A Study of Antecedent Factors of the Marketing Mix Effect on Consumer Purchase Behavior in Bangkok's Online Food Delivery Industry

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This Independent Study Has Been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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ABSTRACT

The rapid digital transformation of consumer markets has led to fundamental changes in purchasing habits, particularly in the online food delivery industry. This study examined the effects of marketing mix components (Product, Price, Place, and Promotion), together with service innovation and influencer marketing, on consumer purchase behavior.

This study adopted a quantitative research design and collected primary data from consumers who actively use online food delivery platforms in Bangkok. The proposed conceptual framework was verified and the relationships between variables were analysed through multiple regression analysis using SPSS software. The results of the research show that all six determinants have a positive and statistically significant effect on consumer purchase behavior ($p < 0.001$). Among these factors, product shows the strongest predictive power, highlighting the importance of food quality, menu accuracy, and reliability in influencing consumer purchasing decisions. Service innovation and influencer marketing have also proven highly effective, highlighting the growing importance of technological features and digital promotions in shaping customer purchasing behavior.

The research suggests that sustained success in the online food delivery industry requires an integrated strategic approach that combines quality-based product management, transparent and value-based pricing, effective distribution systems, targeted promotional activities, technological innovation, and strategic engagement with influential figures.

This study contributes to the existing body of knowledge by expanding the framework of the traditional marketing mix through the integration of modern digital factors in the context of the emerging Thai market. The results of this study provide a theoretical foundation and practical management implications for companies seeking to strengthen their competitiveness in the rapidly changing digital market.

Keywords: marketing mix; customer purchase behavior; online food delivery; service innovation; influencer marketing.

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Yoon Pyae Phyo Ei
May 23 ,2026

DECLARATION

I, Ms Yoon Pyae Phyo Ei, hereby declare that this Independent Study entitled “A Study of Antecedent Factors of the Marketing Mix Effect on Consumer Purchasing Behavior in Bangkok’s Online Food Delivery Industry” is an original work and has never been submitted to any academic institution for a degree.

Yoon Pyae Phyo Ei
May 23 ,2026

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Chapter 1 Introduction

1.1 Background of the Study

The global online food delivery industry has grown rapidly, driven by technological advancements, urbanization, and rising consumer demand for convenience. The global market is expected to reach approximately $289 billion by 2024 and exceed $500 billion by 2030, with continued expansion driven by the proliferation of smartphones, internet access, and digital platforms that simplify the ordering and delivery process. Major companies like Uber Eats, DoorDash, Deliveroo, Grab, and Foodpanda are expanding their services to include grocery delivery, cloud kitchens, subscription models, and more. These developments demonstrate that online food delivery is evolving from a complementary service to an essential part of modern lifestyles, changing the way consumers access food and make purchasing decisions.

In Thailand, especially Bangkok, the industry has seen rapid expansion due to the city's dense population, high smartphone usage, and increasingly busy lifestyles. Market sale in 2021 are estimated at 53.1 billion to 55.8 billion baht, with over 120 million orders, a significant increase from pre-pandemic levels. Major platforms such as GrabFood, Foodpanda and Shopee Food are fiercely competing through promotions, express delivery and restaurant partnerships, with Bangkok becoming a major hub in the online food delivery market. This competition highlights the importance of understanding marketing strategies and service quality to effectively attract and retain consumers (Kasikorn Research Center, 2021; Sutiluk, 2021).

In Thailand, food delivery is primarily utilized by younger customers prior to the COVID-19 pandemic and was largely dependent on discounts. Because eating out was prohibited during the pandemic, delivery services become more popular among larger demographic groups. As a result, many customers who have never used these platforms before become dependent on them for daily meals, order volumes increase. Even after restrictions were eased, new consumer habits persisted, signaling a permanent shift toward convenience-based purchasing behavior. These changes highlight the need for companies to understand changing consumer preferences and marketing strategies that can more effectively influence purchasing decisions (Chotigo & Kadono, 2021; Weiler et al., 2024).

Despite continued growth, the industry faces several challenges: Marketing costs can have a significant impact on profit margins, so platforms must balance attracting new customers through promotions and discounts with maintaining profitability. Operational issues such as traffic congestion, delivery company operations, and inconsistent service quality can impact customer satisfaction. Companies like GrabFood and Foodpanda need to carefully manage these challenges to ensure efficiency, customer satisfaction, and sustainable performance. The marketing mix provides a useful framework for analyzing the factors that significantly influence consumer behavior and loyalty in this competitive market (Suksrimuang et al., 2024; Reuters, 2023).

Sustainable growth is a major challenge for the online food delivery industry in Bangkok. Promotions may boost sales in the short term, but they reduce profitability and do not ensure customer loyalty. Long-term success requires a balance between competitive marketing, reliable delivery, quality service, and efficient operations. By applying the marketing mix, platforms can increase customer satisfaction and achieve stable and sustainable growth in a competitive market (Chotigo & Kadono, 2021; Weiler et al., 2024).

This study focuses on the marketing mix in Bangkok's online food delivery sector and investigates how product offering, pricing, place, promotion and people influence consumer purchasing behavior. By identifying the most influential factors, the study aims to provide actionable insights for delivery platforms and restaurants looking to improve their marketing strategies, enhance service quality, and retain customers in a competitive environment (Kasikorn Research Center, 2021).

1.2 Questions of the Study

While the online food delivery industry in Bangkok is rapidly expanding, it faces significant challenges due to fierce competition among the top platforms. GrabFood, Foodpanda, and ShopeeFood aggressively compete for customers by offering promotions, discounts, and fast delivery. While these strategies may increase order volume in the short term, they put pressure on profitability and do not guarantee long-term customer loyalty. Consumers have a wide range of options, and even small differences in price, speed of delivery, quality of service, and ease of use of the app can influence their choice.This uncertainty creates a need to identify marketing strategies that will most effectively stimulate consumer purchasing behavior, foster loyalty, and

enable companies to allocate resources efficiently to achieve sustainable growth (Chotigo & Kadono , 2021; Suksrimuang et al., 2024).

Service quality and operational difficulties constitute a second significant issue. Restaurants and delivery platforms in Bangkok have to deal with issues such as traffic congestion, courier availability, delayed deliveries, and inconsistent service quality, all of which can negatively impact customer experience. Platforms invest heavily in marketing promotions to increase orders, but if delivery reliability, food quality, and customer support are lacking, these efforts may not generate lasting customer loyalty. Therefore, it is important to understand which elements of the marketing mix have the greatest impact on consumer behavior. In a competitive market, recognizing these elements will assist companies in concentrating on tactics that improve client retention, satisfaction, and overall performance (Weiler et al., 2024; Reuters, 2023).

1.3 Objectives of the Study

Based on the identified challenges, this study investigated how marketing strategies influence consumer behavior in Bangkok's online food delivery industry.The study analyzed the marketing mix (4Ps) to determine which factors have the greatest impact on consumer decisions, satisfaction, and loyalty. The findings will help delivery platforms and restaurants improve service quality, develop effective marketing strategies, and retain loyal customers in a highly competitive market.

Objectives:

1. To investigate the effect of the marketing factors on consumer purchase behavior in Bangkok’s online food delivery industry.

2. To identify the key marketing factors that most strongly influence consumer purchase behavior.

1.4 Scope of the Study

This study examined how the marketing mix, influencer marketing and service innovation affects consumer purchasing behavior with a focus on Bangkok, Thailand's online meal delivery market. The study investigated all aspects of the 4Ps (product, price, place and promotion), influencer marketing, service innovation and how each influence consumer purchase behavior. The study focused on well-known websites that are frequently used in Bangkok, like GrabFood, Foodpanda, and ShopeeFood. The survey targeted consumers who regularly use online food delivery services, including young adults, working professionals, and university students. A questionnaire was used to collect data on consumer preferences, behaviors, and responses to marketing strategies. The study aimed to provide practical insights for companies and platforms to improve their marketing strategies, enhance service quality, and increase customer satisfaction and loyalty in the highly competitive Bangkok market.

1.5 Significance of the Study

This study is significant for businesses, delivery platforms, and researchers in Bangkok's online food delivery sector. This study discusses how the marketing mix, influencer marketing and service innovation influences consumer buying behavior, and identifies the factors that have the greatest influence on customer decisions, such as product type, price, promotion, delivery process, human resources, and service quality. Platforms such as GrabFood, Foodpanda, and ShopeeFood can use these insights to improve their marketing strategies, provide better service, and increase customer loyalty. By understanding what customers value most, companies can focus their resources effectively, reduce unnecessary spending on ineffective promotions, and maintain a competitive advantage in a rapidly growing market. From an academic perspective, this study contributes to the understanding of consumer behavior in Thailand's online food delivery industry, especially in the post-COVID-19 context where customer habits and expectations have changed. The results of this study will help managers and policy makers make better decisions regarding marketing strategies, delivery efficiency, and service improvement. Consumers also indirectly benefit from faster, more reliable, and more satisfying food delivery experiences. Overall, this study combines theory and practice, providing valuable insights for businesses and consumers alike.

1.6 Definition of Key Terms

The marketing mix (4Ps) includes product, price, place and promotion, which influence consumer decisions.

Product refers to food products offered by a company, such as appetizers, snacks, beverages, and special menu items such as meal combinations or seasonal menus.

Price includes the amount consumers pay for each menu item, plus any additional fees like delivery charges. It also includes discounts from promotions, coupons, and special offers that reduce the total amount customers spend.

Place refers to platforms such as apps or websites, while promotions include advertisements, coupons, and loyalty programs.

Promotion is the means by which companies communicate with their customers and encourage them to buy. These offers include advertising, social media campaigns, special discounts, sales, loyalty programs, and limited-time offers, all of which help to attract customer attention, increase engagement, and boost sales.

Service innovation is the creation or improvement of services or processes in order to add value and improve the customer experience.

Influencer marketing is a marketing strategy in which brands use social media influencers to promote products or services to their target audience.

Consumer purchase behavior is how customers make decisions and order food online. Platforms such as GrabFood, Foodpanda, and ShopeeFood are part of the online food delivery industry, and Bangkok is the study area where these services are most competitive.

Chapter 2 Literature Review

2.1 Online Food Delivery Industry

Several key factors have contributed to the significant growth of Thailand's online food delivery industry. Urbanization has increased demand for convenient dining options, particularly in major cities such as Bangkok. The widespread availability of smartphones and high-speed internet has fueled the growth of digital platforms, making it easier for consumers to order food. Moreover, changing consumer lifestyles characterized by busy work schedules and preference for convenience are also significantly contributing to the growth of the industry (Chantasoon et al., 2025) .According to Table 2.1, the growth of online food delivery platforms in Bangkok can be measured by the increase in market share and user adoption rate.

Thailand's market for online food delivery has grown significantly as of 2024. The market is extremely competitive, with GrabFood holding a 54% market share and LINE MAN coming in second with 49%.Notably, though, Foodpanda stopped operating in Thailand in May 2025, signaling a dramatic change in the market's dynamics (Bangkok Post, 2024).The growing frequency of orders and the growing number of active users, which indicate a shift in consumer behavior toward more frequent use of food delivery services, further support the market's expansion. Table 2.1 shows that GrabFood and LINE MAN continue to be the most influential platforms in Bangkok, dominating consumer choice.

The main competitors in Thailand's online meal delivery market are Robinhood, ShopeeFood, GrabFood, and LINE MAN.With a sizable market share, a large selection of restaurants, and effective delivery services, GrabFood continues to rule the market.LINE MAN offers a smooth user experience and is well-known for its integration with the LINE messaging app.Due to its aggressive pricing and marketing tactics, ShopeeFood, a more recent entrant, quickly gained popularity. In order to support local businesses, Robinhood, which is supported by Siam Commercial Bank, sets itself apart by providing vendors with zero-commission services (Reuters, 2020). Table 2.1 shows how these key players' market shares, strategies, and distinguishing features highlight Thailand's competitive online food delivery industry.

These platforms are successful due to a number of factors. Integration of technology, such as sophisticated algorithms for real-time tracking and route optimization, improves

delivery efficiency. User experience improvements such as an intuitive app interface and multiple payment options increase customer satisfaction. Promotional strategies such as discounts, loyalty programs, and partnerships with popular restaurants attract and retain customers. Furthermore, the availability of a wide range of food options, as well as the convenience of doorstep delivery, are key factors driving the growth of Thailand's online food delivery market.

Table 2.1: Overview of Thailand Online Food Delivery Market

Platform	Market Share (2024)	Key Feature	Market Position
Grabfood	54%	Wide restaurant variety, efficient delivery, subscription	Market leader in Thailand, dominant platform in Bangkok
LINE MAN	49%	Integrated with Line app, seamless ordering experience	Strong presence in urban areas, high customer retention
ShopeeFood	10%	Competitive pricing, frequent discounts, promotional campaigns	New entrant, rapidly gaining traction
Robinhood	3%	Zero-commission model for vendors, supports local restaurants	Backed by Siam Commercial Bank, focuses on helping small business

Table 2.1: Thailand Online Food Delivery Market Overview (2024-2025)

Sources: Chantasoon et al., 2025; Bangkok Post, 2024; Reuters, 2020

2.2 Concept of the Marketing Mix

The marketing mix concept is one of the most practical frameworks for analyzing marketing strategies and consumer responses in both product-based and service-based industries. Even though the model was created many years ago, it remains a useful framework for comprehending how companies plan important marketing initiatives to please clients and gain a competitive edge (Kotler & Keller, 2016).The 4Ps (product, price, place and promotion) are interrelated elements that help marketers adjust their business offerings to meet changing consumer preferences and market trends.

In Thailand's online food delivery sector, the 4Ps framework provides a structured approach to analyzing how companies like GrabFood, LINE MAN, and Foodpanda manage customer experience and foster brand loyalty. Each element of this combination influences consumers' perceptions of and satisfaction with the service, especially in markets where convenience, technology, and time efficiency are valued (Chotigo & Kadono, 2021).For online food delivery platforms to generate consistent value throughout the service journey, all four components must be integrated, rather than just concentrating on product features or pricing.

According to Phrommintikul et al. (2023), the product in this context encompasses not only the actual meal but also the digital experience, including food presentation, app usability, and service dependability. Product quality is reflected in a well-designed interface, precise menus, and prompt updates, all of which have a direct impact on user satisfaction. The price factor represents a platform's ability to balance affordability and perceived value. In Thailand, flexible pricing mechanisms, such as discounts, promotions, and delivery fee adjustments, are commonly used to attract price-conscious customers and encourage repeat transactions (Kasikorn Research Center, 2021).

The place dimension focuses on delivery coverage and digital accessibility. Effective coordination between restaurants, drivers, and technology guarantees prompt and dependable service because convenience is a major factor in consumer behavior (Chantasoon et al., 2025). On the other hand, promotion plays a vital role in creating awareness and influencing customer engagement. OFD companies in Thailand are leveraging digital marketing, influencer partnerships, and social media campaigns to increase awareness and build an emotional connection with consumers (Sattapong, 2022).These strategies reflect that promotion goes beyond simple advertising to building relationships in the digital space.

Overall, the 4Ps framework remains relevant for understanding marketing practices in Thailand's rapidly evolving outdoor goods distribution (OFD) sector. The framework provides a practical basis for analyzing how platforms integrate digital tools, customer preferences, and market competition into a coherent strategy. The traditional 4Ps must be continuously modified by modern marketers to account for evolving consumer behavior and technology breakthroughs, as Saha (2024) highlights. The application of the 4Ps in the Thai OFD context thus shows how traditional models can successfully adjust to digital service environments while also emphasizing the significance of coordinated marketing decisions.

2.3 Evolution of the Marketing Mix: From 4Ps to 7Ps in Thailand's Online Food Delivery Sector

A fundamental framework for creating marketing strategies, the marketing mix includes 4Ps: Product, Price, Place, and Promotion. While the 4Ps work well for tangible goods, their limitations become clear as service-oriented industries expanded. Services differ from physical products in that they are intangible, perishable, variable, and often produced and consumed simultaneously, making the traditional 4Ps insufficient to address the challenges of service delivery (Booms & Bitner, 1981; Kotler & Keller, 2016). To address these shortcomings, Booms and Bittner (1981) developed the 7Ps model, which included people, processes, and physical evidence. This extension allows marketers to consider not only the core product but also other important factors in the service context, such as the delivery mechanism, human interaction, and the physical environment. In Thailand, the online food delivery industry is growing rapidly, driven by urbanization, smartphone penetration, and increasing busy lifestyles, demonstrating why the 7Ps framework is particularly important for understanding and influencing consumer purchasing behavior (Chantasoon, et al., 2025 ; Kasikorn Research Center, 2021).Unlike the 4Ps, the 7Ps allow online food delivery platforms to effectively manage human resources, service processes, and specific signals, which is essential to maintain a competitive advantage in a highly service-driven industry.

Product

In Thailand's online food delivery market, the product element includes the entire dining experience delivered through the platform, in addition to the food. It includes menu variety, food quality, portion sizes, packaging, delivery time, and optional features like promotions, subscription services, and customization options. For example, GrabFood, LINE MAN, and ShopeeFood partner with local and international restaurants to offer a variety of food options, ranging from traditional Thai cuisine to Western fast food and gourmet international dishes (Sattapong, 2022 ; Chotigo & Kadono, 2021). According to Phrommintikul et al. (2023), consumer satisfaction in Thailand is significantly influenced by quality, presentation, food freshness, and timely delivery. The platform also incorporates healthy vegan options, reflecting growing consumer demand for health-conscious products. Emerging trends such as meal subscriptions and meal kits illustrate how product elements must evolve in response to changing consumer expectations and lifestyles. Therefore, the product in online food delivery plays a multifaceted role and directly influences customer satisfaction, perceived value, and repeat purchase behavior.

Price

Price in the online food delivery market in Thailand includes the total cost of service, including menu items, delivery fees, service fees, and optional extras. Competitive pricing is crucial in a market where customers frequently compare platforms before placing an order (Sattapong, 2022, Chantasoon et al., 2025). Platforms use a variety of strategies to attract and retain customers, including dynamic pricing, bundle offers, flash sales, cashback, and loyalty programs. Promotional pricing, such as free delivery, first-order discounts, and time-limited offers, is crucial for attracting price-sensitive customers, especially students and young professionals, according to Kasikorn Research Center (2021). Perceived value is also influenced by price; higher costs are occasionally linked to better food, quicker delivery, or dependable service. In a market that is becoming more and more competitive, platforms can stand out from rivals and keep customers loyal by using strategic pricing.

Online food delivery pricing can be understood in a few main categories: menu price refers to the standard price of the menu that customers see, while delivery and service charges refer to additional fees based on distance, time, or platform policies. Dynamic pricing adjusts prices in real time based on demand and peak times, bulk pricing allows you to combine multiple options to lower the overall price, and promotional pricing

allows to temporarily lower prices to stimulate demand. These types of pricing create a variety of effects: economic effects influence customers' spending decisions and willingness to order; psychological effects influence perceptions of fairness, value, and quality; and behavioral effects encourage repeat purchases through deals, loyalty points, and cashback rewards. Taken together, these factors show that pricing not only influences order costs, but also serves as a strategic tool to shape customer behavior and improve platform competitiveness (Sattapong, 2022, Chantasoon et al., 2025).

Place

In the context of online food delivery, place refers to the platform's customer convenience, reach, and accessibility. Unlike traditional dining, online food delivery relies on digital interfaces such as mobile apps and websites to connect consumers with restaurants (Sattapong, 2022). Thanks to its intuitive app design, wide geographical coverage, and reliable network connectivity, the platform achieves greater market penetration. For example, GrabFood and LINE MAN use GPS-enabled routing, AI-powered courier allocation, and optimized delivery networks to reduce wait times and improve customer experience (Weiler et al. , 2024).According to Chotigo and Kadono (2021), customers are more likely to choose platforms that provide fast, reliable, and convenient access to a variety of restaurant options, highlighting the important role of location in influencing consumer purchasing behavior.

Promotion

Promotion refers to all strategies for communicating the value of a service to current and potential customers. Online food delivery services in Thailand depend on influencer partnerships, email campaigns, in-app alerts, social media marketing, and seasonal promotions (Sattapong, 2022; Chotigo & Kadono, 2021). With temporary discounts, festive campaigns like Songkran or Loy Krathong specials promote larger order volumes. Through referral bonuses and loyalty programs, promotions are also used to keep hold of current clients. According to research, effective promotion, especially when combined with a strong brand image, improves brand perception, order frequency, and customer engagement (Phrommintikul et al., 2023).

Promotional activities have many important influences on the customer's decision-making process. The impact of information works to increase awareness and help customers understand the benefits of the service (Sattapong, 2022; Chotigo & Kadono, 2021). Persuasion effects influence customer attitudes by emphasizing value, urgency,

or exclusivity, such as limited-time discounts. Behavioral influences directly drive customer actions, such as app downloads, first orders, or repeat purchases, which are motivated by loyalty rewards or referral incentives. Emotional impact strengthens brand engagement through celebratory campaigns and impactful content that resonates with customers' identities and lifestyles. These combined effects enhance customer loyalty and improve the overall competitive position of online food delivery platforms (Sattapong, 2022; Chotigo & Kadono, 2021).

People

All individuals who are directly or indirectly involved in providing services, such as delivery staff, restaurant employees, and customer support teams, are included in the People element. Their attitude, professionalism, and responsiveness have a significant impact on consumer perception and satisfaction (Sattapong, 2022; Reuters, 2023).In Thailand, major platforms are investing in training programs for their delivery staff, focusing on on-time delivery, courteous service, and problem-solving skills. The consumer support team is equally essential in efficiently handling queries, complaints, and refunds. According to Phrommintikul et al. (2023), positive employee interactions enhance customer trust, loyalty, and brand reputation. In a service-driven market like online food delivery, people are often the primary touchpoint that impacts overall satisfaction and repeat business.

Process

Processes include the operational systems, protocols, and service delivery systems that guarantee dependability and efficiency. Online food delivery services in Thailand make use of real-time order tracking, a variety of payment methods, simplified app interfaces, and efficient delivery logistics (Sattapong, 2022).An example of how well-managed procedures lower errors and delivery times is GrabFood's incorporation of GPS-based routing and automated courier allocation (Weiler et al., 2024).Order confirmations, streamlined digital payments, and smooth user interfaces all boost operational transparency and enhance the customer experience. A strong process system boosts customer confidence, promotes long-term engagement, and supports service reliability.

Physical Evidence

Physical evidence refers to tangible cues that help customers evaluate the quality of an intangible service. In Thailand, this includes the mobile app interface, packaging quality, branded delivery bags, receipts, and uniformed delivery staff (Sattapong, 2022; Phrommintikul et al., 2023). High-quality packaging ensures food safety, maintains freshness and enhances brand recognition. A smooth, reliable service experience is enhanced by expertly designed app interfaces and professional courier uniforms. Effective physical evidence enhances the customer's perception of dependability and professionalism, boosting customer satisfaction and promoting repeat business, claim Chotigo & Kadono (2021).

In this study, the 4Ps framework "Product, Price, Place, and Promotion" is considered the most effective and suitable model for examining consumer behavior in Thailand's online food delivery sector. Although the 7Ps model offers a broader service-oriented perspective, the core elements of the 4Ps remain fundamental to understanding how marketing strategies influence consumer choices in the digital marketplace. The 4Ps provide a clear and measurable structure to analyze the value customers perceive through product quality, pricing strategies, convenience of access, and promotional activities. These four dimensions directly shape consumers' awareness, attitudes, and engagement with online food delivery platforms. In Thailand's fast-growing digital economy, where consumers frequently evaluate platforms based on menu diversity, delivery fees, ease of ordering, and promotional offers, the 4Ps effectively capture the essential marketing variables that drive customer satisfaction and platform preference. Therefore, this study adopted the 4Ps model as the conceptual framework to examine how marketing strategies impact consumer behavior in Thailand's online food delivery industry, offering a focused yet comprehensive foundation for empirical analysis.

2.4 Consumer Purchase Behavior in Online Food Delivery Industry

Consumer purchasing behavior in the online food delivery (OFD) sector refers to the decisions and actions customers take when ordering food through digital platforms.This behavior involves several stages, including recognizing a need, searching for options, comparing alternatives, making a purchase, and then evaluating the experience (Kotler & Keller, 2016).In urban areas such as Bangkok, the widespread use of smartphones, internet access, and convenience of digital services have dramatically changed consumer behavior (Chotigo and Kadono, 2021).Customers' choices and usage of delivery services are influenced by their hectic schedules, long workdays, and urban living, which prioritize quick and simple access to food.

One of the key elements influencing consumer behavior in the OFD sector is price. Before choosing where to place their orders, customers frequently compare menu prices, delivery costs, and any current promotions.Many young adults, students, and working professionals are drawn to discounts, coupons, cashback, and loyalty programs. Purchase decisions can be significantly impacted by even minor variations in cost or perceived value. Therefore, a competitive pricing strategy is essential to attract consumer attention and encourage repeat purchases (Kasikorn Research Center, 2021, Chantasoon et al., 2025).

Service quality also plays a major role in consumer decisions. Consumers evaluate the speed of delivery, the professionalism and attitude of the staff, and the condition of the food when it arrives. Positive customer service experiences, such as polite and helpful delivery staff and prompt complaint resolution, build trust and encourage repeat orders (Phrommintikul et al., 2023).

Customers frequently switch to other services after experiencing repeated service failures, such as late deliveries or incorrect orders.The customer experience is improved and satisfaction levels are raised by the effectiveness of digital processes, such as safe payments, simple ordering, and real-time tracking (Weiler et al., 2024).

Consumer behavior in the OFD industry is also influenced by social and cultural factors. Demand for plant-based foods, healthier meals, and environmentally friendly packaging has surged as a result of health-conscious trends (Chantasoon et al., 2025).Consumer choices are greatly influenced by social media, internet reviews, and friend recommendations since people are depending more and more on other people's

opinions when making decisions (Dwivedi et al., 2018).Promotional opportunities are also created by seasonal events like Songkran or Loy Krathong, which promote more purchases during festive times.

Another important component of consumer behavior is convenience. Platforms that enable simple ordering, adjustable delivery schedules, and delivery to desired locations are valued by customers. Convenience and customer satisfaction are increased by a dependable delivery network, a straightforward app interface, and quick communication. Consumers are more likely to stick with services that save time and effort while providing consistent quality.

Numerous factors including price, convenience, technology, social influence, cultural trends, and service quality, influence consumer purchasing behavior in Thailand's OFD industry. While the traditional 4Ps (product, price, place, promotion) help explain basic decisions, the expanded 7Ps, with the addition of people, process, and physical evidence, help provide a more complete understanding of service industries. By addressing both tangible and intangible factors, businesses can improve customer satisfaction, foster customer loyalty, and stay competitive in the rapidly growing online food delivery market.

2.5 Relationship Between Marketing Mix (4Ps) and Consumer Behavior

Understanding the connection between consumer behavior and the marketing mix is essential to comprehending how companies affect consumer choices, especially in service-oriented sectors. The marketing mix, particularly the 7Ps framework provides a systematic approach to analyzing the factors that shape consumer preferences, perceptions, and behaviors. By improving these elements, companies can design products that meet consumer expectations, increase satisfaction, foster loyalty, and ultimately drive purchasing behavior.

Product quality and variety are two important factors influencing consumer choice. Consumers evaluate both tangible and intangible aspects of a product, such as quality, presentation, menu variety, and customization options (Phrommintikul, et al., 2023). In addition to satisfying customers, products that meet or surpass expectations also add perceived value, which is a major factor in promoting repeat business. Additionally, by providing customers with reasons to choose one service over alternatives, product differentiation enables companies to stand out in competitive markets (Saha, 2024).

Another important element influencing consumer behavior is price. Before making a purchase, consumers frequently compare prices, discounts, and perceived value because they are price sensitive (Dwivedi et al., 2018). Competitive pricing strategies, when combined with promotional offers or bundled deals, can entice price-conscious customers, boost purchase frequency, and encourage trial behavior. But price alone is not enough: consumers also consider quality, convenience and reliability of service when assessing value.

Place and accessibility are crucial for ensuring convenience and fostering repeated use. Efficient and accessible distribution channels such as online platforms and apps reduce barriers to purchase and improve the overall customer experience. User-friendly systems, quick access, and dependable delivery processes foster trust, encouraging customers to use services on a regular basis.

Promotion is essential for communicating product benefits, increasing awareness, and influencing consumer attitudes. Advertising, social media campaigns, loyalty programs, and other promotional strategies assist consumers in understanding the value provided and making informed decisions (Dwivedi et al., 2018). Effective marketing campaigns can boost engagement, strengthen brand perception, and eventually increase sales.

In other words, the marketing mix is positively correlated with consumer behavior because it guides how consumers evaluate products, services, and experiences. When companies strategically manage 4Ps, they can positively influence purchase intentions, increase satisfaction, foster loyalty, and create a sustainable competitive advantage. Understanding this relationship allows companies to anticipate consumer needs, improve service delivery, and maintain long-term participation in competitive markets.

2.6 Service Innovation

The introduction of new or enhanced services, procedures, or business models that provide greater value to clients and businesses is referred to as service innovation. Service innovation as the process of developing new service concepts or modifying current services to satisfy changing client demands. Service innovation has helped improve customer service, reduce transaction costs, and maintain a stable customer base and market share (Ayinaddis, 2022). In markets that are changing quickly, it helps businesses become more competitive and satisfy customers.

New service concepts involve introducing new ideas and features that create unique value for customers. This may mean developing new types of services, improving the

variety of services, or targeting new market segments. For example, in the online food delivery industry, the introduction of “healthy meal plans,” “subscription meal boxes,” and “express delivery” options represent new service concepts that differentiate platforms (Sundbo & Gallouj, 2000).

New service processes focus on how services are produced and delivered to customers. Service innovation has an impact on the quality of customer service delivery new techniques, thus contributing to customers' evaluations of the service performance positively (Ayinaddis, 2022).Process innovation aims to make services faster, easier, and more reliable. For example, food delivery platforms that use GPS tracking, automated ordering systems, and contactless payments improve operational efficiency and customer satisfaction (Sang & Lee, 2020).Innovation in service processes improves customer satisfaction, brand image, and service quality (Droege et al., 2009).According to YuSheng and Ibrahim (2019), service innovation has a positive and significant impact on customer satisfaction by influencing the quality of service delivery.

A new service business model entails redesigning how a company generates and captures value. It may involve new distribution strategies, new alliances, or new pricing structures. Introducing subscription-based delivery or forming alliances with nearby eateries are examples of innovative business models in OFD platforms like GrabFood or Foodpanda. According to Chesbrough (2010), business model innovation enables companies to remain profitable while adjusting to shifting customer needs and technological advancements.

In short, service innovation through new concepts, processes, and business models helps organizations remain competitive, respond to market changes, and meet customer expectations in a dynamic service environment.

2.7 Relationship between Service Innovation and Consumer Behavior in Online Food Delivery (OFD)

In the online food delivery (OFD) sector, customer behavior is greatly influenced by service innovation. It enables businesses to adjust to shifting consumer demands and market conditions. According to YuSheng and Ibrahim (2019) and Rantyanti and Halim (2020), there is a strong correlation between customer purchase intention and service innovation. According to Trinh and Ngo (2024), innovative services can significantly increase customer satisfaction, trust, and loyalty, which directly affects repurchase intention. This means that when a company offers new and innovative services that

improve the user experience, customers are more likely to continue using the platform. The OFD market is highly competitive, and service innovation allows companies to offer unique features that outperform other companies' services and gain an advantage.

New service concepts have become a key factor in attracting and retaining customers. For example, personalized menu recommendations, healthy meal options, and eco-friendly packaging appeal to consumers who value convenience, sustainability, and social responsibility. According to Sattapong (2022), consumers are encouraged to select platforms that complement their values and way of life by these creative service concepts.Customers have a favorable emotional reaction when they believe a business is aware of their needs, and this deepens their bond with the brand. As a result, service innovation not only meets practical needs but also creates emotional satisfaction, leading to enhanced brand loyalty and long-term engagement.

Furthermore, new service processes have a significant impact on consumer behavior by improving overall service efficiency, reliability, and convenience. Most consumers expect smooth mobile app performance, accurate delivery tracking, and fast response times. When these processes work effectively, customers have a better experience and are more likely to repurchase or recommend your services to others. Mutia and Bogianto (2022) found that the process increases the reliability and convenience of the service, which in turn leads to increased innovation and perceived value of the service. Similarly, Hussain (2019) argued that process improvements reduce perceived risks associated with using digital platforms, such as concerns about delivery delays and incorrect orders. Therefore, when customers see that a company is constantly working to improve its service processes, it increases their trust and builds a stronger relationship with the platform.

Another important part of service innovation is developing new business models that create value for both the company and the customer. In the food and non-alcoholic beverage industry, several platforms have introduced innovations in business models such as membership programs, subscription plans, and bundled food offers. These innovations offer additional perks such as discounts, free delivery, and faster service, encouraging customers to order more frequently. Udomthanavong (2023) asserted that customers are more prepared to pay for services that offer definite and reliable advantages. By rewarding loyal customers and fostering a sense of exclusivity, innovative business models foster loyalty. When customers feel that they receive good value for their money, they are more satisfied and more likely to stay with the same brand.

In general, the relationship between service innovation and consumer behavior in the OFD industry is very close and persistent. Service innovation directly impacts how customers perceive a brand, make purchasing decisions, and foster loyalty. At the same time, consumer behavior provides feedback that helps companies identify areas for improvement and develop new and innovative strategies. By implementing innovative service concepts, improving operational processes, and designing effective business models, companies can meet changing consumer expectations and stay competitive in a rapidly changing marketplace. Therefore, service innovation not only increases consumer satisfaction and loyalty, but also supports sustainable business growth by building trust, value, and long-term relationships with customers.

2.8 Influencer Marketing

In today's ever-changing digital environment, Influencer advertising has become an effective and revolutionary method for businesses looking to interact with their target audiences (Selvakkumar, 2024). Influencer marketing is a strategic approach that involves collaborating with influential figures, or influencers, to promote products, services, or brands to their loyal followers. Influencers have credibility, expertise, and a large following in a specific niche, often within the scope of a social media platform. The effectiveness of influencer marketing is closely related to the fit between the influencer, the product, and the consumer. Furthermore, research has shown that when this fit is strong, it positively influences consumers' attitudes, purchase intentions, and word-of-mouth marketing behavior (Belanche et al., 2021).

Celebrity influencer

Celebrity is a state of fame and widespread public recognition that results from a person or group receiving media attention (Selvakkumar, 2024). A well-known figure, usually from the entertainment, fashion industry or sports who has a large following and influence on social media platforms. Celebrity influencers use their fame, status, and fan base to promote products, brands, and causes to a large audience. According to De Veirman et al., (2023), celebrity influencers often build brand awareness and consumer trust by leveraging their own personal image and social capital in their endorsements. The broad scope of celebrity influencers allows brands to quickly build awareness and reach a wide range of segments, while consumers are increasingly likely to evaluate authenticity and relevance when responding to such endorsements (De Veirman et al., 2023).

Social Media Influencer

A person who has gained a large following and influence on a social media platform through their content, expertise, or personality. Social media marketing is about uniting the audience as a community and creating content that encourages genuine conversation while raising brand awareness (Selvakkumar, 2024).They build loyal and engaged audiences by sharing content that resonates with their followers and aligns with their niche and area of expertise. According to research, through perceived authenticity and personal interaction, social media influencers serve as "digital opinion leaders" who have the power to mold customer attitudes and behaviors (De Veirman et al., 2023).Their capacity to communicate with followers directly, reply to their comments, and share personal stories increases the effectiveness of promotions and fosters follower loyalty (Kim & Kim, 2022).

YouTuber

A YouTuber is a person who produces and posts videos on the well-known video-sharing website YouTube. YouTubers frequently have their own channels where they post videos on a variety of subjects, amuse viewers, impart knowledge, offer analysis, or display their skills. YouTubers, in the context of influencer marketing, are long-form content creators who can demonstrate product usage, lifestyle integration, and authentic testimonials, which can have a significant impact on viewers' perceptions and purchase decisions (Leung et al., 2022).Compared to shorter promotional formats, their content frequently enables deeper storytelling and engagement, which can result in higher viewer trust, brand recall, and conversion (Leung et al., 2022).

2.9 Relationship between Influencer Marketing and Consumer Behavior in Online Food Delivery (OFD)

According to Sultana et al., (2023), influencer marketing has had an enormous impact on consumer behavior, transforming the way Customers learn about, evaluate, and purchase products and services in recent years. Extensive research has been conducted into influencer marketing strategies that effectively influence followers' behavior in response to endorsed products or services. This body of work covers a wide range of topics, such as the mindset of the consumer during the decision-making process, posting strategies, follower traits, and influencer attributes. Influencers have gradually evolved into key sources of information and innovation for their followers, acting as key nodes in the digital ecosystem of recommendations and trust. Collaboration between influencers and followers builds credibility and promotes behavioral change.

Influencers have a big impact on getting customers to notice new goods, eateries, cuisine, and other things. Many customers turn to influencers for reviews and recommendations of foods and products (Sultana et al., 2023). Influencer marketing is particularly relevant in the context of online food delivery services. Instead of simply promoting a product, influencers frequently highlight the ordering experience, delivery convenience, restaurant variety, and food presentation—all of which influence how consumers perceive and interact with OFD platforms.By influencing opinions about convenience, brand image, and service quality, influencers can affect decisions thanks to their knowledge, authority, and rapport with followers. As informal reviews, suggestions, or demonstrations, their posts frequently function as behavioral cues in the crowded digital food-service environment.

Empirical evidence supports these dynamics. Ooi et al., (2023) discovered a positive relationship between influencer credibility, consumer attitudes toward both the influencer and the endorsed service, and selective consumer behaviors such as repeat usage and brand advocacy. Furthermore, a study by Pu et al., (2022) highlighted the importance of influencer-follower similarity as a key factor influencing not only purchase intention but also continued behavioral engagement. When followers see that an influencer's lifestyle and values are similar to their own, they are more likely to take relevant actions, such as choosing a particular delivery platform or trying a featured menu item.In the context of OFD, this means that influencer marketing helps shape how consumers value convenience, variety, authenticity, and value. Influencers can affect consumer behavior like platform usage frequency, menu exploration, and loyalty by highlighting features like easy ordering, quick delivery tracking, solid restaurant

partnerships, or high-quality packaging. The behavioral change encompasses platform preference, advocacy, and service-ecosystem engagement in addition to immediate ordering. As a result, marketers in the OFD sector incorporate influencer collaborations into their overall strategic mix—not just to drive one-time orders, but also to influence ongoing usage, habit formation, and peer-based referrals.

2.10 Conceptual Framework

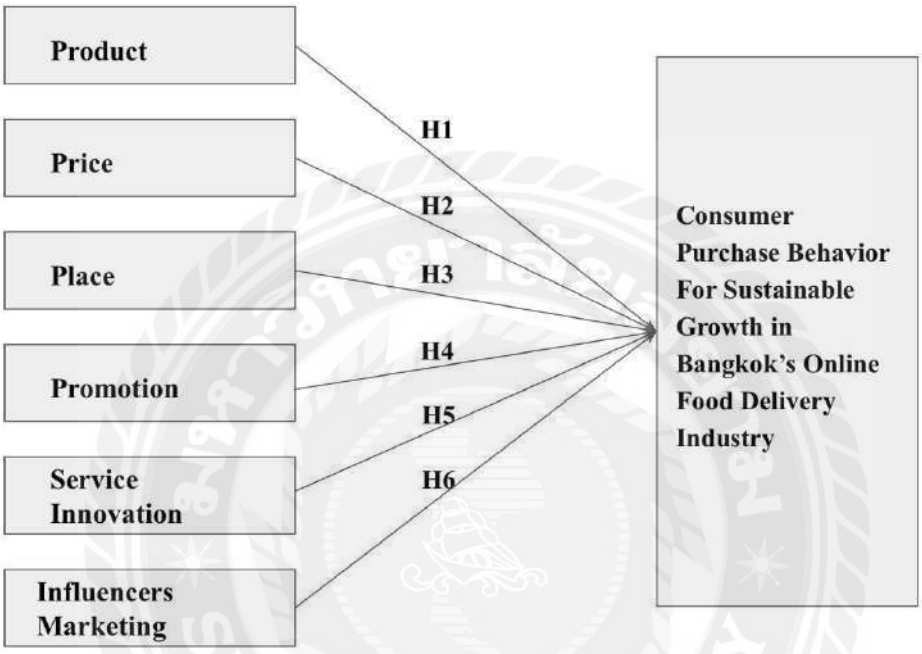

Figure 2.1: Conceptual Framework

This conceptual framework illustrates the relationship between marketing factors and consumer purchase behavior in the online food delivery sector in Bangkok. It focuses on how product quality, pricing strategies, place, promotional efforts, service innovation, and influencer marketing all influence consumer decisions. The framework focuses on how these factors affect customer satisfaction, trust, and loyalty, all of which are necessary for long-term business growth.

This framework emphasizes the dynamic interplay between marketing strategies and consumer responses in a competitive digital marketplace. By analyzing these relationships, this study aims to determine the extent to which effective marketing and innovative services can improve user experience and encourage repeat purchases. Overall, this conceptual framework provides a structured approach to investigating the impact of marketing practices and innovations on consumer behavior and offers insights

into how online food delivery companies can achieve sustainable growth in Bangkok's evolving marketplace.

Chapter 3 Research Methodology

3.1 Research Design

This study employed a quantitative research design to examine the relationships among the 4Ps of the marketing mix, service innovation, influencer marketing, and consumer purchase behavior in online food delivery services in Bangkok. The research was guided by an extensive literature review, which helped identify the key constructs and develop a structured questionnaire. Data were collected from consumers using online food delivery platforms, and the findings were analyzed using descriptive and inferential statistics via SPSS to identify trends, patterns, and relationships among the studied variables.

3.2 Population and Sample

3.2.1 Target Population

The target group for this study consisted of individuals aged 18 years or older residing in Bangkok, Thailand, who actively use online food delivery services. Bangkok was chosen as the study location because it is the country's most urbanized capital city, characterized by advanced infrastructure, strong digital connectivity and a culturally diverse population, making it an ideal setting to explore consumer behavior, preferences and responses to marketing strategies in the online food delivery sector. To ensure that relevant and reliable data were collected, a purposive sampling approach was adopted targeting individuals with direct experience using online food delivery platforms, ensuring that their responses reflected actual behaviors and perceptions. Respondants were required to meet several participation criteria, including living in Bangkok to represent an urban environment where online food delivery is popular; being at least 18 years old, capable of making independent purchasing decisions; actively using online food delivery services on a regular basis; voluntarily agreeing to participate and providing honest answers; and relating to both Thai nationals and foreign residents to capture a variety of perspectives and experiences in the urban marketplace.

3.2.2 Sample Size Determination

The sample size was determined using Cochran's formula, which is appropriate for large populations and representative sample sizes. Here's the formula:

$$n_0 = (Z^2 \times p \times (1 - p)) / e^2$$

Where:

n_0 =the sample size.

Z = the 95% confidence level's Z-value (1.96).

p = the attribute's estimated percentage of the population (0.5 for maximum variability)

e = error margin (0.05)

The Cochrane formula (1977) recommended 385 respondents for these criteria. In this study, 300 valid responses were obtained. Although the number is slightly lower than 385, a sample of 300 remains adequate. According to Hair et al. (2010), a multiple regression analysis using seven predictor variables requires a minimum of 106 cases (50 + 8k). Based on these guidelines, a sample size of 300 is sufficient to conduct a reliable statistical analysis and helps to accurately interpret consumer behavior and perceptions in Bangkok's online food delivery market.

3.3 Hypothesis

Based on the conceptual framework and literature review, the following hypotheses were developed to examine the relationships among marketing mix elements, service innovation, influencer marketing, and consumer purchase behavior in the online food delivery (OFD) industry in Bangkok:

H1: Product has a significant relationship with consumer purchase behavior in online food delivery.

H2: Price has a significant relationship with consumer purchase behavior in online food delivery.

H3: Place has a significant relationship with consumer purchase behavior in online food delivery.

H4: Promotion has a significant relationship with consumer purchase behavior in online food delivery.

H5: Service innovation has a significant relationship with consumer purchase behavior in online food delivery.

H6: Influencer marketing has a significant relationship with consumer purchase behavior in online food delivery.

3.4 Research Instrument

This questionnaire was designed to collect data from individuals living in Bangkok, Thailand, who actively use online food delivery services. To ensure clarity and accuracy, the questionnaire was divided into two main sections. The first section collected demographic information, including age, gender, and frequency of using online food delivery services. The second section measured respondents' intentions, perceptions, and behaviors regarding marketing strategies, covering the 4Ps of the marketing mix (product, price, place, and promotion), service innovation, and influencer marketing.

All items in the second section were closed-ended questions measured using a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). This format allowed participants to express the degree of agreement with each statement, making it easy to quantify and analyze responses statistically.

The structured questionnaire ensured consistency and reliability in data collection and facilitated the use of SPSS for descriptive and inferential statistical analysis. This approach allowed the researcher to effectively examine trends, patterns, and relationships among the variables of interest.

Table 3.1: Measurement Items

Measurement Item	Source	No
Marketing Mix (Product)		
1: I expect that almost all renowned restaurants would be partners of the online food delivery service.	Gujral, Rauzela, & Chuchu, 2016	Q1
2: They would collect the food from the original branches of restaurants for their customers	Marsuki, Syah, Indradewa, & Pusaka, 2019	Q2
3: Overall service quality should be better than other competitors.	Danaher & Mattsson, 1998	Q3
4: The online food delivery apps / service should ensure that supplier food is safe and reliable.	Dabholkar & Bagozzi, 2002	Q4
Marketing Mix (Price)		
5: It is expected that a list of prices of all the foods they deliver are available on their apps.	Talpau, 2014	Q5
6: I would prefer the Apps / online food delivery service that ensures cheaper price than any other competitor	Gujral, Rauzela, & Chuchu, 2016	Q6

Measurement Item	Source	No
7: I would pay more if I get superior value in terms of delivery time and good behavior of the delivery man	Pogorelova, Yakhneeva, Agafonova,& Prokubovskaya, 2016	Q7
8: Discounts are also included a special class of people, e.g., for students, for healthcare providers etc	Mohammadian & Habibi, 2012	Q8
Marketing Mix (Place)		
9: I expect that online food delivery apps / services would cover a much larger area.	Talpau, 2014	Q9
10: The popular and renowned restaurants surrounding my current location with all of the menus would be shown at the app from where I can select my favorite food. The system should be convenient for me.	Pourdehghan, 2015	Q10
11: They should establish a strong distribution channel with enough personnel and vehicles to ensure timely delivery to reach the customer place.	Talpau,2014	Q11
12: Strong distribution channel which ensures timely delivery of my selected food makes me loyal to the online food delivery apps / service.	Pourdehghan,2015	Q12

Measurement Item	Source	No
Marketing Mix (Promotion)		
13: I prefer the online food delivery apps / service that provides adequate lucrative benefits and promotional gifts to their customers.	Pourdehghan,2015	Q13
14: The online, print-media, outdoor and television advertisements should contain adequate information about restaurant coverage, procedure of online ordering, prices, delivery system, discounts and other necessary information.	Pogorelova, Yakhneeva, Agafonova, & Prokubovskaya, 2016	Q14
15: Promotional activities of online food delivery apps / service should be capable of informing the target market and convince potential customers and other stakeholders to choose its foods.	Talpau,2014	Q15
16: I prefer the online food delivery apps / system that sponsors various national and social events and offers discounts.	Talpau,2014	Q16
Service Innovation		
17: The dynamic filter feature in the online food delivery app helps me easily find the restaurant or dish I am looking for.	Kapoor & Vij, 2018	Q17

Measurement Item	Source	No
18: The online food delivery (OFD) app provides up-to-date information about restaurants, menu items, and discounts so that OFD app is easy to use.	Kapoor & Vij, 2018	Q18
19: Order tracking status in the OFD app is essential for customers.	Kapoor & Vij, 2018	Q19
20: Restaurant ratings in the OFD app help me make decisions when placing an order.	Han, Nguyen, & Lee, 2015	Q20
Influencer Marketing		
21: I will purchase the products of brands recommended by the influencer that I follow.	Bu,Pakinson,&Thaichon, 2022	Q21
22: I think I will buy products or services recommended by this YouTuber.	Masuda, Han, & Lee, 2021	Q22
23: Would you buy this product if you happened to see it on Facebook?	Richard &Guppy,2014	Q23
24: Brands endorsed by celebrities draw my attention.	Khan, Memon, & Kumar, 2019	Q24

Measurement Item	Source	No
Consumer Purchase Behavior		
25: I intend to continue using OFD in the future.	Lee, Sung, & Jeon, 2019	Q25
26: I will share the testimonial of using OFD to the public. (Zhao & Bacao, 2020)	Zhao & Bacao, 2020	Q26
27: I will use the OFD again in the future.	Richard &Guppy,2014	Q27
28: I have decided to use OFD for purchasing food/beverages the next time.	Lee, Sung, & Jeon, 2019	Q28

3.5 Reliability and Validity Analysis of the Scale

To ensure the questionnaire was accurate and consistent, reliability and validity tests were conducted. Reliability refers to the consistency of the survey items in measuring the same concept. Validity ensures that the questionnaire measures what it is intended to measure. Content validity was confirmed through expert review, ensuring that each item aligned with the research objectives. Construct validity was also assessed to verify that all questions accurately reflected their intended constructs. Overall, the structured questionnaire with closed-ended items and a Likert scale was both reliable and valid, making it suitable for quantitative analysis using SPSS.

3.5.1 Reliability Analysis of the Scale

Table 3.2 Results of Reliability Analysis for Each Variable

Variable	Number of Questions	Cronbach's Alpha
Product	4	0.841
Price	4	0.850
Place	4	0.858
Promotion	4	0.849
Service Innovation	4	0.850
Influencer Marketing	4	0.848
Customer Purchase Behavior	4	0.852

3.5.2 Validity Analysis of the Scale

The validity analysis of the scale was conducted to ensure that the measurement items accurately represented each construct in the study. Validity was assessed using the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity. The KMO statistic evaluates whether the data are suitable for factor analysis, with values closer to 1.0 indicating stronger sampling adequacy. A KMO value above 0.80 is considered very good, demonstrating that the correlations among items are sufficient for extracting underlying factors.

In this study, all constructs recorded KMO values ranging from 0.810 to 0.828, indicating an excellent level of sampling adequacy for factor analysis. Bartlett's Test of Sphericity examines whether the correlation matrix differs significantly from an identity matrix, meaning that variables are correlated enough to justify factor analysis. A statistically significant p-value ($p < 0.05$) confirms the validity of proceeding with factor extraction. The results showed highly significant Bartlett's test values for all constructs ($p = 0.000$), confirming that the correlation matrices were appropriate for factor analysis. Together, the high KMO values and significant Bartlett's tests demonstrate that the measurement items possessed strong construct validity and were suitable for further statistical analysis.

Product

For Product, the Kaiser-Meyer-Olkin (KMO) value was 0.818, indicating that the sample was highly adequate for conducting factor analysis. Bartlett's Test of Sphericity produced a Chi-square statistic of 461.600 with 6 degrees of freedom, and the significance level was $p = <0.001$, which is below 0.001. This result confirms that the correlation matrix is not an identity matrix and that sufficient relationships exist among the variables. Together, these values demonstrate that the Product measurement items are suitable for factor analysis and possess strong construct validity.

Table 3.3 KMO and Bartlett’s Test for Product

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.818
Bartlett’s Test of Sphericity	Chi-square	461.600
	df	6.0
	P-value	<0.001

Price

For Price, the Kaiser-Meyer-Olkin (KMO) value was 0.824, suggesting a very good level of sampling adequacy for factor analysis. Bartlett’s Test of Sphericity yielded a Chi-square value of 488.575 with 6 degrees of freedom and a significance level of p = <0.001. This indicates that the correlation matrix significantly differs from an identity matrix, confirming strong correlations among the items. These findings demonstrate that the Price scale is valid and appropriate for further factor analytic procedures.

Table 3.4 KMO and Bartlett’s Test for Price

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.824
Bartlett’s Test of Sphericity	Chi-square	488.575
	df	6.0
	P-value	<0.001

Place

For Place, the Kaiser-Meyer-Olkin (KMO) value was 0.828, showing excellent sampling adequacy for conducting factor analysis. Bartlett's Test of Sphericity produced a Chi-square value of 520.617 with 6 degrees of freedom and a significance level of p = <0.001, indicating that correlations among the variables are statistically significant. These results confirm that the data for the Place scale is well-suited for factor analysis and demonstrate strong construct validity.

Table 3.5 KMO and Bartlett's Test for Place

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.828
Bartlett's Test of Sphericity	Chi-square	520.617
	df	6.0
	P-value	<0.001

Promotion

For Promotion, the Kaiser-Meyer-Olkin (KMO) value of 0.815 reflects a high degree of sampling adequacy, indicating that the dataset meets the requirements for factor analysis. Bartlett's Test of Sphericity reported a Chi-square statistic of 487.429 with 6 degrees of freedom, and the significance level was p = <0.001, showing that the correlation matrix is significantly different from an identity matrix. These findings confirm that the Promotion items are strongly correlated and appropriate for factor analysis, demonstrating solid construct validity.

Table 3.6 KMO and Bartlett's Test for Promotion

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.815
Bartlett's Test of Sphericity	Chi-square	487.429
	df	6.0
	P-value	<0.001

Service Innovation

For Service Innovation, the Kaiser-Meyer-Olkin (KMO) value was 0.810, indicating a strong level of sampling adequacy suitable for factor analysis. Bartlett's Test of Sphericity produced a Chi-square statistic of 494.934 with 6 degrees of freedom, and the significance level was p = <0.001, demonstrating that the correlation matrix is significantly different from an identity matrix. These results confirm that the items measuring Service Innovation share meaningful correlations, making them appropriate for factor analysis and supporting the construct validity of the scale.

Table 3.7 KMO and Bartlett's Test for Service Innovation

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.810
Bartlett's Test of Sphericity	Chi-square	494.934
	df	6.0
	P-value	<0.001

Influencers Marketing

For Influencer Marketing, the Kaiser-Meyer-Olkin (KMO) value was 0.824, indicating strong sampling adequacy for factor analysis. Bartlett's Test of Sphericity produced a Chi-square value of 480.065 with 6 degrees of freedom and a significance level of $p < 0.001$, confirming that the correlation matrix is appropriate for factor analysis.

Table 3.8 KMO and Bartlett's Test for Influencer Marketing

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.824
Bartlett's Test of Sphericity	Chi-square	480.065
	df	6.0
	P-value	<0.001

Consumer Purchase Behavior

For Consumer Purchase Behavior, the Kaiser-Meyer-Olkin (KMO) value was 0.824, signifying very good sampling adequacy for factor analysis. Bartlett's Test of Sphericity reported a Chi-square statistic of 492.523 with 6 degrees of freedom, with a significance level of $p = <0.001$, showing that the correlation matrix differs significantly from an identity matrix. This indicates strong inter-item correlations within Customer Purchase Behavior. Together, the KMO and Bartlett's test results confirm that the data are appropriate for factor analysis and that the scale demonstrates solid construct validity.

Table 3.9 KMO and Bartlett's Test for Consumer Purchase Behavior

Measure		Value
Kaiser-Meyer-Olkin (KMO)		0.824
Bartlett's Test of Sphericity	Chi-square	492.523
	df	6.0
	P-value	<0.001

3.6 Data Collection/Sources

This study collected quantitative data using a structured questionnaire with closed-ended questions and a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree). The questionnaire was designed to gather respondents' demographic information and their perceptions, intentions, and behaviors regarding the 4Ps of the marketing mix, service innovation, and influencer marketing in online food delivery services.

3.6.1 Data Collection Timeline

The survey was conducted between October and November 2025, targeting active users of online food delivery services in Bangkok. This timeline ensured that participants' responses reflected recent experiences with food delivery platforms and marketing campaigns.

3.6.2 Distribution Method

The survey was distributed online via Google Forms, shared through email, social media, and relevant online community groups. This method allowed for convenient access and efficient collection of responses from participants who regularly use online food delivery services.

3.6.3 Respondent Engagement and Ethics

Participation was voluntary, and respondents were informed about the study's objectives and their right to withdraw at any time. Anonymity and confidentiality were strictly maintained, and no personal identifiers were collected. All respondents met the inclusion criteria, including age 18 or above, residency in Bangkok, active use of online food delivery services, and willingness to provide honest responses.

3.6.4 Response Management and Data Quality

A total of 300 valid responses were collected after screening for incomplete or inconsistent submissions. The data were checked for accuracy and completeness before analysis. The structured survey design, clear inclusion criteria, and online distribution ensured that the collected data were reliable, valid, and suitable for analysis using SPSS to identify trends, patterns, and relationships among the studied variables.

3.7 Data Analysis

The collected quantitative data were analyzed using SPSS. Descriptive statistics, including means, standard deviations, frequencies, and percentages, were used to summarize respondents' demographic information, perceptions, and behaviors.

Inferential statistical analysis was conducted to examine the relationships among the variables. Pearson correlation analysis was used to identify the strength and direction of the relationships between marketing mix elements, service innovation, influencer marketing, and consumer purchasing behavior. In addition, multiple regression analysis was applied to determine the extent to which these independent variables affect consumer purchasing behavior in online food delivery services.

Using SPSS allowed the researcher to accurately interpret survey responses, identify significant patterns, and draw meaningful conclusions about consumer behavior. This method ensured that the study's findings are reliable, valid, and statistically supported.

Chapter 4 Findings and Discussion

4.1 Demographic Characteristics

Table 4.1 Demographic Characteristics of Sample

Characteristic	Option	Frequency	Percentage
Age	18-24	51	17%
	25-30	52	17.33%
	31-35	31	10.33%
	Above 35	166	55.33%
Gender	Male	157	52.33%
	Female	141	47%
	Other	2	0.67%
Occupation	Full-time employed	148	49.33%
	Self-employed	62	20.67%
	Student	48	16%
	Part-time employed	42	14%
Order Platform	GrabFood	145	48.33%
	ShopeeFood	74	24.67%
	Line Man	62	20.67%
	Robinhood	19	6.33%
	Total	300	100%

Table 4.1 presents the demographic characteristics of the 300 respondents who participated in this study on the online food delivery industry in Bangkok. Regarding

age distribution, the sample is largely composed of adults above 35 years old, representing 55.33% of respondents. Younger consumers aged 18–24 account for 17%, followed closely by those aged 25–30 at 17.33%. The 31–35 age group represents 10.33% of the sample. This age structure indicates that the research primarily captures insights from mature consumers who are likely to have stable purchasing power and frequent engagement with food delivery platforms, while still reflecting meaningful participation from younger, digitally active users.

In terms of gender, the sample is fairly balanced, with 52.33% identifying as male and 47% as female, while 0.67% selected "other." This relatively even distribution confirms that online food delivery services in Bangkok attract a broad and diverse customer base across gender groups, reflecting widespread adoption of delivery platforms in daily consumer behavior.

With respect to occupation, the largest segment of the sample consists of full-time employed respondents (49.33%), followed by self-employed consumers (20.67%). Students represent 16%, and part-time employees account for 14% of respondents. This mix suggests that the majority of users are economically active adults with regular incomes, who often rely on food delivery services for convenience, time-saving, and lifestyle needs. The notable proportion of students also highlights the platform's relevance among younger consumers who value fast, affordable, and accessible meal options.

When examining preferred food delivery platforms, GrabFood emerges as the most widely used service, chosen by 48.33% of respondents. This is followed by ShopeeFood at 24.67%, Line Man at 20.67%, and Robinhood at 6.33%. These figures indicate that GrabFood continues to dominate the market due to its strong brand presence, promotional strategies, and extensive delivery network. Meanwhile, the significant usage of ShopeeFood and Line Man reflects the competitive landscape of Bangkok's food delivery ecosystem, offering consumers a variety of platform choices based on price, convenience, and service features.

Overall, the demographic profile demonstrates that online food delivery consumption in Bangkok is shared across different age groups, occupations, and genders, with clear platform preferences shaping consumer behavior. These insights provide a solid foundation for analyzing how different elements of the marketing mix influence purchase decisions within this rapidly growing service industry.

Table 4.2: Descriptive Statistics of Variables Influencing Consumer Purchase Behavior in Online Food Delivery Services

Variables	N	Minimum	Maximum	Mean	Std. Deviation
Product	300	1.00	5.00	2.98	0.54
Price	300	1.00	5.00	2.98	0.52
Place	300	1.00	5.00	2.97	0.50
Promotion	300	1.00	5.00	3.00	0.55
Service Innovation	300	1.00	5.00	3.02	0.56
Influencer Marketing	300	1.00	5.00	3.00	0.58
Customer Purchase Behavior	300	1.00	5.00	3.00	0.53

Table 4.2 presents descriptive statistics for the variables that influence consumer purchase behavior in online food delivery services. According to the survey results, the mean value for customer purchasing behavior was 3.00, indicating a neutral level of agreement among respondents. The average scores for product (2.98), price (2.98), place (2.97), and promotion (3.00) indicate that respondents are somewhat aware of elements of the marketing mix as factors influencing their decisions regarding ordering food online. Additionally, service innovation received an average score of 3.02, and influencer marketing received an average score of 3.00, reflecting neutral perceptions of their impact on purchasing behavior. Overall, the survey results show that all variables have a moderate impact on the purchasing behavior of online food delivery customers, although respondents neither strongly agreed nor strongly disagreed.

4.3 Correlation Analysis

Table 4.3. Correlation Between Variables (Pearson Correlation Matrix)

	Product	Price	Place	Promotion	Service Innovation	Influencer Marketing	Consumer Purchase Behavior
Product	1.000						
Price	0.271***	1.000					
Place	0.229***	0.282***	1.000				
Promotion	0.297***	0.410***	0.301***	1.000			
Service Innovation	0.269***	0.187***	0.239***	0.296***	1.000		
Influencer Marketing	0.175***	0.185***	0.204***	0.290***	0.144*	1.000	
Consumer Purchase Behavior	0.560***	0.463***	0.474***	0.546***	0.497***	0.449***	1.000

In this study, Pearson's correlation analysis was conducted to examine the relationships among the key elements of the marketing mix—product, price, place, promotion, service innovation, and influencer marketing—and consumer purchase behavior in Bangkok's online food delivery industry. The Pearson correlation coefficient (r) measures both the strength and direction of the linear relationship between variables, with values ranging from −1 to +1. Positive values indicate that as one variable increases, the other also increases, while negative values indicate an inverse relationship. All correlations in this study were positive and statistically significant, demonstrating meaningful and consistent associations among the constructs.

The correlation coefficients between the marketing mix variables and consumer purchase behavior ranged from 0.449 to 0.560, all significant at the 0.001 level. These values, being well below the multicollinearity threshold of 0.90, indicate that the relationships are not excessively strong—an expected characteristic in social science research—and that each variable contributes uniquely to consumer decision-making. Among the marketing mix elements, promotion showed the strongest correlation with consumer purchase behavior (r = 0.546*), suggesting that promotional offers, discounts, and marketing communications greatly influence consumers' willingness to order food online. This reflects the competitive nature of Bangkok's food delivery market, where customers frequently respond to attractive deals and incentive-driven campaigns.

Product quality and food variety also demonstrated a strong positive association with consumer purchase behavior (r = 0.560*), indicating that consumers place high value on the availability of reputable restaurants, accurate menus, and reliable service quality when selecting a delivery platform. Place exhibited a moderate but meaningful correlation (r = 0.474*), showing that wide delivery coverage, quick access to nearby restaurants, and reliable logistics continue to influence customer decisions. Price was positively correlated with purchase behavior (r = 0.463*), suggesting that affordable food prices, delivery fees, and value-for-money promotions significantly affect ordering decisions in Bangkok's price-sensitive market.

Service innovation also showed a substantial correlation with consumer purchase behavior (r = 0.497*), highlighting the importance of features such as dynamic filters, accurate tracking systems, updated menus, and user-friendly app interfaces in improving the customer experience. Lastly, influencer marketing demonstrated a moderate but significant relationship (r = 0.449*), indicating that recommendations from influencers and online content creators contribute to shaping consumer choices, though to a lesser degree compared to price and promotion.

Overall, the results reveal that all components of the marketing mix, along with service innovation and influencer marketing, have significant positive relationships with consumer purchase behavior. These findings confirm that multiple marketing dimensions simultaneously influence ordering decisions and play an essential role in supporting sustainable growth in Bangkok's highly competitive online food delivery industry.

4.4 Multiple Regression Analysis

Table 4.4 Multiple Regression Analysis

Item	Unstd.B	Std.Beta	t	Sig.	VIF	F	Durbin-Watson
C	-0.986	0.000	-5.852	<0.001	0.00	99.602	2.06
Product	0.313	0.309	8.462	<0.001	1.189		
Price	0.156	0.156	4.122	<0.001	1.274		
Place	0.195	0.195	5.344	<0.001	1.189		
Promotion	0.189	0.190	4.812	<0.001	1.395		
Service Innovation	0.245	0.248	6.853	<0.001	1.165		
Influencer Marketing	0.234	0.235	6.637	<0.001	1.120		
R Square	0.671						
Adjusted R Square	0.664						

The results of the multiple regression analysis presented in Table 4.4 show that the overall model is statistically significant, with an F-value of 99.60 and a p-value less than 0.001. This confirms that the combined influence of product, price, place, promotion, service innovation, and influencer marketing significantly predicts consumer purchase behavior in Bangkok's online food delivery industry. The Durbin–Watson statistic is 2.06, which falls within the acceptable range of 1.8 to 2.2, indicating that there is no autocorrelation and that the residuals are independent. The Variance Inflation Factor (VIF) values for all independent variables range from 1.120 to 1.395, which are well below the commonly accepted threshold of 5. This indicates that multicollinearity is not a concern in the model, and the regression coefficients can be interpreted reliably.

Each marketing mix dimension demonstrates a significant positive impact on consumer purchase behavior ($p < 0.001$). Product has the strongest standardized effect ($\beta = 0.309$, $t = 8.462$), indicating that high-quality food offerings, accurate menu information, and consistent service quality substantially increase the likelihood of consumers placing orders. Service innovation also plays a critical role ($\beta = 0.248$, $t = 6.853$), highlighting the importance of app updates, efficient delivery tracking, and user-friendly interfaces in enhancing consumer decisions. Influencer marketing shows a considerable influence ($\beta = 0.235$, $t = 6.637$), suggesting that endorsements and online recommendations contribute meaningfully to shaping customer preferences. Place ($\beta = 0.195$, $t = 5.344$), promotion ($\beta = 0.190$, $t = 4.812$), and price ($\beta = 0.156$, $t = 4.122$) also significantly predict consumer purchase behavior, indicating that delivery coverage, promotional offers, and perceived price fairness each play meaningful roles. Together, these factors explain 67.1% of the variance in consumer purchase behavior ($R^2 = 0.671$), with an Adjusted R^2 of 0.664, demonstrating that the model provides strong explanatory power for understanding purchase decisions in Bangkok's rapidly growing online food delivery market.

4.5 Hypothesis Test Results

Table 4.5: Research Hypothesis Test Results

	Hypothesis and Paths in Model	Standardized Regression Weights	Critical Ratios (C.R)	P-Value	Findings
H1	Product→ Consumer Purchase Behavior	0.309	8.462	<0.001	Supported
H2	Price→ Consumer Purchase Behavior	0.156	4.122	<0.001	Supported
H3	Place→ Consumer Purchase Behavior	0.195	5.344	<0.001	Supported
H4	Promotion→ Consumer Purchase Behavior	0.190	4.812	<0.001	Supported
H5	Service Innovation → Consumer Purchase Behavior	0.248	6.853	<0.001	Supported
H6	Influencer Marketing → Consumer Purchase Behavior	0.235	6.637	<0.001	Supported

Table 4.5 presents the results of the hypothesis testing related to the effects of marketing mix components on consumer purchase behavior. All six hypotheses (H1–H6) are supported, as each variable shows a significant positive impact with p-values less than 0.001. Among the tested constructs, Product (H1) demonstrates one of the strongest influences on consumer purchase behavior, with a standardized coefficient of 0.309 and a t-value of 8.462, indicating that food quality, menu accuracy, and product reliability are essential drivers of consumer decisions. Service Innovation (H5) also shows a substantial effect ($\beta = 0.248$, $t = 6.853$), confirming that technological improvements and convenience-enhancing features significantly shape user satisfaction and increase the likelihood of purchase. Influencer Marketing (H6) reveals a strong positive

relationship as well (β = 0.235, t = 6.637), demonstrating that digital endorsements, food reviews, and online recommendations meaningfully affect purchasing choices.

The remaining marketing mix variables, Place (H3: β = 0.195, t = 5.344), Promotion (H4: β = 0.190, t = 4.812), and Price (H2: β = 0.156, t = 4.122)—all show significant positive effects, though their magnitudes are comparatively lower. These findings suggest that efficient delivery service, attractive promotional strategies, and fair pricing contribute positively to consumer purchase behavior, but their influence is less dominant compared to product quality and service innovation. Overall, the hypothesis testing results indicate that all aspects of the marketing mix play meaningful roles in shaping consumer behavior. However, product quality, service innovation, and influencer marketing emerge as the most influential predictors. These insights emphasize the need for food delivery platforms in Bangkok to enhance product offerings, invest in technological innovations, and strengthen digital influence strategies to achieve sustainable growth and stronger customer engagement.

Figure 4.1: Structural Model with Standardized Path Coefficients

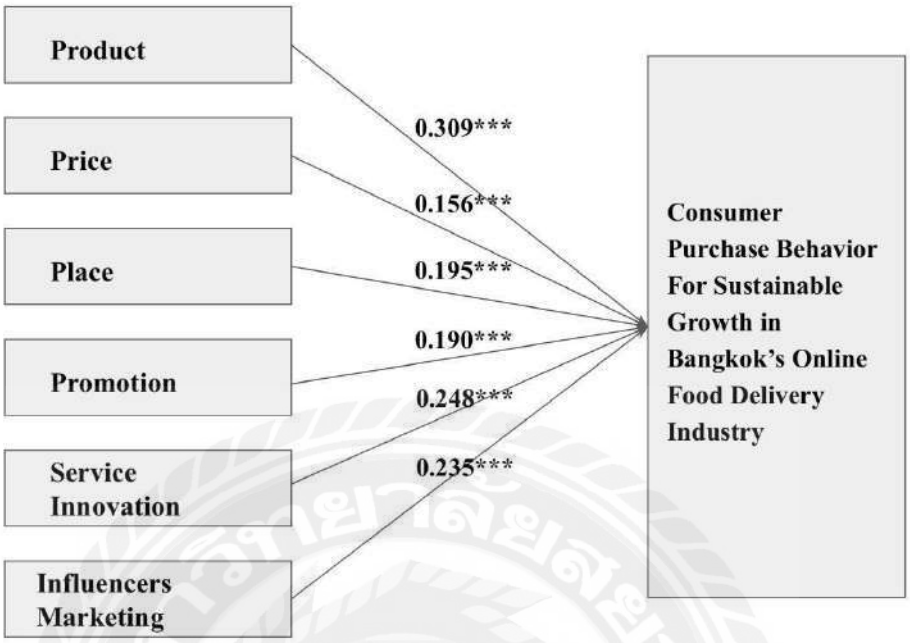

Figure 4.1 illustrates the structural model including the standard path coefficients derived from SPSS analysis. The study results showed that all independent variables had a positive and statistically significant effect on customer purchasing behavior ($p < 0.001$). Among the predictive variables, product had the greatest impact ($\beta = 0.309$), followed by service innovation ($\beta = 0.248$) and then influencer marketing ($\beta = 0.235$). place ($\beta = 0.195$), promotion ($\beta = 0.190$), and price ($\beta = 0.156$) also showed significant positive effects. These results confirm that both traditional marketing mix elements and modern digital strategies play a crucial role in driving sustainable growth in Bangkok's online food delivery industry.

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study investigated the influence of the marketing mix (4Ps), service innovation, and influencer marketing on consumer purchase behavior in Bangkok's online food delivery (OFD) industry. As digital platforms become an essential part of urban living, the OFD sector has undergone significant growth, driven by smartphone adoption, lifestyle changes, and increased consumer expectations for convenience. In response, this research aimed to identify the marketing factors that most strongly influence consumer decisions, satisfaction, and loyalty, thereby contributing to sustainable business growth.

A quantitative research design was used, and data were collected from 300 active OFD users in Bangkok. The questionnaire measured participants' perceptions of product quality, pricing, accessibility, promotional strategies, service innovation features, influencer recommendations, and purchase intentions. Using SPSS for descriptive and inferential analysis, the study generated statistically supported insights into consumer behavior patterns in the competitive OFD market.

The results indicated that all four elements of the marketing mix had a significant relationship with consumer purchasing behavior. Product factors—including food quality, restaurant partnerships, packaging, and accuracy of orders—were shown to strongly influence trust and satisfaction. Price emerged as one of the most decisive factors, with consumers responding positively to fair menu prices, delivery fees, and promotional discounts. The study found that Bangkok consumers remained highly price-conscious yet willing to pay slightly more when service delivery was faster and more reliable.

Place, defined by app usability, delivery coverage, and logistical efficiency, also played an essential role. Features such as real-time tracking, user-friendly interfaces, and wide restaurant selection were key contributors to convenience, which remains a major driver of OFD usage. Promotional strategies—including advertisements, seasonal discounts, loyalty programs, and partnership campaigns—were shown to increase awareness, engagement, and purchase frequency.

Service innovation was another critical factor, as consumers valued updated technological features, personalization, and streamlined processes. Influencer

marketing also shaped consumer attitudes and behaviors, especially among younger groups who consider influencer opinions credible and relatable.

In conclusion, this study demonstrate that consumer purchasing behavior in Bangkok's OFD sector is shaped by a combination of core marketing strategies and modern digital influences. Sustainable growth depends on enhancing service performance, maintaining competitive pricing, improving promotional communication, and adopting innovative technologies that meet evolving customer expectations. These findings provide meaningful guidance for OFD platforms aiming to strengthen competitiveness and long-term customer loyalty.

5.2 Recommendation

Based on the findings, this section provides practical recommendations to help online food delivery platforms improve performance, strengthen consumer relationships, and achieve sustainable growth. The recommendation focuse on the four components of the marketing mix—product, price, place, and promotion—because these factors demonstrated significant influence on consumer purchasing behavior. Additionally, suggestions emphasize how OFD platforms can apply the results to improve decision-making and operational strategies in real-world contexts.

The first recommendation highlights the importance of product-related improvements. Food quality, menu variety, packaging, and restaurant partnerships must be consistently managed because they directly affect satisfaction and repeat usage. Consumers expect accuracy, freshness, and clear information about food options, which means platforms should work closely with partner restaurants to maintain high standards.

The second recommendation focuses on pricing strategies. Since Bangkok consumers are highly price-sensitive, platforms should maintain transparent and fair pricing structures while offering attractive promotions and loyalty benefits. Balancing affordability with profitability is essential for sustainable growth.

Third, strengthening place-related elements—such as delivery coverage, app usability, and operational efficiency—is necessary. Improving system reliability, delivery accuracy, and real-time communication will enhance the overall convenience and trust that consumers expect.

Finally, promotion remains an important tool for increasing awareness and engagement. Platforms should use integrated marketing communication, social media promotion,

influencer collaboration, and targeted advertising campaigns to improve visibility and customer involvement.

These recommendations provide strategic guidelines for enhancing service quality and customer experience. Implementing them will support long-term performance in the highly competitive OFD market.

5.2.1 Enhancing Product Attributes to Quality and Innovation for Sustainable Growth

Product quality and offering are central to the customer experience in the online food delivery industry. The findings showed that consumers in Bangkok place strong emphasis on food freshness, accuracy of orders, restaurant variety, and packaging safety. Therefore, platforms should prioritize strengthening their product-related elements to improve satisfaction and loyalty.

First, platforms should work closely with partner restaurants to ensure consistent food quality. Regular quality checks, menu standardization, and clear preparation guidelines can help reduce errors and inconsistencies. Training programs for restaurant partners can also be implemented to ensure that meals prepared for delivery match customer expectations.

Second, menu variety is increasingly important. Consumers expect diverse options, including local dishes, international cuisine, healthy choices, and specialty items. Platforms should continuously update restaurant selections and highlight new or unique offerings. Special categories—such as vegan meals, low-calorie dishes, or premium menu bundles—can appeal to niche groups.

Third, packaging plays a significant role in product satisfaction. Safe, spill-proof, environmentally friendly, and visually appealing packaging improves customer perception and maintains food quality during delivery. Platforms should encourage or require restaurants to use standardized packaging materials that ensure temperature control and presentation quality.

Fourth, accurate order preparation and real-time menu updates are essential. Consumers expressed frustration with unavailable items or incorrect orders. Platforms should require restaurants to keep digital menus updated and to confirm order accuracy before dispatch.

Finally, product experience extends beyond the food itself to include digital information. Clear photos, detailed descriptions, allergy information, and transparent ratings help consumers make informed decisions. Enhancing digital product visibility improves trust and reduces perceived risk.

Overall, improving product-related attributes ensures a strong foundation for consumer satisfaction and forms the basis for sustainable growth in Bangkok's competitive OFD market.

5.2.2 Implementing Strategic Price Management to Enhance Consumer Purchase Behavior

Price was found to be one of the strongest drivers of purchasing behavior in Bangkok's OFD industry. Consumers frequently compare prices across platforms, seek out discounts, and rely on promotional incentives to make decisions. Therefore, platforms must apply strategic pricing approaches that balance affordability with profitability.

First, transparency in pricing is essential. Consumers expect clarity regarding menu prices, delivery fees, service charges, and additional costs. Hidden or inconsistent fees reduce trust and discourage repeat purchases. Platforms should include clear breakdowns of charges on the checkout page and notify users when fees vary due to distance or peak hours.

Second, promotional pricing remains a powerful tool. Discounts, voucher codes, cashback, and loyalty points significantly increase purchase frequency, especially among students and young professionals. Platforms should design personalized promotions based on user behavior—such as order history or preferred cuisine—to increase relevance and engagement.

Third, dynamic pricing should be used responsibly. While surge pricing may be necessary during peak hours, excessive increases may discourage usage. Platforms should ensure that dynamic pricing remains fair and does not negatively impact customer perception.

Fourth, value-based pricing can increase willingness to pay. Consumers indicated that they are willing to pay slightly more when service quality is better—such as for faster delivery or guaranteed accuracy. Premium delivery options, membership subscriptions, or bundled meal deals can provide added value without reducing profit margins.

Lastly, platforms should consider special pricing for specific groups. Student discounts, healthcare worker promotions, or partner-bank deals can increase customer acquisition and retention.

In summary, competitive and fair pricing strategies encourage trust, enhance value perception, and increase repeat usage—making price management a critical factor for sustainable success.

5.2.3 Improving Platform Accessibility and Delivery Efficiency to Strengthen Consumer Purchase Behavior

Place refers to the convenience, accessibility, and efficiency of the delivery service. The findings showed that consumers in Bangkok value wide delivery coverage, user-friendly apps, accurate tracking, and fast delivery times. Improving place-related factors is essential for enhancing operational efficiency and customer satisfaction.

First, delivery coverage should be optimized. Platforms should expand their service areas in underserved neighborhoods while ensuring adequate driver availability. A balanced approach prevents delays and ensures reliability even in high-demand zones.

Second, app usability must remain a top priority. Consumers expect intuitive interfaces, easy navigation, secure payment options, and fast loading times. Regular app updates, improved user experience design, and multilingual support can enhance accessibility for both Thai and foreign users.

Third, logistics efficiency is central to customer satisfaction. Platforms should improve routing algorithms, driver allocation, and order batching strategies to reduce delivery times. Real-time updates on order preparation and rider location increase transparency and trust.

Fourth, customer support systems should be strengthened. Quick-response chat services, clear refund processes, and proactive issue resolution help reduce frustration when delays or mistakes occur.

Finally, partnerships with restaurants should include operational alignment. Ensuring timely preparation, safe handover processes, and accurate order packaging reduces errors and enhances the overall delivery experience.

By improving convenience, speed, and digital reliability, OFD platforms can significantly increase customer satisfaction and loyalty.

5.2.4 Strengthening Promotional Strategies to Stimulate Consumer Purchase Behavior and Repeat Usage

Promotion plays a vital role in shaping consumer awareness, engagement, and purchase motivation. The findings showed that well-designed promotional campaigns significantly influence order frequency, brand loyalty, and user perception.

First, platforms should use integrated marketing communication. Combining social media advertising, in-app notifications, banner ads, email marketing, and event campaigns can increase visibility and reinforce messaging across multiple channels.

Second, promotions should provide real value. Consumers respond strongly to discount codes, bundles, free delivery offers, and seasonal campaigns. Platforms should tailor promotions to customer preferences, such as cuisine-based deals or time-limited offers.

Third, influencer marketing is increasingly influential. Collaborating with credible influencers, YouTubers, and food reviewers can enhance brand credibility and attract followers who trust their recommendations. Content should be authentic, visually appealing, and demonstrate the full ordering experience.

Fourth, loyalty programs should be improved. Reward points, membership tiers, exclusive vouchers, and referral incentives encourage continuous platform engagement and differentiate services from competitors.

Finally, promotional messaging must be clear and informative. Advertisements should include essential details regarding delivery coverage, restaurant partners, pricing, and discount conditions. When promotions are transparent, consumers perceive them as trustworthy and valuable.

Effective promotional strategies strengthen brand loyalty, increase purchase frequency, and improve overall competitiveness in the OFD market.

5.2.5 Leveraging Service Innovation to Enhance Consumer Purchase Behavior

Service innovation plays a crucial role in shaping customer purchasing behavior in the online food delivery industry. The research results show that innovative service features such as real-time order tracking, dynamic search filters, accurate restaurant information, and user-friendly mobile applications have a significant positive impact on consumers' purchasing decisions and repurchase intentions. Customers are more likely to reorder

when they perceive their service experience as convenient, reliable, and technologically advanced.

Online food delivery platforms must continuously invest in service innovation to increase customer satisfaction and trust. Service process innovations such as faster delivery customization, contactless delivery options, and AI-powered personalized recommendations can reduce perceived risk and improve decision-making efficiency. When customers experience a seamless ordering process and consistent quality of service, they develop trust in the platform, leading to stronger purchasing intentions and long-term loyalty.

Furthermore, service innovation supports sustainable growth by differentiating platforms in a highly competitive market. Rather than relying solely on price promotions, OFD providers can influence customer purchase behavior by offering superior service value. Continuous innovation not only improves the customer experience but also encourages habitual usage and positive word-of-mouth, which are essential for maintaining competitive advantage in Bangkok's online food delivery market.

5.2.6 Utilizing Influencer Marketing to Shape Consumer Purchase Behavior

Influencer marketing is another important factor influencing customer purchasing behavior in the online food delivery industry. The study results show that influencer marketing has a significant positive relationship with consumer purchasing behavior. Recommendations from celebrities, social media influencers, and YouTube users help increase customer awareness, trust, and interest in online food delivery platforms.

Consumers tend to view influencers as reliable sources of information when they provide real-life experiences, such as food reviews, ease of ordering, speed of delivery, and promotional benefits. These recommendations help reduce uncertainty and encourage experimental behavior, especially among younger, digitally savvy consumers. Ultimately, influencer marketing not only increases first-time purchases, but also contributes to repeat purchases and increased platform preference.

Online food delivery companies should partner with influencers whose lifestyles and followers align with their target market. Authentic content, transparent reviews, and long-term partnerships can help build brand trust and shape consumer attitudes positively. Combining influencer campaigns with promotions and service innovations

can effectively impact purchase speed, customer loyalty, and overall consumer engagement.

5.3 Managerial Implications for Managing Consumer Purchase Behavior in Online Food Delivery Services

The results of this study offer several important management implications for online food delivery platforms and their restaurant partners in Bangkok. First, managers must prioritize product quality and service reliability, as these factors significantly influence customer purchasing behavior. Ensuring accurate menus, consistent food quality, and timely delivery can significantly improve customer satisfaction and repeat purchase intention.

Secondly, pricing and promotion strategies must be carefully designed to achieve a balance between customer acquisition and long-term profitability. Discounts and promotions are effective in stimulating purchasing behavior, but overreliance on price incentives can reduce profit margins. Managers need to combine promotional strategies with value-added services such as loyalty programs and subscription models to retain loyal customers.

Third, investing in service innovation is essential. Managers should focus on improving digital platforms, strengthening service delivery processes, and leveraging customer data to provide personalized services. These innovations contribute to increasing perceived value and boosting customer confidence, leading to an increased rate of purchases.

Finally, influencer marketing should be strategically integrated into your overall marketing plan. Managers must select influencers who align with their brand image and consumer preferences to ensure authenticity and credibility. Effective influencer campaigns can help increase brand awareness in a competitive market, influence customer purchasing decisions, and build long-term customer loyalty.

5.4 Academic Contributions to Understanding Consumer Purchase Behavior in Online Food Delivery Services

This study makes several important scientific contributions to the literature on consumer behavior and digital marketing in the online food delivery industry.First, this study extends the scope of existing research on the marketing mix by integrating service innovation and influencer marketing into a single experimental framework, providing a more comprehensive understanding of the factors influencing consumer purchasing behavior.

Secondly, this study provides contextual insights by focusing on the online food delivery market in Bangkok, a newly emerging and highly competitive service environment in Southeast Asia. This adds empirical evidence to the limited body of research on consumer behavior in developing digital economies, particularly in the post-COVID-19 era.

Third, the results of this study confirm the applicability of the marketing mix framework (4Ps) to the digital service industry, demonstrating the growing importance of service innovation and social influence in influencing consumer decision-making. This study also provides a basis for future research exploring adjusting variables such as customer demographics, cultural factors, and platform trust. Overall, this study bridges theory and practice by demonstrating how traditional marketing concepts can be applied to modern digital service platforms, providing valuable insights for both academic researchers and practitioners.

5.5 Further Study

Although this study provides valuable insights into consumer purchasing behavior in Bangkok's online food delivery industry, further research may be conducted to extend understanding and improve generalizability. Future studies may benefit from expanding the sample size to include more diverse demographic groups, such as residents in suburban or rural areas, who may have different expectations regarding delivery convenience and app performance.

Future research may also use mixed-method or qualitative approaches, such as focus groups or interviews, to gather deeper insights into emotional and psychological factors influencing consumer decisions. Qualitative data could reveal motivations and concerns that cannot be fully captured through quantitative surveys.

Additionally, future researchers may explore new variables such as perceived risk, trust, brand image, customer satisfaction, or switching behavior. These factors may provide a more comprehensive view of consumer decision-making in the digital service environment.

Comparative studies may also be conducted between different OFD platforms to identify platform-specific strengths and weaknesses. Researchers may compare GrabFood, LINE MAN, Robinhood, and ShopeeFood to examine how each platform's strategies influence user behavior differently.

Moreover, technological advancements such as AI-based personalization, drone delivery, automated kitchens, or virtual customer-service chatbots may reshape customer expectations. Future studies may examine how emerging technologies affect customer satisfaction and perceived value.

Finally, researchers may explore long-term behavioral trends by conducting longitudinal studies. Such research may examine how changes in pricing, promotions, or service innovations influence customer loyalty over time.

Overall, further studies should continue to explore how digital innovation, marketing strategy, and consumer expectations evolve in the fast-growing OFD industry.

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Appendix

Dear Participant,

This survey aims to gather insights for the study titled “A Study of Antecedent Factors of the Marketing Mix Effect on Consumer Purchase Behavior in Bangkok’s Online Food Delivery Industry.” All responses will remain completely anonymous and confidential. Participation is voluntary, and your input is highly valued. The information collected will be used exclusively for academic research purposes.

Thank you very much for your time and contribution.

Section 1

1. What is your age?

- 18-24
- 25-30
- 31-35
- Above 35

2. What is your gender?

- Male
- Female
- Other

3. What is your occupation?

- Full-Time Employed
- Part-Time Employed
- Self-Employed
- Student

4. Which platform do you use to order the food?

- GrabFood
- ShopeeFood
- Line Man
- Robinhood

Section 2

Please answer the following questions based on your experiences and opinions by selecting the most suitable option and marking the corresponding number "v." The scale consists of five points:

1 = Strongly Disagree, 2= Disagree, 3= Agree, 4= Strongly Agree and 5= Neutral.

Marketing Mix (Product)

6.I expect that almost all renowned restaurants would be partners of the online food delivery service.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

7.They would collect the food from the original branches of restaurants for their customers. (Marsuki, Syah, Indradewa, & Pusaka, 2019)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

8.Overall product quality should be better than other competitors. (Danaher & Mattsson, 1998)

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

9.The online food delivery apps should ensure that supplier food is safe and reliable.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Marketing Mix (Price)

10.It is expected that a list of prices of all the foods they deliver are available on their apps.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

11.I would prefer the Apps / online food delivery service that ensures cheaper price than any other competitor

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

12.I would pay more if I get superior value in terms of delivery time and good behavior of the delivery man.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

13.Discounts are also included a special class of people, e.g., for students, for healthcare providers etc

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Marketing Mix (Place)

14.I expect that online food delivery apps / services would cover a much larger area.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

15. The popular and renowned restaurants surrounding my current location with all of the menus would be shown at the app from where I can select my favorite food. The system should be convenient for me.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

16.They should establish a strong distribution channel with enough personnel and vehicles to ensure timely delivery to reach the customer place.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

17.Strong distribution channel which ensures timely delivery of my selected food makes me loyal to the online food delivery apps / service.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Marketing Mix (Promotion)

18.I prefer the online food delivery apps / service that provides adequate lucrative benefits and promotional gifts to their customers.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

19.The online, print-media, outdoor and television advertisements should contain adequate information about restaurant coverage, procedure of online ordering, prices, delivery system, discounts and other necessary information.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

20.Promotional activities of online food delivery apps / service should be capable of informing the target market and convince potential customers and other stakeholders to choose its foods.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

21.I prefer the online food delivery apps / system that sponsors various national and social events and offers discounts.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Service Innovation

22.The dynamic filter feature in the online food delivery app helps me easily find the restaurant or dish I am looking for.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

23.The online food delivery (OFD) app provides up-to-date information about restaurants, menu items, and discounts so that OFD app is easy to use.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

24.Order tracking status in the OFD app is essential for customers.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

25.Restaurant ratings in the OFD app help me make decisions when placing an order.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Influencer Marketing

26.I will purchase the products of brands recommended by the influencer that I follow.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

27.I think I will buy products or services recommended by this YouTuber.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

28.Would you buy this product if you happened to see it on Facebook?

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

29.Brands endorsed by celebrities draw my attention.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

Consumer Purchase Behavior

30.I intend to continue using OFD in the future.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

31. I will share the testimonial of using OFD to the public.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

32.I will use the OFD again in the future.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree

33.I have decided to use OFD for purchasing food/beverages the next time.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly Agree