



**OFD Platform Factors, Customer Experience, Attitude and  
Behavioral Intention towards OFD Service  
in Southern of Thailand**

**Hadear Hayeebanung**

**A Thesis Submitted in Partial Fulfillment of the Requirements  
for the Degree of Master of Business Administration  
(International Program)**

**Prince of Songkla University**

**2022**

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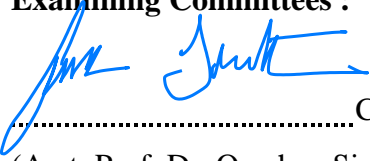
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ชื่อวิทยานิพนธ์	ปัจจัยของแพลตฟอร์มจัดส่งอาหารออนไลน์ ประสบการณ์ของลูกค้า ทักษะคติและพฤติกรรม ความตั้งใจในการให้บริการจัดส่งอาหารออนไลน์ภาคใต้ของประเทศไทย
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### บทคัดย่อ

การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยของแพลตฟอร์มบริการส่งอาหารออนไลน์ ประสบการณ์ของลูกค้า เจตคติและพฤติกรรมที่มีต่อการบริการส่งอาหารออนไลน์ในภาคใต้ของประเทศไทย บริการส่งอาหารออนไลน์เป็นแพลตฟอร์มที่ช่วยให้ลูกค้าที่มีงานยุ่ง, ไม่ทำงาน, ไม่อยากออกจากบ้าน หรือผู้ที่ต้องการทานอาหารอย่างรวดเร็วและสะดวกโดยไม่ต้องออกจากบ้าน เพื่อตอบสนองความต้องการของตน งานวิจัยนี้เสนอรูปแบบการวิจัยเชิงทฤษฎีที่ครอบคลุมแบบรวมเสนอแบบจำลองโมเดล การศึกษานี้มีวัตถุประสงค์เพื่อศึกษาปัจจัยแพลตฟอร์มบริการส่งอาหารออนไลน์ ประสบการณ์ของลูกค้า ทักษะคติ และความตั้งใจเชิงพฤติกรรมต่อการบริการส่งอาหารออนไลน์ในภาคใต้ของประเทศไทย ทฤษฎีการกระทำที่มีเหตุผล (TRA) ถูกนำมาใช้เพื่อพัฒนากรอบแนวคิดผู้วิจัยได้เพิ่มตัวแปรอิสระอีกหนึ่งตัวแปร: คุณภาพการบริการ หลังจากการวิจัยก่อนหน้านี้อาศัยกรอบการทำงานของ Reynaldo แรงจูงใจด้านความสะดวกสบายเป็นตัวแปรตัวกลางระหว่างตัวแปรอิสระ (แรงจูงใจเชิงอุปถัมภ์, ประสบการณ์การซื้อก่อนหน้านี้, แนวทางการประหยัดราคา, แนวทางการประหยัดเวลา และคุณภาพการบริการ) และตัวแปรตาม (แรงจูงใจจากความสะดวกสบาย, ทักษะคติ และความตั้งใจเชิงพฤติกรรมต่อการบริการส่งอาหารออนไลน์) ตัวอย่างการศึกษาประกอบด้วย 3 จังหวัด คือ อายุไม่ต่ำกว่า 19 ปี มีประสบการณ์ใช้บริการส่งอาหารออนไลน์และอาศัยอยู่ในยะลา ปัตตานี และนราธิวาส ขนาดกลุ่มตัวอย่างคือ 305 ตัวอย่าง แบบสอบถามเผยแพร่ทางออนไลน์ผ่าน Google ฟอร์ม วิเคราะห์ข้อมูลโดยใช้แบบจำลองสมการโครงสร้าง (SEM) ในโปรแกรม SPSS AMOS การวิเคราะห์แบบตัวแปรเดียวและหลายตัวแปรถูกใช้เพื่อสร้างข้อมูล ข้อมูลยังถูกใช้เพื่อกำหนดความน่าเชื่อถือ ความถูกต้อง และความสัมพันธ์ หลังจากนั้น ผู้วิจัยได้ประเมินข้อมูลเพื่อกำหนดข้อมูล

ประชากรของผู้ตอบแบบสอบถาม ต่อไป ผู้วิจัยทำการวิเคราะห์เส้นทางเพื่อกำหนดความสัมพันธ์ระหว่างตัวแปร ผลการศึกษาพบว่า แรงจูงใจทางอารมณ์ ประสบการณ์การซื้อออนไลน์ก่อนหน้านี้ และแนวทางการประหยัดเวลา ถูกแยกออก โดยไม่มีนัยสำคัญระหว่างแรงจูงใจที่สะดวกสบาย แรงจูงใจด้านความบันเทิง ไม่ได้ส่งผลในเชิงบวก อย่างมีนัยสำคัญต่อแรงจูงใจด้านความสะดวกสบาย ประสบการณ์การซื้อออนไลน์ก่อนหน้านี้ไม่ได้มีอิทธิพลเชิง บวกอย่างมีนัยสำคัญต่อแรงจูงใจด้านความสะดวกสบาย แนวทางการประหยัดเวลาไม่ได้ส่งผลในเชิงบวกอย่างมี นัยสำคัญต่อแรงจูงใจในการอำนวยความสะดวก แนวทางการประหยัดราคามีอิทธิพลเชิงบวกอย่างมากต่อ แรงจูงใจด้านความสะดวกสบาย คุณภาพการบริการมีอิทธิพลในเชิงบวกอย่างมากต่อแรงจูงใจด้านความ สะดวกสบาย แรงจูงใจที่สะดวกสบายมีอิทธิพลเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจเชิงพฤติกรรม ในขณะที่ ทัศนคติมีอิทธิพลเชิงบวกอย่างมีนัยสำคัญต่อความตั้งใจเชิงพฤติกรรมที่มีต่อบริการจัดส่งอาหารออนไลน์ สุดท้าย ผลการวิจัยระบุว่าสมมติฐานที่กำหนดเป็นที่ยอมรับ ยกเว้นความสัมพันธ์ระหว่างแรงจูงใจด้านความบันเทิงและ แรงจูงใจด้านความสะดวกสบาย, ประสบการณ์การซื้ออาหารออนไลน์ และแรงจูงใจด้านความสะดวกสบาย, แนว การประหยัดเวลาและแรงจูงใจด้านความสะดวก มีการกล่าวถึงและพิจารณานัยของการศึกษาและข้อจำกัด

**Thesis Title** OFD platform factors, customer experience, attitude and behavioral intention towards OFD service in Southern of Thailand

**Author** Miss Hadear Hayeebanung

**Major Program** Business Administration (International Program)

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### **ABSTRACT**

The purpose of the study aims to investigate the factors of online food delivery service platform, customer experience, attitude and behavioral intention towards OFD service in Southern Thailand. OFD service is a platform that helps customers who are busy, who do not work, who do not want to leave home, or who want to eat quickly and conveniently without leaving home to meet and satisfy their needs. This research introduces an inclusive theoretical model of research was defense conceptual model. This study aims to study about Online Food Delivery Service platform factors, customer experience, attitude and behavioral intention towards OFD service in southern of Thailand. The theory of reasoned action (TRA) was employed to develop the conceptual framework. The researcher added one more independent variable: service quality following previous research adjusted from Reynaldo's framework. Convenience motivation was a mediator variable between independent variables (hedonic motivation, prior purchase experience, price saving orientation, time saving orientation, service quality) and dependent variables (convenience motivation, attitude and behavioral intention towards OFD services). The study sample included three provinces: aged at least 19 years, having experience using Online food delivery service and living in Yala, Pattani and Narathiwat. The sample size was 305 samples. The questionnaire was distributed online via Google Forms. The data was analyzed using Structural Equation Model (SEM) in SPSS AMOS. Univariate and multivariate analyses were used to clean the data. Data also was utilized to determine reliability, validity, and correlation. Following that, the researcher evaluated data to determine the demographic information of respondents. Next, path analysis was done by the researcher to determine the association between variables. The result showed that hedonic motivation, prior online purchase experience, and time-saving orientation were both isolated, with no significance during convenience motivation. Hedonic motivation



is not significantly positive influence on convenience motivation. Prior online purchase experience is not significantly positive influence on convenience motivation. Time-saving orientation is not significantly positive influence on convenience motivation. Price-saving orientation has a significant positive influence on Convenience motivation. Service quality is significantly positive influence on Convenience motivation. Convenience motivation is significantly positive influence behavioral intention while attitude is significantly positive influence behavioral intention towards OFD services. Finally, the findings indicate that the given hypotheses were accepted, except for the relationship between hedonic motivation and convenience motivation, prior online purchase experience and convenience motivation, time-saving and convenience motivation. Implications of the study and limitations are discussed.

## ACKNOWLEDGEMENT

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Hadear Hayeebanung

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**VITAE**

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## **CHAPTER ONE**

### **INTRODUCTION**

#### **Chapter Structure**

- 1.1 Introduction
- 1.2 Problem statement
- 1.3 Purpose of the study
- 1.4 Research questions
- 1.5 Significant of the study
- 1.6 Hypothesis of the study
- 1.7 Scope of the study
- 1.8 Limitation of the study
- 1.9 Key Terms

#### **1.1 Introduction**

Technology has been a significant contributor to revolutionization of the food service and to changes in customer tastes, as their technological advancement has led them to do what they can online to get prepared meals at their house (Das, 2018). Convenience is the top priority for customers, as orders are as quick as a few taps on mobile devices (Li, 2017). Technological dependence, convenience and reduced time to supply food supports are strong reasons for customers to use online food ordering and supply hubs (Das, 2018). Through internet and technology growth, food retailers are gradually introducing online platforms, so that customers can purchase online food stuffs (Nguyen et al., 2019). Technology also helped shift the customer choice because its dependence on technology has led to everything online, including the supply of cooked meal (See-Kwong et al., 2017). Residents from around the country are switching to online orders and more options to buy with less expense and effort. In addition, the contestants recognize not only the purchasing process but also its ease with food choices that can be ordered via online service (Kitthandeachaorn, 2016). Another advantage of using their smartphones for entering Online Food Delivery Services may have prompted consumers to switch from conventional marketing meal

transactions to OFD services since users may now choose from a broad range of food alternatives with just one button (Chai & Yat, 2019). When they have no expectations of where and what to eat, the time taken to produce the food is also a good reason for customers meal (See-Kwong et al., 2017). Consumers order food for delivery to appreciate the convenience of dinner in their home or workplace and to take advantage of their time (Sakulrattana, 2015).

Owners should take opportunities from the business perspective that are perceived as a new generation of sales (See-Kwong et al., 2017). The primary motivator for companies to partner with online delivery services to satisfy customer demands and criteria is the desire of customers meal. In countries that continue to develop as technology and consumer preferences continue to change, OFD service are especially suggested meal. Studies have shown that 50 percent of people order food delivery because it allows customers to deliver meals directly to themselves or their offices in under an hour and they choose not to cook meal (See-Kwong et al., 2017).

People have reached a time of "e" decade by the starting to come of the 21st decade service (Singh et al., 2001). The social media has obtained enormous inflammation by concerning all sorts of companies, from eCommerce, eCompany, eCRM, eLogistic Network, eMarket, ePayment, eAmusement, eTicket to eTraining, eNational or eAuthorities service (Peterson et al., 1997). Throughout many marketing and advertising practices, the Internet has been widespread used: from the processing of worthwhile information to the transmission of intelligence, for instance to data gathering, communication of goods, advertising platform, market segment and as a platform for client service (Peterson et al., 1997). The Internet also delivers service providers new possibilities by delivering them creative requires of advertising, sharing information and disseminating goods and information to their target group of end users (Leelayouthayotin, 2004). The Internet has become one of the most powerful media outlets in this technologically advanced era (Kitthandechaorn, 2016). Nevertheless, traditional media outlets are not discontinued. Although the Internet is constantly claiming that people are being separated from other media formats, the majority of them still own (Dewina-Journal, 2017). The younger generation is one reason for the rise of

online media use. Several leading companies have begun to implement online business strategies to reverse declining sales. The Tesco e-commerce initiative launched in South Korea in 2015 is an example. In a virtual online store, consumers can shop, allowing Tesco to complete and offer orders within a couple of hours. This has led

to Tesco being the second-largest retailer in South Korea and rising profitability (Kitthandechaorn, 2016). Consumers want e-commerce platforms as the way to buy, as well as to shop inconveniences of their individual houses and at their leisurely time (Jiang et al., 2013; Rezaei et al., 2016). An Internet continued growth had an impact on the overall general development of online shopping and e-commerce (Bressolles et al., 2014; Burt and Sparks, 2003; Faqih and Jaradat, 2015; Nilashi et al., 2015; Towers and Xu, 2016). In view of its capacity to create viable businesses in meshwork or by integrating people throughout the world with each other without geographic restriction, almost everyone has a window of possibility. End users can purchase products or services practically somewhere, 24 hours a day and 7 days a week, with no concern about shopping hours, traffic routes or traffic congestion (Li and Gery, 2000; Waldo, 2000). In previous research, however, Consumer perceptions of online services and shopping, in particular, were examined in large numbers and several researchers handled consumer experiences of online services (Kitthandechaorn, 2016).

OFD service allows clients to order from a wide range of restaurants with only one mobile phone tap. Their option and convenience are increased. As new online channels attract audiences and visitors in America, Asia, Europe, and the Near Eastern nations, the company provides home-cooked food is experiencing rapid change. While these new web sites draw substantial investments and high ratings— five of which have been rated at over \$1 billion, there is little real knowledge of market dynamics, potential growth or consumer behavior. McKinsey's research, which draws its insight into this fast-changing market, has a six-month study covering sixteen countries worldwide (Hirschberg et al., 2016). Due to its comfort, cost and time savings, foodservice has increased in popularity in Thailand. Consumers order food to enjoy the comfort of dinner in their homes or offices and take time out of their busy schedules (Sakulrattana, 2015). From 2016 to 2017, the demand for food products has increased by 2-4%. The food supply market has, however, increased from 2016 to 2017 to a Compound Annual Growth Rate (CAGR) of 11-15 per cent. This increase is driven by shifts in customer behaviour, which are highly priced for time and convenience (Thansettakij, 2016). The number of food-service restaurants currently available is 3,720, 92% are fragmented and owned by Thai SMEs and represent 70% of the market value of those outlets. Most

small food suppliers tend to only have an online shop and specialize in foods such as seafood, good foods or gourmet products in particular (Sakulrattana, 2015).

The rise in popularity of internet access has motivated various scientists to look from a consumer-oriented and technology-oriented point of view at these key factors to make an approach and maintain customers. Research of the customer-oriented perspective concentrate on consumer perceptions of online shopping and then affects shopping channels, while technology-oriented viewpoints emphasis on online-store technical data (Wang et al., 2007).

According to the most survey from Talabpetch, 2017, Thailand's 2017 population has reached 46 million (67%) and this marks a significant 21% increase over the 2016 era (Kemp, 2016). According to National statistics show that most users in 2016 are about 90 percent linked to the internet via their mobile devices. While Internet's mobilephone usage increase significantly and the consumer behavior has changed following the release of 3G and 4G wireless Internet (Thongtep, 2016), m-campaign (mobile campaign) is becoming an important platform for shopping and evolving consumer purchasing behaviors (Meola, 2016).

Since, nowadays OFD Service in Thailand is very popular. It fulfils convenience for customers that they just click and order food from the application then wait and home or at the office. They don't need to waste the time to go out and face with hot weather in Thailand or traffic congestion. Thai people are very interested in online ordering food especially for working woman, business man and teenagers. It might state that the flow of 'Food Delivery' is no longer confined to cities. Many service providers are beginning to increase their offerings, indicating this trend. Similarly, Foodpanda, which has been operating in Thailand for eight years, has already infiltrated three southern border provinces (Chankisen, 2020).

With the view point that the 3 southern provinces are a large market. There is still a high potential for growth which in the past year has used Yala as a market experiment area when there is a good response. Therefore, expanding the second phase

to Pattani intend to create jobs for local people improve the economy by hiring more people in the area (Kleangklaao, 2020).

The province of Yala is the southernmost province of Thailand. It is important to the economy, education and is also the official center of the 3 southern border provinces. In addition, there is a wide variety of cultures, religions and languages that combine the Buddhist way of life and Muslims perfectly. It is famous for food and it is also one of the destinations that makes tourists from different countries want to come here to taste the deliciousness of local food (Smile danthai, 2019). Pattani also is a province that is the center of 3 southern border provinces. It is important to the economy, education, diversity of cultures, religions and languages that are perfectly blended Buddhist and Muslim lifestyles for brothers and sisters of Pattani Province and tourists can easily taste the deliciousness of a variety of dishes even when sitting at home (Kleangklaao, 2020).

## **1.2 Problem statement**

The online delivery of food services may be due to the changing existence of city consumers. The customers use food services for a various of purposes but the probable explanation, undoubtedly, is the need for fast and easy delivery. Meals on a busy working day or after. The numerous easily available food services take consumers away from the trouble to consider and schedule their meals irrespective of whether they cook their own meals, go to the supermarket, eat or have dinner go to the restaurant and buy food to return to the office or house (Lau et al., 2019).

However, there are many advantages that customers can order their favorite comfort food and having it delivered to their front door. But there are some disadvantages factors, attitudes and experiences that the customers cannot refuse for waiting so long time at home for OFD service can often be attributed for traffic congestion, weather or busy order at restaurants. The cost of food is more expensive that eating at the restaurant and also fees when ordering through an OFD service.

Moreover, missing an exciting moments and delicious experience, which mean for sharing with family and friends (Alexander, n.d.).

Restaurant research (Kedah et al., 2015; Yeo et al., 2017) suggested that food quality and e-service quality have a significant effect on customer experiences. Although the significance of both qualities, the two simultaneous effects of such qualities on customer behavioral intention, particularly in the area of OFD services, remain relatively missing in research.

OFD is a creative way of buying food, a technology that meets the needs of consumers, whether socially or individually (Cho, Bonn & Li, 2019). According to the Theory of Reasoned Action (TRA), a user's behavior is influenced by their intention to operate, which is derived by their attitude toward the behavior and subjective norms (Fishbein & Ajzen, 1975).

### **1.3 Purpose of the study**

This research is to examine the structural relationship between convenience motivation, hedonic motivation, price saving orientation, time saving orientation, prior purchase experience, attitude and behavioral intention towards OFD services. This research is planned and carry out to achieve the following objectives;

- To access the relationship between convenience motivation and attitude towards OFD services.
- To access the relationship between attitude towards OFD services and behavioral intention towards OFD services.

### **1.4 Research questions**

R1. What are the customer attitude and behavioral intentions toward OFD service in Southern Thailand?

R2. What are the OFD platform factors towards OFD service in Southern Thailand?



R3. What are the OFD platform factors effect on convenience motivation towards OFD service in Southern Thailand?

### **1.5 Significant of the study**

The significance of this research purpose to assess the structure relationship between, hedonic motivation, prior purchase experience, price-saving orientation, time-saving orientation, service quality, convenience motivation, attitude towards OFD services and behavioral intention towards OFD services. Moreover, the researcher will be highlight consumption trends of local customers.

Customers in Southern of Thailand, before having FoodPanda and GrabFood. They go out to find restaurant and find something to eat by themselves. Some people go to market to buy ingredient and cook by themselves to save more money than eat outside. Then at present, we got GrabFood and FoodPanda application. It makes us more convenience and save time to go out to find the restaurants.

Business growth trend of Food Delivery. There is still a bright growth trend (Jasmine, 2018). As part of supporting the lifestyle of the new generation of urban people that cannot wait, cannot be slowly makes everyone agree to buy convenience from the reason that food delivery began to become increasingly popular in Thai society. And the more the situation of Covid-19 which makes the restaurant unable to provide service within the shop leaving only the food service to take home and deliver food to home only was even more like delivery food has found a detour in the "Covid-19" era that has made the delivery business more and more popular and growing. Because it is a way of adapting to the restaurant's survival (Chancharoen, 2020).

### **1.6 Hypothesis of the study**

The hypothesis of this study are:

**Hypothesis 1:** There is a positive relationship between hedonic motivation and convenience motivation.

**Hypothesis 2:** There is a positive relationship between prior purchase experience and convenience motivation.

**Hypothesis 3:** There is a positive relationship between time-saving orientation and convenience motivation.

**Hypothesis 4:** There is a positive relationship between price saving orientation and convenience motivation.

**Hypothesis 5:** There is a positive relationship between service quality and convenience motivation.

**Hypothesis 6:** There is a positive relationship between convenience motivation and behavioral intention towards OFD services.

**Hypothesis 7:** There is a positive relationship between attitude towards OFD services and behavioral intention towards OFD service.

### **1.7 Scope of the study**

This research is a quantitative study aimed at OFD platform factors, customer experience, attitude and behavioral intention. The sample group consisted of 500 Food Delivery service users in Yala, Pattani and Narathiwat. Which the sample population is calculated using Cochran's sample size formula (Zikmund et al., 2013).

Implementation of proposal is going to operate directly by the researcher. The implementation of proposal is going to take three months start from 1 January 2022 until 7 March 2022.

### **1.8 Limitation of the study**

In three provinces in Southern of Thailand only data is collected. Data in other provinces in Thailand cannot be obtained from these studies. Other food application forms such as Line man, Gojek, and other OFD service applications may not be related to the findings of this study. Moreover, in the future, the outcome cannot be assured. The situation in Southern of Thailand is changing externally and internally.

## 1.9 Key Terms

**Online Food Delivery Service:** OFD service can be described as an easy and convenient way in which customers can purchase food online without going to the restaurant (Nibblematrix, 2019).

**Hedonic motivation:** The degree to which a person perceives enjoyment from using a technology, despite the implications (IGI Global, n.d.).

**Prior purchase experience:** The reaction of an individual to a decision is composed of three factors, which are the amount of the experiences, context or history and stimulation of the individual (Helson, 1964).

**Time-saving orientation:** A buying strategy that helps customers buy products and is one of the goals for consumers to maximize the advantages of purchasing products (Kim et al., 2014).

**Price-saving orientation:** A sales agreement, the financial value required in return for products or service (Nagle et al., 2010).

**Service quality:** Service quality, in particular for simple service systems, is usually regarded as a service delivery system output (Bhargava, n.d.).

**Convenience motivation:** Convenience motivation is close to perceived ease of use; both discuss that convenience or ease of use is the level to which users believe that using a system or technology will absolve them of difficulties (Prabowo & Nugroho, 2019).

**Attitude:** A psychological or neurological assertion of preparation that has been structured by experienced and has a direct or continual influence on the person's reaction to all items and circumstances with that it is linked. It is a propensity to react to an item or circumstance (Allport, 1935).

**Behavioral intention:** The intention is generally how hard people who are willing to try to accomplish a behavior and how much determination plan on making. Behavioral intention (BI) relates to "a person's subjective probability of behavior" (Fishbein and Ajzen, 1975).

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **Chapter structure**

- 2.1 Overview of Online Food Delivery Service
- 2.2 History and revolution of Online Food Delivery Service
- 2.3 Online Food Delivery Service in Thailand
- 2.4 Online Food Delivery Service Companies in Southern of Thailand: Yala, Pattani, and Narathiwat
- 2.5 Online Food Delivery Service by Countries
- 2.6 Statistic of population: Online Food Delivery Service in Southern of Thailand
- 2.7 Theory of conceptual dimensions
- 2.8 Hypothesis Development
- 2.9 Theory of Reasoned Action
- 2.10 Conceptual framework

#### **2.1 Overview of OFD service**

OFD service is an integrated self-service platform where customers can monitor their ordering rates and limit the number of personal interactions they are experiencing. Research has shown that 50.8% of persons order food services because customers don't want to prepare because customers can send customers food right into their home or office with less than few hours (Kimes, 2011). Business owners claim that, given that it is consistent with your business model, it allows the business to stay competitive on the market (The NPD Group, 2016).

From 2016 to 2017, the food market grew at a maturity of 2 to 4%. Though from 2016 to 2017, the food supply market grows by 11-15% at Compound Annual Growth Rate (CAGR). The reason for this increase is the shifts in consumer behavior, which greatly appreciate time and comfort (Thansettakij, 2016). In the next five years, it is approximated that the commodity market for food supply will mature. In the coming five years, the market is projected to grow at a rate of 3.5% (Kitthandeachaorn, 2016).

Speedy technical advancements will keep fueling the demands of customers offered by dealers. Answer to the demands and needs instantly and in real time. Market technology adoption rates are rising again and again options, which means the consumer rate, will be defined new technology is being implemented faster than ever (Salmon, 2017).

Hoffman et al. (2010) classified goods as items, products and applications or activities. For less shopping times and more for other businesses reserved by customers, their demand for convenience has increased, and their attention has thus centered on online shopping (Kumar and Kashyap, 2018). OFD services can be considered as a market network, as shown by Pigatto et al. (2017), offering order services, payments and operations management without being responsible for food preparing. Online retail transactions eliminate face-to-face contact with mobile applications and web-based networking instruments such as text, message or Text messaging or businesses' websites, where consumers can browse, orders for accessing and position (Cai and Jun, 2003). As a new differentiator, innovative distribution strategies are being leveraged to provide greater value to customers, states Chen et al. (2010). Businesses that plan to provide services and goods productively. In addition, Gronroos and Gummerus (2014) claimed that the development of price is a method involving operation by many players, from the service provider to the customer and others which ultimately generates value for the customer. Food supply retailers can be divided into two categories. The first is the dealers. The fast-food restaurants Pizza Hut, McDonald's, Domino's Pizza, Kentucky Fried Chicken and etc. The next section comprises several restaurants third parties which supply a wide assortment of eateries offering services (Yeo et al., 2017). Instance are UberEats, Room Service, Food panda, Grub-Hub, HungryNaki, PathaoFood.

## **2.2 History and revolution of OFD service**

Even though cooking or taking food is often the best way to eat, they are reduced to the convenience of time in this day and age—or power during the day at work. Join the food supply, which in many ways has transformed our lives so that we can enjoy our own home's fresh, delicious meal. The suggestion to eat derives from Ancient

Rome, when romans who had no privilege of owning a kitchen were able to get ready-to-eat food in sidewalk kitchens known as Thermopolis. In ancient Aztec, whereas, traders in marketplaces would sell food to be consumed during the day, such as Tamales. But supply of food goes back a long way. The idea has been in existence in Korea since the Joseon period. Scholar Hwang Seok recounted in his book how, as celebrity among the nobles of that time, he had ordered in 1768 (Baes, 2020).

Today's milk supply services are popular, but all started in the US in 1785. That was the time while somebody was searching for fresh milk. As the USA began to grow, local farmers bought their milk, which was a practice that became extremely prevalent with the times. Regular daily milk products have become American society's current trend and have rapidly been implemented around the world. (Order meal, 2020).

Three pizzas have been ordered from a famous Naples pizza chef to prepare King Umberto I, King Margherita of Savoy, and his Queen. Three sparkling warm delicious pizzas were served by the renowned chef. He knew nothing that over a hundred years later this would have become a trend and become a big part of the industry today. The online food supply market has been a contender and not the underdog. The food and distribution platform were regarded in the early 2000s as a state-of-the-art innovation, but nowadays the market has already spread to numerous populations worldwide (Fat bit Technology, 2017).

In 1890 Indians were creating a food delivery platform known as Dabbawala (Order meals, 2020; Mental itch, 2019). Many have switched to these lunch boxes of home-cooked food from dabbawalas, where more staff in towns have not had the luxury of getting lunch at home. Mahadeo Havaji Bachche has supposedly founded the concept after a banker from Parasi had asked to eat homemade meals in his office. He then began delivery with about a hundred men until he tried to unite them in 1930. There are currently 5,000 such companies in India offering meals. Besides that, America had little trouble in delivering products such as milk and ice with a horse and buggy (Mental itch, 2019).

Food supplies grew in popularity in the UK during the Blitz Second World War. Many civilians have lost their homes as a result of ongoing German bombing. The first

household delivery in 1943 in Hemel Hempstead, HertforShire had been done to those who did not have the food ingredients and so the Women's Civil Defense Volunteer had cooked the meals and given them. They brought even food to coffee shops and will eventually be remembered as Bikes' meals (Baes, 2020).

The war ends in 1945, and U.S. troops come home. Millions of Americans are beginning to live a new, comfortable life. They tell the city to the suburbs and sit as much as possible before the TV on the sofa. They even decide that you don't have to go to restaurants if they can eat in front of the pipe. This causes mental troubles to take out and deliver restaurants all over the country. The services range in no time from newness to standard (Hitt, 2020).

Economic need led to an increase in food supply in the United States, as the emerging American middle class was able to stay at home looking at their new TVs and to cook meals in their own kitchens during the 1950s (Harvey, 2019). In exchange, restaurants are adjusted to the transition by providing a TV take-home and delivery fare. Firstly, a pizza joint named 'Casa D'Amore' provided pizzas for at least US\$ 2.50 free, which was a lot of products. The delivery service was listed for the first time. In the fifties and sixties, dairy supply was also prevalent, because many homes had no fridges and milk could easily be lost. Regular shipment of milk bottles thus guaranteed a steady supply to families, without the risk of contamination (Baes, 2020).

When pizza delivery began in Brisbane in 1978, Dinnertime, introduced in Sydney in 1985, was the first restaurant food delivery service (Australian Food timeline, 2019). The Internet's rise shocked the world – and the world of food supply by extension – in the 1990s (Baes, 2020). Pizza Hut has been a billion-dollar company since the first pizza order online was announced later in 1994. The selling of affordable solution providers and competitive billing rate for restaurants has expanded aggregator sites such as Takeaway.com and Delivery Hero worldwide. Platform to market supplies such as Deliveroo or Uber Eats have an intensified business model that is more cost-effective, but they are responsible for the entire supply logistics. These companies, especially in urban regions, have also acquired tracks in recent years. Both frameworks

would possibly converge with greater competition between solutions within and from third parties (Statista Market Forecast, 2020). While several people still ordered their orders by telephone, many business owners began to put their recipes on websites by 1997. Fast and simple was established in 1999 so that consumers could order what they wanted by just few taps (Baes, 2020). In 2004, two starving web developers created Grubhub to explore for an option to select paper menu options to order acceptance (Grubhub, 2019). Grubhub was also founded to connect customers with takeoff restaurants in the United States. Only with the rising growth of mobile devices and transport companies such as Uber, the global OFD service has begun to expand (Baes, 2020).

At virtually every restaurant user can today order with a few clicks in the device's application or even via Twitter, Facebook Messenger or a smart watch (Gloria food, 2020). It is no different in the Philippines. While in many restaurants, a direct internal supply mechanism has already been in place over the past few decades, nobody has stopped creating new services so that the method can be more convenient for us. City Delivery was introduced in 2010, which allowed people to order from hundreds of restaurants in the Metro via a hotline or online, respectively. It was subsequently acquired through the FoodPanda food supply app service which came to our shore in 2014. In 2018, the Grab Transportation Service linked to the food distribution system with GrabFood. While LalaFood, the bunch's newest app service, was introduced in 2019 (Baes, 2020).

## **2.3 OFD service in Thailand**

### **2.3.1 OFD service companies in Thailand**

The home-food company in Thailand officially founded by local small food enterprises who serve Thai food every day with annual price packages across the neighborhood. Fast food restaurant companies provide the first nationwide food delivery service that serves inexpensive western food, such as Pizza Hut. The delivery of food has increased in popularity during the past several years as a convenient and



time efficient choice. Even though some local shops sell delivery food as well, it seems to be an extra service to improve client satisfaction rather than the main key services or funding mechanism (Sakulrattana, 2015).

In the restaurant business, deliciousness, freshness, in-store service, or happiness together, entrepreneurs need to understand how to better understand their customers than previously at the restaurant. In the rush of living, express delivery is important. Names of various food delivery applications have come up in the world today, LINEMAN, UberEATS, Grab, Food Panda, with young entrepreneurs or SMEs need to be worthy. More entry into these new markets (SCB SME, 2017).

On the street, make a leg for your competitors. While food supplies based on apps can be relatively new in Thailand online, motorcycle drivers with isolated boxes filled with orders and branded with their company logos have become omnipresent in the city areas of Thailand. OFD service has three major players-Grab Food, Line Man and FoodPanda -all claim to have the biggest market share and offer promotion services, and effective marketing solutions. While, Newcomer Get, backed by Indonesian company Go-Jek, predicts that in the next few years he can become a major competitor for the great three. Although food ordering is increasingly becoming popular along with other mobile apps like driving sharing, only a small portion of the market still counts in comparison to the older methods (Hicks, 2019).

In recent years, several programs, especially expenditure in the field of service and different hygiene and product requirements, have undergone rapid internal regime changes. This was very important to monitor the Thai people, especially at the age of 4.0, when the world of the online market is shifting increasingly (Marketeer Team, 2017). This point is therefore a new trend that entrepreneurs of this era should pay much attention to be able to look for a business channel that may bring your restaurant into the eyes of today's consumers even more (FoodPanda Magazine TH, n.d.).

The next trend, the lifestyle of the new generation of consumers is popular and speedy in every aspect even housing has changed from buying a home became a condo purchase in the city in order to be able to travel to work conveniently and quickly (FoodPanda Magazine TH, n.d.). The outbreak of COVID-19 also transforms lives to

end the disease. And perhaps something is a 'new way of living' to which customers in the future are used and searched. There is no antidote, at least during the coronavirus. This new lifestyle also influences "Living" particularly in "condominiums" that live with a big amount of people and have little room than home. This means that after the outbreak, customers get ideas that shifted (Pattarat, 2020).

Then the trend for the new generation of consumers tend to like convenience and ease (Maheswari & Gorda, 2019). Therefore, if you are a restaurant that has both general menus and healthy menus including savory dishes, sweet foods and beverages in one will make the new generation of consumers more pleasing because they can finish the order within one, and if can be delivered quickly as well will double the liking for consumers (FoodPanda Magazine TH, n.d.).

In this era of increasing number of freelance. The work of the freelance group is to do it anytime and anywhere. 24-hour convenience store is one of the most popular businesses because of irregular working hours. Consequently, Freelance needs to be flexible in working without being bound every day to time or to the workplace as a typical profession. People can schedule the own time and place of work. Often people are visited at cafés, restaurants or anywhere they're linked to the Internet. Maybe throughout the day until midnight or can confirm the dawn with the freedom to work like this, growing numbers of people are moving into a freelancing career (Saejai, 2019). Therefore, having to live a different life from a normal worker. This group of people may have to order food at midnight or buy things from 1 am to 2 am as well and the tendency of this freelance increase is high. Making the 24-hour convenience business more popular as well (FoodPanda Magazine TH, n.d.).

The presence of an app to order food also means that customers do not have to go anywhere, no need to queue up, just slide and select at the restaurants from the application, the food will arrive at the right time. Combined with the arrival of the big streaming technology that makes staying at home no longer boring thing, watching movies, series, and having fun, still order something to recharge. Once again, we have no fun going anywhere (Witoorut, 2019).

For the last trend restaurant that walked in to order easily. There are many menus to choose from, convenient to order. There are packages that are convenient for eating or able to walk and eat easily. There will be another restaurant that the new generation of consumers like a lot because it will make life easier by working in a hurry or working in a short time makes today's consumers like simple things to make his own life not complicated even eating, too (FoodPanda Magazine TH, n.d.).

The world of the future arrives more quickly with COVID-19. The digital world takes over everyday life easily. In the COVID period, the online world obviously became the new normal (Thai PBS, 2020).

According to new normal in Thailand, eating out with family and friends has now been a fun event, due to the Covid-19 pandemic that fails to stop, as a smile is lost by endless health issues. What the government need is not only a range of new regulations to help guarantee that restaurants and all kinds of chain restaurants are neat and clean and secure, but we also need to enforce them effectively (Jantarasiri, 2020).

At present, the infection control pandemic of Coronavirus Disease 2019 (COVID-19) has spread worldwide and has direct effects on Thailand, though. The Thai Government has announced actions to minimize coronavirus spread, such as the declaration that Turban citizens will be leaving home at ten o'clock in the morning. – 04:00 AM, social distance practice and restaurants are moving from sit-down to home delivery services. The provision of food is the perfect opportunity in this time to be a profitable company (Fami-motorcycle, 2020).

The government constantly repeats that, throughout the "new normal" Thailand, people could not let everyone guard removed to protect a new Covid-19 round. The government need to do the same thing. Food and eat outside are an important factor in Thai people life and a major hub in the tourism industry in the country. The government has provided a list of strict provisions for restaurants to follow in order to restore consumer trust. For example, a 1-meter room between tables that is social distancing, normal table cleanup and strict catering staff cleanliness. Infringements mean a

company is being shut down. Nevertheless, even strict laws and guidelines cannot guarantee their performance (Jantarasiri, 2020).

## **2.4 Online Food Delivery Service Companies in Southern of Thailand: Yala, Pattani, and Narathiwat.**

### **2.4.1 GrabFood**

GrabFood is a starting comer on the industry in Southeast Asia, with an emphasis on Thai food services. GrabFood was introduced in May 2017, mainly concentrating on Bangkok Central Business District area of town of Silom, Sathorn, Siam Square, Sukhumvit, Rachadapisek, Aree, Yaowarat, and Wongwianyai (Positioning, 2018). Grab, an application leader in Southeast Asia Announcement of success of GrabFood On-demand food ordering service business with over 4 million orders within the first 4 months of 2019, outpacing achievements in 2018 with 3 million orders ordered throughout the year. GrabFood has become the market leader in food ordering applications in October 2018, just 8 months after its official launch in February of last year (Grab TH, 2020). Indeed, GrabFood is not an application, but a supplementary service for Grab Thailand. Application includes Grab Vehicle, Grab Taxi, Grab Bike and GrabFood (Grab TH, n.d.).

GrabFood just launched 21th of October 2020 in Yala province (GrabFood Yala, 2020). GrabFood has a lot of categories of food inside Grab Yala application such as fast delivery service, Thai restaurant, halal food, fast-food, drinks, East-North food, noodle, and all kind of restaurant. In addition, the application suggests the recommend restaurants, suggested items, new restaurants, popular restaurant, order again or self-pick-up which customers can choose from many categories. Moreover, the application is also suggested for discount code for customers (GrabFood Yala, 2020).

### 2.4.2 FoodPanda

In 2012, FoodPanda Thailand started to operate with 50 restaurant partners initially in Bangkok. In 2016, Thailand's food supply was over 1,000,000, while its network's partners were rising to 1,600 restaurants in most of Thailand's major cities, such as Bangkok, Pattaya and Chiang Mai. For every year, FoodPanda Thailand has introduced new improvements to its service, providing user experience and customer value (Marketing oops, 2018). Specifically, in this 5th year of operations, FoodPanda Thailand increased delivery times dramatically, launched an attractive 40-baht charge, and recently extended coverage into areas outside Thonburi, Minburi and Nonthaburi. Besides, consumers have the opportunity to order a wide variety of breakfast kitchens in Bangkok CBD regions in the early morning supply (Bangkok post, 2017).

'Food delivery' is not focused in urban areas at the recent trend. Many providers will see that their offerings are also starting to grow. In Thailand for 8 years, FoodPanda has fully developed three southern provinces (Chankisen, 2020).

FoodPanda opened in Yala province in late October 2019, then in mid-March 2020 the company were extended to Pattani and opened in Narathiwat at the beginning of July. Narathiwat is the 67th province to be served by FoodPanda (Spmcnews, 2020). FoodPanda, the company launched 28<sup>th</sup> of October 2019 in Yala (MGR Online, 2019), launched in Pattani 16<sup>th</sup> of March 2020 (Kleangklaio, 2020) and Narathiwat 8<sup>th</sup> of July 2020 (FoodPanda Narathawat, 2020).

After FoodPanda opened for service, it was found that the feedback went in a positive direction as Yala opened the first day, there were more than 400 orders. Orders are currently growing to 2,000 and Pattani is growing to more than 2,000 from 700 orders more. Nearly 300 orders were placed on the first day of Narathiwat and FoodPanda was required to position them. After FoodPanda opened for service, it was found that the feedback went in a positive direction. Basically, Narathiwat consumers prefer not to eat or order food from home or if the customers buy, typically buy around a home, which average food prices compared to Yala and Pattani are comparatively cheap. There are almost 300 Yala drivers, 200 Pattani and more than 100 people have

signed up for it while Narathiwat has just opened. In order to cause workers to return to work from Malaysia to Thailand (Chankisen, 2020).

## **2.5 Online Food Delivery Service by Countries**

Today, the industry is worldwide: the distribution market is € 83 billion, or 1% of the total food market, and 4% of the food sold by fast-food chain restaurants. In most countries, the growth rate has already peaked with a projected average annual growth rate of only 3.5% for the next five years (Hirschberg et al., 2016).

The rising use of mobile phones and internet accessibility lead to market growth. A major role in the growth of the on-line supply of food services sector is the advent of the total food industry that enables customers to order food from various restaurants. Moreover, the increasing numbers of double families and the shifts in eating and lifestyles or the development of markets during the forecast period are to be encouraged and promoted. In addition, growing demand is pushing business for rapid availability and affordability food (Market data forecast, 2020).

Although many other types of restaurants, particularly in metropolitan areas, also provide delivery, the traditional model of customer ordering from the regional Pizza Salon or Chinese restaurant is by far the most prevalent method of delivery. This typical group has a market share of 90 percent, most of which, almost three quarters, tend to be put by mobile. Nevertheless, the rise of digital technology is changing the industry, as with so many other industries. In optimum convenience and accountability, consumers are constantly expecting the same experience when it comes to the order of dinners when shopping online via apps or websites (Hirschberg et al., 2016).

The owners of the business should make the best choices from a business point of view that are seen as a new source of income production. The main drivers for business owners to connect with OFD service in order to satisfy customer requirements and needs are consumer expectations. In the countries that continue to improve as the technology and consumer demand continue to change, OFD service is particularly

recommended. Research shows that 50.8% of users order OFD service since customers don't choose to cook since it allows customers to eat in even less than one hour directly to their homes or offices (See-Kwong et al., 2017).

### **2.5.1. Asia**

The sudden disappearing of honest bee this year in April left many homeowners in Manila puzzled. The consumers welcomed the ease of being delivered without leaving their homes and without the heavy transport of their food products in the metropolis when the OFD service from Singapore began in 2017 in the Philippines. Currently, due to financial problems, the software has temporarily stopped operating in the Philippines (Pineda-FCSI, 2020).

As the reports, Honestbee is almost indebted and is attempting to sell her firm offloaded by beginning talks with Asian managers Grab and Go-Jek. Honestbee was established in 2015 and collaborates with Supermarkets and shops to supply products to give customers via the retailers, smartphone application and delivery. Based in Hong Kong, Singapore, Taiwan, Thailand, Indonesia, Malaysia, the Philippines and Japan, Singapore that operates on eight markets in Asia (Techcrunch, 2019). Since its arrival in the Kingdom in March 2017 year, HonestBee, an online doorman and OFD service headquartered in Singapore, have announced "six months of excellent achievement." The firm says this is ready for the festivals of Thanksgiving and Halloween. In addition, it has declared a partnership with the Villa Market supermarket chain in Thailand to supply its exclusive goods for customers (Thongtep, 2016).

### **2.5.2 Southeast Asia**

The food industry on demand has disturbed traditional markets through a comprehensive approach to the three essential components of a food experience: ordering, cooking, and distribution (Cheung, 2020).

OFD service have been a choice for several years in South-East Asia. However, in the past year, online food adopts have increased in the area due to the ease of mobile applications, the selection of digital payment methods and, exactly, the COVID-19 condition (Devanesan, 2021).

After the disease outbreak Southeast Asia created a growing appetite for food supplies, which made this so mundane that it was nearly difficult to take a bite to eat. As this interruption continues, a number of motorcycles ride in through quarantined streets and feed home to residents (Data Spring Editors, 2020).

Today, digital companies are increasingly digitizing Southeast Asian food services. The creation of digital delivery spreads to cloud kitchens from 3rd-party platforms. The increasing demand for the 360 million mobile Internet users in South-East Asia is being satisfied by industry players for food. Food services are not new but the scope of services is expanded by apps and smartphones. Worldwide, more than US\$ 35 billion is generated in the OFD service industry and is predicted to enter US\$ 365 billion in 2030 (Cheung, 2020).

One of advantages of online delivery is that users can choose from a variety of menus using a single component. Customers may also try different cuisines every day because of the variety provided. Delivery systems even customize health and weight loss menus with healthy food options and pre-cooking recipes (The ASEAN Post Team, 2020).

There are times when you cannot make a telephone call to order food from meetings to crowded places. Customers can shop online everywhere, anywhere using their mobile phones, iPad and other portable devices. The customer does not need to enter to make a call that in the meantime disrupts their privacy or disrupts a lunch order. The customer can order without having to speak from the cell phone quietly with a mobile app. A website or app that is mobile friendly means that the shop owner never loses clients (Batra, 2020).

Another advantage is comfort for those who have no time every week to shop, prepare or cook food. Officers that have no time to go for lunch and nomadic digital



entrepreneurs who do not want to quit their paying "soft" desks in their coworking staff are using delivery services. Food supply systems also help people, such as the elderly and disabled, who can't get out of the house (The ASEAN Post Team, 2020).

### **2.5.3 Africa**

Although investors were fast to reap advantages for organizations such as Zoom, Netflix and Amazon, in recent months the food supply industry has boomed, as major companies are reporting on their services spreading to include online food supplies in the light of the current epidemic (Oluwole, 2020).

The organization is already on target for 2020. Local days ago, in South Africa UberEats agreed to go. The American company has won most ride-hailing profits in Africa already and expects to dominate the continent's food supply market. The gastronomic service uses its huge flood of drivers and tracks famous places for food choices (Christian, 2020).

The current trend of non - contact delivery has offered suppliers an interesting chance to assess their technologies by using the famous delivery service app - Bolt, the recent company operator. The delivery service company has currently announced that it will launch business in the country as Country Manager for its Kenya food delivery unit (Oluwole, 2020).

Kenya will become the next third African country where Bolt Food is involved, with its food supply service already underway in South Africa (Babatunde, 2020). And Nigeria, provided that it is successful in its selection process (Oluwole, 2020).

Several of the customers were affected by COVID-19. Some are truly capable of paying, which makes it difficult to take their condition into account but to keep running the company. In the meantime, the customers aim to reduce their business costs as much as possible without reducing employee wages, because everybody now operates from his/her house. COVID-19 is beginning to improve its professional and technical climate on a positive basis (Hastings-Spaine, 2021).

There's definitely been an unparalleled growth rate in the online food and delivery market, but Bolt Food will compete strongly from leading players such as Jumia Food, Uber Eats, and Glovo, to succeed. Their commitment to supplying restaurants and dinners around the country with a vital service throughout these difficult times is offensive, and no outsiders can easily step down (Oluwole, 2020).

#### **2.5.4 North America**

In 2018, the online food delivery industry in North America hit a volume of US\$ 18.8 Billion. OFD service refers to the process by using a mobile application or website to order food from a restaurant. Such applications and platforms are typically linked to various food companies or restaurants, allowing consumers to obtain food supplies at any time and from any location. Besides, many online food delivery applications allow accessible payment methods such as net banking, cash on delivery (COD), e-wallets, and debit/credit cards. Moreover, these tools offer various discounts and filters that meet the various require of the customers. A few of the main benefits of information meal delivery are straightforward delivery, simple and quick ordering, and minimal person contact, which leads to fewer communication issues.

The nation's substantial urban population, which hurried lifestyles and loss of domestic assistance have guided the expansion in the online food industry. Moreover, numerous online food delivery services providers use personality vehicles, drones and robots to experiment with creative food delivery processes, thus positively affecting market growth. In addition, the market for online food supply services in the area is continued to be encouraged by high quality of life. The estimated size of the industry will be US\$ 37.7 trillion by 2024 and a Compound Annual Growth Rate (CAGR) of 12.3% by 2019–2024 (Globe Newswire, 2020).

There are a number of factors currently driving North America's online food delivery market. The major city population, their active and busy lives and the go short of domestic support have pushed the growth in the region's OFD service industry. Numerous suppliers of OFD service test with revolutionary methods for food delivery

process, by auto-driving vehicles, robots and drones, thus having a positive impact on growth's industry. In addition, the market for OFD service in the area continues to raise high individual living levels (Business wire, 2020).

### **2.5.5 Europe**

Some of the most popular food supply apps in the world, such as Uber Eats, GrubHub, Takeaway.com, Deliveroo, and Just Eat are now called households in the industry. A delivery app concept is relatively simple: you're looking for a meal that you'd like to eat, you're ordering it from a restaurant or cloud kitchen and you're waiting when it's delivered. Main players ordering food like the examples listed above cover dozens of countries and/or towns, naming tens of thousands of restaurants to order from. But with a market that continues to grow year after year, that's no surprise there are several other food delivery companies over there that take their place, too (Odou, 2020).

All over Europe, food services seek to get as many customers as possible on their fingers to capitalize on the ever-growing demand of the customer. Deliverect.com reports that the distribution of platforms to customers is one of the leading groups of economies in 2023 with a worldwide turnover of €73 billion and Europe's combined revenues of €7 million. The UK, Germany, France, Spain and Italy are the top 5 countries in Europe in regards of platform-to-consumer income, and this is predicted to last for at minimum the next three years. In this dynamic environment, restaurants are rewarded with teaming up with numerous third-party distribution networks to meet various customers and markets. The wide variety of food delivery applications available, from the consumer's perspective, also offers a various option, styles of restaurants and dishes (BFG packaging, 2020).

In 2018 Wolt was extended across the Croatian Republic, Czech Republic, Norway, Hungary, Georgia and Poland, and has been a Finnish food supply company which until then had been providing services in Scandinavia. It was released only a year later and claimed it would grow even by 2020 in Serbia, Greece, Slovakia, and Azerbaijan (Odou, 2020).

For the two former market leaders, Just Eat and Takeaway.com, negotiated to combine the business with a total price of £ 9 trillion. Uber Eats revealed plans to begin the supply of foodstuffs. In revealing plans to expand their Tech Team to the start of a Scottish software startup, Deliveroo told customers to pull it out of Germany. And there were reports that Uber then Deliveroo both witnessed the takeover of Spain's delivery company Glovo. The war over the stomachs of Europe seems to be just beginning. So, Sifted dives into the data before the further delivery drama to decide the point (Lewin, 2019).

With restaurant dining services being closed to slow down the spread of Coronavirus, online ordering of food has nightly become the key business plan. There are only two options today for restaurants: the restaurants can remain open online with deliveries and/or take-overs or close shops to wait for the huge storm to finally pass (Odou, 2020).

In recent years further restructuring has also occurred, as larger firms are seeking to reduce competition in the industry. For a few years, COVID-19 has driven the industry further, as millions of citizens locked food on a regular basis online. Instacart reported that its 2022 expectations in the third lock-out week had been accomplished. Uber Eats, Deliveroo and DoorDash all registered a huge increase in orders during their time in lockdown from February to March (Curry, 2021).

In recent years, delivery of online food has skyrocketing, with a good delivery model already in place in many restaurants. There may also be no off-site dining experience for other businesses, including several bars, pubs and fine food restaurants. But even though you are already in the distribution phase, you must plan your project to adjust to the current environment in another way (Odou, 2020).

### **2.5.6 Australia**

There is an unprecedented surge in Australia in food supply and online shopping, dealing with busy work lives and searching for new ways in consuming fine dining without having to cook. In our major cities it has get to be a real fad. Based on

Statista analysis, Online Takeaway is the largest food supply sector in 2017, with an amount of US\$ 1,253 million (AU\$1,614). This is little wonder, as many restaurants enter fast-food restaurants in supplying home supplies by joining up with providers from third parties. Major pizza chains also deliver digital ordering through mobile applications and social network platforms (Jacob, 2017).

In the last five years there has been good sales growth in the online shopping and distribution platform industry. Australia's working and family responsibilities are rapidly becoming busy schedules, increasing the need for easy meals. This pattern has been used by industry operators to fill a void on the food supply market. Companies provide food and food services by making reservations on their websites. These platforms offer access with food service providers and supply operators of their applications (IBIS World, 2020).

A number of start-ups and technologies are emerging which are shaking the whole industry, with the aim of securing part of the nation's trillion dollar taking industry. The chance for consumers to expand their domestic delivery services from cheap fast-food outlets to include all types of restaurants (Jacob, 2017).

According to Cowen's study, almost half of people asking for food service use more than once a month. The number of food distribution services is increasing. The food supply sector is expected to grow more than three times as much as on-site sales between 2018 and 2023. In another NPD research paper, 70% of consumers will have their meals off the premises by 2020. This change in food delivery shows that a restaurant's environment and restaurant experience have over time been less important, and the food itself is now the focus. And how easily your door can get (Nestlé Professional, 2020).

The online food supply company is rising in Australia, with total sales of US\$1,681 million. In the 2019–2023 market volume of \$2,369 million by 2023, revenues are projected to rise annually at a rate of 9%. Restaurant-to-Consumer distribution is the largest business segment of the food supply market and in 2019 the value of this market was \$1.162 million. Consumers in Australia today are working to

sustain busy lifestyles and to fuel demand for comfortable food. Disposable cash and market demand are also projected to increase, which means that consumer spending more money on frivolous things like food is accessible (Zebra delivery, 2019).

Australia's booming food supplier. In Australia, the food supply industries are exponentially increasing, booming business. According to a 2018 NPD report (the NPD Group has provided unmatched insights in many industries to give our partners a business advantage). On the food services advancements, 67,000 Australians purchased meals online in 2013, and this proportion has already risen to 134,000 in 2017. Today, the proportion is still rising. Among the best-known ones are international players, including Deliveroo and UberEats. Then companies such as Menulog and EatNow have established themselves in Australia. Operators of food services that generally benefit most from volume sales (Nestlé Professional, 2020).

## **2.6 Statistic of population: Online Food Delivery Service in Southern of Thailand**

### **2.6.1 Southern of Thailand: Yala, Pattani and Narathiwat**

Yala, Pattani and Narathiwat have been selected as the three provinces because Thailand's most southern province (Chamrernnosit, 2019; MGR Online, 2019). It is also an important educational center for three provinces on the southern edge and a number of cultures, religions and languages that integrate Buddhist lifestyles. And Muslims are absolutely perfect (MGR Online, 2019).

- **Statistic of population in Yala**

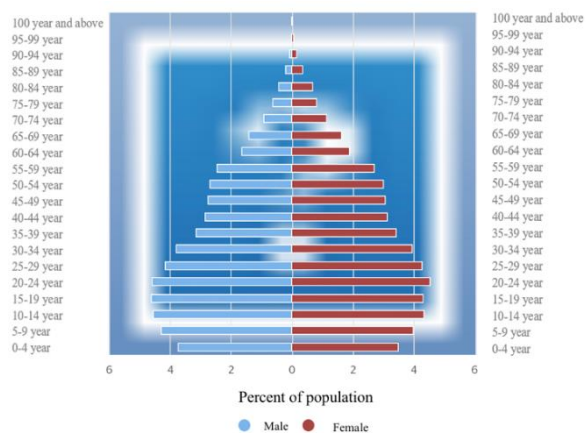


Figure 2.1: Population pyramid (Yala Population Pyramid, 2020)

Table of population (Yala Population Pyramid, 2020)

Age	Male	Female	Total
20-24	20,733	20,374	41,107
25-29	18,755	19,284	38,039
30-34	17,115	17,816	34,931
35-39	14,208	15,366	29,574
40-44	12,866	14,139	27,005
45-49	12,510	13,774	26,284
50-54	12,166	13,472	25,638
55-59	11,108	12,091	23,199
60-64	7,453	8,427	15,880
65-69	6,377	7,349	13,726
70-74	4,186	5,125	9,311
75-79	2,930	3,663	6,593
80-84	2,060	3,088	5,148
85-89	997	1,486	2,483
90-94	414	606	1,020
95-99	141	179	320
100 and above	31	45	76
<b>Total</b>	<b>144,050</b>	<b>156,284</b>	<b>300,334</b>

Table of population in Yala totally the age more than 19 years old, male and female equal to 300,334 persons. And male has less than female 12,234 persons.

- **Statistic of population in Pattani**

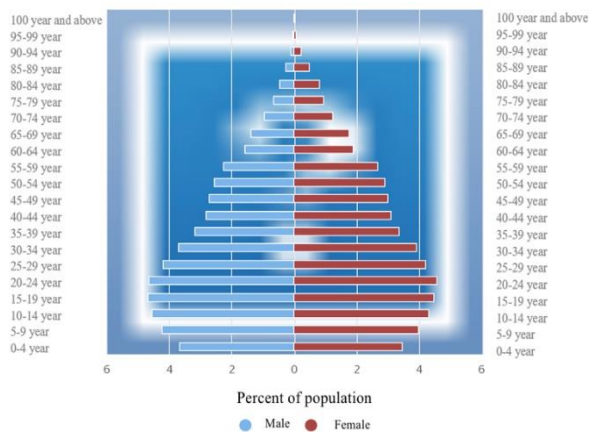


Figure 2.2: Population pyramid (Pattani Population Pyramid, 2020).

Table of population (Pattani Population Pyramid, 2020)



Age	Male	Female	Total
20-24	28,790	28,262	57,052
25-29	26,007	26,089	52,096
30-34	23,063	24,133	47,196
40-44	17,570	19,111	36,681
45-49	16,956	18,496	35,452
50-54	15,944	18,021	33,965
55-59	14,168	16,554	30,722
60-64	9,763	11,647	21,410
65-69	8,661	10,759	19,420
70-74	5,974	7,514	13,488
75-79	4,142	5,734	9,876
80-84	3,020	4,982	8,002
85-89	1,661	2,845	4,506
90-94	752	1,221	1,973
95-99	236	335	571
100 and above	60	108	168
Total	196,626	216,536	413,162

Table of population in Pattani totally the age more than 19 years old, male and female equal to 413,162 persons. And male has less than female 19,910 persons.

- **Statistic of population in Narathiwat**

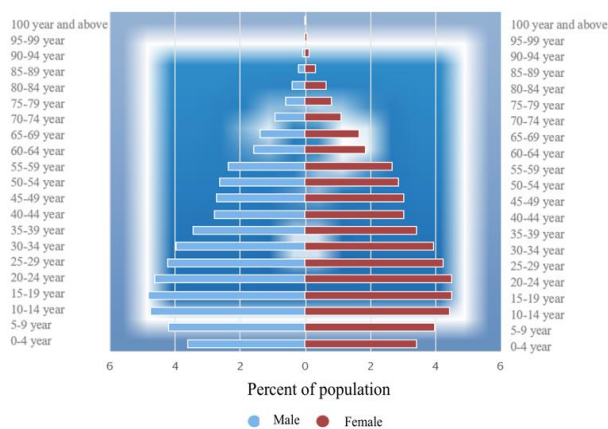


Figure 2.3: Population pyramid (Narathiwat Population Pyramid, 2020)

Table of population (Narathiwat Population Pyramid, 2020)

Age	Male	Female	Total
20-24	29,704	28,765	58,469
25-29	27,138	27,089	54,227
30-34	25,477	25,277	50,754
35-39	22,012	21,906	43,918
40-44	17,897	19,378	37,275
45-49	17,572	19,456	37,028
50-54	16,793	18,363	35,156
55-59	15,146	17,051	32,197
60-64	10,189	11,884	22,073
65-69	8,908	10,568	19,476
70-74	5,873	7,100	12,973
75-79	3,862	5,104	8,966
80-84	2,525	4,126	6,651
85-89	1,346	2,076	3,422
90-94	591	833	1,424
95-99	196	265	461
100 and above	51	92	143
<b>Total</b>	<b>205,280</b>	<b>219,333</b>	<b>424,613</b>

Table of population in Naratiwat totally the age more than 19 years old, male and female equal to 424,613 persons. And male has less than female 14,053 persons.

## **2.7 Theory of conceptual dimensions**

### **2.7.1 Hedonic Motivation**

#### **Conceptual definition**

Jin and Kim (2003) described the factors of shopping that will help consumers meet their needs on the markets. Holbrook and Hirschman (1982) separated the shopping motives of customers into utilitarian and hedonic elements. Hedonic shopping motivations create a behavior associated to pleasure, entertainment, creativity and sensory stimuli (Babin et al., 1994).

In addition, hedonic motivation relates to the desire for feelings the same as enjoyment, happiness and imagination experienced during the purchasing process. Consumers with higher hedonic motivation are therefore looking for the pleasure of the system and not the benefit of the product being purchased. Throughout the last years, it is clear that hedonic motivation has been a priority because it's become the continuation of utilitarian motivation, which are required to gain a competitive edge for online stores (Parsons, 2002).

#### **Dimension of Hedonic Motivation**

For traditional stores and non-conventional stores, hedonic consumption is an essential term. In this case, it is interesting that there is a report on online shopping by Sarkar (2011). Consumers with a hedonic usage tend to engage with goods accordingly. As a result, the customers don't want to buy from online retailers because the customers can't touch the items. This finding means that companies selling their goods over the Internet should be more hedonistic in developing their websites. Online shopping often puts the customer at greater risk, evoking less usefulness. Similarly, his study of the motivation of online shopping Mert (2012) concluded that customers with a feeling for interest and entertainment prefer to buy online. It is generally agreed that the degree of

satisfaction is measured by customer loyalty to companies and mouth-to-mouth contact. Customer satisfaction is a strong approximation of potential customer buying behavior (Carpenter et al., 2005).

## **2.7.2 Prior Purchase Experience**

### **Conceptual definition**

Helson (1964) asserted that the reaction of an individual to a prejudiced task was based on three elements, summing up past experiences, context or background, and stimulus of the individual. To a wide number of customers, online purchasing is a fairly recent practice, and online transactions are often viewed as more risky than a ground ones (Laroche et al., 2005). Online-shopping customers would therefore rely greatly on the performance of the experience in which the quality of the experience can only be achieved by previous purchasing experience. (Ling, Kwek & Lau, 2010).

Previous experience in Technology acceptance model (TAM) for the Perceive ease of use (PEOU) is a censoring or preceding factor for the Perceive ease of use (PEOU). Novak et al. have found that online shopping experience improves ability and convenience and PEOU 's effect. Experience before Internet smooths up online purchases by raising perceived risk and increasing confidence. Furthermore, prior experience with an online purchasing device can bring to habitually. In case a consumer doesn't assess the option recognized, continued action gradually becomes an unconscious habit. The perceive usefulness (PU), PEOU or any other variable is less important in this step than in the previous decision circumstance (Järveläinen, 2007).

### **Dimensions of Prior Purchase Experience**

Satisfaction, according to Oliver (1997), is "the overview psychological state that comes from a consumer's prior sentiment about the consumer's experience when the emotion around unsettled expectations is combined." From its point of view, "satisfaction can best be understood as a continuous assessment of the excitement of a

product acquisition and/or consumer experience." Specifications play a significant role in assessing consumption satisfaction (Oliver, 1980, 1981; Yi, 1993). Johnson et al. (1995) support the evidence: consumer preferences are changed in an appropriate way over time. The satisfaction process described by Oliver (1997) may also clarify this new framework: experienced satisfaction is shown to have an impact on satisfaction expectations over the next repurchase process. Likewise, the idea of updated expectations based on the perceptions of the user was suggested by Tear (1993) and Anderson and Salisbury (2003).

### **2.7.3 Time-saving Orientation**

#### **Conceptual definition**

Time savings were reported for warehouse, smartphone and home shopping as major motivating factors (Gillett, 1976). The easy searching of payment details and items by customers online is a significant factor in the development of online purchasing. Assumptions also say that customers who prefer convenience are more likely to purchase online rather than in-store (Donthu and Garcia, 1999; Childers et al., 2001; Rohm and Swaminathan, 2004).

With a view to saving money, customers have always had the intention of "buy time" to shop online (Jensen 2012; Alreck and Settle, 2002). Wu (2003) claimed in another study that the market has changed habits and lack of time make shopping harder for customer's physical sites such as shopping stores. Wu emphasized that too. So long so online shopping saves money, customers will continue to use it.

Consumers enjoy a meal – and shopping for food – more than ever – and their preferences of what the customers want to change from a restaurant. The customers want easy, informal and flexible experiences and sometimes want to "enjoy a meal out" without leaving home. (Euromonitor International, 2016). And, then, they bring food to them. This involves taking the least time to complete a job which makes it a time-saving option for you. In the United States, every two - and - half meals are eaten away from home (Kara et al., 1997). Even during a recession, sales of fast-food chains keep

rising. Throughout Britain, there has been a growing rise since the 1980s in the turn and delivery industry. The market is significantly concentrated in takeaway and distribution and has numerous options and styles of foods (Alreck and Settle 2002; Ball 1999). A majority of people of these food supplies are made available to families, meaning that nearly 70 percent of the orders are distributed to homes. This percentage points to the reliance on households of the food supply target market (Yeo et al., 2017).

### **Dimensions of Time-saving Orientation**

The time-saving factor raises the cost of the services offered by lowering the amount of money and time expenditures (comfort) that customers have to buy (Jeng, 2016). Recent theories (Alavi et al., 2016; Tsang and Tse, 2005) show that the impetus of the buying can be extracted from shopping values and enjoyment (Babin et al., 1994). Besides that, both utilitarian and hedonistic motives motivate consumption of food online (Nejati and Moghaddam, 2013).

As a typical exchange, customers can easily compare the price and the diversity of associated goods and choices. It will save a lot of time and unrestricted shopping time (24 hours) (Garry & James, 2000). Online shopping saves time and eliminates tension as opposed to conventional shopping by searching the online catalog. Rohm & Swaminathan (2004) says that one of the possible reasons why online purchase saves time is to avoid travel to the shop. Furthermore, online consumers and offline consumers differs. Online consumers are concerned with purchasing advantages, saving time and choosing and offline consumers worry about protection, privacy and time (Goldsmith & Bridges, 2000). One of the major issues with perceived time constraints are usually dealt with. Settle & Alreck, 1991 notes that there is no remaining time in regards to everyday duties and works when time constraints are in the degree to which one knows. Since the online trade can be done anywhere it makes life much easier for its users; customers do not have to find a parking garage by shopping online, do not have to queue or be a member of the crowds of the store (Childers et al., 2001).

## 2.7.4 Price-saving Orientation

### Conceptual definition

Established marketing research implies that shifting customer values and changing social environments can influence purchasing patterns (McCracken, 1980). Along with today's economic crisis, more consumers are more expense and likely to receive price information than ever (Reibstein, 2002).

Price is the budgetary value that is to be offered in return for a product or service under a purchase contract as specified by Nagle et al (2010). Consumers pursue price savings by price discounts, as the amounts of money they save through discounts are concerned (Darke et al.,1995). The research by Tversky and Kahneman (1981) found that customers would make additional trips only for shops ' discount. Research from studies has found that discounts add the perceived value to the product price as they demonstrate that the cost is an even better deal, backed by the effectiveness of a pricing discount (Thaler, 2008). Cheaper prices raise corporate revenues and greater discounts improve market demand for the product in question (Madan and Suri, 2001). The price saving orientation is not only the consideration of financial savings but also the fact that additional costs for the purchase or service are not incurred (Escobar-Rodríguez and Carvajal-Trujillo, 2014).

A lower price is both attractive and desirable for managers and attractive to consumers (Del Vecchio and Puligadda, 2012). Different consumers sections tend to be at different food quality rates and prices in the food segment. Users prefer to rationalize and take decisions on the basis of the highest value from which they can get the lowest reasonable price out of the offer (Ollila, 2011). The healthy food worth and prices of the food item to be purchased will of course also be taken into account by consumers. For instance (Nakandala and Lau, 2013), empirical research has demonstrated that the consumers are ready to pay more for foods that have a higher nutritional value and likewise. Superior prices of low-priced restaurants would increase consumers' likelihood of eating and taking away (Parikh and Weseley, 2004).

## **Dimensions of Price-saving Orientation**

The key benefits of using Online shopping are time and cost savings. In the typical shopping center, consumers can also compare prices within shopping malls. In satisfaction studies regarding the Operational Cost Theories, the same opinion has been taken (Kohli et al., 2004; Lee et al., 2003), where consumers tend to look for incremental profits in the traditional transaction cost theory which is comparable to marginal costs (Stinger, 1961). Devaraj et al. (2002) indicated that quality of time and store output represents both time costs and price savings, which are precedents of satisfaction.

### **2.7.5 Service Quality**

#### **Conceptual definition**

Czepiel (1990) identified the service quality as customer interpretation of the extent to which the service fulfills the expectations. Service quality is commonly seen as vital preconditions for creating and maintaining satisfactory relationship with customers and as determinants of their competitiveness. Earlier studies indicate that service quality is a significant measure of consumer's satisfaction (Spreng and Machoy, 1996).

Food quality is seen as to be related to fast food chain satisfaction (Kivela et al., 1999; Law et al., 2004). While it is true that food is not a factor in service quality, the emphasis is on its fresh, nutritious, possibly the best, and cooking attributes which are essential to please customers and make their purchasing decisions once again. Kotler (1991) states that service also means an intangible operation, or a benefit given to a customer by the service provider, that can be a tangible product and an addition to or in an independent type to an intangible service.



## **Dimension of service quality**

Earlier studies have shown that companies with a strong competitive edge must first react positively before competitiveness can be achieved (Caro & Garcia, 2007; Cossío et al., 2016). This positive finding can be explained by the service perceived after the standard of service. This attitude is actually critical for the business in mobile trade to be fully aware of the quality of its service (Jaz, 2018). In order to gain customer loyalty, businesses need to provide superior services. It explains that service quality is closely related to service quality (Özer, 2013).

### **2.7.6 Convenience Motivation**

#### **Conceptual definition**

Jarvenpaa and Todd (1997) discovered that convenience is considered to be one of the main advantages of Online purchasing. Donthu and Garcia (1999) observed that the previous category wanted more convenience than most others, when comparing online buyers with non-online buyers.

Convenience motivation is related to the perceived ease-of-use; both illustrate that simplicity and ease of use are degrees which users feel are liberated from difficulty by using a device or technology. The word convenience motivation is used in this study however, since it demonstrates and demonstrates the motivation of use as a big picture and a non-transactional context (Prabowo & Nugroho, 2019).

### **2.7.7 Attitude towards OFD services**

#### **Conceptual definition**

Attitude is an appraisal affirmation of the object, occurrence, person and represents how someone feels about something or somebody (Novita & Husna, 2020). The attitude of the customer to online shopping is the key reason why the buying behavior online is affected. This makes attitude directly affect decision making and is a key phase in the purchasing behavior of a customer (Li-Ming & Wai, 2013).

Park and Kim (2003), when using other software and apps, describe their attitude as user choices. In other words, convenient post-use applies to how much simpler it could be to use the given technology while the reason for convenience motivation is the desire to be able to use a new system or technology. The explanation is that convenience motivation will improve the performance of a process, enabling a user to perform more tasks in a shorter time. A more user-friendly system is seen over time as more beneficial. Hence the users are more likely to select the system that simpler to use between the two systems with the same functionality and therefore make that system more utilization. The studies above show emphasize outcomes, which influence the attitude towards new technology after use and the motivation for convenience.

### **2.7.8 Behavioral Intention towards OFD services**

#### **Conceptual definition**

The behavioral intention is extremely predictable because of the behavioral impact. The attitude of one person can influence the response, as Ajzen and Fishbein (1977) have suggested. The conduct parameters depend on the individual's observable behaviors.

### **2.8 Hypothesis Development**

This part will develop a relationship between, hedonic motivation, prior purchase experience, price-saving orientation, time-saving orientation, service quality, convenience motivation, consumer attitude and behavioral intention towards OFD services in Southern of Thailand.

#### **2.8.1 Hedonic Motivation**

According to Naiyanit. (2021) hedonic motivation in the selection of goods and services in ordering food via mobile applications of the GenY group, research has showed that in order to enjoy the variety of food in each application, besides the consumer will compare prices, services and promotions before deciding to order the

food. Menus are an incentive for consumers to choose goods and services in order-to-order food because they do not have a specific restaurant or food menu to choose from. They don't feel hungry, so they spend time searching for people to find food that meets their needs for a while before deciding ordering food.

The consumers' motivations for visiting a website are significantly determined by the satisfaction of the operation while visiting the hedonic Platform. Compared with the desired state and chosen state this is verified by the actual system. If the current state may meet the requirements of the ideal or preferable state, the user is allowed to use the website (Alavi et al., 2016; Tsang and Tse, 2005). Most studies put a premium on the hedonic aspects of entertainment, including shopping and sports. Many choose to focus on the hedonic aspect of tactile consumption of goods including such CDs, whiskey, and wine (Neeley et al., 2010). Hedonic motivation is characterized as an important component of consumer behavior research intention (Holbrook and Hirschman, 1982) and has been linked subsequently to customer satisfaction and loyalty (Vieira et al., 2018). The hypothesis is therefore presented as follows:

***Hypothesis 1: There is a positive relationship between hedonic motivation and convenience motivation***

### **2.8.2 Prior purchase experience**

This is due to advanced technology. This makes accessing the internet of consumer are convenience, fast, and easy for consumers, together with a highly developed online payment system both in terms of safety and reliability. There are different payment options, comprising simplicity of use and quick processing, application accuracy, and the affordability of applications that can be used to purchase items anywhere, at any time, providing customers with greater convenience., showing that consumers care about important to respond to one's own needs (Kiatrasamee, 2015).

Kwek et al. (2010) research has showed that previous experiences help to boost consumer intention regardless of the confusion surrounding high- or low-prevention issues. Most significantly, prior purchasing experience removes concerns about the

websites' uncertainty and makes the relationship with the websites stronger (Shim et al., 2001; Weisberg et al., 2011).

In addition, the past online shopping experiences of an individual will also decide their future expectations of the effort needed for internet purchases. The perceived ease of use reflects expectation (Gentry and Calantone, 2002) and hence creates the connection between online shopping experiences with convenience motivations (Alavi et al., 2016; Valaei et al., 2016). With the relevant experience online buying, consumers prefer to find it simpler to use and revisit. The intentions of repurchase would also be greater. Online experience can increase a person's desire for convenience motivation. With experience gathering, less effort is required to operate the technology, making it simpler to use. It is seen, therefore, that prior online purchasing experience is directly related to convenience motivations, and convenience motivations are directly related to attitudes. Thus, the following theories were also proposed the following hypotheses have been suggested:

***Hypothesis 2: There is a positive relationship between prior purchase experience and convenience motivation.***

### **2.8.3 Time-saving orientation**

Hiruncharoen et al., (2011) said that for Thailand today, the way of life of the people of Bangkok has changed dramatically. Whether it is the impact of socio-economic conditions that cause people in Bangkok to change their lifestyles in a hurry, competing against the time is an important factor that must be used for maximum efficiency. So, there was a change in the consumption behavior of people in Bangkok. Therefore, food delivery service was born. came to be an important role in consumption and began to expand to all groups of people in Bangkok due to food delivery service resulting in savings both travel costs and ability controlling eating time as well as a result of such factors, consumer behavior has increased in using food delivery services.

The considerations which affect the production of food deliveries are traffic jams, tight schedule and busy life. For this service, people can comfortably,

conveniently and quickly buy their meals. In today's lifestyle, the argument to be fast in food purchases is regarded as the most important. People prefer to take time to do some task, including buying meals, as easily as possible. It is anticipated that this time-saving orientation has a positive relationship with post-use utility, because the more time a customer can spend with an application, the more effective and easier the app can be used. More and more time can be saved or used as soon as possible, the faster an application will be used the user would know (Prabowo & Nugroho, 2019). This study therefore suggests the following hypothesis:

***Hypothesis 3: There is a positive relationship between time-saving orientation and convenience motivation.***

#### **2.8.4 Price-saving Orientation**

Food delivery is a new component that makes use of technology to build a system and an application or websites as an administrator to create a networked service system that meets needs in people's daily life. For example, delivering food to consumers with efficiency and fixed rates that restaurants don't need to invest in food delivery management and consumers are getting more convenient. It also costs less than buying through traditional channels. The initial ordering process is where the customer selects the desired food from that restaurant, then pays and the order is sent to the restaurant as well as picked up food within the specified time (Boonthanapirat, 2017).

Online customers can compare prices using various web sites and it is considered that the business which can deliver a lower price is the most valuable online platform. The Internet allows price comparisons simpler and therefore allows consumers to purchase goods at lower costs (Chiu et al., 2014; Eriksson and Nilsson, 2007; Gentry and Calantone, 2002). The comparative benefit of online purchasing is that it offers cheaper price as well as saves time and much more convenience in online shopping than conventional shopping (Akroush and Al-Debei, 2015).

Marketing strategies have not affected communication skills dramatically and have thus been unsatisfactory. Participants may have noticed that Chatbot is more

capable of providing services than offline. Though the customers saw Chatbot's lack of detail, productivity and time saving, they perceived that it is accurate and credible (Chung et al., 2018). This study therefore suggests the following hypothesis:

**Hypothesis 4:** There is a positive relationship between price saving orientation and convenience motivation.

### 2.8.5 Service quality

Pongsathaporn. (2007) suggested that service quality is an attitude that service recipients collect information about expectations. that will be received from the service If it is at an acceptable level (tolerance zone), the service recipient will be satisfied with the service. which will have different levels according to individual expectations and this satisfaction as a result of the evaluation received from that service at any point in time.

Service quality is essential to the satisfaction of the customer, because the goods or services are produced by customers. Effective instruments to determine the service quality are thus vital to firms that earn profits or receive a portion of their revenue from service delivery. Moreover, the SERVQUAL instrument is widely utilized by many businesses to assess customer loyalty and satisfaction (Landrum et al., 2009). Parasuraman et al. (1988) proposed the idea of SERVQUAL first as a generic method used on the grounds of target population inputs to assess service quality. It was adopted by several other organizations, including online libraries and utilities, in terms of its advancement in the marketing industry (Gede and Sumaedi, 2013; Reichl, Tuffin and Schatz, 2013; Wang et al., 2014).

The two central principles of marketing philosophy and practice are certainly service quality and customer satisfaction (Spreng & Mackoy, 1996). The secret to sustained competitive advantage in current time is the provision of a high-quality service that contributes to satisfied customers (Shemwell, Yavas, & Bilgin, 1998). Consumer satisfaction has been one of the major marketing goals as a major driver of recurrence revenue, positive word of the mouth and customer loyalty is commonly

thought. The restaurants corporation's total food service includes both tangible (food and physical equipment) and intangible (worker and customer communication elements (Ryu & Han, 2010).

Customers, on the other hand, are not essentially focused to value and costs. Thus, at some stage customers satisfaction is dependent on cost (Caruana et al, 2000; De Ruyter et al., 1997; Howard and Sheth, 1969; Kotler and Levy, 1969; Rust & Oliver, 1994), since the cost is an instrument that is very comparative and can be used jointly as a theoretical framework (Fornell et al., 1996; Lancaster, 1971). This study therefore suggests the following hypothesis:

***Hypothesis 5: There is a positive relationship between service quality and convenience motivation.***

#### **2.8.6 Convenience motivation and behavioral intention towards OFD services**

Accelerated urbanization has resulted in a circumstance in which city people have a short time, typically during the workday, to make their own foods or even dine at restaurants. As an outcome, many opt to eat more unhealthy foods or skip meals entirely. (Botchway et al, 2015).

To meet the requirements of the clients and enhance corporate sales, numerous restaurants began to develop innovative business models by providing OFD services to clients. Convenience in the framework of OFD services is considered as time, value, and effort designed to allow the use of the OFD service. According to research, convenience is described as a significant obstacle that influences future intentions (Seiders et al, 2005). This indicates that the process must first reach a significant degree of expected convenience before it may drive future intention. Motivation is highly significant since it influences consumer attitudes and tendencies. Customers will be encouraged to utilize the system indefinitely if the degree of convenience satisfies their requirements (Chai & Yat, 2019). The following hypothesis is therefore suggested in this study:

***Hypothesis 6: There is a positive relationship between convenience motivation and behavioral intention towards OFD services.***

### **2.8.7 Attitude towards OFD services and behavioral intention towards OFD services**

From an example of a study involving the adoption of technology or online shopping systems (Wagner et al., 2014), the intent of purchasing air tickets online by Low-cost airlines (Pengpong, 2015), food transfers (Weerayothin, 2017). Studies have shown that cognition beneficial factors and perceived ease of use are the effect on the user's acceptance of the use of various types of technology and attitudes towards behavior means that the person's judgment of behavior is good. Attitude is a reliable indicator of behavioral intention, which subsequently affects actual behavior (Suriyamongkol, 2018).

The acceptance of technology is also ascertained by behavioral intentions in a seminal, Davis (1989) article where it connects the attitude of the individual and perceived utility. The determination of the behavior is highly forecastable by attitude because its positive effect is significant. The attitude of a person could influence the reaction of an intoxicant, as Ajzen and Fishbein (1977) stated. The behavioral requirements focus on the individual's noticeable behavior (Kuo and Yen, 2009). This shows that attitude has a positive relationship with behavioral intention. The samples comprise of defensive communication technology (Dinev and Hu 2007), e-learning (Liaw 2008; Liaw et al. 2007), internet-based learning, personal media aids in the medical industry (Yi et al. 2006), browsers (Liaw and Huang 2003) and hotel innovations (LAM et al., 2007), Limayem et al. (2000) reported that they have the greatest attitude towards intention online shopping (LAM et al., 2007; Limayem et al., 2000). The long-term study has shown that the pattern of behavior that leads to the decision to buy online needs to be further investigated. A distribute research explored the preceding of customer trends and lifestyles in which their actions and intention to shop online are directly impacted (Taylor and Todd, 1995; Wu, 2003). The following hypothesis is therefore suggested:



*Hypothesis 7: There is a positive relationship between attitude towards OFD services and behavioral intention towards OFD services.*

## 2.9 Theory of Reasoned Action

In this study, the Theory of Reasoned Action (TRA) was used. This framework was designed by Fishbein and Ajzen in 1975 and served as a major contributor to past technology acceptance models. A person's intention, according to the TRA (Theory of Reasoned Action), can describe their acceptance of technology. Personal intention is determined by their own perception that the majority of people who are crucial to oneself believe he should demonstrate the target behavior (subjective norm) and the person's positive or negative thoughts toward the specific behaviour (attitude) (Ajzen & Fishbein, 1977). Earlier, the TRA was examined on a diverse selection of behavioral intentions, including blood transfusion (Burnkrant & Page, 1982), bone charity (Bagozzi, Lee, & Van Loo, 1996), and religious donation (Chuchinprakarn, Greer, & Wagner, 1998). The TRA is included in this research to evaluate customer attitudes and behavioral intentions toward OFD services.

## 2.10 Conceptual framework

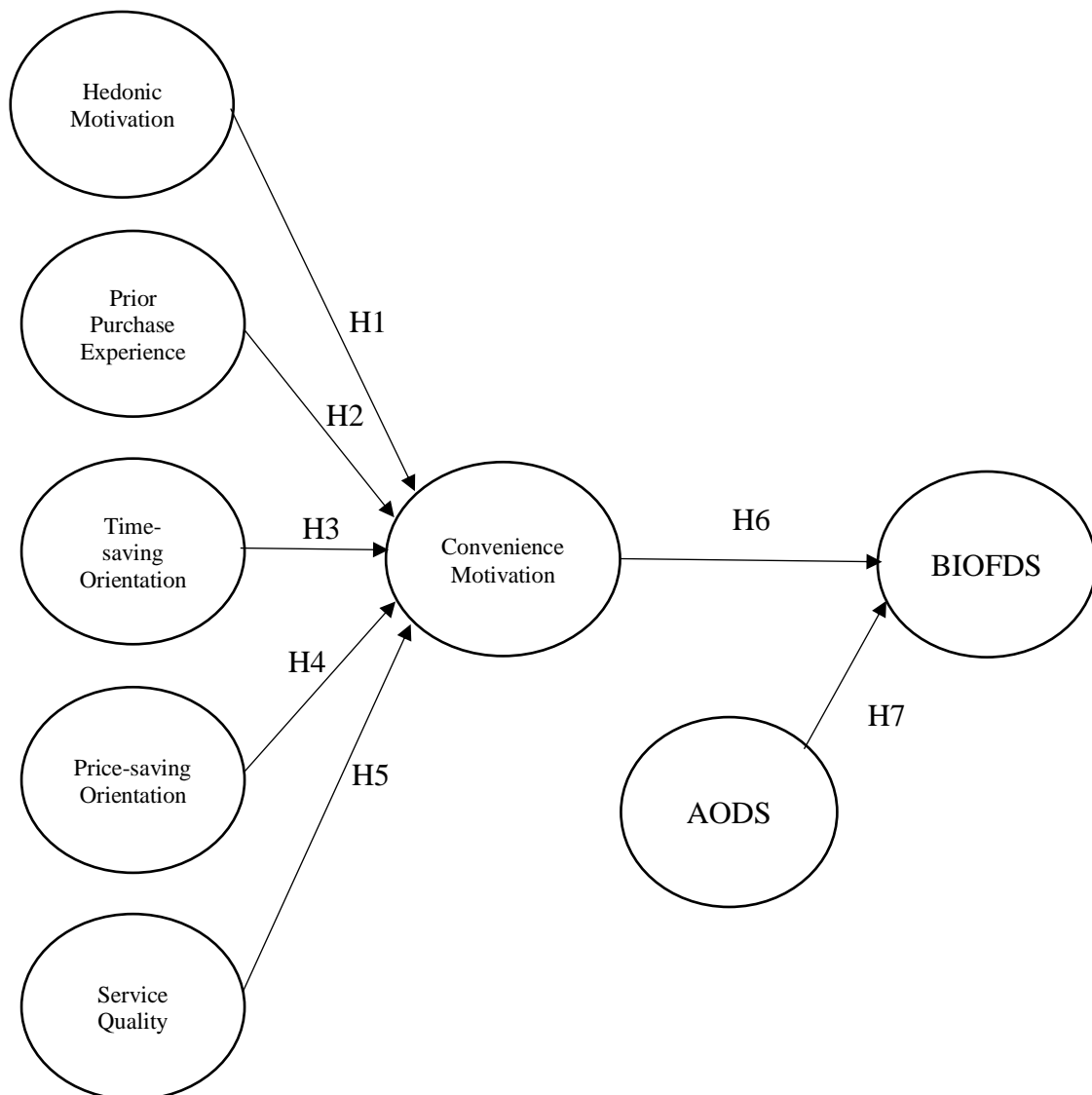


Figure 2.4: Conceptual framework for this study (Yeo et al., 2017; Reynaldo et al. 2020).

**Note:** \*Attitude towards online food delivery services (AODS)

\*\*Behavioral intention toward online food delivery services (BIOFD)

This research introduces an inclusive theoretical model of research based on Yeo et al. (2017)'s model, and adapted model from Reynaldo et al. (2020). The researcher used items from Yeo et al. (2017) to measure hedonic motivation, prior

purchase experience, time-saving orientation, price-saving orientation, attitude and behavioral intention and Reynaldo et al. (2020) to measure service quality.

The theory of reasoned action was used in this study. The TRA seeks to describe the relationship between beliefs, attitudes, intentions, and behavior, and it is predicated on the premise that humans are reasonable and use accessible information in a structured manner to measure the expenditures and improvement of an existing action (Fishbein and Ajzen, 1980). Nevertheless, only two indicators frameworks from this theory were selected. Park and Kim (2013) characterize attitude as users' preferences when using specific technologies and methods. Second, behavioral intention is defined as "a person's strong possibility of accomplishing some behavior" (Fishbein and Ajzen, 1975).

## CHAPTER THREE

### RESEARCH METHODOLOGY

#### Chapter structure

- 3.1 Population and sample
- 3.2 Data analysis
- 3.3 Research Instrument

The analysis methodology used in this study is outlined in this chapter. This chapter explains the study in terms of the population, data source, empirical estimation model and the statistical analytical method for analysis of the data collected.

#### 3.1 Population and sample

The research examined customer attitude and behavioral intention toward online food delivery in Southern of Thailand. There are 3 provinces in Southern Thailand named: Yala, Pattani, and Narathiwat. The three provinces were selected to apply of longitudinal data survey as the time the research is collected adapted from Vance et al.'s (2018).

<b>Provinces</b>	<b>Population</b>
Yala	295,561
Pattani	460,815
Narathiwat	413,748
Total	1,170,124

Table 3.1 Population of the selected provinces (Population pyramid, 2020)

According population in Yala at the age 19 years old and above is 295,561 (Yala Population Pyramid, 2020), Pattani is 460,815 (Pattani Population Pyramid, 2020) and Narathiwat is 413,748 (Narathiwat Population Pyramid, 2020). The number provided is however the combination between customer and non-consumer application for OFD

service. Therefore, this study adopted Krijcie & Morgan function (Krijcie & Morgan, 1970).

### 3.1.1 Sample size: Unknown population standard deviation

The customer attitude effect on online food delivery service for this study is formed within the context of Cochran's sample size formula (Zikmund et al., 2013) function as mentioned below:

$$n = \frac{z_{c.l}^2 pq}{E^2}$$

Where  $n$  = sample size

$z_{c.l}^2$  = square of the confidence level in standard error

$p$  = estimated proportion of successes

$q = 1 - p$ , estimated proportion of failure

$e2E^2$  = the margin of error, at a confidence interval of 95%, so the allowable deviation is 0.05

$P$  and  $q$  are unknown, so  $p=0.5$  and  $q=0.5$

And estimated 95% confidence, so  $Z_{c.l}= 1.96$

$E = 5\%$  or 0.05

#### Sampling calculation

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$$

$$n = \frac{9.604}{0.0025}$$

Sample size = 384.16

In case that doesn't know the exact number of the target sample size at the confidence level of 95% that can be referred to represent entire target sample size equal to 385 users. This is to prevent errors from answering questions, therefore the researcher more questionnaire totally 500 users.

### **3.1.2 Users of OFD service: Unknown population**

The target group is local people in Yala, Pattani and Narathiwat, aged 19 years old and above because the average age is 19 years old (Electronic Transactions Development Agency, 2021). OFD service was just famous when FoodPanda established in Yala. Then GrabFood are started to open in Yala province. Customers are really interested in both applications especially for FoodPanda application. Moreover, it will be easier for the researcher to collect data for the research. The questionnaires will collect from users who have experience of using these 2 applications at least one time purchasing OFD services.

#### **3.1.2.1 Convenience Sampling Methods**

For the distribution of the questionnaire in Southern of Thailand a convenient method for sampling was selected. Convenience sampling is a non-probability sampling technique in which the selected samples are made accessible to the researchers from the population. Researchers select these samples only because it is simple to recruit and the researcher does not intend to choose a sampling that is representative of the entire population. In the research, a sample representing the population should surely be tested. However, in certain research, people are too large for the actual population to be examined and considered. It is because of its speed, cost efficiency and ease of sample availabilities that researchers trust on sampling convenience, which is the most common non-probability sampling process (QuestionPro, n.d.)

### **3.2 Data analysis**

The Statistical Package for the Social Sciences (SPSS) program was used to examine quantitative data. Among the statistical approach followed were SEM is a collection of statistical methods used to assess and evaluate the correlations between observable and latent variables. It explores linear causal links among variables while correcting for error range, making it similar to but stronger than regression studies. SEM is a comprehensive multivariate analytic approach that is frequently employed in

the social sciences (Gonzalez et al., 2008). Its applications extend from simple variable association analysis to advanced measurement equivalent studies with first and relatively high entities (Cheung, 2007).

SEM comprises a series of integrated analytic methods. This included comparisons of variance across and within groups, which are generally connected with ANOVA. This also comprises path analysis (regression analysis), which involves solving solution that reflect the influence with one or even more aspects on others in order to determine their relationships. As a consequence, route analysis identifies the causal relationships between variables which will be researched. A component of SEM is factor analysis, in which unobserved variables (factors or latent variables) are obtained from observed variables. Generally, these studies may be carried out utilizing data in the sort of means, correlations, and covariances (i.e., unstandardized correlations). Additionally, this data might come from experimental, nonexperimental, or observational investigations. Most of these strategies may be used in the example given.

The fit indices for the trial of a single path coefficient (— for example, pvalue and standard error) and the entire model fit (— for example,  $\chi^2$ , RMSEA) form the basis of SEM evaluation. According to the literature, model fit indices have a wide range of suitability. In particular, the more fit indices adapted to a SEM, the further probably it is that a wrong detailed description model will be rejected, indicating an increase in the likelihood of great models getting rejected. This indicates that at least 2 fit indices should be used together (Hu and Bentler 1999). Some indices have advised criterion, and neither of them utilize as a universal rule over all implementations (Fan et al. 1999; Chen et al. 2008; Kline 2010; Hoyle 2011).

Fit indices	Value Range	Acceptable level
Chi-square test ( $\chi^2$ )	Good fit	> 0.05 (Bentler and Bonett 1980; Mulaik et al. 1989; Hu and Bentler 1999).
CFI	Good fit	close to 0.95 or higher (Hu and Bentler 1999).
GFI	Good fit	0–1.0 (MacCallum and Hong 1997; Sharma et al. 2005).
RMSEA	Good fit	<0.06 (Browne and Cudeck 1993; Hu and Bentler 1999; Fan et al. 1999).
SRMR	Good fit	<0.09 for a good model fit (Hu and Bentler 1999).

### 3.3 Research Instrument

The survey questionnaire was created based on the data and observations obtained from google form in online survey. The respondents will be who has experience to use OFD service application, 500 responses were obtained. In addition, the questionnaire consisted of five sections:

Section A: Hedonic Motivation

Section B: Prior online purchase experience

Section C: Time- saving orientation

Section D: Price- saving orientation

Section E: Service quality

Section F: Convenience Motivation

Section G: Attitude towards online food delivery services (AODS)

Section H: Behavioral intention toward online food delivery services (BIOFD)

Section I: Demographic questions



### Section A: Hedonic motivation

Section A was about hedonic motivation when respondents using online food delivery application. The questionnaire consisted of 5 questions using five points Likert scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. The questionnaires were adopted from previous research that construct questionnaire by

Variable	No	Items applied	Original items	Sources
Hedonic Motivation (HM)	1	I think it is fun to use OFD services.	HM1 I find that using OFD services is fun.	5 Likert scales (Escobar-Rodríguez and Carvajal-Trujillo, 2013; Khajehzadeh al., 2014; To et al., 2007)
	2	It's enjoyable to use online OFD services.	HM2 I find that using online OFD services are enjoyable.	
	3	The utilization of OFD services is really entertaining.	HM3 Using OFD services is very entertaining.	

### Section B: Prior online purchase experience

Section B was about pre-purchase experience of online food delivery application. The questionnaire consisted of 5 questions using five points Likert scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. The questionnaires were adopted from previous research that construct questionnaire by (Thamizhvanan and Xavier, 2013).

Variable	No	Items applied	Original items	Sources
Prior online purchase experience (POPE)	1	The OFD services are comfortable to use.	POPE1 I feel comfortable of using the OFD services.	5 Likert scales (Thamizhvanan and Xavier, 2013)
	2	I know how the OFD services are used.	POPE2 I am experienced with the use of the OFD services.	
	3	I feel capable to use OFD services.	POPE3 I feel competent of using the OFD services.	

### **Section C: Time-saving orientation**

Section C was about saving time of purchasing online food delivery application. The questionnaire consisted of 5 questions using five points Likert scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. The questionnaires were adopted from previous research that construct questionnaire by (Alreck and Settle, 2002).

Variable	No	Items applied	Original items	Sources
Time-saving orientation (TSO)	1	I think that OFD purchasing method is very beneficial.	TSO1 I believe that using OFD services are very useful in the purchasing process.	5 Likert scales (Alreck and Settle, 2002)
	2	Through purchasing method, I agree that using OFD services allow me to do things finish faster.	TSO2 I believe that using OFD services helps me accomplish things more quickly in the purchasing process.	
	3	By using OFD services in the buying process I believe I may save time.	TSO3 I believe that I can save time by using OFD services in the purchasing process.	
	4	I consider it important that food is bought via OFD services as rapidly as possible.	TSO4 It is important for me that purchase of food is done as quickly as possible using OFD services.	

#### **Section D: Price saving orientation**

Section D was about price saving when purchasing online food delivery application. The questionnaire consisted of 5 questions using five points Likert scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. The questionnaires were adopted from previous research that construct questionnaire by (Escobar-Rodríguez and Carvajal-Trujillo, 2013).

Variable	No	Items applied	Original items	Sources
Price saving orientation (PSO)	1	By using rates comparing for various online OFD services, I can save money.	PSO1 I can save money by using prices of different online OFD services.	5 Likert scales (Escobar-Rodríguez and Carvajal-Trujillo, 2013)
	2	I prefer to search for cheap food in various online food items websites of the seller.	PSO2 I like to search for cheap food deals in different online food retailer's websites.	
	3	Online food suppliers offer a better price.	PSO3 Online food retailer offer better value for my money.	

### Section E: Service quality

Section E was about service quality when purchasing online food delivery application. The questionnaire consisted of 5 questions using five points Likert scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. The questionnaires were adopted from previous research that construct questionnaire by (Steven & Thomas, 1994).

Variable	No	Items applied	Original items	Sources
Service Quality (SQ)	1	I think this OFD service application offerings are usually of general quality.	SQ1 I think XYZ's offerings are usually of general quality.	5 Likert scales (Steven & Thomas, 1994).
	2	In particular, the service of this application is typically.	SQ2 The quality of XYZ's service is generally.	
	3	In summary, I think this application's services offering are great.	SQ3 Overall, I consider XYZ's services to be excellent.	

### **Section F: Convenience Motivation**

Section F was about convenience motivation when purchasing online food delivery application. The questionnaire consisted of 5 questions using five points Likert scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. The questionnaires were adopted from previous research that construct questionnaire by (Anderson and Srinivasan, 2003; Childers et al., 2002).

Variable	No	Items applied	Original items	Sources
Convenience Motivation (CM)	1	In OFD services, I find it easy to shop online and online transactions.	CM1 I would find doing online shopping and web-based online transactions on OFD services web pages easy.	(Anderson and Srinivasan, 2003; Childers et al., 2002) 5 Likert scales
	2	I would find simple and comprehensible mobile apps of interaction through OFD services.	CM2 I would find interaction through OFD services web pages clear and understandable.	
	3	I would find it easy to browse through mobile apps of OFD services.	CM3 I would find it easy to become skillful at navigating through OFD services web pages.	
	4	Totally, online shopping or purchase using OFD services is easy for me.	CM4 Overall, in using OFD services, online shopping or transaction would be easy for me.	

### Section G: Attitude towards online food delivery services (AODS)

Section G was about attitude when purchasing online food delivery application. The questionnaire consisted of 5 questions using five points Likert scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. The questionnaires were adopted from previous research that construct questionnaire by (Childers et al., 2002).

Variable	No	Items applied	Original items	Sources
Attitude towards online food delivery services (AODS)	1	It is smart to purchase food through OFD services.	AODS1 Purchasing food through OFD services is wise.	5 Likert scales (Childers et al., 2002)
	2	It's good to purchase food through OFD services.	AODS2 Purchasing food through OFD services is good.	
	3	It is intelligent to purchase food through OFD services.	AODS3 Purchasing food through OFD services is sensible.	
	4	It is worthwhile to purchase food through OFD services.	AODS4 Purchasing food through OFD services is rewarding.	

#### **Section H: Behavioral intention toward online food delivery services (BI)**

Section H was about behavioral intention when purchasing online food delivery application. The questionnaire consisted of 5 questions using five points Likert scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly agree. The questionnaires were adopted from previous research that construct questionnaire by (Escobar-Rodríguez and Carvajal-Trujillo, 2013; Kuo and Yen, 2009; Taylor and Todd, 1995).

Variable	No	Items applied	Original items	Sources
Behavioral intention toward online food delivery services (BIOFD)	1	In the future, I expect to use value-added services from OFD services.	BI1 I plan to use OFD value-added services in the future.	5 Likert scales (Escobar-Rodríguez and Carvajal-Trujillo, 2013; Kuo and Yen, 2009; Taylor and Todd, 1995)
	2	I'll try using value-added from OFD services if possible.	BI2 If possible, I will try to use OFD value-added services.	
	3	If necessary, I will try to use OFD value-added services.	BI3 I will try to use OFD value-added services if necessary.	

### Section I: Demographic questions

Demographics describe the features of the customers. Every company owner needs to know the demographics that characterize the consumers and what patterns or improvements are occurring in those particular features to be effective (Woodruff, 2019). And to understand the target population for this study. The questions are consisting of 5 questions; gender, religion, education, employment and monthly income.

Please tick (/) your answer in the box.

1. What is your gender?

Male

Female

Prefer not to say

Other (please specify) .....

2. What is your religion?

Buddhist

Muslim

Christian

Other (please specify) .....

3. What is the highest degree or level of school you are completed?



- |  |   |
|--|---|
| <input type="checkbox"/> Less than high school | <input type="checkbox"/> High school                  |
| <input type="checkbox"/> Bachelor degree       | <input type="checkbox"/> Master degree                |
| <input type="checkbox"/> Doctorated (PhD)      | <input type="checkbox"/> Other (please specify) ..... |

4. What is your current employment?

- Student
- Bachelor degree student
- Self-employed
- Retire
- Other (please specify) .....

Student Bachelor degree student Self-employed Retire Other

5. How much is your monthly income?

- Less than 1,500 Baht
- 1,500 – 3,000 Baht
- 3,001 – 5,000 Baht
- 5,001 – 10,000 Baht
- 10,001 – 15,000 Baht
- 15,001 – 30,000 Baht
- More than 30,001 Baht

## **CHAPTER FOUR**

### **DATA ANALYSIS & RESULT**

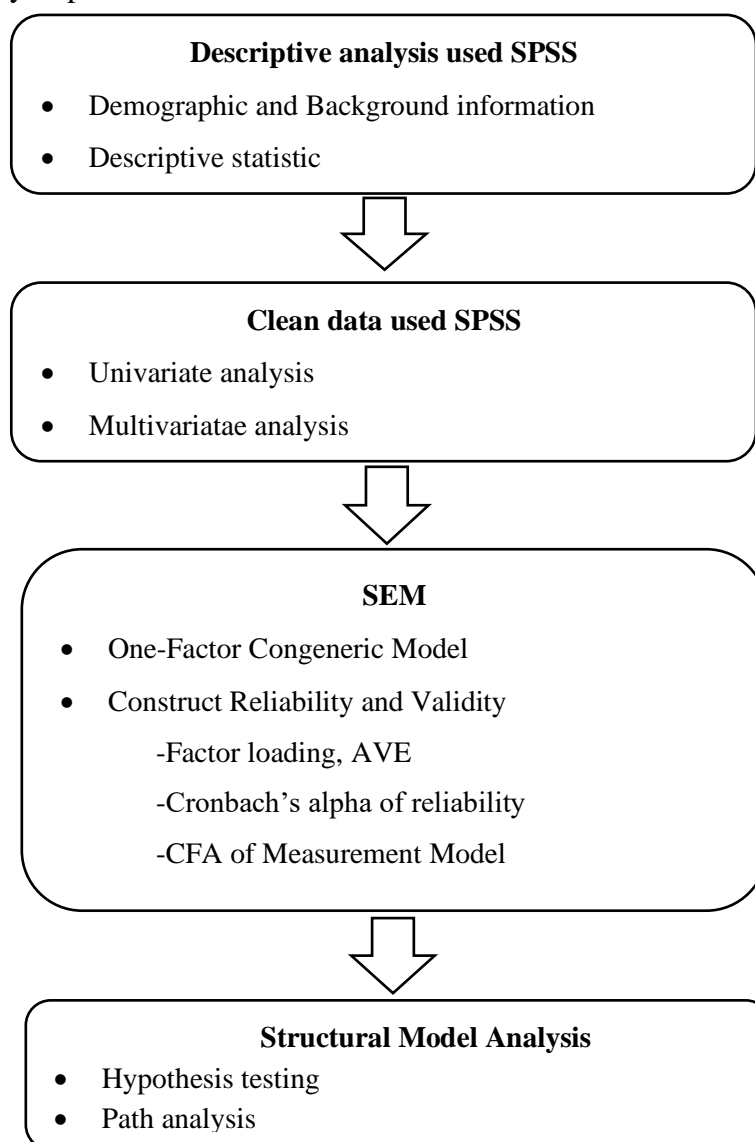
#### **Chapter Structure**

- 4.1 Introduction
- 4.2 Data cleaning
- 4.3 Descriptive statistic, Characteristics of Respondents and Demographic and background information
- 4.4 Correlations among variables
- 4.5 Goodness of Fit Indices
- 4.6 Full Measurement Analysis of the model
- 4.7 One-Factor Congeneric Models Analysis
- 4.8 Data analysis method
- 4.9 Factor analysis, Composite Reliability, Average Variance Extracted of the construct
- 4.10 Structural Model Analysis of the model
- 4.11 Structural Paths and Hypothesis
- 4.12 A Summary on the Comparisons between Original Model

#### 4.1 Introduction

The researcher will present the hypothesis's results in Chapter 3 Methodology. The structure of framework has such as hedonic motivation, price saving orientation, time saving orientation, prior purchase experience, convenience motivation, attitude and behavioral intention towards OFD services. Firstly, the researcher presents respondents' demographic and background information. Following that, descriptive statistics will be shown. Third, univariate and multivariate analysis will be studied and the results. The One-Factor Congeneric Model, as well as Construct Reliability and Validity, will be discussed. Finally, the researcher will use SPSS AMOS 23 to analyze the data in order to determine the path coefficient beta ( $\beta$ ). The data analysis procedure is summarized in diagram figure 4.1

Figure 4.1: Data analysis process



## 4.2 Data cleaning

The questionnaire was responded by 500 participants. 500 people responded to the questionnaire. Outliers were excluded from both experiments in this research. In an examination of the literature in the area of psychology, Leys et al. (2013) and Leys et al. (2018) revealed that researcher often employ two ways to locate outliers. Univariate outliers are described by psychologists as statistics that are more than or less than the mean plus or minus the standard deviation multiplied by a variable, which is frequently

3, or 3.29. Then, using SPSS version 23, a univariate outlier analysis was performed, with occurrences having a Z-score of  $z > 3.29$  or  $z < -3.29$  outliers are identified and excluded from the final study. (Tabachnick & Fidell, 2013). 414 users remained after eliminating and discarding 27 univariate outliers. Multivariate analysis collected outliers from dependent and independent variables to eliminate multivariate outliers. Multivariate analysis, linear regression, and the Mahalanobis distance were used to identify outliers. A substantial P-value was obtained using the Mahalanobis probability. P-values less than 0.001 were considered outliers. (2018) (Leys et al.). In the entire data sample, there were 305 respondents.

#### 4.3 Descriptive statistic, Characteristics of Respondents and Demographic and background information

This section presented the entire average score of each variable as a result of the results (total average of mean). Additionally, data from 305 respondents revealed the Cronbach's Alpha ( $\alpha$ ) result for the reliability of each variable. Every question has a sequence of statements to which respondents answered using a 5-point Likert Scale: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; and (5) Strongly agree. Each of the questions is labeled A to I. The constructs were section A: hedonic motivation, section B: prior online purchase experience, section C: time-saving orientation, section D: price- saving orientation, section E: service quality, section F: convenience motivation, section G: attitude towards online food delivery services (AODS), section H: behavioral intention toward online food delivery services (BIOFD).

Table 4.1 Total average of mean and standard deviation

No.code	Questionnaire item	Mean	SD
<b>Section A Hedonic Motivation (HM)</b>			
HM1	I think it is fun to use OFD services.	4.22	0.708
HM2	It's enjoyable to use online OFD services.	4.22	0.744

HM3	The utilization of OFD services is really entertaining.	4.25	0.724
Total		4.23	0.660
<b>Section B Prior online purchase experience</b>			
POPE1	The OFD services are comfortable to use.	4.19	0.766
POPE2	I know how the OFD services are used.	4.27	0.781
POPE3	I feel capable to use OFD services.	4.25	0.760
Total		4.24	0.677
<b>Section C Time-saving orientation</b>			
TSO1	I think that OFD purchasing method is very beneficial.	4.49	0.649
TSO2	Through purchasing method, I agree that using OFD services allow me to do things finish faster.	4.44	0.696
TSO3	By using OFD services in the buying process I believe I may save time.	4.42	0.699
TSO4	I consider it important that food is bought via OFD services as rapidly as possible.	4.36	0.735
Total		4.43	0.609
<b>Section D Price saving orientation (PSO)</b>			
PSO1	By using rates comparing for various online OFD services, I can save money.	4.09	0.850
PSO2	I prefer to search for cheap food in various online food items websites of the seller.	4.25	0.756
PSO3	Online food suppliers offer a better price.	4.01	0.765
Total		4.12	0.685
<b>Section E Service Quality (SQ)</b>			

SQ1	I think this OFD service application offerings are usually of general quality.	4.25	0.701
SQ2	In particular, the service of this application is typically.	4.31	0.678
SQ3	In summary, I think this application's services offering are great.	4.30	0.692
Total		4.29	0.640
<b>Section F Convenience Motivation (CM)</b>			
CM1	In OFD services, I find it easy to shop online and online transactions.	4.42	0.670
CM2	I would find simple and comprehensible mobile apps of interaction through OFD services.	4.27	0.722
CM3	I would find it easy to browse through mobile apps of OFD services.	4.31	0.692
CM4	Totally, online shopping or purchase using OFD services is easy for me.	4.36	0.699
Total		4.34	0.610
<b>Section G Attitude towards online food delivery services (AODS)</b>			
AODS1	It is smart to purchase food through OFD services.	4.25	0.781
AODS2	It's good to purchase food through OFD services.	4.26	0.746
AODS3	It is intelligent to purchase food through OFD services.	4.23	0.761
AODS4	It is worthwhile to purchase food through OFD services.	4.13	0.742
Total		4.22	0.687
<b>Section H Behavioral intention toward online food delivery services (BI)</b>			
BI1	In the future, I expect to use value-added services from OFD services.	4.20	0.777
BI2	I'll try using value-added from OFD services if possible.	4.20	0.758

BI3	If necessary, I will try to use OFD value-added services.	4.22	0.777
Total		4.21	0.722

#### 4.3.1 Characteristics of Respondents and Demographic and background information

Gender, religion, highest degree or level of education, present employment, and monthly income are all covered in this section. Notably, all data collected from respondents must contain all the necessary, including (1) age at least 19 years old, (2) living in Yala, Pattani, and Narathiwat, and (3) having prior experience using OFD services. The total number of responders is 305. Question 1-5 of the questionnaire collected the demographics of customers who had used OFD services in the past. Table 4.1 summarizes the data presented by 305 respondents.

Table 4.2 Demographic characteristic of respondents.

Demographic	Characteristic	Frequency	Relative frequency (%)
<b>Q1 Gender</b>	Male	61	20.0
	Female	238	78.0
	Prefer not to say	6	2.0
	<b>Total</b>	305	100
<b>Q2 Religion</b>	Buddhist	146	47.9
	Muslim	157	51.5
	Christian	2	0.7
	Other	0	0
	<b>Total</b>	305	100
<b>Q3 Education</b>	High school	2	0.7
	Bachelor degree	247	81.0
	Master degree	50	16.4
	Doctored (PhD)	6	2.0
	Other	0	0
	<b>Total</b>	305	100

<b>Q4 Current employment</b>	Bachelor degree student	46	15.1
	Self-employed	96	31.5
	Retire	22	7.2
	Other	141	46.2
	<b>Total</b>	<b>305</b>	<b>100</b>
<b>Q5 Income</b>	Less than 1,500 Baht	17	5.6
	1,500 - 3,000 Baht	12	3.9
	3,001 – 5,000 Baht	18	5.9
	5,001 – 10,000 Baht	37	12.1
	10,001 – 15,000 Baht	46	15.1
	15,001 – 30,000 Baht	81	26.6
	More than 30,001 Baht	94	30.8
	<b>Total</b>	<b>305</b>	<b>100</b>

#### 4.4 Correlations among variables

As summarized in Table 4.3 below, hedonic motivation has a correlation with behavioral intention toward online food delivery services 0.520 and attitude towards online food delivery services 0.572 at a significant level 0.01. Hedonic motivation has a correlation with convenience motivation 0.560 at a significant level of 0.01. Prior online purchase experience has a correlation with convenience motivation 0.763 at a significant level of 0.01. Time- saving orientation has correction with convenience motivation 0.794 at significant level 0.01. Price- saving orientation has a correlation with convenience motivation 0.768 at a significant level of 0.01. Service quality has a correlation with convenience motivation 0.817 at a significant level of 0.01. Convenience motivation has a correlation with behavioral intention towards online food delivery services 0.730 at a significant level of 0.01. Lastly, attitude towards online food delivery services has a correlation with behavioral intention toward online food delivery services 0.786 at a significant level of 0.01.



## Correlations

	Hedonic motivation	Prior online purchase experience	Time-saving orientation	Price-saving orientation	Service quality	Convenience Motivation	Attitude towards online food delivery services	Behavioral intention toward online food delivery services
Hedonic motivation	1	.655**	.605**	.564**	.558**	.560**	.572**	.520**
		.000	.000	.000	.000	.000	.000	.000
	305	305	305	305	305	305	305	305
Prior online purchase experience	.655**	1	.771**	.711**	.727**	.763**	.744**	.668**
	.000	.000	.000	.000	.000	.000	.000	.000
	305	305	305	305	305	305	305	305
Time-saving orientation	.605**	.771**	1	.700**	.743**	.794**	.715**	.658**
	.000	.000	.000	.000	.000	.000	.000	.000
	305	305	305	305	305	305	305	305
Price-saving orientation	.564**	.711**	.700**	1	.731**	.768**	.735**	.760**
	.000	.000	.000	.000	.000	.000	.000	.000
	305	305	305	305	305	305	305	305
Service quality	.558**	.727**	.743**	.731**	1	.817**	.789**	.773**
	.000	.000	.000	.000	.000	.000	.000	.000
	305	305	305	305	305	305	305	305
Convenience Motivation	.560**	.763**	.794**	.768**	.817**	1	.763**	.730**
	.000	.000	.000	.000	.000	.000	.000	.000
	305	305	305	305	305	305	305	305
Attitude towards online food delivery services	.572**	.744**	.715**	.735**	.789**	.763**	1	.786**
	.000	.000	.000	.000	.000	.000	.000	.000
	305	305	305	305	305	305	305	305
Behavioral intention toward online food delivery services	.520**	.668**	.658**	.760**	.773**	.730**	.786**	1
	.000	.000	.000	.000	.000	.000	.000	.000
	305	305	305	305	305	305	305	305

\*\* : Correlation is significant at the 0.01 level (2-tailed).

Table 4.3 Pearson correlation among variable

#### 4.5 Goodness of Fit Indices

As a result, the analysis accesses the model fit standard to be zero. As a consequence, the measures ascertain how much the model is from zero in order to evaluate model fit. The Likelihood ratio Chi-square test, Comparative Fit Index (CFI), Goodness of Fit Index (GFI), Root Mean Square Error of Approximation (RMSEA), and Normal Fit Index are all examples of absolute Fit Indices (NFI). Table 4.4 was presented.

Fit indices	Value Range	Acceptable level
Chi square	Good fit	Not significant
NFI	Good fit	>0.9 (Hair et al., 2010; Jodie, 1996)
CFI	Good fit	>0.9 (Hair et al., 2010; Hu & Bentler, 1999)
GFI	Good fit	>0.9 (Doll et al., 1994)
RMSEA	Close to fit	<0.09 (Hooper et al., 2008)

Table 4.4 Summary of Fit Indices

#### 4.6 Full Measurement Analysis of the model

After the hypothesized model's constructs were separately evaluated using a one-factor congeneric model and their validity was determined, the constructs were integrated into a full Confirmatory Factor Analysis (CFA) measurement model. Figure 4.2 presents the model, which was created from the eight constructs founded through the one-factor congeneric modelling process: hedonic motivation, prior purchase experience, time- saving orientation, price- saving orientation, service quality, convenience motivation, attitude towards online food delivery services and behavioral intention towards online food delivery services.

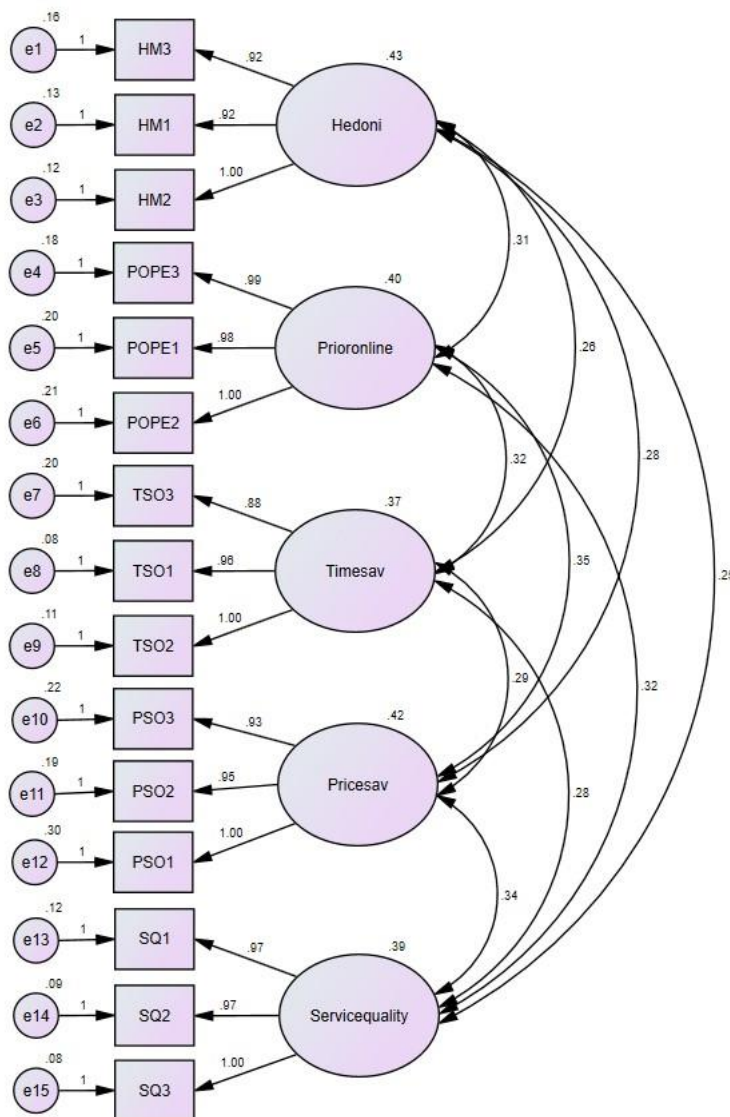


Figure 4.2: CFA Model for Conceptual Framework

Although some of the indices for goodness of fit were within acceptable levels with chi-squared: 188.558, CFI= 0.972, GFI= 0.925, NFI=0.951 and RMSEA at 0.064

#### 4.7 One-Factor Congeneric Models Analysis

One-factor congeneric measurement models were utilized to investigate item reliability, scale reliability, and accumulate factor score regression data for determining composite variables that would be used in the structural model (Webster & Fisher, 2001). These are frameworks in which interactions (i.e., scores) to a number of

observed variables (i.e., items) are integrated to quantify a fundamental non-observed factor—also known as a 'latent variable' or a 'construct' (Zubrick, et al., 2014).

A one-factor congeneric measurement model is one sort of measurement items in which numerous observable variables evaluate a single latent variable (factor). Latent (unobserved) variables are abstract notions or theoretical entities that are not immediately observable or measurable and must be appraised indirectly or assumed. This is frequently widely used to gather responses for a number of objects and then calculating the latent (unobserved) variable. Variables of this type are frequently referred to as elements or constructs (Webster and Fisher, 2001).

The phrase confirmatory factor analysis (CFA) also involves the evaluation of measurement models. CFA techniques aim to gauge the feasibility of a prior structures discovered theoretical, prior experience, or study, and to determine whether or not available data are compatible with an extremely restricted a prior structure that fits model estimation constraints (Webster & Fisher, 2001). Maximum likelihood confirmatory factor analysis using AMOS (version 23) was used to analyze the factor structure of the nine one-factor congeneric models, each indicating a separate sub-dimension. Due to the obvious small sample size, the independent analysis of the three one-factor congeneric models were selected over a greater or multi-factor model (Fisher & King, 2010).

#### 4.7.1 One-Factor Congeneric Models for Hedonic Motivation

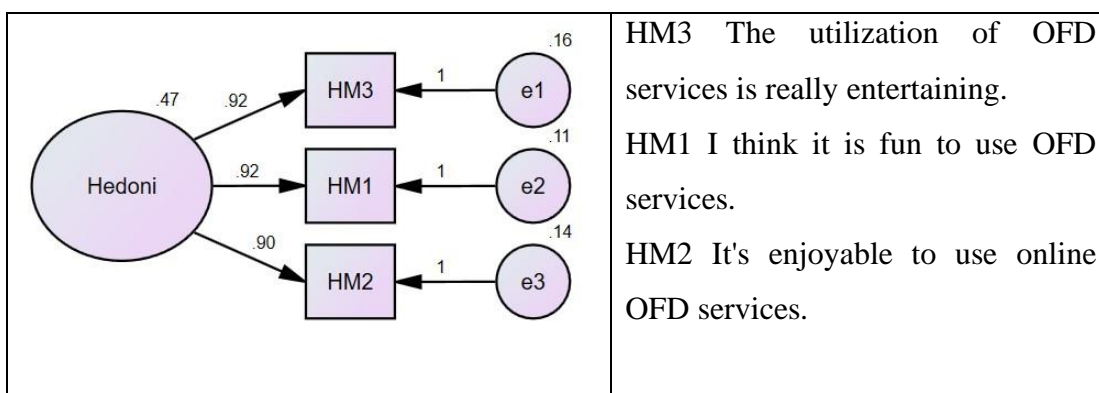


Figure 4.3: One-factor Congeneric Model for Hedonic Motivation

The summary of fit measures supports a good fit for the model, with All of the summary of fit measures supports a good fit for the model, with  $\chi^2 = 3.729$ , NFI= 0.993, GFI= 0.992, CFI= 0.997 and RMSEA= 0.053

#### 4.7.2 One-Factor Congeneric Models for Prior online purchase experience

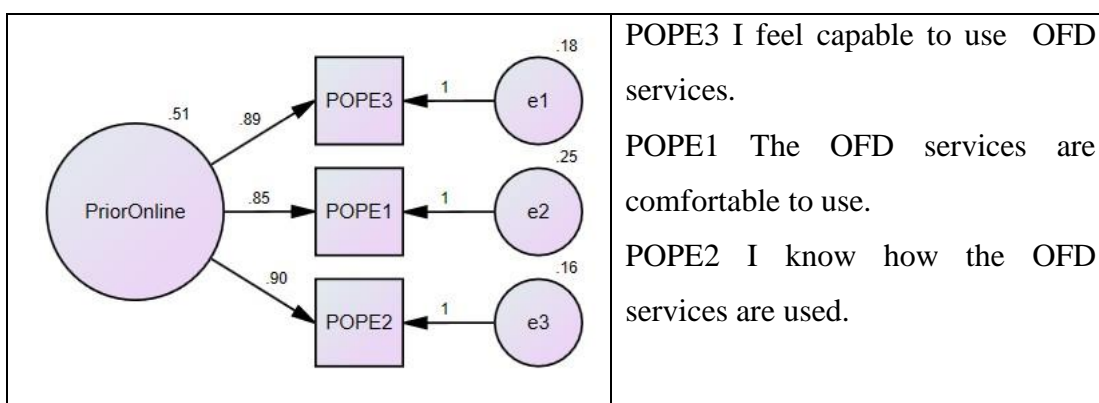


Figure 4.4: One-factor Congeneric Model for Prior online purchase experience

The summary of fit measures supports a good fit for the model, with All of the summary of fit measures supports a good fit for the model, with  $\chi^2 = 3.255$ , NFI= 0.992, GFI= 0.993, CFI= 0.997 and RMSEA= 0.045

#### 4.7.3 One-Factor Congeneric Models for Time-saving orientation

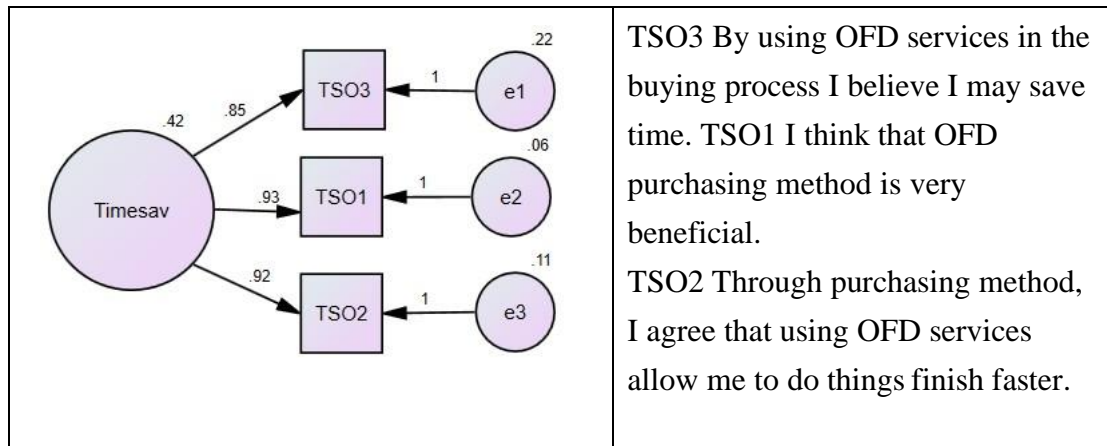


Figure 4.5: One-factor Congeneric Model for Time-saving orientation

The summary of fit measures supports a good fit for the model, with

All of the summary of fit measures supports a good fit for the model, with  $\chi^2 = 2.936$ , NFI= 0.994, GFI= 0.994, CFI= 0.998 and RMSEA= 0.039

#### 4.7.4 One-Factor Congeneric Models for Price-saving orientation

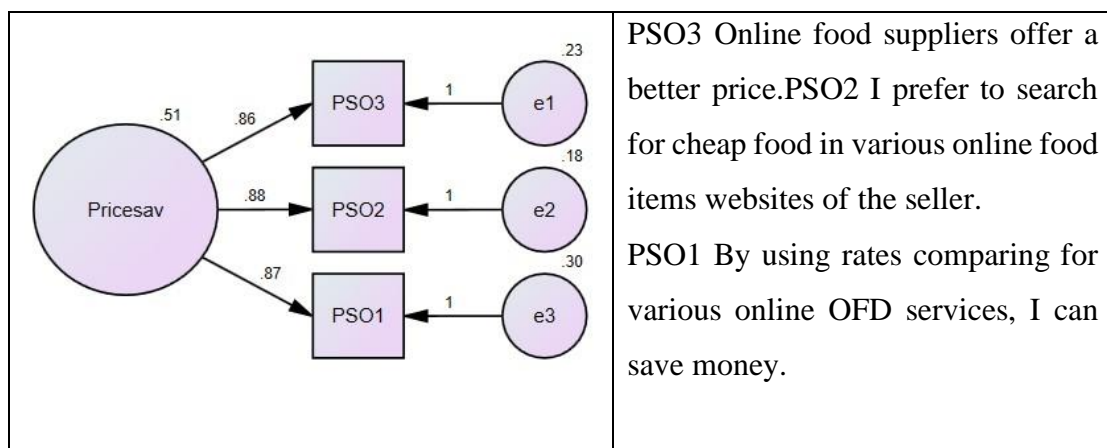


Figure 4.6: One-factor Congeneric Model for Price-saving orientation

The summary of fit measures supports a good fit for the model, with

All of the summary of fit measures supports a good fit for the model, with  $\chi^2 = 2.352$ , NFI= 0.993, GFI= 0.995, CFI= 0.999 and RMSEA= 0.024

#### 4.7.5 One-Factor Congeneric Models for Service quality

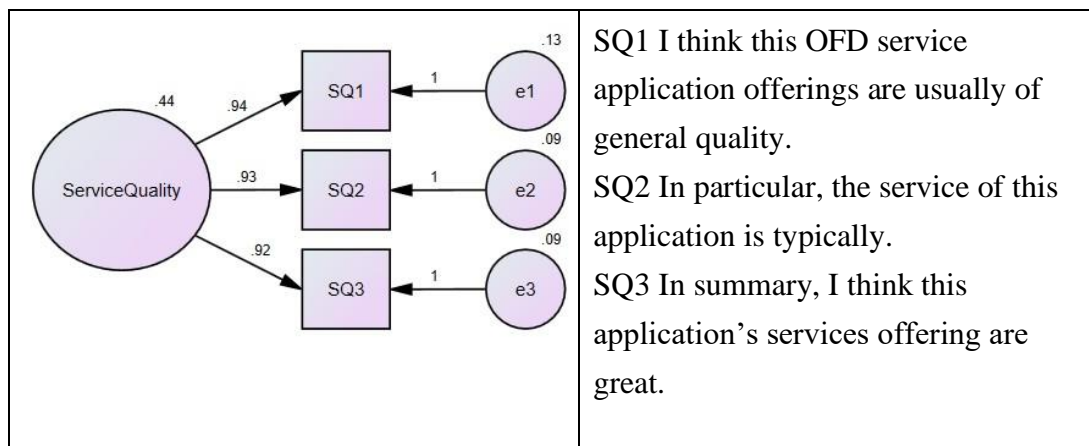


Figure 4.7: One-factor Congeneric Model for Service quality

The summary of fit measures supports a good fit for the model, with

All of the summary of fit measures supports a good fit for the model, with  $\chi^2 = 2.750$ , NFI= 0.996, GFI= 0.994, CFI= 0.999 and RMSEA= 0.035

#### 4.7.6 One-Factor Congeneric Models for Convenience Motivation

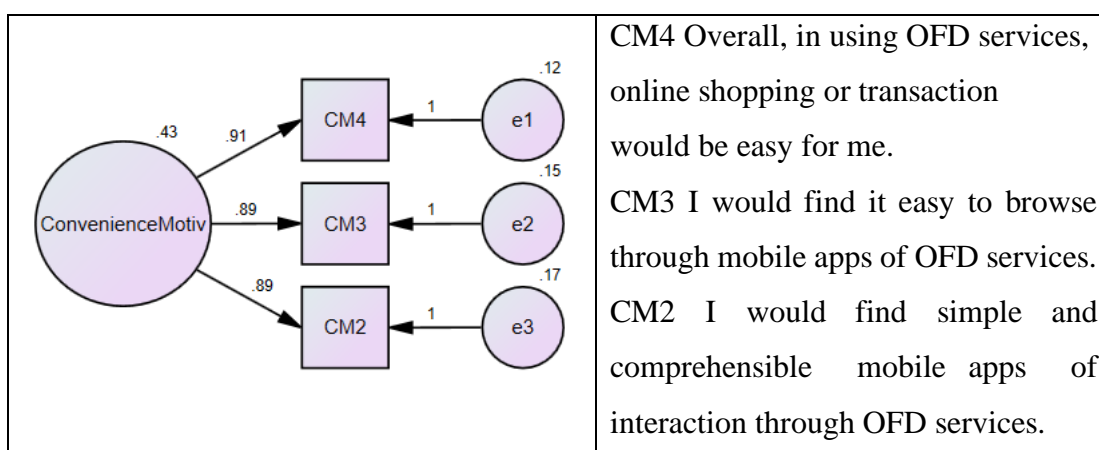


Figure 4.8: One-factor Congeneric Model for Convenience Motivation

The summary of fit measures supports a good fit for the model, with

All of the summary of fit measures supports a good fit for the model, with  $\chi^2 = 0.716$ , NFI= 0.998, GFI= 0.998, CFI= 1.000 and RMSEA= 0.00

#### 4.7.7 One-Factor Congeneric Models for Attitude towards online food delivery services (AODS)

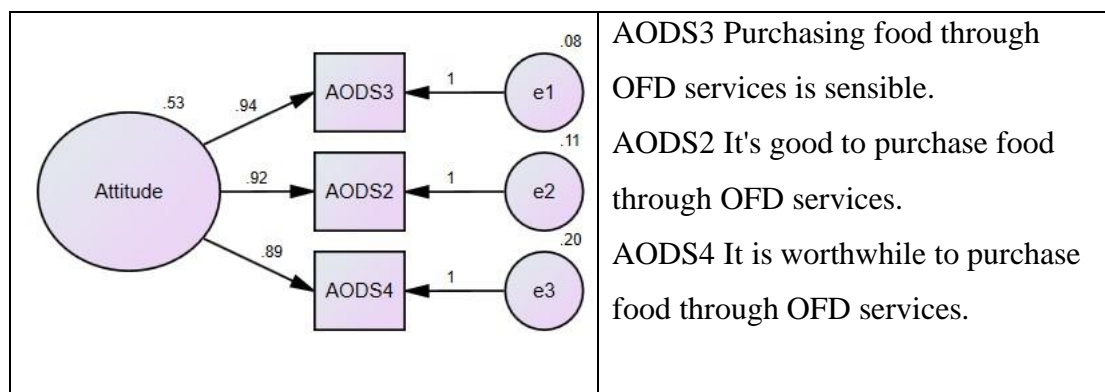


Figure 4.9: One-factor Congeneric Model for Attitude towards online food delivery services (AODS)

The summary of fit measures supports a good fit for the model, with

All of the summary of fit measures supports a good fit for the model, with  $\chi^2 = 7.432$ , NFI= 0.988, GFI= 0.984, CFI= 0.991 and RMSEA= 0.095

#### 4.7.8 One-Factor Congeneric Models for Behavioral intention toward online food delivery services (BIOFD)

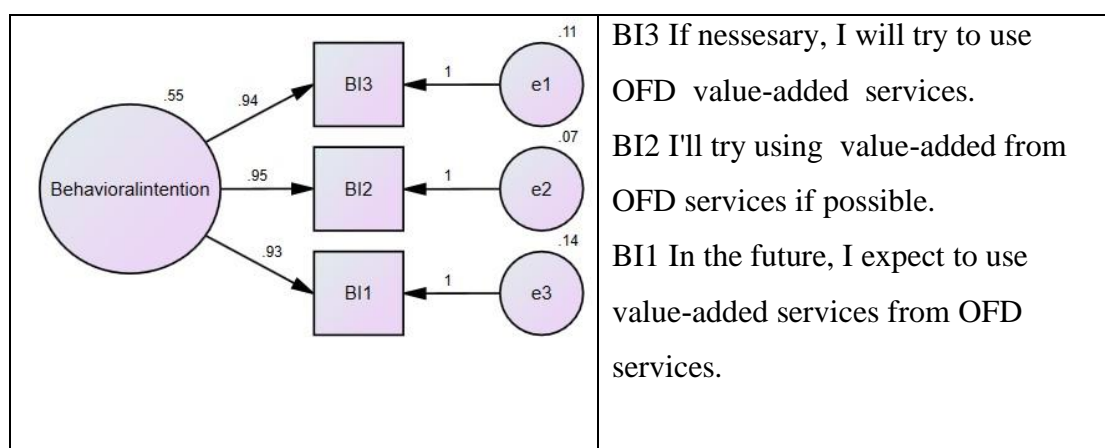


Figure 4.10: One-factor Congeneric Model for Behavioral intention toward online food delivery services (BIOFD)



The summary of fit measures supports a good fit for the model, with All of the summary of fit measures supports a good fit for the model, with  $\chi^2 = 0.514$ , NFI= 0.999, GFI= 0.999, CFI= 1.000 and RMSEA= 0.000

#### 4.8 Data analysis method

This data collected was evaluated and the results using the structural equation model in the SPSS software package (AMOS). Structural Equation Modelling (SEM) is a statistical technique used in scientific testing hypotheses. SEM is often used because of the capabilities to identify relationship among variables or constructs in an analysis at the same time. The SEM analysis employs two models: the measurement model and the structural model. The measurement framework illustrates how an evaluated variable could demonstrate a framework in the model and how the framework can be ascertained to be credible and accurate. Confirmatory Factor Analysis (CFA) is used on each conceptual framework to ascertain whether the framework and factors or predictors are accurate and suited for fulfilling the ground theory (Prabowo & Nugroho, 2019).

#### 4.9 Factor analysis, Composite Reliability, Average Variance Extracted of the construct

In particular, Composite Reliability (CR) is greater than 0.6, implying that all measurement questions have a higher fundamental stability. Average Variance Extracted (AVE) is greater than 0.5, implying that the measuring questionnaires may properly obtain the attributes of the component in the framework. CR of 0.70 or higher indicates that the scale is reliable. CR should not be less than 0.50 (Hair et al., 2010). In particular, the composite reliability is greater than 0.6 and the AVE is greater than 0.5, implying that this model is reliable (Srinivasan et al., 2002). The result showed that CR and AVE the results are reliable. The result showed follow by Hedonic motivation (HM) (CR=0.896, AVE=0.741), Prior online purchase experience (POPE) (CR=0.856, AVE=0.664), Time-saving orientation (TSO) (CR=0.887, AVE=0.725), Price-saving

orientation (PSO) (CR=0.835, AVE=0.628), Service quality (SQ) (CR=0.919, AVE=0.790), Convenience Motivation (CM) (CR=0.870, AVE=0.691), Attitude towards online food delivery services (AODS) (CR=0.908, AVE=0.363), Behavioral intention toward online food delivery services (BI) (CR=0.902, AVE=0.294).

Name of construct	Construct	Standardized Estimate Loading	Composite Reliability (CR)	Extracted Variance Extracted (AVE)	Cronbach's alpha value ( $\alpha$ )
Hedonic motivation	HM2	0.86	0.879	0.708	0.895
	HM3	0.835			
	HM1	0.829			
Prior purchase experience	POPE2	0.81	0.856	0.664	0.856
	POPE1	0.809			
	POPE3	0.825			
Time-saving orientation	TSO2	0.877	0.887	0.724	0.879
	TSO1	0.905			
	TSO3	0.765			
Price-saving orientation	PSO1	0.764	0.835	0.627	0.833
	PSO2	0.819			
	PSO3	0.792			
Service quality	SQ3	0.936	0.919	0.791	0.918
	SQ2	0.930			
	SQ1	0.915			
Convenience Motivation	CM4	0.879	0.876	0.703	0.877
	CM3	0.811			
	CM2	0.823			
Attitude towards online food	AODS4	0.939	0.908	0.768	0.905
	AODS2	0.883			
	AODS3	0.801			

delivery services					
Behavioral intention toward online food delivery services	BI3	0.871	0.905	0.761	0.930
	BI2	0.901			
	BI1	0.845			

Table 4.5 Result of the item reliability for each construct

#### 4.10 Structural Model Analysis of the model

The model was subjected to structural modeling analysis to ascertain how the constructs interacted with each other. Figure 4.11 presents the results of this analysis, which indicate the significant paths between the constructs.

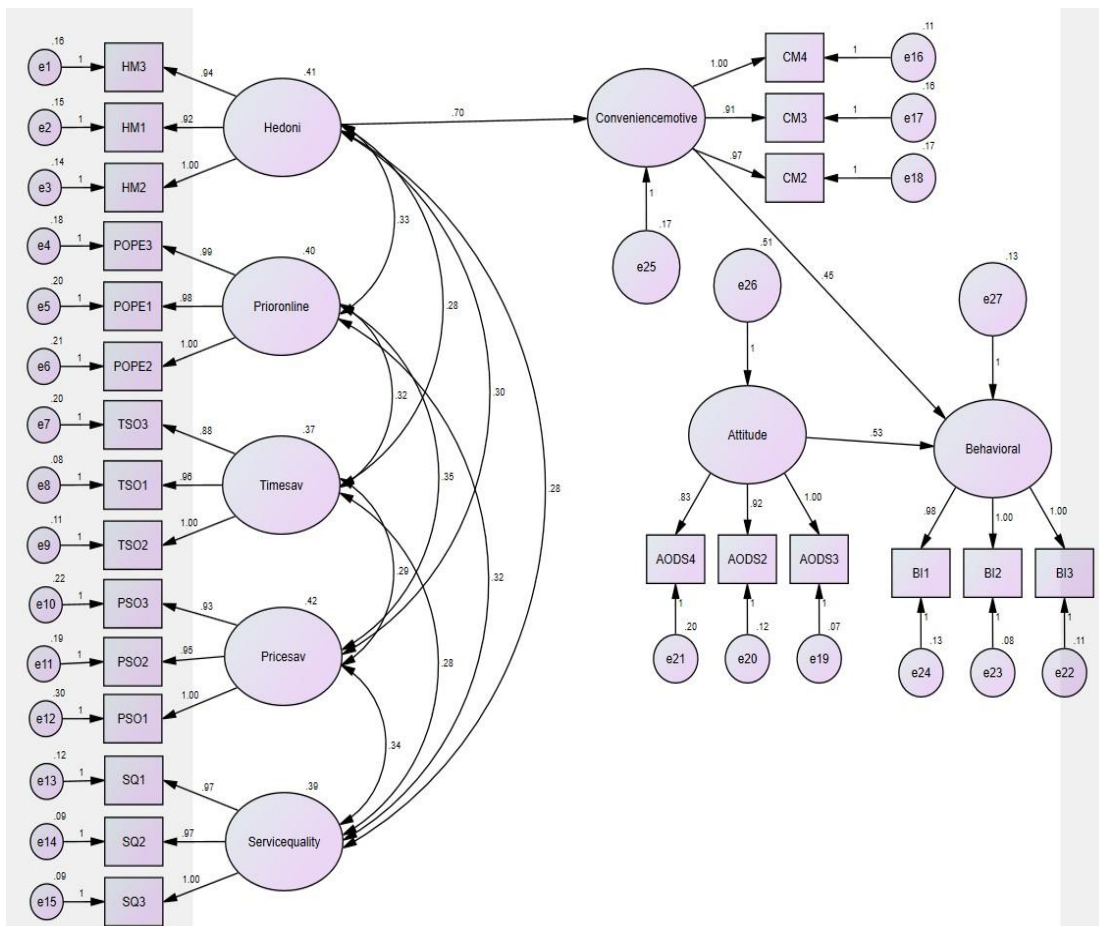


Figure 4.11: Analysis of the Model

In spite of the reduction of univariate and multivariate outliers, the hypothesized structural model is also a much weaker fit than the CFA measurement, with chi-squared: 1101.405, CFI = 0.870, GFI = 0.796, NFI = 0.840 being within acceptable levels and RMSEA = 0.109 isn't being in under acceptable levels but nearer to fit.

SPSS AMOS 23 was used to analyze the data for conclusion of Fit Indices show in Table 4.6 for more information.

Fit indices	Structural model	Indication	Recommended range
NFI	0.882	Close to fit	>0.9 (Hair et al., 2010; Jodie, 1996)
CFI	0.912	Close to fit	>0.09 (Hair et al., 2010; Hu & Bentler, 1999)
GFI	0.845	Close to fit	>0.9 (Baumgartner & Hombur, 1996; Hair et al., 2010)
RMSEA	0.090	Close to fit	<0.08 (Shi et al., 2018)
Chi square	816.397	Good fit	Significant (Epskamp, 2019)

Table 4.6 Structural model

#### 4.11 Structural Paths and Hypotheses

The outcomes of the structural path analysis provided in Table 4.8 implies that the framework includes seven structural paths out of the seven hypotheses without represented in Chapter 3 for the framework. These three paths of all variables are not significant for each hypothesis.

<b>Independent variable</b>	<b>Dependent variable</b>
Hedonic motivation	Convenience motivation
Prior purchase experience	Convenience motivation
time- saving orientation	Convenience motivation
Price- saving orientation	Convenience motivation
Service quality	Convenience motivation
Convenience motivation	Attitude towards OFD services
Attitude towards OFD services	Behavioral intention towards OFD services

Table 4.7 Relationship between variables

Hypothesis	Hypothesis	Structural paths	Estimate	S.E.	P	Supported
<b>Hypothesis 1:</b>	There is a positive relationship between hedonic motivation and convenience motivation.	Hedonic Motivation	-0.072	0.049	0.144	Rejected
<b>Hypothesis 2:</b>	There is a positive relationship between prior purchase experience and convenience motivation.	Prior online purchase experience	0.105	0.111	3.44	Rejected
<b>Hypothesis 3:</b>	There is a positive relationship between time-saving orientation and convenience motivation.	Time- saving orientation	0.188	0.070	0.007	Rejected
<b>Hypothesis 4:</b>	There is a positive relationship between price saving orientation and convenience motivation.	Price- saving orientation	0.379	0.090	4.197	Accepted
<b>Hypothesis 5:</b>	There is a positive relationship between service quality and convenience motivation.	Service quality	0.376	0.074	5.111	Accepted
<b>Hypothesis 6:</b>	There is a positive relationship between convenience motivation and behavioral intention towards OFD services.	Convenience motivation and behavioral intention towards OFD services	0.607	0.048	12.718	Accepted
<b>Hypothesis 7:</b>	There is a positive relationship between attitude towards OFD services and behavioral intention towards OFD services.	Attitude towards OFD services and behavioral intention towards OFD services	0.404	0.037	10.921	Accepted

\*\*\* p-value is statistically significant at the 0.01 level (two-tailed);

\*\*p-value is statistically significant at the 0.05 level (two-tailed);

Table 4.8 Results of structural path analysis

## 4.11.1 Structural Paths, Regression Weights and Correlations

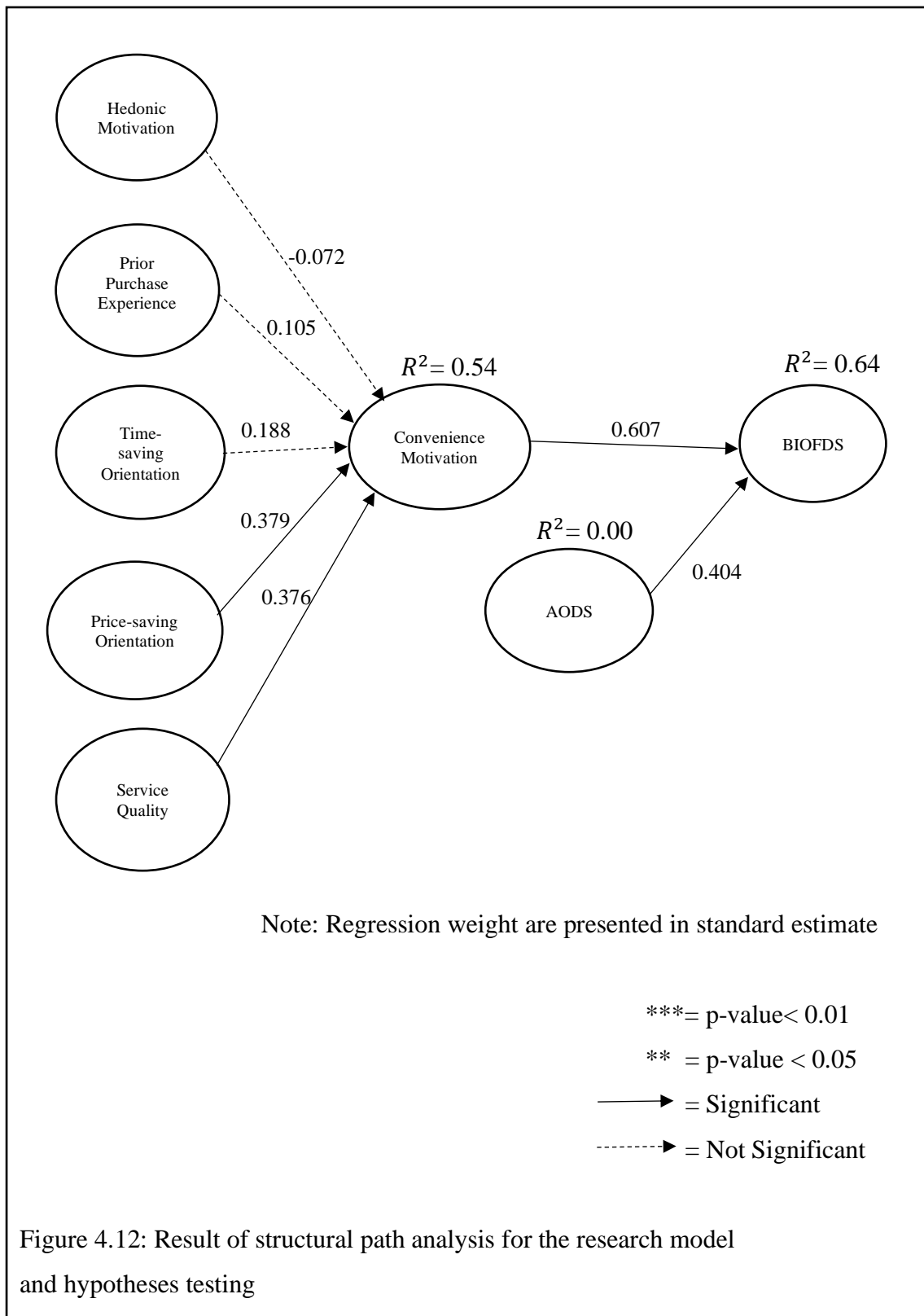


Figure 4.12: Result of structural path analysis for the research model and hypotheses testing

In summary for path analysis of this model, hedonic motivation, prior online purchase experience, time-saving orientation were isolated, with no significance during convenience motivation. Hedonic motivation is not significantly ( $p\text{-value} < 0.05$ ) positive influence on convenience motivation. Prior online purchase experience is not significantly ( $p\text{-value} < 0.05$ ) positive influence on convenience motivation. Time-saving orientation is not significantly ( $p\text{-value} < 0.05$ ) positive influence on convenience motivation. Price-saving orientation has a significant ( $p\text{-value} < 0.01$ ) positive influence on convenience motivation. Service quality is significantly ( $p\text{-value} < 0.01$ ) positive influence on convenience motivation. Convenience motivation is significantly ( $p\text{-value} < 0.01$ ) positive influence behavioral intention towards OFD services while attitude is significantly ( $p\text{-value} < 0.01$ ) positive influence behavioral intention towards OFD services.

<b>Hypothesis Number</b>	<b>Hypothesis</b>	<b>Supported</b>
<b>H1</b>	There is a positive relationship between hedonic motivation and convenience motivation.	Rejected
<b>H2</b>	There is a positive relationship between prior purchase experience and convenience motivation.	Rejected
<b>H3</b>	There is a positive relationship between time-saving orientation and convenience motivation.	Rejected
<b>H4</b>	There is a positive relationship between price saving orientation and convenience motivation.	Accepted
<b>H5</b>	There is a positive relationship between service quality and convenience motivation.	Accepted
<b>H6</b>	There is a positive relationship between convenience motivation and behavioral intention towards OFD services.	Accepted
<b>H7</b>	There is a positive relationship between attitude towards OFD services and behavioral intention towards OFD services	Accepted

Table 4.9 Summary of all the hypotheses in this study



#### 4.12 A Summary on the Comparisons between Original Model

Although 500 online surveys were given to OFD services users to fill the questionnaires, after univariate (27 cases) and multivariate (59 cases) outliers were removed, a stem-and-leaf plot (or simply stemplot) (109), data remained for 305 respondents. Most of the respondents were female 78%, the religion was Muslim 51.5%, Education had a bachelor's degree 81%, current employment was another occupation 46.2% and majority income was more than 30,000 Baht for 30.8%.

The development of one-factor congeneric models for each construct implicated CFA in identifying eight dimensions from factors. Each of these concepts was supported by fit indices that were within acceptable limits. All of the constructs had acceptable convergent validity, reliability, and discriminant validity. Every one of the constructs was integrated to create the model, but measurement and structural analysis suggested that this model was on an acceptable level, with two fit indices under acceptable limits and two under not acceptable limits, including both. As a result, a model was reformed from the original theoretical model of research based on the adapted (Yeo et al., 2017) and conceptual model from Reynaldo et al., 2020.

A number of differences were discovered through path analysis between the modified model and the original model. Hedonic motivation, prior purchase experience, time-saving orientation, were isolated, with no significant between attitude towards OFD services. Price- saving orientation has a significant (p-value less than 0.01) positive influence on convenience motivation. Service quality is significant (p-value less than 0.01) positive influence on convenience motivation. Convenience motivation is significantly (p-value less than 0.01) positive influence behavioral intention towards OFD services while attitude is significantly (p-value less than 0.01) positive influence behavioral intention towards OFD services.

## **CHAPTER FIVE**

### **DISCUSSION & CONCLUSION**

#### **Chapter Structure**

- 5.1 Introduction
- 5.2 Major Findings
- 5.3 Research Objectives Revisited
- 5.4 Implications for Practice
- 5.5 Study Limitations and Directions for Future Research
- 5.6 Conclusion Remarks

#### 5.1 Introduction

In this chapter the potential main reasons of these findings, their consequences for future management practices, and the opportunities for further study are examined.

The research started with the goal of conducting an investigative research of customer attitude and behavior intention towards OFD services in Southern of Thailand. Yeo et al. (2017)'s model and a modified model from Reynaldo et al., 2020 were used to test this. A questionnaire was created to collect responses to statements meant to evaluate the five independent and three dependent factors in the model, as well as demographic information from the respondents. After outliers and incomplete results were eliminated from the study, only 305 of the 500 forms received by customers from OFD services were acceptable. Descriptive statistical analysis (mean and standard deviation) revealed that OFD service users had a low level of support for the services.

The model was shown to be a good fit for the observed data from the respondents using Structural Equation Modeling (SEM). As a result, the model was modified to include Yeo et al. (2017)'s model. This model had five independent constructs: hedonic motivation, prior purchase experience, time-saving orientation, price-saving orientation, comprising three dependent constructs: convenience motivation, attitude towards OFD services and behavioral intention towards OFD services. The modified original model accomplished a model fit, despite the fact that

research revealed that not all goodness of fit indices for the original were within acceptable constraints.

Despite there were some similarities, the Structural Paths of the modified model differed from those of the original model, hedonic motivation, prior online purchase experience, and time-saving orientation were both isolated, with no significance during convenience motivation. As with Yeo et al. (2017)'s model, hedonic motivation has a significant (p-value less than 0.01) positive influence convenience motivation, prior online purchase experience has a significant (p-value less than 0.01) positive influence on convenience motivation time-saving orientation has a significant (p-value less than 0.01) positive influence on convenience motivation and price-saving orientation has a significant (p-value less than 0.01) positive influence on convenience motivation, was observed in theoretical research model from Yeo et al., 2017.

## 5.2 Major Findings

The study's key findings are presented, evaluated, and used to corroborate some aspects of the model. This section, like the rest of the study, is divided into two parts: a description of the respondents' demographic characteristics and the analysis of factors influencing the respondents' attitude and behavioral intention towards OFD service in southern of Thailand.

According to the outcome of the conceptual framework in this research found that price-saving orientation has a significant positive influence on convenience motivation. Service quality is significantly positive influence on convenience motivation. Convenience motivation is significantly positive influence behavioral intention and attitude is significantly positive influence behavioral intention towards OFD services. All the relationships are accepted. That means price-saving orientation and service quality have affected the decision in using OFD services in Southern of Thailand. Customers give priority to price-saving orientation, service quality, convenience motivation, attitude and behavioral intention. In contrast to the previous study from Yeo et al. (2017) the result found that hedonic motivation, prior purchase

experience, and time-saving orientation have is significantly positive influence on convenience motivation. From the result if comparing to the previous research showed that this research studying southern part of Thailand which is different culture from previous study from Malaysia. In Southern of Thailand have only 3 religion mostly are from Muslim and Buddhist so different from Malaysia that there are various of religion and ethnicity. Because of the population in Malaysia is clearly ethnically diverse. divided into main races, namely Malaysian-Malaysian, Malaysian-Chinese and Malaysia-India Although each race has a different culture and religion. But one thing that seamlessly connects the three races is the combination of gastronomic diversity. Malaysia has established itself in a new dimension of offering a variety of national dishes that are different from those of other nationalities. Other countries in ASEAN This includes ethnic foods. which is divided into Malay food, Chinese food and Indian food to increase confidence in the country's main population, which are Muslims, food and beverage operators will consider the halal seal or some restaurants will not serve pork or alcoholic beverages and so on (Ditp, n.d.).

#### 5.2.1 Respondents' Demographic Profile

Based on the survey, male respondents represented 20.0 percent of the total respondents while female respondents' 78.0 percent. In the case of religion, the majority of the respondents were Muslim (51.5 percent). In the category of current education, most of the respondents' study highest education in Bachelor degree (81.0%). Based on the survey, all the respondents (100%) have the experience of purchasing products and services via the OFD service. The current employment mostly were the other occupation (46.2%) and income for the respondents were more than 30,001 Baht (30.8%).

### 5.2.2 Factors to Exploratory Study of Customer Attitude and Behavioral Intention Towards OFD services in Southern of Thailand.

Customer Attitude had on Behavioral Intention were tested using SEM techniques (Customer Attitude and Behavioral Intention), as well as the effect Intention to hedonic motivation, prior purchase experience, time-saving orientation, price-saving orientation on three dependent constructs. The function of four independent constructs (hedonic motivation, prior purchase experience, time-saving orientation, price-saving orientation) was investigated in this study.

<b>Hypothesis</b>	<b>Variables</b>	<b>Result of the study</b>	<b>Conclusion</b>	<b>Result of prior study</b>
<p><b>Hypothesis 1:</b></p> <p>There is a positive relationship between hedonic motivation and convenience motivation.</p>	<p><b>Independent Variables:</b></p> <p>Hedonic motivation</p> <p><b>Dependent Variables:</b></p> <p>Convenience motivation</p>	Rejected	Hedonic motivation has no significant with convenience motivation	<p>Consumer experiences, attitude and behavioral intention towards online food delivery (OFD) services (Yeo et al., 2017).</p> <p>The role of convenience in a recreational shopping trip (Reimers &amp; Chao, 2014).</p>
<p><b>Hypothesis 2:</b></p> <p>There is a positive relationship between prior purchase experience and</p>	<p><b>Independent Variables:</b></p> <p>Prior purchase experience</p> <p><b>Dependent Variables:</b></p>	Rejected	Prior purchase experience has no significant with convenience motivation	The influence factors of customer behavioral intention toward online food delivery service (Novita & Husna, 2020).

convenience motivation.	Convenience motivation			The effects of shopping orientations, online trust and prior online purchase experience toward customers' online purchase intention (Ling et al., 2010).
<b>Hypothesis 3:</b> There is a positive relationship between time-saving orientation and convenience motivation.	<b>Independent Variables:</b> Time-saving orientation <b>Dependent Variables:</b> Convenience motivation	Rejected	Time-saving orientation has no significant with convenience motivation	Behavioral Intention of Consumer towards The Existence of Go-Food (Nastiti & Rachmawati, 2019).  SERVCON: development and validation of a multidimensional service convenience scale (Seiders et al., 2007).
<b>Hypothesis 4:</b> There is a positive relationship between price-saving orientation and convenience motivation.	<b>Independent Variables:</b> Price-saving orientation <b>Dependent Variables:</b> Convenience motivation	Accepted	Price-saving orientation has a positive with convenience motivation.	Factors that Influence the Attitude and Behavioral Intention of Indonesian Users toward Online Food Delivery Service by the Go-Food Application

				(Prabowo & Nugroho, 2019).  The influence factors of customer behavioral intention toward online food delivery service (Novita & Husna, 2020).
<b>Hypothesis 5:</b>  There is a positive relationship between Service quality and convenience motivation.	<b>Independent Variables:</b>  Service quality  <b>Dependent Variables:</b>  Convenience motivation	Accepted	Service quality has a positive with convenience motivation.	Service Convenience and Service Quality to Customer Satisfaction among the Shipping Expeditions (Reynaldo et al., 2020).  Service quality, service convenience, price and fairness, customer loyalty, and the mediating role of customers (Kaura et al., 2015).
<b>Hypothesis 6:</b>  There is a positive relationship between convenience motivation	<b>Independent Variables:</b>  Convenience motivation  <b>Dependent Variables:</b>	Accepted	Convenience motivation has a positive with attitude towards OFD services.	Online food delivery services: cross-sectional study of consumers' attitude in Malaysia during and after the

and behavioral intention towards OFD services.	Behavioral intention towards OFD services			<p>COVID-19 pandemic (Tan, 2021).</p> <p>Factors that Influence the Attitude and Behavioral Intention of Indonesian Users toward Online Food Delivery Service by the Go-Food Application (Prabowo &amp; Nugroho, 2019).</p>
<p><b>Hypothesis 7:</b></p> <p>There is a positive relationship between attitude towards OFD services and Behavioral intention towards OFD services</p>	<p><b>Independent Variables:</b></p> <p>Attitude towards OFD services</p> <p><b>Dependent Variables:</b></p> <p>Behavioral intention towards OFD services</p>	Accepted	Attitude towards OFD services has a positive with Behavioral intention towards OFD services.	<p>The Effects of Consumers' Perceived Risk and Benefit on Attitude and Behavioral Intention: A Study of Street Food (Choi et al., 2013).</p> <p>Antecedents of behavioral intention to use online food delivery services: an empirical investigation (Pinto et al., 2021).</p>

Table 5.1 Result compared to previous studies



5.2.3 Hypothesis 1: Hedonic motivation has no significant effect on convenience motivation.

This study showed that there is no significant between hedonic motivation and convenience motivation. The result found that hypothesis 1 was rejected. In the finding in contrast, in contrast, Yeo et al. (2017) discovered that there is a substantial relationship between hedonic motivation and convenience motivation in research investigations. This indicates that, based on the findings, hedonic motivation has no effect on convenience motivation. In other words, entertaining or enjoyable experiences when clients use OFD services when ordering food have no effect on convenience while utilizing the service.

5.2.4 Hypothesis 2: Prior purchase experience has no significant effect on convenience motivation.

This study found no link between prior purchase experience and convenience motivation. In the finding, in contrast, Yeo et al. (2017), and Novita & Husna, (2020), all of the research revealed a substantial relationship between prior purchase experience and convenience motivation. This may imply that the post-experience of the customer didn't affect convenience motivation. That means although they already have experienced ordering food through the applications it doesn't help them get more convenience. That's they may face bad experiences before or don't confidence in using the OFD services because the negative prior experience will not improve convenience motivation.

5.2.5 Hypothesis 3: Time-saving orientation has no significant effect on convenience motivation.

There was no relationship observed between time-saving orientation and convenience motivation in this study. In contrast, Yeo et al. (2017), Novita and Husna, (2020), and Nastiti and Rachmawati, (2019) revealed a substantial relationship between

time-saving orientation and convenience motivation in their experiments. This may suggest that saving time of customers from the result is not helping them for convenience motivation likewise when they want to save time for waiting for food at the restaurant or saving time to driving to the restaurant but it's not related for convenience motivation.

**5.2.6 Hypothesis 4:** Price-saving orientation has a significant positive effect on convenience motivation.

This research revealed that price-saving orientation had a positive significant influence on convenience motivation, which was equivalent to the original model examined by Yeo et al. (2017). This may indicate that when a corporation delivers particular discounts or promotions, it may also engage price-sensitive customers, who would choose the channel that offers them the most worth for money, which is associated with convenience motivation.

**5.2.7 Hypothesis 5:** Service quality has a significant positive effect on convenience motivation.

In a finding that was consistent with the original model modified model from Reynaldo et al., 2020 this study found that service convenience has a significant positive effect on service quality. This could indicate that the growth of the explorer's business has made this industry very competitive, requiring offenders to have a better approach in order to stay competitive with major corporations, that already have superior value to customers, service convenience, and processes is important to maintain expanded customer satisfaction corporate purchases (Reynaldo et al., 2020).

5.2.8 Hypothesis 6: Convenience motivation has a significant positive effect on behavioral intention towards OFD services.

The intent to perform the behavior is determined by the behavior and norms that are influenced by the reference group, i.e. when a person intends to do something, it is only after they have been assessed that the behavior has a positive effect and believe that the reference group should allow the person to perform the behavior. Assessed that the behavior had a negative effect and that the reference group did not agree to commit the behavior, it would avoid or refuse to perform the behavior. Long-term OFD service through the application because they see that they have both convenience and benefit from using OFD service, so behavior intention in using OFD service through the application will certainly be a lot (Bongkotpanarai, 2021).

5.2.9 Hypothesis 7: Attitude towards OFD services has a significant positive effect on behavioral intention towards OFD service.

This research showed that Attitude towards OFD services had a significant positive influence on behavioral intention towards OFD services, which was in accordance with the modified model from Yeo et al. (2017). In addition to being the same as Padmavathy et al. (2019). The influence of attitude on purchase behavior the proportion to which an entity has a positive or negative evaluation of an event is referred to as attitude (Ajzen, 1991). Several researchers have proved a significant correlation between attitude and purchase frequency or purchasing intention (e.g., Ajzen and Fishbein, 1980; Kim and Park, 2005; Solomon et al., 2017). Throughout the original TRA model, self-efficacy was a significant and crucial component in determining attitude and intention. In principle, more self-efficacy would raise the influence of attitude on intention (Kulviwat et al., 2014).

### 5.3 Research Objectives Revisited

O1: To access the relationship between convenience motivation and behavioral intention towards OFD services; attitude towards OFD services and behavioral intention towards OFD services.

In this situation, the results indicate that Anderson noted that the effect of e-satisfaction and e-loyalty is modulated at the individual customer sector by convenience motivation, buy number, and inertia. In summary, the Anderson model illustrates how purchasing experience pleasure might alter a customer's positive attitude and increase customer loyalty, which may also drive to repeated purchase behavior. The availability of convenience motivation in utilizing and the quantity of expenditures made by customers moderates or strengthens the relationship (Anderson & Srinivasan, 2003).

O2: To access the relationship between attitude towards OFD services and behavioral intention towards OFD services.

This study's adapted Yeo et al. (2017)'s model discovered that the independent variables, price-saving orientation has a significant positive influence on convenience motivation, service quality is significantly positive influence on convenience motivation, convenience motivation is significantly positive influence attitude and attitude is significantly positive influence behavioral intention towards OFD services. However, the other findings of conceptual model from Reynaldo et al. (2020) regarding interactions between factors were not supported by this study. This shows that the model is only completely useful in characterizing OFD service adoption in this context.

### 5.4 Implications for study

The finding that hedonic motivation, prior purchase experience and time-saving orientation are not associated with convenience motivation, whereas price-saving orientation and service quality are, provide some interesting implications for improving OFD service in Southern of Thailand by changing the factors that are not associated.

OFD service providers in Yala, Pattani and Narathiwat may wish to change their customers' negative experiences and negative factors that do not link convenience motivation, improving the three factors to make customers motivated convenience when ordering food via the application. However, these researches revealed that do not utilize lead to Yeo et al. (2017)'s modified model. Even though this is accurate, these findings indicate that could be stimulated by making OFD service companies feel valued and appreciated and valued and dear company these some negative factors would not disappear but can improve the service in order to prove to customer the change and customers will be able to change their thoughts for the better OFD Service providing in the future.

#### 5.4.1 Theoretical implications

Firstly, Yeo et al. (2017) developed a model defense in this study for 6 variables and add one variable; service quality because service quality contributes significantly to the model. This study contributes to the existing theoretical literature on OFD service in Southern Thailand. To begin, the participation was to focus on providing OFD platform factors that influence customer attitudes toward OFD services; as a result, customer concerns about price-saving orientation and service quality were represented and assessed using structural equation modeling (SEM). According to Prabowo and Nugroho (2019), SEM can perceive the relationship between formed variables at the same time, and the outcome can be simplified to specific populations. This demonstrates that the SEM analysis results are believable and accurate.

Second, the involvement would be correlated to the theory used in this research. This study applied and extended the theory of reasoned action in the implementation of OFD service factors in the southern of Thailand. This study, besides Ajzen and Fishbein (1980) and Ali et al. (2021), entirely investigated customer attitudes, perceived behavioral control, and subjective norms using constructed external latent variables. Similarly, these ordinal dependent variables will significantly impact customer behavior toward OFD services.

#### 5.4.2 Practical implication

The study's findings will be used to significantly raise the number of customers who use OFD services in the future, but numerous factors must be regarded. Surprisingly, the findings of this study demonstrated that price-saving orientation and service quality were the most important factors. As a result, the OFD service builder must create a strong awareness that using OFD service is concerned with lower food prices, promotion, and good quality of service.

Besides that, advertising agencies must introduce the conception that OFD service is a part of the customer's lifestyle. To instill OFDS into the customer's lifestyle, respectively traditional media such as television, radio or newspapers and online platforms such as Facebook, Instagram, YouTube, is be used as a device to publicize OFD service to prospective consumers (Alalwan et al., 2017; Dwivedi et al., 2015).

According to the outcome of the conceptual framework in the study found that the variables that affect convenience motivation in using OFD service in Southern of Thailand are only 2 factors which are price-saving orientation and service quality. And convenience motivation is also effect on attitude and behavioral intention.

From the result of the questionnaire survey found that answers are mostly from Muslim and the portion of Muslim and Buddhist are close to each other. According to Muslim respondents are a lot more than Buddhist in Southern of Thailand. Therefore, the result showed that the number of Muslim using OFD service application more than Buddhist in accordance with Muslim respondents is greater than Buddhist. According to the respondent profile follow the religion found that Muslim customers if calculating from 3 provinces according to (Development information, n.d.) showed the number of respondents by the majority of the population, 82.62 percent, are Muslim, 16.94 percent are Buddhist, and 0.44 percent are other religions (Christianity/Hindu). So, the answer of Muslim is close to Buddhist. However, in the random survey, there are quite a lot of people in the urban area and most of the people in the city answer the questionnaires. Basically, people in the city have not much difference between Buddhist and Muslim, making the averages of this questionnaire have a very different ratio. And the popularity of using both religions is widespread. Nowadays, the more applications are used

because the number of COVID-19 is increasing, so fewer people leave their home but using OFD service.

### 5.5 Study Limitations

The research was carried out effectively, although there is an unavoidable constraint. First, it is about gathering data. The OFD services consumers from which this survey data was gathered were all participants of an online group formed using a Google form. The data collecting requirements require residents of Yala, Pattani, and Narathiwat to be at least 19 years old and to have prior experience using OFD services.

Then, the answer can be a basis from the customers' experience viewing OFD services in Southern of Thailand. However, this research was also concluded during the COVID-19 situation. And then as the crisis in Thailand under unfortunately situation, there will be lucky which is the OFD services company and the restaurants can change the critical to opportunity. The restaurants can change the platform to online platform. It will make the customers comfortable to purchasing food that the customers don't need to go out and protect spreading of COVID-19. Finally, data from the sector's behavior prior to the crisis may represent the sector's behavior after the crisis, as well as the contrasts between before and after COVID-19.

#### 5.5.1 Suggestions for Future Research

The purpose of this study is to examine consumer attitudes and behavioral intentions toward OFD services. Currently we live in the era of Industry 4.0, which will be extremely essential in the future. Industry 4.0 its name from the Fourth Industrial Revolution, each time bring on the technology that emerged from that period to be a part of helping changes the production process, economy, industry, affecting the lives of humans and workers that have changed (TOT, 2020). Due to the study obtained quantitative research, besides, depth interview to the manager of OFD services company, riders and the restaurants for more information in multiple perspectives and

opinion. This can help the researcher establish greater trust from the respondents and collect more detailed data.

According to the most answers of the questionnaire are from Buddhist. Although Muslim are more than Buddhist customers. Therefore, for the future suggestions the OFD service provider may introduce marketing about halal food together with Thai food balance each other because however Muslim respondents are more than Buddhist so the OFD provider should care about both religion customers.

### 5.6 Conclusion remarks

This study had two objectives. First, to access the relationship between convenience motivation and attitude towards OFD services; convenience motivation and behavioral intention towards OFD services. To access the relationship between attitude towards OFD services and behavioral intention towards OFD services. To assess how well Yeo et al. (2017)'s model and adapted model elements contribute to attitudes and behavioral intentions towards OFD services. This was demonstrated to be somewhat accurate, though not all of the interrelationships between price-saving orientation, service quality, attitude, and behavioral intention were detected.

Second, the purpose of this study is to access the relationship between attitude towards OFD services and behavioral intention towards OFD services. This is far more effective; it was discovered that attitude was not related to behavioral intention toward OFD services. This research examined the element of attitude, which is influenced by behavioral intention to use OFD services. It should be noted that the customer's positive attitude towards OFD services resulted in the behavioral intention. More customers towards online food ordering services indicate behavioral intention, which is a factor of emotion that affects behavior. When customers have a positive attitude towards OFD services, it will result in more customers' intent to use online food ordering services in the future, such as when customers receive good service. Factors of satisfaction with using an online food ordering service will result in customers' having a positive attitude towards online food ordering services and a positive attitude towards the behavior of those who intend to use online food ordering services in the future.



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### Section C: Time-saving orientation

Please read the statements carefully. If you any question, please ask for clarification.

N <sub>0</sub>	Statements	1	2	3	4	5
1	I think that OFD purchasing method is very beneficial.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
2	Through purchasing method, I agree that using OFD services allow me to do things finish faster.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
3	By using OFD servises purchasing in the buying process I believe I may save time.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
4	I consider it is important that food is bought via OFD services as rapidly as possible.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

### Section D: Price-saving orientation

Please read the statements carefully. If you any question, please ask for clarification.

N <sub>0</sub>	Statements	1	2	3	4	5
1	By using rates comparing for various online OFD services, I can save money.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
2	I prefer to search for cheap food in various online food items websites of the seller.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
3	Online food suppliers offer a better price.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

### Section E: Service quality

Please read the statements carefully. If you any question, please ask for clarification.

N <sub>0</sub>	Statements	1	2	3	4	5
1	I think this OFD service application offerings are usually of general quality.	Strongly disagree	<input type="radio"/> <input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/>	Strongly agree
2	In particular, the service of this application is typically.	Strongly disagree	<input type="radio"/> <input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/>	Strongly agree
3	In summary, I think this application's services offering are great.	Strongly disagree	<input type="radio"/> <input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/>	Strongly agree

### Section F: Convenience Motivation

Please read the statements carefully. If you any question, please ask for clarification.

N <sub>0</sub>	Statements	1	2	3	4	5
1	In OFD services, I find it easy to shop online and online transactions.	Strongly disagree	<input type="radio"/> <input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/>	Strongly agree
2	I would find simple and comprehensible mobile apps of interaction through OFD services.	Strongly disagree	<input type="radio"/> <input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/>	Strongly agree
3	I would find it easy to browse through mobile apps of OFD services.	Strongly disagree	<input type="radio"/> <input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/>	Strongly agree
4	Totally, online shopping or purchase using OFD services is easy for me.	Strongly disagree	<input type="radio"/> <input type="radio"/>	<input type="radio"/>	<input type="radio"/> <input type="radio"/>	Strongly agree

### Section G: Attitude towards online food delivery services (AODS)

Please read the statements carefully. If you any question, please ask for clarification.

N <sub>0</sub>	Statements	1	2	3	4	5
1	It is smart to purchase food through OFD services.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
2	It's good to purchase food through OFD services.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
3	It is intelligent to purchase food through OFD services.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
4	It is worthwhile to purchase food through OFD services.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

### Section H: Behavioral intention towards online food delivery services (BIOFD)

Please read the statements carefully. If you any question, please ask for clarification.

N <sub>0</sub>	Statements	1	2	3	4	5
1	In the future, I expect to use value-added services from OFD services.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
2	I'll try using value-added from OFD services if possible.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree
3	If nessesary, I will try to use OFD value-added services.	Strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Strongly agree

### Section I: Demographic questions

Please tick (/) your answer in the box.

1. What is your gender?

Male

Female

Other (please specify) .....

Prefer not to say

2. What is your religion?

Buddhist

Muslim

Christian

Other (please specify) .....

3. What is the highest degree or level of school you are completed?

- |  |   |
|--|---|
| <input type="checkbox"/> Less than high school | <input type="checkbox"/> High school                  |
| <input type="checkbox"/> Bachelor degree       | <input type="checkbox"/> Master degree                |
| <input type="checkbox"/> Doctorated (PhD)      | <input type="checkbox"/> Other (please specify) ..... |

4. What is your current employment?

- |   |  |
|---|--|
| <input type="checkbox"/> Student                      | <input type="checkbox"/> Bachelor degree student |
| <input type="checkbox"/> Self-employed                | <input type="checkbox"/> Retire                  |
| <input type="checkbox"/> Other (please specify) ..... |  |

5. How much is your monthly income?

- |  |   |
|--|---|
| <input type="checkbox"/> Less than 1,500 Baht  | <input type="checkbox"/> 1,500 – 3,000 Baht   |
| <input type="checkbox"/> 3,001 – 5,000 Baht    | <input type="checkbox"/> 5,001 – 10,000 Baht  |
| <input type="checkbox"/> 10,001 – 15,000 Baht  | <input type="checkbox"/> 15,001 – 30,000 Baht |
| <input type="checkbox"/> More than 30,001 Baht |   |

**VITAE**

**Name** Hadear Hayeebanung

**Student ID** 6210521041

**Educational Attainment**

<b>Degree</b>	<b>Name of Institution</b>	<b>Year of Graduation</b>
Bachelor of Business Administration (International Program)	Hatyai University	2018

**Work Position and Address**

2020-2022 Assistant manager at Klangwittaya Book Center Shop