

Effects of Marketing Mix Factors on Behavior from Food Delivery Application in Thailand

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Abstract

The main aim of this research is to the influence of marketing mix factors (4C's), which are consumer, cost, convenience and communication about the behavior of food delivery users through the Foodpanda application in South of Thailand, which is the area with the highest growth potential in South of Thailand and high competition as well. The data is collected from 400 sets of samples and the results of multiple regression analyses found that the marketing mix factors (4C's) influence the behavior of food delivery users through the Foodpanda application. Suggestions from this study can be used as a guideline for strategic planning and business operations. To be a leader in the food delivery industry.

Keywords: *Marketing Mix, Consumer Behavior, Food Delivery, Foodpanda Application*

Introduction

The situation of the COVID-19 virus spreading in Thailand, which affects the behavior of consumers that have changed, known as the "New Normal" and private campaigning by allowing people to stay in the house and reduce the risk of spreading the virus. It was found that the consistency and higher growth between behavioral changes by purchasing products or services online and interesting businesses; Online platform for food delivery businesses which has a growth rate of 80% [1].

The strategy for the current operations of the organization is mainly focused on the needs of consumers. By truly accessing and understanding the point of view of consumers whether it is attitude, ideas, thoughts which is caused by motivation or inspiration, such as feeling hungry, craving for a beautiful body or even popular trends [2] as part of the marketing strategy planning for the organization to grow steadily during increasing competition. Because the use of marketing mix concepts from the consumer's point of view. Also known as "4C's Marketing", most accurately reflects the attitude and needs of consumers. Considered as a good preliminary tool to measure both the needs and perceptions of consumers as well [2].

In the past, studies related to marketing mix factors affecting consumer behavior in choosing to use the food delivery application in Thailand and abroad. The results of the study mainly focus on consumer's convenience and the nature of different influences. Therefore cannot conclude the conclusion clearly. Therefore, this study creates a competitive advantage and a way to develop services. Including the marketing strategy to be in line with the current lifestyle of consumers and able to achieve the goal of being the leader in online food ordering service completely.

Literature review

A. *Marketing Mix Concepts*

Marketing tools are tools that marketers value, which is used in corporate strategic planning to achieve objectives and create maximum satisfaction for consumers [3]. The tools to strengthen the product or service and a tool that warns of what factors need to be improved or improved to meet the needs of consumers at the right point [4]. The formulas for marketers' tools from 4P's to "Lauterborn's Four C's" to match consumer needs. Today's concept is reflected by consumers. which consists of 4 factors as follows[5]: (1) Customer wants and needs which focus on producing products or services that answer and help solve problems for consumers well (2) Cost to consumers the price, which means not just the price tag on the

product but including the cost of acquiring the goods such as travel expenses, wasted time of consumers, etc. (3) Convenience of purchase easy access to products or services such as multiple payment methods (4) Communication means creating awareness of the story, news, details of products or services. Including a good image of consumers.

B. Concepts of consumer behavior

Consumer behavior refers to individuals, groups, and organizations buying, using, or selling products. To meet their needs including attitudes, experiences, and behaviors, may be influenced by other factors such as society, environment, culture, etc. [6]. Consumer behavior means actions of individuals or groups in the selection buy products or services to create satisfaction, Also, demographic characteristics may affect different behaviors such as age, occupation, education, religion, etc. Model of consumer behavior as a step by step motivation. Consumer sentiment and enter the decision-making process (The buying decision process: The Five-Stage Model) consists of 5 steps as follows [2]: (1) Problem recognition is the awareness of problems or needs of consumers due to internal impulses. Like hunger, wanting to be beautiful or handsome, and external stimuli such as advertisements, admiration, etc. (2) Information search consumers need details and information about a product or service to make a choice. From important sources such as family, friends, advertisements, media, etc. (3) Evaluation of alternatives after the information search consumers use the information to compare the pros and cons. Therefore, the decision to buy in the next step. (4) Purchase decision is the step in the actual purchase. Which is the starting point of experience in using products or services (5) Post-purchase behavior is a process to know the feedback from consumers. Marketers then examine consumer satisfaction and analyze repeat purchase trends and consumer brand loyalty.

C. Food Delivery

Currently, the growth rate is higher and there is an intense competition like "Food Delivery business" such as Foodpanda, Line Man, Grab, GET, etc. by using the platform or business plan of the application delivery as an intermediary to connect between consumers and restaurants during the year 2015-2019 [7].

The first food delivery application and has grown in the service area as high as 18 provinces in Thailand, namely "Foodpanda Application". In 2018, it can be considered that is the number one order value of customers' orders for food delivery by offering a centralized online food ordering service platform in Thailand and around the world, led by Alexander Felde, Co-founder and managing director of Foodpanda (Thailand) Co., Ltd., first launched in 2012 [8].

At present, the key strategy of Foodpanda is expanding its business to other provinces. Other than Bangkok and suburb that is the provinces in the West, North, East, and South. Especially in the southern region where 60% of Foodpanda delivery service is provided from all provinces in the southern region, which are the most expanding service areas such as Phuket, Surat Thani, Nakhon Si Thammarat, Krabi, Phatthalung, Trang, Hat Yai, Songkhla, and Yala. Order amount as well as being the number one competition in South of Thailand, which has more than 10,000 restaurants as partners, and attracts, the expansion is higher and faster. The business may be difficult to grow steadily. Also, increased business competitors such as Grab Food, Buddy, etc. and consumer behavior has changed all the time [9].

Methodology

The researcher increased the sample size by a total of 400 samples by selecting data from convenient sampling groups, consumers who have experience using the Foodpanda application in South of Thailand. Data collection at this time the researcher used the online questionnaire. The analysis of data and statistics used in the study is divided into 2 characteristics which are descriptive analysis and inferential analysis. After that, the data processing is done by the statistical software package (SPSS) such as descriptive statistics and analyzed by using frequency distribution, percentage, mean and standard deviation. Deviation in studying the level and opinions of marketing mix from the consumer's perspective and using the enter multiple regression analysis method to test the influence of marketing mix factors on user behavior. Food delivery service through the Foodpanda application in South of Thailand, with the following predictions:

$$\text{Equation: } Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4$$

Y = Consumer behavior

X₁ = 4C's Consumer

X₂ = 4C's Cost

X₃ = 4C's Convenience

X₄ = 4C's Communication

Findings and Analysis

In analyzing the relationship between marketing mix factors affecting consumer behavior in choosing to use the Foodpanda application for food delivery services in South of Thailand, consisting of 4 factors, namely consumer, cost, convenience and communication, it is found that each independent variable has a relationship At the significant level 0.05 and from the

tests with multicollinearity found that the VIF of the variable is between 1.378 - 1.591, which is less than 10 and the Tolerance of the variable is between 0.628 - 0.726, which does not come close to 0. In conclusion, all variables are independent as shown in Table I.

TABLE I: Parson's Correlation Coefficient

variable	Y	X ₁	X ₂	X ₃	X ₄
Consumer behavior	1	.460*	.442*	.435*	.501*
Consumer		1	.448*	.411*	.374*
Cost			1	.428*	.311*
Convenience				1	.525*
Communication					1
Mean	4.071	4.159	3.880	4.185	4.180
SD	0.492	0.565	0.735	0.566	0.625
VIF	-	1.395	1.378	1.591	1.443
Tolerance	-	0.717	0.726	0.628	0.693

Note: n = 400, * statistical significance at the level of 0.05

Considering the multiple regression coefficient, it was found that all 4 factors of the marketing mix were less than the significance level of 0.05, namely, consumer demand had a Sig value of 0.000, cost of consumers had a value of Sig equal to 0.000. The convenience of purchase is a Sig value of 0.049 and the communication value of a Sig value of 0.000 shows that it can analyze the behavioral equations of consumers in choosing the Panda Food application. With statistical significance at the level of 0.05. The equation can be written as follows

$$Y = 1.397 + 0.184X_1 + 0.140X_2 + 0.085X_3 + 0.241X_4$$

From the equation, it can be explained that the marketing mix including consumer, costs, convenience in purchasing and communication. Affecting consumer behavior in choosing to use the Foodpanda application for food delivery services in South of Thailand, as in Table II.

TABLE II: Multiple Regression Analysis

variable	B	t(sig)
Constant	1.397	7.840 (0.000)
Consumer	0.184	4.538 (0.000*)
Cost	0.140	4.534 (0.000*)
Convenience	0.085	1.971 (0.049*)
Communication	0.241	6.451 (0.000*)
R Square		0.386
Adj. R Square		0.380
F-value (Sig.)		62.024

Note: n = 400, * statistical significance at the level of 0.05

Conclusion

A. Marketing mix factors for convenience in buying

Found that the population agreed most people order food through an application that is easy and affects the behavior of consumers in choosing to use the Foodpanda application for food delivery services in South of Thailand, in line with Nusara's research [10], has studied 4 C's marketing mix that has influenced the decision to use restaurant services through consumer insider applications in Bangkok. Factors that affect the decision to use restaurant services through the inner application of the consumers in Bangkok are the convenience factor in buying because the smartphone can be used anytime, anywhere and search for restaurants near us.

B. Marketing mix factors in communication

It was found that the population agreed the most about the application, it is popular and has many users and affects the behavior of consumers when choosing the application Foodpanda. Food delivery services in South of Thailand, under the research of Klaengkla's research [11] studied marketing mix factors affecting the decision to use food delivery services in Bangkok and suburb areas. The results of the research showed that Marketing mix factors affecting the decision to use food delivery services with good image factors Is popular and many restaurant partners.

C. Marketing mix factors in consumer demand

It was found that the population agreed the most about the variety of food menus and affected the behavior of consumers in choosing to use the Foodpanda application for food delivery in the area. South of Thailand, Chuayradom's research [12], studied marketing mix factors that affect foodservice applications through Foodpanda Applications in Bangkok. The marketing mix factors the most are Product side and usage demand to facilitate food ordering.

D. Marketing mix factors for consumer costs

Found that the people agreed the most about value for money than eating out and affecting the behavior of consumers in choosing to use the Foodpanda application for food delivery services in South of Thailand, consistent with the study of Virayothin's studied [13] the factors that caused consumers to decide to use Uber Eats application for food delivery service. Marketing mix (4C's) affects the decision to use the Uber Eats application by responding to the needs of consumers, cost, price and promotion. Motion discounts every week make the users feel worthwhile and use the application continuously.

E. Consumer behavior in choosing to use the Foodpanda application in Thailand

Found that the behavior of consumers in the perception of behavioral problems in choosing the Foodpanda application overall, consumers need to avoid traffic problems. This meets the convenience of consumers without having to travel avoid traffic congestion. The food is delivered to the place and is also suitable for people who do not like to leave the house.

1) Consumer behavior in search of information in general, consumers receive information and recommendations from family, friends and acquaintances the most. Consistent with Sangthongjai's research [14], studying marketing mix factors that influence the behavior of Thai native digital consumers in choosing to order and food delivery in Bangkok. Apps Panda Food Lineman and Uber East found that most users are open to receiving information from traditional media such as friends, family and acquaintances.

2) Consumer behavior in alternative assessment most consumers often set eligibility criteria for app evaluation, such as price, food type, before using the service. This is consistent with the Yoldas's study [15], showing that different demographic and cultural factors affect online shopping. And positive attitudes affecting online shopping, including greater awareness of product information and details for comparison purposes before making a purchase.

3) Consumer behavior in terms of purchasing decisions most consumers are interested in receiving discounts. Which is consistent with the research of Chuayradom's research [12] marketing mix factors that affect the selection of food ordering services through Foodpanda Applications in Bangkok, found that users value the importance of receiving Cheaper than others and delivery covers an area as for marketing promotion, the importance of sales promotion such as promotions or discounts.

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