

Factors affecting consumers decision in ordering food online : The case of Generation Y in Bangkok

This examine investigates the large elements that have an effect on the selection of purchasers in ordering meals online. As the intake of on line media is growing, many agencies should undertake on line corporations and carrier to maintain up. Nowadays, humans simply most effective order and purchase whatever that they need through their digital gadgets like cellular telephones and computers. Then the ordered items can be immediately added to their home. Food is one of the most famous items that people order online, in line with a growing utilization of on line meals ordering. Food shipping carrier is the primary carrier which enhance greater sales for each regular eating places, chain eating places in addition to meals shipping carrier vendors. There had been 3 sections for the method. First, information series which accumulated via way of means of dispensing online survey and paper survey positioned in Bangkok area. The target population is Generation Y which age among 18-35 years old. The general quantity of respondents had been 261. Later, it become analyzed the usage of Probit version and discovered marginal effects of every unbiased variable at the danger of ordering meals online.

From the evaluation of the end result, this studies discovered that client pride is issue of meals great, shipping carrier great, feature and layout of software and website, complete information, sort of eating places, pricing, time saving and promotions of carrier vendors is the large elements affecting Generation Y purchasers' choice of ordering meals on line whilst the relaxation are now no longer. This end result is undoubtedly, in line with the preceding locating of Pujani in 2011 said that client pride and great of the offerings are the large elements that influencing purchasers to apply e-commerce. The era Y purchasers who're college students and freelancers generally tend to reserve meals online greater than different agencies of respondents. Nevertheless, the perceived agree with which described via way of means of secure charge and precise safety gadget is fantastically now no longer a large factor. This is probably due to the fact carrier vendors and eating places' credibility closer to customers.

For the content of the variables is not adequate interpretation, for my opinion the searcher didn't find other factors that might affect consumers' decisions besides the factors related to theories that the researcher read. Next data collection, the researcher should have done more interview such as in-depth interviews, since the researcher only used the data from survey which can be very ambiguous. However, the linkage between each part is well-organized and simplify which is easy to understand. Also, this research had used the relevant examples and illustrated it properly.