FACTORS AFFECTING ONLINE FOOD ORDERING SELECTION VIA FOODPANDA APPLICATION AMONG CONSUMERS IN CHIANG MAI, THAILAND

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ABSTRACT

This study aimed to study the factors affecting online food ordering selection via Foodpanda application of Chiang Mai consumers. This research was a quantitative and questionnaires were used for data collection. There were 400 samples of consumers in Chiang Mai who used to order food via Foodpanda application. The statistics used to analyze the data were mean, percentage, and standard deviation. Processed using statistics frequency distribution, percentage, T-Test, One Way ANOVA and Multiple Regression Analysis.

The result shows that most of the respondents were female, aged between 21-30 years, having a bachelor's degree or equivalent, the average monthly income was 15,001 - 20,000 Baht and worked as private company employees. The overall attitude, trust and selection factors was at a good level. The results of hypotheses testing showed that the overall demographics, attitude, and trust factors had differences in the positive and negative aspects different on online food ordering selection via the Foodpanda application of Chiang Mai consumers at a statistically significant level of 0.05, in some steps.

KEYWORDS: Foodpanda Application, Trust, Food Delivery Selection

INTRODUCTION

Today is the age of hustle and bustle. Everything is a competition whoever is faster is the winner. This can be seen from new innovations such as airplanes, high-speed trains. Mobile phones, etc., various technological advances. All occur to meet the hustle and bustle of life and facilitate the society of today's people. This also included food, Fast food is growing in popularity in Thailand. as well as the delivery business or purchasing products through online channels Consumers shop for products and use services through the phone screen. Instead of going through traffic jams to use the service at the shop.

According to the data from website Statista, it is estimated that the food delivery service market by restaurant operators in 2019 will be valued at 34 billion - 35 billion baht, an increase of 9% from 2018. The remarkable growth of the food delivery service market in 2019 contrasted with the overall restaurant business market in 2019 that is expected to grow only 2-4%. As for this year 2020, which was originally assessed at the beginning, it was stated that Thai food delivery market may grow from the previous year at about 84%. However, when the situation of the Covid-19 outbreak has multiplied more violence, this indirectly forces many consumers to rely more on the choice of this type of food ordering service as well. As a result, the estimation of the growth rate of this market in 2020 has been adjusted to be about 100-200%. All of them are evidence that clearly indicates the trend of the bustle of the Thai food delivery market this year.
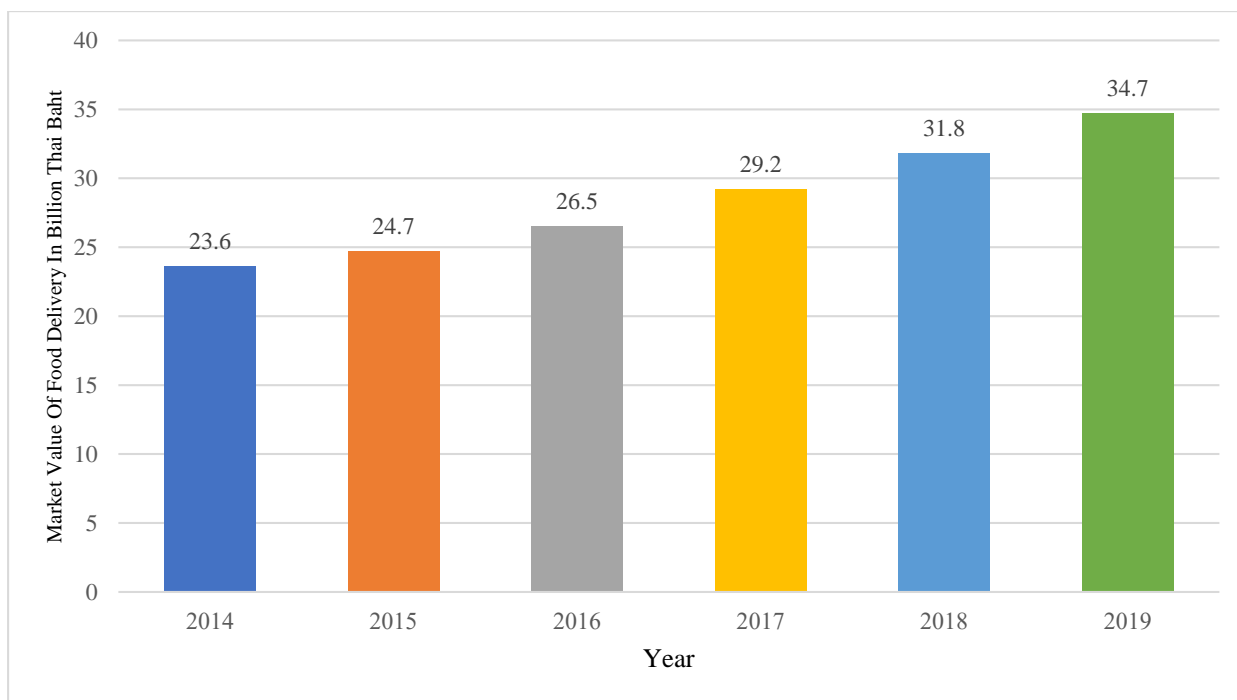
Figure 1: Market Value of food delivery in Thailand from 2014 – 2019

Foodpanda is an online food and grocery delivery platform brand owned by Delivery Hero, which is headquartered in Berlin, Germany and operates with 20 brands in about 50 countries across four continents. And it was the first food delivery service app in Thailand, started to market in Thailand since March 2012, starting to serve in Bangkok and surrounding areas before expanding its service base to cover 67 provinces across Thailand in June by highlighting the strength of the 'free delivery' service. It was considered the number one restaurant with more than 7,000 restaurants in the database in 2017. It was the most popular food delivery that time and was easy to use an online food delivery marketplace that enables users to place orders at local restaurants via its website or mobile app.

However, Foodpanda app was not the only one in the market that offers food delivery services via the app, there are many competitors. For example, Grab Food, Line Man and Skootar, etc., when competitors offer the same products and services use the same channels to order products and services through the application and have similar marketing promotion. But Foodpanda application was the application with the highest number of users even though the shipping rate was more expensive than others.

Amid intense competition in the food delivery market. In addition, consumers have behaviors that do not stick to the brand ready to change purchasing decisions immediately if other apps offer better offers. How does Foodpanda app keep the existing market share from changing consumers? Use other applications that play in the app-based food delivery market using pricing strategies, for example, the Get! app that lets consumers order food free of charge. In addition, the price of food is the same as the price purchased from the store, etc.

Therefore, this research was interested to study whether Under circumstances where competitors offer similar products and services, and the service rate is charged at a more cost-effective price. Why consumers decide to use Foodpanda apps, and what strategies should marketers use to maintain their leadership in the food delivery market?

From the above comments, the researcher has applied the concepts and theories related to demographic characteristics, attitudes, and trust in research to determine the influence of food ordering process through Foodpanda application in order to know the target audience. Real food delivery service users and know the concepts of consumers that affect the purchasing decision process for the benefit of those who do food delivery business to be able to further improve and plan appropriate marketing strategies.

RESEARCH OBJECTIVE

1. To study the decision to order food through Foodpanda application of consumers in Chiang Mai. classified by demographic characteristics.
2. To study the attitude factors influencing the decision to order food through Foodpanda application of consumers in Chiang Mai.
3. To study the factors of trust influencing consumers' decision to order food through Foodpanda application of Chiang Mai consumers.
4. To study consumers' decision to order food via Foodpanda application in Chiang Mai.

RESEARCH HYPOTHESIS

1. Consumers in Chiang Mai with demographic characteristics such as gender, age, education level Average monthly income and different professions It affects the decision to order food through Foodpanda application differently.
2. Consumers' attitudes in Chiang Mai influence their decision to order food through Foodpanda application.
3. Consumers' trust in Chiang Mai influences food purchase decisions through Foodpanda app.

RESEARCH METHODOLOGY

The population used in the research was consumers in Chiang Mai who used to order food through the Foodpanda application, with the exact population of 1,000,000 people known.

The sample group used in the research was the people who used to order food through Foodpanda application and live in Chiang Mai. Since the population is known, the sample size was determined using the Taro Yamane formula (1973) cited in (Wrangkana Complex, 2016) with a deviation of 0.05 at the 95% confidence level. used in the study of 400 people by multi-Stage random sampling with 3 steps, in order of steps as follows:

Step 1: Simple random sampling method, the researcher applied the theory of sampling by using probability sampling by taking a list of all districts in Chiang Mai from the office of strategic and evaluation by drawing lots into 5 districts, namely Mueang district, San Kamphaeng district, Saraphi district, Hang Dong district, Mae Rim district.

Step 2: Quota Sampling method. From Step 1, the researcher divided the number of respondents in each district equally, 80 samples per district.

Step 3: Purposive Sampling method by depositing the questionnaire with Foodpanda application delivery staff in the designated county. To collect information from consumers who use food ordering services through the Foodpanda application in the amount specified.

The tool of this research was created by studying concepts, theories, articles, and related research, and online media as a guideline for creating a questionnaire. To study the factors that influence the decision to order food through Foodpanda application, the questionnaire structure is divided into 4 parts as follows:

Part 1 was a question about the demographic characteristics of the respondents with Closed-ended question consisted of variables in 5 aspects: gender, age, educational level. Average monthly income level and occupation.

Part 2 was about attitude questions. The question type was Likert scale with data measurement of the Interval Scale, which consisted of 9 questions, which could be classified into 3 variables: comprehension. feeling and behavioral.

Part 3 was a question of trust. The questions were in a Likert scale, with data measurements of the Interval Scale or Interval Scale, which consisted of 14 questions that could be classified as the variables in 5 areas were communication. care and giving in terms of making promises to customers comfort and in resolving conflict situations and trusting.

Part 4 was a question about the decision-making process for ordering food through Foodpanda application. The questions were Likert scale with measurement data in the Interval Scale, which consisted of 18

questions. It could be classified into 5 variables, namely, problem perception. information search Alternative assessment purchase decision and behavioral aspects after purchase.

Data Analysis

1. Descriptive analysis to describe the sample data as follows:

1.1 Frequency and percentage distribution to describe the demographic characteristics of the respondents in terms of gender, age, educational level. Average monthly income and occupation

1.2 Mean and Standard Deviation to describe consumers' attitudes, trust and decision-making when ordering food through Foodpanda application of Chiang Mai consumers.

2. Inferential Analysis to study the data of the sample and test the hypothesis as follows:

2.1 Analyze the differences between demographic characteristics such as sex, age, education level Average monthly income and occupation per decision to order food via Foodpanda application by using different analytical statistics, namely t-test and One Way ANOVA.

2.2 Analyze the influence of attitudes, i.e., understanding feeling and behavioral The decision to purchase food through Foodpanda application using multiple regression analysis.

2.3 Analyze the influence of trust, i.e. in communication. care and giving in terms of making promises to customers comfort and in resolving conflict situations and trusting the decision to purchase food through Foodpanda application using multiple regression analysis.

RESEARCH RESULT

1. Respondents of 400 people found that most of the respondents were female, 302 people representing 75.50% below or equal to 30 years old, 193 people representing 48.25 percent had a bachelor's degree. or equivalent of 277 people, representing 69.25 percent, with an average monthly income of less than or equal to 25,000 baht of 150 people, accounting for 37.50%, working as employees of private companies, 264 people, or 66 percent.

2. The results of the analysis of the respondents' attitude towards the decision to order food via Foodpanda application found that the overall opinion level was good. with a mean of 3.77when considering each side found that the most valuable feedback level is understanding with an average of 4.21, followed by feeling. The mean was 3.98 and the behavioral aspect. The mean was 3.13, respectively.

3. The results of the analysis of respondents' trust in their decision to order food via Foodpanda application found that the overall opinion level was good. with a mean of 3.93 when considering each aspect found that the most valuable feedback level is communication with a mean of 4.02, followed by comfort the mean value was 4.13 in care and giving. The mean value was 3.87 on situation resolution and trust. with an average value of 3.83 and the aspect of making a commitment to customers the mean was 3.81, respectively.

4. The results of the analysis of the decision to order food via Foodpanda application of the respondents found that the overall opinion level was good. with an average of 4.06. The most valuable feedback level is information search with an average of 4.20, followed by purchase decision The mean was 4.09 in the evaluation of alternatives. The mean was 4.02 in problem perception aspect. The mean was 4.00 and behavioral after purchase. The mean was 3.98, respectively.

Hypothesis Test Results

1. Consumers with demographic characteristics such as gender, age, education level the average monthly income and different occupations affect the decision to order food through Foodpanda application differently as follows:

1.1. Different genders affect the decision to order food through the Foodpanda application in terms of evaluating options and behavioral aspects after purchase were significantly different at the 0.05 level.

1.2. Different age affects the decision to order food through the Foodpanda application on the perception of the problem. information search alternative assessment the purchasing decision aspect was significantly different at the 0.05 level.

1.3. Different levels of education influenced the decision to order food through Foodpanda application in terms of problem perception. Alternative assessment purchase decision the behavioral aspects after purchase were significantly different at the 0.05 level.

1.4. Different average monthly income affects the decision to order food through Foodpanda application on the perception of problems. information search purchase decision the behavioral aspect after purchase was significantly different at the 0.05 level.

1.5. Different occupations affecting the decision to order food through Foodpanda application on the perception of problems. The behavioral aspect after purchase was significantly different at the 0.05 level.

2. Consumers' attitudes in Chiang Mai include understanding feeling and behavioral Influence the decision to order food through Foodpanda application as follows:

2.1. Understanding Influence, the decision to order food through Foodpanda application in terms of searching for information. purchase decision and behavioral aspects after purchase significantly at the 0.05 level.

2.2. Feeling Influence the decision to order food through Foodpanda application in terms of evaluating alternatives. purchase decision and behavioral aspects after purchase significantly at the 0.05 level.

2.3. Behavioral influences on the decision to order food through Foodpanda application. information search Alternative assessment purchase decision and behavioral aspects after purchase significantly at the 0.05 level.

3. Consumer trust in Chiang Mai was communication. care and giving in terms of making promises to customers comfort and in resolving conflict situations and trusting Influence the decision to order food through Foodpanda application.

3.1. Communication Influencing the decision to order food through Foodpanda application in terms of problem perception information search Alternative assessment and purchasing decisions significantly at the 0.05 level.

3.2. Caring and giving Influence the decision to order food through Foodpanda application in terms of searching for information. purchase decision and behavioral aspects after purchase significantly at the 0.05 level.

3.3. Promise to customers Influencing the decision to order food through Foodpanda application in terms of problem perception information search Alternative assessment purchase decision and behavioral aspects after purchase significantly at the 0.05 level.

3.4. Convenience Influence the decision to order food through Foodpanda application in terms of evaluating alternatives. purchase decision and behavioral aspects after purchase significantly at the 0.05 level.

3.5. Conflict Resolution and Trust Influence the decision to order food through Foodpanda application in terms of searching for information. Alternative assessment and purchasing decisions significantly at the 0.05 level.

DISCUSSION

1. Gender: Consumers in Chiang Mai with different genders affect their decision to order food through Foodpanda application in terms of evaluating alternatives. And behavior after purchase was different, with males having more decisions to order food via Foodpanda application than females. This was because males are more tech-savvy than females and be careful with careful attention to detail and there were more reasons for making purchase decisions than females.

2. Age: Consumers in Chiang Mai with different ages affect their decision to order food through Foodpanda application information search alternative assessment and purchasing decisions were different, with consumers aged 41 years and over having the most decision to order food via Foodpanda application in terms of perception of problems and purchasing decisions. Age 41 years and older, have more duties and responsibilities with age, such as having to take care of parents and children, have a high job position have subordinates in their care therefore rarely have free time to eat out or outside of work and it was the age when income was sufficient

for spending in order to buy convenience in consumption. Consumers under or equal to 30 years old were most likely to decide to order food through Foodpanda application in terms of information discovery and alternative assessment because consumers in this age range were the age group study and starting age had an addiction to various online media making it quite adept at searching for information and evaluate options to get the best value for money products.

3. Education level consumers in Chiang Mai with Different levels of education influenced the decision to order food through Foodpanda application, perceived problems, assessed alternatives. purchase decision and behavior after purchase was different. The decision to order food through Foodpanda application is the most problematic perception because consumers with education below a bachelor's degree which may be during study. He spends most of his time reading books, doing homework, and submitting reports to teachers. Makes no time to go out to eat. For consumers with a bachelor's degree or equivalent. A decision will be made to order food through Foodpanda application in the evaluation of alternatives purchase decision and behavior after purchase the most because it was a group of people who have knowledge and understanding of technology accepting and opening about the purchase or use of the service through the application higher than those with a lower than bachelor's degree.

4. Average monthly income consumers in Chiang Mai with the average monthly income is different, affecting the decision to order food through Foodpanda application. information search purchase decision and behavior after purchase is different, with consumers with an average monthly income of 35,001 - 45,000 baht will decide to order food through Foodpanda application the most because consumers with average incomes. per month 35,001 - 45,000 baht, a group with purchasing power able to accept additional costs in exchange for more convenience and time.

5. Occupation Consumers in Chiang Mai with different occupations affect their decision to order food through Foodpanda application and behavior after purchase was different personal business. The decision to order food through Foodpanda application is the most problematic perception because professional consumers personal business often have more time constraints than other occupations because they have to manage their own business. They also have to take care of the responsibilities of the employees in the affiliation have work every day and must travel often. As a result, this group of consumers is aware of the problem and often use money to buy time and convenience. professional consumers Civil servant/state enterprise employee. The decision to order food through Foodpanda application is the most behavioral after purchase because those who work. Civil servant/state enterprise employee often associated with procurement or documents resulting in meticulous attention to detail and farsighted when deciding to purchase a product or use any service.

6. Understanding Influence, the decision to order food through Foodpanda application in terms of searching for information. purchase decision and behavioral aspects after purchase because most consumers when making purchases or use any service through online channels often choose to use the channels that were quite reputable known to enhance confidence in use Foodpanda application was a collaboration of Line, Wongnai and Lalamove, an agency that has been operating in Thailand for a long time. All of them are well known to the Thai people, so when these three companies collaborated to establish Foodpanda application, consumers were confident in their purchasing decisions.

7. Feeling Influence the decision to order food through Foodpanda application in terms of evaluating alternatives purchase decision and behavior after purchase, because Foodpanda application is the first application that offers food ordering services. It was created to meet the lifestyle of Thai people who like convenience. and rarely have time to eat out. As a result, consumers feel positive about the application that has come to solve the problem convenience for life and it is also worth the price and have a variety of restaurants to choose from.

8. Behavioral aspects influenced the decision to order food through Foodpanda application information search Alternative assessment purchase decision and behavioral aspects after purchase. This is because consumers who have used food ordering services through Foodpanda application find that they receive food quickly. Food items are precise, exactly as ordered, making an impression would get used to returning to the same application service again.

9. Communication Influencing the decision to order food through Foodpanda application in terms of problem perception information search alternative assessment and purchasing decisions because consumers in this era which is the age of information in deciding to purchase a product or use any service. Most of the behavior of

consumers was always looking for information to help decide. When consumers have knowledge and understanding of that product and service, it will affect the purchase decision more.

10. Caring and Giving| Influence the decision to order food through Foodpanda application in terms of searching for information. Alternative assessment and behavioral aspects after purchase Because if consumers are aware of the care Operator's attention, for example, was allowing the order information to be corrected if there is an error or can check the order information, It will make consumers trust in using the service. It has a greater impact on purchasing decisions.

11. In terms of making promises to customers Influencing the decision to order food through Foodpanda application of problem perception information search alternative assessment purchase decision and behavioral aspects after purchase since entrepreneurs have made such promises. product price reduction various benefits or delivery of goods to consumers within 20 minutes, which entrepreneurs can do as they said affect in consumers trust and confidence in using the service.

12. Comfort Influence the decision to order food through Foodpanda application in terms of evaluating alternatives. purchase decision and behavioral aspects after purchase because most consumers who decide to use food ordering services through applications to meet the hustle and race against time and meet the satisfaction of consumers who did not want to go through traffic jams to eat out and face the weather of Thailand. Therefore, Foodpanda application has become the choice of this group of consumers that considers the consumer, for example, open 24 hours a day, not limited to the area near or far, providing services throughout Chiang Mai or the opening of multiple payment channels, all of these meet the satisfaction of consumers help in terms of facilitation.

13. Resolving conflicting situations and trusting influence the decision to order food through Foodpanda application in terms of searching for information. Alternative assessment and purchasing decisions Because when any problems arise during the use of the service through Foodpanda application, when there is a responsibility from the operator's side will make customers feel at ease trust appreciate and want to come back to use the service again.

SUGGESTIONS

1. Demographic characteristics, most of the consumers who decide to order food through the Foodpanda app were female, aged 21 - 30 years old, having a bachelor's degree. or equivalent with an average monthly income of about 15,001 – 25,000 Baht, working as an employee of a private company, so when marketing communications should focus on this target group mainly, such as having to do online media with limited access to female target groups early working age who were interested in food and tourism pages or viral marketing, for example set the date of establishment Foodpanda Free delivery throughout Chiang Mai and took photos of food delivery staff wearing Foodpanda shirts on the streets to advertise on social media. It creates a trend that attracts people's attention, etc.

2. Attitudes, Foodpanda app marketers should increase their communication in cooperation with commercial partners such as Wongnai and Lalamove to help build credibility and build confidence in their use work for consumers including finding new partners additional trade to help strengthen the service, for example, creating a commercial alliance with the app queue (QQ) used for booking restaurant queues, etc.

Increase cost-effectiveness, for example, making an agreement with a restaurant to increase restaurant purchases by allowing the stores to offer special promotions only for sale in the application, such as buy 1 get 1 free or buy food menus, get free drinks menus, etc., in exchange for promoting the store on the application page or categorize the shops to be in recommended restaurants daily.

Increase the frequency or increase the amount of consumer service, for example, if ordering food at least 1,000 baht per bill, receive a 50% discount on delivery costs or for every food order will refund 5% into the customer's pocket for use as a discount on the next food order or create a membership system that divides the membership hierarchy according to the frequency of use will receive special privileges being promoted to a gold member, enabling them to order food at a lower price than usual, etc., including collecting customer order behavior data Clicks on each type of restaurant visit to analyze each customer's data that there is behavior like any type of restaurant to be able to present a specific product attract consumers to make purchase decisions.

3．Trust Foodpanda app marketers should improve Foodpanda app to be more flexible in ordering. to meet individual customer satisfaction, such as when customers order food Can specify special order in each menu such as less spicy, less sweet, no garlic, no coriander, etc.

For Foodpanda's delivery staff, a temperature box was installed on the delivery vehicle to maintain the freshness of the food and have the same temperature until the consumer wear a Foodpanda branded shirt to make it memorable for those who see it and know that Foodpanda packs the product in a temperature box to create a good image in the minds of consumers.

Implement technology in the transportation system to be more efficient. For example, when a customer completes an order send the order information to the restaurant. After that, let the restaurant estimate the time to prepare a response to the transport staff to make an appointment to pick up the product in front of the store. This reduced waiting time of employees on products at the restaurant, so they could receive more food orders per day.

Add a unit to listen to customer complaints and has publicized information on how to make complaints about the food ordering service of Foodpanda app. When receiving complaints, the customer complaints unit must be ready to resolve the issue and improve the service further including analyzing the satisfaction assessment form of food delivery staff by employees who received low scores consecutively must be sent to train to change the behavior of customer service to impress, such as having a movement report. When meeting customers, they must smile brightly, say thanks to customers for choosing to use the service. Food items and change were reviewed for customers, etc. For example: giving rewards to fellow employees. To incentivize food delivery staff to provide good service to customers.

4．Purchasing decision factors influencing purchasing decisions but consumers of Foodpanda app rated it relatively low on value for money and the benefits received. Therefore, Foodpanda application should find ways to reduce costs to reduce the unit price and add special benefits for regular customers or customers with relatively high purchase volume per time or new customers, etc.

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