



**Factors affecting application usage
for online Food ordering of Gen Z.**

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Factors affecting application usage for online Food ordering of Gen Z.

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Abstract

At present, Thai people are increasingly turning to living technology. And in this day there are many applications that make Thai people convenient to buy various items. Customer loyalty is one of the main goals of food delivery. In an industry where stiff inter-brand competition exists and customer preferences regularly change, food delivery need to monitor the preferences of their customers. Which in this research has a 2 objectives 1. To study the marketing factors that affect consumption, decide to use applications for food delivery services. 2. To study the perspective of Users of the application for food delivery services. The research is a qualitative research interviews of 10 sample groups, male and female studying in the University age between 19-22 years using food delivery services.

The research found that marketing mix factors (4Cs), customers (Customer), price (Cost) Convenience (Convenience) and communication (Communication) affecting decided to use the application for food delivery. User view most will focus on using applications that are easier and more convenient. Usage design Easy, not complicated and complicated Convenient to cut credit cards One price delivery service price and with Continuous promotion.

Keywords: Application, Customer, Delivery services, Food

Introduction

At present, technology has played a role in humans. With the progress and growth of Internet system and communication technology makes communication possible. Leap and change the way people communicate in society, life, and business. Also from the Google News Lab report, currently the number of internet users in Thailand is at 46 million people in the said amount are internet usage via mobile phones, about 30 million people. (Wassit Sathitworapong, 2017) shows that mobile phones that can connect to the internet are communication equipment that the Thai population is very popular. Mobile phones are considered as communication devices that play a role and have an impact on living and communicating Besides being able to connect to the internet to access information users also have more activity from using mobile phones as a result of applications on the device. Mobile phones, smart phones (Smart Phone) (Terdrat wewsak, 2013), making mobile phone users Smart phones (Smart Phone) tend to use various applications. To respond to activities in daily life such as communication, financial transactions Connect and search data on the network Internet, watch movies, listen to music or even play games applications on smart phones (Smart Phone) can connect to data. And provide various services which adds capabilities to mobile phones as smart phones (Smart Phone) and also helping to facilitate the use of various aspects from the Thai people survey, spending time on mobile phones in the application which takes 67 minutes a day. In addition to using the application Growth rate continued increase in online purchases Via smart phone (Smart Phone) Growth from 33% in the second quarter to 35% in the third quarter ("Insights into smart behaviour Thai Phone 2016 ", MPU) shows that in addition to using the application, Thai people start change behaviour to buy more products online The most purchased products online are fashion. Costume Health, beauty, IT equipment, home appliances and order food online ("update Internet use behaviour ", MPU) Thai consumers want convenience. And very fast more convenient from the behaviour of Thai people with hustle and bustle Limit the time that occurs each day may result in lack of time to buy consumer products from the place of shops, department stores, Thais tend to choose to use more delivery services because everyone needs to eat rice every day. Originally service Food delivery is available only in the food chain with this service such as Pizza Company and KFC. Which is a fast food business and provide home delivery service which is a service that can responding to the needs of consumers who want convenience, speed, and consumption well Is widely used (Paweena Chotimanniwong ,Weeraya Pittawan , Wannaporn , Suthiporn Sirirungsakunwong, 2000, page 65) Currently, access to mobile phones Smart Phone (Smart Phone) gives consumers more options to use the service. Consumers can choose the service that provides the most convenience and

quickest. Therefore, the number of food orders through the channel more online, such as websites and applications from the channel that the developers develop themselves or through online food ordering service The information of Kasikorn Research Center is expected that the delivery service market food delivery by restaurant operators in 2017 should be worth 26,000-27,000 million Baht grew by 11-15 percent from 2016 ("Topic of the Year", 60 ordered online food ", M.P.) The remarkable growth of the food delivery service market in 2017, as seen clearly, including the needs of consumers looking for convenience and speed due to the rush of life Especially in Bangkok, causing many companies to see the opportunity to come as an intermediary in cooperation with the shop The restaurant came to Marketing services for food delivery (Food Delivery) more through online channels from websites and applications Which the transfer service food Delivery through the application It is popular because it is easy to use via smart phones. Phone with operators that develop various applications At Food Delivery in currently, LINE MAN, Uber Eats, Grab and Food Panda etc. ("Express Delivery and Food business ", MPU) in the increasing competition of food delivery businesses through the app almost all applications will focus on providing services only in Bangkok. And provide services that are similar The same plan includes communication to increase usage, such as giving discounts to certain products or leaving special promotions during the period Which these strategies all contribute to the business can reach a lot of consumers up. Teen born 1996-2010 2nd generation born in the Internet age the first generation that was born already uses a smartphone. People who have never passed the world without social media With the 2,500 million members joining, Jane Sae will crowd Millennium 1,700 million people. Jensen grew faster than all generations in the same age. Finding ASAP sensitivity data (fast, but not meant to be accurate). Manage complicated subjects such as writing code or upgrading operating systems in computers. Slayyyyyy has Growth Mindset. Wrong to do again. Not allowing failure to define one's identity There is no idea in the head that graduating will work in the organization. They are thinkers and actors. At the age of 13, kids are the 'soup' on YouTube. Older people, aged 23, are the owners of this start-up business. Mission: Possible. Usage behavior refers to the behavior of using mobile phones, smart phones on a daily basis, including the brand of mobile phones, smartphones currently in use, and the period of use of smart phones The most every day. Smartphones mean mobile phones that support various operating systems that bring features of PDA and computers to mobile phones and still have More capable than ordinary mobile phones that are used to make calls only. Currently, smartphones have been seen as portable computers that can work in the form of mobile phones and can still Supports internet usage via 3G, Wi-Fi, and can also be used via various applications as well. Application means

various applications installed with the phone. Mobile phones, smartphones, including those that have to be downloaded from a service provider that is free of charge and free of charge.

Literature Review

However, gender was found to be influential when investigated with customer satisfaction and brand image. In both cases, it was revealed that increasing the role of gender has a negative or reverse effect. This implies that female Generation Z customers tend to have a negative effect. This further implies that female Generation Z customers tend to have lower customer satisfaction and brand image perceptions of fast-food brands than male customers, consequently affecting their customer loyalty. For fast food brands, this implies that female (Safa Manala-O). From the behaviour of food delivery services that change according to technology through the system internet on mobile phone communication tools, smart phones (Smart phones) of Thai people who increasingly, today, consumers are willing to pay more. In exchange for convenience and greater life urban style with haste ordering food through the application is another choice that people use more. Life style problems in Bangkok Just click to order food through the application. Then wait to taste the food without leaving home Based on information from the website (Siripa Chaisawasdi, Country Manager of Thailand)

Research methodology

1. To study the marketing factors that affect consumption, decide to use applications for food delivery services.
2. To study the perspective of Users of the application for food delivery services.

The research is a qualitative research with in-depth interviews of 10 sample groups, male and female studying in the age between 19-22 years using food delivery services. The result is in 10 Student In the sample group, found the word used repeatedly is “convenience, Fast , there are a lot more options” In the inquiry, will ask students if they have used the application to order food? Then think of what factors make us choose to use the app instead of buying it at the shop? Give an example of SSRUIC student code 59 “I choose to use it because sometimes it is inconvenient to buy myself. Then there is a discount using code can be a discount. And can find food that has never been eaten far Like that in the app, it includes each area of food in the app, then just press the order and wait to eat 55555555 ” and this one “I choose to use it because

of convenience. I don't have a car to drive around. If going out to buy myself, it will cost more expensive cars than food delivery in the app There are many options. Plus, there are promotions, discounts on food delivery, sometimes food prices are also cheaper than sitting to eat at the restaurant again.”

Food Delivery Apps has become a part of everyday life without knowing it. Which the application can facilitate during the rush time Busy from work Or when we are tired and unable to get out of the bed, just click into the app for a few clicks and can wait to eat. Without having to go to the sun or standing waiting for food to stay longer.

7 reasons why you need to submit an application

1. Choose a shop that wants to eat without moving

Hit by hunger But work beset? Do not waste time just picking up a mobile phone. Search for a shop that wants to eat through the application.

2. Select the menu that you want to eat and click to order.

Click on the menu that you want to eat and order now! The system will call the brother to come.

3. Do not waste time wandering the application has GPS ready to come to you.

Turn wrong! Do not waste time looking for a car. Applications with GPS with complete equipment to reach the restaurant of your choice.

4. Rob the car with an aviary and escape to find delicious food from your favorite store.

Cut the frustration of a single car. The line was quickly mischievous to the restaurant.

5. After a short time, it will reach the store with a call to confirm food items.

No need to waste time searching for parking spaces when people who arrive at the store will immediately call to confirm food items.

6. Penetrating the rest of you

Curious about adding volume, right? His older brother went to queue for you.

7. Just stay idle, the deliciousness comes to a stop!

Sitting with a waste of time, the food that was ordered came to the front without having to move!

Conclusion

Education Factors that result in consumers deciding to use the application For food delivery services, with the aim of studying factors and studying User view of the application service for food delivery (Food Delivery) in this study, the researcher used qualitative research methodology by Interview in the use of food delivery services. The study of marketing factors that allowing consumers to decide to use the application the results showed that 100% of the sample of the 10 students we selected were interviewed using the food ordering application. More convenient than having to travel to buy yourself at that restaurant. Save time and get discounts on various promotions from the application layer. As well as alleviating the laziness of those students, which can be said that these factors are the answers to doing research at the time. Come to eat as well. If asked about the opinion, it would be like the answer to the answer.

Discussion and Recommendation

The next research should be conducted on consumer behaviour and application selection. For food delivery services. At this time, businesses related to food delivery services (Food Delivery) tends to grow more and more, as Bangkok people are more convenient. And the business in providing services is very competitive. By studying such issues will be Understanding the perception and needs of customers, service users, more The results of the study may have Different from Presented in this research work Those who are interested and need additional education should have a survey of the needs of their customers. Users of the service due to the needs of the customers have changed throughout the time. In order to meet the need of customers is correct and makes the market trend in this type of business as well.

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