Marketing Mix Factors Affecting of Decision Food Through The Application in Bangkok

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Abstract: *A study of marketing mix factors affecting food purchasing decisions through applications. The objectives of this research were study the relationship between the marketing mix factors with the process of making a decision to buy food through the application The study method was a quantitative study. (Quantitative research) The population of the study was Consumers who used to order food applications in Bangkok, a total of 323 people using a questionnaire as an educational tool The collected data were then processed using statistics, percentage, mean, hypothesis T-test, (One-Way ANOVA), Correlation and Regression Analysis. The results showed that Most of the respondents were female, aged 21-30 years with a bachelor's degree. student/student Average monthly income less than 15,000 baht. Frequency of using food ordering service 2-3 times / week. The most used food ordering application is Grab and food ordering service. through the application Average / time 501 – 1,000 baht Overall marketing mix factor At a high level, consisting of marketing promotion Product, price and distribution The overall food purchasing decision process through the application was at a high level. Behavior after purchase information search purchase decision and the evaluation of alternatives The results of the personal factor hypothesis test on the frequency of using the food ordering service through the application. and the most frequently used food ordering application Different apps affect the process of making food purchase decisions differently. for personal factors in terms of gender, age, education level, occupation, average monthly income and the use of food ordering services through the application Average/time different There is no difference in the process of making a decision to buy food through the app. The overall marketing mix is related to the decision making process for food purchases through the app. high degree of correlation in the same direction Marketing mix factors influence the decision making process for food purchases through the app. at a statistically significant level of .05.*

Recommendations from the results of the study Application operators should focus on application development. food ordering and food delivery service to facilitate the use of service users food prices are set and actual shipping costs The delivery covers many areas. There is a tracking system for transportation to be able to deliver items according to the correct order. And there are regular promotional activities. and has special privileges for members

Keywords: *marketing mix, decision making, food ordering application*

1. Introduction

Due to the Digital Development Plan for Economy and Society 2016, which the government has formulated plans and supports the Thai society (Wonglimpiyarat, 2016) to become a digital society. By focusing on the use of technology in the work process (Korn, Brach, Schmidt, Hörz, & Konrad, 2012) to bring about more changes in the way both the public and private sectors work. The Digital Development Plan for Economy and Society has set a strategic framework for development Build confidence in the use of digital technology. (Scott, & Rajabifard, 2017) to aim for potential development As technology plays an increasingly important role in daily life. and have more economic competition affect the environment causing consumers and entrepreneurs to adapt In the part of today's consumers, (Almeling, 2012) their lifestyles have changed. from changing lifestyles of

consumers to becoming striving for success and often do many activities at the same time Makes more hustle and bustle in daily life and realize the importance of time without wasting time on unnecessary things Sacrificing assets in exchange for more convenience. However, there is still the ability to take advantage of the technology coupled with a well-developed system that is reliable. Punto, & Mahamud, 2020) Consumers nowadays prefer to conduct various online transactions such as financial transactions. online shopping, etc. Current technology advances Has played an important role in the daily life of modern humans. causing the development of technology to progress by developing various systems through social media (Social Network) to suit the lifestyles of people in today's era Initially, the development of technology started from the development of mobile phones to become smartphones. Until the development of digital technology has resulted in applications. (Application) to support the use of consumers, which has an increasing number of users each year. (Kirk, Borchert, & Fuglsang, 2002) This rapid growth is evident in the trend of internet usage. It was found that Gen Y (19 - 38 years old) was still the leader in internet usage for 5 consecutive years with internet usage hours at 10 hours and 36 minutes, followed by Gen Z (Under 19 years old) at 10 hours and 35 minutes, Baby Boomer (55 - 73 years) at 10 hours and Gen X (39 - 54 years) at 9 hours 49 minutes, respectively (Bristow, Amyx, Castleberry, & Cochran, 2011) with advances in technology Thus causing many businesses through various social media channels or known as Electronic commerce (E-commerce) and tends to be highly competitive Because it is something that can access products easily, conveniently and quickly. both seller and buyer especially the food delivery business or Food Delivery via online system that has gained popularity and is expanding rapidly. especially with the population in Bangkok (Vladimir, 1996) And the situation of the COVID-19 epidemic crisis has an unprecedented wide-ranging impact. Many people have changed their shopping habits. Turning to more digital service businesses Buying through the app is quick and easy. (Velavan, & Meyer, 2020) Operators are also increasing their services through these platforms. This is an opportunity for the growth of the digital service business. Important factors that must be used to achieve maximum efficiency in various activities from such problems affect the consumption behavior of people in the city. Both the COVID-19 epidemic, the hustle and bustle of the Bangkok society who cannot eat for a long time especially during the rush hour when people use the service heavily Many restaurants are famous for their taste. (Zemke, Tang, Raab, & Kim, 2020) There are many consumers interested, but there is not enough space to accommodate a large number of customers during this period. This causes inconvenience to consumers if they have to waste time waiting to eat or queue for a long time to buy. As a result of these factors, the food delivery business is a collaboration between an online food ordering intermediary and restaurant operators. came to play an important role and broadened to fight with everyone in Bangkok Because it allows consumers to save time and travel expenses. They can also control the time of receiving food. (See-Kwong, G., Soo-Ryue, Shiun-Yi & Lily, 2017).

2. Study of Research Objectives

To study the relationship between marketing mix factors and food purchasing decision processes through a

Hypothesis

Application The marketing mix factors are related to the decision making process of food purchases through the app. In general, it can be written as a statistical hypothesis as follows

The scope of the study of the concept of marketing mix factor theory

which consists of Product Aspect Price Aspect Distribution channel (Place) marketing promotion (Promotion) concepts and theories of consumer purchasing decision-making process, 5 steps, problem recognition (Problem Recognition), search for information (The Information Sources), evaluation of selection. Alternatives Evaluation, Purchase Decision, Post Purchase Evaluation, Population: Study of consumers who have used food ordering apps. In Bangkok, the sample was 323 people.

Marketing mix theory concept

Marketing Mix Theory Marketing Mix is a group of marketing tools consisting of Product, Price, Distribution (Place) and Marketing Promotion (Promotion), which all 4 tools must be used together to meet the

needs of the target market 1. Product (Product) is what is presented to the market. to meet the needs or needs of buyers that can satisfy buyers include products, services, expertise, events, people, places, ownership, organization, information and ideas (Kotler & Keller, 2016: 389). Product hierarchy.

Methods of conducting the study

A study of marketing mix factors affecting food purchasing decisions through applications in Bangkok have a purpose To study the market mix of food purchases through the application The process of making a decision to buy food through the app. and the relationship between the marketing mix and the decision-making process for food purchases through the app. has established the method of study The following data sources used in the study There are two types of data sources in this study: the population used in the study, and the sample population used in this study. The study's target population was consumers who had used a food ordering app. in Bangkok, the sample group in this study The questionnaire was randomly distributed and the population is unknown. Therefore, random sampling was done without using probabilities. (Non-Probability Sampling) and is a random sampling according to the objectives (Purposive Sampling). The sample population is determined. The sample size was determined by computational method using W.G. Cochran's formula at 95% confidence level. The error value (d) .05 was accepted. A population of 323 was obtained.

Methods for collecting data

In order to complete the study, there was a method for collecting data. As follows, the information gathered from Research from various sources, including textbooks, documents and other research results. related information obtained from responding to the questionnaire of the target audience and get it back by yourself Conduct a complete check This was to ensure that the questionnaire was complete and complete and that the data could be analyzed further in this study. The study population was Consumers who used to order food applications in Bangkok by using the number of samples equal to 323 samples of an unknown population. Probability Sampling

Data process and analysis

Process the data obtained from the questionnaire/interview with a computer program by finding the percentage (Percentage) and the mean (Mean) program, Microsoft Excel, which is a package program for creating pie charts (Pie Chart) and bar charts (Bar Chart). with a description of the result and bring the results obtained from the chart to present for analysis according to the characteristics of various variables. Statistics used in the analysis of descriptive statistics. Percentage and mean statistics are used to describe demographic data. of respondents and variables Inferential Statistics used for hypothesis testing, t-test statistics, ANOVA analysis, F-test (One-way ANOVA), Coefficient Regression and Correlation.

Study results

study subject Marketing mix factors affecting food purchasing decisions through applications in Bangkok The study sample consisted of consumers who had used a food ordering app. in Bangkok A total of 323 questionnaires were used as a data collection tool, and 323 were returned, representing 100% of the questionnaire. The results of the study were divided into 5 parts as follows:

Hypothesis that marketing mix factors are related to food purchasing decision processes through the application can be written as a statistical hypothesis as follows:

H0 : The marketing mix is related to the overall food purchasing decision process through the app.H1 : Marketing mix is not related to the overall food purchasing decision process through the app. for the statistics used in the analysis Using a simple Pearson Product Model Moment Correlation Coefficient statistic, at the 95% confidence level, the main hypothesis (H0) is accepted only if the statistical significance level is is less than .05, but greater than .05 rejects (H0), accepts (H1) hypothesis test result. Analysis of the relationship between The marketing mix is related to the decision-making process of food purchases through the app as follows:

Marketing mix factor	The relationship between the overall purchase decision process			
	r	Sig	relationship level	sequence
Product	.808	.000**	very high correlation	1
price	.771	.000**	very high correlation	4
distribution channel	.783	.000**	very high correlation	2
marketing promotion	.781	.000**	very high correlation	3
Average overview	**.785**		very high correlation	

** มีนัยสำคัญทางสถิติที่ระดับ .01 (2-tailed)

The marketing mix is related to the decision-making process of making food purchases through apps. The overall average had a high correlation in the same direction (r) = .785. Consider the relationship from the r relationship coefficient in descending order as follows: Applications Overall, the level of correlation is very high, same direction (r) = .808 2. Marketing mix of distribution and food purchasing decision making process through the application as a whole. High level of correlation in the same direction (r) = .783 3. Marketing mix in terms of marketing promotion and decision making process of food purchases through applications Overall, high level of correlation in the same direction (r) = .7814. The marketing mix of price and the food purchasing decision process through the app as a whole, high level of correlation in the same direction (r) = .771.

Summary of the study

A study of marketing mix factors affecting the decision-making process of food purchasing through an application. in Bangkok have a purpose To study the market mix of food purchases through the application The process of making a decision to buy food through the app. and to find the relationship between the marketing mix and the decision-making process to buy food through the app. by using a quantitative study method (Quantitative Research) Independent variables are personal factors and marketing mix factors The dependent variable is the decision-making process for food purchases through an application. 323 questionnaires were used as study tools. The statistics used in the data analysis were statistical values, percentage, mean and hypothesis testing by T-test One Way Anova. Regression and Correlation correlation analysis from the data analysis results can be summarized as follows: personal information From the study of the marketing mix factors affecting the decision-making process of food purchasing through an application In Bangkok, it was found that most of the respondents were female, aged 21-30 years, with a bachelor's degree. Student/Student Occupation The average monthly income is less than 15,000 baht, the frequency of using food ordering services. Through the app 2-3 times/week, the most frequently used food ordering app is Grab and the food ordering service through the app. Average/time 501 – 1,000 baht

Information on the importance of marketing mix factors

Information on the importance of marketing mix factors From the study of information on the importance of marketing mix factors, it was found that products, prices, distribution channels and marketing promotion Overall, the marketing mix is at a very important level. The details are as follows.

Product The results of the study found that the average was included in the high priority level. with detailed comments There are 6 items in the very important level, consisting of food delivery service having a wide range of restaurant partners. The types of food are diverse. Can call for urgent service or call for service in advance Appetizing food It is as fresh as eating at the restaurant. The application is safe and reliable. and food delivery is fast and delivered on time, respectively.

In terms of price, the results of the study found that the average was included in the high priority level. with detailed comments At the very important level, 5 items consisted of reasonable food service rates. Food and service prices in the app are cheap and expensive for you to choose from. The food menu clearly states the price.

When considering the overall Using a food delivery service is worth the money you pay. and the delivery rate is appropriate for the service distance, respectively.

Distribution The results of the study found that the average was included in the high priority level. with detailed comments 6 items are in very important level, consisting of convenience in ordering food 24 hours a day, tracking system, transportation, can be tracked at any time. Food ordering apps are different and easy to remember. The delivery location covers many areas, the transportation tracking system can be tracked. Service details and divisions are clearly categorized and searchable. Convenience in ordering food 24 hours a day and 1 item is of medium importance.

Marketing promotion The results of the study found that the average was included in the high priority level. with detailed comments At the very important level, there are 3 items, consisting of attractive coupons or discounts on food orders. There are various economical set menu items. and publicize marketing promotion information through various channels such as online media, advertisements, etc., respectively.

Information about the food purchasing decision process through the app.

From the study of information about the decision-making process to buy food through the app, it was found that the perception of problems information search alternative assessment purchase decision and behavioral aspects after purchase Overall, the decision-making process is of great importance. The details are as follows.

Problem perception The results of the study found that the average was included in the high priority level. with detailed comments At the very important level, 3 items include: You have a need to order food through the application because there are a variety of foods to choose from within the application. You decide to order food through the app because there are promotions and cheap prices. And you decide to order food through the application because it is convenient and fast. You can order 24 hours a day, respectively.

Information search The results of the study found that the average was included in the high priority level. with detailed comments At the very important level, 3 items include: You use food reviews from various items to make a decision to order food through the app. You search the Internet for information in order to decide on the application to order food. And you ask family members and other people you know to make decisions, respectively.

Alternative Evaluation The results of the study found that the average was included in the high priority level. with detailed comments At the very important level, 4 items consisted of receiving recommendations from people, friends / acquaintances. You can check the information of the order. The usage within the application is easy to use, convenient, fast and modern. and food ordering apps are reliable, respectively.

Purchase decision The results of the study found that the average was included in the high priority level. with detailed comments At the very important level, 4 items consist of having a decision to order food through the application because it can be used anywhere, anytime. Decide to use the service because it is safe to use the service. Decided to order food through the application because of the convenience and speed. Save time and money and 1 item was at moderately agreeable level. Friends/working groups participated in the decision to use the service, respectively.

Behaviour after purchase The results of the study found that the average was included in the high priority level. with detailed comments At the very important level, 3 items include: You are satisfied with the food ordering through the application. You will continue to use the financial services through the smartphone application, and you will recommend the service to your acquaintances if they are satisfied with it, respectively.

3. Hypothesis test results

Hypothesis 1, different personal data have different food purchasing decision process through applications. and the most frequently used food ordering application Different apps affect the process of making food purchase decisions differently. for personal factors in terms of gender, age, education level, occupation, average monthly income and the use of food ordering services through the application Average/time different There is no difference in the process of making a decision to buy food through the app.

4. Recommendations from the study

In this study, the marketing mix factors influencing the decision-making process of making food purchases through the app were identified. in Bangkok and consumer decision-making processes which food delivery application operators can use as a guideline for business development to meet the needs of consumers as much as possible The study authors have the following suggestions to be useful:

1. In terms of products, application operators should focus on application development. food ordering and food delivery service For the convenience of service users It increases the good experience with the service users. By focusing on the development of applications that are easy to use. Designed to meet the needs of service users

2. In terms of price, application operators should focus on setting prices that are fair to consumers, both food prices and delivery costs, especially food prices that should not differ much from the price in the store. clearly state the price There are various payment methods.

3. In terms of distribution, application operators should consider the delivery to cover many areas. There is a transportation tracking system. allowing partners to deliver goods according to the correct order

4. Marketing promotion for application operator's Promotional activities should be organized regularly on a regular basis. have a subscription and provide various incentives which will be received by ordering through the application

5. Suggestions for the next study

More studies should be done on the issue of consumer attitudes or preferences towards purchasing food through the app and purchasing behavior in order to know more about the needs of consumers.

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