# FACTORS INFLUENCING CONSUMER CHOICE OF ONLINE TO OFFLINE (O2O) PLATFORM: A CASE STUDY OF FOOD DELIVERY APPLICATIONS

FACTORS INFLUENCING CONSUMER CHOICE OF ONLINE TO OFFLINE

(O2O) PLATFORM: A CASE STUDY OF FOOD DELIVERY APPLICATIONS

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## ABSTRACT

This study seeks to identify the factors influencing consumers' choosing online to offline (O2O) platform by examining one of Thailand's most popular food delivery applications. In this research, the researcher specifically chose Grab Food to be the case study. This study will focus on the motivation factors (convenience, time-saving efficiency, data privacy, and features) and purchasing factors (system quality, delivery quality, and price) that influence consumers' purchasing decisions on the O2O platform in Bangkok. The study drew a sample of 310 respondents from the people who have ever used Grab Food by an online survey questionnaire.

The study shows that time-saving, online-feature, delivery quality and price of motivation, and purchasing factors positively influence consumers' purchasing decisions on the O2O platform. In contrast, convenience, data privacy, and system quality of motivation and purchasing factors had no influence. This study is a contemporary topic in applied the impact of motivation and purchasing factors on customers' purchasing decisions, business managers in the O2O food delivery industry can use the results of this study to implement which type of factors can connect to the customer needs and persuade them to willingly use the O2O platform.

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Ms. Kesara Wongcharoen, my MBI program coordinator, is the one who always helps organize my classes' schedules and makes sure I am on schedule to graduate. I am also a project engineer; my working schedules often conflict with the research meeting with my advisor.

Phurt Benjajinda

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# CHAPTER 1

# INTRODUCTION

## 1.1 Motivation of the Study

The Online to Offline food delivery process allows consumers to place orders for menu items using mobile applications and have them delivered to their doorstep within a short time. Consumers can also place orders through O2O food delivery applications such as UberEats, GrubHub, DoorDash, Meituan, Ele.me, Line Man, and GrabFood, as well as restaurant websites. These online applications offer various food choices, restaurant selections with full customer reviews. In 2018, the number of O2O food delivery users was estimated to be one billion, which is expected to grow further to 1.2 billion by 2023 (Statista Research Department, 2021).

The development of smartphones and telecommunication technology allows people to quickly and conveniently access the Internet from anywhere at any time. Along with growing technological developments, the rising trend of conducting business as e-commerce has generated novel innovations. One of the emerging e-commerce models is called "O2O", which refers to "Online to Offline." Rampell (2017) first defined this concept in 2010 as "the business model that leverages online channels to acquire offline services and products" (Rampell, 2017).

Public comprehension and understanding of e-services have progressed along with the evolution of technological capabilities. E-services are defined as "interactive services that are delivered on the internet using advanced telecommunications, information, and multimedia technologies" (Boyer, Hallowell, & Roth, 2002, p. 175). The restaurant adopted e-services to support consumers. It was easy to find an

assorted restaurant such as menu choices, table reservations, restaurant location and direction, purchasing gift certificates, and online ordering systems for any take-out and carry out among other web communications. These services can be categorized as "informational" or "transactional" and are illustrated in Table 1.1

Table 1.1: Categorization of Restaurant-Based E-services

| Informational | Transactional |
|---|---|
| - Menus<br><br>- Location–Maps & Directions<br><br>- Hours of Operation<br><br>- Restaurant Reviews<br><br>- Other dining details, such as banquets or catering<br><br>- Entertainment | <br><br>- Take-out and carry-out services<br><br>- Table reservations<br><br>- Gift certificates<br><br>- Ordering Merchandise |

Source: Mozeik, C. K., Beldona, S., Cobanoglu, C., & Poorani, A. (2009). The

      adoption of restaurant-based e-service. *Journal of Foodservice Business*

      *Research*, *12*(3), 247-265.

According to a recent report (Kemp, 2017), 67% of the Thai population accessed the Internet in 2017 with significant growth of 21% from the previous year. The analysis in Figure 2 (Kemp, 2017) shows that opportunities for growth in the Thai market will increase if entrepreneurs can develop their online technology to

enhance business. O2O e-commerce has been developed as an internet platform to reach this demand by taking advantage of the trend of online connections with offline businesses. O2O has become a connection that offers readily accessible offline services to consumers.

From a restaurant's perspective, the O2O food delivery market provides a new source of revenue growth opportunity without expanding seating capacity. However, attracting consumers is getting more competitive, as users can easily search and access an array of food offers through mobile apps (Kapoor & Vij, 2018) with a single tap of their phone. The popularity of the O2O food delivery application has also created new mobile marketing challenges for restaurants because the mobile usage setting is more constrained than for traditional computers (Fink, Rosenfeld & Ravid., 2018). First, mobile applications are more likely to be used when people are on the road (e.g., waiting for a bus or walking on the street). Thus, they devote less attention to processing information than when using personal computers (Ghose, Goldfarb, & Han, 2012). Second, the smaller screen size of mobile devices constrains the amount of information that can be presented at one time. Therefore, marketers must be more selective and persuasive in presenting their mobile marketing messages to allure and attract customers.
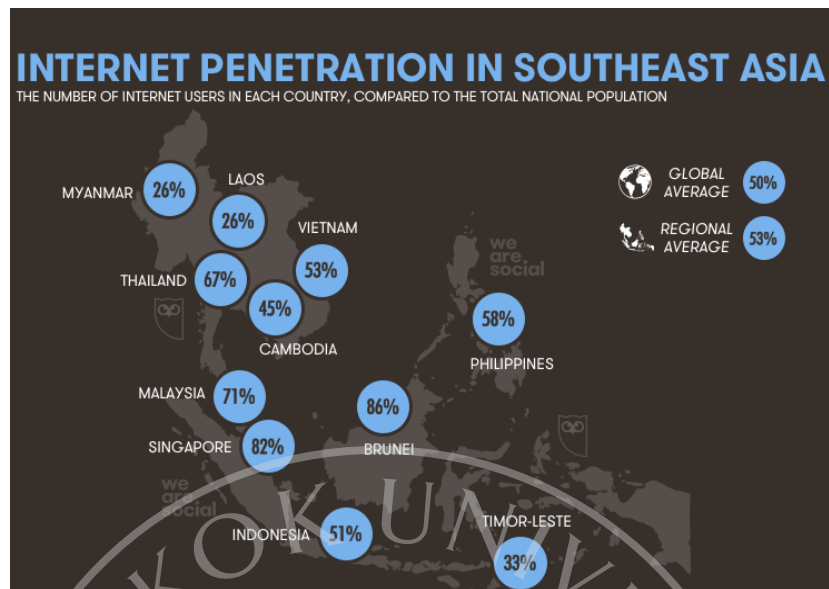
Figure 1.1: Internet penetration in SEA

Source: Kemp, S. (2017). *Digital in Southeast Asia in 2017*. Retrieved from

https://wearesocial.com/special-reports/digital-southeast-asia-2017.

**1.2 Objective of the Study**

This study seeks to identify the factors influencing the consumers'

purchasing decision to the O2O service. The two main study objectives are as follow;

1.2.1 To examine the influence of the motivation factors such as

convenience, time-saving efficiency, data privacy and features on consumers'

purchasing decision whether they use O2O service or not.

1.2.2 To examine the influence of purchasing factors such as system quality,

delivery quality and price on consumers' purchasing decision whether they use O2O

service or not.

**1.3 Scope of the Study**

In this study, the investigator seeks to identify the factors influencing consumers' purchasing decision of online to offline (O2O) platform in the term of online delivery application on the consumers who live in Bangkok area. The study uses the questionnaire as a tool of survey and sets the scope of the study as below;

1.3.1 Scope of content: For this study, researcher will study on the motivation factors (convenience, time-saving efficiency, data privacy and features) and purchasing factors (system quality, delivery quality and price) influencing the consumers' purchasing decision of O2O platform in the term of online delivery application on the consumers.

1.3.2 Scope of methodology, sample, and population: This study uses the quantitative research and use online questionnaires survey to collect the data that focus on the consumer who live in Bangkok area as of May-June, 2020, sharing Google Form link to social platforms such as Facebook, Line and other online platform. The sample size of this study is 310 respondents.

**1.4 Significant of the Study**

O2O applications create opportunities for restaurant businesses that desire to introduce or expand their products or services to consumers via mobile internet technology. O2O e-commerce allows convenient access for customers to products and services through their mobile phones. Businesses can quickly increase their sales, data traffic, and brand visibility online. O2O e-commerce is also useful for people who want to develop their businesses using online channels to expand services and offline products. With the growth of mobile technology in Thailand, successful e-commerce

will create enormous profits for organizations. However, to achieve these goals, business owners and marketers must comprehensively understand consumer behavior. Finally, this study seeks to identify which factors will affect the consumer's purchasing decision at maximum level and which will be less effective and hence will be useful for further development and promoting O2O service in future business.

## 1.5 Key Terms

O2O is Online-to-offline (O2O) commerce identifies customers in the online space, such as through emails and Internet advertising, and then uses a variety of tools and approaches to entice the customers to leave the online space.

E-commerce (Electronic commerce) is buying and selling using an electronic media. It is accepting credit and payments over the internet, doing banking transactions using the Internet. As a process of buying, selling, transferring and exchange product, service or information via computer network, including the Internet. Electronic commerce is the business website that sells or buys goods or service through internet channel.

Motivation factor is the energizing factor that causes behavior that satisfies a need. Because of consumer needs is the focus of the marketing concept, marketers tried to arouse this needs.

Purchasing factor is the factor influencing the consumer behavior process of choosing, purchasing, using, and deal with products or services by individuals and groups in order to satisfy their needs and wants.

Consumers' purchasing decision is the thought process that leads a consumer to identify the purchase demand, determine the demand, and select the desired product or brand when they purchase something.

Consumer purchase behavior is process or act of people to decide to using or buying goods or services.

# CHAPTER 2

# RESEARCH BACKGROUND

## 2.1 Online to Offline (O2O) E-commerce

O2O is a business model that finds consumers online and brings them into the real-world to make purchases in physical stores. One aspect of newer O2O initiatives is searching for, deciding, and paying online and then picking up products and services in a physical location (Tyagi, 2019). With the advancement of digital technology, businesses can create multi-platform tools for marketing and e-commerce using the O2O model to draw customers closer. O2O commerce focuses on creating the most practical value of consumption for consumers using the online platform (Ye, 2015). The O2O model is very different from the concepts of B2C, ROPO, Brick and Click, and Omnichannel in many aspects. The O2O model adopts an integrated channel of online and offline to focus on consumer participation and real experience. In the traditional B2C pattern, people order a product, pay for it via an online channel and then wait for delivery. This pattern removes the real experience from the purchase process. ROPO consumers research the product using online channels. They do not take part in ordering and payment online, which is very similar to the traditional brick and mortar model. Brick and click generally refer to merchants who offer multiple offline and online channels. These allow consumers to purchase online and wait for delivery or shop in real stores. Some chain stores also offer the facility for customers to pick up the online orders at the nearest physical store. Therefore, the brick and click concept is larger than the O2O concept (Yang, Gong, Yu, Zhang, & He, 2016).

By contrast, Omni channel marketing is a multichannel, seamless collaboration to create a customer experience (Kotler & Keller, 2016a).

      The main idea of the O2O model is to increase consumer awareness in the online channel and encourage consumers to visit or use the service. Offline consumers can research and request services on an online platform. However, physical experiences about reserved services occur at offline sites. The operational flow of O2O e-commerce includes three main characteristics (Figure 2.1). These are 1) O2O platform, 2) The consumer, and 3) Offline businesses. A piece of exchange information exists among these three characteristics throughout the operational flow without the endpoint. The O2O platform connects offline businesses and consumers via an online platform. Through this platform, offline businesses can send information and promote products and services, while consumers can search and gather information. Then, consumers decide and buy products through online platforms. Personal needs will be sent to offline businesses through this platform with payment taken immediately. Finally, after receiving services or consuming the products, feedback can be sent directly to offline businesses (Ye, 2015).
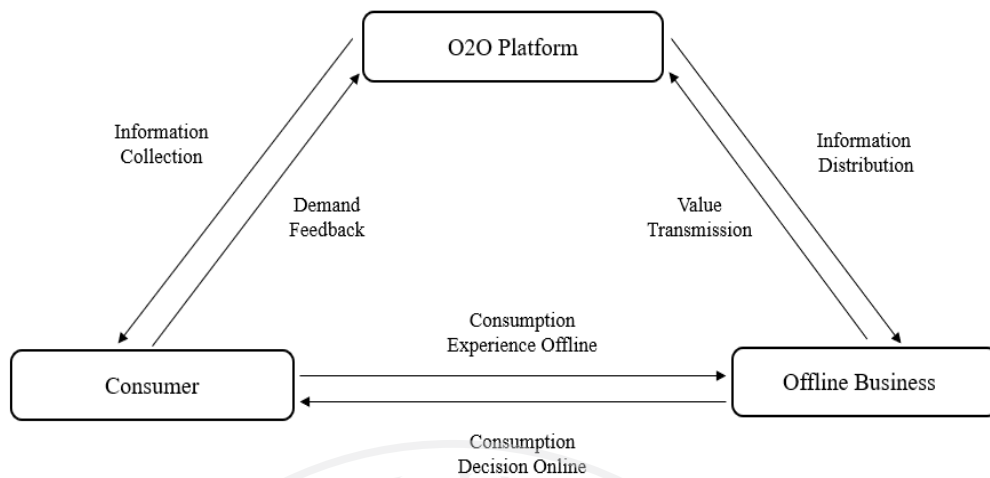
Figure 2.1: Operation Flow of O2O E-commerce

Source: Du, Y., & Tang, Y. (2014). A literature review on the relationship between
service quality and customer loyalty. *Business and Management Research,
Business and Management Research*, *3*(3), 27-33.

## 2.2 Consumer Behavior toward the O2O Platform

The American Marketing Association defines consumer behavior as "the
dynamic interaction of effect and cognition, behavior, and the environment by which
human beings conduct the exchange aspects of their lives" (Peter & Olson, 2005, p.
5). This definition suggests that consumer behavior is dynamic because thinking,
feelings, and actions of individual customers and society at large are constantly
changing (Peter & Olson, 2005, p. 6). When the season changes, consumers need a
different type of cloth, consumer behavior involves interactions between thinking,
feelings, actions and the environment (Peter & Olson, 2005, p. 8). When a couple
goes out to buy some clothes together, the comments from each influence the final

purchase decision; consumer behavior involves exchanges between human beings (Peter & Olson, 2005, p. 9). When the selling price increases, this invokes feelings about the perceived value of the product from the customer's point of view.

The theory of reasoned action (TRA) seeks to understand people's willingness to accept. A positive attitude and confidence influence the user's intention to try a new service in the brand expansion (Hwang & Kim, 2017). However, consumers' buying behaviors result from the intention to meet their needs. In the O2O platform, behavior relies on customer trust in the platform. Trust creates positive attitudes toward services, and favorable attitudes form intentions to purchase food by using the O2O platform. When customers have confidence in a platform, they feel a sense of psychological stability that leads to positive feelings and also the willingness to continue to use the service and purchase more items. Therefore, trust is a critical determinant affecting attitudes, and ultimately influences consumer buying intention (Kang & Namkung, 2018).

## 2.3 Consumers' Purchasing Decisions

Purchasing decision is the process whereby individuals decide what, when, where, how, and from whom to purchase goods and services (Walters & Gorden, 2011). Consumers' purchasing decisions can be understood as a multistep decision-making process, in which people engage with the actions they need and want in the market. For marketing strategy, making a purchasing decision with consumers involves meeting their needs and increasing their satisfaction (Porter, 1985). Purchasing decisions can change or adapt to a particular consumption situation that derives from the quality attributes of the sellers. Literature reviews concerning

consumer behavior conclude that purchasing decisions are a situation phenomenon, social phenomenon, unique phenomenon, and perceived contextual phenomenon (Engel, Blackwell, & Miniard, 1993).

The consumer decision-making process can be separated into two categories as processing (including pre-purchase, problem recognition, and alternative evaluation) and outcomes (including post-purchase evaluation). Purchasing involves monetary exchange as payment for the performance of products and services. At the evaluation stage, consumers consider each brand's preference from various choices obtained from a decision-making setting that consist of awareness, consideration, and choice sets to make the final decision. Consumers then select the brand based on their needs and information. However, two factors can impact purchase decision and purchase intent (Kalinga, 2013).

The first is the extent to which another person's attitude reduces the preferred alternatives. This depends on the intensity of negative attitudes toward preference alternatives and motivation to conform to the wishes of others (Kalinga, 2013). The second factor is unexpected situational factors that may change the purchase decision. Consumers may lose their job, while some purchases may be urgent. Thus, preferences and buying decisions are not reliable predictors for consumer purchasing behavior. Consumers will also modify, postpone, or avoid any purchasing decision that is perceived as a risk; this will vary depending on the attributes of uncertainty, money at stake, and self-confidence. Consumers will develop their routine to reduce risks and maximize information gathering from their friends to best assess aspects of decision avoidance and warranties.

Many smart marketers have studied the factors that stir feelings of risk in consumers. They then provide information and support to reduce the perceived risk and, thereby, ensure sales of their products (Kalinga, 2013).

**2.4 Research Gap**

Extant research has focused on consumer motivation, decision-making processes, and purchasing factors in Thailand. Thai characteristics and cultures are different from other countries and a research gap exists in Thai purchasing behavior. The relationship between Thais and GrabFood was selected as a case study. Previous research has focused on many factors that affect consumers and the O2O platform. However, few studies have addressed the relationship between motivation, purchasing, and consumer purchasing decision-making in the Thai context on the O2O platform concerning food delivery services. This research adopted variables from previous studies as a reference to understand and comprehend the O2O food delivery service in Thailand. From the research objective in Chapter 1 and the research gap explained above, two research questions were posited as:

2.4.1 How are the key motivation factors that contain convenience, time-saving efficiency, data privacy and features that influence consumer purchasing decision on the O2O application?

2.4.2 How are the key purchasing factors that contain system quality, delivery quality and price that influence consumer purchasing decision on the O2O application?

**2.5 Research Model**

Key research variables included 1) Consumer motivation factors, 2) Consumer purchasing factors, 3) Demographic factors, and 4) Consumer purchasing decisions. The independent variables, control variables, and dependent variables are described in Figure 2.4.

Motivation factors and purchasing factors toward O2O platform were assessed to determine whether they impacted consumer purchasing decision-making to use O2O food delivery, while the relationships between motivation factors, purchasing factors, and consumer purchasing decisions were also analyzed depending on the demographic factors defined in a previous study.

The moderating roles of motivation factors and purchasing factors were evaluated to determine how they fulfilled online consumer needs to decide whether to purchase a service from O2O platform , while the relationships from the first phase were evaluated by demographic factors to assess the needs of online consumers. Finally, the findings were analyzed to better understand the valuable factors concerning consumer purchasing decision-making for O2O platform.

As described in Figure 2.2, consumer purchasing decisions were affected by both motivation factors and purchasing factors. O2O platform fulfilled the customer need to physically order food in preference to using an online channel. The attributes of motivation factors and purchasing factors were integrated to evaluate consumer purchasing decision-making.

Therefore, this research identifies Consumers' Purchasing Decision toward the O2O platform as a determination that is affected by motivation factors and purchasing factors toward deciding to purchase service from the platform. In this

research, the researcher will measure three keys factors to answer the research

questions; these factors describe in Table 2.1
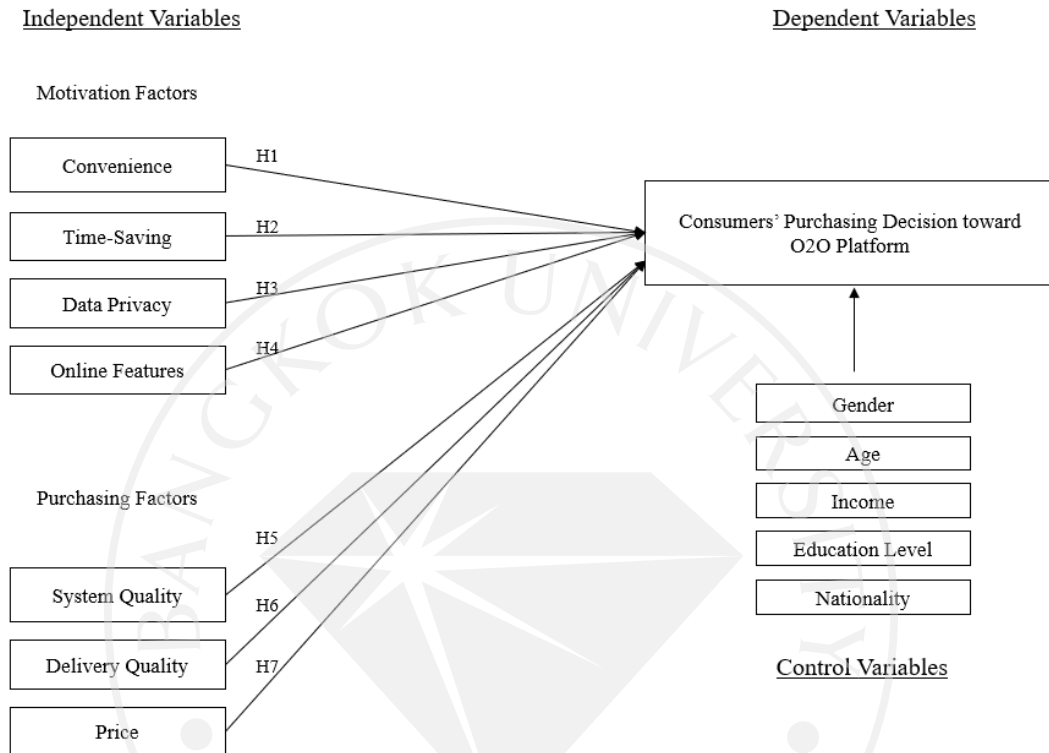


Figure 2.2: Research Framework

Table 2.1: Dimension with Measurement Items

| Dimensions | Measurement Items | References |
|---|---|---|
| Motivation Factors | - Convenience<br>- Time-saving<br>- Data privacy<br>- Features | Loshe & Spiller (1999)<br>Wilkerson (2015)<br>Kotler & Keller (2016b)<br>Babin, Darden and Griffin (1994)<br>Yeo, Goh and Rezaei (2017)<br>Machado & Pigatto, 2015<br>Choakmongkoltawee and<br>Kanthawongs (2018)<br>Euromonitor International (2015)<br>Verma, Dixon and Kimes (2009)<br>Mandelkar (2018) |
| Purchasing Factors | - System quality<br>- Delivery quality<br>- Price | Lien, Chang and Lin (2017)<br>Wixon and Todd (2005)<br>Kotler and Armstrong (1997)<br>Heim and Sinha (2001)<br>Yeo, et al. (2017)<br>Fitzsimmons and Fitzsimmons<br>(2011)<br>Pigatto, Machado, Negreti and<br>Machado (2017) |

(Continued)

Table 2.1 (Continued): Dimension with Measurement Items

| Dimensions | Measurement Items | References |
|---|---|---|
| Consumers' Purchasing Decision | - Satisfaction with the platform<br><br>- Attitude of others<br><br>- Risk reduction | Walters and Gorden (2011)<br><br>Porter (1985)<br><br>Engel, et al. (1993)<br><br>Kalinga (2013) |

2.5.1 Motivation Factors for Online E-commerce

Motivation factors influence customer purchasing decisions. The act of shopping involves many decisions. Additional reasons or needs determine where to go shopping, known as shopping motives (Jansen, 2006). Motives for buying online directly affect customers, as benefits offered by the shop or platform features. Major factors that attract customers can be classified as follows, with four hypotheses postulated.

1) Convenience to order anytime and anywhere, access to product information facilitates and helps customers to make online purchasing decisions from the comfort of their homes (Lohse & Spiller, 1999). The development of the service segments had provided customers with ordering food delivery via application more, convenience designed and generated by the higher technology, that built the conditions which gave consumers to choose food and meals through delivery services of the fast foods, some people chose the delivery services for consumption staying at their own home and without going outside (Machado & Pigatto, 2015). Accessibility meant that time and energy were correlated with service of convenience, purchase

intention, or service of utilization. The definition of customer satisfaction obviously involved the purchase of perceived value according to evaluative judgments. Furthermore, many researchers indicated the satisfaction played a significant role in influencing customer loyalty, which would result in consumption intentions (Choakmongkoltawee, 2018). Some of the research showed that convenience was one of the most affecting factors for consumers' purchase intention in cooking and post-cooking activity (Mandelkar, 2018). The convenience of using food delivery applications could fulfill their meal anywhere and anytime. This service was convenient than cooking at home for some consumers. Furthermore, some consumers might focus that convenience as the priority of their own.

H1 Convenience has a positive relationship with consumers' O2O purchasing decision.

2) Time-saving by quick browsing motivates consumers to shop online (Wilkerson, 2015). Many consumers choose to order via the application because they do not want to spend their valuable time stuck in traffic, with a present fast-paced life, many citizens cannot afford the time of eating out or waiting in restaurants for food supply (Euromonitor International, 2015). Therefore, they made the food come to the door instead. It was about using less time to have food, thus plus a factor of time-saving orientation. Online food delivery services also seemed favorable to diners because of their ease, speed, and precision of orders (Verma, et al., 2009). A majority of food deliveries were catered for the household industry; about 70% of orders were delivered to homes. This percentage indicated that the market for online food orderings and deliveries was most on households (Yeo, et al., 2017). Most consumers knew that ordering food online can save cooking time. Also, losing your mental

health and enduring traffic in traffic jams greatly impairs the happiness of eating at a restaurant. But if using a food ordering application could help them save their time on traveling and cooking, it will meet the needs of today's life.

H2. Time-saving has a positive relationship with consumers' O2O purchasing decision.

3) Data privacy refers to the security of online platform in terms of financial transactions and transfer of personal information. High level of data privacy increases trust and reduces risk (Haig, 2001) Because data privacy helps individuals and organizations decide when, how, and to what amount of their information to be shared with others" (Udo, 2001). Customer perception of these elements of security and privacy is critical in an online shopping transaction. "Security concern is one of the main reasons Web users give for not purchasing over the Web the barrier to shopping on the Internet is relatively high." Security is defined as the website's ability to protect consumers' personal data from unauthorized disclosure of information during electronic transactions (Guo, Ling & Liu, 2012). Security is considered to be an important factor perceived seriously by online purchase consumers. Because security and privacy issues play a crucial role in creating trust during online transactions. Since online shopping usually implies payment by debit or credit card, consumers sometimes direct their attention to the retailer's information as a means of protection (Lim & Dubinsky, 2004). Consumers' willingness to visit online stores and purchase directly relates to the consumers' confidence in providing personal information and credit card payments (Whysall, 2000). Consumers tend to buy a product from vendors they trust or a brand product they are familiar with. In online commerce, confidence is one of the most critical issues affecting Internet retailers'

success or failure (Prasad & Aryasri, 2009). Security tends to be a great problem preventing consumers from purchasing online. Consumers are concerned that they will be deceived by vendors who will misuse their personal information, especially their credit card data (Comegys, Hannula & Váisánen, 2009). Hence, websites offering security do have reliable and satisfied consumers.

H3 Data privacy has a positive relationship with consumers' O2O purchasing decision

4) Well-designed proactive Online Features encourage consumers to purchase (Wilkerson, 2015). O2O online features provided by online media providers also influence consumers to do online purchasing through online media with such services and features. This condition shows the availability of O2O features can positively impact consumers to do online shopping transactions (Lie, Atmojo & Muljo, 2019). Online shopping motivation increases using user-friendly and informative websites (Babin, et al., 1994). The searching engine is one of the features that motivate consumers to purchase, which can be defined as an effective tool to find product information. Consumers have positive attitudes toward using search engines to find product information. Search engines could provide online shoppers with an effective way of finding purchase information (Nateeprachthaveechai, 2009). Sales promotion code is the other feature that impacts the way consumers think and behave while shopping. The type of promo codes can affect how consumers view a product and affect their purchase decision. The two most common promo codes are price discounts and bonus packs. Price discounts are the fall of an original sale by a certain percentage, while bonus packs are deals that the consumer receives more for the

original price. Many companies present different forms of discounts in

advertisements, hoping to convince consumers to buy their products (Pandey, 2015).

       H4. Online features have a positive relationship with consumers' O2O

purchasing decision.

     Motivation factors impact consumer purchasing decision-making to use O2O

platform. It is the first stage for the customer to decide whether they want to use O2O

platform. If they go through to the restaurant harder than using the application, they

must use the application to make their lives easier. Motivation is an essential factor

for consumer purchasing decision-making toward O2O platform.

     2.5.2 Purchasing Factors for Online E-commerce

     Purchasing factors directly influence consumers purchasing behavior The

purchasing decision process starts long before the actual purchase and continues long

after. Usually, for more routine purchases, consumers often reserve or skip some

purchasing decisions (Kotler & Armstrong, 2004). Three main purchasing factors are

1) the quality of the e-commerce system, 2) delivery quality (satisfaction), and 3)

price (Lien, et al., 2017).

       1) The system quality covers reliability, flexibility, integration,

accessibility, and timeliness. The online information quality of an e-commerce system

can be viewed from several perspectives (Wixon & Todd, 2005). People considered

that online purchases were still riskier than offline purchases because of certain

elements, such as lack of actual interaction with the product (Thamizhvanan &

Xavier, 2013). Consumers who purchased online would take lower uncertainty with

the higher intention to purchase products or services online. Furthermore, online

shopping consumers who had shopped online before were more willing to shop more

because of their confidence built (Yeo, et al., 2017). People who impress with the product purchased via the online platform obtained from past well-pleasing online purchases would also make repurchase decisions (Shim, Gehrt, & Lotz, 2001). Furthermore, the tracking system of the application was also impressive to consumers. This system would show consumers what stage their food was and when it would arrive. This tracking system could deliver an exciting experience in waiting for food to the consumer as well. Also, the payment system was a part of the system quality. The payment system under this service offers a variety of payment methods, including cash, credit card, and online banking. Consumers can choose a channel that is convenient for them to pay without worry.

H5 System quality has a positive relationship with consumers' O2O purchasing decision

2) Delivery quality was the most important factor for the online food delivery service related to customers' satisfaction. In the marketing field, It was associated with the product or service; customer satisfaction was one of the most studied and examined constructs. Customer satisfaction played a prominent role in the competitiveness of e-commerce because of its influence on keeping the old customers introducing the new customers. Satisfaction was a core determinant in customer's decisions to stay with or leave without their association with the products or services. In an online purchase, including food purchase, customer satisfaction was one of the important keys, leading to the growing customer retention, and maintains a long-term increase of online stores and intentions to re-purchase (Tandon, Kiran, & Sah, 2017). The key factor of delivery quality in the online food delivery service was the drivers who delivered the order to consumers. They were the individuals who the consumer

would face to receive the food they had ordered through the application. Therefore, the first impression of meeting the driver was the critical point of whether or not to use the service repeatedly. Not only drivers had to arrive on time, but they also had to be polite in communicating with consumers. This was so important that a driver rating system is needed to guarantee that the driver who would deliver their food was sure to impress the customer.

H6 Delivery has a positive relationship with consumer purchasing decision-making on the O2O application.

3) Price is an essential factor in online shopping (Heim & Sinha, 2001). Within the food industry, different groups of consumers tended to choose different food quality standards and food prices (Yeo, et al., 2017). Consumers tended to be more rational and decided according to the most benefits they could get from seeking the lower acceptable price (Ollila, 2011). In generally, consumers would also consider the value of food nutrition and the food price. For example, an empirical study conducted by Nakandala and Lau (2013) had shown that people preferred to spend more on food with higher nutrition values, and vice versa; they prefer to spend with the acceptable prices. Not only take-away but also dine-in, lower-priced restaurants would obtain a greater possibility for buyers to choose and try them. It seems like food delivery also uses that pattern; most consumers looked at prices mainly when ordering food. They would try to find the lowest food prices compared to many applications or compared to real restaurants. It must be the price that they think was not too high and acceptable for each order. Usually, ordering food through the online platform was cheaper than ordering food directly with restaurants due to various

promotions. Moreover, the food obtained at a lower price was also suiting with the food quality that made consumers impress.

H7 Price has a positive relationship with consumers' O2O purchasing decision.

The purchasing factor is the second factor that affects consumer purchasing decision-making toward the O2O platform and depicts the difference between the O2O platform and other platforms such as offline-restaurants. It shows the uniqueness of the O2O platform that is different from others and the reason why customers prefer to use the O2O platform.

2.5.3 Control Variables

These control variables cover widespread criteria for market segmentation (Sereerat, 1995). There are many personal characteristics that influence purchasing decisions. These include age, gender, income, education level, and nationality Some of these characteristic have a great impact on consumers' purchasing decision (Kotler & Keller, 2009). In this research, the control variables contain:

1) Age is often used as a demographic segmentation element. Every age group has peculiar characteristics and needs. Age brings changes to people's lifestyles and impacts their needs and personal values. Young people spend more on their lifestyle needs, from fun and movies to fashion. As they get older, the money spent on these luxuries decreases. Older people mostly remain indoors; however, their health-related expenses may rise.

2) Males and females have different needs in terms of fashion and lifestyle; their consumer behaviors in these two areas are significantly different. Different needs lead to diverse choices. However, in many areas, consumption

patterns may be similar. For example, food and fun. The same movie, the same fast-food brand, and other technology gadgets may appeal to both sexes.

3) Education level influences the way people view things around them; it affects the level of discretion when making a purchase. In this era, education has become an essential social class factor and the easiest way to climb in society. A more educated person is more discrete when making a purchase. People's preferences change with education. Educated people spend more time before making a purchase. Education affects many things including the clothes people wear, the programs they watch, and even the stationery they use and the magazines they read. Thus, the same ads do not attract all types of customers. Highly educated customers are looking for information and do not rely solely on advertisements. They also question the information provided. The impact of education on consumer behavior is evident. An educated customer will carefully weigh his/her options before making a purchase.

4) Income is an essential factor that affects buying decisions and consumer behavior. Diverse income levels generate differences in product selection and buying patterns. The middle classes purchase objects that will be of use to the household, whereas the upper classes demand style, design, and special features. Luxury marketing channels advertise differently to the general market and most luxury goods are marketed through high society magazines. Income level determines the types of products that people regularly buy. Shoppers with higher incomes spend more on luxury goods to promote their lifestyles of extended holidays and tours. Customer service and after-sales support are also essential factors when it comes to big-ticket purchases.

5) Nationality is a factor that shows differentiation in the choice of things. People from different nationalities have idea of buying goods and services in the different perspectives from their experiences of life and original knowledge to choose some product or service. Culture associated with nationality has been extensively acknowledged to be one among the crucial factors differentiating individuals' attitudes, beliefs and behaviors. National culture can be employed to reveal variations in the social behavior of different nationalities, especially in international settings such as choosing the service.
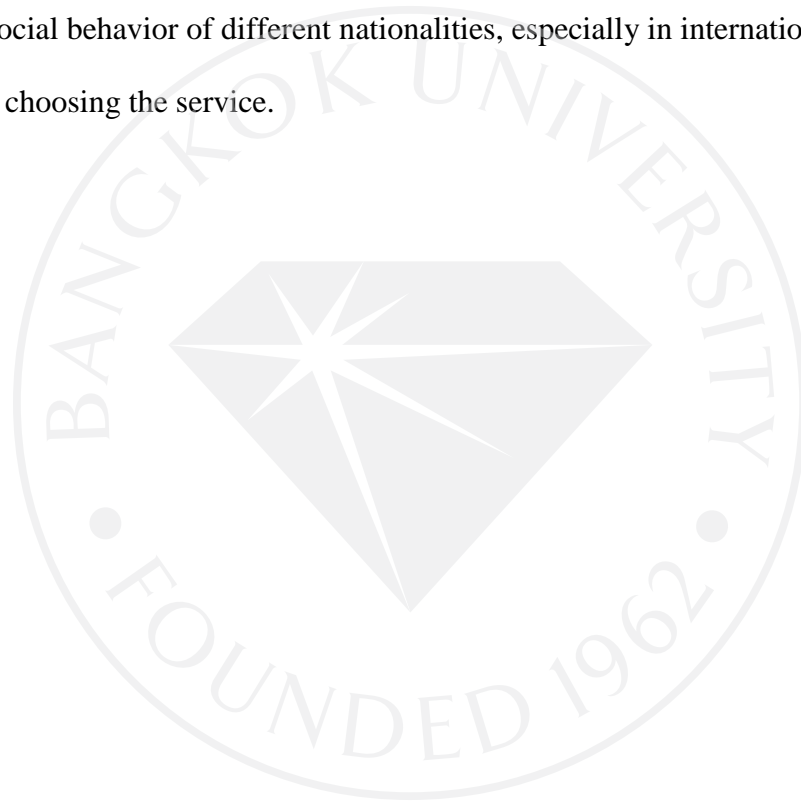
# CHAPTER 3

# RESEARCH METHODOLOGY

## 3.1 Research Method

The quantitative methodological approach was considered to be used for this research. As explained by Bryman (1984), the aim of quantitative approaches in common is to explore, identify and verify on the causal relationships between such variables. The survey questionnaire was applied for the data collection, in which Malhotra and Birks (2007) described the survey questionnaire method as a simple technique for data collection based upon the use of structured questions provided to participants. In this research, quantitative methodological approach is more effective than the qualitative methodological in the field of the O2O platform that is the Online platform, many people use it as their routine. The online survey was easier to access than the offline questionnaire because this survey needed the population in Bangkok, not a specific population in each district. Therefore, online questionnaires can be more distributed to the respondent.

## 3.2 Context of the Study

Many applications in Thailand offering food delivery as a convenient service for consumers have mushroomed since 2019 and they have become intense competition. Each brand uses a pricing strategy to motivate people and change their behavior. Currently, major players in Thai market are GrabFood, Get Food, Line Man, and Food Panda. The food delivery business market has an estimated value of more than 35 billion baht per year, and it has rapidly increased.

The food delivery market recorded annual growth of over 10% during the past five years, surpassing the food and retail industry, which has grown in line with the economy at 3-4% per annum. Businesses generally earn 20-35% as commission from restaurants, similar to the gross profit (GP) of department stores for merchants renting space. An additional delivery fee is also charged to consumers based on the distance to the delivery point; the further the distance, the higher the delivery fee.

Each brand offers promotions to influence and attract restaurant partners and delivery partners. All the platforms emanate from businesses with significant capital, with high competition in food pricing. Brands are prepared to operate at a loss to build a large user base and then promote other business opportunities. Financial services are provided to users or partners and do not count towards many marketing methods to consumers living all day in their ecosystem. These platforms, too, have to use a share of the revenue they have earned for ongoing marketing activities. They also encourage people to use the service as well as for additional compensation to their partners. In 2019, 70,149 new restaurants opened in Thailand, representing 97% growth from 2018 (Kasikorn Bank Research Center, 2019).
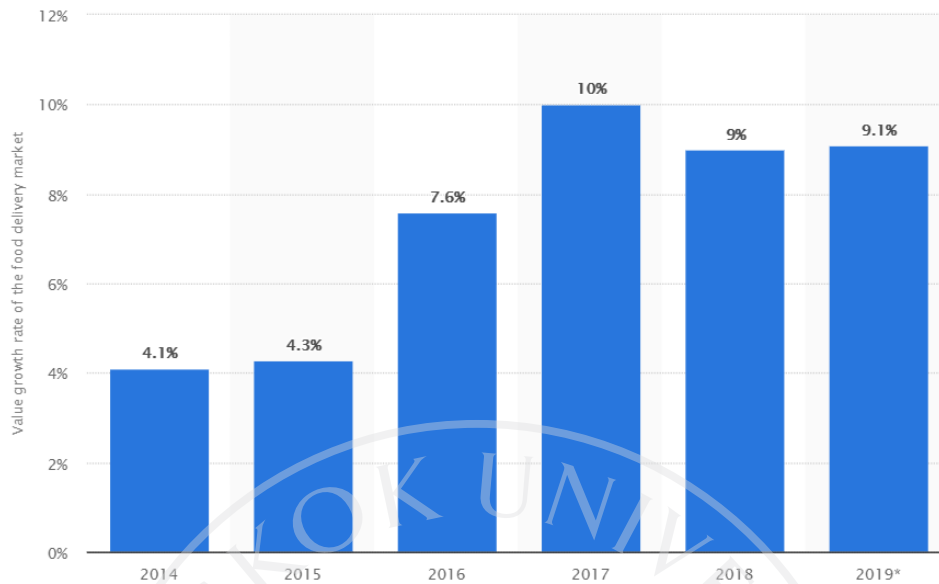
Figure 3.1: Growth rate of the food delivery market value in Thailand from 2014 to

    2019

Source: Kasikorn Bank Research Center. (2019). *Food delivery applications*.

    Retrieved from https://kasikornresearch.com/en/analysis/k-

    econ/business/Pages/z2995.aspx.

        Grab Food is the first rank online food delivery platform in Thailand, voted by 44% of consumers as their most often used brand. Grab Food plans expansion to at least six cities across the country in 2019. Their purpose was to accompany food delivery to be more convenient for consumers. Grab's partnership with Central Group, Thailand's largest Omni channel retail conglomerate, will accelerate this expansion and allow Grab Food to quickly expand its restaurant network to the targeted cities.
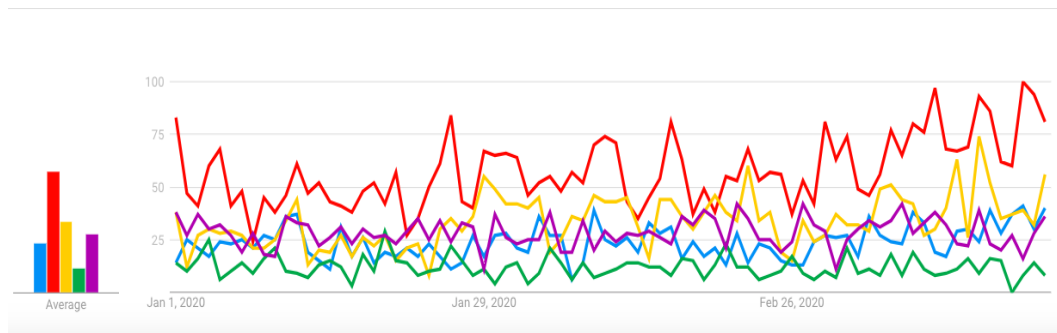
Figure 3.2: Growth rate of the food delivery market in Thailand from Q1 2020

**3.3 Research Preparation**

In February 2018, Grab launched a new segment of their business that integrated with Uber Eats to create "Grab Food" in Thailand. Nowadays, Grab Food has achieved over 4 million orders for the first four months of 2019, surpassing the 3 million orders achieved from the whole year of 2018. Grab Food became the market leader in food delivery in October 2018 only eight months after its official launch (Cordon, 2019). However, understanding Thai consumers' purchase decision criteria towards this technology is keys to successfully accomplish the O2O business. Therefore, Grab Food is an excellent and perfect case study for the online to offline business model and a better understanding of consumers' purchase decisions towards on-demand food delivery services in the online application.

According to this study's purpose, the target population of this research was people who stayed in Bangkok and frequently use Grab Food. The population of the study was huge and could not set the exact number of population. The sample size was determined based on the infinite population, assuming that data had a normal distribution. The researcher chose Hair analysis (Hair, Black, Babin, & Anderson,

2010) to estimate this research population. Hair, et al. (2010) analysis presented that each parameter can provide 20 samples was enough, and in the end, the sample size must be over 100 samples. This study had eight parameters, so the sample size that appropriates for this research is 160 samples.

A close-ended questionnaire was utilized as a research instrument consisting of a series of questions for gathering information from respondents in the study. The questionnaire was a guideline from the research background, which was designed to achieve the research objective. It consists of five sections;

Section 1: Screening question for selecting only the target population

Section 2: Consumers' demographic factor. In terms of creating

The questionnaire is started by the questions related to Demographics by using multiple-choice questions, the total of five questions as follows:

1) Gender (Ordinal Scale)

2) Ages (Ordinal Scale)

3) Income (Ordinal Scale)

4) Education Level (Ordinal Scale)

5) Nationality (Ordinal Scale)

Section 3: Motivation factor of using Grab Food (Convenience, time-saving, Data privacy, Feature)

Section 4: Purchasing factor of using Grab Food (System quality, Delivery quality, Price)

Section 5: Consumers' purchase decision of using Grab Food

The third and fourth sections were questions asking about consumer attitude in terms of motivation factors (convenience, time-saving, data privacy, and

feature) and purchasing factors (system quality, delivery quality, and price) affecting

consumers' purchasing decisions. The answers to these questions indicated the

respondent's opinions relating to factors affecting consumers' purchasing decisions.

The interval scale measure was implemented using a five-point Likert scale: 5 =

strongly agree, 4 = agree, 3 = neutral, 2 = disagree, and 1 = strongly disagree.

In the last section, five questions were asking about consumer's

purchasing decisions. The answers of these questions indicated the respondent's

opinion on consumer's purchasing decision. The interval scale measure was

implemented using a five-point Likert scale: 5 = strongly agree, 4 = agree, 3 = neutral,

2 = disagree, and 1 = strongly disagree.

Table 3.1: Questionnaire Section

| Sections | Number of Question |
|----------|--------------------|
| Screening Question | 2 |
| Demographic Data | 5 |
| Motivation factors | 13 |
| Purchasing Factors | 10 |
| Consumers' purchasing decision | 5 |
| Total | 35 |

**3.4 Data Collection**

The study designed the questionnaire and distributed the questionnaire through online channel format. Online questionnaires were collected by sharing Google Form which links to social platforms, for instance, Facebook, Line and other online platforms. The researcher received 310 complete questionnaires in the end from an online channel consisted of the people who stay in Bangkok and frequently use Grab Food application at least 1-2 times per week. The period of collection of the online questionnaires was in May-June 2020. According to this study, the researcher collected data through online questionnaires (as shown in Appendix) that were distributed to the customers using Grab Food application in Bangkok. The survey used the appropriate questionnaires to gather information for a sample of the population. The distribution of respondents was shown as below.

3.4.1 Screening Question

Table 3.2: Screening Question

| Screen | Frequency | Percent |
|--------|-----------|---------|
| Yes | 310 | 100.0 |

As a screening question, the study asked respondents how often they use, they answered unanimously that they use Grab Food application (100%)

3.4.2 Frequency of Use

Table 3.3: Frequency of Use

| Times per week | Frequency | Percent |
|---|---|---|
| 1 -2 times per week | 27 | 8.7 |
| 3 -4 times per week | 142 | 45.8 |
| 5 -6 times per week | 122 | 39.4 |
| more than six times per week | 19 | 6.1 |
| Total | 310 | 100.0 |

Most of the respondents used Grab Food 3-4 times per week (45.8%) while

39.4% of the respondents use Grab Food 5-6 times per week, 8.7% used Grab Food 1-

2 times per week, and 6.1% used Grab Food more than six times per week.

3.4.3 Gender

Table 3.4: Gender

| Gender | Frequency | Percent |
|---|---|---|
| Male | 140 | 45.2 |
| Female | 170 | 54.8 |
| Total | 310 | 100.00 |

Table 3.4 shows 170 respondents are female and 140 are male respondents, which accounts for 54.8% and 45.2% of the respondents, respectively.

    3.4.4 Age

Table 3.5: Age

| Age | Frequency | Percent |
|---|---|---|
| Between 16 to 20 | 19 | 6.1 |
| Between 21 to 25 | 59 | 19.0 |
| Between 26 to 30 | 109 | 35.2 |
| Between 31 to 35 | 56 | 18.1 |
| Between 36 to 40 | 40 | 12.9 |
| Between 41 to 45 | 23 | 7.4 |
| Between 46 to 50 | 4 | 1.3 |
| Total | 310 | 100.0 |

According to table 3.5, 109 respondents are the age between 26 to 30 (35.2%), 59 respondents are the age between 21 to 25 (19.0%), 56 respondents are the age between 31 to 35 (18.1%), 40 respondents are the age between 36 to 40 (12.9%), 23 respondents are the age between 41 to 45 (7.4%), 19 respondents are the age between 16 to 20 (6.1%) and 4 respondents are the age between 46 to 50 (1.3%).

3.4.5 Education Level

Table 3.6: Education level

| Education | Frequency | Percent |
|---|---|---|
| Less than a high school diploma | 2 | 0.6 |
| High school graduate | 14 | 4.5 |
| Diploma or the equivalent | 15 | 4.8 |
| Bachelor's degree | 195 | 62.9 |
| Master's degree | 84 | 27.1 |
| Total | 310 | 100.0 |

As shown from table 3.6, 195 respondents have Bachelor's degree (62.9%), 84 respondents have Master's degree (27.1%), 15 respondents have an education level of Diploma or the equivalent (4.8%), 14 respondents have a High school graduate (4.5%), and 2 respondent has less than a high school diploma (0.6%).

3.4.6 Monthly Income

Table 3.7: Monthly Income

| Income | Frequency | Percent |
|---|---|---|
| Less than 15,000 THB | 21 | 6.8 |
| 15,001 -35,000 THB | 91 | 29.4 |

(Continued)

Table 3.7 (Continued): Monthly income

| Income | Frequency | Percent |
|---|---|---|
| 35,001 -55,000 THB | 106 | 34.2 |
| 55,001 -75,000 THB | 55 | 17.7 |
| 75,001 -100,000 THB | 25 | 8.1 |
| More than 100,000 THB | 12 | 3.9 |
| **Total** | **310** | **100.0** |

According to the table 3.7, it has shown that 106 respondents have a monthly income between 35,001 to 55,000 THB (34.2%), 91 respondents have a monthly income between 15,001 to 35,000 THB (29.4%), 55 respondents have a monthly income between 55,001 to 75,000 THB (17.7%), 25 respondents have a monthly income between 75,001 to 100,000 THB (8.1%), 21 respondents have monthly less than 15,000 THB (6.8%), 12 respondents have monthly income more than 100,000 THB (3.9%).

3.4.7 Nationality

Table 3.8: Nationality

| Nationality | Frequency | Percent |
|---|---|---|
| Thai | 287 | 92.6 |
| Non-Thai | 23 | 7.4 |
| Total | 310 | 100.0 |

According to table 3.8, 287 respondents were Thai (92.6%), and the other 23 respondents were of other nationalities (7.4%).

**3.5 Data Analysis**

After the researcher has collected all the data, the researcher used the Statistical Package for the Social Sciences (SPSS) to analyze and summarize the data collected in data interpretation and hypothesis testing forms. There are 2 data analysis techniques applied in this study, which are Descriptive statistics and inferential statistics, as below;

3.5.1 Descriptive Statistics Analysis

Descriptive Statistics Analysis was used for analyzing the following data

1) Demographic data, including gender, age, education level, income, and nationality would be measured using percentage and frequency.

2) Statistics such as taking the mean and standard deviation are calculated to analyze multiple 5-point scale questions. Bar charts and pie charts display in

percentages. Participants were asked about the level of their agreement on the
questions, and measurement items being rated on 5 points Likert rating scale will be
presented. Scale ratings are as follows: (1) Strongly Disagree, (2) Disagree, (3)
Neutral, (4) Agree, (5) Strongly Agree. Each question consists of many factors in the
literature review. The higher the score they are, the more important the variables are.
With the 5-point scales, the intervals of the range in measuring each variable are
calculated by below equation (SPSS for windows;  Wanichbancha, 2007)

$$N \text{ (Width of the range)} = \underline{Maximum-Minimum}$$

$$Level = \frac{5-1}{5}$$

$$= 0.8$$

Table 3.9: The Discipleship Rating Scale

| Scale | Meaning |
|---|---|
| The average mean score between 4.21 and 5.00 | Strongly agree |
| The average mean score between 3.41 and 4.20 | Agree |
| The average mean score between 2.61 and 3.40 | Neutral |
| The average mean score between 1.81 and 2.60 | Disagree |
| The average mean score between 1.00 and 1.80 | Strongly disagree |

3.5.2 Inferential Statistics Analysis

Inferential Statistic Analysis was used for analyzing the relationship between the variables that descriptive statistics cannot measure. Descriptive statistics only focus on the data's spread and center, but it cannot make any generalizations; measurements such as mean and standard deviation are stated as exact numbers. Inferential statistic needs to define the population and then devise a sampling plan that produces a representative sample. This statistic shows the evidence that an effect or relationship between variables exists in an entire population rather than only a focus sample.

For each relationship would be measured by using Multiple Regression Analysis (MRA) (Cohen, J., Cohen, P., West, & Aiken, 2013). MRA models the relationships between a independent variable and dependent variables. Researcher uses a regression model to understand how changes in the dependent values are associated with changes in the response mean. This analysis incorporates hypothesis tests that help determine whether the relationships observed in the sample data actually exist in the population (Frost, 2020).

# CHAPTER 4

# FINDINGS

## 4.1 Motivation Factors on Consumers' Purchasing Decisions

### 4.1.1 Convenience

Table 4.1: Motivation factors toward Grab Food: Classified by Convenience

| Convenience | N | Mean | Std . Deviation | Level |
|---|---|---|---|---|
| 1. Grab Food can deliver my food anywhere and anytime. | 310 | 3.93 | 1.168 | agree |
| 2. Grab Food's service is more convenient than eating at the restaurant. | 310 | 3.84 | 0.935 | agree |
| 3. Ordering food by using Grab Food is more convenient than cooking food at home. | 310 | 3.86 | 1.073 | agree |
| 4. Grab Food fulfills my meal | 208 | 3.92 | 1.061 | agree |

According to table 4.1, the calculated Likert score of the five-point scale showed that "Grab Food can deliver my food anywhere and anytime" is 3.93 has the highest means core while, the second meaning is "Grab Food fulfills my meal" with the mean score 3.92, the third meaning is "Ordering food by using Grab Food is

more convenient than cooking food at home" is 3.86. The lowest mean is "Grab

Food's service is more convenient than eating at the restaurant" is 3.84. As a result,

the majority of the respondents are motivated by using Grab Food can deliver their

food anywhere, and anytime, the convenience of using Grab Food can answer their

busy lifestyle. However, the majority of the respondents were agree with all of the

questions.

Additionally, the standard deviation indicates how much data is grouping

around the mean value and provides an exact distribution result. According to table

4.1, the highest standard deviation value is 1.168, which is "Grab Food can deliver

my food anywhere and anytime." The second is 1.073 for "Ordering food by using

Grab Food is more convenient than cooking food at home." The third is 1.061 for"

Grab Food fulfills my meal." The lowest standard deviation value is 0.935, which is

"Grab Food's service is more convenient than eating at the restaurant." However, in

this section, the standard deviation on each of the questions is not very different;

the results indicate that the respondents have a favorable agreement with the

variables provided in this section.

4.1.2 Time-saving

Table 4.2: Motivation factors toward Grab Food: Classified by Timesaving

| Time-saving | N | Mean | Std . Deviation | Level |
|---|---|---|---|---|
| 1. Grab Food saves my cooking time. | 310 | 4.00 | 1.128 | agree |
| 2. Grab Food saves my time to go to the restaurant. | 310 | 3.94 | 0.973 | agree |
| 3. Grab Food helps me manage my time. While I order some food, I can do other things. | 310 | 4.01 | 1.055 | agree |

From table 4.2, the calculated Likert score of the five-point scale showed that "Grab Food helps me manage my time. While I order some food, I can do other things." is 4.01 has the highest means core while, the second mean score is "Grab Food saves my cooking time." is 4.00, and the lowest mean is "Grab Food saves my time to go to the restaurant" is 3.94. As a result, the majority of the respondents are motivated by Grab Food helps me manage my time (While I order some food, I can do other things). The time-saving factor by using Grab Food can help them manage their time for their meal. However, the majority of the respondents were agree with all of the questions.

Moreover, the standard deviation indicates how much data is grouping around the mean value and provides an exact distribution result. From table 4.2, the

highest standard deviation value is 1.128, which is "Grab Food saves my cooking

time." The second is 1.055, for "Grab Food helps me manage my time. While I order

some food, I can do other things." The lowest standard deviation value is 0.973,

which is "Grab Food saves my time to go to the restaurant." However, in this

section, the standard deviation of each of the questions is not very different. The

results indicate that the respondents have a favorable agreement with the variables

provided in this section.

4.1.3 Data Privacy

Table 4.3: Motivation factors toward Grab Food: Classified by data privacy

| Data privacy | N | Mean | Std . Deviation | Level |
|---|---|---|---|---|
| 1. Grab Food is safe to use. | 310 | 4.05 | 1.054 | agree |
| 2. Grab Food can protect my personal information. | 310 | 3.87 | 1.028 | agree |
| 3. Grab Food can protect my payment information. | 310 | 4.03 | 0.972 | agree |

According to table 4.3, the calculated Likert score of the five-point scale

showed that "Grab Food is safe to use" is 4.05 has the highest means core while,

followed by 4.03 which "Grab Food can protect my payment information," and the

lowest mean is "Grab Food can protect my personal information" is 3.87. As a

result, the majority of the respondents are believed that Grab Food is safe to use.

Data privacy is significant for the users, and Grab Food can make them willing to use it because the data privacy system is reliable. However, the majority of the respondents were agree with all of the questions.

Moreover, the standard deviation indicates how much data is grouping around the mean value and provides an exact distribution result. From table 4.3, the highest standard deviation value is 1.054, which is "Grab Food is safe to use." The second is 1.028, for "Grab Food can protect my personal information." The lowest standard deviation value is 0.972, which is "Grab Food can protect my payment information." However, in this section, the standard deviation of each of the questions is not very different. The results indicate that the respondents have a favorable agreement with the variables provided in this section.

4.1.4 Feature

Table 4.4: Motivation factors toward Grab Food: Classified by feature

| Feature | N | Mean | Std . Deviation | Level |
|---|---|---|---|---|
| 1. Grab Food genuinely has more promotions than offline restaurants. | 310 | 4.04 | 1.084 | agree |

(Continued)

Table 4.4 (Continued): Motivation factors toward Grab Food: Classified by feature

| Feature | N | Mean | Std . Deviation | Level |
|---|---|---|---|---|
| 1. Grab Food can deliver food from a variety of restaurants that I have never known. | 310 | 3.99 | 0.962 | agree |
| 2. Grab Food's search engine can help me choosing a restaurant for a meal. | 310 | 4.03 | 1.074 | agree |

From table 4.4, the calculated Likert score of the five-point scale showed that "Grab Food genuinely has more promotions than offline restaurants.." is 4.04 has the highest means core while, the second mean score is "Grab Food's search engine can help me choosing a restaurant for a meal." is 4.03, and the lowest mean is "Grab Food can deliver food from a variety of restaurants that I have never known" is 3.99. As a result, the majority of the respondents get more promotions from Grab Food than offline restaurants. This feature can help users order more items to get more discount or use the promo code to discount the exclusive menu from the application. However, the majority of the respondents were agree with all of the questions.

Additionally, the standard deviation indicates how much data is grouping around the mean value and provides an exact distribution result. From table 4.4, the highest standard deviation value is 0.517, which is "Grab Food's search engine can help me choosing a restaurant for a meal." The second is 0.495, for "Grab Food genuinely has more promotions than offline restaurants." The lowest standard

deviation value is 0.494, which is "Grab Food genuinely has more promotions than offline restaurants." However, in this section, the standard deviation of each of the questions is not very different. The results indicate that the respondents have a favorable agreement with the variables provided in this section.

**4.2 Purchasing Factors on Consumers' Purchasing Decision**s

    4.2.1 System Quality

Table 4.5: Motivation factors toward Grab Food: Classified by System quality

| System quality | N | Mean | Std. Deviation | Level |
|---|---|---|---|---|
| 1. It is easy to make a food order with Grab Food. | 310 | 3.97 | 1.055 | agree |
| 2. Grab Food's tracking system is very useful for my order tracking. | 310 | 3.89 | 0.994 | agree |
| 3. The design of the Grab Food application is user-friendly. | 310 | 4.10 | 1.008 | agree |
| 4. Grab Food's payment system has many channels. | 310 | 4.05 | 1.030 | agree |

According to table 4.5, the calculated Likert score of the five-point scale showed that "The design of the Grab Food application is user-friendly." is 4.10 has the highest means core while, the second mean score is "Grab Food's payment system has many channels" is 4.05, the third mean score is " It is easy to make a food order with Grab Food." with the mean score 3.97. The lowest mean is "Grab Food's tracking system is very useful for my order tracking" is 3.89. As a result, most of the respondents are motivated by using Grab Food because it is straightforward to order their food. The system quality of Grab Food was design for all types of users and made the system "user friendly". However, the majority of the respondents were agree with all of the questions.

Additionally, the standard deviation indicates how much data is grouping around the mean value and provides an exact distribution result. According to table 4.5, the highest standard deviation value is 1.055, which is "It is easy to make a food order with Grab Food." The second is 1.030 for "Grab Food's payment system has many channels." The third is 1.008, which is "The design of the Grab Food application is user-friendly." The lowest standard deviation value is 0.994, which is "Grab Food's tracking system is very useful for my order tracking." However, in this section, the standard deviation on each of the questions is not very different; the results indicate that the respondents have a favorable agreement with the variables provided in this section.

4.2.2 Delivery Quality

Table 4.6: Motivation factors toward Grab Food: Classified by delivery quality

| Delivery quality | N | Mean | Std . Deviation | Level |
|---|---|---|---|---|
| 1. Grab Food can deliver my order on time. | 310 | 4.03 | 1.112 | agree |
| 2. Grab Food's driver always contacts me to confirm my order and make a real-time update. | 310 | 3.98 | 0.987 | agree |
| 3. Grab Food's driver is taking good care of my order, and he or she is polite. | 310 | 4.03 | 1.014 | agree |

From table 4.6, the calculated Likert score of the five-point scale showed that "Grab Food can deliver my order on time" and "Grab Food's driver is taking good care of my order, and he or she is polite" are 4.03, have the highest means score. The lowest mean is "Grab Food's driver always contacts me to confirm my order and make a real-time update" is 3.98. As a result, most of the respondents are motivated by using Grab Food because both the highest score showed that the driver is taking good care of their order, and delivering their order on time is very important. However, the majority of the respondents were agree with all of the questions.

Moreover, the standard deviation indicates how much data is grouping around the mean value and provides an exact distribution result. From table 4.6, the highest standard deviation value is 1.112 which is "Grab Food can deliver my order

on time." The second is 1.014 for "Grab Food's driver is taking good care of my

order, and he or she is polite." The lowest standard deviation value is 0.987, which

is "Grab Food's driver always contacts me to confirm my order and make a real-time

update." However, in this section, the standard deviation of each of the questions is

not very different. The results indicate that the respondents have a favorable

agreement with the variables provided in this section.

     4.2.3 Price

Table 4.7: Motivation factors toward Grab Food: Classified by price

| Price | N | Mean | Std. Deviation | Level |
|---|---|---|---|---|
| 1. Price is not too expensive when it is compared with other ways to order the food. | 310 | 4.05 | 1.048 | agree |
| 2. Grab Food can save my money comparing with offline restaurants. | 310 | 3.89 | 1.102 | agree |
| 3. Price is suiting with the quality of the food. | 310 | 3.96 | 1.089 | agree |

According to table 4.7, the calculated Likert score of the five-point scale

showed that "Price is not too expensive when it is compared with other ways to

order the food" is 4.05 has the highest means core while, the second mean score is

"Price is suiting with the quality of the food" is 3.96, and the lowest mean is "Grab

Food can save my money comparing with offline restaurants" is 3.89. As a result, most of the respondents are motivated by using Grab Food because the price is not too high compared to ordering the food. As shown in Table 4.11, the promotion in Grab Food can make the order cheaper than others. However, the majority of the respondents were strongly agreed with all of the questions. Moreover, the standard deviation indicates how much data is grouping around the mean value and provides an exact distribution result. From table 4.7, the highest standard deviation value is 1.102, which is "Grab Food can save my money comparing with offline restaurant." The second is 1.089, for "Price is suiting with the quality of the food". The lowest standard deviation value is 1.048, which is "Price is not too expensive when it is compared with other ways to order the food". However, in this section, the standard deviation of each of the questions is not very different. The results indicate that the respondents have a favorable agreement with the variables provided in this section.

**4.3 Consumers Purchasing Decision**

Table 4.8: Motivation factors toward Grab Food: Classified by purchase decision

| Purchasing decision | N | Mean | Std. Deviation | Level |
|---|---|---|---|---|
| 1. I would like to order the food from Grab Food. | 310 | 4.01 | 1.079 | agree |

(Continued)

Table 4.8 (Continued): Motivation factors toward Grab Food: Classified by purchase

decision

| Purchasing decision | N | Mean | Std. Deviation | Level |
|---|---|---|---|---|
| 2. I usually use Grab Food more than going to eat at the restaurant. | 310 | 3.94 | 1.000 | agree |
| 3. I usually use Grab Food more than using the restaurant hot line phone. | 310 | 3.99 | 0.995 | agree |
| 4. I usually use Grab Food more than using the restaurant website to order. | 310 | 3.96 | 1.001 | agree |
| 5. Grab Food is a reliable brand. | 310 | 4.11 | 1.145 | agree |

According to table 4.8, the five-point scale has a calculated Likert score

that showed that "Grab Food is a reliable brand" is 4.11 has the highest means core.

While the second mean score is "I would like to order the food from Grab Food" is

4.01, the third mean score is "I usually use Grab Food more than using the restaurant

hotline phone" with the mean score 3.99, the fourth mean score is "I usually use

Grab Food more than using the restaurant website to order" with the mean score

3.96, and the lowest mean is "I usually use Grab Food more than going to eat at the

restaurant" is 3.94. As a result, most of the respondents are motivated by using Grab

Food as a reliable brand, and customers' trust is a powerful reason for using Grab

Food in a competitive society like the e-commerce market. However, the majority

of the respondents were strongly agreed with all of the questions.

Additionally, the standard deviation indicates how much data is grouping around the mean value and provides an exact distribution result. According to table 4.8, the highest standard deviation value is 1.145, which is "Grab Food is a reliable brand." The second is 1.079, for "I would like to order the food from Grab Food." The third is 1.001, which is "I usually use Grab Food more than using the restaurant website to order." The fourth is 1.000, which is "I usually use Grab Food more than going to eat at the restaurant." The lowest standard deviation value is 0.995, which is "I usually use Grab Food more than using the restaurant hot line phone." However, in this section, the standard deviation on each of the questions is not very different; the results indicate that the respondents have a favorable agreement with the variables provided in this section.

**4.4 Factor Analysis**

To make sure whether all independent variables (convenience, time-saving, data-privacy, online-feature, system quality, delivery quality and price) belong to either motivation or purchasing factors, researcher use factor analysis to prove these variables.

Table 4.9: KMO and Bartlett's Test

| KMO and Bartlett's Test | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .881 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 1986.345 |
| | df | 21 |
| | Sig. | 0.000 |

From table 4.9, the analysis was found that the KMO value was 0.881 and the p-value was 0.00, indicating that the question was appropriate to use this technique and can be used to explain the factors.

Table 4.10: Total Variance Explained

| Total Variance Explained | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Component | Initial Eigenvalues | | | Extraction Sums of Squared Loadings | | | Rotation Sums of Squared Loadings | | |
| | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % | Total | % of Variance | Cumulative % |
| 1 | 4.958 | 70.827 | 70.827 | 4.958 | 70.827 | 70.827 | 3.325 | 47.493 | 47.493 |
| 2 | .927 | 13.241 | 84.068 | .927 | 13.241 | 84.068 | 2.560 | 36.575 | 84.068 |
| 3 | .435 | 6.215 | 90.284 | | | | | | |
| 4 | .215 | 3.074 | 93.358 | | | | | | |
| 5 | .194 | 2.770 | 96.128 | | | | | | |
| 6 | .151 | 2.164 | 98.291 | | | | | | |
| 7 | .120 | 1.709 | 100.000 | | | | | | |

From table 4.10, Variance Explained in determining how well all the elements can describe the data. The appropriate component values should be able to explain the data by  out of 3, the results of the study showed that the seven questionnaires had Total Variance Explained that could explain the data at %84.068.

Table 4.11: Rotated Component Matrix

| Rotated Component Matrix[a] | | |
|---|---|---|
| | Factor | |
| | Motivation Factor | Purchasing Factor |
| Convenience | .884 | |
| Feature | .866 | .358 |
| DataPrivacy | .866 | .359 |
| Timesaving | .841 | .379 |
| Price | | .900 |
| DeliveryQuality | .317 | .884 |
| SystemQuality | .398 | .709 |
| Extraction Method: Principal Component Analysis. | | |
| Rotation Method: Varimax with Kaiser Normalization. | | |
| a. Rotation converged in 3 iterations. | | |

From table 4.11, analysis of the results from the Rotated Component Matrix to study whether all the questionnaires can reflect the Latent Variable can be found from the Factor Loading, which must be greater than 0.5 and the Factor Loading of any variable, must have a value present in only one factor. If the variable value has more than one Factor value, then the variable with the largest value must be selected. Which if the values are similar or equal, choose to eliminate the low-value variables. Factor analysis revealed that all the variables were divided into two groups, and each group had the corresponding variables that already set from Chapter 2.

## 4.5 Regression Analysis

To verify the relationship between the consumers' O2O purchasing decision was set as a dependent variable and the independent variables: convenience, time-saving, data privacy, online features, system quality, delivery quality, and price in conducting the multiple regression analysis results are as follows.

Table 4.12: Multiple Regression Analysis

| Variable | Unstandardized Coefficients | | Standardized Coefficients | | | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|
| | ß | Std. Error | Beta | t | Sig. | R | $R^2$ | Tolerance | VIF |
| (Constant) | .306 | .137 | | 2.224 | .027 | | | | |
| Convenience | .067 | .060 | .062 | 1.115 | .266 | | | .284 | 3.525 |
| Time-saving | .171* | .060 | .175 | 2.838 | .005 | 0.860 | 0.739 | .227 | 4.414 |
| Data privacy | .038 | .068 | .037 | .560 | .576 | | | .199 | 5.034 |
| Feature | .161* | .065 | .161 | 2.481 | .014 | | | .204 | 4.898 |
| System Quality | -.050 | .032 | -.065 | -1.550 | .122 | | | .496 | 2.015 |

(Continued)

Table 4.12 (Continued): Multiple Regression Analysis

| Variable | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | R | $R^2$ | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|---|
| | ß | Std. Error | Beta | | | | | Tolerance | VIF |
| Delivery Quality | .428* | .055 | .472 | 7.790 | .000 | | | .235 | 4.256 |
| Price | .118* | .055 | .130 | 2.156 | .032 | | | .238 | 4.206 |

* Significant at .05 level

Variance inflation factor (VIF) qualifies how much the variance is inflated. It exists for each predictor in multiple regression analysis. The VIF 1 shows that there is no correlation among the predictor and the remaining predictor variables; hence, the variance is not inflated at all. The VIF value of greater than 4 indicates needs further investigation and exceeding to 10 shows there is a need to be serious multicollinearity requiring correction (Hair, et al., 2010). The tolerance shows the relationship between independent variables which ranges from 0 to 1. The tolerance value of below 0.10 is needed for concern. High tolerance i.e. over .84 shows low

multicollinearity (Allison, 1999). In this study, the tolerance values of all variables are above 0.10 and the VIF value is less than 10. Thus, multicollinearity problem is not a concern.

As the result of the multiple regression analysis, there are four independent variables have significant positively affect to consumers' purchasing decision at significance probability of 0.05 level that are Delivery quality ($\beta$ =0.472), Time-saving ($\beta$ =0.175), Features ($\beta$ =0.161) and Price ($\beta$ =0.130). R-square value is 0.739 which means the consumers' purchasing decision can be predicted and explained by these four independent variables at 73.9 percent and other factors 26.1 percent. However, the result indicates that Convenience, Data privacy and System quality were rejected by this test and would not affect consumers' purchasing decision. This result from the multiple regression analysis can show in research framework as below:
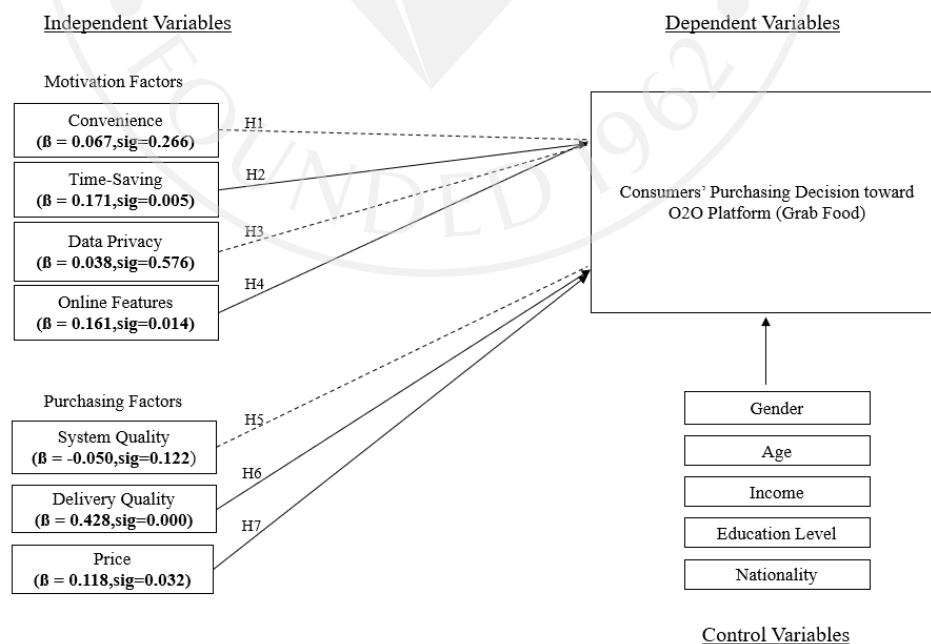


Figure 4.1: Result of Multiple Regression Analysis from Research Framework

Figure 4.1 showed the relationship of all hypotheses with consumers' O2O purchasing decision from Multiple Regression Analysis. The data analysis has found the interesting point as follow:

Hypothesis 1: Convenience has a positive effect on consumer's O2O purchasing decisions. The research result did not support this hypothesis; convenience was not one factor affecting consumers' purchasing decisions. This study contrasted with a previous study of Mandelkar (2018), which revealed that convenience was one of the most affecting factors for consumers' purchase intention, but it did not affect this research. Most respondents might not think that convenience was the primary factor in deciding to use the O2O platform. They might think that cooking by themselves would be better than ordering from restaurants. They did not focus on convenience while using the platform, but their own taste was delicious than their nearby restaurants. Some respondents might think that their home and restaurants were not too distant to visit, and the restaurant's experience was very impressive such as fine-dining experience.

Hypothesis 2: Time-saving has a positive effect on consumer's O2O purchasing decisions. The research result supported this hypothesis; time-saving was one-factor affecting consumers' purchasing decisions. A majority of food deliveries were catered for the household industry; about 70% of orders were delivered to homes. This percentage indicated that the market for online food orderings and deliveries was most on house-holds. This study supported a study of Yeo, et al. (2017), who found that there was a positive influence between time-saving orientation and customer satisfaction. From the demographic data, the consumers were mostly in

the age range of 21-35 years. The consumers at this age range seem to be very busy. They might think that order via the application can save their time to do other things.

Hypothesis 3: Data privacy has a positive effect on consumer's O2O purchasing decisions. The research result did not support this hypothesis; data privacy was not one-factor affecting consumers' purchasing decisions. This study contrasted with a previous study of Lim and Dubinsky (2004), who found that security and privacy are considered to be an important factor perceived seriously by online purchase consumers, but in this research did not important. Most of the respondents might not think that security and privacy issues play a key role in the use of applications during online transactions. As online shopping often means paying with a debit or credit card, consumers sometimes focus on the carrier's information's credibility, but not the personal information of their own.

Hypothesis 4: Online feature has a positive effect on consumer's O2O purchasing decisions. The research result supported this hypothesis; online feature was one-factor affecting consumers' purchasing decisions. O2O features online media providers also influence consumers to do online purchasing through online media with such services and features. This study supported a previous study of Lie, et al. (2019), which revealed that the availability of O2O features could positively impact consumers to do online shopping transactions. Most respondents might impress with the searching engine feature and promotion feature of the application. The searching engine could provide customers with an effective way to finding their unseen restaurant. The promotion code on the application could influence their purchase intention. Most respondents could use several promo code types with several types of order that gave them the best solution to order.

Hypothesis 5: System quality has a positive effect on consumer's O2O purchasing decisions. The research result did not support this hypothesis; system quality was not one-factor affecting consumers' purchasing decisions. This result showed that most respondents might think system quality was not the main point for using the application. The design and adoption of an application might not be friendly with consumers, they might think that a system quality was not the worst, but it had never supported them to make ordering easier. This study was contrasted with a previous study by Pigatto, et al. (2017), who found that customers who chose to order online believed that social networking sites had a positive relation to customer satisfaction.

Hypothesis 6: Delivery quality has a positive effect on consumer's O2O purchasing decisions. The research result supported this hypothesis; online feature was one-factor affecting consumers' purchasing decisions. According to Tandon, et al. (2017), who found that delivery has a positive relationship with consumer purchasing decision-making on the O2O application. Satisfaction was a core determinant in customers' decisions to stay with or leave without their association with the products or services. In an online purchase including food purchase, customer satisfaction with delivery quality was one of the important keys, leading to the growing customer retention, and maintains a long-term increase of online stores and intentions to re-purchase. This study found that the O2O's driver was significant for the consumers. The driver who was taking care of their order and polite could make consumers impress with the application. Furthermore, on-time delivery could be an important point for deciding to use the application of the consumers.

Hypothesis 7: Price has a positive effect on consumer's O2O purchasing decisions. The research result supported this hypothesis; the price was one-factor affecting consumers' purchasing decisions. Consumers preferred to rationalize and make decisions according to the most benefit they could get from that deal by seeking the lowest acceptable price. This study supported a previous study by Yeo, et al. (2017), who found a positive influence between price saving orientation and customer satisfaction. In this study, respondents decided to use an application because the price was not too high compared to food quality. Furthermore, ordering from an application could save their money comparing with other ways to order the food.
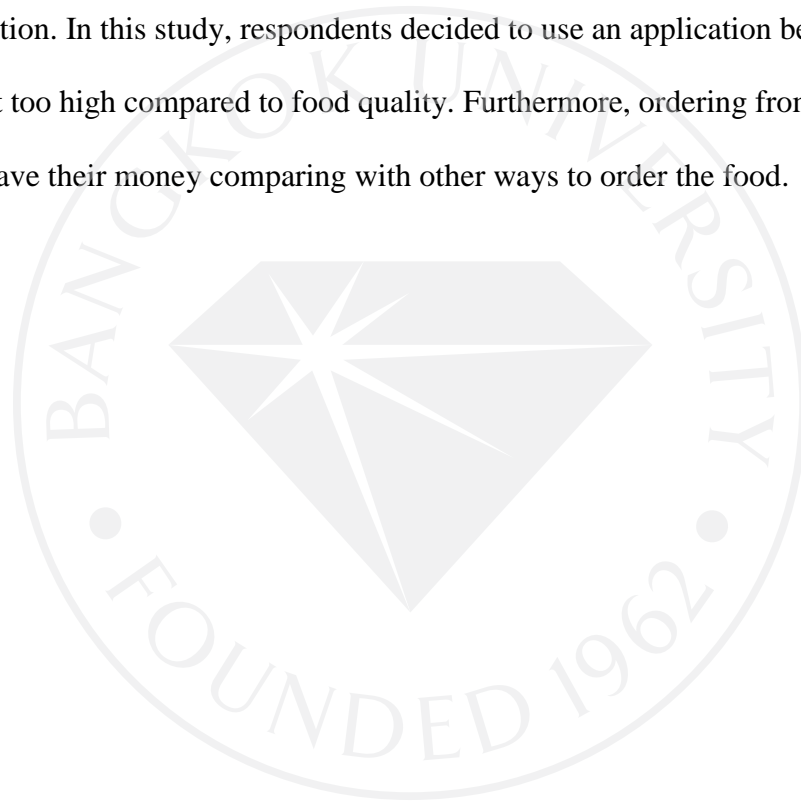
# CHAPTER 5

# CONCLUSION

## 5.1 Summary of the Study

This research was designed to study about the process of accepting customized food delivery services through Grab Food and identified the influence of motivation and purchasing factors on their adoption and barriers to service adoption. This study used various factors to analyze the impact on consumers' purchasing decisions. In the end, it was designed to understand the differences between groups based on beliefs, interests, demographics, and psychographic.

The results presented the majority of the demographics aged between 21 and 35 were more enthusiastic about choosing online food delivery than other groups. They had belief that the O2O platform is further enhanced in their pursuit of a quick and easy process with high-quality results and reasonable prices. Furthermore, the consumer group prefers to explore new and different things that O2O platforms can provide them with new experiences through their mobile phones, the virtual devices to order food online. While consumers in other groups, even if they can use technology, may not trust or be paranoid in the online environment due to the O2O platform. It is a new concept of ordering food from an online service. The insecurity of the platform naturally made them nervous about using it. Additionally, the result of this study divulged that the acquisition process in on-demand delivery service might be uncomplicated, but varied by the consumer's belief and value towards the O2O model, situational motivation factors, and purchasing factors which all play important roles in this acquisition process.

The conclusions can be drawn from the research, ages and knowledge of online technology can have a massive impact on the success of O2O business. Younger people who can easily utilize technology will likely use the O2O platform.

**5.2 Implications of the Study**

This study aimed to reveal the positive factors influencing consumers' purchasing decisions on the O2O food delivery of customers in Bangkok. This study could offer benefits for restaurants and the O2O industry regarding potential new markets of online purchasing, online strategy improvement, or investment decisions for the online food business in the future regarding factors predicting customer satisfaction toward online food delivery services. This study showed that four out of seven factors could impact consumers' purchasing decisions. The time-saving factor showed that most people needed to save their time and managed their time for multitasking. In a society that the world moves so fast, time management is essential to everyone, and O2O could answer this by the consumers touching the food ordering button. The online feature factor showed the many people loved to explore new restaurants that they had never known before and tried a new type of food. The O2O search engine could help them find their unseen food at an acceptable price with a promotion code that O2O could offer cheaper than eating at a restaurant. The price factor was linked from the online feature factor, a promotion code addressing the need of the consumer that bought the lowest price that was appropriate with the quality of food. O2O also offered an acceptable price when compared with an offline restaurant and route while going to a restaurant. The last factor was the delivery quality, and O2O could deliver the consumer's food on time with high efficiency. Consumers

were impressed with the driver who was polite and took care of their order, which is why the consumers repurchased the food.

To apply the impact of the motivation and purchasing factors on the customers' purchasing decisions, business managers in the O2O food delivery industry could use the results of this study to implement which type of factors could connect to the customers' needs and persuade them to willingly use the O2O platform. This research also discovered the factors that exceptionally impacted on the consumers' purchasing decision from the platform, which were time-saving, online feature, delivery quality, and price. Many people did not want to personally commute to a restaurant because of traffic congestion in their area. Still, some people decided to go to a restaurant in person, but it was not assured that a table would be available when they arrived. Additionally, some people wanted to order through the restaurants, but they did not have any promotion and the delivery quality from the restaurant staff was worrying. The O2O platform could therefore reduce this problem, and offline restaurants could take the advantages from this platform to improve the users' experience. Time-saving could also be an important factor in this business. Most consumers wanted to save and manage their time for cooking and doing other things. As a consequence, restaurants with an online platform should appropriately promote the benefit of online food delivery services, which would influence customers' motivations. Often, restaurant platforms could provide some posters that could show a new and interesting way customers choose the online channel to purchase food in the app or website. However, most of the customers preferred to feel hedonic and expected fun, so restaurant owners should build a way to express their hedonic motivations to generate happy experiences for customers. Updating the app and

website regularly, adding or changing the contents and pattern of the interface to make it fun and new would improve the service standards to maintain existing buyers and diners and attract potential new customers in the future.

The recommendations of the other three factors for adopting these factors to support consumers' use might increase their purchasing, for the first factor was data privacy. The protection of users' personal information is not yet widely discussed in the O2O business in Thailand. Most consumers are not convinced that the O2O platform can protect their personal information. Therefore, ensuring customer data retention was something that O2O platform owners could do and highly secure personal and payment information. In the future, blockchains may be used to maintain this information to gain increased confidence for their consumers. Thai people still have no issue with cybercrimes and using their personal info for fraud, or even retrieved by Big Data 5.0 to bring forward sell to them at this stage. It might be a new issue to Thai consumers' concerns, or Thai people are careless about data privacy comparing to Western culture. The secondary factor was system quality. The second factor was the system quality factor. As the food delivery using the online application or platform was on the phone screen, some applications might have problems with consumers. User friendly was a major problem for users because the system might not be designed for people of all genders and ages to use it equally. The small size of the text could make reading difficult, or having too many words decrease the interest in using this platform. This could easily be replaced by using a picture of the food to present the menu by itself, possibly giving the consumer a better understanding and visualization. Besides the problem of users with delay and smooth operation, the delay of 2-3 seconds caused the feeling of wanting to order food to disappear.

Another suggestion in the matter of the system was to make a system to accommodate people with disabilities. Food ordering may be able to order through the operator trained by the O2O company to assist the disabled to open up another marketing opportunity. The system quality appeared to be non-significant factors in decision making as long as low prices, and more choice and fast delivery. There will be more room for local Thai O2O which has no perfect programming and system platform that can dumb more prices and partnerships for street food prices 49-99 baht, including delivery fee per meal to grab this market. The last factor was convenience. It was a factor that was affected by all other factors that reduce the usability of the platform. If other problems could be solved, it can increase the convenience of use as well. Furthermore, the competition in the O2O food delivery market was focused on price that it had forgotten that food delivery services actually focus on the convenience of consumers. By creating advertisements for consumers to know what convenience they were getting, consumers might increase the platform's usage. This convenience matter seems to be the same for all brands but not significant to the Thai lifestyle who love shopping and search for foods easily everywhere like a convenience store. Some consumers can go through to their nearby convenience store that has more than 8000 stores in Bangkok. The marketing department of the O2O company should focus more on the need of the consumers, not only focus on other competitors but also on the key value of the O2O food delivery platform.

**5.3 Limitations**

The research had three fundamental limitations, which could suggest the way for future research. First of all, the limitation of a small number of respondents and focusing only on customers in Bangkok; only 310 respondents answered the questionnaire. Therefore, the result was not strong enough to define a significant difference among consumers.

Secondly, this research only emphasized consumers' perspectives toward the Grab Food application (O2O platform) without studying other parties; such as, other competitors. Thus, the research lacked studying consumers' perspectives toward other competitors; such as, Line Man and Foodpanda. Other competitors have different features, different designs, and different cultures for their own business that would be dissimilar in the consumers' view. Although Grab Food was crowded and it was a part of the market, it was still insufficient to meet the market demand.

Thirdly, this research only focused on the impact of the motivation and purchasing factors on consumers' purchasing decisions. However, on the business side, other factors could influence consumers' purchasing decisions. This limitation resulted in information that could not meet all the dimensions of marketing. Therefore, this study could answer only the motivation and purchasing factors.

**5.4 Future Study Direction**

Future research could explore other business parties in the value chain; such as, offline restaurants or the other competitors in the O2O industry like Line Man and Foodpanda. The O2O model's success was also a balance between three main parties: 1) the O2O platform, 2) consumer behavior, and 3) the offline business. As a

consequence, there was an exchange of information throughout the operational flow without the endpoint. Furthermore, the O2O platform connected offline businesses and consumers via an online platform. In addition, the data collection phase could be extended by increasing targeted consumer size to obtain a clearer perspective and get more reliable results. Future study should also examine respondents in Bangkok and other service areas in-depth that the application could support. Reference to the type of people in several areas was also found to be different. Thus, the research results could provide a lot of helpful data for entrepreneurs. In the marketing field, other independent variable factors rather than only the motivation and purchasing factors used in this research; such as, social and situational factors, could be investigated. In conclusion, many factors could result in a complicated relationship that could lead to various data to find the real factors that could satisfy customers' needs.

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**APPENDIX**
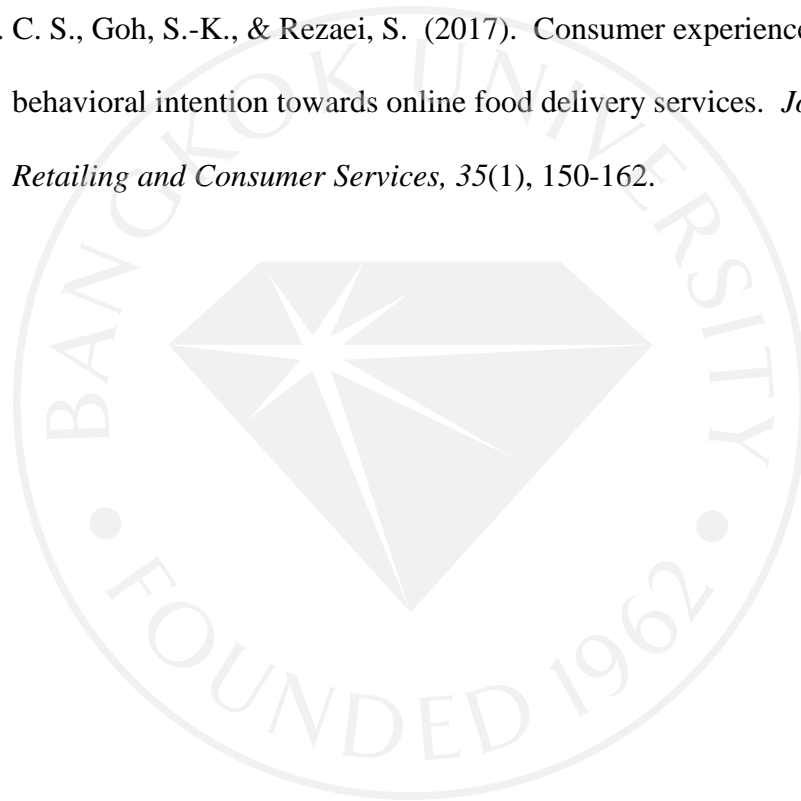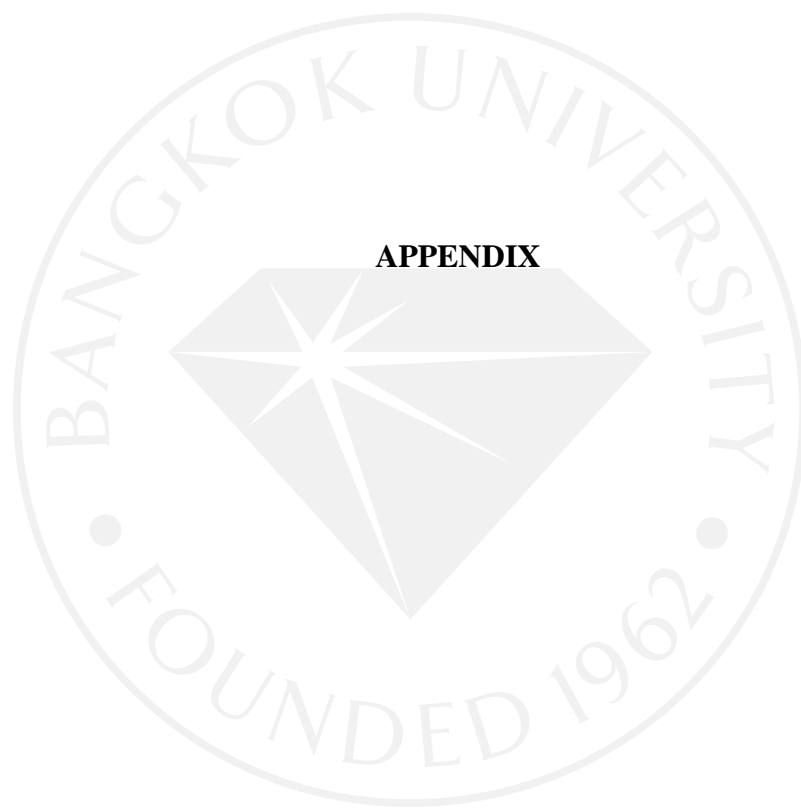
# QUESTIONNAIRE

Section 1: Screening question

1.1 Have you ever used the Grab Food application?

□ Yes

□ No (End the questionnaire)

1.2 How often do you use GrabFood service?

□ 1-2 times per week

□ 3-4 times per week

□ 5-6 times per week

□ more than 6 times per week

Section 2: Demographic Information

2.1 Please indicate your gender.

□ Male

□ Female

2.2 Please select the category that includes your age.

□ Under 15 years

□ 16-20 years

□ 21-25 years

□ 26-30 years

□ 31-35 years

□ 36-40 years

□ 41-45 years

□ 46-50 years

□ Over 50 years

2.3 What is the highest degree or level of education you have completed?

□ Less than a high school diploma

□ Diploma or the equivalent

□ Bachelor's degree

□ Master's degree

□ Doctorate degree

2.4 Monthly income

□ Less than 15,000 THB

□ 15,001-35,000 THB

□ 35,001-55,000 THB

□ 55,001-75,000 THB

□ 75,001-100,000 THB

□ More than 100,000 THB

2.5 Nationality

□ Thai

□ Non-Thai

Section 3: Motivation factors toward Grab Food

| No. | Description | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 3.1 Convenience | | | | | | |
| 1 | Grab Food can deliver my food anywhere and anytime. | | | | | |
| 2 | Grab Food's service is more convenient than eating at the restaurant. | | | | | |
| 3 | Ordering food by using Grab Food is more convenient than cooking food at home. | | | | | |
| 4 | Grab Food fulfills my meal. | | | | | |
| 3.2 Time-saving | | | | | | |
| 5 | Grab Food saves my cooking time. | | | | | |
| 6 | Grab Food saves my time to go to the restaurant. | | | | | |

| No. | Description | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 7 | Grab Food helps me managing my time. (While I order some food, I can do other things.) | | | | | |
| 3.3 Data Privacy | | | | | | |
| 8 | Grab Food is safe to use. | | | | | |
| 9 | Grab Food can protect my personal information. | | | | | |
| 10 | Grab Food can protect my payment information. | | | | | |
| 3.4 Feature | | | | | | |
| 11 | Grab Food genuinely has more promotions than offline restaurants. | | | | | |
| 12 | Grab Food can deliver food from a variety of restaurants that I have never known. | | | | | |

| No. | Description | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 13 | Grab Food's search engine can help me choosing a restaurant for a meal. | | | | | |
| 4.1 System quality | | | | | | |
| 14 | It is easy to make a food order with Grab Food. | | | | | |
| 15 | Grab Food's tracking system is very useful for my order tracking. | | | | | |
| 16 | The design of the Grab Food application is user-friendly. | | | | | |
| 17 | Grab Food's payment system has many channels. | | | | | |
| 4.2 Delivery quality | | | | | | |
| 18 | Grab Food can deliver my order on time. | | | | | |

| No. | Description | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|---|
|  |  | 1 | 2 | 3 | 4 | 5 |
| 19 | Grab Food's driver always contacts me to confirm my order and make a real-time update. |  |  |  |  |  |
| 20 | Grab Food's driver is taking good care of my order and he or she is polite. |  |  |  |  |  |
| 4.3 Price |  |  |  |  |  |  |
| 21 | Price is not too expensive when it's compared with other way to order the food. |  |  |  |  |  |
| 22 | Grab Food can save my money comparing with offline restaurants. |  |  |  |  |  |
| 23 | Price is suiting with the quality of the food. |  |  |  |  |  |
| 24 | I would like to order the food from Grab Food. |  |  |  |  |  |

| No. | Description | Strongly disagree | Disagree | Neutral | Agree | Strongly agree |
|---|---|---|---|---|---|---|
| | | 1 | 2 | 3 | 4 | 5 |
| 25 | I usually use Grab Food more than going to eat at the restaurant. | | | | | |
| 26 | I usually use Grab Food more than using the restaurant hot-line phone. | | | | | |
| 27 | I usually use Grab Food more than using the restaurant website to order. | | | | | |
| 28 | Grab Food is a reliable brand. | | | | | |

# BIODATA

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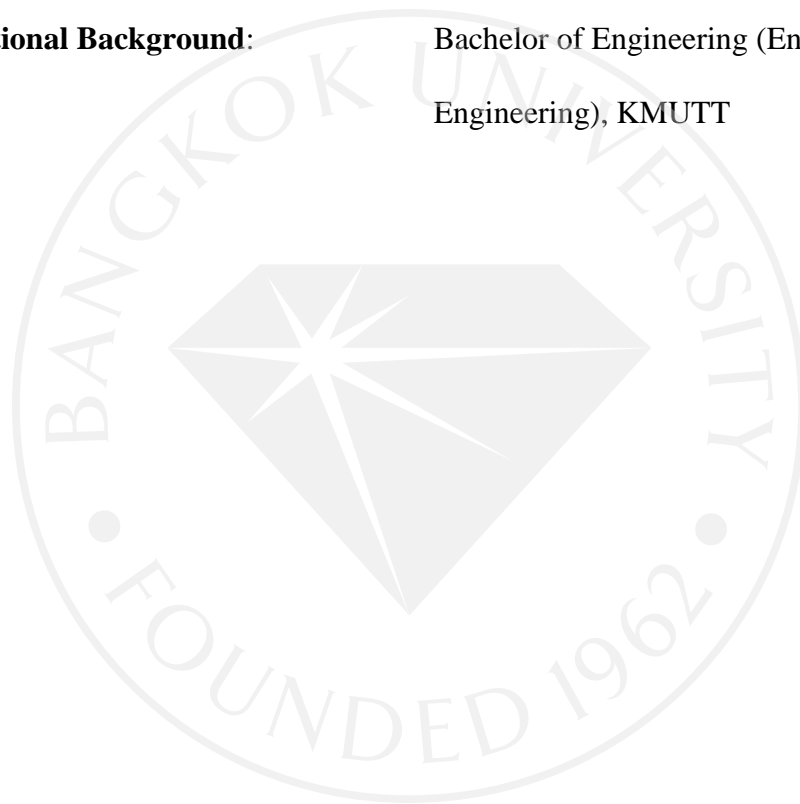
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