

# Factors Affecting Consumer Behavior in Ordering Food via Online Channels on Smartphones

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**Abstract:** *The purpose of this research is to study the marketing mix factors Study and compare food ordering behavior. and to study the marketing mix factors affecting the behavior of online food ordering on smartphones. The sample group was Resident population In the area of the city district. Samut Prakan Province A sample of 400 people was selected. Results of a study of consumer behavior in online food ordering on smartphones It was found that most of the respondents Used to order food online in ordering food via the way you often use Line man, the reason why we choose to buy food, convenience Type of food that you use for Food Delivery, fast food, during lunch time to eat alone and with friends Sources of information for deciding to use the Internet Frequency of using the service 1-5 times/week Expenses for using the Food Delivery service Average Value Less than 100 baht/time*

**Keywords:** *consumers, marketing mix Online channels,*

## 1. Introduction

Nowadays, lifestyles have changed. Consumers want more speed and convenience. Moreover, traffic congestion As a result, consumers choose to stay at home and eat choose to use the delivery service even more. Therefore, consumers are looking for ways to be able to Enjoy your favorite dishes with greater convenience. and in the part of restaurant operators. The turned to focus on expanding sales channels to cover and generate additional income from Food delivery service in many places even more channels. In addition, at present there is also the development of communication technology systems to play a role in daily life even more create convenience for consumers through a variety of channels from this changing situation ( Matrix, 2013)

Storefront services alone cannot reach consumers in full capacity. Entrepreneurs therefore turn to focus on increasing distribution channels to cover and generate additional income. From online food ordering services through various channels to meet the needs of consumers with changing lifestyles. by bringing in technology to connect information for maximum benefit by using online media to create interest and can reach a wide range of consumers increasing online sales channels and using technology to manage and manage the store etc., including the entry of the food delivery service business “Grab Food” “LINE MAN” or “Food Panda” etc.,(Rahman,Sukmawardani, & Fahiran, 2022) these operators will act as intermediaries. in collecting various restaurants together and provide food delivery services to consumers or customers of that restaurant through modern technology through an application system that can provide convenience to consumers as well ( Noone, & Coulter, 2012)

For the direction of the food delivery business to accommodations and the competitive situation After the entry of new service providers, the food delivery business is still fiercely competitive. Most service providers still use discounts and promotions as an important tool in competing to gain base.

customer coupled with the trend of consumers who still value discounts and variety of restaurants ( Valerio, Postiglione, Sanna, Bassetti, Priora, & Hendrickson, 2021)

Application, although the arrival of new service providers has created market excitement with a business model different For example, offering different app features from traditional operators and a business model that doesn't collect restaurant fees creates challenges for incumbent operators that will need to be adapted. Business model enters Super Application by providing a comprehensive service to other activities of consumers in order to generate long-term income and maintain competitiveness. ( Strauss, Frost, & Sinha, 2014)

But with the strength of the same operators, whether restaurant chains or riders Dense customer base and marketing to continuously stimulate intense usage In addition, the situation of COVID-19 Causing a severe impact on the restaurant business with government measures to close down areas cause a limitation ( nPoudel, Poudel, Gautam, Phuyal, Tiwari, Bashyal, & Bashyal, 2020)

Based on the aforementioned information, the researcher is therefore interested in studying factors affecting consumer behavior in ordering food via online channels on smartphones. To use the results from the study as a guideline for improving services to increase the number of online food orderers on smartphones. ( Moschis, 2012)

## **2. Objectives of the study**

To study the marketing mix factors of consumers in ordering food via online channels on smartphones.

To study the behavior of food ordering via online channels on smartphones.

## **3. Huphothesis**

Different personal data have different online food ordering behavior on smartphones.

Marketing mix factors influence the behavior of food ordering via online channels on smartphones.

## **4. Lerterature review**

In this study, the researcher studied factors affecting consumer behavior in ordering food via online channels on smartphones. to study marketing mix factors Behavior of food ordering via online channels on smartphones Comparison of online food ordering behavior on smartphones classified by personal data and the marketing mix factors affecting the behavior of food ordering via online channels on smartphones. service provider The researcher has searched for documents, research reports, and reviews of literature that deals with concepts and theories used as a guideline for the study as follows: ( Hoyer, MacInnis, & Pieters, 2012)

On the product side, said product means what the company offers to sell in order to generate interest. by consuming or using the service; Can make customers satisfied by satisfaction that may come from things that can be touched or not touched. Price: Price refers to the amount of money that must be paid in order to receive the product. products and/or services of the business Or maybe it's all the value that the customer perceives. in order to get benefits from using the product That product or service is worth the money spent. distribution channels distribution channel means Distribution channels for products or services Including ways to bring that product or service to consumers in order to keep up with demand. which has criteria that must be considered Who is the target audience? And how should products or services be distributed to consumers through which channel would be more appropriate ( Kardes, Cronley, & Cline, 2014)

Marketing Promotion Marketing promotion means a marketing communication tool. To create motivation, thoughts, feelings, needs and satisfaction in products or services. This will be used to induce target customers to demand personnel, personnel or personnel means employees who work for the benefit of various organizations, including business owners. senior management middle management lower level

management General employees, housewives are physical aspects. Physical characteristics refer to what customers can experience from choosing products. or corporate services It creates a distinctive and quality difference, such as the decoration of the shop. style of food arrangement ( Baker, & Hart, 2008)

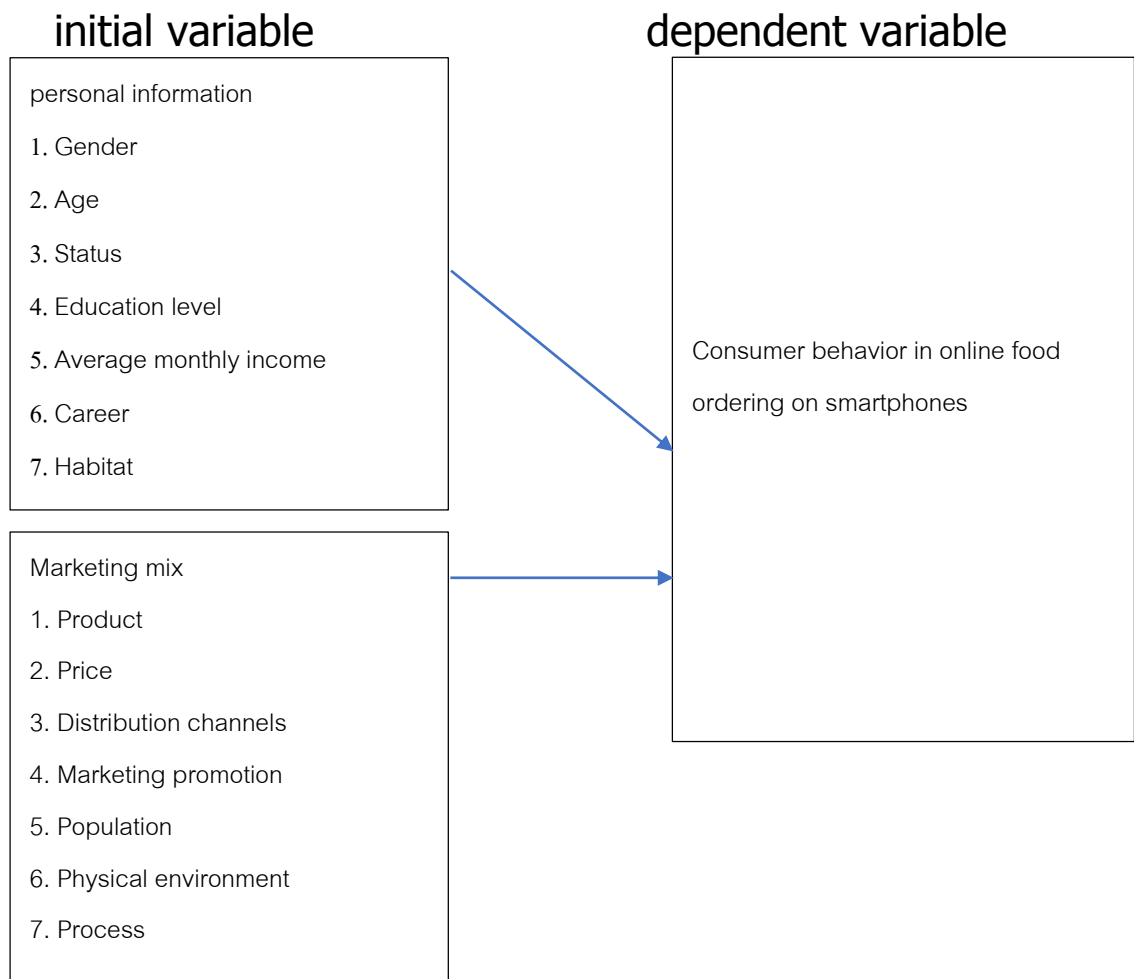
The dress of the staff in the store talking to customers Fast service, etc. These are necessary to run a business. Process means activities related to methods and practices in the field of services presented to service users. to provide accurate and fast service In each process there can be many activities. According to the form and method of operation of the organization, if the activities within the process are linked and coordinated. will make the overall process efficient As a result, customers are born ( Baker, 2012)

### 5. Consumer behavior theory

The definition of consumer behavior is defined as decisions and actions of consumers. Regarding the purchase and use of goods or services To respond to their needs and preferences, it consists of 6W1H as follows: Who is the target audience? What do consumers want? Where consumers buy? Buy How, how consumers buy gave the meaning of Consumer market refers to consumers or households who buy goods and services. for personal consumption which is considered final consumption Or, to put it simply, it's the consumer market. Refers to consumers or households.

### 6. Conceptual framework

From the above studies The study was based on the theory of marketing mix factors, 7Ps, summarized and combined into a conceptual framework to study factors affecting consumer behavior in online food ordering on smartphones. for study can be written as a research conceptual framework as shown in the illustration at



## 7. Conceptual framework

### 7.1. Research Methodology

study of Factors affecting consumer behavior in ordering food via online channels on smartphones. have a purpose to study marketing mix factors Behavior of food ordering via online channels on smartphones Comparison of online food ordering behavior on smartphones classified by personal data and the marketing mix factors affecting the behavior of food ordering via online channels on smartphones. service provider To use the results from the study as a guideline for improving services to increase the number of online food orderers on smartphones. Therefore, the methods for this study were determined as follows:

### 7.2. Method of data collection

In order to complete the study, there are methods for collecting data as follows: Data collected from Study and research from various sources, including textbooks, documents and other relevant research results. information obtained from Answering the questionnaire of the target group and self-return Carry out checks to ensure completeness of the questionnaire and can be used to further analyze the data

### 7.3. Data processing and analysis

The data obtained from the questionnaire was processed by a computer program by finding the percentage (Percentage) and the mean (Mean) Microsoft Excel program, which is a ready-made program for creating pie charts and bar charts with explanations. result The results from the chart were presented for analysis according to the nature of the variables from the questionnaire.

## 8. Results

Study of Factors affecting consumer behavior in ordering food via online channels on smartphones

The objective is to study marketing mix factors. Behavior of food ordering via online channels on smartphones Comparison of online food ordering behavior on smartphones classified by personal data and the marketing mix factors affecting the behavior of food ordering via online channels on smartphones. service provider To use the results from the study as a guideline for improving services to increase the number of online food orderers on smartphones. A questionnaire of 400 sets was used as a data collection tool and 400 sets were returned, representing 100% of the questionnaire.

### 8.1. Marketing mix factors influencing food ordering behavior through channels online on smartphones in terms of the cost of using the Food Delivery service

Marketing	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	0.804	0.149		5.403	0.000
Product	0.044	0.059	0.080	0.738	0.461
Price	-0.007	0.049	-0.015	-0.147	0.884
Distribution channel	0.050	0.050	0.091	0.998	0.319
Promotion	0.157	0.051	0.296	3.063	0.002**
Personal	-0.023	0.048	-0.043	-0.467	0.641
physical	0.042	0.051	0.086	0.833	0.406
Process	0.108	0.059	0.201	1.838	0.067

\*\*ระดับนัยสำคัญ.01

The results of the analysis of marketing mix factors that influence the behavior in terms of the cost of using the Food Delivery service, weighted by the address and the occupation/employee of the company. It was found that the marketing mix factors Marketing promotion ( $t = -3.063$ ,  $Sig = 0.002$ ) influenced behavior in ordering food via online channels on smartphones in terms of expenses for using the Food Delivery service at a statistical significance level of **0.05**

## 9. Summary, Discussion, and Recommendations

study of Factors affecting consumer behavior in ordering food via online channels on smartphones. The objective is to study marketing mix factors. Behavior of food ordering via online channels on smartphones Comparison of food ordering behavior via online channels on smartphones Classified by personal data and the marketing mix factors affecting the behavior of food ordering via online channels on smartphones. service provider. To use the results from the study as a guideline for improving services to increase the number of people ordering food via online channels on smartphones. The sample used in the study is the population living In the area of the city district Samut Prakan Province, 400 people, using questionnaires as a tool to collect data and use statistics to analyze data, namely, percentage, mean, hypothesis test, Chi-square and Multiple Regression Analysis. From the data analysis results can be can be summarized as follows:

Personal data from the study Factors affecting consumer behavior in ordering food via online channels on smartphones. It was found that most of the respondents were gender. Female under 21-30 years old, family status, single, bachelor's degree, earning 10,000 - 19,999 baht. Occupation Employer/company employee. and the residential style is a private house

## 10. Discussion of Recommendations from Research Findings

study of Factors affecting consumer behavior in ordering food via online channels on smartphones. The study's issues were discussed as follows: The overall marketing mix is very important. The details are as follows. The results of this research show that Consumers with differences in sex, age, status, education level The average monthly income, occupation, and residential characteristics are different. There are consumer behaviors in ordering food online. On different smartphones, which are issues that operators should pay attention to in offering food according to marketing mix factors to create interest for consumers as follows

product side restaurant operator Should show clear product images Appetizing fresh food and arrange products or services that are different from general stores to attract more customers by word of mouth and repeated purchases

Price, restaurant operators New food menus should be introduced all the time, with clear prices. to attract consumers' attention and make decisions faster And there is free delivery within 10 kilometers from the restaurant. This increases the frequency of online food ordering on smartphones.

distribution channels restaurant operator Should prepare or choose a platform that is convenient for ordering food. Delivery locations cover many areas. The name of the website/application is easy to remember without complexity. Ready to use the service can order products anytime, anywhere.

Marketing Promotion Restaurant operators via online channels on smartphones Coupons should be given out if you buy 10 times or more, get 1 free time or give 1 food to increase the cost of using the Food Delivery service when ordering food online on a smartphone.

Population, restaurant operators Should pay attention to the selection of employees who can communicate with customers. accurately and clearly have the skills to perform duties completely as well from the process of ordering to delivering to consumers Provide service with friendly, courteous, gentleness, delivery of products as needed, on time in order to impress the service and build good relationships. There is regular training for employees to provide good service.

physical environment restaurant operator Service details should be clearly and completely provided. Delivery Time Guarantee The service provider's online media format is interesting. In order to make the service faster and communicate in the same direction as the store, as well as paying attention to details in customer service.

Process restaurant operator There should be a comprehensive diet tracking system. application process and access to the service is convenient and fast Fast delivery, on time, delivery time is suitable for distance. Coordination to inform information or solve problems with customers quickly.

## 11. Suggestions for further research

1. This study was a population study only. In the future research should expand the area to be studied more. as in other districts Samut Prakan Province with a diverse population to study consumer behavior in ordering food via online channels on smartphones with a new population. To make the results of the study and have a clearer coverage.

2. To obtain more diverse and clear information Other methods should be used for analysis. together with collecting additional information such as in-depth interviews and group interviews in conjunction with in-depth interviews distributed in order to obtain more effective information.

## 12. Referecing

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