THE EFFECT OF ONLINE FOOD DELIVERY SERVICE TO CHAIN CONVENIENCE STORE

(A STUDY OF 7-ELEVEN STORES IN BANGKOK)

Central Question

How do online food delivery services affect the chain convenience store?

Literature Review

- Thailand internet usage & online spending
- The coming of food delivery business
- Convenient store
- Change in consumers purchasing behavior

Methodology

- **Data Collection**
  - 1.1) Primary data
  - 1.2) Secondary Data
- **Research Variable**
  - 2.1) Dependent Variable (Y)
  - 2.2) Independent Variables (x)

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THANK YOU