76.0
Supper	145	24.0	24.0	100.0
Total	604	100.0	100.0	

Table 4.2.5: Frequency and Percentage of Consumer Behavior

<b>What payment method do you usually use?</b>				
	Frequency	Percent	Valid Percent	Cumulative Percent
Cash	150	24.8	24.8	24.8
Debit card / Online Banking	90	14.9	14.9	39.7
Credit Card	257	42.5	42.5	82.3
E-Wallet payments	107	17.7	17.7	100.0
Total	604	100.0	100.0	

Summary: The majority of the respondents in this study used online food delivery every day which was equal to 46.4%. The major average spending per order was between 101 to 300 Baht (33.4%). The major category that the major respondents chose to order was food (65.2%). The meal that was ordered the most was lunch (41.6%.) The majority of the respondents used credit cards to pay (42.5%).

#### 4.3 Analysis of Research Variables

The analysis of the correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of influencer marketing factors which included celebrity influencer, social media influencer, and YouTuber or blogger, social media marketing factors which included Facebook, Instagram, and TikTok, and service marketing mix factors which included product, price, place, promotion, people, process, and physical evidence, that positively affect the purchase behavior of online food services.

All the variables were measured on a five-point Likert scale ranging from 1 as the lowest agreeable to 5 as the highest agreeable level.

5 = Strongly Agree

4 = Somehow Agree

3 = Moderately Agree

2 = Somehow Disagree

1 = Strongly Disagree

The highest mean scores of the independent variables explained the highest interest of the customers in the independent variables which was used in determining purchase behavior.

The total mean scores can be grouped as follows:

1.00 – 1.49 indicates the lowest interest level

1.50 – 2.49 indicates a low-interest level

2.50 – 3.49 indicates a moderate interest level

3.50 – 4.49 indicates a high-interest level

4.50 – 5.00 indicates the highest interest level

Table 4.3: Mean and Standard Deviation of all Variables

	Mean	Std. Deviation
Social Media Marketing “Facebook” (SMF)	3.145	0.530
Social Media Marketing “Instagram” (SMI)	2.406	0.805
Social Media Marketing “TikTok” (SMT)	4.079	0.736
Influencer Marketing “Celebrity Influencer” (IMC)	3.432	0.653
Influencer Marketing “Social Media Influencer” (IMS)	2.838	0.759
Influencer Marketing “YouTuber/Blogger” (IMY)	3.350	0.864
Service Marketing Mix “Product” (MMA)	4.076	0.644
Service Marketing Mix “Price” (MMB)	3.347	0.940
Service Marketing Mix “Place” (MMC)	3.355	0.595
Service Marketing Mix “Promotion” (MMD)	2.714	0.648
Service Marketing Mix “People” (MME)	3.191	0.650
Service Marketing Mix “Process” (MMF)	3.253	0.666
Service Marketing Mix “Physical Evidence” (MMG)	3.127	0.607
Purchase Behavior of Online Food Services	3.966	0.640

#### 4.3.1 Analysis of Social Media Marketing Factors

The following table presented the analysis of social media marketing factors.

Table 4.3.1: Mean and Standard Deviation of Social Media Marketing Factors

Sub-Variables	Mean	Std. Deviation	Interpretation
1. Facebook	3.145	0.530	Moderate
2. Instagram	2.406	0.805	Low
3. TikTok	4.079	0.736	High
Total	3.210	0.690	Moderate

From table 1, with  $\bar{x} = 4.08$  and  $SD = 0.74$ , it could be seen that most respondents agreed that TikTok could be a high influent factor that could motivate their purchase behavior based on their rating given on their opinions and experiences of using TikTok. In contrast to Instagram, most respondents felt a low impact on their purchase behavior, opinions, and experiences ( $\bar{x} = 2.41$ ,  $SD = 0.81$ ). Lastly, the respondents felt neutral with Facebook ( $\bar{x} = 3.15$ ,  $SD = 0.53$ ). Overall, the mean for social media marketing factors was 3.21 (moderate), and the standard deviation was 0.69.

#### 4.3.2 Analysis of Influencer Marketing Factors

The following table presents the analysis of influencer marketing factors.

Table 4.3.2 displayed the mean, standard deviation, and mean interpretation of each sub-variable.

Table 4.3.2: Mean and Standard Deviation of Influencer Marketing Factors

Sub-Variables	Mean	Std. Deviation	Interpretation
1. Celebrity Influencer	3.432	0.653	Moderate
2. Social Media Influencer	2.838	0.759	Moderate
3. YouTuber/ Blogger	3.350	0.864	Moderate
Total	3.207	0.759	Moderate

From table 2, with  $\bar{x} = 3.43$  and  $SD = 0.65$ , it could be seen that most respondents felt neutral about the celebrity influencer factor which motivated their purchase behavior based on their rating given on their opinions and experiences. Similarly, most respondents felt neutral about social media influencer and YouTuber/blogger ( $\bar{x} = 2.84$ ,  $SD = 0.76$ ) and ( $\bar{x} = 3.35$ ,  $SD = 0.86$ ). As a result, the mean for influencer marketing factors was 3.21(moderate), and the standard deviation was 0.76.



#### 4.3.3 Analysis of Service Marketing Mix Factors

The following table presented the analysis of service marketing mix factors.

Table 4.3.3 displays the mean, standard deviation, and mean interpretation of each sub-variable.

Table 4.3.3: Mean and Standard Deviation of Service Marketing Mix Factors

Sub-Variables	Mean	Std. Deviation	Interpretation
1. Product	4.076	0.644	High
2. Price	3.347	0.940	Moderate
3. Place	3.355	0.595	Moderate
4. Promotion	2.714	0.648	Moderate
5. People	3.191	0.650	Moderate
6. Process	3.253	0.666	Moderate
7. Physical Evidence	3.127	0.607	Moderate
Total	3.295	0.679	Moderate

From table 4.3.4, with  $\bar{x} = 4.079$  and  $SD = 0.736$ , it could be seen that, among the seven factors, most respondents agreed that Product could be the highest influential factor that could motivate their purchase behavior. Followed by Price, Place, Process, People, and Physical evidence. The respondents felt neutral about these factors. Even though, the respondents rated promotion as the least influential factor for them, promotion at the  $\bar{x} = 2.714$ ,  $SD = 0.648$  was moderate. As such, the mean for service marketing mix factors was 3.295(moderate), and the standard deviation was 0.679.

#### 4.3.4 Analysis of Purchase Behavior of Online Food Services

The following table represented the attitude or feeling of the respondents towards the purchase behavior of online food services. Table 4.4 showed the mean and standard deviation of the dependent variable: Purchase behavior of online food services.

Table 4.3.4: Mean and Standard Deviation of Purchase Behavior of Online Food Services

Dependent Variable	Mean	Std. Deviation	Interpretation
Purchase Behavior	3.966	0.640	High

The table shows the data on the purchase behavior of online food services, which consisted of five questions in the online questionnaire given to the 604 respondents. The data of the respondents of this study revealed that the respondents rated the high ranking of customer purchase behavior with ( $\bar{x} = 3.97$  and  $SD = 0.64$ ).

#### 4.4 Analysis of the Relationship Between Influencer Marketing, Social Media Marketing, Service Marketing Mix, and Purchase Behavior of Online Food Services

The analysis of the correlation between independent variables and the dependent variable using Pearson's Correlation Coefficient of influencer marketing factors which included celebrity influencer, social media influencer, and YouTuber or blogger, social media marketing factors which included Facebook, Instagram, and TikTok, and service marketing mix factors which included product, price, place, promotion, people, process, and physical evidence, that positively affected the purchase behavior of online food services.

##### Pearson Correlation Coefficient

Pearson correlation coefficient was used to test hypothesis 1 (H1) to hypothesis (H3) as it was expected that a positive relationship existed between the independent variables and the dependent variable.

Pearson correlation coefficient measured the strength and direction of linear relationships between pairs of continuous variables. Pearson correlation was used to

measure correlation among variables and correlation within and between sets of variables. It also indicated the following:

1. Whether a statistically significant linear relationship existed between two continuous variables.

2. The strength of a linear relationship

3. The direction of a linear relationship (increasing and decreasing)

Correlation could take on any value in the range -1 and 1. The sign of the correlation coefficient indicated the direction of the relationship, while the magnitude of the correlation that was how close it was to -1 or 1 indicated the strength of the relationship. As summarized by Cohen (1988), the direction of the relationship could be explained as:

-1 = perfectly negative linear relationship meaning as the value of one variable increases the value of the other variable decreases.

1 = perfectly positive linear relationship that is as the value of one variable increases so does the value of the other variable.

0 = no relationship

Multicollinearity

Multicollinearity generally occurs when there are high correlations between two or more independent variables. Multicollinearity or high correlation between the independent variables in a regression equation can make it difficult to correctly identify the most important contributors to a physical process. Multicollinearity inflates the variance of the parameter estimates hence it may lead to a lack of statistical significance of individual independent variables even though the overall model may be significant. Multicollinearity could be detected by using the variance

inflation factor (VIF). VIF is an index that measures how much the variance of an estimated regression coefficient is increased because of multicollinearity. A VIF of 1 means that there is no correlation among the predictor variables and hence the variance is not inflated. The Thumb general rule states that VIF of 10 and exceeding 10 are signs of serious multicollinearity that requires correction or the results of the analyses are questioned (O'Brien, 2007)

The table below displays the collinearity diagnostics for all the independent variables in this study. The diagnostics indicated that both the tolerance values and the VIFs (Variance Inflation Factors) were within the acceptable range, thereby confirming the absence of multicollinearity.

Table 4.4.1: Collinearity Diagnostics for All the Independent Variables

Independent Variables	Tolerance	VIF
Social Media Marketing: Facebook	.941	1.063
Social Media Marketing: Instagram	.668	1.498
Social Media Marketing: TikTok	.647	1.546
Influencer Marketing: Celebrity Influencer	.942	1.062
Influencer Marketing: Social Media Influencer	.692	1.444
Influencer Marketing: YouTuber/Blogger	.729	1.372
Service Marketing Mix: Product	.773	1.294
Service Marketing Mix: Price	.669	1.494
Service Marketing Mix: Place	.834	1.200
Service Marketing Mix: Promotion	.430	2.323
Service Marketing Mix: People	.454	2.204
Service Marketing Mix: Process	.792	1.262
Service Marketing Mix: Physical Evidence	.733	1.364

#### 4.5 Hypotheses Testing

The following presented the results of hypothesis 1:

Table 4.5.1: Analysis of The Impact of Social Media Marketing Factors on Purchase Behavior

Social Media Marketing Sub-Variables	Std. Error	b	Beta	t	Sig	Interpretation
(Constant)	.164	3.367		20.571	<0.001	
Facebook	.035	-0.077	-0.083	-2.197	0.028	Supported
Instagram	.027	-0.222	-0.362	-8.130	<0.001	Supported
TikTok	.030	0.337	0.503	11.100	<0.001	Supported

$R=0.452$ ,  $R^2=0.204$ , Adjusted R-square = 0.200,  $F = 51.226$ ,  $*P \leq 0.05$

Independent variable = Social Media Marketing

Dependent variable = Purchase Behavior

Table 4.5.1, displayed the statistical analysis of the relationship between social media marketing factors and purchase behavior of online food services. The research finding supported the hypothesis proposed that social media marketing factors had a significant on purchase behavior. All three sub-variables under social media marketing factors were supported at the .05 level: Instagram (Sig = <0.001), TikTok (Sig = <0.001), and Facebook (Sig = 0.028).

However, although statistical results showed that the Facebook factor (Sig = 0.028) and Instagram factor (Sig = <0.001) had a significant level of .05, the forecast regression coefficient was -0.083 (Facebook) and -0.362 (Instagram), which could be considered as suppressor variables.

This study aimed to explore factors positively affecting customer behavior of online food services in Bangkok Metropolitan, Thailand. Referring to the multiple regression analysis result, the most predictive independent sub-variables were TikTok

(Beta= 0.503), followed by Facebook (Beta = -0.083), and Instagram (Beta= -0.362) respectively at a significant level of 0.05. As a consequence, TikTok could be classified as positively affecting the purchase behavior, whereas Facebook and Instagram could be proven as negatively affecting the purchase behavior. Horst indicated that positive weights for the prediction variables and negative weights for the suppression variables (Horst, 1941). The suppressor variable suppressed or explained the part of the predictor variable that was irrelevant and not associated with the outcome variable (Meehl, 1945). Therefore, Facebook and Instagram may affect the purchase behavior in the opposite way such as lowering chances for purchase behavior.

TikTok could influence positively affecting to customer behavior of online food services at 20.4% whereas other independent variables at 79.6% could not be implemented in this research. However, Facebook and Instagram factors had a negative effect on the purchase behavior of online food services, which can be described if Facebook increased by 1 point while other factors remained, purchase behavior would be decreased by 0.083 points, and If Instagram increased by 1 point while other factors remained, purchase behavior would be decreased by 0.362 points.

The standard error was  $\pm 0.164$  with the following equation:

$Y$  (purchase behavior of online food services) = 3.367 + 0.503 (TikTok). The implication of this equation was as below:

If TikTok increased by 1 point while other factors remained, purchase behavior would be increased by 0.503 points.

The following presented the results of hypothesis 2:

Table 4.5.2: Analysis of the Impact of Influencer Marketing Factors on Purchase Behavior

Influencer Marketing Sub-Variable	Std. Error	b	Beta	t	Sig	Interpretation
(Constant)	0.102	3.418		33.504	<0.001	
Celebrity Influencer	0.025	0.382	0.506	15.396	<0.001	Supported
Social Media Influencer	0.025	-0.001	-0.001	-0.028	0.978	Rejected
YouTuber/ Blogger	0.021	-0.227	-0.398	-10.655	<0.001	Supported

R=0.624, R<sup>2</sup>=0.390, Adjusted R-square = 0.387, F = 127.743, \*P ≤0.05

Independent variable = Influencer Marketing

Dependent variable = Purchase Behavior

Table 4.5.2, displayed the statistical analysis of the relationship between influencer marketing factors and purchase behavior of online food services. The research finding supported the hypothesis proposed that the influencer marketing factors had a significant on purchase behavior. The two sub-variables under influencer marketing factors were supported at a significant level of 0.05, celebrity influencer (Sig = <0.001) and YouTuber, blogger (Sig = <0.001). However, the social media influencer factor was not supported (Sig = 0.978).

However, although statistical results showed that the YouTuber/ Blogger factor (Sig = <0.001) has a significant level of 0.05, the forecast regression coefficient was -0.398, which could be considered a suppressor variable.

This study aimed to explore factors positively affecting customer behavior of online food services in Bangkok Metropolitan, Thailand. Referring to the multiple regression analysis result, the most predictive independent sub-variable was celebrity influencer (Beta= 0.506), followed by YouTuber and blogger (Beta= -0.398),

respectively at a significant level of 0.05. As a consequence, celebrity influencer could be proven as positively affecting the purchase behavior, whereas YouTuber and blogger could be proven as negatively affecting the purchase behavior. Celebrity influencer could influence positively on customer behavior in online food services at 39.0% whereas other independent variables at 61.0% could not be implemented in this research. In addition, the YouTuber/blogger factor had a negative effect on the purchase behavior of online food services, meaning that if this suppressor variable increased by 1 point while other factors remained, purchase behavior would be decreased by 0.398 points. YouTuber and blogger may affect purchase behavior in the opposite way such as by lowering the chances for purchase behavior.

The standard error was  $\pm 0.102$  with the following equation:

$Y$  (purchase behavior of online food services) = 3.418 + 0.506 (celebrity influencer). The implication of this equation is as below:

If Celebrity Influencer increased by 1 point while other factors remained, purchase behavior would be increased by 0.506 points.

The following presents the results of hypothesis 3:

Table 4.5.3: Analysis of the Impact of Service Marketing Mix Factors on Purchase Behavior

Influencer Marketing variables	Std. Error	b	Beta	t	Sig	Interpretation
(Constant)	0.195	3.043		15.628	<0.001	
Product	0.027	-0.015	-0.019	-0.550	0.583	Rejected
Price	0.020	0.281	0.536	14.314	<0.001	Supported
Place	0.028	0.240	0.290	8.634	<0.001	Supported
Promotion	0.036	-0.288	-0.378	-8.093	<0.001	Supported
People	0.034	0.036	0.047	1.037	0.300	Rejected
Process	0.025	-0.091	-0.123	-3.560	<0.001	Supported
Physical Evidence	0.029	0.063	0.078	2.179	0.030	Supported



$R=0.663$ ,  $R^2=0.440$ , Adjusted R-square = 0.433,  $F = 66.904$ ,  $*P \leq 0.05$

Independent variable = Service Marketing Mix

Dependent variable = Purchase Behavior

Table 4.5.3, displays the statistical analysis of the relationship between service marketing mix factors and purchase behavior of online food services. The research finding supported the hypothesis proposed that the service marketing mix factors had a significant on purchase behavior. There were five sub-variables under service marketing mix factors that the results were supported at a significant level of 0.05: price (Sig = <0.001), place (Sig = <0.001), promotion (Sig = <0.001), process (Sig = <0.001), and physical evidence (Sig = 0.030). However, product (Sig = 0.538), and people (Sig = 0.300) were not supported.

However, although statistical results show that the promotion factor (Sig = <0.001) and process factor (Sig = <0.001) had a significant level of .05, the forecast regression coefficient was -0.078 (Promotion) and -0.123 (Instagram), which could be considered as suppressor variables.

This study aimed to explore factors positively affecting customer behavior of online food services in Bangkok Metropolitan, Thailand. Referring to the multiple regression analysis result, the most predictive independent sub-variable was price (Beta= 0.536), followed by promotion (Beta = -0.378), place (Beta= 0.290), process (Beta = -0.123), and physical evidence (Beta = 0.078) respectively at significant level at 0.05. As a consequence, price, place, and physical evidence could be proven as positively affecting the purchase behavior, whereas process and promotion could be proven as negatively affecting the purchase behavior. Price, Place, and Physical Evidence could influence positively affecting to customer behavior of online food services at 44.0% whereas other independent variables at 56.0% could not be

implemented in this research. Promotion and Process factors had a negative effect on the purchase behavior of online food services, meaning that if promotion increased by 1 point while other factors remained, purchase behavior would be decreased by 0.378 points, if process increased by 1 point while other factors remained, purchase behavior would be decreased by 0.123 points. Therefore, promotion and process may affect the purchase behavior in the opposite way such as lowering chances for purchase behavior.

The standard error was  $\pm 0.195$  with the following equation:

$Y$  (purchase behavior of online food services) = 3.043 + 0.536 (price) + 0.290 (place) + 0.078 (physical evidence). The implication of this equation is as below:

If Price increased by 1 point while other factors remained, purchase behavior would be increased by 0.536 points.

If Place increased by 1 point while other factors remained, purchase behavior would be increased by 0.290 points.

If Physical Evidence increased by 1 point while other factors remained, purchase behavior would be increased by 0.078 points.

#### 4.6 Summary of the Hypothesis Testing

Table 4.6 below, represents a summary of the hypothesis results. As shown in the table, all three proposed hypotheses for this study were supported. However, there were ten out of thirteen sub-variables of this study were supported while three sub-variables were not supported.

Table 4.6: Summary of the Hypothesis Testing

Hypothesis	Result
1. There is a significant impact of social media marketing on purchase behavior of online food services 1.1 Facebook 1.2 Instagram 1.3 TikTok	Supported Supported Supported Supported
2. There is a significant impact of influencer marketing on purchase behavior of online food services 2.1 Celebrity Influencer 2.2 Social Media Influencer 2.3 YouTuber and Blogger	Supported Not Supported Supported
3. There is a significant impact of service marketing mix on purchase behavior of online food services 3.1 Product 3.2 Price 3.3 Place 3.4 Promotion 3.5 People 3.6 Process 3.7 Physical Evidence	Supported Not Supported Supported Supported Supported Not Supported Supported Supported

Figure 4.1: Result of Hypothesis Testing

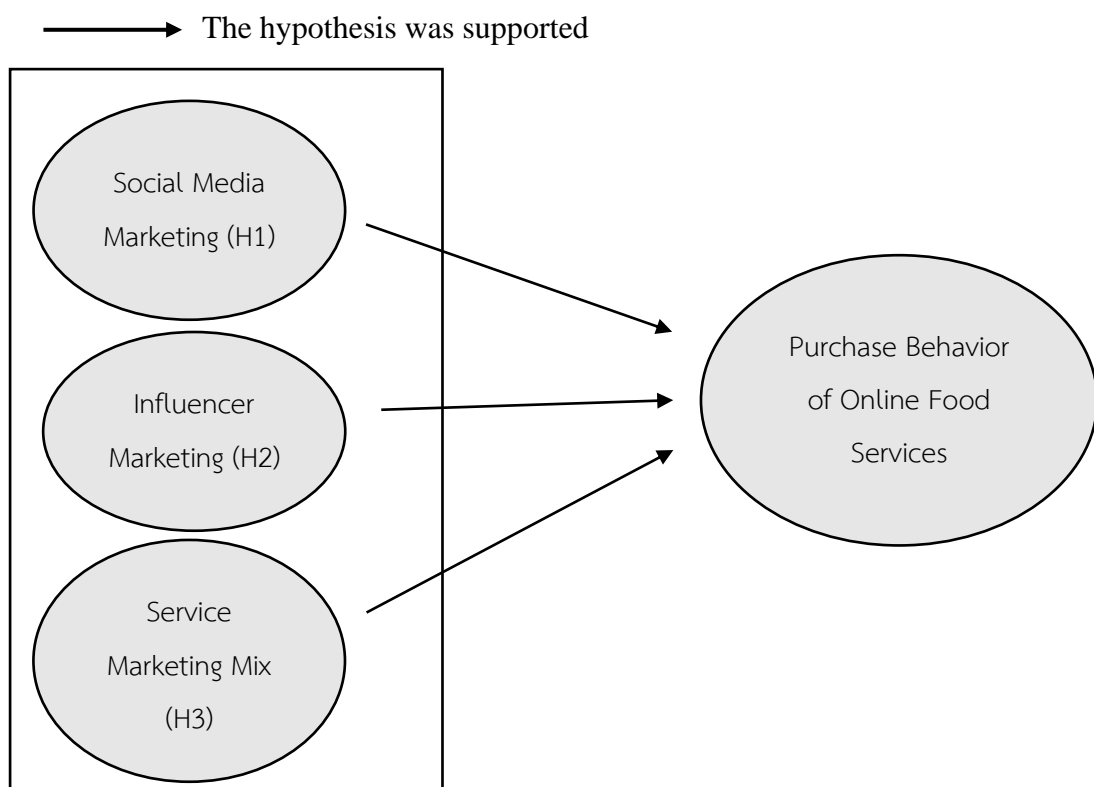
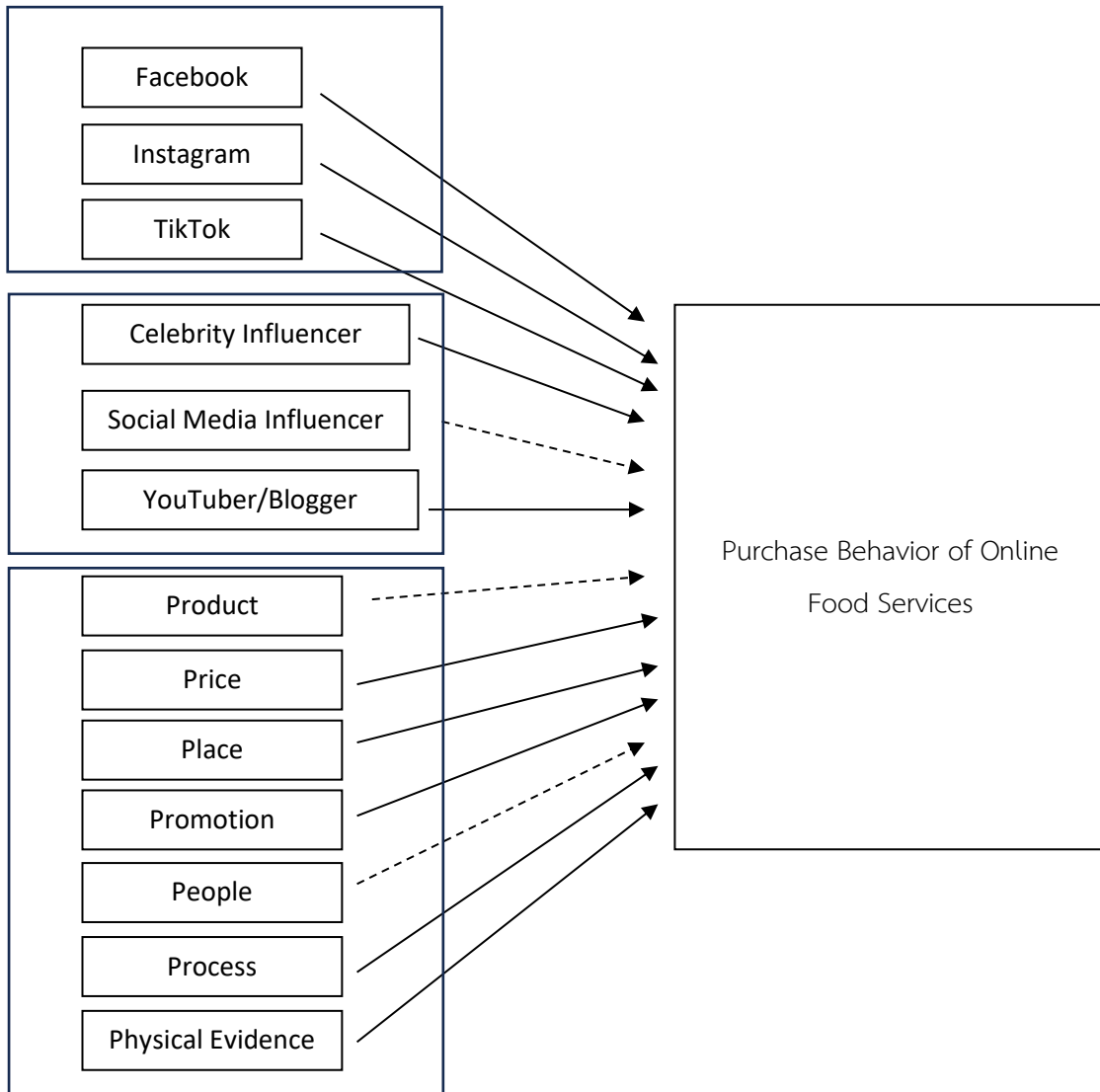


Figure 4.2: Result of all Variables



## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATIONS

This chapter summarized and presented the main points from the research analysis. This research was aimed to answer the assumptions of this study.

The purpose of this study was to explore the impact and the relationship between the independent variables and the dependent variable, which was to examine the impact of social media marketing, influencer marketing, and service marketing mix factors on the purchase behavior of online food services.

This study applied both a survey method, to collect and analyze the data and qualitative research, and an interview method, to get more information and suggestion from industry experts. The conclusion and discussion of this study were presented in 4 parts:

- 5.1 Conclusion of Quantitative Research (Survey)
- 5.2 Conclusion of Qualitative Research (Interview)
- 5.3 Discussion
- 5.4 Recommendations for Managerial Implication
- 5.5 Recommendations for Future Research

## 5.1 Conclusion of Quantitative Research

### 5.1.1 Demographic Data

The majority of the respondents for this study were female, single, aged between 21 to 30 years old. Most of the respondents hold a Bachelor's degree, with an income of more than 55,000 Baht.

### 5.1.2 Consumer Behavior

The majority of the respondents in this study used online food delivery every day, and major average spending per order was between 101 to 300 Baht. The major category the respondents chose to order is food. The meal that most respondents ordered was lunchtime. The majority of the respondents used credit cards to pay.

### 5.1.3. Attitude towards variables

The attitude towards the variables is presented in three parts:

#### Independent Variable 1: Social Media Marketing

Respondents neither agreed nor disagreed with Facebook. They disagreed on Instagram. However, they agreed with TikTok. Overall, the respondents moderately agreed with social media marketing practices.

#### Independent Variable 2: Influencer Marketing

Respondents neither agreed nor disagreed with all three influencer marketing factors. This included celebrity influencer, social media influencer, and YouTuber/blogger. Overall, the respondents were in moderate agreement with the influencer marketing practices.

#### Independent Variable 3: Service Marketing Mix

Respondents agreed with the product. However, the other six factors were in moderate agreement. This included price, place, promotion, people, process, and

physical evidence. Overall, the respondents were in moderate agreement with the service marketing mix practices.

#### 5.1.4 Hypotheses Results

There were three hypotheses proposed in this study:

Hypothesis 1: There was a significant impact of social media marketing on purchase behavior of online food services.

Similar to the study by previous researchers. The influence of social media on consumer behavior in the realm of product research and purchasing decisions has become increasingly pronounced in recent years. According to the Global Web Index, a significant 54% of social media users now rely on social media platforms for product research, and an even more striking 71% of users are inclined to make purchases based on referrals they encounter on social media (Murtaza, 2021). Moreover, Zhang, Zhang, & Daim (2023) highlighted that businesses effectively utilizing the potential of social media can engage their target audience, instill brand awareness, and ultimately guide consumer decision-making in purchasing products or services. This assertion aligns with the findings of Park, Hyun, & Thavisay (2021), who noted a significant surge in the use of social media for communication and promotion of both new and existing products or services. The growing prominence of social media in shaping consumer behavior is evident in these trends.

One illustrative example of social media's impact comes from the study of Hanaysha (2022), which underscores the significance of social media platforms for fast-food brands in achieving their marketing goals. These goals include cultivating brand trust and molding consumers' purchasing behavior.

In conclusion, the influence of social media on purchase behavior is undeniable, as evidenced by the reliance on social media for product research and the significant impact it has on purchasing decisions. Businesses have recognized the potential of these platforms to engage their audience, build brand awareness, and shape consumer choices. As consumer behavior continues to evolve in the digital age, social media's role in the marketplace is likely to remain a crucial focus of research and marketing strategies alike.

Hypothesis 2: There was a significant impact of influencer marketing on purchase behavior of online food services.

Similar to the study by previous researchers. In the realm of influencer marketing, research conducted by Belanche, Casalo, Flavian, & Ibanez-Sanchez (2021) underscored its potential to exert a positive impact on the purchasing behaviors of followers. This influence arises from the authority, expertise, and strong rapport that influencers build with their followers within specific niches where they actively engage, as articulated by Thilina (2021).

Further substantiating the effectiveness of influencer marketing, a study by Ooi, Lee, Hew, Leong, Tan, & Lim (2023) revealed a positive correlation between influencer credibility, consumer attitudes towards both the influencer and the promoted product or service, and subsequent purchase behavior. Similarly, the research by Bu, Parkinson, & Thaichon (2022) delves into the components of influencer marketing that impact consumer purchase behavior. Their findings emphasize the importance of homophily, which refers to the similarity between influencers and their followers, as a critical factor influencing purchasing decisions due to its role in fostering collaborative relationships with influencers.



In summary, when it comes to online food delivery services, existing studies highlighted the significant influence of social factors, especially through influencer marketing. Influencers' credibility, expertise, and the sense of connection they establish with their followers play pivotal roles in shaping consumer attitudes and behaviors, underscoring the potential for influencer marketing to guide purchasing decisions in various niches.

Hypothesis 3: There was a significant impact of service marketing mix on purchase behavior of online food services.

The marketing mix, a well-established concept in the field of marketing, has been thoroughly examined and acknowledged by prominent scholars such as McCarthy (1960), Bartels (1983), and Shapiro (1985). It serves as a fundamental framework for shaping marketing strategies.

Ismail's comprehensive study delved into the intricate relationship between the service marketing mix and customer satisfaction. The research findings unequivocally demonstrated that the service marketing mix exerts a considerable influence on customer satisfaction (Ismail, Mubarack, & Thulkifly, 2015). This insight underscores the pivotal role played by the service marketing mix in shaping customer perceptions and contentment. Moreover, Farid et al. (2023) conducted a study that lent empirical support to the hypothesis that marketing mix factors indeed wield significant influence over purchase behavior. These findings align with the conclusions drawn by Lim, Cheah, Ng, Basha, and Soutar (2021), who established a positive and discernible relationship between the marketing mix and consumers' intention to continue using retail apps. This insight emphasizes the practical implications of a well-structured marketing mix on customer loyalty and engagement. Furthermore, the research

conducted by Savitri, Krisnatuti, & Hannan (2020) yielded noteworthy results, indicating that the marketing mix significantly shapes brand image and influences the decision to utilize online food delivery services. This finding underscores the broad applicability of the marketing mix framework across various sectors, including the dynamic realm of online food services.

In conclusion, the service marketing mix remains a foundational and influential concept in marketing, with extensive empirical support demonstrating its impact on purchase behavior. These studies collectively highlight the enduring relevance and practical utility of the marketing mix in contemporary marketing practices.

## 5.2 Conclusion of Qualitative Research

Hypothesis 1: There was a significant impact of social media marketing on the purchase behavior of online food services.

Summary: The study found that social media allowed online food services to directly interact with their customers, fostering a sense of community and building relationships. By engaging with customers through comments, messages, and personalized responses, businesses could establish trust and loyalty. This positive engagement may positively influence customers' behavior by creating a connection that encourages repeat purchases and referrals.

Suggestion: It is important to note that while social media reviews could be influential, customers may also consider other factors in their decision-making process. These may include factors such as personal preferences, price, delivery options, and proximity to their location. Customers may also seek out reviews from multiple sources, including review websites, before making a final decision.

Ultimately, the impact of social media reviewed on individual behavior may vary. Some customers may heavily rely on social media reviews, while others may consider them as one of several factors in their decision-making process.

Hypothesis 2: There was a significant impact of influencer marketing on purchase behavior of online food services.

Summary: It could be concluded that influencers possessed the power to shape consumer opinions and influence their decision-making processes. One of the key advantages of influencer marketing is its ability to reach a wide and targeted audience. By collaborating with influencers who specialize in food and dining, online food services can tap into their followers' trust and loyalty. When influencers endorse or promote a particular food service, their audience may perceive it as a personal recommendation, increasing the likelihood of trying out the service.

Suggestion: While influencer marketing can be valuable, online food services should also consider other marketing channels and strategies. This may include social media advertising, search engine optimization (SEO), content marketing, email marketing, partnerships with local businesses, and leveraging customer reviews and referrals. A diversified marketing approach can help reach a broader audience and create multiple touchpoints for potential customers. In conclusion, influencer marketing can be an effective strategy for online food services to promote their businesses, but it is not a one-size-fits-all solution. The decision to focus on influencer marketing should be based on a careful evaluation of the target audience, brand values, available resources, and overall marketing objectives. It is important to consider influencer marketing as part of a comprehensive marketing strategy and assess its alignment with other promotional channels.

Hypothesis 3: There was a significant impact of service marketing mix on purchase behavior of online food services.

Summary: The service marketing mix had a significant impact on the purchase behavior of online food services. By carefully considering and optimizing each element of the marketing mix, online food services could attract and retain customers, differentiate themselves from competitors, and influence consumer decision-making processes. It could be further explained as follows.

Product: The quality, variety, and uniqueness of the food offerings can greatly influence purchase behavior. Consumers are more likely to choose online food services that offer high-quality, appealing, and innovative products. The presentation, packaging, and customization options also contribute to the overall product experience.

Price: Pricing strategies can strongly influence consumer behavior. Online food services that offer competitive prices, discounts, promotions, or value-added deals tend to attract more customers. Additionally, transparent pricing and clear breakdowns of costs can enhance trust and increase purchase intent.

Place: The accessibility, convenience, and availability of online food services are crucial factors. Consumers are more likely to choose services that offer easy ordering processes, flexible delivery options, and a wide coverage area. A user-friendly website or app interface and efficient logistics contribute to a positive purchasing experience.

Promotion: Effective promotional strategies, such as advertising campaigns, social media presence, influencer collaborations, and customer reviews, can significantly impact purchase behavior. Promotions that highlight unique selling

propositions, special offers, or customer testimonials can create a sense of urgency and persuade consumers to choose a particular online food service.

**People:** The behavior and expertise of the service staff, including customer support representatives and delivery personnel, can influence consumer perception and satisfaction. Friendly, knowledgeable, and efficient staff members contribute to a positive overall experience and may encourage repeat purchases.

**Process:** The efficiency, speed, and accuracy of the order fulfillment process can impact consumer behavior. Consumers prefer online food services that provide smooth and hassle-free processes, including order placement, payment options, order tracking, and timely delivery. Streamlined processes enhance customer satisfaction and loyalty.

**Physical Evidence:** Although online food services primarily operate in a virtual space, elements such as visually appealing food images, attractive website design, and clear product descriptions contribute to the overall perception of the service. Positive physical evidence enhances consumer trust and influences purchase decisions.

### 5.3 Discussion

This study examined the marketing factors influencing purchase behavior of online food services and proved that the marketing practices of social media marketing, influencer marketing, and service marketing mix were some of the significant factors affecting the purchase behavior of online food services. It showed that businesses that might want to gain a competitive edge in the online food service industry should devote more time and effort to improve their marketing capabilities. Among thirteen sub-variables, TikTok from social media marketing, celebrity

influencer from influencer marketing, and price from service marketing mix had higher potential to be the marketing factors that might influence customer purchase behavior.

Hypothesis 1: This study found a positive relationship between social media and purchase behavior. Similar to the study by Park, Hyun, & Thavisay (2021), the adoption of social media for communicating and promoting new or existing products or services had enormous growth nowadays due to its significance in influencing consumer buying behavior. Social media have played an important role in customer purchase behavior. People tend to spend more time on their social media platforms, especially in TikTok (Beta 0.503). TikTok achieved remarkable success in live broadcast commerce, it accomplished over 130 million yuan in sales within a 4-hour period (Zhang, Zhang, & Daim, 2023). TikTok stands out due to its exceptional hedonic value and utilitarian value, showcasing distinct characteristics of online social media marketing. Its ability to captivate users and deliver both entertainment and practical value contributes to its efficacy as a marketing platform.

However, the survey results where Facebook (Beta -0.083) and Instagram (Beta -0.362) got negative beta results had been found, which can be explained that Facebook and Instagram may affect the purchase behavior in the opposite way such as lowering chances for purchase behavior. After interviewing the focus group, the explanation in this case had been concluded that it is possible for social media platforms like Facebook and Instagram to have an influence on consumer purchase behavior in a negative way. Facebook and Instagram can bombard users with a constant stream of content, including advertisements, promotions, and influencer endorsements. This information overload can be overwhelming and lead to a sense of

decision fatigue or reduced interest in making purchases. Moreover, social media platforms provide a space for users to share their experiences and opinions about products and services, including online food services. If negative reviews or feedback are circulating on Facebook or Instagram regarding a particular food service, potential customers may be deterred from purchasing due to concerns about the quality, taste, or reliability of the service.

In contrast to, the study by Cahyono (2023), a positive relationship between the power of Instagram and customer purchase behavior of local food had been found. The perceptions of buying local food through Instagram can be neutral or slightly positive which shows that Instagram could be considered as one of the effective marketing tools for marketers to consider. Facebook, at the same time, the study by Li, Zhang, & An (2023) agreed that Facebook has a huge impact on consumer behavior.

After revision of the previous research and discussion with the industry specialists, some solutions were given. It is important to note that these negative effects are not universal and can vary greatly among individuals. Some people may be more resilient to the negative influences of social media or may find value in using Facebook and Instagram as a means of discovering and purchasing products. Additionally, effective marketing strategies and targeted advertising can help mitigate some of the negative effects by providing relevant and appealing content to potential customers. Businesses have to quickly adapt to all available social networking sites to be able to interact with customers as well as to create more innovative content and a strong impact on their target clients.

Hypothesis 2: Influencers, at the same time, have the power and ability to affect the purchase behavior of others due to their reputation, position, knowledge, or relationship they could be able to maintain with their followers. As mentioned in the study by Jun, Yoon, Lee, & Lee (2021), there was a positive relationship between social influence and customer attitude in using online food delivery services.

However, this study found a negative relationship between social media influencer (sig. 0.978) and purchase behavior of online food services, which can be concluded that social media influencer did not influence customer purchase behavior. After interviewing the focus group, the researcher concluded that users may perceive certain social media influencers as less authentic or genuine in their recommendations for online food services. If they feel that the influencer's endorsements are driven solely by financial incentives or lack credibility, it can undermine their influence on purchase decisions. The level of trust and influence that social media influencers hold over the surveyed users is essential. If the surveyed users do not perceive influencers as trustworthy or influential figures, their recommendations may have a limited impact on their purchasing behavior.

In contrast, the study by Ooi, Lee, Hew, Leong, Tan, & Lim (2023), concluded that influencer marketing was an effective marketing approach that showed a positive relationship between influencer credibility, customer attitude towards influencer, customer attitude towards any product or service, and purchase behavior. Celebrity influencer (Beta 0.382), in this study, had a positive relationship toward purchase behavior of online food services. Followers would regard celebrities as idealized versions of themselves, desiring to emulate the influencers' physical appearance, attitude, or lifestyle by doing or claiming to have done whatever the influencers did or



claimed to have done (Dinh & Lee, 2021). The idea of using celebrities as a strategy to endorse and promote products and brands is not a modern-day invention; it has been engrained in society for a long time since the late nineteenth century (Han & Yazdanifard, 2015).

However, the survey results where YouTuber/Blogger (Beta -0.398) got negative beta results had been found, which could explain that YouTuber/Blogger may affect the purchase behavior in the opposite way such as lowering chances for purchase behavior. According to qualitative research, there could be several reasons why YouTuber/blogger had a negative impact on purchase behavior in the online food service industry. It is possible that the content created by influencers may not align well with the target audiences or the specific products or services being promoted. Their recommendations or opinions may not resonate with consumers or may be perceived as less authentic or trustworthy.

After interviewing experts, it could be concluded that YouTuber/blogger, can still be effective for online food services when implemented strategically, with the right influencers who align well with the brand and target audience. Ooi et al. (2023) studied previous literature and found that the credibility of information delivered in YouTube videos posted by influencers is positively related to one's attitude toward the brand or product mentioned in the video. Different influencers may yield different results, and it is important to consider individual factors and the specific context of the survey findings.

Hypothesis 3: Service marketing mix has been utilized in many businesses for quite some time and still can be proved as one of the effective strategies nowadays. This study showed a significant relationship ( $p < 0.05$ ) between price (Beta 0.537),

place (Beta 0.290), promotion (Beta -0.378), process (Beta -0.123), and physical evidence (Beta 0.078) with purchase behavior. Similarly, the study by Orji, Oyenuga, & Ahungwa (2020) concluded that effective sales promotion was a tool to influence consumer behavior. Promotion is a technique for bringing a product to the notice of potential customers. Advertising and price discounts are two effective promotional strategies that directly impact purchasing decisions (Farid et al., 2023). The study by Pandey & Wang (2023) concluded that customer loyalty in the food delivery industry is greatly influenced ( $p < 0.01$ ) by two key components of the marketing mix; the product and place. It means that customers determine their loyalty based on the perceived value of the product and the convenience of location. Similarly, in the study by Pandey & Wang (2023), there were positive and significant coefficients ( $p < 0.1$ ) of the process and physical evidence variables indicating that customers are more inclined to be loyal based on the overall impression created by the food delivery service. However, negative beta results had been found in promotion and process, this might be because the process of ordering food from the delivery service might be cumbersome or confusing for customers. This could include issues with the website or app navigation, slow loading times, or a complicated checkout process. A poor user experience can frustrate customers and discourage them from completing their purchases. Moreover, if the food delivery service frequently makes mistakes with orders or fails to deliver on time, it can erode customer trust and confidence in the service. Customers may be reluctant to make a purchase if they have concerns about the accuracy and reliability of the delivery process. Promotion, at the same time, if the promotions offered by the food delivery service are perceived as intrusive or irrelevant to the customers, it could create a negative impression and deter them from

making a purchase. For example, excessive and frequent promotional messages may annoy customers, leading them to avoid the service altogether. Another reason could be that frequent promotions may condition customers to expect discounts continuously. As a result, they may delay purchases until the next promotion, reducing the likelihood of immediate conversions.

However, if the company applies the service marketing mix properly and correctly, it will raise trust and a positive impression in the minds of consumers which can influence customers on their purchase behavior of online food services.

Moreover, the qualitative research found that applying the 7Ps framework helped online food services develop a well-rounded and customer-centric marketing strategy that takes into account all aspects of the service delivery process. It ensured a focus on delivering value, meeting customer expectations, and differentiating the service from competitors in a crowded market, to enhance customer satisfaction, differentiate themselves from competitors, and ultimately drive customer loyalty and repeat business.

#### 5.4 Recommendations for Managerial Implication

Based on the results of our quantitative research, TikTok stands out as the most influential platform in the realm of social media influencers. This suggests that practitioners can effectively harness TikTok's potential by creating engaging video content. TikTok offers a valuable platform for businesses and experts to share educational content about their products or services. This can take the form of concise tutorials, how-to videos, and product demonstrations. Such content serves to elucidate a product's features, benefits, and uses, which, in turn, empowers users to make more confident purchase decisions. Furthermore, TikTok presents enticing advertising

opportunities for businesses, enabling them to connect with a vast and engaged audience. Companies can craft sponsored content or advertisements that appear in users' feeds. These ads may spotlight products or services, accentuate special offers, or boost brand recognition. When users encounter compelling and relevant ads on TikTok, they are more likely to consider the products or services being promoted, potentially leading to a purchase.

It's essential to acknowledge that the impact of TikTok on purchasing behavior can vary among users. It depends on factors such as the content they interact with and the specific marketing strategies employed by brands. Successful TikTok campaigns typically revolve around creativity, authenticity, and a profound understanding of the platform's user base.

On the other hand, based on quantitative research, Facebook and Instagram suggested a potentially negative impact on purchase behavior. After discussing with industry experts, it is important to note that social media platforms can also be used as effective marketing tools for online food services. Strategic use of engaging content, positive customer reviews, and targeted advertising can help build trust, generate interest, and drive purchase behavior. Regular monitoring, evaluation, and adjustments to social media marketing efforts can help mitigate any negative impact on purchase behavior and maximize the potential positive influence of these platforms. Successful online food services understand the importance of managing customer expectations and leveraging social media platforms to showcase their offerings authentically and accurately.

According to the result among the three sub-variables of influencer marketing, celebrity influencer was recommended the most. Celebrity influencers, often well-

known figures from entertainment, sports, or other fields, boast a massive following on social media. They have millions of followers across various platforms, which allows them to quickly share messages with a huge audience. This is particularly beneficial for brands aiming to increase their visibility and exposure.

On the other hand, social media marketing, YouTuber, or Blogger collaborations can remain highly effective for online food services when carried out strategically with influencers who share a strong alignment with the brand and target audience. Different influencers may yield different results, and it is important to consider individual factors and the specific context of the survey findings. If the influencers chosen do not align well with the target audience or fail to resonate with their interests and needs, their impact on purchase behavior can be diminished. As such, it is important to consider that the effectiveness of social media influencers can vary across different industries, target audiences, and specific influencer marketing strategies. While the survey results suggest that social media influencers may not be effective for online food service users, it is crucial to evaluate the findings in the context of the specific survey and consider additional research or data to form a comprehensive understanding. Ultimately, it is advisable for online food services to carefully assess their target audience, conduct thorough market research, and evaluate different marketing strategies beyond social media influencers to determine the most effective approaches for their specific industry and consumer base. Similar to YouTuber/blogger, to gain a more comprehensive understanding of the negative impact observed in the research, it would be necessary to analyze the specific methodologies, sample size, and other contextual factors. Further exploration could involve investigating the audience's perceptions, motivations, and preferences

regarding the content provided by YouTubers/Bloggers in the context of online food services.

Five service marketing mix factors influenced purchase behavior, however, product and people were rejected in this study. Since the product itself may have limited impact, online food delivery services should emphasize factors that differentiate their service, such as delivery speed, reliability, customer support, and user-friendly platforms. Enhancing the overall service experience, or emphasizing the quality and freshness of the food they offer may help attract and retain customers. In addition, instead of focusing on specific product attributes, online food delivery services can highlight the variety and customization options available to customers. Offering a diverse range of cuisine choices, dietary options, and customizable features can attract customers who prioritize options and flexibility.

People, at the same time, since customers using online food services prefer self-service interactions, ensure that the platform is user-friendly, intuitive, and streamlined for easy navigation and order placement. Emphasize the convenience and efficiency of the self-service experience to attract and retain customers, and to ensure that the delivery experience is smooth and reliable. Timely deliveries, accurate order fulfillment, and friendly delivery personnel can contribute to positive customer experiences. Although the "people" element may not be a primary driver, it is essential to provide reliable and accessible customer support channels. Offer responsive customer service via chat support, email, or phone to address any issues or inquiries promptly.

It is essential to note that these findings are specific to the research or evidence cited. The influence of the product and people elements in the service marketing mix

can vary depending on various factors such as target audience, specific industry, competitive landscape, and customer preferences. Further research and analysis, along with a deeper understanding of customer behavior and preferences, would be necessary to draw definitive conclusions about the influence of the product and people elements in the context of online food services.

### 5.5 Recommendation for Future Research

Similar to any research, this paper is not free from limitations. This study did not support the direct influence of some of the sub-variables and the research variables may not cover all possible factors. For example, this study did not study all social media platforms, which led to a lack of ability to explain a good summary of which platform gave the most effectiveness. While influencer marketing, social media, and service marketing mix could be valuable, online food services should also consider other marketing channels and strategies. This may include online and offline advertising, search engine optimization (SEO), content marketing, email marketing, partnerships with local businesses, and leveraging customer reviews and referrals. A diversified marketing approach can help reach a broader audience and create multiple touchpoints for potential customers. It is important to consider influencer marketing, social media marketing, and service marketing mix as parts of a comprehensive marketing strategy and assess their alignment with other promotional channels.

To delve deeper into the negative beta results discovered in this research and gain a comprehensive understanding of the reasons behind these findings and their implications on purchase behavior, it becomes crucial to undertake further investigation. This can encompass various research methods, such as customer surveys, focus groups, and in-depth interviews. By directly engaging with customers,

the food delivery service can pinpoint underlying issues and implement necessary measures to enhance its marketing strategies and overall customer experience, particularly within the context of the service marketing mix components, including product and people factors. These challenges arose due to the influence of the COVID-19 pandemic, which led to reduced interactions between customers and sellers and constrained product choices. Notably, the literature reviews suggest that the product holds significance as an influential factor when consumers make decisions regarding food service delivery purchases. Expanding the product variety may further amplify its impact on purchase behavior. Therefore, it is imperative to undertake additional research in this domain in the future.

The applicability of this study's findings may be limited, as the research exclusively centered on the broader category of online food services. Subsequent research endeavors could address this constraint by narrowing the focus to a particular online food service or application. Nevertheless, this study offers valuable insights into the feasibility of implementing social media marketing, influencer marketing, and service marketing mix practices within the online food service industry, with a particular emphasis on food delivery services. Furthermore, this investigation underscores the presence of diverse and noteworthy marketing strategies for businesses to contemplate. It prompts businesses to evaluate which marketing practices align best with their specific needs and objectives.



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APPENDIX A  
Questionnaire Form



BANGKOK UNIVERSITY  
มหาวิทยาลัยกรุงเทพ

### ONLINE QUESTIONNAIRE:

**Title:** The Study of Social Media Marketing, Influencer Marketing, and Service Marketing Mix, Effecting Purchase Behavior of Online Food Services of Customers in Bangkok Metropolitan Area

**Details:** This research questionnaire is aimed at comprehending the impact of social media marketing, influencer marketing, and service marketing mix factors on customer intention. This study is a part of BA700: Thesis, Graduate School at Bangkok University.

The components of this questionnaire will be covered in 6 parts: demographic data, consumer behavior, influencer marketing, social media marketing, service marketing mix, and the purchase behavior to use online food delivery services.

The information provided will be treated as highly confidential and will be used solely for academic resources.

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Thank you very much for your kind cooperation.

#### Screening Questions:

**Did you use online food services to order food and drink in the past 3 months?**

Yes       No

**Do you live in the Bangkok Metropolitan Area?**

Yes       No

#### Part 1: Personal Details

**Directions: Please choose (✓) the answer that matches your information**

1. Gender:

Male

Female

2. Age:

≤ 20 years old

21 - 30 years old

31 - 40 years old

41 – 50 years old

> 50 years old

3. Education:
  - Less than a high school diploma
  - High school degree or equivalent
  - Undergraduate
  - Graduate and higher
4. Allowance or income per month
  - $\leq$  THB 15000
  - THB 15001-25000
  - THB 25001-35000
  - THB 35001-45000
  - THB 45001 -55000
  - $>$  THB 55000
5. Marital status
  - Single
  - Married
  - Divorced / Widowed

**Part 2: Consumer behavior on online food services**

1. Do you use online food delivery services to order food? (Grabfood, Lineman, Foodpanda, etc.)
  - Yes
  - No
2. How often do you use online food delivery?
  - Every day
  - Two or three times a week
  - Once a week
  - Two or three times a month
  - Once a month
  - Less than once a month
3. How much is the regular spending per order?
  - $\leq$  THB 100
  - THB 101 - THB 300
  - THB 301 -THB 500
  - THB 501 - THB 700
  - $>$  THB 700

4. What category do you order the most?
- Food
  - Dessert
  - Fruit
5. What meal do you order the most?
- Breakfast
  - Brunch
  - Lunch
  - Dinner
  - Supper
6. What payment method do you usually use?
- Cash
  - Debit card
  - Credit Card
  - Wallet payments; (True Money Wallet, Line Pay, WeChat Pay, PayPal, Google Pay, Apple Pay, etc.)

### Part 3: Measurements of Social Media Marketing Factors

Direction: Please select (✓) the answer that suits best your opinion

Part : 3 Independent 2: Social Media Marketing	Strongly disagree	Disagre e	Neither agree nor disagree	Agree	Strongly agree
<b>Facebook</b>					
1. You usually read reviews or comments on Facebook before buying any products or using any services.					
2. You usually recommend a product or service to your Facebook community.					
3. You would like to try a product recommended on Facebook.					
<b>Instagram</b>					
4. You followed the sponsor link to download an application being advertised on Instagram before.					

5. You searched more about the products or services being advertised or reviewed on Instagram.					
6. You have bought any goods advertised on Instagram before.					
Part : 3 Independent 2: Social Media Marketing	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<b>TikTok</b>					
7. You agree that TikTok plays an important role in persuading you to follow or be interested more in the video they are sharing.					
8. You feel that TikTok is interesting and bringing new trends.					
9. You use TikTok to explore any news or information you are interested in.					

#### Part 4: Measurements of Influencer Factors

Direction: Please select (✓) the answer that suits best your opinion.

Part 4: Independent Variable 1: Influencer Marketing	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<b>Celebrity Influencer</b>					
1. You believe that the brands suggested by celebrities have an acceptable standard of quality.					
2. You would like to try any products or services that celebrities you like to be the brand ambassadors.					
3. You agree that a celebrity in an advertisement encourages you to buy the product.					
<b>Social Media Influencer</b>					
4. The brands suggested by the social media influencers that you follow seem attractive to you.					
5. You would like to do the kinds of things that social media influencer does in his/her life.					
6. Social media influencer has the power to change your perceptions.					

<b>YouTuber/Blogger</b>					
7. You will buy products or services recommended by a YouTuber/Blogger.					
8. You will probably buy products or services after watching YouTube.					
9. You believe that most YouTubers/Bloggers are honest with the audience.					

### Part 5: Measurements of Services Marketing Mix Factors

Direction: Please select (✓) the answer that suits best your opinion.

Part 5: Independent 3: Service Marketing Mix	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<b>Product</b>					
1. You prefer to use online food delivery services because there are plenty of different types of cuisine that you can choose.					
2. You agree that the more food on the platform, the more attractive the platform is. This reason can attract customers to order food delivery.					
3. You prefer to order food from restaurants that provide nice product photos with clear descriptions because product presentation is important to you.					
<b>Price</b>					
4. Reasonable Delivery Price; You agree that the reasonable delivery price is an important factor for you to consider whether to order or not.					
5. You prefer to order food from a platform that offers a cheaper delivery fee.					
6. The accessible for price comparison; You compare food prices for the same type of restaurant before ordering.					
<b>Place</b>					



7. You use online food delivery services because you can order food from anywhere.					
8. It is important for food delivery service providers to make sure that their operation hours cover all-day dining.					
9. Whenever I go to a place that I am not familiar with, I usually use a food delivery app to check what to eat.					
<b>Promotion</b>					
10. You decide where to order food based on promotion.					
11. You feel like the discount coupons can encourage you to order and sometimes can convince you to purchase more.					
12. You are interested to know about the current or upcoming promotions or deals of the platforms or stores.					
Part 5: Independent 3: Service Marketing Mix	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
<b>People</b>					
13. Restaurant Partners; You order food from the platform that your favorite restaurants are partnering with.					
14. Customer Service; You prefer to order food from the platforms that provide professional customer service.					
15. Rider Partner; You will reorder again if the riders are polite and provide excellent services, such as fast delivery.					
<b>Process</b>					
16. Stable operation system; You decide where to order food from the efficiency of the platform.					
17. Trustable Payment Gateway; You use online food delivery services because there are various payment channels that you can choose.					
18. Fast Delivery;					

You will be satisfied and may reorder from the same restaurant again if the total operation time is faster than other restaurants.					
<b>Physical Evidence</b>					
19. Good website or application design; You prefer to use online food delivery because the website or application is easy to use and well-organized.					
20. The rider's reputation; You will feel more comfortable and confident with the service quality if the delivery service providers or riders are polite and well-grooming.					
21. Food packaging; Food packaging is important to you to consider whether to repurchase or not.					

**Part 6: Measurements of Purchase behavior towards online food services.**

Direction: Please select (✓) the answer that suits best your opinion.

Part 6: Dependent Variable; Purchase behavior	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
1. You intend to order food from online food delivery services constantly.					
2. Whenever you need to buy food, it is very likely that you will order online.					
3. You prefer to order food online rather than to buy at the restaurant yourself.					
4. You will use online food delivery services if necessary.					
5. You will continue to use online food delivery services in the future.					

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End of Questionnaire. Thank you for your time!

Miss Sasirapat Roobsawangkullapong

sasirapat.roob@bumail.net

APPENDIX B

Form to Expert Letters

557/647 Manor Sanambinnarm,  
 BangKraSor, MuengNonthaburi,  
 Nonthaburi 11000  
 Email: sasirapat.roob@bumail.net


November 18, 2022


Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Thesis Study of M.B.A. student at Bangkok University.

To Ms. Daruntham Termkietpaisan  
 Director, Bambirtue Marketing Consultant Co., Ltd.

I, Sasirapat Roobsawangkullapong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting research as a part of Thesis study titled, The Study of Social Media Marketing, Influencer Marketing, and Service Marketing Mix, Effecting Purchase Behavior Towards Online Food Service in Bangkok Metropolitan Area. Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Item Objective Congruence: IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research, I greatly appreciated your kind assistance.

Best Regards,

Signature .....   
 (Ms. Daruntham Termkietpaisan)  
 Director

Signature .....   
 (Miss Sasirapat Roobsawangkullapong)  
 Researcher

557/647 Manor Sanambinnarm,  
BangKraSor, MuengNonthaburi,  
Nonthaburi 11000  
Email: sasirapat.roob@bumail.net

November 15, 2022

Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Thesis Study of M.B.A. student at Bangkok University.

To Mr. Gong Wang  
Restaurant Owner

I, Sasirapat Roobsawangkullapong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting research as a part of Thesis study titled, The Study of Social Media Marketing, Influencer Marketing, and Service Marketing Mix, Effecting Purchase Behavior Towards Online Food Service in Bangkok Metropolitan Area. Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Item Objective Congruence: IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research, I greatly appreciated your kind assistance.

Best Regards,

Signature Gong Wang  
(Mr. Gong Wang)  
Restaurant Owner

Signature S. roob  
(Miss Sasirapat Roobsawangkullapong)  
Researcher

557/647 Manor Sanambinnarm,  
 BangKraSor, MuengNonthaburi,  
 Nonthaburi 11000  
 Email: sasirapat.roob@bumail.net

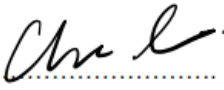
November 21, 2022

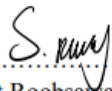
Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Thesis Study of M.B.A. student at Bangkok University.

To Mr. Teng Chen Pu  
 Marketing Manager, Asia Pacific  
 Country Wide Enterprises Co., Ltd.

I, Sasirapat Roobsawangkullapong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting research as a part of Thesis study titled, The Study of Social Media Marketing, Influencer Marketing, and Service Marketing Mix, Effecting Purchase Behavior Towards Online Food Service in Bangkok Metropolitan Area. Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Item Objective Congruence: IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research, I greatly appreciated your kind assistance.

Best Regards,

Signature .....   
 (Mr. Teng Chen Pu)  
 Marketing Manager, Asia Pacific

Signature .....   
 (Miss Sasirapat Roobsawangkullapong)  
 Researcher

557/647 Manor Sanambinnarm,  
 BangKraSor, MuengNonthaburi,  
 Nonthaburi 11000  
 Email: sasirapat.roob@bumail.net

November 18, 2022

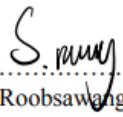
Reference: Acceptance to be the Expert in reviewing questionnaire items for the research as a part of Thesis Study of M.B.A. student at Bangkok University.

To Ms. Charryl Marsh  
 Restaurant Owner

I, Sasirapat Roobsawangkullapong, a Master of Business Administration's student majoring in Business Administration (English Program) at Bangkok University is conducting research as a part of Thesis study titled, The Study of Social Media Marketing, Influencer Marketing, and Service Marketing Mix, Effecting Purchase Behavior Towards Online Food Service in Bangkok Metropolitan Area. Due to your expertise in research, I would like to ask you to review the questionnaire items in term of wording and content validities by using Index of Item Objective Congruence: IOC with +1 as comprehensible, 0 as uncertain, or -1 as incomprehensible by the target group of this research, I greatly appreciated your kind assistance.

Best Regards,

Signature ..... **Charryl**  
 (Ms. Charryl Marsh)  
 Restaurant Owner

Signature .....   
 (Miss Sasirapat Roobsawangkullapong)  
 Researcher

## Form to expert

Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
Influencer Marketing (IM): Celebrity Influencer (Bu, Pakinson, & Thaichon, 2022)	IMC1: I think that the brands suggested by this influencer that I follow have an acceptable standard of quality.	IMC1: You believe that the brands suggested by celebrity have an acceptable standard of quality.	IMC1: คุณเชื่อว่าแบรนด์ที่ แนะนำโดยเหล่าคนดังมีมาตรฐานคุณภาพที่ยอมรับได้			
(Bu, Pakinson, & Thaichon, 2022)	IMC2: I will purchase the products of brands recommended by the influencer that I follow	IMC2: You would like to try any products or services that celebrities you like be the brand ambassadors.	IMC2: คุณต้องการลองใช้ผลิตภัณฑ์หรือบริการใดๆที่เซเลบที่ชื่นชอบเป็นแบรนด์แอม-บาสเตอร์			
Khan et al. (2019)	IMC3: Brands endorsed by celebrities influence my purchase decisions.	IM3: You agree that a celebrity in an advertisement encourages you to buy the product.	IMC3: คุณเห็นด้วยว่าคนดัง ในโฆษณาสามารถ กระตุ้นให้คนดูซื้อ ผลิตภัณฑ์ได้			
Influencer Marketing (IM): Social Media Influencer (Bu, Pakinson, & Thaichon, 2022)	IMS1: I would purchase the brand based on the advice I am given by this influencer.	IM4: The brands suggested by the social media influencers that you follow seem attractive to you.	IMS1: แบรนด์ที่แนะนำโดย ผู้มีอิทธิพลในโซเชียลมีเดียที่คุณติดตามดูเหมือนจะน่าสนใจสำหรับคุณ			



Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
Khan et al. (2019)	IMS2: I bought the product because the celebrity had a pleasant experience with it.	IMSM1: You would like to do the kinds of things that a social media influencer does in his/her life.	IMS2: คุณต้องการทำสิ่งที่ผู้มีอิทธิพลในโซเชียลมีเดียทำในชีวิตของเธอ			
Khan et al. (2019)	IMS3: Brands endorsed by celebrities draw my attention.	IS3: Social media influencer has the power to change your perceptions.	IMS3: ผู้มีอิทธิพลในโซเชียลมีเดียมีอำนาจในการเปลี่ยนแนวความคิดของคุณ			
Influencer Marketing (IM): YouTuber / Blogger Masuda et al. (2021)	IMY1: I think I will buy products or services recommended by this YouTuber	IM7: You will buy products or services recommended by a YouTuber/Blogger.	IMY1: คุณจะซื้อผลิตภัณฑ์หรือบริการแนะนำโดยยูทูบเบอร์/บล็อกเกอร์			
Masuda et al. (2021)	IMY2: I will probably buy products or services after watching this YouTube.	IM8: You will probably buy products or services after watching YouTube or Blogger reviews.	IMY2: คุณอาจซื้อผลิตภัณฑ์หรือบริการหลังจากดูรีวิวของ ยูทูบเบอร์หรือ บล็อกเกอร์			
Masuda et al. (2021)	IMY3: I feel this YouTuber is honest.	IM9: You believe that most YouTuber/Blogger is honest with the audience.	IMY3: คุณเชื่อว่ายูทูบเบอร์ บล็อกเกอร์ส่วนใหญ่ซื่อสัตย์ต่อผู้ชม			

Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
Social Media Marketing: Facebook  (Richard & Guppy, 2014)	SMF1:	SM1: You usually read reviews or comments on Facebook before buying any products or using any services.	SMF1: คุณมักจะอ่านบทวิจารณ์หรือความคิด-เห็นบน Facebook ก่อนซื้อผลิตภัณฑ์ใดๆ หรือใช้บริการใดๆ			
	SMF2: I use Facebook to post reviews	SMF2: You usually recommend a product or service to your Facebook community.	SMF2: คุณมักจะแนะนำ ผลิตภัณฑ์หรือบริการให้กับชุมชน Facebook ของคุณ			
	SMF3: Would you like to try a product recommended on Facebook?	SMF3: You would like to try a product recommended on Facebook.	SMF3: คุณต้องการลอง ผลิตภัณฑ์ที่แนะนำ บน Facebook			
Social Media Marketing: Instagram  (Richard & Guppy, 2014)	SMI1: Would you buy this product if you happened to see it on Facebook?	SM4: You followed the sponsor link being advertised on Instagram before.	SMI1: คุณเคยกดตามลิงก์สปอนเซอร์ที่โฆษณาบนอินสตาแกรม มาก่อน			
	SMI2: I pay attention to what products and pages are shared on Facebook	SMI2: You searched more about the products or services being advertised or reviewed on Instagram.	SMI2: คุณเคยค้นหาเพิ่มเติมเกี่ยวกับสินค้าหรือบริการที่ถูกโฆษณาหรือรีวิวบนอินสตาแกรม			

Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
	SMI3: Would you buy this product if you happened to see it on Facebook?	SMI3: You have bought any goods advertised on Instagram before.	SMI3: คุณเคยซื้อสินค้าที่โฆษณาบน Instagram มาก่อน			
Social Media Marketing: TikTok  Wahab et al. (2022)	SMT1: I am immersed in this online social media platform.	SMT1: You agree that TikTok plays an important role in persuading you to keep watching the video on TikTok.	SMT1: คุณยอมรับว่า TikTok มีบทบาทสำคัญในการชักชวนให้คุณดูวิดีโอบน TikTok ต่อไป			
(Meng & Leung, 2021)	SMT2: I use TikTok to let me know what videos are trending in real-time.	SMT2: You use TikTok to find out what happened recently.	SMT2: คุณใช้ TikTok เพื่อค้นหาว่าเกิดอะไรขึ้นในช่วงนี้			
(Meng & Leung, 2021)	SMT3: I use TikTok to look for news or interesting information.	SMT3: You use TikTok to explore any news or information you are interested in.	SMT3: คุณใช้ TikTok เพื่อสำรวจข่าวหรือข้อมูลที่คุณสนใจ			
Service Marketing Mix (MM): Product (Chang, 2021) “Food Quality and Brand Trust”	MMA1:	MMA1: You prefer to use an online food delivery service because there are plenty of different types of cuisine that you can choose.	MMA1: คุณชอบใช้บริการส่งอาหารออนไลน์ เพราะมีอาหาร หลากหลายประเภทที่คุณสามารถเลือก ได้			

Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
	MMA2:	MMA2: You agree that the more food on the platform, the more attractive the platform is. This reason can attract customers to order food delivery.	MMA2: คุณเห็นด้วยว่ายังมีอาหารบนแพลตฟอร์มมากเท่าไร ก็จะยิ่งน่าสนใจ ซึ่งสามารถดึงดูดลูกค้าให้สั่งอาหารเดลิเวอรี่ได้			
	MMA:3	MMA3: You prefer to order food from restaurants that provide nice product photos with clear descriptions because product presentation is important to you.	MMA3: คุณต้องการสั่งอาหารจากร้านอาหารที่มีรูปถ่ายผลิตภัณฑ์ที่ดี พร้อมคำอธิบายที่ชัดเจนเนื่องจากการนำเสนอผลิตภัณฑ์เป็นสิ่งสำคัญสำหรับคุณ			
Price (Hong et al., 2021)	MMB1: Price Saving Benefit	MMB1: You agree that the reasonable delivery price is an important factor for you to consider whether to order or not.	MMB1: ราคาจัดส่งที่สมเหตุสมผลเป็นปัจจัยสำคัญสำหรับคุณในการพิจารณาว่าจะสั่งซื้อหรือไม่			
	MMB2:	MMB2: You prefer to order food from the platform that offers a cheaper delivery fee.	MMB2: คุณต้องการสั่งอาหารจากแพลตฟอร์มที่มีค่าจัดส่งที่ถูกกว่า			

Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
	MMB3:	MMB3: You compare food prices for the same type of restaurant before ordering.	MMB3: คุณเปรียบเทียบราคาอาหารสำหรับร้านอาหารประเภทเดียวกันก่อนสั่ง			
Place Amofah et al. (2016)	MMC1: It is easy and convenient to reach the restaurant.	MMC1: You use an online food delivery service because you can order food from anywhere at any time.	MMC1: คุณใช้บริการจัดส่งอาหารออนไลน์เพราะคุณสามารถสั่งอาหารได้จากทุกที่			
	MMC2:	MMC2: Food delivery service providers need to make sure that their operation hours cover all-day dining.	MMC2: คุณคิดว่าเป็นสิ่งสำคัญหากผู้ให้บริการจัดส่งอาหารสามารถบริการคลุมทุกมื้ออาหารตลอดวัน			
	MMC3:	MMC3: Wherever you go, you usually use food delivery applications to look for what to eat.	MMC3: เมื่อใดที่ฉันไปยังสถานที่ที่ฉันไม่คุ้นเคยฉันมักจะใช้แอปส่งอาหารเพื่อสำรวจดูว่าจะกินอะไร			
Promotion	MMD1: I would use FDAs more often if they reduce the delivery charges	MMD1: You decide where to order food based on promotion.	MMD1: คุณตัดสินใจว่าจะสั่งอาหารที่ไหนตามโปรโมชั่น			

Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
Kuar et al., 2021	MMD2: I would use FDAs more often if better promotional incentives are offered	MMD2: You feel like the discount coupons can encourage you to order and sometimes can convince you to purchase more.	MMD2: คุณรู้สึกว่าคุณชอบส่วนลด สามารถกระตุ้นให้คุณสั่งซื้อและบางครั้งสามารถโน้มน้าวให้คุณซื้อได้มากขึ้น			
	MMD3:	MMD3: You are interested in knowing about the current or upcoming promotions or deals of the platforms or stores.	MMD3: คุณสนใจที่จะทราบเกี่ยวกับโปรโมชั่นปัจจุบันหรือที่กำลังจะมาถึงของแพลตฟอร์ม/ร้านค้า			
People Savitri et al. (2020)	MME1:	MME1: Restaurant Partners; You order food from the platform that your favorite restaurants are partner with.	MME1: คุณสั่งอาหารจากแพลตฟอร์มที่ร้านอาหารที่คุณชื่นชอบเป็นพันธมิตรด้วย			
	MME2:	MME2: Customer Service; You prefer to order food from the platforms that provide professional customer service.	MME2: การบริการลูกค้า; คุณต้องการสั่งอาหารจากแพลตฟอร์มที่ให้บริการลูกค้าอย่างมืออาชีพ			

Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
	MME3: Savitri et al. (2020) "Ordering process through the application and the driver's attention to consumers"	MME3: You will reorder again if the riders are polite and provide excellent services, such as fast delivery.	MME3: คุณจะสั่งซื้ออีกครั้งหากผู้ขับขี่สุภาพและให้บริการที่เป็นเลิศ เช่นการจัดส่งที่รวดเร็ว			
Process Savitri et al. (2020)	MMF1: "Service facilities offered"	MMF1: You decide where to order food from the efficiency of the platform.	MMF1: คุณตัดสินใจว่าจะสั่งอาหารจากแพลตฟอร์มที่มีประสิทธิภาพ			
(Chang, 2021)	MMF2: "Delivery Payment"	MMF2: You use online food delivery service because there are various payment channels that you can choose.	MMF2: คุณใช้บริการสั่งอาหารออนไลน์เนื่องจากมีช่องทางการชำระเงินที่หลากหลายที่คุณสามารถเลือกได้			
(Chang, 2021)	MMF3: "Delivery Time"	MMF3: You will be satisfied and may reorder from the same restaurant again if the total operation time is faster than other restaurants.	MMF3: คุณจะพอใจและมีโอกาสสั่งซื้อซ้ำจากร้านอาหารเดิมหากเวลาดำเนินการจัดเตรียมอาหารเร็วกว่าร้านอื่น			

Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
Physical Evidence Savitri et al. (2020)	MMG1: The restaurant has a well-decorated environment	MMG1: You prefer to use online food delivery because the website or application is easy to use and well organized.	MMG1: คุณชอบใช้บริการสั่งอาหารออนไลน์เพราะเว็บไซต์หรือแอปพลิเคชันนั้นใช้งานง่าย			
Savitri et al. (2020) “Service facilities offered”	MMG2:	MMG2: You will feel more comfortable and confident with the service quality if the delivery service providers or riders are polite and well-grooming.	MMG2: คุณจะรู้สึกสะดวก สบาย และมั่นใจมากขึ้นกับคุณภาพการบริการหากผู้ให้บริการจัดส่งหรือผู้ขับขี่สุภาพและแต่งกายดี)			
	MMG3:	MMG3: Food packaging is important to you to consider whether to repurchase or not.	MMG3: บรรจุภัณฑ์อาหารเป็นสิ่งสำคัญสำหรับคุณในการพิจารณาในการกลับมาซื้อซ้ำ			
Purchase behavior (Gavilan et al., 2021)	DV1: I am sure I will order online delivery Food.	DV1: You intend to order food from an online food delivery service constantly.	DV1: คุณตั้งใจจะสั่งอาหารจากบริการสั่งอาหารออนไลน์อย่างต่อเนื่อง			



Factors	Original (Eng)	Adjusting (Eng)	Adjusted (TH)	IO C	Comments from the expert	Total points
	DV2: If I feel like ordering food, I will use FDAs to order food. (Kaur et al., 2021)	DV2: Whenever you need to buy food, you will likely order online.	DV2: เมื่อใดก็ตามที่คุณต้องการซื้ออาหาร เป็นไปได้ว่าคุณจะสั่งออนไลน์			
	DV3:	DV3: You prefer to order food online rather than to buy at the restaurant yourself.	DV3: คุณชอบสั่งอาหารออนไลน์มากกว่าซื้อที่ร้านอาหารด้วยตัวเอง			
( Gavilan et al., 2021)	DV4: I sometimes plan to order online delivery food	DV4: You will use an online food delivery service if necessary.	DV4: คุณจะใช้บริการจัดส่งอาหารออนไลน์หากจำเป็น			
	DV5:	DV5: You will continue to use online food delivery services in the future.	DV5: คุณ将继续使用在线订餐服务			

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## APPENDIX C

### Interview Script

1. According to the survey results where Facebook and Instagram got negative beta results, which can be explained that Facebook and Instagram may affect the purchase behavior in the opposite way such as lowering chances for purchase behavior. What do you think?

Interviewee A: As highly competitive in online marketing on social media business accounts, businesses need to be aware of their competitors. Social media are open to the public where everyone can get access to the company information such as product, promotion, and price. Constant exposure to a variety of food options on social media can lead to decision fatigue and make it more challenging for consumers to choose. The abundance of choices might reduce the chances of making a purchase. In some cases, individuals may become overwhelmed and choose simpler alternatives or not make a purchase at all.

Interviewee B: Social media platforms like Facebook and Instagram can influence consumer purchase behavior, both positively and negatively. Facebook and Instagram can bombard users with a constant stream of content, including advertisements, promotions, and influencer endorsements. This information overload can be overwhelming and lead to a sense of decision fatigue or reduced interest in making purchases. Moreover, social media platforms provide a space for users to share their experiences and opinions about products and services, including online food services. If negative reviews or feedback are circulating on Facebook or Instagram regarding a particular food service, potential customers may be deterred

from making a purchase due to concerns about the quality, taste, or reliability of the service.

Interviewee C: If the targeting strategies employed on Facebook and Instagram are not accurate or relevant to the intended audience, it can result in lower engagement and conversion rates. Irrelevant or poorly targeted ads may not resonate with users and may decrease the likelihood of purchase behavior.

Interviewee D: Social media platforms allow users to share their opinions and experiences, which can include negative reviews or comments about a product or service. These negative social proofs can influence others and potentially lower the chances of purchase behavior.

Interviewee E: Some individuals may find Facebook and Instagram advertising persuasive and engaging, leading to an increased likelihood of purchase behavior. On the other hand, others may perceive excessive advertising or irrelevant content on these platforms as intrusive or off-putting, potentially decreasing their chances of engaging in purchase behavior.

Solution: While Facebook and Instagram suggested a potentially negative impact on purchase behavior, it is important to note that social media platforms can also be used as effective marketing tools for online food services. Strategic use of engaging content, positive customer reviews, and targeted advertising can help build trust, generate interest, and drive purchase behavior. Regular monitoring, evaluation, and adjustments to social media marketing efforts can help mitigate any negative impact on purchase behavior and maximize the potential positive influence of these platforms. Successful online food services understand the importance of managing

customer expectations and leveraging social media platforms to showcase their offerings authentically and accurately.

2 According to the survey results from online food service users, social media influencers may not be an effective strategy for online food services to focus on.

What do you think?

Interviewee A: It might be because social media influencers might be popular among their group of followers in specific categories such as beauty, sport, or lifestyle, whereas the online food service industry is big and can cover most of the consumers in Thailand who can access the internet. So, the online food service providers may focus on the bigger picture which may not be applicable with social media influencers.

Interviewee B: I supported Interviewee A's comment. If compared among the three variables, I agree that hiring social media influencers to promote online food services, such as food delivery applications may not create a bigger result if compared to celebrity influencers. It doesn't mean that all businesses should ignore social media influencers because the result might turn out very well for some businesses which might be smaller-scale companies restaurants, or businesses that focus on the niche market.

Interviewee C: Users may perceive certain social media influencers as less authentic or genuine in their recommendations for online food services. If they feel that the influencer's endorsements are driven solely by financial incentives or lack credibility, it can undermine their influence on purchase decisions.

Interviewee D: The level of trust and influence that social media influencers hold over the surveyed users is essential. If the surveyed users do not perceive

influencers as trustworthy or influential figures, their recommendations may have a limited impact on their purchasing behavior.

Interviewee E: The relevance of social media influencers to the online food service industry plays a crucial role. If the influencers chosen do not align well with the target audience or fail to resonate with their interests and needs, their impact on purchase behavior can be diminished.

Solution/Suggestion:

It is important to consider that the effectiveness of social media influencers can vary across different industries, target audiences, and specific influencer marketing strategies. While the survey results suggest that social media influencers may not be effective for online food service users, it is crucial to evaluate the findings in the context of the specific survey and consider additional research or data to form a comprehensive understanding.

Ultimately, it is advisable for online food services to carefully assess their target audience, conduct thorough market research, and evaluate different marketing strategies beyond social media influencers to determine the most effective approaches for their specific industry and consumer base.

3. According to the survey results where YouTuber/Blogger got negative beta results, it can be explained that YouTuber/Blogger may affect the purchase behavior in the opposite way such as lowering chances for purchase behavior. What do you think?

Interviewee A: This may happen. Businesses and marketers should be more careful in choosing YouTuber/blogger to promote their brands. It is possible that their competitors may hire the same YouTubers/bloggers to advertise their products or

services. This may affect the change in customers' minds which may result in lowering the chance of buying from a company but increase the chance of buying with another alternative company.

Interviewee B: The quality of their content and how they present the online food service can significantly impact purchase behavior. If the content is poorly produced, lacks creativity, or fails to effectively showcase the value and appeal of the food service, it may not inspire the audience to take action and make a purchase.

Interviewee C: There could be several reasons why YouTubers/blogger might have a negative impact on purchase behavior in the online food service industry. It is possible that the content created by these influencers may not align well with the target audience or the specific products or services being promoted. Their recommendations or opinions may not resonate with consumers or may be perceived as less authentic or trustworthy.

Interviewee D: Agreed, the content produced by YouTubers/Bloggers may not effectively communicate the value or benefits of the online food service. It could lack relevance or fail to address the pain points or motivations of the audience, thus diminishing its impact on purchase decisions.

Interviewee E: YouTubers/Bloggers may lack credibility or trustworthiness in the eyes of their audience. Consumers might perceive their content as less authentic or genuine, leading to skepticism or doubt about their recommendations.

Suggestion:

To gain a more comprehensive understanding of the negative impact observed in the research, it would be necessary to analyze the specific methodologies, sample size, and other contextual factors. Further exploration could involve investigating the

audience's perceptions, motivations, and preferences regarding the content provided by YouTubers/Bloggers in the context of online food services.

Based on the available information, it can be inferred that YouTubers/Bloggers may have a diminishing effect on purchase behavior in the online food service industry. However, it is important to interpret these findings cautiously and consider further research and analysis to gain deeper insights into the underlying factors influencing this negative impact.

In conclusion, influencer marketing, YouTuber and Blogger, can still be effective for online food services when implemented strategically, with the right influencers who align well with the brand and target audience. Different influencers may yield different results, and it is important to consider individual factors and the specific context of the survey findings.

4. In the service marketing mix, the "product" element refers to the intangible aspects of a service, such as the quality, features, and benefits of the service being offered. While the product itself is an important consideration in traditional marketing, it may have a less direct impact on the purchase behavior of online food services. What do you think?

Interviewee A: Online food services are often sought for their convenience and the overall experience they offer. Factors such as ease of ordering, speed of delivery, customer service, and user-friendly platforms or apps can have a greater impact on purchase behavior than the specific attributes of the product itself. Customers value the overall experience and convenience of using the service, which can outweigh minor variations in the product offerings.



Suggestion: It is important to note that while the product may have a lesser impact on purchase behavior in the context of online food services, it still plays a role in customer satisfaction and retention. Providing a high-quality product that meets customer expectations is essential for building long-term relationships and generating positive word-of-mouth. Therefore, while the direct impact on purchase behavior may be diminished, product quality remains a critical aspect of online food services.

Interviewee B: In the online food service industry, there is often significant competition, with numerous platforms and providers offering similar products. As a result, the differentiation among products may be minimal, and customers may base their decisions more on other factors such as price, delivery options, promotions, or brand reputation. In this case, the specific product attributes may have a lesser impact on purchase behavior compared to these other factors.

Interviewee C: In the context of online food delivery services, customers may prioritize convenience, delivery speed, menu variety, and overall service experience over the specific attributes of the product itself. The focus may be more on the ease of ordering, reliability of delivery, and the overall value proposition provided by the service.

Interviewee D: Customers often rely on reviews and ratings from other users to inform their decision-making when ordering food online. In this context, the reputation and customer feedback regarding the overall service experience, such as delivery speed, accuracy, and customer support, may carry more weight than the specific attributes of the product.

Interviewee E: Effective marketing and branding efforts, including the use of persuasive messaging, attractive visuals, and compelling offers, may have a stronger

impact on customer behavior than the inherent qualities of the product itself. The way the product is positioned and presented to the customers through marketing campaigns can influence their perception and decision-making.

Suggestion: Since the product itself may have a limited impact, online food delivery services should emphasize factors that differentiate their service, such as delivery speed, reliability, customer support, and user-friendly platforms. Enhancing the overall service experience, or emphasizing the quality and freshness of the food they offer may help attract and retain customers. In addition, instead of focusing on specific product attributes, online food delivery services can highlight the variety and customization options available to customers. Offering a diverse range of cuisine choices, dietary options, and customizable features can attract customers who prioritize options and flexibility.

It is essential to note that these findings are specific to the research or evidence cited. The influence of the product element in the service marketing mix can vary depending on various factors such as target audience, specific industry, competitive landscape, and customer preferences. Further research and analysis, along with a deeper understanding of customer behavior and preferences, would be necessary to draw definitive conclusions about the influence of the product element in the context of online food delivery services.

5. According to the survey result, “people” in the service marketing mix had no significance on the purchase behavior of online food services. Do you have any comments regarding this?

Interviewee A: While it is true that the COVID-19 pandemic has shifted the dynamics of customer interactions and emphasized contactless transactions in the

online food service industry, the "people" element remains important. Online food services need to focus on delivering excellent customer service, building trust, and engaging with customers virtually to provide a positive experience. This can lead to customer satisfaction, loyalty, and positive word-of-mouth, all of which can impact purchase behavior.

Interviewee B: While the interaction may be virtual or through online platforms, the quality of customer service provided by the online food service staff can still influence customer behavior. Prompt and helpful responses to inquiries, assistance with order-related issues, and friendly interactions can enhance customer satisfaction and encourage repeat purchases. Moreover, it is also worth noting that other elements of the service marketing mix, such as product, promotion, price, place, process, and physical evidence, continue to play a role in influencing customer behavior during the pandemic. These elements work in conjunction with the "people" element to create a holistic customer experience and drive purchase decisions.

Interview C: Agreed, online food services are often designed to be user-friendly and self-service oriented, where customers can place orders and manage their transactions without significant human interaction. As a result, the influence of "people" may be minimized in such automated and streamlined processes.

Interviewee D: Customers using online food services may prioritize convenience, speed, and efficiency in their ordering and delivery process. In this context, the "people" element may not be a significant factor compared to other elements, such as the reliability of the service platform or the accuracy of delivery times.

Interviewee E: In the digital realm of online food services, customers may have limited direct interaction with service personnel. As a result, the impact of the "people" element on purchase behavior may be reduced compared to traditional brick-and-mortar businesses where face-to-face interactions are more prevalent. In the absence of direct human interactions, customers may rely on reviews and ratings provided by other users to gauge the quality and reliability of the service. The experiences shared by other customers may play a more critical role in influencing purchase behavior.

Suggestion: Since customers using online food services prefer self-service interactions, ensure that the platform is user-friendly, intuitive, and streamlined for easy navigation and order placement. Emphasize the convenience and efficiency of the self-service experience to attract and retain customers, and to ensure that the delivery experience is smooth and reliable. Timely deliveries, accurate order fulfillment, and friendly delivery personnel can contribute to positive customer experiences. Although the "people" element may not be a primary driver, it is essential to provide reliable and accessible customer support channels. Offer responsive customer service via chat support, email, or phone to address any issues or inquiries promptly.

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