

7 eleven / the effect of online food delivery service to chain convenience store

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 : 251 respondents survey who are all consumer who live in bangkok , The data collected through online questionnaires

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

Result and Conclusion : Factors affecting the consumer perception toward food delivery and consumers behavior on food consumption RTE food Age, Period of consumption, Meal preference, Location

Comment : Objective of research should find about how market/industry are going to change from consumer's behavior changing. Result should not show only significance factor, should show more detail for example age >> range of age , Conclusion should show how important, indirect and direct impact from the significant factor and analyze more the data

Pet / Factors that affect expenditure on pet product and service of pet owners in Bangkok

Research Objective : The effectiveness of different factors that could affect the purchasing of pet product and service from pet owner in Bangkok
What are the most influential factors ?

Methodology : 238 respondents method who are the pet owner in Bangkok , The data collected through online questionnaires

Order Probit regression model

Research Variables

1. Dependent variables : Expenditure on pet product and service
2. Independent variables : Demographics, Pet information, Lifestyle

Result and Conclusion : Most of respondent have age between 21-30 are female and live in single family , likely to stay at home. Higher education tend to spend more in pet product expenditure. More number of Pedigree tend to spend more in pet service. Lifestyle are not affect purchasing pet service and product. The higher price of pet, the higher expenditure on pet service and product.

Comment : Very detail in result and good analyze of the data. Conclusion is easy to understand maybe could more and show the correlation or the statistic data from the survey