

MARKETING MIX FACTORS AFFECTING THE DECISION TO USE FOOD DELIVERY SERVICE

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ABSTRACT

Abstract—This research aimed to study marketing mix factors affecting consumers decision to use food delivery service. This research uses a quantitative research approach. The target population is consumers who are interested in using food delivery services and live in Bangkok. A total of 385 samples were conducted using a multistage sampling method. The questionnaire was used as a tool for data collection. The statistics used for data analysis were percentage, mean, standard deviation, and Multiple regression analysis. The analysis of the influence of marketing mix factors on the decision to use food delivery service was found that the aspect of consumer needs, cost of the consumer, convenience to purchase, and communication influenced on the decision to use food delivery service. The highest multiple regression coefficient was the aspect of convenience to purchase, followed by consumer needs, cost of the consumer, and communication, respectively. All variables could be predicted together with statistically significant at 0.05 and could explain the variance in service satisfaction at 49.14 percent.

Keywords— Decision making, Food delivery, Marketing mix

INTRODUCTION

Nowadays, technology has played an important role for human beings with the advancement and growth of networking, Internet and communication technology. Communication has made leaps and bounds, and has changed the way people communicate in society including having a smart phone that can connect to the Internet. This makes users more likely to use different applications to meet their daily activities more. One of those activities is ordering food through application with changing lifestyles, need for speed and convenience, traffic congestion problems, natural disasters, including epidemics such as COVID-19 at the moment. As resulting in consumers choosing to stay at home and use the app to order food to eat more. As well as the restaurants have turned their attention to expanding sales channels to cover them and earn more from online food ordering application service.

The remarkable growth of the food delivery service market, as well as the demand from consumers seeking convenience and speed. Due to the hustle and bustle of life especially in the Bangkok area, many companies see the opportunity to act as intermediaries in cooperating with the stores. More and more restaurants come to market and provide food delivery services through online channels from websites and applications through the application popular because it is easy to use via a smartphone. This corresponds to the growth of the e-commerce market which is growing every year. It was found that the industries with the highest value were retail and wholesale. The most popular products and services are department stores, followed by food distribution businesses. and drink (Development office Electronic Transactions or ETDA, 2021)

The impact caused by the spread of COVID-19, caused food delivery business has become the main source of income for restaurant business. While doing the marketing of online food delivery platform providers, whether it's organizing promotions, offering discounts and waiving shipping fees. It is also one of the factors that help attract new consumers and increase the frequency of use by existing consumers. The Kasikorn Research Center (2021) estimates that in the year 2021, the amount of home delivery food orders should be at least 120 million times, or more than three times the number of 35-45 times compared to the Pre-Covid period in 2020 million times, with a total business value of up to 5.31 - 55.8 billion baht, or an increase of 18.4 - 24.4% compared to the year 2019. The use of food delivery services has changed interestingly, namely the average price per order has

decreased by 20-25% from the year 2020 due to factors in purchasing power and the promotion of entrepreneurs, as well as the shifting of the business model to work from home and hybrid working.

However, the situation with the COVID-19 epidemic remains highly uncertain and affects restaurant service activities. As a result, the value of food delivery business should continue to expand and the main challenge is the competition between online food delivery platform providers. As well as competitive price promotions, most food delivery platform still face the challenge of generating positive net profits. It is expected that the situation will continue for some time and pose a major challenge for both existing and new food delivery platform providers who must accelerate their adaptation to cope with intense competition along with maintaining market share.

Due to the increasing popularity of online food ordering applications, people have become more popular. This affects the creation of opportunities for food delivery businesses, which food businesses and food delivery providers have to adjust their business strategies, especially in marketing, in accordance with consumer demand. Therefore, the researcher is interested in studying the new marketing mix factors (4C's) that affect the decision to use the online food ordering application service. The purpose of this research was to study the factors of new marketing mix (4C's) that affect the decision to use the online food ordering application service in Bangkok and its vicinity. The results of the study can be used as a guideline for the adjustment of food business including online food ordering application service providers to increase the opportunity to generate sales and operate a restaurant business in accordance with the style and lifestyle of today's consumers.

LITERATURE & THEORY

Marketing mix factors

Marketing mix refers to marketing tools that help in planning strategies or directions in marketing operations as well. It is used as a consumer's point of view to reflect the initiative to bring products or services to the market. This enables the organization to be successful in creating the highest satisfaction of consumers, building brand loyal consumers and achieving their goals by operating profit (Lauterborn, 1990; Kotler & Keller, 2016; Bauboniene & Guleviciute, 2015)), which includes as follows.

- *Consumer needs* mean the actual needs of consumers from products or services of the company. able to meet the needs of consumers on the spot can help solve problems for consumers and create benefits and value for consumers completely

- *Cost of the consumer* refers to the total cost of the consumer that must be paid in order to obtain goods or services to meet the needs of consumers, such as time costs, travel expenses and the cost of goods or services from price tags, etc.

- *Convenience to purchase* refers to the search or access and purchase of goods or services that are close to the consumer. It is also convenient and fast to meet needs of consumers in a timely manner, such as fast shipping Multiple payment channels, products can be purchased easily, etc.

- *Communication* means two-way communication from the messenger to the receiver and the receiver can send it back to the sender, for example, to listen to the opinions of consumers after purchasing or using the product, strengthening relationships between companies and consumers, sending accurate and clear information to consumers, etc. Communication is also a process that promotes a good image and credibility of the organization.

The marketing mix strategy needs to be modified to reflect current consumer behavior focusing on the point of view from the consumer in order to focus on the needs of consumers at the right point and achieve the highest satisfaction (Ducan, 2002).

Purchase decision behavior

Purchase decision behavior refers to the decision to choose a service, purchase, use a product or service, including attitudes, thoughts and experiences to respond to the needs of consumers themselves. Consumer behavior in purchasing or using a product can be influenced by a variety of motives, such as economic, cultural, social, and personal sentiments (Solomon, 2015; Kotler & Keller, 2016).

Solomon (2015) describes the consumer purchasing decision process as the representation of the outcome of a consumer's purchasing decision that affects the choice of a product or service. which consists of 5 steps. 1) Problem Recognition refers to the first stage of the consumer purchasing process based on internal impulses such as hunger, immediate demand for goods or services, and external impulses such as reading reviews, viewing advertisements, which inspire purchasing decisions. 2) Information Searching means consumers search for

information or details of products or services that the consumer needs in order to make a purchase decision. 3) Evaluation of Alternatives means the consumer compares similar or interchangeable goods or services. to look for advantages and disadvantages in choosing to buy for the best value and satisfaction of consumers. 4) Purchase Decision means the step after the evaluation of alternatives. Consumers actually make purchasing decisions with purchase intent and have a reason to buy. 5) Post-purchase behavior means both the company and the consumer check their satisfaction after the consumer has eaten or used the product. It can measure their tendency towards the next purchase decision, if in this purchase decision to meet the needs of consumers completely.

RELATED WORKS OR DISCUSSION

The literature reviews have conducted a study on the marketing mix factors that influence purchase behavior through food delivery service, and found different results which can be summarized as follows. The research of Ruangsom (2015) found that the factors affecting the decision to use the restaurant service through the inner circle application of consumers in Bangkok with statistically significant at 0.05 level is the purchase convenience factor and the communication factor. Factors that did not affect the decision to use the service are consumer demand and consumer cost factors. As well as the research of Sangthongchai (2017) studied marketing mix factors influencing consumer behavior in choosing a food ordering and delivery application in Bangkok. The results showed that Consumer demand, Cost of consumers, Convenience to purchase, and Communication was not different. Including gender, age, education, occupation, status, average monthly income, number of family members of different consumers show different behaviors in decision-making to use food delivery. In addition, Charoenpool (2018), has studied marketing strategies and decision-making processes through M-commerce. It was found that most of the respondents had a reason to buy cosmetics through the mobile commerce system because of their convenience, can be purchased anywhere, anytime. Including consumer can receive news through online media such as Facebook, Instagram, Youtube, etc., and payment can be made easily through Mobile Banking. The respondents gave the highest priority in terms of consumer demand and convenience. It also attaches great importance to consumer costs and communication. As well as the study also found that the marketing mix factors in the aspect of cost of consumers, convenience, and communication affected the purchasing decision process through the M-commerce system. This is in the line with Laohasamphantaporn (2020) study the effects of marketing mix factors on behavior from food delivery users though Foodpanda application in Hatyai District, Songkhla Province, revealed that the marketing mix in all aspects such as communication, convenience, cost and customer in order affect the consumer's behavior in choosing to use the Foodpanda application in Hat Yai district, Songkhla province. Moreover, the research of Makkong (2019), the results also found that customer need, cost, convenience and communication were influential decision for ordered food by application online in the Bangkok metropolitan area.

From the research conceptual framework, the hypothesis of this research can be formulated that marketing mix consists of consumer needs, cost of the consumer, convenience to purchase, and communication affect the decision to use food delivery service.

METHODS

The population used in this research was the consumers who are interested in using food delivery services and live in Bangkok, where the researcher did not know the exact number of the population. Therefore, the method of determining the sample group used the table of Taro Yamane (1973) to determine the size of the research sample with an acceptable sampling at 95% confidence level. A total of 385 samples were conducted and probability sampling was selected by using a multistage sampling method. By the multistage sampling, the sample groups in Facebook were selected total of 6 groups that were expected to find people who use food delivery services via application. The questionnaire was distributed to collect data from members who use delivery service by hanging a link in the selected group and collect data until the total number of samples.

Tools used in this research as a questionnaire which consisted of questions based on characteristics to be measured, divided into 3 parts: Part 1 Demographic characteristics, Part 2 Marketing mix, and Part 3 Purchase decision. The questionnaire is a 5-level rating scale of Likert. The researcher tested the validity and reliability of the questionnaire to obtain accurate research results and achieve the stated objectives. In this regard, the researcher

will provide a preliminary questionnaire test of 40 sets. The results of checking the confidence of each question have a confidence value between 0.726-0.847, which is between 0.7-1.00 passed according to set criteria.

The researcher used the statistical package to analyze the statistical data by using descriptive statistical analysis such as frequency, percentage, mean and standard deviation to distribute the properties of the variables. As well as the inferential statistical analysis was used to test research hypotheses by using multiple regression analysis.

RESULTS

Descriptive data analysis

The demographic characteristics was found that most of the respondents were females, aged between 31-40 years old, highest education was bachelor's degree, marital status was married, occupation was as an employee of a private company and had monthly income between 30,001-50,000 baht. The behavior of using food delivery services through application was found that the number of frequencies consumer used delivery service per month was 10 times, and the cost of food delivery service per time was about 185 baht, preferring to order savory food who affects the decision to use the service was himself, the reason for choosing the service is because it was not convenient to go out to buy food, most of time to use the service was 11:01-14:00 and most of the places to deliver was home.

The characteristic of variables used in this research were marketing mix and purchase decision on food delivery service. The results found that most of the consumers have opinions on the marketing mix overall at a high level. The aspect that consumers paid the most attention was the aspect of convenience to purchase, followed by cost of the consumer, consumer needs, and communication, respectively, were at a high level in all aspects.

Hypothesis testing

The results of analysis by using multiple regression analysis to test the hypothesis was shown in Table 1.

Table 1 Regression of marketing mix factors (4Cs) affecting the decision to use food delivery service

Variables	B	β	t	Sig.
Constant	1.96		5.372	.000**
Consumer needs	0.291	0.284	3.930	.000**
Cost of the consumer	0.246	0.232	2.432	.019*
Convenience to purchase	0.331	0.324	4.241	.000**
Communication	0.212	0.217	2.230	.023*

** Significant level at .01, * Significant level at .05

Table 1 shown the analysis of the influence of marketing mix factors on the decision to use food delivery service was found that the aspect of consumer needs, cost of the consumer, convenience to purchase and communication influenced on the decision to use food delivery service which was consistent with the research hypothesis. When considering the weight of the effect of the independent variable determined by the multiple regression coefficients in the form of a standard score, was found that the predictor with the highest multiple regression coefficient was the aspect of convenience to purchase, followed by consumer needs, cost of the consumer, and communication, respectively. All variables could be predicted together with statistically significant at $F=64.324$, $S.E.=.701$ and could explain the variance in service satisfaction at 49.14 percent.

CONCLUSION AND FUTURE WORK

Conclusion and Discussion

From the results of the study, there were important issues that were discussed in the study results as follows:

The results of the study revealed that most of the samples have opinions on the marketing mix, overall at a high level. The aspect that consumers paid the most attention was the aspect of convenience to purchase at the most, followed by cost of the consumer, consumer needs, and communication, respectively, were at a high level in all aspects. This may be due to food delivery services through the application was convenience to purchase that facilitated customers, save time and the cost of traveling to buy at the store, as well as the application has an easy-

to-understand and service process are accurate, reliable and effective. Including the search or access and purchase of goods or services that are close to the consumer which is also convenient and fast to meet needs of consumers in a timely manner, such as fast shipping, multiple payment channels, and variety of shops and food on the menu, etc. However, the samples have opinions on the marketing mix in the aspect of communication less than other aspects. This may be due to food delivery services still lacking good marketing communication which should be two-way communication from the messenger to the receiver and the receiver can send it back to the sender, for example, to listen to the opinions of consumers after purchasing the product, strengthening relationships between companies and consumers, sending accurate and clear information to consumers, etc. Including business can use communication to promote a good image and credibility of business.

The hypothesis testing results were found that the marketing mix factors in the aspect of consumer needs, cost of the consumer, convenience to purchase and communication influenced on the decision to use food delivery service. This is consistent with a similar research as of Waraporn Laohasamphantaporn (2020) revealed that the marketing mix in all aspects such as communication, convenience, cost and customer in order affect the consumer's behavior in choosing to use the Foodpanda application in Hat Yai district, Songkhla province. Moreover, the research of Pariyaporn Makkong (2019), the results also found that customer need, cost, convenience and communication were influential decision for ordered food by application online in the Bangkok metropolitan area. This is consistent with a similar research as of Dhevakul (2019) found that the marketing mix factor in the aspect of distribution channel and marketing promotion affected the decision to order food through the application of consumers in Bangkok. As well as the research of Alisayanan Charoenpool (2018), found that the marketing mix factors in the aspect of cost of consumers, convenience, and communication affected the purchasing decision process through the M-commerce system.

In addition, when considering the weight of the effect of the independent variable was found that the highest influence was the aspect of convenience to purchase, followed by consumer needs, cost of the consumer, and communication. This is in the line with the research of Waraporn Laohasamphantaporn (2020) found that the aspect of convenience to purchase influenced decision to use food delivery service the most. This is in line with the result of technology development and communication resulting in changing lifestyles. Consumers want a more comfortable and fast lifestyle, avoid traffic problems and natural disasters including epidemics such as COVID-19 that are currently occurring. Food delivery services through the application was a distribution channel that facilitated customers, save time and the cost of traveling to buy at the store, including the shop often has a variety of marketing promotions to attract customers to use the service. As well as the application has an easy-to-understand and service process are accurate, reliable and effective. This makes the use of delivery services to meet the needs of today's consumers which was comfortable and quick to use, as well as it can calculate cost and distance quickly and know the time and cost instantly. Moreover, this is consistent with Solomon (2015) and Kotler & Keller (2016) that describes the consumer purchasing decision process as the representation of the outcome of a consumer's purchasing decision that affects the choice of a product or service which consists of 5 steps. Consumer in food delivery service can receive information for decision in each stage such as searching information of products, looking for advantages and disadvantages in choosing, reading reviews, viewing advertisements which inspire purchasing decisions, etc., results purchase decision to meet the needs of consumers completely.

Recommendation and Future Work

The study found that the marketing mix in terms of convenience of purchase had the greatest effect on food delivery service usage. Therefore, the food delivery business should focus on the continuous development of application usage characteristics that make consumers feel easy to use, not complicated, more quickly, such as payment systems, search system, and system for using promotions or discounts, etc. Including they should development and improvement of the food transport system in terms of time, emphasis on timely delivery between consumers and the rider and between the rider and the restaurant to be more efficient.

The study found that the marketing mix in terms of communication has the least effect on the use of food delivery services. Therefore, food delivery business should focus on delivering information to consumers completely and various channels to create important and popular media. Because nowadays most users get news from their families, friends and acquaintances. This may cause misinformation and confusion in using the application. In addition, food delivery business should focus on marketing activities to increase interaction between service providers, and to provide consumers with more information and to get to know the brand better.

Suggestions for further research, there should be study other variables that may affect the decision to use food delivery services, such as behavioral factors, satisfaction and loyalty factor in order to develop applications according to customer needs. In addition, this research study the sample group in Bangkok. Therefore, the scope of study in the next research should be broader and more comprehensive, such as expanding the area to the provinces to get opinions and the decision to use food delivery service which may be different in each area.

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