BUSINESS MODELS TO PROMOTE ONLINE FOOD ORDERING

AND DELIVERY FOR CHINESE STUDENTS IN BANGKOK

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ABSTRACT

This study aims to explore the online food ordering and distribution services already available in Bangkok, Thailand, and examine how Chinese students studying in Bangkok view the online food ordering system, what motivates them to use these services, and their satisfaction with online food ordering and delivery services. A qualitative method of secondary data collection and semi-structured personal interview was used. Using the data from these analyses and using the root theory method's triple process of open coding, selective coding and theoretical coding, it is concluded that all the necessary factors for Chinese students to order and deliver food online include time saving, convenient and quick, food diversification, and good service. It also suggests making it easier for Chinese students in Bangkok to use online food ordering and delivery services.

Keywords: Online Food Ordering, Food Delivery, Mobile Phone Order, Mobile Application Platform, Online Food Ordering Technology

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CHAPTER 1

INTRODUCTION

1.1 Research Background

In recent years, we have seen an emergence of new startups that transform the food ordering service industry in Thailand and particularly in the capital city of Bangkok. The wide access to internet and the advancement in communication technology and applications have enabled the phenomena of online food ordering and delivery. This give rise to companies such as Food Panda, Grab Food, Get Food, Line Man, Now and Honestbee. In Thailand, according to Euro monitor International, the market size of online ordering and delivery platform is expected to increase drastically reaching over 10 million baht which is about 15-20% in terms of annual growth rate. This positive trend has been confirmed by several research, Kasikorn Research Center (2019) that food delivery business in 2019 will amount to THB33-35 billion, up 14% from 2018, and account for 8% of Thailand's total restaurant business value in 2019.This trend will also be amplified due to changing lifestyle as well as the worsening of the traffic condition in the city (are expected to dramatically enlarging due to the hustling lifestyle of Thais, together with worse traffic congestion in capital city. Based on the latest forecast report by Statista (2020) regarding online food delivery, the revenue in the online food delivery segment will amount to US$249m in 2020. The revenue is expected to show an annual growth rate (CAGR 2020-2024) of 13.4%, resulting in a market volume of US$413m by 2024. The restaurant-to-consumer delivery segment is also considered one of the largest segments with market volume of US$191m in 2020. The prominent trend is also the result of the

advancement of the online food delivery applications that encourage and facilitate the ordering of food online.

Several researchers have been concluded on the perception of Thais towards online food ordering. One recent research, carried out by Chantapoon (2016) covers on this aspect. However, the study fails to discuss about the perception of students particularly international students ordering perception, expectation and preferences. The emphasis on international students as a market segment is significant based on the fact that the higher education (HE) sector in Thailand has experienced an increasing growth in the number of intakes from numerous countries particularly from China. According to report by the British Council Thailand (2019), the number of foreign students in Thailand has increased from 130,000 in 1970 to over two million in 2015. Among these students, Chinese students attributed most to this increase. Yin, Ruangkanjanases & Chen (2015) highlighted the report by The Office of Higher Education Commission of Thailand that there were 9329 Chinese students enrolled in a Thai higher education institutes (HEI) which accounted to 46.4% of the total foreign student population. This Chinese international students' segment of the market is significant and therefore should not be overlooked. Hence, this research examines how Chinese international students studying in Bangkok perceive the online food ordering system, what motivate them to use the services and how satisfied are them towards the online food ordering and delivery services.

There are many reasons why the online food ordering services have increasingly becoming popular among international students. First and foremost, the ease of usage through mobile applications has encouraged online ordering of food. This is especially so when international students often encounter the problems of what

to order and where to go to purchase food of their preferences. Understandable, not all international students are fluent in the local language, they may have difficulties finding the restaurants or places where they desire to go for food. As such, the mobile applications with the essential information will help to overcome these barriers.

1.2 Research Questions

1.2.1 How Chinese students in Bangkok use the online food ordering system.

1.2.2 To investigate the factors those influence the use of online food ordering and delivery by Chinese students in Bangkok.

1.3 Research Objectives

With the continuous development of society, the wide access of the Internet and the application and progress of communication technology, so that online food ordering and distribution phenomenon can be realized. They have transformed Thailand's food ordering service industry, especially in the capital Bangkok. Online food ordering services help people live a relaxed life through a mobile application platform, especially international students, providing them with an easy fit to the Thai environment, saving costs, saving time and finding a variety of foods that suit their tastes.

This study looked at how Chinese students studying in Bangkok viewed the online food ordering system and their satisfaction with online food ordering and distribution services, and conducted an exploratory analysis. Comprehensive analysis and summary of the current online food ordering and distribution services to meet the needs of Chinese students in Bangkok, as well as to understand the satisfaction of

Chinese students in Bangkok online food ordering and distribution services. Through the summary, we make suggestions on how to make Chinese students in Bangkok use online food ordering and distribution services, and design and optimize the application of online food ordering and distribution services in Bangkok.

This study will analyze the technology of online food ordering and distribution services to better understand the views and usage of Chinese students in Bangkok on online food ordering and distribution services, for the following purposes:

1) How Chinese students studying in Bangkok view the online food ordering system.

2) Understand the need slot for Chinese students in Bangkok to use online food ordering services.

3) Chinese students in Bangkok are satisfied with online food ordering and delivery services.

1.4 Research Methods

1.4.1 Literature Research

To analyze the status quo of the take-out industry, the quality service of the take-out platform, the technical description of the take-out system, the development of the online food ordering application, and the development of the take-out industry during the epidemic, to review and summarize the relevant contents and results of the literature research. Summarize the related contents and achievements of literature research.

1.4.2 Interview (Qualitative Analysis)

Due to the impact of the epidemic, interviewers used the online interview method to ask questions orally and record the responses of interviewees. In this study, we conducted semi-structured interviews with Chinese students studying in Bangkok. Based on the respondents' answers, facial expressions and body language collect data. And understand the current situation and problems of online food ordering in Bangkok

1.4.3 Grounded Theory

The secondary data collected through interviews are mostly descriptive, so this study proposes to use the grounded theory method for data analysis. Grounded Theory is an effective research method based on second-hand qualitative data. Based on systematic data collection and analysis, it explores the Theory behind the development phenomenon by induction and temporarily verifies the Theory. In this process, both theoretical deduction and theoretical induction are involved. This study follows the general process of the grounded theory approach (Pandit, 1996) (Figure 1.1) on the basis of theoretical sampling data, this paper constructs the demand and satisfaction model of online food ordering platform for Chinese overseas students through the methods of open coding, spindle coding and selective coding.
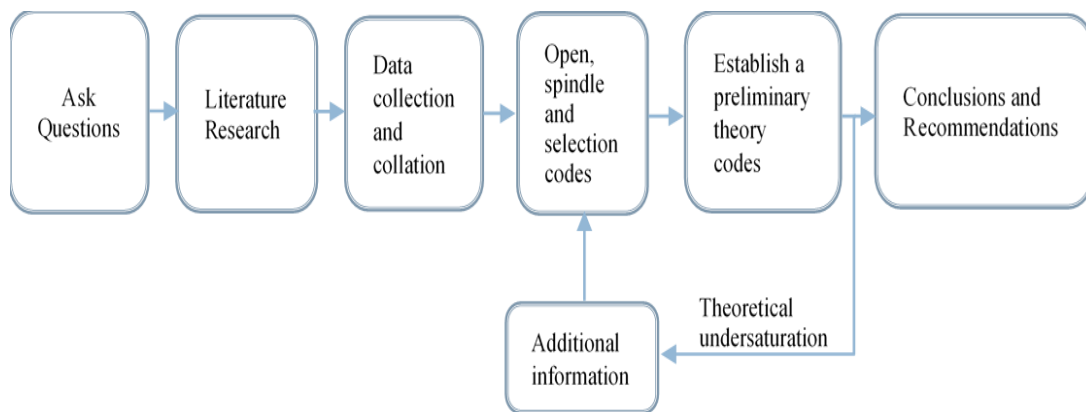
Figure 1.1: The General Flow of Grounded Theory Method is shown

Source: Pandit, N. R. (1996). The creation of theory: A recent application of the

grounded theory method. *The Qualitative Report*, *2*(4), 1-15.

1.5 Research Structure

This independent study is divided into 5 chapters. First, questions and

theoretical frameworks are presented (chapters 1 and 2). Then, analyze the issues and

empirical studies (chapters 3 and 4) and summarize and make recommendations

(chapters 5).

Chapter 1: Introduction

This paper introduces the research background of the research subject,

proposes the specific problems to be studied in this paper, summarizes the main

purpose of the research, summarizes and analyzes the related research results, and

expounds the structure of the paper.

Chapter 2: Literature Review

This chapter is responsible for online food ordering and reading the literature

related to this research topic to summarize the theoretical basis of this research.

Chapter 3: Methodology

This chapter expounds the research ideas and methods of this paper. The characteristics of qualitative and quantitative methods, the process of data collection and analysis and the limitations of this study are described.

Chapter 4: Results and analysis

The results of this study will be presented, through the application of the grounded theory analysis method to analyze the auxiliary data and the original data collected from the interview. Finally, this paper analyzes the views of Chinese students studying in Bangkok on the online food ordering system and the reasons for using these services. In this way, we can have a deeper understanding of their demand and satisfaction with online food ordering and delivery, and conduct a detailed analysis of the collected data.

Chapter 5: Conclusions and recommendations

This chapter is an important step to summarize the demand and satisfaction of Chinese students in Bangkok using online food ordering and delivery based on the main findings and secondary data. It also made recommendations for improving existing online food ordering and delivery services and for further research.
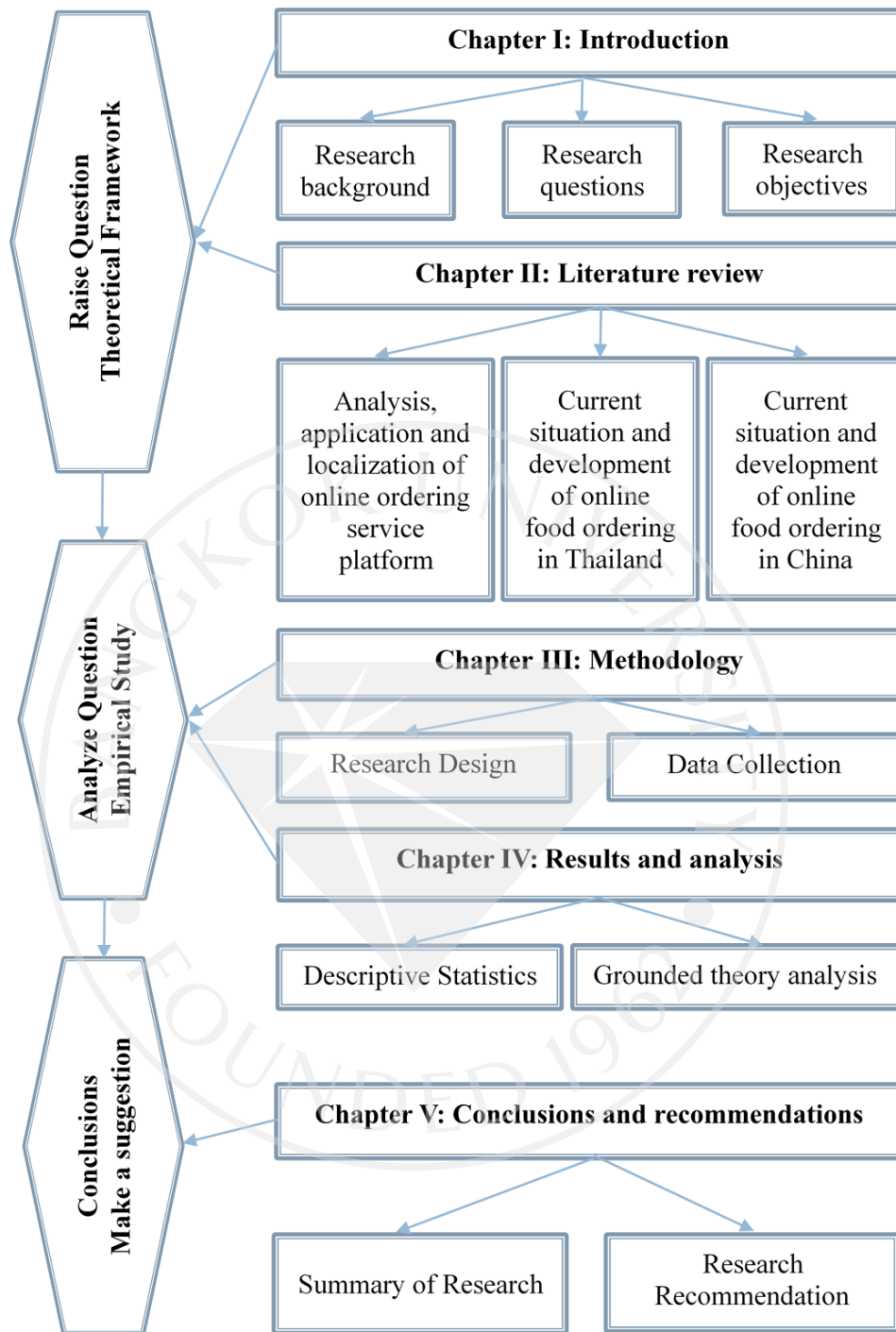
Figure 1.2: The IS Research Framework

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

This chapter introduces the analysis of the status quo of the take-out industry, the quality service of the take-out platform, the technical description of the take-out system, the development of the online food ordering application, the development of the take-out industry during the epidemic, the literature review and summary, and the relevant contents and results of the literature research.

2.2 Status Quo of Takeout Industry

2.2.1 Current situation of online food ordering market in Thailand

The global food distribution market is 83 billion euros, accounting for about 4% of the food sold by restaurants and fast-food chains. The most common method of delivery remains the traditional way for consumers to go directly to restaurants. Most orders are still less than about 75 % over the phone. However, as in many other industries, the rise of digital technology has transformed the market for consumers to shop online through websites or applications that provide maximum transparency and convenience. With the new online service platform, the business of providing restaurant meals is undergoing rapid change with the launch of Hirschberg, Rajko, Schumacher & Wrulich (2016). On-demand food delivery is an online service that can be accessed through an application or a Web portal. On-demand food delivery works with local restaurants, with full-service restaurants (FSR) and quick-service restaurants (QSR) serving food. The service simplifies customers' lives by providing

all the important information, enabling one-stop order delivery time, operation time, and so on in applications such as menus, price lists, estimates, and so on. In addition, some applications only allow users to track their location in real time, see where their orders are placed, and allow mobile payments.

According to the data, the online food ordering market in Thailand has fallen to a domestic level and will more than double from 2014 to 31.7 billion baht ($1 billion) in 2018. Thailand's market is growing faster than the entire Asia-pacific region by about 80% ("Foodpanda, Uber take meal apps battle to Bangkok streets", 2018). Thailand chief executive of Foodpanda (Alexander Felde), said that Bangkok may be one of the best potential regional restaurant applications, because it has so many street stalls and great restaurants. He also revealed that Thailand's online food delivery market is still in its early stages and Bangkok is likely to reach 10,000 daily transactions within a few years, as most Bangkokians still make phone calls via traditional phones and service providers have the opportunity to transfer Thai consumers to online ordering (Boonruang, 2017).

There has been no comprehensive study of the factors affecting the acceptance and adoption of on-demand food delivery applications in Thailand. This helps fill the gap and leads to a number of factors affecting consumers' use of on-demand food delivery applications in Bangkok, Thailand. Factors in the survey included personal innovation, perceived self-efficacy, perceived ease of use, perceived utility, social impact, and convenience.

2.2.2 Status Quo of Takeout Industry in China

According to the analysis report on the development of Chinese takeout industry released by Trust data in the first half of 2019, china's takeaway industry

grew at a slower pace in the first half of 2019, with transactions expected to grow

from 461.3 billion Yuan in 2018 to 603.5 billion Yuan (As shown in the Figure: 2.1).

Online penetration is expected to increase from 10.8% in 2018 to 14.2% in 2019 (As

shown in the Figure: 2.2). In its current form, the future of online food ordering

system industry development will be full of more variables, need to pay close

attention to the market development.

Changes in the scale of China's takeaway industry from 2015 to 2019 (100 million yuan)
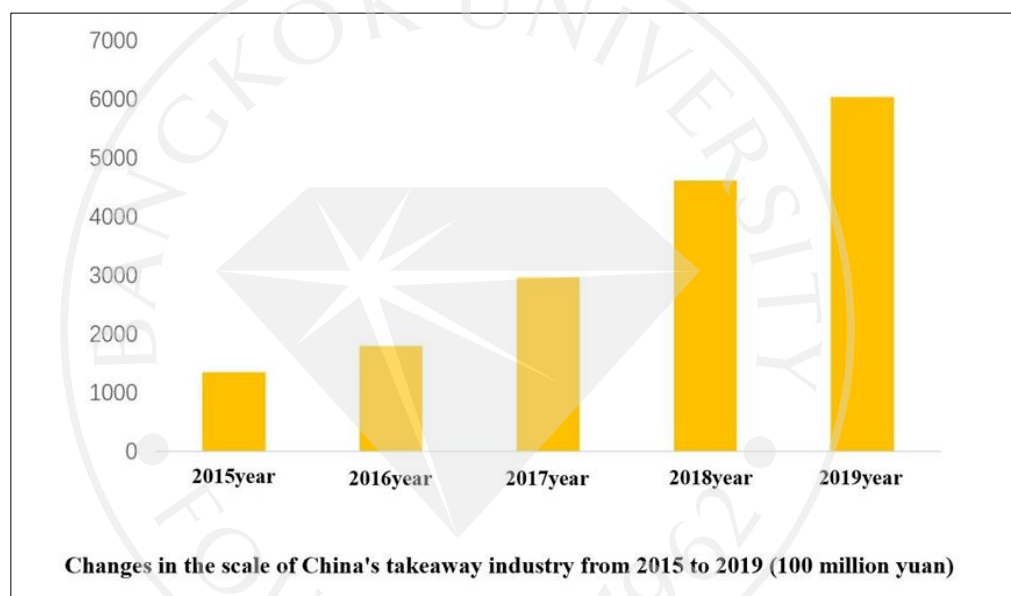
Figure 2.1: Scale Change of China's Takeout Industry from 2015 to 2019 (RMB 100

      Million)

Source: Xinglong, Z. (2019). *China sees 421 million users of real-time delivery apps*.

      Retrieved from http://en.people.cn/n3/2019/0924/c90000-9617539.html.
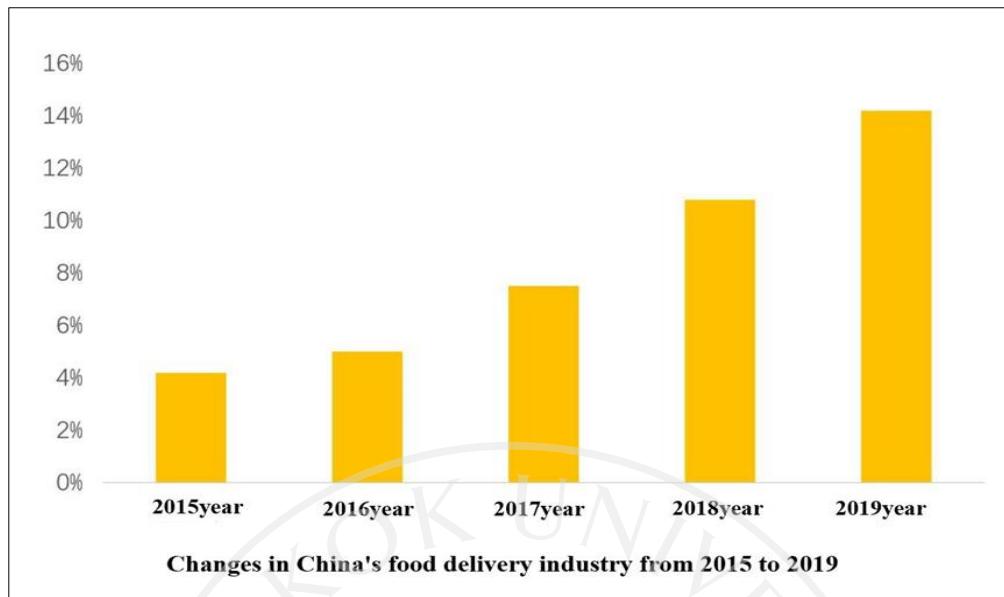
Figure 2.2: Changes in China's Takeout Industry from 2015 to 2019

Source: Xinglong, Z. (2019). *China sees 421 million users of real-time delivery apps*.
Retrieved from http://en.people.cn/n3/2019/0924/c90000-9617539.html.

Beijing, Shanghai, Guangzhou, Shenzhen and other first-tier cities in China have been the main position of takeaway, the past few years has been leading the development of the takeaway market. But the development of the takeaway industry into the fifth year, the first-tier cities are highly competitive, facing a wave of brand changes, the market has been basically saturated. And as the penetration of takeaways is getting faster and faster, from the first and second lines to the third and fourth lines, from the city center to the suburban counties and townships, the overall subsidence of the takeaway market will be more obvious (Shiao, 2019).

Following the development of China's takeaway industry, artificial intelligence technology has begun to play a role in the online food and beverage takeaway industry, the future of takeaway efficiency to further enhance the need to combine high-tech. In the future, more artificial intelligence technology will be added to online food and beverage takeaway distribution and services, such as smart delivery carts, and delivery efficiency will continue to improve to meet the growing demand for takeaways. The use of the system's big data analysis and precision algorithms can be more effective to meet the user's needs.

2.3 Quality Service of Takeout Platform

2.3.1 Satisfaction with the existing takeaway industry in Bangkok, Thailand

Vichitrattana (2016) provides entrepreneurs with information to help them plan marketing strategies and create maximum satisfaction for service users. Therefore, the entrepreneur should have the training, courtesy, personality, and help to solve the staff's problems, so as to constantly improve the quality, so as to use the highest satisfaction of the service from the most satisfied service to the service location or arrange an appointment to provide the service to the users at various gathering points, so as to make the users of the service satisfied, and to use the service again. However, that a service is a work for an individual (customer, consumer or service user). Therefore, the employee seller must be able to deal with these people.

Customer satisfaction with quality is at a "high level" in terms of the resources provided by the service. Reliability of service delivery and readiness to provide service, as well as food quality in relation to service delivery and care for customer concerns.

Food quality is according to the production standards to provide consumers care about food. In food, the definitions are the three general features of food quality safety; attractiveness and acceptance of the quality of the ideas include taste, appearance, color and temperature and so on various factors (Sulek & Hensley, 2004). However, Kim & Lee, (2013) points out that the food quality is one of the most important factors affecting the quality of food, create dining experience that directly affect the customer's feeling, satisfaction, attitudes and food choice behavior. Therefore, food quality is the most important.

Thadhom (2017) further research, through social media online marketing factors including entertainment, trust, and the quality of information system factors, important things is now doing business online, if the customer trust of the enterprise, so enterprises must get trust from customers. Tarnacha & Maitland (2006) stressed that the study was entrepreneurs and application developers guide for application development and improvement. As a result, users can always understand customer satisfaction. In addition to the form of service provided, it has also changed dramatically with the needs and behavior of users. There should still be an understanding and understanding that is important to the relationship between the application service provider and the user.

Grab food in Bangkok provides food to employees of private companies, and trust between men and women awaits demand for services, regardless of personnel, quality of food, quality of service or gender. Options are available for all ages to add more famous restaurants and health food outlets to customers. Choose a restaurant with the Grab Food app, and you can also choose from famous dishes, fresh seafood, and clean foods for healthy women to meet our food needs. The salaries of employees

of private companies working in the city of Bangkok are well known, "and the competition is fierce." Time management is a must. In order to queue in hot weather and all kinds of pollution, this is something that needs to be experienced every day. And choose "grab food app service" to spend more time at work, increase productivity, fast food delivery, and ensure fresh food.

Get Food has a unique function in the classification of pork dishes. And choose the stores people like to order, such as pearl milk tea, chicken rice, pork leg rice, meat menu or menu with friendly language. To make it easier to order food to choose from, there are some well-known stores, if the calculation of shipping costs are still cheaper than, so become a new choice for consumers, can be ordered from many restaurants. You don't have to wait for the driver to deliver to order the next item. As for the app window, there is a food category for easy search for users to search, and a chat box where you can enter conversations and make it easy to get in touch with the driver.

Line Man can order through the website will increase convenience and meet the needs of this group of people. Because when you search for restaurants on your website, you can immediately order dishes that use the app's most menu Stoush without switching, without wasting time in the queue. Or a traffic jam Lineman can take you to your destination safely, absolutely cheaper and more time-saving than petrol, because there is no need to find a parking space and queue. You can also track your delivery status to pick up or deliver your package to your door, ensuring that your items or documents are picked up and delivered within 2 hours. You can also buy anything or food from a nearby convenience store at any time, new service! Easy to pick up your groceries and ship them from the supermarket to your doorstep! This

includes paying cash with Line Man when collecting food or paying through Rabbit Line Pay to cut credit cards to prepare for special promotions.

2.3.2 Quality service in China's online food delivery market

The industry demographic dividend gradually fades, the growth rate will stabilize, users will shift from incremental to stock direction, the future online food takeaway platform will be from the service diversity and service quality, enhance the stock of users stickiness at the same time to attract incremental users (Tipparat, 2020).

With China's takeaway market stable growth trend, and at present, food takeaway Internet penetration rate is still low, with the continuous improvement of food delivery logistics, technological progress, urban expansion and other factors driven by domestic emergence such as the United States group takeaway, hungry, Melle delivery, to the home food club, KFC home delivery and other takeaway platform, It is expected that the Internet food takeaway market will continue to maintain a high growth trend.

Meituan Takeaway is the Meituan Takeaway Review's online ordering platform, to provide users with fast and convenient online ordering service, with Meituan takeaway online ordering platform and professional takeaway delivery team. The Meituan for you carefully selected a large number of high-quality takeaway merchants, to provide you with fast and convenient online ordering takeaway services. The Meituan once at a time, for consumers to find trustworthy merchants, so that consumers enjoy ultra-low discount quality service. Every day more single group purchase, for businesses to find the right consumers, to provide businesses with quality Internet technical services.

Hungry is a well-known catering O2O local life platform, the domestic cutting-edge professional online takeaway ordering platform, to provide users with the ultimate experience of home delivery services, in 2015 Alibaba became its largest shareholder. Founded in Shanghai in 2008 by Zhang Xuhao, Kang Jia and others. "Hungry" belongs to Shanghai Lazarus Information Technology Co., Ltd., "Laraz" comes from the Sanskrit "Rajax", meaning "passion and energy." The company has always positioned itself as an entrepreneurial company, full of passion and energy. Committed to the development of digitalization of the catering industry.

"Ele.me" is China's well-known online takeaway ordering platform, has reached hundreds of cities in China, hundreds of millions of users, gathered hundreds of thousands of food and beverage merchants. Hungry is a wide variety of online ordering services for users in a wide range of regions of China, and an integrated operation solution based on Internet technology for different types of food and beverage merchants.

Myloto is McDonald's launch of the delivery service brand, offering burgers and snacks, desserts, drinks and other side dishes online ordering platform. Customers can enjoy high-quality McDonald's food outside McDonald's restaurants. In addition to the ordering hotline, Myloto has also launched online and mobile ordering services. McDonald's McLean offers no restaurant, if you need to eat, please go to McDonald's stores restaurant to enjoy. Professional delivery staff, convenient transportation, specially designed delivery package, so that you can enjoy the delicious at home.

2.4 Technical Description of Takeout System

2.4.1 Technical analysis of takeout system

As the business continues to evolve, many products and applications need to use different languages, and CAT multilingual clients are becoming more and more demanding. In addition to the Java client, C/C, Python, Node.js, and Golang clients are currently available. Basic coverage of mainstream development languages. For multilingual clients, the core design goal is to use C clients to provide core API interfaces as the foundation for encapsulating other language SDKs.

2.4.2 Localization of online ordering system

Fang, Mao & Shen (2012) point out user interface objects are stored in the user interface object archive, which is a database that is physically located in the relevant application shared library. To facilitate "localization" or to prepare applications developed in one language for use in a "region" or language environment in another language, user interface objects are stored in a hierarchical context tree in the archive. All objects are stored at the base or root of the hierarchy, but only those that need to be translated are stored in the area associated with a more specific locale. At run time, assemble the complete collection of objects by starting with the desired locale and walking through the hierarchy step by step. In fact, user interface objects stored in the archive are created through a predefined "constructor" program, and in order to allow newly created user interface objects to use a pre-designed constructor program, each user interface object is contained in a special "escort" object that connects to the constructor program. User interface objects and accompaniment objects are stored in the appropriate locale in the archive, but when requesting archived objects, the associated accompaniment objectivist is queried and becomes a

property of the contained UI object.

In order to promote "localization", or to prepare an application developed in one language for use in a "region" or in a language environment using another language, and according to the principles of the present invention, UI objects are stored in the archives of the following locations: a special framework. Typically, application localization requires translation of text strings embedded in objects. However, not all objects contain text strings, so not all objects need to be translated. However, in systems with existing technologies, a set of UI objects is typically included for each localization program, which in some cases can result in many duplicate objects being stored. According to one aspect of the present invention, only those objects that need to be translated are stored in the area associated with a particular language environment, and objects that do not need to be stored are stored in a different language environment. At run time, the complete collection of objects is collected to form a program display.

2.4.3 Application of online meal ordering system

With the rapid development of Internet technology, the Network has become an indispensable part of modern daily life, because of its unique convenience and intuitive, it can be easily recognized and accepted by modern people. The Internet was born this convenient form of ordering, but also a new embodiment of e-commerce applications, from another side, online ordering also played a role in helping to promote the popularity of e-commerce and application process, online ordering form, but also to help accelerate the pace of e-commerce applications. Therefore, as a new form of application on the Internet, online ordering is of far-reaching significance.

Although China's online ordering is still more using "online understanding

and offline telephone ordering" based ordering method, but to do so, there are many benefits. Through offline telephone contact and communication, the diner will be the delivery time can be properly controlled, so that there are a number of hearts, in this case, catering enterprises and diners in the premise of oral consultation, can reach a mutually acceptable agreement, online staple users generally do not produce dissatisfaction, which can offset consumer dissatisfaction.

Domestic online ordering has many forms of ordering services, including online ordering, online payment and so on. In fact, the idea is very good, but want to achieve online ordering, these online ordering form should be difficult, the main reason is the food and beverage industry is generally weak awareness of information, which makes online ordering become a real bottleneck, in a short period of time it is difficult to break through, which is why can really achieve online ordering, And can be widely accepted online ordering behavior, still cannot be separated from the main reasons for direct telephone ordering.

2.5 Development of Online Food Ordering Application

In the words of Mark Twain, "One of the secrets of success in life is eating what you love." It's true. After all, when your food cravings are met, you become more focused on your work and achieve your goals. And, with the unprecedented development of technology, the culinary experience becomes more enjoyable and seamless. Statistics show that 79% of diners believe that restaurant technology can greatly improve their dining experience. As a result, a large number of mobile food ordering applications have emerged, and restaurants around the world are making it an integral part of their business.

In fact, the use of hotel technology has increased by 14% since 2016. This growing trend suggests that mobile food ordering apps have become a favorite among consumers and restaurants. Customers can order food at the click of a single click, while restaurant sales and productivity are rising. However, it is not easy to stand out from the crowd in such a fierce competition. Almost every restaurant is purchasing identical food ordering apps with subscription notifications, membership cards, location-based transactions and other features.

Now that the takeaway industry is developing, people are used to a la carte, takeaway, a la carte and other procedures, they can enjoy delicious food without leaving home. Many people are keen to use the takeaway app, which has a deeper understanding of the development of the takeaway ordering app, which is changing people's lifestyles. The advent of the app makes it easier and faster to eat. As long as the phone installs the takeaway APP, open the app anytime, anywhere, find the merchant's attachments, choose your favorite food, and then pay online. The whole process takes only a few minutes to complete.

You don't have a takeaway app in China you may find it hard to eat Chinese or Western, Sichuan and Cantonese. Especially when friends get together, everyone has different tastes, and if you use a takeaway APP, you can choose. A variety of food applications are available, both free to find meals, but also to solve the problem of inconsistencies in taste.

2.6 Development of Takeaway Industry during the Epidemic

2.6.1 Development of takeout industry in China

During the outbreak, people who want to taste popular restaurant food and

don't want to risk going out, when people order food online, they tick out of the order notes without contact delivery. Many places to start emergency response, ban restaurant food, reduce the risk of aggregation. At the same time, some takeaway platforms and merchants have introduced contactless delivery to minimize the risk of meals while reducing the economic loss caused by the closure of stores.

According to the GfK China Consumer Confidence Study in February 2020, more than 40 percent of consumers are using online shopping more frequently, sending demand for online shopping and door-to-door purchases soaring. More and more consumers are also shopping for the first time through third-party APP, brand-name websites and WeChat community platforms. With the outbreak, the takeaway industry has taken on a new twist.

First, the "isolation economy" represented by takeaways has accelerated. During the outbreak, many catering enterprises have been affected to varying degrees, especially the food is greatly affected. This has forced food and beverage companies to start thinking: Is there any other sales channel in addition to food that can boost revenue capacity? Under the outbreak, catering enterprises under the "pause button", at the same time have to take out, take-out, food retail, community group purchase and other new business force.

Second, the concept of "everything to home" is gradually emerging. In the past, takeaway delivery products mainly catering. During the outbreak, takeaway slotted-outs became more extensive and "home-to-home" products became more diverse. Takeaway riders can be seen acting as "city ferrymen" in recent months. In addition to catering, they also took on the task of distributing daily necessities, some medical supplies and other materials.

Third, "contactless distribution" continued to promote. "No contact distribution", that is, the rider through the catering merchants, users to communicate, negotiate the goods placed in the merchant designated pick-up place, sent to the user designated location and by the user to pick up their own meals, the whole process of no one contact with human contact of the rest of the distribution method. Previously, the "contactless distribution report" released by The Group Takeaway showed that the use of "contactless distribution" orders accounted for more than 80% of the total order, and each takeaway used "contactless delivery" service accounted for more than 60% of users. Recently, the first non-contact distribution field group standards - "no contact distribution service norms" by the China Council for trade and trade issued and implemented, which for "contactless distribution" to provide specific operating norms.

This year, as a result of the outbreak, more and more catering enterprises have increased their online takeaway operations because they are unable to operate offline, while takeaway users have begun to spread from younger groups to middle-aged and older groups. Under the influence of a variety of factors, this year the proportion will rise significantly, it is likely to reach about 30% to 40%. The takeaway industry will take on a new trend. The takeaway platform will be more diversified. As more and more retail giants with Internet genes focus on shifting from "to-store" services to "home-to-home" services.

2.6.2 Development of takeout industry in Thailand

With more and more Thais practicing social distancing and staying at home during the Covid-19 pandemic, food delivery companies are seeing their business surge.

Under the policy, deliverymen wear face masks as they follow the customer's directions via a chat app as to where to place their food order. They'll then let the customer know when they arrive with their food. They will place the food and wait for the customer to pick it up. Both parties should maintain a 2-metre distance.

According to LINE MAN, orders from customers via its platform have increased threefold, and the number of restaurants registered with the delivery service has risen by five times over the past 30 days. "During the same period, the average income of our couriers has doubled", Waranan Chaungcham, head of marketing and business development said (Mala, 2020).

Thaniyavarn (2020 as cited in Mala, 2020) country head of Grab Thailand, said Grab's food delivery business has increased fourfold since the government's decree was announced. "A key priority for us now is to help businesses stay afloat by bringing more food merchants online, working with existing merchants to elevate their food hygiene standards, and finding creative ways to promote local food businesses. This month, we have brought 30% more food merchants on to our platform compared with the previous month," he said.

Kasikorn Research Center (2019) (a part of Kasikorn Bank) estimates that the food delivery business in 2020 will amount to 33-35 billion baht, up 14% from last year. Food delivery apps are another example of 'digital disruption', and are transforming consumer behavior as well as the restaurants' food supply chains. (Thing Food Panda, Line Man and Grab Food among many other franchises and individual restaurants now offering boutique delivery services). It's estimated that food delivery apps and businesses will account for 8% of Thailand's total restaurant business in 2020.

The findings show that 63 percent of the respondents to a survey believe that the advent of food ordering apps has changed their food consumption behavior. Diners are increasingly ordering food online platforms, and eating out at restaurants less (Newton, 2020)

Most delivery operators interviewed by the Bangkok Post say their work has increased at least 100% since the Covid-19 executive decree came into effect on March 26 which bans sit-in dining, but allows restaurants to sell takeaway food.

GrabFood last week introduced its "Contactless Delivery Policy" in response to a campaign launched by the Public Health Ministry to reduce the spread of Covid-19 and promote hygienic habits among 200,000 food deliverymen working for delivery firms nationwide (Mala, 2020).

2.7 Conclusion

This chapter makes a comprehensive analysis of the research on the status quo and development of the takeout industry in Thailand and China. The existing literature discusses the design and application of online ordering system, puts forward the problems existing in the online ordering system, and summarizes the importance of the ordering system. In addition, this chapter introduces the online food ordering system to provide entrepreneurs with information to help them plan their marketing strategies and create the highest satisfaction for their customers. Therefore, it is necessary to provide the service for users so as to satisfy the users of the service and to use the service again. Finally, the next chapter will introduce the research methods through further research and analysis on the development of the take-out industry during the epidemic.

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter introduces the research purpose of this paper, expounds the research ideas and methods of this paper. The methodological research of this paper will be based on qualitative research. Finally, at the end of this chapter, it will outline the limitations of this research, including the following procedures.

3.1.1 Through secondary research, this uses critical reviews of secondary data and key sources to illustrate issues related to achieving the objectives of the paper.

3.1.2 Through the alternative method of original data collection, the qualitative method of semi-structured interview is adopted to collect the data.

3.2 Research Aim and Objectives

In this study with Chinese students studying in Bangkok as the research object, and through them to use the online food ordering and distribution of the demand and satisfaction as how to use online food ordering and distribution system of strategic analysis, put forward how to make the online food ordering and delivery service of Bangkok more attract the public's suggestion, and application of Bangkok food online ordering and delivery service design and optimization strategy.

In order to achieve the above goals, the following goals need to be accomplished:

3.2.1 Determine the factors for Chinese students studying in Bangkok to use online food ordering and delivery.

3.2.2 Assess the potential of online food ordering and distribution in Bangkok.

3.2.3 To explore the potential of Bangkok online food ordering and delivery as a living tool for Chinese students.

3.2.4 To discuss the views of overseas Chinese students on the online food ordering and delivery in Bangkok and the impact on their life.

3.3 Definition of Research and Research Process

Sociologist Norbert Elias, (Veal, 2006) pointed out that in terms of goals, the purpose of research is to discover and discover things that were not previously known. Therefore, Walliman (2005) defines: "Research is a critical analysis based on relevant evidence, a systematic investigation of problems or solutions" Jennings (2001). proposed exploratory research, descriptive research, explanatory research, seven research methods including causal research, comparative research, evaluative research and predictive research.

Veal (2006) held the same view, emphasizing that Jennings (2001) descriptive study enabled the researchers to describe the phenomenon of online ordering and delivery for Chinese students in Bangkok. Explanatory research explains the "how" and "why" of the phenomenon of online ordering and delivery studied by Chinese students in Bangkok. In addition, explanatory research includes the finding that this involves the description and collection and interpretation of information, which involves trying to understand the information: it goes beyond description.

The research cycle model includes description and explanation, as shown in Figure 3.1.
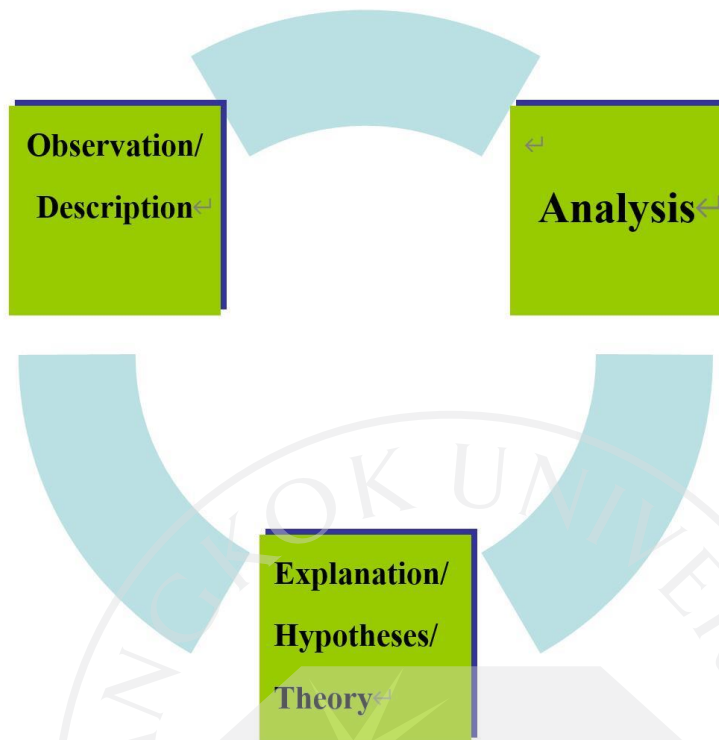
Figure 3.1: Circular Model of the Research Process

Source: Veal, A. J. (2006). *Research methods for leisure and tourism* (3rd ed.).

London: Persons Education.

On the other hand, Jennings (2001) argues that evaluation research is a form of applied research, designed to collect and analyze information on strategic planning and legislation system of practices and in addition, he also introduced the evaluation research of two strategies: summary evaluation, mainly in the plan after, to determine the success or display activities or change formative mechanism of evaluation is the activity of an incomplete as a result, evaluation mainly applied research, involving qualitative or quantitative method of hybrid method.

To analyze Chinese students studying in Bangkok on food online ordering and distribution of the demand and satisfaction, chose the summary evaluation, and in this study adopted qualitative methods for primary data collection qualitative evaluation methods can be measured results, evaluating the advantages and disadvantages of online food ordering and delivery, for the online food ordering and delivery service company in Bangkok are proposed.

3.4 Induction and Deduction

The difference between descriptive research and explanatory research is discussed in Section 3.3: What is the purpose of descriptive research, to explain a phenomenon is caused by another reason. in this study, descriptive study nearly five years of Bangkok's online ordering and delivery platform market scale is increased, therefore, explanatory study will seek to establish this reason; For example, Bangkok's online ordering and delivery platform will bring business opportunities.

According to Veal (2006), there are other methods to explain the study: Induction and deduction. Such as Walliman (2005) point out in a deductive argument involves the conclusive evidence, on the contrary, in the inductive argument, only provide some support for the conclusion, Rather than providing conclusive evidence for its facts. As shown in figure 3.1, not for the fact that provide conclusive evidence if the process starting from the description/observation, and then from description to explain/observation, then the process is summarized. However, (Veal, 2006) pointed out: "if first there is a hypothesis, and then the data is collected to verify the hypothesis, and secondly, the data is analyzed to verify the hypothesis, then the hypothesis is deductive."

In addition, Walliman (2005) believes that deductive and inductive arguments present truth in opposite directions. Clarke & Dawson (1999) from opposite directions; For example the questionnaire, contains pre-determined categories, in which individual answers are suitable, and induction is related to qualitative methods, such as in-depth interviews, so that interviewees have more freedom of speech. However, Finn, Elliott-White & Walton (2000) argue that qualitative data can be used deductively, and quantitative data is not just an inductive method.

3.5 Quantitative and Qualitative Approaches

Blaikie (2000) pointed out that "Methodology refers to the discussion of how research is conducted or should be conducted, as well as the critical analysis of research methods". In general, (Creswell, 2003; Jennings, 2001) explained that "data collection and analysis methods can be divided into quantitative methods and qualitative methods."

According to Punch (2005), quantitative research is divided into empirical research (data using Numbers) and qualitative research (data using words rather than Numbers). Therefore, the differences between quantitative and qualitative methods are summarized in Table 3.1.

Table 3.1: Quantitative and Qualitative Approaches to Research

	Quantitative	Qualitative
Design characteristic	Pre-ordinate design	Emergent design
Data	Measurement using numbers	Meaning using words
Setting	Impersonal, controlled, manipulative	Natural, interactive, personal
Relationship with theory	Confirming theory	Developing theory
Process and procedure	Rational	Intuitive

Source: Finn, M, Elliott-White, M., & Walton, M. (2000). *Tourism and leisure research methods data collection, analysis and interpretation*. Harlow: Pearson Education.

According to Veal (2006), qualitative research can collect more abundant information than quantitative research. As Kelly (1980, cited in Veal, 2006, p 195) believes that the advantages of qualitative research include the method accords with the nature of the phenomenon studied, such as leisure is a qualitative experience; this approach brings people back to the study of leisure. Kelly also believes that qualitative research involves face-to-face interactions between people; it is well suited to understanding people's thoughts and needs. Therefore, high-quality data will come from small groups needed to achieve research objectives.

As Creswell (2003) and Veal (2006) mention, a quantitative using deductive

method depends on the digital evidence to conclude or testing hypothesis. Quantitative data collection method is based on the theory of positivism and social science, mainly embodies the system of natural science methods (Jennings, 2001). In order to ensure the reliability of the results, often need to use a large number of personnel and use computer to analyze data concluded or testing hypotheses. Consequently, Veal (2006) also states that questionnaire survey is the most commonly used data collection method in quantitative research.

In this study, inductive research and a qualitative approach are select,Because of its advantage is to provide high quality data from a few people from the perspective of Chinese students studying in Bangkok to study, in order to improve Chinese students using online food ordering and delivery service in Bangkok demand and satisfaction provides valuable way was established by the method of qualitative use online food ordering and delivery of positive and negative is the key problem, therefore, the researchers can give the correct data.

3.6 Data Collection

Denscombe (2003) points out that "Interviews, lessons, observations and documents can be used for the collection and analysis of primary and secondary data." In this research, literature method and interview method are mainly adopted. The reasons for choosing these two methods for secondary and primary data collection in this study are as follows:

3.6.1 Secondary Data

"Secondary data is existing data that can be used for the second time in the research plan." (Veal, 2006) pointed out. In addition, Hakim (1982, cited in Finn,

Elliott-White & Walton, 2000) believes that secondary data analysis is defined as "any further analysis of existing data sets that explain the first report of the survey and its main results, Conclusions or knowledge to supplement or differ from the first report" Robson (1993) believes that "secondary data is an important part of research, it establishes a theoretical framework for research problems." Furthermore, Veal (2006) also pointed out that the important role of auxiliary data is "From the overall basis of research to important or accidental comparison points."

 3.6.1.1 Advantages and disadvantages of secondary data.

Table 3.2: Advantages and Disadvantages of Using Secondary Data Sources

Advantages	
Timing	Preliminary data may be immediately available.
Cost	Avoid the cost of collecting new data
Experience	Can experience the "trial and error" experience of those who collected the original data.
Scale	The secondary data may be based on a large sample, not other possibilities.
Serendipity	The accidental induction process of data analysis may produce accidental discoveries, which may not appear for data collection designed for the main purpose.

(Continued)

Table 3.2 (Continued): Advantages and Disadvantages of Using Secondary Data

Sources

Advantages	
Disadvantages	
Design	The design assistance data has been designed for other purposes, so it may not be ideal for the current project.
Analysis Limitations	If the original data cannot be accessed for re-analysis, the analysis will be limited and the data analysis/processing opportunities of the current project may be limited.

Source: Veal, A. J. (2006). *Research methods for leisure and tourism* (3rd ed.).

London: Persons Education.

As can be seen from Table 3.2, the advantage of using an auxiliary data source is that it can provide researchers with data that is immediately available and relatively low-cost. However, the disadvantage of second-hand materials is that they limit researchers. As shown in the figure, researchers rely on auxiliary data generated for other purposes than for the specific purpose of the investigation. This is a particularly serious problem when researchers want to re-analyze auxiliary data sets.

According to Finn, Elliott-White & Walton (2000), the secondary data collection approach is usually the analysis of specified quantities of data. However, Veal (2006) believes that "in studies on the use of online food ordering and delivery services, large amounts of data and costs are collected on a regular basis, while

secondary data collection can be used for quantitative and qualitative data."

3.6.1.2 Documents

Denscombe (2003) pointed out that literature is one of the research methods of auxiliary data collection. Research documents rely on literature and management data as sources of information, and are important for historical research, whether it is major historical research projects or current key projects (Veal 2006). In this study, we used a number of sources to collect secondary data, as shown below:

1) Internet and e-journal: the Bangkok Internet online food ordering platform website provides plans and data for local online ordering platforms as well as some surveys to help analyze the data.

2) Books and periodicals: mainly Bangkok university library, involving online food ordering, mobile application, food delivery and other related journals and textbooks, online food ordering technology and other academic journals. In addition, there are also academic papers on online food orders and takeaways from China.

3) Newspapers and magazines: the researcher gathered a wealth of information about online food ordering and delivery to expand his knowledge of online ordering techniques.

3.6.2 Primary Data

As described by Jennings (2001), the first-hand data, such as interview texts, questionnaire answers and observation results, are referred to as the original data, which are collected by researchers and used in their research projects. However, Finn, Elliott-White & Walton (2000) emphasize that raw data is often combined with quantitative and qualitative methods. In addition, Jennings (2001) pointed out in the

quantitative method that scientific experiments, mathematical formulas, modelling and questionnaires could be used to collect original data. Observations, focus groups, in-depth interviews, the Delphi method, and case studies can be used to qualitatively collect raw data.

3.6.2.1 Pros and cons of primary data research

According to Jennings (2001) point of view if researchers collect raw data for the specific purpose of the project, the main advantage is that the data is relevant and close to validity, because the research process follows scientific guidelines and strategies. On the other hand, Researchers can use raw data to study specific groups. As a result, the first data are less likely to be confused by unknowns and actions that could confuse the data. It also reduces inherited method errors.

3.6.2.2 Questionnaires

According to Veal (2006), questionnaire survey is the most commonly used data collection method. Household survey, street survey, telephone survey, mail survey, field survey, and E-mail survey are the six ways of questionnaire survey. Use quantified information about specific groups of people and acceptable descriptions of individuals' behaviour's and attitudes as sources of information.

Jennings (2005) believes that the advantage of the questionnaire survey is that respondents do not need to write anything. When they do not need to face researchers, people may give honest answers and clear information. Need to identify yourself. However, Bell (1999) believes that a large number of questionnaires can be distributed quickly and cheaply, respondents can complete the questionnaire at their leisure, and can also eliminate the possibility of interviewer bias. In addition, Finn, Elliott-White & Walton (2000) believe that the reason for the low response rate is that

the respondent cannot seek clarification unless the researchers are present, and many

students do not have a lot of time to complete the questionnaire, which is a

disadvantage of the questionnaire survey.

Due to the low response rate of questionnaire survey and the limitation of the

quality of original data collection, questionnaire survey was not used in this study. On

the other hand, due to the impact of the epidemic, the author is doing a survey in

Thailand. Some Chinese students have already returned to China in advance. All the

questionnaires have to be sent back to China by email and it takes a long time to get

feedback.

3.6.2.3 Interviews

In the social sciences, interviews have been a research method since the

second half of the 20th century (Jennings, 2005). Finn, Elliott-White & Walton (2000)

points out three main types of interviews: structured interview semi-structured

interview and unstructured interview. Furthermore, Denscombe (2003) classified

more types of research interviews, such as group focus group interviews and

individual interviews.

Interviews are compared to conversations. Table 3.3 lists the differences

between different types of interviews. Each type of interview has its unique

ontological epistemological and methodological standpoint.

Table 3.3: The Differences between the Various Types of Interviews

	Structured Interviews	Semi-structured Interviews (Focused Interviews)	Unstructured Interviews
Ontology	Closed world view-universal truths and reality	Multiple realities	Multiple realities
Epistemology	Objective (subjects and study units)	Subjective (participants and phenomenon)	Subjective (participants and phenomenon)
Methodology	Quantitative	Qualitative	Qualitative
Examples	Standardise interviews; Surveys; opinion polls; interviewers-completed questionnaires	In-depth interviews; surveys; group interviews (focus groups)	In-depth interviews; group interviews (focus groups)
Format	Fixed schedule; short responses	Topic/theme-lists generally open-ended questions	Oral/life histories conversational

(Continued)

Table 3.3 (Continued): The Differences between the Various Types of Interviews

	Structured Interviews	Semi-structured Interviews (Focused Interviews)	Unstructured Interviews
Duration	Short–10 to 30 minutes	Medium to long–1 hour or more	Medium to long–2 hours or more

Source: Veal, A. J. (2006). *Research methods for leisure and tourism* (3rd ed.).

London: Persons Education.

As shown in Table 3.3, first of all, the method of notifying the entire research process can be quantitative or qualitative. Specifically, structured interviews are related to the principles of quantitative methods, while semi-structured and unstructured interviews are related to qualitative methods. Second, the number of participants can also be used to classify interviews, such as group interviews, focus group interviews, and individual interviews. Second, the number of participants can also be used to classify interviews, such as group interviews, focus group interviews, and individual interviews; third, the interviews can be classified according to the length of time; one to two using semi-structured and unstructured interviews Hours or longer. This semi-structured interview study questions more deeply than question-based interviews. Finally, we can conclude that time and elastic costs are the main factors of the main research.

3.6.2.4 Pros and cons of the interview

Finn, Elliott-White & Walton (2000) pointed out that "the interview is considered to be an open, democratic, short-term, free-flowing two-way process that involves negotiating elements to seek cooperation to protect identity protection. However, the main problem of any interview is to establish an interview mobilizer and be interviewed. Asymmetric relationship between visitors."

Denscombe (2003) argues that semi-structured interviews allow respondents to develop their own ideas and talk more broadly about the issues raised by researchers. However, the advantage of structured interviewing is that it makes data analysis easier, increases the comparability of responses, and reduces the interviewer's bias. Another major advantage of semi-structured interviews is the flexibility of unstructured interviews, but the key questions are comparable. In addition, Finn, Elliott-White & Walton (2000) argues that unstructured interviews have advantages in helping interviewees to respond to interviewees in a flexible way.

On the other hand, the interview also has its disadvantages, such as limited participants, time-consuming and difficult data analysis (Denscombe, 2003; Finn, Elliott-White & Walton, 2000; Jennings, 2001). Jennings (2001) pointed out that "the collected data were only true for those who participated in the qualitative research. However, Denscombe (2003) argues that the original data was collected over several hours; Researchers need to spend more time transcribing and encoding interview data." In addition, Finn, Elliott-White & Walton (2000) argue that the quality of interview data also depends on the listening and communication skills of the interviewer.

3.6.2.5 Reasons for using interview in this study

In this study, for the above reasons, the researchers used personal semi-structured interviews: face-to-face interviews and online interviews.

1) Share different points of view

According to Denscombe (2003), the advantage of semi-structured interviews is to obtain valuable insights based on the depth of the information collected. Therefore, researchers must determine the use of online food ordering and delivery technologies to maintain demand and satisfaction with online food ordering platforms and avoid negative impacts. Secondary and primary studies may yield different results. Therefore, Punch (2005) believes that qualitative method is a more flexible method to conduct overall research. Researchers collect data through semi-structured interviews, because these interviews can be conducted fairly quickly.

Denscombe (2003) also pointed out that interviews usually allow respondents to post other comments or opinions, which helps researchers identify and evaluate emotional values and attitudes. In the second investigation, almost all the information was affirmative, and it was difficult to find any problems from the perspective of officials. Use personal semi-structured interviews to share the views of different interviewers, analyze potential problems, and help decision makers improve the drawbacks of online food ordering and delivery.

2) Advantages of personal interviews

The study selected individual interviews because, as mentioned by Denscombe (2003), its popularity is because it is relatively simple. On the other hand, the opinions and opinions expressed throughout the interview come from one source, the interviewee, which makes it easy for researchers to attribute specific ideas to

specific people (ibid.). In addition, because the interviews are conducted online and via email, it is difficult to interview a group of people over the phone.

3) Doing research out of China

Affected by this year's covid19 epidemic, Bangkok's universities were unable to face the class and some Chinese students returned to China early. Because it was difficult to collect data face-to-face, the author chose an online interview as the best method to directly contact the interviewee. Saunders, Lewis & Thornhill (2003) explained that online interviews bring advantages related to access speed and lower cost. However, Jennings (2001) quoted Neumann (2000) as saying that online interviews cannot use visual aids, and interviewees cannot control the interviews; interviewees can hang up the sound or turn off the video at any time. In addition, conducting interviews and recording data online is a difficult process and will lack the normal visual cues that allow respondents to control the data flow shared with researchers. In this study, emails will be sent to respondents before the week-long interview, which is another way to avoid restrictions on phone interviews.

3.7 Sampling

Huberman & Miles (1994) pointed out "The sample selection within and between cases is a powerful determinant of which data will be considered and used." Saunders, Lewis & Thornhill (2003) and Veal (2006) also pointed out that for the purpose of research questions and goals, due to time constraints and frequent access restrictions, it will be impossible to collect or analyze all existing data.

3.7.1 Sampling of interview

In fact, 'probabilistic' sampling and 'improbabilistic' sampling are two

sampling techniques that can be used in social research. All samples represent populations (Denscombe, 2003). According to Finn, Elliott-White & Walton (2000), probability sampling is a technique to ensure that there is no possible bias in random sampling. However, improbability sampling is not random, and is common when conducting source interviews with individuals.

In addition, Denscombe (2003) also pointed out that 'improbability sampling technique derives from the idea that the research process is a discovery rather than a test of hypothesis.' In this study, improbability sampling was selected for qualitative research. The interviewees were 12 people with direct influence. In this approach, the researcher's choice follows the path of discovery, where the sample appears as a series of decisions based on secondary research results.

Denscombe (2003) pointed out that improbability sampling includes purposeful sampling, snowball sampling and theoretical sampling. However, Walliman (2005) defined the purpose sampling as a 'typical' sampling, In addition, Saunders, Lewis & Thornhill (2003) pointed out that snowball sampling was usually used when it was difficult to determine the required group members. In this study, a targeted sample of Chinese students studying in Bangkok was selected to present different views on online food ordering and delivery in Bangkok. In addition, they are directly influencing the collection of data to be more real and effective.

3.7.2 Question design and interview

The subject of the interview focused on four issues. First, summarize the differences between ordering food online and going to the store. Second, explain the advantages of using online food ordering and delivery in Bangkok. Third, demand and satisfaction with online food ordering and delivery. Fourthly, from the perspective of

online food ordering and delivery, this paper puts forward some opinions and opinions on the online food ordering platform. These questions, or rather the list of topics to be discussed in the interview, are by design. Then, these issues (See appendix 1) were tested in English and Chinese respectively and then modified to overcome translation problems and make some improvements.

The researchers began contacting respondents in March 2020, researchers affected by the covid19 outbreak were unable to organize face-to-face interviews. All the online interviews were conducted in Bangkok, and the email was a practical tool for collecting data for the study, before conducting the interviews, the researcher sent the respondents a list of questions he intended to ask, so that they had time to prepare the requested letter and ensure their confidentiality. The face-to-face interviews lasted an hour and a half, with each online interview lasting between 30 minutes and an hour. The preparation, hosting and recording of the interview took nearly half a month. To get an accurate representation the researchers also sent transcripts to the participants. In addition, the author translated the data from Chinese into English.

3.8 Data Analysis

According to Robson (1993), "Data analysis is the process of organizing large amounts of data into an orderly, structured, and meaningful process." He also pointed out that the primary and secondary data must be analyzed and interpreted to support conclusions and findings. Jennings (2001) pointed out that the simplification and display of data can refine and represent rich data as category themes and concepts. Saunders, Lewis & Thornhill (2003) pointed out that there are different ways to analyze qualitative data. In addition, Denscombe (2003) pointed out that the reference

codes on different data blocks involved decomposing the data into units for analysis and classification, and the topics identified in the interview transcripts were represented by researchers. The main topics are based on literature reviews, interview guides.

In this study, since the purpose of the interview is to study Chinese students in Bangkok, the information of online food order and delivery demand and satisfaction in Bangkok is obtained. On the other hand, the information collected through key interviews is from respondents at different stages. These data are obtained by combining the attitudes and views of respondents at different stages towards online food ordering and delivery in Bangkok.

3.9 Limitation of Research

For the purposes of the study, the researchers initially planned to collect the raw data through face-to-face interviews, however, the authors had to switch to online and email interviews to avoid the financial burden of travel. During the interview, because the interviewee does not open the video, the interviewee can only hear the interviewee's tone instead of visual observation, which limits the interviewee's understanding and makes it difficult to check the authenticity of the answers. On the other hand, the interviewer took notes, but it was difficult to gather all the information needed from the interviewer, so a tape recorder was used as extra support.

In addition, the researchers lost the opportunity to witness the participants' nonverbal behavior, which could adversely affect the researchers' interpretation and make it difficult to ask complex questions. For example, when the author suggested technical aspects of online food ordering and delivery in Bangkok, most respondents

had no idea of the technical aspects. The author had to cancel or ask another question. In addition, due to the outbreak this year, only 12 people were interviewed.

3.10 Conclusion

Finally, this chapter introduces the problems existing in the study and outlines the purpose and purpose of this article. It also reviews the research methods and strategies used. In addition, this chapter also explains the reasons for choosing the inductive and qualitative research methods. In addition, through auxiliary data collection and semi-structured personal interviews, the author supports the strategy analysis of online food ordering and distribution for Chinese students in Bangkok schools, and analyzes the advantages and disadvantages of online food ordering and distribution in Bangkok. Finally, the limitations of this study are discussed. The next chapter will introduce and analyze the research results.

CHAPTER 4

RESULTS AND ANALYSIS

4.1 Introduction

The previous chapter demonstrates the specific methodology followed in this study. The main data collection tool in this study is the individual interview with the respondents. This chapter using grounded theory for qualitative analysis of the cognitive theory of online food ordering systems. By snowballing interviews with Chinese students studying in Bangkok, one student was interviewed for coding, and then the open coding and selective coding were completed. Then, through the comparison of the relationship between the codes, the comparison between the selected concepts and the online food ordering technology, and the comparison between the literature and the research results, the model construction is completed.

4.2 Grounded Theory

American sociologist Glaser & Strauss (2006) defined grounded theory as a qualitative research method, which is widely used in description, evaluation and teaching. Its core is to emphasize the conceptualization, categorization and theoretical abstraction of raw materials in the process of continuous comparison, including the triple coding analysis process of open coding, selective coding and theoretical coding. Among them, coding is to facilitate the formation of categories, features and conceptualization of data through the continuous comparison between events and between events and concepts.

In this study, semi-structured interviews were first used to explore the specific factors influencing the reasons for Chinese students studying in Bangkok to use the online food ordering platform, and to identify the cognitive effects of Chinese students studying in Bangkok on the online food ordering system, so as to provide a conceptual framework for subsequent empirical studies.

Firstly, the author discusses the needs of Chinese overseas students themselves, and through interviews, the author obtains the demand of Chinese overseas students for online food ordering and delivery services and their satisfaction with online food ordering and delivery services.

On the interview sample selection, main is to choose the have a direct relationship with the research of Chinese students studying in Bangkok, about the online food ordering and delivery service to related problems of semi-structured interviews, interviews to explore Chinese students step by step in the method of sequential use of online food ordering and delivery service, every interview one namely encoding, constantly compared until no new concept or relationship, saturated with saturated verify that theory. The interviews were recorded with the consent of the interviewees, and the data were sorted out and coded after the interviews.

The data were analyzed by using parallel coding method, and each interview case was conducted with parallel coding. When the interview reached the 12th case, signs of theoretical saturation were found (see Table 4.1 for details), the theory saturation rule was carried out in the continuous interview. No new findings were found in the interview, so the theory was considered to be saturated. One of the main objectives of this study is how Chinese students studying in Bangkok view the online food ordering system. The second is to understand the demand of Chinese students

in Bangkok for online food ordering service. Third, Chinese students in Bangkok are satisfied with online food ordering and delivery services.

Table 4.1: Basic Information of Interviewees

Number	Name	Gender	Age	Education Background
1	Rayna	Female	20~30	Undergraduates
2	Binqi Liang	Male	20~30	Undergraduates
3	Yi Huang	Female	40~50	Graduate student
4	Joanna	Female	30~40	Undergraduates
5	Bruce	Male	20~30	Undergraduates
6	Leo	Male	30~40	Undergraduates
7	Fen Li	Female	40~50	Undergraduates
8	Pei Zhen Jiao	Female	20~30	Undergraduates
9	Lee	Male	30~40	Undergraduates
10	Angel	Male	40~50	Doctor
11	Penny	Female	20~30	Undergraduates
12	Debby	Female	30~40	Undergraduates

4.3 Analysis Process

4.3.1 Open coding: extract the initial concept

Open coding is a process of data interpretation in which concepts are used to mark data and phenomena. At the beginning of the study, the focus was on "question 1: What do you think is the difference between ordering food online and going to a store? question 2: What do you think are the advantages of ordering online in Bangkok? question 3: Do you like ordering takeout online? question 4: Why is that? What do you think of the way to order food delivery online?" These four questions were read over and over again, and 70 opinions and Suggestions on online food ordering and delivery services were extracted from the interviews with Chinese students. Word for word coding, the original interview data labels, from the original interview data frequent initial concept, the condensation concept category after decomposition on these statements, and merge the meaning on repeat or cross the initial concept of 52, respectively is to provide out less, door-to-door delivery, save time and effort, the price is relatively cheap, do not need to queue, species diversity, meet the demand, online payment, select, short delivery time, delivery staff enthusiasm, price advantage, delivery speed, enjoy discounts, save transportation costs, ordering Chinese food, may at any time to order food, etc. Frequent initial codes were obtained, that is, categories formed by open coding, as shown in Table: 4.2, which listed the process of extracting concepts and forming categories from the original interview data.

Table 4.2: Open Coding of Research Objects (part)

Original Interview Data	Open Coding (Initial Concept)
1-1-1 Online ordering of takeout can reduce going out, only through the mobile phone can realize the commodity browsing and procurement, but also can realize the door-to-door delivery service, which is a very ideal shopping method for people who are busy and have no time to go to the physical store to purchase.	A1-1To make fewer trips outside A1-2 Home Delivery A1-3 Easy Application A1-4 Relatively cheap
2-1-1: Online ordering is relatively cheap ordering online doesn't cost a lot of purchasing. 3-1-1: Online ordering has no intuitive concept, which is not conducive to purchasing decisions. Online ordering can save time and effort. 4-1-1: Ordering online is more convenient; it can help people to save time and don't need to wait in line. But sometimes when you order a food you never eat before, it different from the picture……	B1-1Commodities are abundant B1-2 Short delivery time B1-3 Enthusiastic distribution staff B1-4 Price advantage B1-5 Have various styles B1-6 Saves time B1-7 Selection diversity B1-8 Do not delay work ……

(Continued)

Table 4.2 (Continued): Open Coding of Research Objects (part)

Original Interview Data	Open Coding (Initial Concept)
4-1-2: When you buy food in the store, you can see the food more directly and choose what you want to eat. But when there are many people in the store, you need to spend your time to wait 1-4-1: The rise of food delivery has reduced the employment pressure in cities…… 2-4-1: I am worried about the quality of food. I will not choose to order food online if I have enough time, ordering food online will save me a lot of time. 3-4-1: Online ordering of food is convenient and efficient, saving time and effort. However, online ordering also requires the cost of food delivery, which increases the cost of food purchase. 4-4-1: I think it is a very convenient way, especially in today's fast-paced life. It saves us a lot of time. Now many young people accept this way.	D1-1 Provides convenience D1-2 Promotes the development of the catering industry D1-3 To improve competitiveness D1-4 Is convenient and fast

4.3.2 Selective coding: subcategory mining

There is a certain degree of overlap in the number of initial concepts. In this study, concepts related to the same phenomenon are clustered into a category according to the causal similarity and subordination among concepts. Considering the large sample size of this study, the researchers also eliminated the initial concept of low repetition frequency when categorizing. After categorization,53 initial concepts finally form 12 sub-categories, which are timely delivery, fast delivery speed, affordable price, a wide variety of dishes, active distribution, convenient ordering, delivery attitude, convenient payment, trouble saving, industry development, platform benefit, ordering software function. It also lists the subcategory Numbers, names and abstract concepts of open coding. One of them, the abstract concept is mainly based on the existing theoretical viewpoints, how do Chinese students studying in Bangkok view the online food ordering system, and understand the demand and satisfaction of Chinese students studying in Bangkok for using the online food ordering service. Make a comprehensive statement. As shown in Table: 4.3.

Table 4.3: Selective Coding Results

Number	Subcategory	Screening and Classification of Initial Concepts
1	Delivery in Time	A1-9 Save time, B1-2 Short delivery time, A1-3 save both time and labor
2	Meals are Served Quickly	A1-5 There's no line, B1-8 Make it to work, C1-11 Don't waste time on the street, D1-11 Save people's time

(Continued)

Table 4.3 (Continued): Selective Coding Results

Number	Subcategory	Screening and Classification of Initial Concepts
3	Wallet Friendly Price	A1-4 Relatively cheap, B1-4 price advantage, B1-10 enjoy a discount
4	There are Many Kinds of Dishes	A1-7 More and more variety, A2-1 You can pick and choose, B1-1 Products rich, B1-5 various styles, B1-7 Selection diversity, C1-1 Buy distant and delicious food
5	Distribution of Active	A1-1 To make fewer trips outside, A1-2 A doorstep delivery service, A1-8 Meet the needs of, A1-12 You don't have to go out, C1-2 Home delivery
6	Order is Convenient	A1-11 Offline order, C1-4 Order Chinese food, C1-7 Food can be ordered at any time, C1-8 Easy to order, C1-13 Order your favorite food
7	Delivery Person Attitude	B1-3 Delivery personnel enthusiasm, B1-9 Fast food delivery
8	Payment is Convenient	A1-10 Online payment, C1-9 Simple payment procedure, C1-10 No cash transaction

(Continued)

Table 4.3 (Continued): Selective Coding Results

Number	Subcategory	Screening and Classification of Initial Concepts
9	Free from Troubles	B1-12 Save transportation costs, C1-5 Need convenient service, C1-12 You don't have to cook
10	Industrial Development	D1-2 We will promote the development of the catering industry, D1-3 Sharpen the competitive edge, D1-6 Wide market, D1-15 Introduction of merchants, D1-16 Have great room for development
11	Platform Benefit	D1-7 Lower the cost, D1-8 Boost profits, D1-13 Incremental volume
12	Ordering Software Function	D1-1 Provide convenience, D1-4 Convenient and fast way, D1-9 Diversified production services, D1-10 APP is small and easy to use, D1-12 Convenient and efficient, D1-14 Increase payment method

4.3.3 Selective coding stage: main category and concept

Considering that the initial category has a broad meaning, the relationship between categories is vague. Therefore, the need to combine the original data to explore the initial category, the original material statement for speculation. By means of empathy, on the basis of a sufficient understanding of the research context and objects, the attributes of categories are explored in depth, through continuous

comparison, different categories are classified according to their mutual relations and logical order, on "how Chinese students studying in Bangkok view the online food ordering system, and understand the demand and satisfaction of Chinese students studying in Bangkok for using the online food ordering service." After comprehensive analysis of the 12 sub-categories, the four main categories of time saving, convenience, food diversification and good service are finally formed. See Table: 4.4.

Table 4.4: Categories and Concepts of Spindle Coding

Number	Main categories	Subcategory	Conception
1	Time Saving	Timely distribution, convenient ordering of food, industry development	Online food ordering platforms constantly allow people to save time, even enjoy delicious food, improve their work efficiency, and even put us in a good mood
2	Convenient and Quick	Fast delivery speed, affordable price, active delivery, convenient payment, save trouble, platform benefits	The emergence of take-out ordering mode makes dining more convenient and fast. You can order a meal from anywhere on your phone, find a nearby business and choose your favorite food, and then pay online.

(Continued)

Table 4.4 (Continued): Categories and Concepts of Spindle Coding

Number	Main categories	Subcategory	Conception
2	Convenient and Quick		The whole process takes only a few minutes to complete. In less than half an hour there will be a special delivery home, save the tedious cooking and eating out time.
3	Food Diversification	There are many kinds of dishes, Easy to order,	You're free to choose. All kinds of food are available, which not only eliminates the pain of finding a restaurant, but also solves the problem of different tastes.
4	Good Service	Delivery person attitude, Ordering software function	Deliverymen give people a sense of trust and professionalism, good service attitude, smile service, shorten the distance between people, to establish a good impression. Fast delivery speed, improve delivery efficiency.

4.3.4 Theoretical coding stage: model construction

After deliberating and summarizing the research in the three stages of open coding, selective coding and theoretical coding, the main categories obtained basically include all the necessary factors of "Time saving, Convenience, Food diversification and Good service". The core question of the study can be conceptualized as "the satisfaction factor of Chinese overseas students". The new data have no more effect on the construction of theoretical models. However, it can be concluded that the theory has basically reached saturation and thus terminates the collection of the original data. In Bangkok in the end, based on the study of Chinese students how to see food online ordering system, understand the Chinese students in Bangkok on the use of online food ordering service demand and satisfaction of related research, combined with a semi-structured interview selective coding graph to present the concept of other concepts governing structure, the selective coding compared with the literature, into the final stages of the construction of the theoretical model. At this stage, the relationship between the main category and the main category has become clearer context and gradually emerge, the researchers through the structure identification process, select time saving, convenient and quick, food diversification, good services for Chinese students satisfaction factors of the independent variable, the interview questionnaire and data analysis for Chinese student satisfaction factors intervening variable, select more and more Chinese students use online reservation and room service in Bangkok as the result of the Chinese students' satisfaction factors variables. A conceptual model of satisfaction factors for Chinese overseas students based on grounded theory was established as shown in Figure 4.1
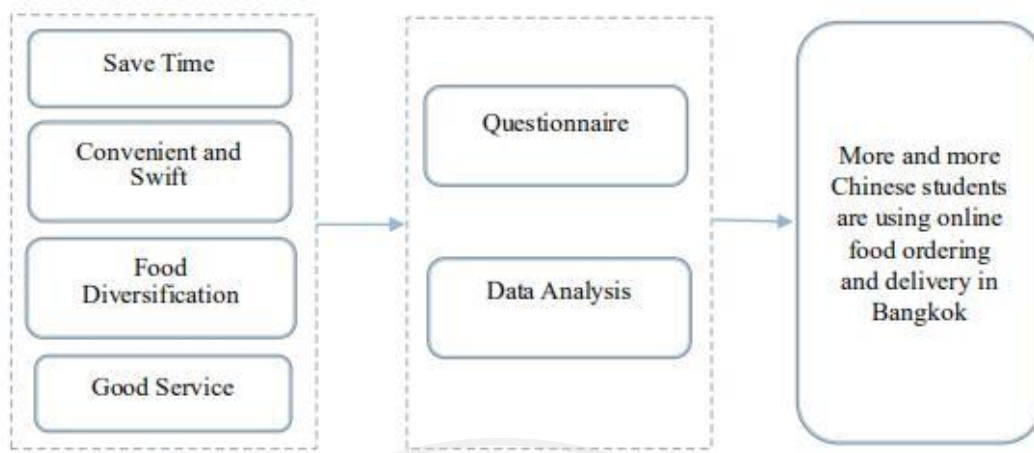
Figure 4.1: Conceptual Model of Satisfaction Factors of Chinese Overseas Student

Specifically, the independent variables (time saving, convenient and quick, food diversification, good service), the mediating variables (interview questionnaire and data analysis) and the dependent variables (More and more Chinese students are using online food ordering and delivery in Bangkok) were selected as operational variables. Accordingly, we carry out the subsequent empirical framework design and the corresponding empirical testing work.

4.4 Theoretical Comparison and Verification

Finally, we compared the conceptual model with the literature review section as shown in Table: 4.5

Table 4.5: Comparison between Conceptual Model and Literature Review

Number	Scope	Comparative Examples of Representative Literature
1	Time Saving	Hirschberg, Rajko, Schumacher & Wrulich (2016), Grab Food, Get Food, Line Man
2	Convenient and Quick	Boonruang (2017); Hirschberg, Rajko, Schumacher & Wrulich (2016)
3	Food Diversification	Sulek & Hensley (2004); Kim & Lee (2013)
4	Good Service	Fang, Mao & Shen (2012)

As shown in table 4.5, the results of this study are consistent with the analysis results in the literature section, which proves the credibility of the results of this study. With the development of the Internet ordering mode, many merchants have started to use the take-out ordering system to change the phenomenon of ordering food in line, at home, customers can also order food directly through the external selling point system. Based on the study of Chinese overseas students studying in Bangkok on the use of online food ordering and distribution platform, this study shows that the online food ordering and distribution platform in Bangkok not only brings convenience to Chinese students studying in Bangkok, but also brings convenience to people in Bangkok. Therefore, provide the service to the user to satisfy the user of the service and use the service again.

CHAPTER 5

CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The purpose of this study is to understand the use and acceptance of online food ordering and delivery services in Bangkok by Chinese students studying in Bangkok, and to explore the factors of satisfaction of Chinese students studying in Bangkok. Finally, it aims to understand how Chinese students studying in Bangkok view the online food ordering system, their demand for and satisfaction with the online food ordering service. This chapter summarizes the findings of relevant studies on the analyzed data, and puts forward Suggestions for the take-out industry, as well as Suggestions for future studies.

5.2 Conclusion

Based on the grounded research on the interview data of Chinese overseas students studying in Bangkok, the cognition, demand and satisfaction factors of Chinese overseas students on the online food ordering and distribution service system in Bangkok were found, and the conceptual model of satisfaction factors of Chinese overseas students was obtained, which better explained the demand factors of Chinese overseas students. The research conclusions are as follows:

First, to save time, It strictly controls the maximum delivery time, while also making it as close to customers as possible for them to pick up their food. In order to meet the needs of customers, improve their own service quality, customer satisfaction. Ordering food online can reduce the long waiting time, hunger and anxiety of waiting

will greatly improve customer satisfaction, make the food delivered last no problem, keep fresh, and improve the user's service experience.

Secondly, convenient and quick, users often choose to use the Internet to order food for convenience. Self-service meal selection service allows consumers more freedom, and the convenience and speed of ordering food at any time and any place is just right in line with the needs of current consumers, so it can satisfy consumers to a greater extent.

Thirdly, food diversification, a wide variety of take-out food, which can be tasted from all over the world, and a variety of flavors, can solve the problem of difficult to adjust. Users can search for favorite food, dish type, price, and variety on the browsing page. They can customize the taste of food and add special instructions under the selected menu to better suit your taste. To meet the all-round needs of users, solve the problem of platform homogenization, establish a user evaluation system to collect feedback and improve their own services.

Fourth, good service, a large part of the service is the service between people, and the quality and service attitude of the employees are more representative of the image of the whole company. The deliverers have the thinking of taking customers as the core to better satisfy customers and realize quality service. Treat consumers in good faith, treat merchants in good faith.

Taken together, the results suggest that Thailand may be lagging behind developed countries in adopting online food services, but it is certainly moving in the same direction. From the study, the users of online food ordering service all take social media as the main information to understand the new information of food updates. In addition, the focus on Bangkok's online food ordering system is no longer

an obstacle for service providers. Media consumption behavior and attitude have laid

a good foundation for the further development of online food ordering service

industry.

5.3 Recommendations

According to the previous analysis, the online food ordering and service

platform in Bangkok can meet the demand and satisfaction of Chinese students for the

time being. With the development of Internet technology, the society of the 21st

century has entered a new era. People's living standard has been improved by leaps

and bounds compared with the past. With the increase of income, people's pursuit of

quality of life is getting higher and higher. As an emerging and Chaoyang industry,

the take-out industry also needs to quickly meet the needs of The Times in terms of

improving service quality and customer satisfaction. Therefore, the researchers

believe that KOL can be adopted to carry goods. KOL refers to people who

continuously export professional knowledge or content for a long time and become

popular, and they can sell food through live broadcasting. First of all, the mode of

direct sales of goods has a strong requirement on the professionalism of KOL itself,

and they need to have super skills in the vertical field. Secondly, "fake goods", the

mode of true PR, is essentially event marketing, which only accelerates the

fermentation of events with the help of the influence of KOL. Through planning in

advance in a short period of time to produce high sales of explosive news, to achieve

the purpose of a wide range of information dissemination. Finally, planting grass is

better than the sales model. The ultimate purpose of planting grass is to achieve sales,

but it is more implicit than the direct sales model. General product characteristics are

related to the tonality of KOL. The brand can reach the audience through KOL and carry out effective communication of marketing information.

Through the platform mode, the freedom of business is greatly increased, and individuals have the stage to fully display. The platform business mode is showing its huge commercial value to the world.

5.4 Future Research Directions and Limitations

Only qualitative research was conducted in this study. In addition, the grounded theory analysis method was used to collect data from a small number of interviewees. Therefore, the results may not represent recommendations for further research, such as quantitative research, for all Chinese students studying in Bangkok.

Another limitation of research is that the subject is a relatively new concept. When I suggested the technical aspects of online food ordering and delivery in Bangkok, the majority of respondents lacked the technical aspects. The author had to cancel or ask another question. In addition, due to the impact of this year's epidemic, face-to-face interviews are not available.

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APPENDICES
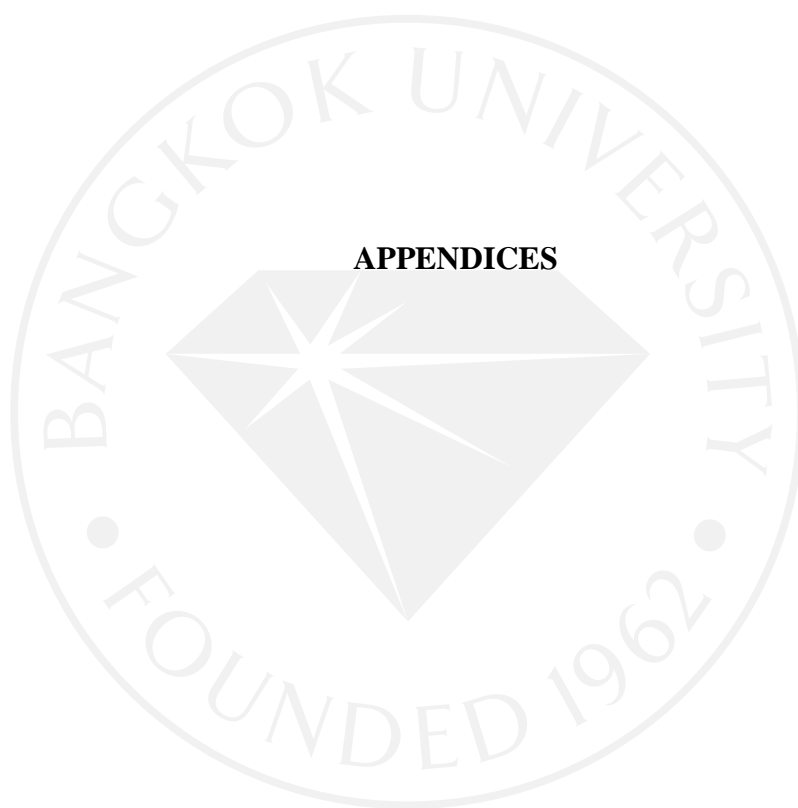
Appendix A

Interview Outline

The interview questions are part of Chen Xiao Dan's independent research and exploratory analysis of Business models to promote online food ordering and delivery for Chinese students in Bangkok.

Name: Gender:

Age: Date (DD/MM/YYYY):

Question1: What do you think is the difference between ordering food online and going to a store?

Question2: What do you think are the advantages of ordering online in Bangkok?

Question3: Do you like ordering takeout online? Why is that?

Question4: What do you think of the way to order food delivery online?

Thank you

Appendix B

Respondents' Raw Recorded Data

Name: Rayna   Gender: Female

Age: 24   Date (DD/MM/YYYY): 08.04.2020

Question 1: What do you think is the difference between ordering food online and going to a store?

Online ordering of takeout can reduce going out, only through the mobile phone can realize the commodity browsing and procurement, but also can realize the door-to-door delivery service, which is a very ideal shopping method for people who are busy and have no time to go to the physical store to purchase.

Question 2: What do you think are the advantages of ordering online in Bangkok?

1) Food delivery ordering software variety, online goods rich.

2) Delivery time is short.

3) Distribution staff warm service, problem timely communication.

Question 3: Do you like ordering takeout online? Why is that?

Yes.

1) Under COVID-19, there are various restrictions on going out shopping.

2) Online ordering allows you to buy meals that are far away but more palatable.

3) Online ordering convenient, home delivery.

Question 4: What do you think of the way to order food delivery online?

1) The rise of food delivery has reduced the employment pressure in cities.

2) It provides great convenience for most people.

3) Also greatly promoted the development of the catering industry, improve competitiveness.

4) However, due to the limitation of the delivery time, there are some hidden dangers in the delivery safety of the delivery staff

Name: BinQi Liang   Gender: Male

Age: 27   Date (DD/MM/YYYY): 08.04.2020

Question 1: What do you think is the difference between ordering food online and going to a store?

The quality of fruit ordered online may not be as good as the quality of the store, the price of online ordering is relatively cheap;

Ordering online doesn't cost a lot of purchasing; And the store has a free choice of fruit;

Question 2: What do you think are the advantages of ordering online in Bangkok?

Online ordering can save time and effort, the existing advantages are convenience, price advantage, style, etc., do not need to spend too much time to go shopping.

Question 3: Do you like ordering takeout online? Why is that?

Yes, because it's convenient, you don't have to go out and spend a lot of time shopping. Online shopping from the conversation, payment, receiving, etc. The whole process of trading, as long as you can surf the internet can easily get through the Internet.

Question 4: What do you think of the way to order food delivery online?

I worry about the quality of food, so I won't choose to order food online if I have enough time.

Ordering food online saves time, and can be considered if you are busy at work.

Name: Yi Huang   Gender: Female   Age: 45

Date (DD/MM/YYYY): 09.04.2020

Question 1: What do you think is the difference between ordering food online and going to a store?

You can see the food directly in the store and understand the quantity and quality of the food. Online ordering has no intuitive concept, which is not conducive to purchasing decisions.

Ordering online saves time and effort, and you have to wait in line to get to the store.

Question 2: What do you think are the advantages of ordering online in Bangkok?

Convenience. You can buy the food you want without leaving home. Don't want to go out, but something must buy. Don't try so hard, to open a computer online shopping! The click of a mouse, goods immediately sent to the specified location.

Question3: Do you like ordering takeout online? Why is that?

Have not tried, can accept the online form of food order. There is a certain risk there are some websites that require the money to be delivered. Some customers worry about being cheated. Many shopping websites do not have company entities or fixed business sites, so the after-sales service of products cannot be effectively guaranteed.

Question 4: What do you think of the way to order food delivery online?

Ordering food online is a convenient and efficient way to save time and effort. However, ordering food online also requires the cost of food delivery, which increases the cost of food purchase.

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Name: Joanna   Gender: Female   Age: 35

Date (DD/MM/YYYY): 09.04.2020

Question 1: What do you think is the difference between ordering food online and going to a store?

The differences are:

1) Ordering online is more convenient; it can help people to save time and don't need to wait in line. But sometimes when you order a food you never eat before, it different from the picture.

2) When you buy food in the store, you can see the food more directly and choose what you want to eat. But when there are many people in the store, you need to spend your time to wait.

Question 2: What do you think are the advantages of ordering online in Bangkok?

Bangkok has serious problem of traffic jams, it takes a lot of time to go out to eat. Ordering online avoids this waste of time. Online shopping to help you get rid of this trouble. Also to be able to communicate through the network shopping into dating another channel.

Question 3: Do you like ordering takeout online? Why is that?

Yes. The reasons as follow: 1) Save time 2) Convenient 3) There are no Chinese restaurants nearby; I can order Chinese food online.

Question 4: What do you think of the way to order food delivery online?

I think it is a very convenient way, especially in today's fast-paced life. It saves us a lot of time. Now many young people accept this way. Save money online mall have breakthrough establishments, they develop so rapidly is the low threshold, the network marketing without large inventories, to rent expensive stores, purchase channels is not complicated, this leads to the low cost of network management, so selling goods online are much cheaper than in real life, to save a lot of money to buy the same product on the internet.

Name: Bruce   Gender: Male

 Age: 29   Date (DD/MM/YYYY): 10.04.2020

Question 1: What do you think is the difference between ordering food online and going to a store?

Ordering food online: expensive and easy.

Shop: it takes time, it's cheap, and it has everything.

Question 2: What do you think are the advantages of ordering online in Bangkok?

Thailand in a year of high temperature climate, outdoor UV strong. Being in a foreign land, shopping goods no companion, nobody give advice to buy things, now don't have to feel sad for these, the Internet will be your enthusiastic owner post heart friends.

Question 3: Do you like ordering takeout online? Why is that?

Yes, you can save time and choose more kinds of food. Consumers, within 30 days after receipt of the goods if there is any can be attributable to the quality problem of the goods itself, can be free replacement parity goods (except wear, abrasion, crush) at a time.

Question 4: What do you think of the way to order food delivery online?

There is a huge market and prospect for ordering food online, but healthy competition, sound regulations and the avoidance of one-company dominance are important to the online ordering industry. A full range of goods. Sometimes want to buy things, in each big mall looking for half a day, nearly dead tired but could not find, or you need to run around, pick and choose to compare, but online shopping mall with a page view clearly describe the basic parameters and data of this product, let you clearly understand its characteristics, and online mall includes almost all the things you can think of, even in the online retail industry rapid development, maybe you should not have found a thing that he wanted for a long time.
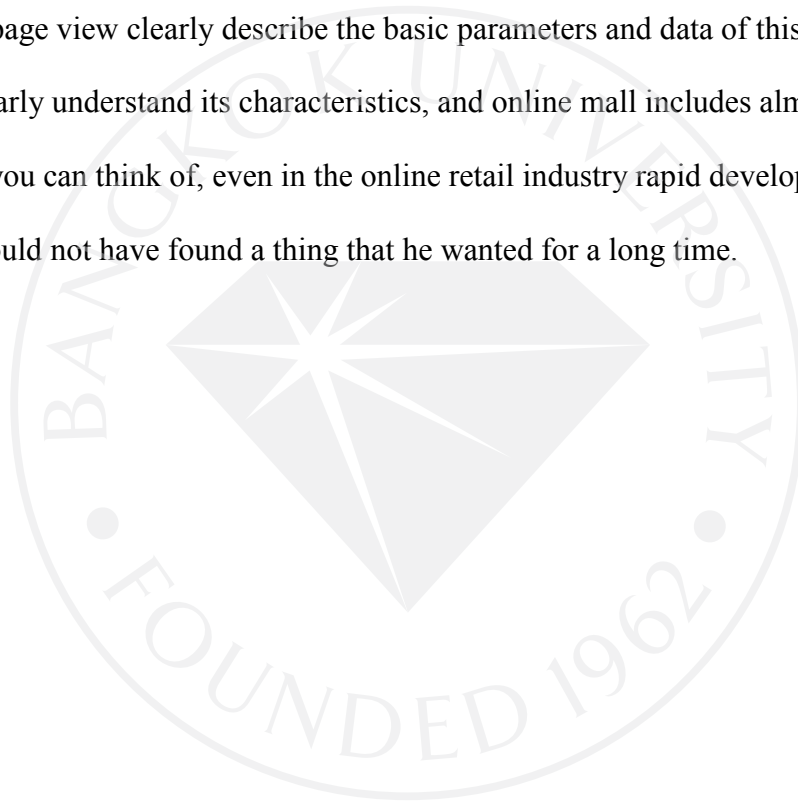
Name: Leo   Gender: Man

Age: 34   Date (DD/MM/YYYY): 10.04.2020

Question 1: What do you think is the difference between ordering food online and going to a store?

Online shopping is more convenient and meets the needs of many people. As online shopping becomes more varied, people are less likely to head to the shops. More people go to the store because they want to buy something which is not available in the online shopping.

Question 2: What do you think are the advantages of ordering online in Bangkok?

Bangkok is a tourist city and there are a lot of migrants who haven't been here for a long time, so they don't prepare their own cooking utensils, so they rely more on online ordering, which is a big market.

Question 3: Do you like ordering takeout online? Why is that?

I like to order online, because I can't cook, and I don't like to prepare food before cooking and clean up after cooking. I think it is a convenient thing for me to spend some time and money to feed myself, so I like to order takeout online.

Question 4: What do you think of the way to order food delivery online?

With the development of e-commerce, online ordering has gradually become a daily habit of some consumers. Moreover, the catering industry itself is more suitable for the development of e-commerce than other industries. The catering industry is dominated by small and medium-sized enterprises. E-commerce is essentially a service economy, and no other industry is more proficient in service economy than the catering industry. E-commerce is a kind of flexible customized personalized service production mode, catering industry has long been personalized diversified production services. So I think online ordering will become an indispensable part of people's daily life in the future.
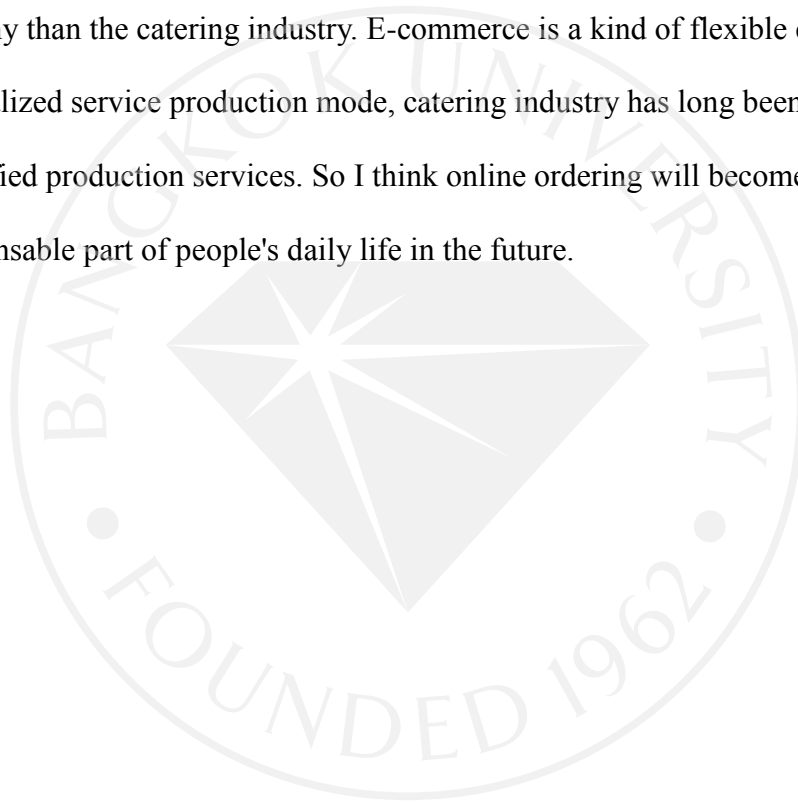
Name: Fen Li   Gender: Female

Age: 42   Date (DD/MM/YYYY): 11.04.2020

Question 1: What do you think is the difference between ordering food online and going to a store?

In terms of online ordering, it is very convenient to order food online, which saves the time it takes to go out to eat. However, if the delivery is not timely, the food may be cold and unpalatable by the time it arrives.

From going to the store, although it takes some time, but ordering on the spot, seeing the food is real, ordering whatever you want. Each has its advantages and disadvantages.

Question 2: What do you think are the advantages of ordering online in Bangkok?

1) It can save time;

2) There are many kinds to choose from.

3) Products from different merchants can be selected at the same time.

Question 3: Do you like ordering takeout online? Why is that?

No, because when you order food online you only see pictures, however, there is a certain gap in the pictures, so the quality of some online products cannot be fully understood but you don't know how they taste. For me, I wouldn't order takeout online if I didn't have a room.

Question 4: What do you think of the way to order food delivery online?

For me personally,

1) The APP for ordering food online should be small and easy to use, and should not occupy too much mobile memory.

2) The search function of the APP for ordering food online is better,

3) The delivery time should not be too long.

MBI Master in Business Innovation   **IKI-SEA**
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Name: PeiZhen Jiao   Gender: Female

Age: 25   Date (DD/MM/YYYY): 11.04.2020

Question1: What do you think is the difference between ordering food online and going to a store?

Ordering online: there is no way to confirm the freshness of the food itself, but it saves time.

Go to the store: you can experience the freshness and damage of the product itself, but it's a waste of time.

Question2: What do you think are the advantages of ordering online in Bangkok?

1. Reduce shopping and travel time,

2. Convenience for all,

3. Added an emerging career in delivery delivery.

Question3: Do you like ordering takeout online? Why is that?

Yes, because I am a lazy person, I need convenient service. Online shopping you can take all the goods to see enough, see right can also be talking with enthusiasm of sellers to buy, do not need to look at his face. The real happy shopping.

Question4: What do you think of the way to order food delivery online?

Want to be able to diversify, had better have the option of tasting.

I hope we don't exaggerate the picture so much that we can't tell the true from the false, which leads to disappointment when the food arrives. You can compare prices.

There are many comparison websites where you can compare the prices of the same
product in different stores and find the lowest price just by sitting there.

Name: Lee   Gender: Male

Age: 31   Date (DD/MM/YYYY): 12/04/2020

Question1: What do you think is the difference between ordering food online and going to a store?

The difference between ordering food online and going to the store:

1) Online payment is made by online payment instead of cash. You can use cash or swipe your credit card or bank card when you go to a store.

2) It is very convenient to order online. You only need to order offline and then wait for the delivery of goods to your door. It is not very convenient to go to the store and buy food in person.

3）The food ordered online can only be eaten at home, and the ingredients may not be complete. If you go to the store to buy food, you can choose to eat in the store or pack it. If you choose to eat in the store, you can enjoy the service of the store.

Question2: What do you think are the advantages of ordering online in Bangkok?

The advantages of using online ordering in Bangkok are:

1) The transportation in Bangkok is very developed, so you can order food from any store you like online without worrying about the distance of the store.

2) The logistics in Bangkok is very developed. After ordering online, we can guarantee that the ordered food can be received.

3) In a big city like Bangkok, most people are working people, so online ordering can save their time and not delay their work.

4) There are so many snacks to choose from in Bangkok, you can order all the food you want online.

5) In Bangkok, there are a lot of online ordering apps to choose from, which are convenient and quick, and sometimes you can enjoy discounts and other preferential prices when ordering online.

Question3: Do you like ordering takeout online? Why is that?

I like ordering takeout online. Because I think it is very convenient for him to order food at any time without going out, and not to worry about choosing which store to buy food at. Whether I am at work or at home, I can always order the food I like, which saves me time. And the payment procedure is also very simple, no cash transaction.

Question4: What do you think of the way to order food delivery online?

In my opinion, the way of ordering food online is an inevitable trend in the development of modern society, because now the Internet has been very developed and the logistics has been very perfect. The way of ordering food online can save people's time, bring people a convenient and fast life, making the way of ordering food online become the preferred way for people to buy food. When I want to buy food every day, my first thought is to order online. What's more, for people who can't make their own food, ordering food online provides great convenience. For me, the downside of ordering food online is that it doesn't guarantee food safety.

Name: Angel   Gender: Male

Age: 42   Date (DD/MM/YYYY): 13.04.2020

Question1: What do you think is the difference between ordering food online and going to a store?

You can only see pictures or short videos when online shopping. There is still a certain gap between online shopping and store shopping. Of course, if you shop in a store, you will feel immersive. You can see the real thing and pick it all at one time. If you are not satisfied, you can also return it directly. This is the advantage of shopping in a store.

Question2: What do you think are the advantages of ordering online in Bangkok?

I think ordering food online can save the time and the transportation fee cost. The weather in Thailand is relatively hot. Especially in April, if you can go out less, you will not go out and ordering food online will be more convenient to choose.

Question3: Do you like ordering takeout online? Why is that?

I prefer to order takeaway online. Because the weather is hot, I try not to go out. I also can do other things while waiting for the takeaway.

Question4: What do you think of the way to order food delivery online?

I think ordering takeaways online is a good growth trend. Especially at this time less people can go out. In this case, the seller can also increase sales through online ordering. It will allow more consumer groups to be covered.

Name: Penny   Gender: Female   Age: 28

Date (DD/MM/YYYY): 14.04.2020

Question 1: What do you think is the difference between ordering food online and going to a store?

I think it's easier to order food online and go to the store and have more options because not everything can be ordered online and bought. Ordering food online relatively safe shopping online payment system is generally safe, now the bank on the net a little bit more complicated than before, the increase of the program is to increase, what's more, a lot of such as pay treasure to third party trading platform, greatly ensures that you pay the money absolutely erratically, even if you buy the products are not satisfied to return, so your money to return to our pockets.

Question 2: What do you think are the advantages of ordering online in Bangkok?

Food delivery is fast. Save time and effort. It only takes you a few minutes to find all the goods on the Internet. There is no need to go to the crowded street to look for them. From shopping with broken legs to online shopping controlled by mouse, as long as you have a definite purchase goal, you can directly find them by searching a little bit in the mall, it saves time and effort.

Question 3: Do you like ordering takeout online? Why is that?

Yes, because I don't want to go out, so I'm too lazy to do it. People don't have to waste too much energy and precious time going from one shop to another to choose the goods they like.

Question 4: What do you think of the way to order food delivery online?

I think there should be more payment methods, more merchants, more options. Goods on the Internet come in all shapes, sizes and colors. All they need to do is sit in front of the computer and click the mouse. The goods they ordered will be delivered to them in time. Goods can be received without leaving the house. Online shopping is regal, as long as you pay for it, even in cash on delivery, they will be happy to get it to you as soon as possible, and even say thank you.

Name: Debby   Gender: Female   Age: 33

Date (DD/MM/YYYY): 15.04.2020

Question 1: What do you think is the difference between ordering food online and going to a store?

Ordering food online can save time on the road, but there is no way to eat freshly made food in the first place. In store, a full range of affordable prices. The boss is also enthusiastic and never takes any change.

Question 2: What do you think are the advantages of ordering online in Bangkok?

The advantage of ordering in Bangkok is the variety and speed. Shopping can be done without leaving the house. Lots of information. You don't have to spend a lot of valuable time trying to find out the price of a particular item. Due to the low cost of network operation, compared with the high rent of shopping malls and supermarkets, the price has a great advantage and competitiveness.
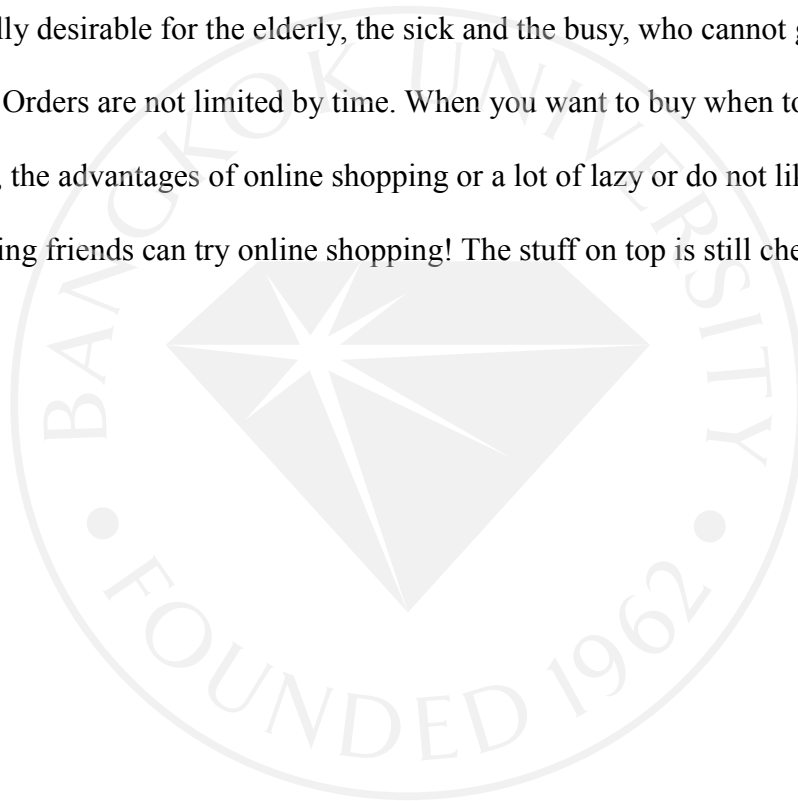
Question 3: Do you like ordering takeout online? Why is that?

Yes, because you can find the food you like on the Internet, and you don't have to waste time looking for it in the street to save time, energy, money. Dragged tired body in the precious weekend shuttle in the city's streets, without the sun in the drizzle

wandering in the crowded street. Convenient and quick, wide range, variety, style. As long as all the things you want there is a chance to go to.

Question 4: What do you think of the way to order food delivery online?

Online ordering is becoming more popular, but there are still fewer options available in Thailand. There is still a lot of room for growth in Thailand. It is especially desirable for the elderly, the sick and the busy, who cannot go to the shop in person. Orders are not limited by time. When you want to buy when to buy, in general, the advantages of online shopping or a lot of lazy or do not like the reality of bargaining friends can try online shopping! The stuff on top is still cheap.

Appendix C

Open Coding of Research Objects

Original Interview Data	Open Coding (Initial Concept)
1-1-1: Online ordering of takeout can reduce going out, only through the mobile phone can realize the commodity browsing and procurement, but also can realize the door-to-door delivery service, which is a very ideal shopping method for people who are busy and have no time to go to the physical store to purchase. 2-1-1: The quality of fruit ordered online may not be as good as the quality of the store, the price of online ordering is relatively cheap. Ordering online doesn't cost a lot of purchasing; and the store has a free choice of fruit. 3-1-1: Online ordering has no intuitive concept and is not conducive to purchasing decisions. Ordering online saves time and effort. 4-1-1: Ordering online is more convenient; it can help people to save time and don't need to wait in line. But sometimes when you order a food you never eat before, it different from the picture.	A1-1 Reduces outings A1-2 Deliver to your door A1-3 Saves time and effort A1-4 Is relatively cheap A1-5 Doesn't have to queue A1-6 Is expensive and convenient A1-7 Is becoming more and more diverse A1-8 Meets the demand A1-9 Saves time A1-10 Online payment A1-11 Orders offline A1-12 You don't have to go out

Original Interview Data	Open Coding (Initial Concept)
5-1-1: Ordering food online: Expensive and convenient	
6-1-1: Online shopping is more convenient and meets the needs of many people. As the variety of online shopping becomes more and more abundant, people are more reluctant to go to the store to buy things.	
7-1-1: From the perspective of online ordering, it is convenient to order food online, which saves the time of going out to eat, but if the delivery is not timely, the food may be cold and not tasty by the time it arrives.	
8-1-1: Ordering online: there is no way to confirm the freshness of the food itself, but it saves time	
9-1-1: Online ordering USES online payment instead of cash. It's easy to order online, just order offline and wait for logistics to deliver to your door.	
9-1-2: Food ordered online can only be eaten at home and the ingredients may not be complete.	
10-1-1: You can only see pictures or short videos when online shopping. There is still a certain gap between online shopping and store shopping.	
11-1-1: I think it's easier to order food online. Ordering food online relatively safe shopping online payment	

Original Interview Data	Open Coding (Initial Concept)
system is generally safe, now the bank on the net a little bit more complicated than before, the increase of the program is to increase, what's more, a lot of such as pay treasure to third party trading platform, greatly ensures that you pay the money absolutely erratically, even if you buy the products are not satisfied to return, so your money to return to our pockets. 12-1-1: Ordering food online means you don't have to go out and spend less time on the road, but there's no way to get your food ready in the first place.	
2-1-2: The quality of the fruit you order online may not be as good as the quality of the fruit you buy in the store, and you can choose the fruit you like. 3-1-2: You can see the food visually in the store, and know the quantity and quality of the food. 4-1-2: When you buy food in the store, you can see the food more directly and choose what you want to eat. But when there are many people in the store, you need to spend your time to wait. 5-1-2: Shops: Time-consuming, cheap and well stocked. 6-1-2: More people go to the store because they want to	A2-1 You can pick and choose A2-2 Visualize the food A2-3 Takes time to wait A2-4 Complete A2-5 Is cash A2-6 Enjoy the service of the store A2-7 Can be returned directly

Original Interview Data	Open Coding (Initial Concept)
buy something that they haven't yet been able to buy in online shopping. 7-1-2: From the point of view of going to the store, it takes some time, but you order on the spot, you see the food is real, you order what you want. Both have their advantages and disadvantages. 8-1-2: Go to the store: you can experience the freshness and damage of the product itself, but it's a waste of time. 9-1-3: You can use cash, credit card or bank card to go to the shop. It is not very convenient to go to the store and buy food in person. 9-1-4: If you go to the store to buy food, you can either eat in the store or pack. If you choose to eat in the store, you can enjoy the service in the store. 10-1-2: If you shop in a store, you will feel immersive. You can see the real thing and pick it all at one time. If you are not satisfied, you can also return it directly. This is the advantage of shopping in a store. 11-1-2 we have more options to go to the store. Because not everything can be ordered and bought online.	

Original Interview Data	Open Coding (Initial Concept)
12-1-2 In store, a full range of affordable prices. The boss is also enthusiastic and never takes any change.	
1-2-1: Food delivery ordering software variety, online goods rich. Delivery time is short. Distribution staff warm service, problem timely communication. 2-2-1: Online ordering can save time and effort, the existing advantages are convenience, price advantage, style, etc., do not need to spend too much time to go shopping. 3-2-1: Convenience. You can buy the food you want without leaving home. Don't want to go out, but something must buy. Don't try so hard, to open a computer online shopping! The click of a mouse, goods immediately sent to the specified location. 4-2-1: Bangkok has serious problem of traffic jams, it takes a lot of time to go out to eat. Ordering online avoids this waste of time. Online shopping to help you get rid of this trouble. Also to be able to communicate through the network shopping into dating another channel.	B1-1 Commodities are abundant B1-2 Short delivery time B1-3 Enthusiasm of delivery personnel B1-4 Price advantage B1-5 Various styles B1-6 To save time B1-7 Selection diversity B1-8 Don't miss work B1-9 Fast delivery speed B1-10 Enjoy discounts B1-11 Has a variety of options B1-12 Save transportation costs

Original Interview Data	Open Coding (Initial Concept)
5-2-1: Thailand has the high temperature in a year, with strong outdoor Ultraviolet rays. Being in a foreign land, shopping goods no companion, nobody give advice to buy things, now don't have to feel sad for these, the Internet will be your enthusiastic owner post heart friends.	
6-2-1: Bangkok is a tourist city. There are a lot of migrants. They are not permanent residents, so they don't prepare kitchenware for cooking themselves.	
7-2-1: Can save time; There are many kinds to choose from. You can choose products from different merchants at the same time.	
8-2-1: Reduce shopping and travel time. Convenience for all. Added an emerging career in delivery delivery.	
9-2-1: Bangkok has good transportation. You can order food from any store you like online without worrying about the distance.	
9-2-2: Logistics in Bangkok is very developed. If you order food online, you can guarantee that the food you order will be received. In a big city like Bangkok, most people are office workers, and ordering online can save	

Original Interview Data	Open Coding (Initial Concept)
their time and not delay their work. 9-2-4: There are many snacks to choose from in Bangkok. You can order all the food you want online. 9-2-5: There are many online ordering apps available in Bangkok, which are more convenient and quick. And sometimes you can get discounts and other benefits for ordering online at reasonable prices. 10-2-1: I think ordering food online can save the time and the transportation fee cost. The weather in Thailand is relatively hot. Especially in April, if you can go out less, you will not go out and ordering food online will be more convenient to choose. 11-2-1: The delivery speed is relatively fast. Save time and effort. It only takes you a few minutes to find all the goods on the Internet. There is no need to go to the crowded street to look for them. From shopping with broken legs to online shopping controlled by mouse, as long as you have a definite purchase goal, you can directly find them by searching a little bit in the mall, it saves time and effort.	

Original Interview Data	Open Coding (Initial Concept)
12-2-1: The advantage of ordering in Bangkok is that the options are varied and fast. Shopping can be done without leaving the house. Lots of information. You don't have to spend a lot of valuable time trying to find out the price of a particular item. Due to the low cost of network operation, compared with the high rent of shopping malls and supermarkets, the price has a great advantage and competitiveness.	
1-3-1: Yes. Under COVID-19, there are various restrictions on going out shopping. Online ordering allows you to buy meals that are far away but more palatable. Online ordering convenient, home delivery. 2-3-1: Yes, because it's convenient, you don't have to go out and spend a lot of time shopping. Online shopping from the conversation, payment, receiving, etc. The whole process of trading, as long as you can surf the Internet can easily get through the Internet. 4-3-1: Yes. The reasons as follow: Save time. Convenient There are no Chinese restaurants nearby; i can order Chinese food online.	C1-1 Can buy far away and delicious food C1-2 Deliver to home C1-3 Saves time C1-4 Order Chinese food for C1-5 Requires convenient services C1-6 Has more options Food can be ordered at any time C1-8 Is easy to order

Original Interview Data	Open Coding (Initial Concept)
5-3-1: Yes, it can save time and you can choose more kinds of food. Consumers, within 30 days after receipt of the goods if there is any can be attributable to the quality problem of the goods itself, can be free replacement parity goods (except wear, abrasion, crush) at a time. 6-3-1: I like to order online because I don't know how to cook, I don't like the preparation before cooking, and I don't like the cleaning after cooking. I think it is convenient for me to get enough food and clothing by spending some time and money, so I like to order takeout online. 8-3-1: Yes, because I am a lazy person, I need convenient service. Online shopping you can take all the goods to see enough, see right can also be talking with enthusiasm of sellers to buy, do not need to look at his face. The real happy shopping. 9-3-1: I like to order takeout online. Because I think it is very convenient, you can order food at any time without going out, and you don't have to worry about which store to buy food from. Whether I'm at work or at home,	C1-9 Payment procedure is simple C1-10 Is cashless C1-11 Don't waste time on the street C1-12 You don't have to cook C1-13 Order favorite food

Original Interview Data	Open Coding (Initial Concept)
I can order my favorite food anytime, saving my time. And the payment process is simple, no cash transactions. 10-3-1: I prefer to order takeaway online. Because the weather is hot, I try not to go out. I also can do other things while waiting for the takeaway. 11-3-1: Yes, Because I don't want to go out, I don't bother to do it. People don't have to waste too much energy and precious time going from one shop to another to choose the goods they like. 12-3-1: Yes, because you can find your favorite food online, and you don't have to waste time looking for it on the street. To save time, energy, money. Dragged tired body in the precious weekend shuttle in the city's streets, without the sun in the drizzle wandering in the crowded street. Convenient and quick, wide range, variety, style. As long as all the things you want there is a chance to go to.	
3-3-1: Have not tried, can accept the online form of food order. There is a certain risk, there are some websites that require the money to be delivered. Some customers	C2-1 Minus 1 is just a graph

Original Interview Data	Open Coding (Initial Concept)
worry about being cheated. Many shopping websites do not have company entities or fixed business sites, so the after-sales service of products cannot be effectively guaranteed. 7-3-1: No, because when you order food online you only see pictures of it, however, there is a certain gap in the pictures, so the quality of some online products cannot be fully understood. But you don't know how it tastes. Sometimes the pictures are far from the real food. For me, I wouldn't order takeout online if I didn't have a room.	C2-2 Can't be tasted the C2-3 Foods are very different
1-4-1: The rise of food delivery has reduced the employment pressure in cities. 1-4-2: It provides great convenience for most people. 1-4-3: Also greatly promoted the development of the catering industry, improve competitiveness. 2-4-1: I worry about the quality of food, so I won't choose to order food online if I have enough time. Ordering food online saves time, and can be considered if you are busy at work.	D1-1 Provides convenience D1-2 Promotes the development of the catering industry D1-3 Improves competitiveness D1-4 Is convenient and fast

Original Interview Data	Open Coding (Initial Concept)
3-4-1: Ordering food online is a convenient and efficient way to save time and effort. However, ordering food online also requires the cost of food delivery, which increases the cost of food purchase. 4-4-1: I think it is a very convenient way, especially in today's fast-paced life. It saves us a lot of time. Now many young people accept this way. Save money online mall have breakthrough establishments, they develop so rapidly is the low threshold, the network marketing without large inventories, to rent expensive stores, purchase channels is not complicated, this leads to the low cost of network management, so selling goods online are much cheaper than in real life, to save a lot of money to buy the same product on the Internet. 5-4-1: Ordering food online has a huge market and future, but healthy market competition, sound regulations and avoiding a monopoly are important to the online ordering industry. A full range of goods. Sometimes want to buy things, in each big mall looking for half a day, nearly dead tired but could not find, or you need to run around, pick and choose to compare, but	D1-5 Saves time and effort D1-6 Is a big market D1-7 Reduces costs D1-8 Increases profits D1-9 Diversified production services D1-10 APP is small and easy to use D1-11 Saves people's time D1-12 Is quick and easy D1-13 To increase sales D1-14 Increase the mode of payment D1-15 Introduce merchants to enter D1-16 Has great development space

Original Interview Data	Open Coding (Initial Concept)
online shopping mall with a page view clearly describe the basic parameters and data of this product, let you clearly understand its characteristics, and online mall includes almost all the things you can think of, even in the online retail industry rapid development, maybe you should not have found a thing that he wanted for a long time. 6-4-1: With the development of e-commerce, ordering food online is becoming a daily habit for some consumers. Moreover, the catering industry is more suitable for the development of e-commerce than other industries: the catering industry is dominated by small and medium-sized enterprises, and most catering bosses hope to reduce costs and increase profits through e-commerce. E-commerce is essentially a service economy, and no other industry is more proficient in the service economy than the catering industry; E-commerce is a production mode of flexible customization and personalized service, and catering industry has long been a personalized and diversified production service. So I think ordering food online will	

Original Interview Data	Open Coding (Initial Concept)
become an indispensable part of People's Daily life in the future. 7-4-1: Personally, 1) The APP for ordering food online should be relatively small and easy to use, and should not take up too much memory of the phone. 2) The search function of online food ordering APP is good; 3) The express delivery time should not be too long. 8-4-1: Want to be able to diversify, had better have the option of tasting. I hope we don't exaggerate the picture so much that we can't tell the true from the false, which leads to disappointment when the food arrives. You can compare prices. There are many comparison websites where you can compare the prices of the same product in different stores and find the lowest price just by sitting there. 9-4-1: I think the way of ordering food online is an inevitable trend of the development of modern society, because the Internet has been very developed, logistics has been very perfect. Ordering food online can save people's time and bring people a convenient and fast life, making ordering food online a preferred way for	

Original Interview Data	Open Coding (Initial Concept)
people to buy food. Every day when I want to buy food, The first thing I think about is ordering it online. What's more, ordering food online is a great convenience for people who can't cook their own food. To me, the disadvantage of ordering food online is that it can't be guaranteed safe. 10-4-1: I think ordering takeaways online is a good growth trend. Especially at this time less people can go out. In this case, the seller can also increase sales through online ordering. It will allow more consumer groups to be covered. 11-4-1: I think there should be more payment methods, more merchants and more options. Goods on the Internet come in all shapes, sizes and colors. All they need to do is sit in front of the computer and click the mouse. The goods they ordered will be delivered to them in time. Goods can be received without leaving the house. Online shopping is regal, as long as you pay for it, even in cash on delivery, they will be happy to get it to you as soon as possible, and even say thank you.	

Original Interview Data	Open Coding (Initial Concept)
12-4-1: Online ordering is becoming more and more popular, but there is still less variety available in Thailand. There is still a lot of room for growth in Thailand. It is especially desirable for the elderly, the sick and the busy, who cannot go to the shop in person. Orders are not limited by time. When you want to buy when to buy, in general, the advantages of online shopping or a lot of lazy or do not like the reality of bargaining friends can try online shopping! The stuff on top is still cheap.	

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