Factors affecting the Behavior of Choosing Food Panda Consumer Application

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***Abstract*:** *The objectives of this study were to study 1) Marketing mix factors of Food Panda Application 2) Consumer behavior of choosing Food Panda Application 3) Comparison of selection behavior Food Panda Application of consumers by Classified by personal information 4) There are marketing mix factors. Effects on the behavior of choosing Food Panda Application of consumers selected a sample of 400 people by using questionnaires as a study tool and processing the collected data The statistical values were percentage and mean t-test. ANOVA analysis used F-test , (One-way ANOVA) ,Correlation. and Multiple Regression Analysis*

The results of the hypothesis testing of different personal data personal databases have different effects on consumers' behavior in choosing the Food Panda Application. The marketing mix factors affecting the behavior of consumers using the Food Panda Application found that the time period of time that food panda application is popular to order food, the date that is used to use the Food Panda Application service. Use the Food Panda Application service, the reason for the decision to choose the Food Panda Application service, the frequency of using the Food panda Application service, and the cost/time How many times to use the Food panda Application service? Influencing fashion shopping behavior on social networks Facebook at a statistically significant level of .05.

Keywords: *Factors Affecting The Behavior*

1. Introduction

In the current situation where business competition is increasing, various business operators Whether it is a large business or a small business Start to create ideas, strategies or methods to survive in that business, whether it's creating competitive advantages or continuous development to meet the needs of consumers, including channels for consumers to access that product or service more variety This makes the choice of consumers more about products and services as well. Alternatives and new channels So this happened. Influences to change the behavior of consumers such as social media channels that currently have a large number of users. As a result, consumers turn to consume more products or services through this channel. because it is easily accessible and accessible anywhere, anytime, including business Home delivery (Delivery) with more social media links to meet the needs of consumers This is because many types of business groups are starting to adjust to adapt to the changing consumer behavior of traveling to shopping or eating out. More and more began to turn to delivery services because of time constraints, convenience, speed and traffic congestion. This makes the competition in the delivery business higher. (Hildebrand, 2009)

Food Panda, one of the entrepreneurs involved in the business. home delivery service and is the leader of the service center All online food available in 30 countries around the world. And in Thailand, Food Panda offers online food ordering services via an application on smartphones. (Yeo, Tan, Teo, & Tan, 2021)Food Panda's main strategy is to collaborate and build alliances with Restaurant business in Thailand to provide experience Order the best food online for consumers. Food Panda collaborates with restaurants with a variety of ethnicities

and flavors to ensure the highest satisfaction for consumers in the Bangkok area. In partnership with more than 400 strong partners across Thailand, Food Panda is rapidly growing to deliver the best food delivery services to their homes, offices or any location they want. which is considered as another option that creates convenience for consumers In addition to the convenience that consumers have already received. In terms of service quality, it is also another important factor that will make consumers decide to choose Food Panda's service next time. whether in a matter of speed or time of delivery to your home of each consumer Including many other factors of service quality that will affect the choice of consumers. (JUNTONG, & Archarungroj, 2020)

Therefore, the researcher is interested in studying the factors affecting the behavior of consumers choosing Food Panda Application for the benefit of using the study results as a guideline for the development of the Food Panda Application service in accordance with the needs of consumers. next consumer. (Srisuchart, 2020).

2. Study objectives

To study the marketing mix factors of Food Panda Application, to study the behavior of consumers choosing Food Panda Application, to compare the behavior of consumers using Food Panda Application, classified by personal data. To study the factors of marketing mix that affect the behavior of consumers choosing Food Panda Application.

Hypothesis

Different personal data affects different consumers' behavior in choosing the Food Panda Application. Marketing mix factors influence consumers' behavior in choosing Food Panda Application.

Scope of study

In this study, the study of factors affecting the behavior of consumers choosing Food Panda Application, the scope of the study was as follows in terms of content. study subject Factors affecting consumers' behavior in choosing Food Panda Application based on concepts and theories of Phillip Kotler using Marketing Mix 7Ps which consists of Product, Price (Pricing), Distribution Channel (Place), Marketing Promotion (Promotion), Person or Employee (People), Creation and Presentation. Physical Evidence and Presentation, Process, and Consumer Behavior (6W1H) (Kinoshita, & Kinoshita, 2016)

Concepts, theories and related research

Study subject Factors Affecting Consumers' Choice of Food Panda Application Behavior The study examined documents, concepts, theories and related research. to be used to define Conceptual frameworks and guidelines for the study are as follows:

Marketing Mix 7P's Theory

Especially for businesses with hospitality. (Hospitality) is the heart of doing business Professor Phillip Kotler (Philip Kotler), the world's leading marketing guru. The service marketing mix concept has been defined as a concept related to service business, which is a business that is different from consumer goods and general consumer products. It is necessary to use 7 marketing mixes, or 7P's, to formulate a marketing strategy, which consists of 7 activities: Product, Price.) Distribution channel (Place) Marketing promotion (Promotion) Person or employee (People) Creating and presenting physical characteristics (Physical) Evidence and Presentation) and Process (Kotler, 2000)
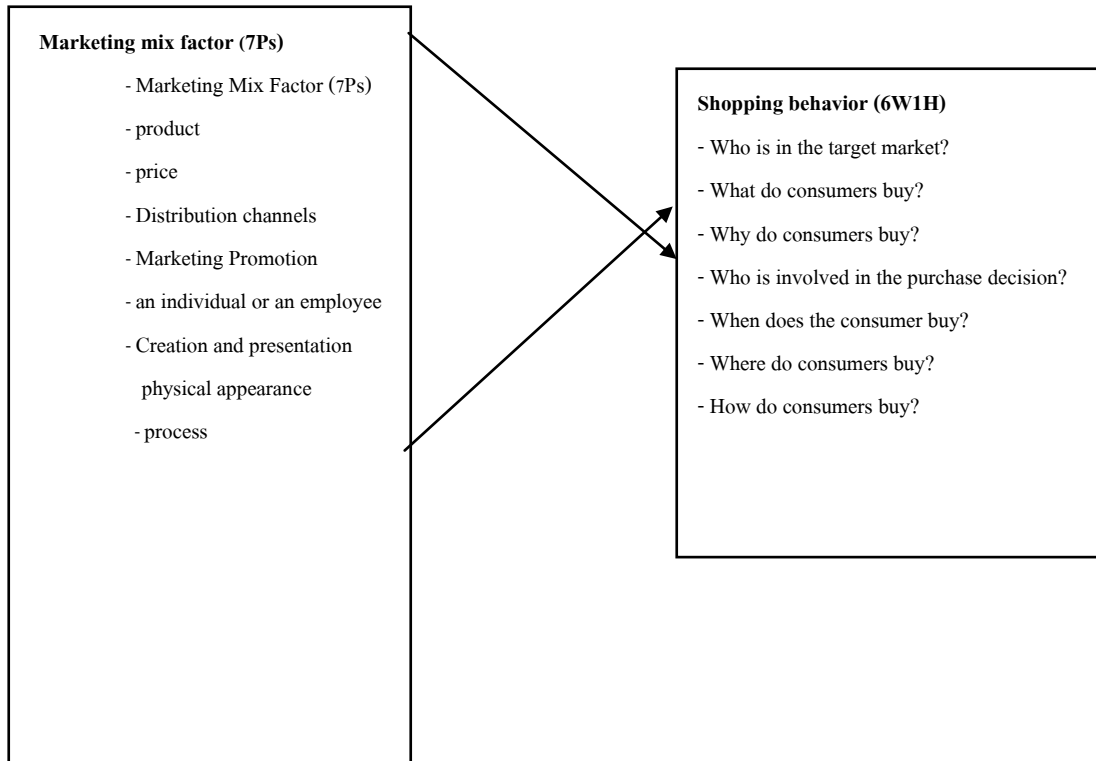
Concepts and theories of consumer behavior (Consumer Behavior Theory)

Concept of Consumer Behavior Analysis 6W+1H studied the concept of Analyzing consumer behavior, a study of purchasing and consumption behavior. consumer goods What are the characteristics that consumers are satisfied with? for marketers to use the answers they get to plan a marketing strategy that can appropriately satisfy consumers' satisfaction. Questions used in the analysis of consumer behavior, preferably using the 6W1H principle, consisting of Who? What? Why? Who? When? Where? and How? To find the 7 Answers, or 7Os, which consist of Occupant, Objects, Objectives, Organization, Occasions, Outlets and Operations, it was shown

to use 7 Questions, 7 Answers, about consumer behavior. and determining marketing strategies to suit consumer behavior as follows: (Pizam, A., Mansfeld, & Chon, 1999)

3. Conceptual framework

From the above study The students used the theory The marketing mix is summarized and coordinated into a conceptual framework. In the study of factors affecting the selection behavior as follows: (Akroush, 2011)

Marketing mix factor (7Ps)

    - Marketing Mix Factor (7Ps)

    - product

    - price

    - Distribution channels

    - Marketing Promotion

    - an individual or an employee

    - Creation and presentation

      physical appearance

    - process

Shopping behavior (6W1H)

- Who is in the target market?

- What do consumers buy?

- Why do consumers buy?

- Who is involved in the purchase decision?

- When does the consumer buy?

- Where do consumers buy?

- How do consumers buy?

4. Research Methodology

Study subject Factors affecting consumers' behavior in choosing Food Panda Application. The objectives of this study were to study. Food Panda Application Marketing Mix Factor Consumers' Choice Behavior of Food Panda Application Classified by Personal Data and to study the relationship between marketing mix factors and consumers' behavior in choosing Food Panda Application. The data from the study can be used as a guideline. Improve the Food Panda Application service to be in line with the needs of consumers. The methodology for the study was set as follows: (Misra,1989)

Resources used in the study

There are two types of data sources in this study. from customers who choose to use Food Panda Application by allowing users to answer secondary information (Secondary Data) as information obtained from textbooks Study reports, related documents and internet

Population and samples used in the study

Population used in the study It is a sample of 400 consumers who choose to use the Food Panda Application service.

$n = P(1-P)(z)2/(e)\ 2$

$n = (.5)(1-.50)(1.96)\ 2\ /(.05)\ 2$

$n = (.5)\ (.5)(3.8416)/.0025$

$\qquad n = .9604/.0025$

65

n = 384 .16

In the calculations, 385 samples were obtained. But in order to prevent mistakes that may occur in answering the questionnaire Incomplete information The study therefore used a sample of 400 patients.

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 answering the questionnaire of the target group and get it back by yourself Conduct a complete check This ensures that the questionnaire is complete, complete and can be used for further analysis.

Statistics used in data analysis

Descriptive Statistics Percentage, Mean, and Standard Deviation to describe the demographics of respondents and variables. Inferential Statistics are used for hypothesis testing. The statistics used are Chi-square and Multiple Regression Analysis. (Delucchi, 1993)

Study results

Study subject Factors Affecting Consumers' Choice of Food Panda Application Behavior The study sample consisted of people who used Food Panda Application using 400 questionnaires as a data collection tool. and received a refund of 400 sets, representing 100% of the questionnaire. The results of the study were divided into 4 parts as follows:

Show the marketing mix factors that influence the behavior of consumers choosing Food Panda Application.

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	T	Sig.
(Constant)	-7.826	2.050		-3.818	.000
Product	2.132	.841	.217	2.534	.012**
Price	1.229	.623	.152	1.972	.049**
Chanel of distribution	.494	.789	.059	.625	.532
Promotion	1.923	.674	.218	2.853	.005
Personal	.243	.654	.030	.371	.711
Physical	-2.082	.671	-.223	-3.105	.002**
Process	-.005	.654	-.001	-.007	.994

* Statistically significant at the 0.05 level

The second hypothesis test result with regression value at the significance level 0.05 found that the marketing mix factors influence the consumers' behavior in choosing Food Panda Application, consisting of product aspect (Sig = 0.012), price (Sig = 0.049) and The creation and presentation of physical characteristics (Sig = 0.002) had a statistical significance at the 0.05 level.

Summary of the study

Study subject Factors affecting consumers' behavior in choosing Food Panda Application. The objectives are To study the marketing mix factors of Food Panda Application, this study was to study the behavior of consumers choosing Food Panda Application, comparing the behavior of consumers using the Food Panda Application classified by personal data. and to study the relationship between the factors of marketing mix and the behavior of consumers choosing Food Panda Application. This is a quantitative study. (Quantitative Research) A questionnaire of 400 sets was used as a tool to collect data and statistics were used for data analysis, i.e. percentage, mean, and hypothesis tested by t-test. ANOVA analysis used F-test (One-way ANOVA) Chi-Square Test and Multiple Regression Analysis. The results of the data analysis can be summarized as follows:

Consumer behavior data

The study found that Factors affecting the behavior of consumers choosing Food Panda Application Most of the respondents prefer to use the Food panda Application service, order food from 12.01-16.00 hrs. The decision to choose the Food panda Application service is yourself. What is the reason for the decision to choose the Food panda Application service with a cheap service fee?

Marketing mix factors in choosing Food panda Application of consumers

The study found that Marketing mix factors in choosing Food panda Application of consumers, overall importance at a high level consisting of products, prices, distribution marketing promotion Person or employee building and presenting physical characteristics Process with details as follows:Product overall importance At a high level, consisting of Food panda Application, reputation and good image, Food panda Application's system is easy to use and uncomplicated. Food panda Application's system is safe and reliable. Food panda Application has restaurant partners serving at various Food conditions are appetizing, are fresh, and the delivery time is appropriate for the distance, respectively.

In terms of price, as a whole, the importance At a high level, consisting of the price of the service fee suitable for the distance of delivery The service price is cheaper compared to other applications. and the service price is suitable for the quality of service, respectively

Distribution overall importance At a high level, consisting of service and food details, clearly categorized and easy to find. There is accuracy in delivery. Tracking system. Transportation can be tracked at all times. and delivery locations cover many areas, respectively.marketing promotion overall importance At a high level, consisting of multiple payment channels such as cash, credit card, payment via applications and websites, Food panda has advertisements via online media such as Facebook, Instagram Line, website Food panda has a promotion. variety of motion For users of Food panda Application and there is always a discount for new members and current members, respectively.

Person or employee overall importance At a high level, consisting of staff serving with friendliness, good-natured and courteous. and employees can communicate with customers accurately and clearly, respectively.building and presenting physical characteristics overall importance At a high level consisted of employees having dress that indicates the image of Food panda. Food panda Application is colorful, beautiful and easily recognizable and the information on Food panda Application is respectivelyProcess overall importance At a high level, consisting of Food panda Application, there are enough cars and employees to provide services. Procedure for applying and access to the Food panda Application service is convenient and fast And the service has to communicate and coordinate to inform customers or solve problems quickly, respectively.

Comparison of consumers' behavior in choosing Food Panda Application by personal data

Hypothesis Different personal data affects different consumers' behavior in choosing Food Panda Application. In terms of sex, the study found that Personal data of different genders It affects the behavior of consumers using the Food Panda Application. The popular time of using the Food panda Application to order food. On which day is the most popular to use the Food panda Application service? The person who influenced the decision to use the Food panda Application service and what reason did you decide to use the Food panda Application service the most was not different. In terms of age, the study found that Personal data of different ages It affects the behavior of consumers using the Food Panda Application. The popular time of using the Food panda Application to order food. On which day is the most popular to use the Food panda Application service? and the person who had the greatest influence on the decision to use the Food panda Application service was different. As for the reason why you decided to use the Food panda Application service the most, it was not different.In terms of status, the study found that Personal data of different statuses It affects the behavior of consumers using the Food Panda Application. The popular time of using the Food panda Application to order food. On which day is the most popular to use the Food panda Application service? And what is the reason that makes you decide to choose the Food panda Application service the most? It's not different. The personal aspect that had the greatest influence on the decision to use the Food panda Application service was different.level of

education The study found that Personal data with different educational levels It affects the behavior of consumers using the Food Panda Application. The popular time of using the Food panda Application to order food. On which day is the most popular to use the Food panda Application service? and the person who had the greatest influence on the decision to use the Food panda Application service was no different. As for what reasons make you decide to choose the Food panda Application service the most, it's different. monthly income The study found that Personal data with different average monthly income It affects the behavior of consumers using the Food Panda Application, the period of time they prefer to use the Food panda Application service, the person who influences the decision to use the Food panda Application service, and the reason why you decide to use the Food service. The panda Application is the most different. On the day, the food panda Application service is most popular on which day is the most different? In terms of occupation, the study found that Personal data with different occupations It affects the behavior of consumers using the Food Panda Application. The popular time of using the Food panda Application to order food. On which day is the most popular to use the Food panda Application service? And what is the reason that makes you decide to choose the Food panda Application service the most? It's not different. The personal aspect that influences the decision to use the Food panda Application service is different.

Comparison of marketing mix factors affecting consumers' behavior in choosing Food Panda Application

Hypothesis 2: Marketing mix factors influence consumers' behavior in choosing Food Panda Application.The study found that Regarding the popular time of using the Food panda Application service, ordering food, on the date of using the Food panda Application service, the person influencing the decision to use the Food panda Application service, the reason for the decision to use the Food panda Application service, the frequency of Use Food panda Application service and expenses/times How many times to use the Food panda Application service Influence on fashion clothing shopping behavior on social networks Facebook at a statistically significant level of .05.

5. Recommendations from the study

The study's recommendations are as follows:In terms of products, Food Panda Application service providers should develop an application that is safe and reliable. The application usage is not too complicated. To expand the base for consumers in the elderly, able to use the application, matters of credit card payments must be accurate, have clear and reliable evidence.In terms of marketing promotion, Food Panda Application service providers should study competitor application fees. and used to formulate marketing strategies to be competitive, such as free delivery services over longer distances If there is a purchase amount that reaches the company specifiedIn terms of creating and presenting physical characteristics, Food Panda Application service providers should develop information on Application to be modern, easy to remember, clearly divided into categories such as restaurants should be classified by nationality. for convenience for consumers to chooseSuggestions for the next studyin the next study Should study the service quality of Food Panda Application should develop an Application to use information to improve service quality to create satisfaction

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