

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

