

THE EFFECT OF ONLINE FOOD DELIVERY SERVICE TO CHAIN CONVENIENCE STORE

(A STUDY OF 7-ELEVEN STORES IN BANGKOK)





INDUSTRY BACKGROUND

14,036+
CHAIN
CONVENIENCE
STORES IN
THAILAND (1/2018)

1



10,533
BRANCHES

2



1,574
BRANCHES

3



1,136
BRANCHES

4



691
BRANCHES

5



102
BRANCHES

READY-TO-EAT FOOD MARKET

EXPECTED TO GROW
AROUND

**20,000-25,000
MILLION BAHT**

IN 2020*

Source : Kasikorn research, 2018





Food Delivery Service

- **Technology disruption**
 - E-commerce makes sellers and buyers more connected
 - Rising trend of Internet usage in Thailand
- **Market Players**
 - Food Panda, Grabfood, GET FOOD, LINEMAN and etc.



Food Delivery Service

- **Growth**

Since 2017, an average growth rate per annum is..

↑↑ **15%**
food delivery

↑ **4%**
overall food
business

Food delivery market worth

26,000
MILLION BAHT
in 2019

——— ↑ **7-8%**
growing from
previous year



CENTRAL QUESTION

A top-down view of a person's hands typing on a laptop, with a variety of fresh vegetables and ingredients arranged on a light wooden surface above the laptop. The ingredients include tomatoes, cucumbers, bell peppers, onions, garlic, and various seeds and oils, suggesting a focus on healthy eating and lifestyle.

Research Objective



1. To analyze the factors affecting consumers behavior on food consumption
2. To understand consumer perception toward food delivery and RTE food





METHODOLOGY

Methodology

- **Research design**

- 251 respondents
- The target respondents are all consumer who live in bangkok

- **Data collecting**

- The data will be collected through online questionnaires
- distributed through line's groups and social media such as facebook, twitter and instagram.



Methodology

- **Research Variables**

1. **Dependent variables**

- Frequency of consume RTE food from 7-11 per week

2. **Independent variables**

- Demographics
- Meal preference
- Facilities
- Period of consumption
- Frequency of using FDS



Contains data

obs: 940

vars: 18

variable name	storage type	display format	value label	variable label
freq_rte	byte	%10.0g		frequency of consume RTE food per week
ud18	byte	%10.0g		age under 18
btw18_24	byte	%10.0g		age between 18 - 24
btw25_34	byte	%10.0g		age between 25 - 34
btw35_45	byte	%10.0g		age between 35 - 45
abv45	byte	%10.0g		age above 45
hhn	byte	%10.0g		family size
low_d	byte	%10.0g		low density area
mid_d	byte	%10.0g		middle density area
high_d	byte	%10.0g		high density area
t_mrn	byte	%10.0g		consumption RTE in the morning
t_lunc	byte	%10.0g		consumption RTE in the lunch
t_aft	byte	%10.0g		consumption RTE in the afternoon
t_evn	byte	%10.0g		consumption RTE in the evening
t_night	byte	%10.0g		consumption RTE at night
mp_avr	double	%10.0g		meal preference average
fac_avr	double	%10.0g		facilities average
freq_fds	byte	%10.0g		frequency of using food delivery service

```
. summarize
```

Variable	Obs	Mean	Std. Dev.	Min	Max
freq_rte	189	1.132275	1.025456	0	4
ud18	189	0	0	0	0
btw18_24	189	.5767196	.4953913	0	1
btw25_34	189	.0952381	.2943232	0	1
btw35_45	189	.1216931	.3277994	0	1
abv45	189	.1851852	.3894795	0	1
hhn	189	3.941799	1.692222	1	10
low_d	189	.2751323	.447767	0	1
mid_d	189	.3068783	.4624234	0	1
high_d	189	.3439153	.4762749	0	1
t_mrn	189	.2433862	.4302661	0	1
t_lunc	189	.1322751	.3396895	0	1
t_aft	189	.1322751	.3396895	0	1
t_evn	189	.3439153	.4762749	0	1
t_night	189	.037037	.1893542	0	1
mp_avr	189	3.664048	.5616236	1.667	5
fac_avr	189	2.720899	.69703	1	5
freq_fds	189	-1.238095	.9517222	-4	0



RESULT

```
. correlate freq_rte ud18 btw18_24 btw25_34 btw35_45 abv45 hhn low_d mid_d high_d
> t_mrn t_lunc t_aft t_evn t_night mp_avr fac_avr freq_fds
(obs=189)
```

	freq_rte	ud18	btw18_24	btw25_34	btw35_45	abv45	hhn
freq_rte	1.0000						
ud18	.	.					
btw18_24	-0.0986	.	1.0000				
btw25_34	0.0462	.	-0.0869	1.0000			
btw35_45	-0.0165	.	-0.4345	-0.0656	1.0000		
abv45	-0.0217	.	-0.5565	-0.0155	-0.1775	1.0000	
hhn	-0.0109	.	0.1608	-0.0422	-0.0543	-0.0643	1.0000
low_d	-0.0218	.	0.0722	0.0019	0.0244	0.0113	0.0493
mid_d	0.0822	.	-0.0337	0.0968	0.0330	-0.0809	0.0773
high_d	-0.0174	.	-0.0110	-0.0831	-0.0651	0.0563	-0.0806
t_mrn	0.2039	.	-0.0132	-0.0160	0.1283	-0.0799	-0.0316
t_lunc	0.1327	.	0.0184	0.0861	0.0457	-0.0655	0.0505
t_aft	0.0411	.	0.0816	0.0861	0.0457	-0.1057	0.0412
t_evn	-0.0283	.	0.0116	-0.0831	-0.2014	0.0563	-0.0278
t_night	-0.0802	.	0.0546	0.0318	0.0127	-0.0214	0.0400
mp_avr	-0.1857	.	0.1616	-0.0360	-0.1186	-0.1599	0.0269
fac_avr	-0.0802	.	-0.0243	0.1691	-0.0135	-0.0094	-0.0093
freq_fds	-0.0166	.	-0.2487	0.0624	0.0934	0.2918	0.0277

	low_d	mid_d	high_d	t_mrn	t_lunc	t_aft	t_evn
low_d	1.0000						
mid_d	-0.4099	1.0000					
high_d	-0.4461	-0.4818	1.0000				
t_mrn	0.0371	-0.0833	0.0306	1.0000			
t_lunc	0.0043	-0.0228	-0.0197	-0.2214	1.0000		
t_aft	-0.1356	0.2481	-0.0525	-0.2214	-0.1524	1.0000	
t_evn	0.1276	-0.1195	0.0151	-0.4106	-0.2827	-0.2827	1.0000
t_night	-0.0581	0.0517	0.0350	-0.1112	-0.0766	-0.0766	-0.1420
mp_avr	-0.1452	0.0373	0.1061	-0.1183	-0.0214	0.0344	-0.0430
fac_avr	-0.0339	0.0237	0.0383	-0.0561	-0.0904	0.0781	-0.0298
freq_fds	-0.0577	-0.1353	0.0877	0.0124	0.0979	-0.1160	0.0877
	t_night	mp_avr	fac_avr	freq_fds			
t_night	1.0000						
mp_avr	0.0343	1.0000					
fac_avr	0.0183	0.1527	1.0000				
freq_fds	-0.1869	-0.1770	-0.1929	1.0000			

Variables	Not buy RTE food	Buy RTE food 1-2 per week	Buy RTE food 3-4 per week	Buy RTE food 5-6 per week	Buy RTE food more than 7 times per week
btw18_24	0.1776**	0.0051	-0.1051**	-0.0220	-0.0556*
btw25_34	0.0050	-0.0002	-0.0028	-0.0006	-0.0013
btw35_45	0.1850	-0.0524	-0.0863*	-0.0148	-0.0314*
abv45	0.1736	-0.0416	-0.0846*	-0.0150	-0.0325*
hhn	-0.0026	0.0001	0.0015	0.0003	0.0007
mid_d	-0.1154**	-0.0088	0.0709*	0.0151	0.0382
high_d	-0.0575	-0.0003	0.0341	0.0069	0.0167

Variables	Not buy RTE food	Buy RTE food 1-2 per week	Buy RTE food 3-4 per week	Buy RTE food 5-6 per week	Buy RTE food more than 7 times per week
t_mrn	-0.2602***	-0.1038*	0.1718***	0.0452*	0.1469***
t_lunc	-0.2347***	-0.1540**	0.1637***	0.0486**	0.1765**
t_evn	-0.1805***	-0.0199	0.1115**	0.0244	0.0645**
t_night	-0.0086	0.0002	0.0050	0.0010	0.0024
mp_avr	0.1234**	-0.0048	-0.0712**	-0.0141*	-0.0333**
fac_avr	0.0308	-0.0012	-0.0178	-0.0035	-0.0083
freq_fds	0.0484	-0.0019	-0.0279	-0.0055	-0.0130



CONCLUSION

The ELEVEN logo is located in the top right corner of the slide. It features a stylized number '7' composed of orange and pink geometric shapes, with the word 'ELEVEN' in green capital letters below it and a registered trademark symbol (®) to the right.

From our research objective

Factors affecting the
consumers behavior on food
consumption

1. Age
2. Period of consumption
3. Meal preference
4. Location

consumer perception
toward food delivery and
RTE food

COMING SOON..



THANK YOU

Recipe: Thai Yellow Chicken
Curry with Steam Rice
& Veggies

Nutrition Facts (per Serving)

Ingredients: Chicken, Coconut, Coconut
Green Beans, Carrots, Red Curry
Paste

Calories

Total Fat	57g
Total Carbohydrates	13g
Protein	76g
Weight	34g
	492g



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