

Factors Affecting Consumers in Making Decisions in Using Robinhood for Food Delivery in Bangkok

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Abstract

The research purpose to study factors affecting consumers in making decisions in using Robinhood for food delivery in Bangkok. By study in factor related and those factors are customer service, quick response, price and characteristics of service provider. Those factors are necessary to study for the need of consumers in making decisions in using Robinhood for food delivery regarding to the selection of service provider. The population samples were the consumer who use Robinhood for food delivery in Bangkok. The selection of sample based on a convenient sampling technique for 400 samples. Questionnaires were used to collect data. Statistic used in data analysis method were percentage, average data, standard deviation. Moreover, testing relationship between independent viable and dependent viable that have multiple independent viable were used by multiple regression technique. Research findings revealed that overall results of factors affecting consumers in making decisions in using Robinhood for food delivery in Bangkok were in high rates. The data of research results, in descending order, revealed that customer service, price, quick response and characteristics of service provider factors affecting consumers in making decisions in using Robinhood for food delivery in Bangkok. Those affected factors had statistically significant at level .05. This research findings were accepted all the research hypothesis that customer service, quick response, price and characteristics of service provider factors affecting consumers in making decisions in using Robinhood for food delivery in Bangkok.

Keywords: Decision making, Affecting factors, Robinhood, Food delivery, Bangkok

Introduction

Restaurant business in Thailand consider to be a strong and widespread important business. It is large and highly competitive. It can be said that it has always helped drive the country's economy sustainably according to Kasikorn Research Center Estimated food business market value in 2018 is at 411,000-415,000 million baht, these have increase of 4-5 percent from 2017. The expansion is partly a result of cost drivers, especially space rentals in potential locations and labor costs. Those resulting in restaurant operators having to set high food prices to cover their costs. At the same time, it is another reason why entrepreneurs have to adapt to the consumer market as they want convenience and more variety. Those also creates new companies to meet additional market demands such as Line Man, Grab Food, Food Panda. Food delivery service providers in the form of a third party or even the entry of Eatigo platform, an online restaurant booking platform that connects customers and restaurants through the use of discounts as an incentive for customers. These companies use technology as a link between entrepreneurs and consumers which is considered an easy and convenient channel. Entrepreneurs can expand sales channels and It is also beneficial for consumers. (Bltbangkok, 2018).

However, in the past, the expansion of online food delivery services has gradually increased but the emergence of the COVID-19 situation in 2020. These caused restaurant operators to adjust their service methods in the form of delivery. By providing the ability to order food through various applications to expand sales channels. It is a service in line with the spread of the corona virus 2019 and under the announcement of government policy Jermwarayakorn et al. (2022). This situation has become a “catalyst” for Food Delivery, both the restaurant's own channel and the Food Aggregator, to grow rapidly and that trend continues today. Food Delivery is already a part of people's way of life. Especially in big cities around the world and most importantly, there are many restaurant business landscapes have changed because the restaurant business model from now on, it does not rely on any one form of service or any one channel only. Rather than it needs to diversify the risk and generate income from four main legs: 1) Income from Dine-in service or dine-in service 2) Income from Take Away or take-out service 3) Income from the Grab and Go model by developing products to meet the needs with easy, convenient, fast purchases 4) Income from the Food Delivery service, whether it's the restaurant's own channel/platform or willing to pay Gross Profit (GP) to the Food Aggregator platform in order to use their service. This would make the restaurant have a wider customer base and increase sales opportunities (Brandbuffer, 2021). However, small and medium-sized restaurant businesses face difficulties in deciding which food delivery provider to choose due to limited business resources. Causing to choose only one service provider. Those criteria for consideration are customer service, price, quick response and characteristics of service provider (Brandbuffer, 2021).

For Thailand, Food Delivery is currently in the same direction around the world, that is growing rapidly. Both users and service provider could consist into the main groups which are 1) Major restaurant chains such as Minor Food Group, CRG (CRG), create their own delivery service channels in conjunction with the Food Aggregator. 2) Platform Food Aggregator

platform that includes four major tech companies from abroad, namely Grab, Gojek, LINE MAN, Food Panda and Thai startups with Delivery Platform. 3) Group of Bank Developing platforms to meet the needs of both restaurant businesses and users for example, the SCB group developed the Robinhood platform, highlighting no or very GP and KBTG from Kasikorn bank subsidiary, launched Eatable with a complete food ordering service including Dine-in and Dine-out. Delivery delivers the value of the Food Delivery market in Thailand to be the Sunrise market that grows every year (Brandbuffer, 2021).

At the same time, the growth of Food Delivery affects the change in the design of the store as well, such as 1) Adjusting the interior space of the original restaurant by expanding the "kitchen area" larger, with some restaurants reducing the number of seats in the store along with allocating the proportion of food waiting area. 2) Open a smaller shop mainly focusing on food delivery and take away services. 3) Restaurants and some restaurant chains open cloud kitchen to support delivery specially to expand delivery radius to cover more areas. Robin Hood would be the starting point to help small restaurant, restaurant chains, customers and drivers to create a healthy and sustainable ecosystem. Its mission is to be a Thai food delivery platform that creates fairness. No gross profit or GP deduction for small restaurants and sign up for free with no extra charge. The shop owner gets money fast within 1 hour including increasing the opportunity to access credit for working capital.

With all above consideration of Thai Restaurant business are first they are large and highly competitive and important business. Second, restaurant operators have to set high food prices to cover their costs and have to adapt to the consumer market as they want convenience and more variety. This have effect consumer would have to paid higher for their food or pay the same but less quantity or quality of food. Third, Food Delivery in Thailand is currently in the same direction around the world that is growing rapidly due to the COVID situation and consumer behaviors change. Fourth, food delivery by Robin Hood would be the starting point to help small restaurant, restaurant chains, customers and drivers to create a healthy and fairness with and no gross profit or low GP deduction for small restaurants. Other food delivery in Thailand are high cost for Thai small restaurant as deduction for service is high up to 30 to 40 percent of GP.

The importance and problems that consumers in Bangkok had the same behavior in ordering and consuming food until the COVID-19 outbreak occurred Food ordering and consumption behavior has changed dramatically with the use of technology to facilitate and create distribution channels that quickly reach new generations of consumers.

Therefore, it is interesting to study the factors that affect consumers' decision to use Robin Hood's food delivery service in Bangkok to understand the factors in choosing the service and the real needs of target customers. In order to contribute to strategic planning that will help increase performance and the process of delivering products to consumers quickly according to the needs of customers. This will lead to increase competitive advantage and become more competitiveness in the business.

Research Objective

Examine factors affecting consumers in making decisions in using robinhood for food delivery in bangkok. With consideration that Robinhood's food delivery service is within the business network of Siam Commercial Bank, a bank. That sets the vision to become a leader in digital marketing before other banks in Thailand.

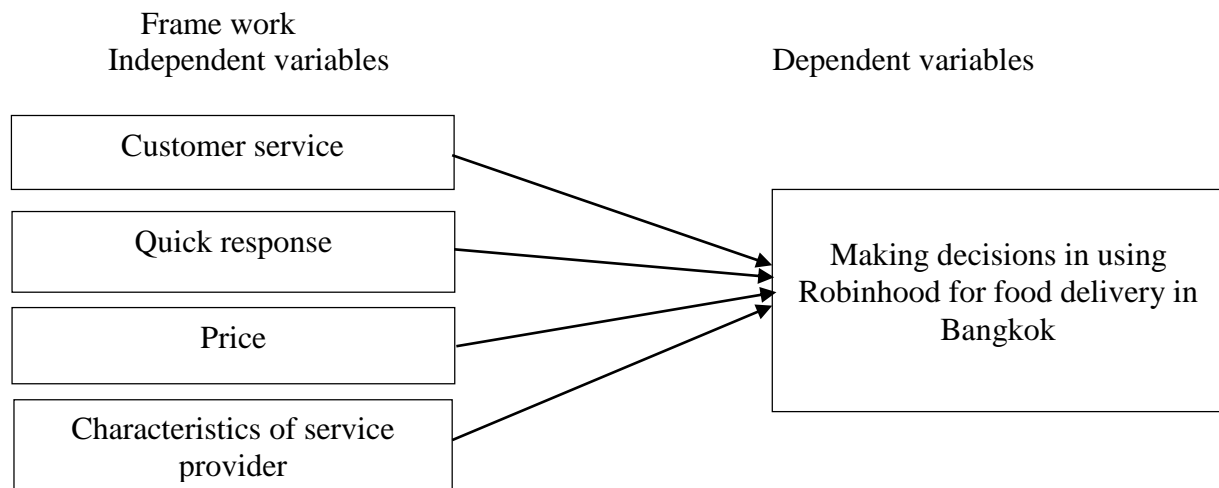


Figure 1 Conceptual framework

Research hypothesis

Hypothesis 1: Customer service affects consumers' decision to use Robin Hood's food delivery service in Bangkok.

Hypothesis 2: Quick response affects consumers' decision to use Robin Hood's food delivery service in Bangkok.

Hypothesis 3 Price affects consumers' decision to use Robin Hood's food delivery service in Bangkok.

Hypothesis 4: Characteristics of service provider affect consumers' decision to use Robin Hood's food delivery service in Bangkok.

Related concepts and theories include customer service, quick response price, characteristics of service providers, and decision-making of consumer who are the restaurant customers. Nawarat (2014) stated that service refers to an activity or set of activities that are generally intangible. This usually happens when dealing with a customer and a service employee. These refer to tangible resources or goods or the service provider's system which solves the problem for the customer. As for Sereerat & Hirankitti (2017) said that quick response means being flexible in responding to customer needs, whether offering new products and product update or even management decisions. Many executives in today's business know cost leadership or offering a unique product is not enough. They also want to respond quickly to the needs of their customers. Slower response than competitors may cause customers to turn to

other alternatives with quicker response. In addition to the price, Serirat et al. (2017) said price is the amount of money or other things that is necessary to pay to get the product or refers to the value of the product in terms of money. Price is the cost of customers, consumers will compare between the value of the product and the price before making a purchase decision if the value of the product is higher than the price. Therefore, pricing must consider the value of the product, the cost of goods, market competition and other factors related. As for organizational characteristics, Bangmo (2019) pointed out that organizational characteristics are characteristics of giving importance to work values and encourage members in the organization to interact between personnel among themselves. In order to dare to think and dare to work together more and result in employees working to achieve the objectives of the work. Satisfaction of personnel who want to achieve the job objectives as well as the satisfaction of personnel who accomplish the work done. These also make good relations between employees. The basic characteristics of creative organizations can be divided into 4 dimensions that are success-oriented, focus on oneself, focus on the person, focus on goodwill. Kotler et al. (2017) explain that consumer purchasing decision is the choice of other products or services. From the various options available, there are 3 levels of consumer purchasing decisions that are decision-making according to their habits, limited decision making and extensive decision-making. The consumer purchasing decision process can be considered in five stages, starting from the events before the actual purchase to the events after the purchase, which are problem recognition, information search, evaluation of alternatives, purchase decision and post purchase behavior.

Methodology

This research is a quantitative study that aims to study the extent of the decision to choose food delivery services from this brand platform in Bangkok only, which may not be representative of consumers in Thailand. The sample is the consumers who use Robin Hood for food delivery ordering their food from restaurant in Bangkok and the method of sampling is by convenient sampling method. Due to the population is unknown for Robin Hood delivers food in Bangkok. Therefore, the sample size can be calculated from the unknown sample size formula of W.G. Cochran, which determines the confidence level of 95% and the error level of 5% (Wanitchbuncha, 2006, p.74). This result sample size is 384. Therefore, the researcher collected 400 samples to prevent errors that may arise from the collection of questionnaires.

Content Scope derived from searching for ideas theories and related research in the following areas are customer service, quick response, price, characteristics of service provider and decision making. The research tool use questionnaire to collect information which are the questions about the factors affecting consumers' decision to use Robin Hood's food delivery service in Bangkok. The questionnaire is consisting of questions divided into three parts. Those components with general information of respondents, information on factors affecting consumers in making decisions and information on the decision to use Robin Hood's food delivery service in Bangkok.

Research tools, Questionnaires consists 3 parts; general information of respondents, information on factors affecting consumers in making decisions and information on the decision to use Robin Hood's food delivery service in Bangkok which are appropriated and

covered a wide range with this research. Data analysis, multiple regression which is analyze all of independent and dependent variables. Moreover, data analysis was the dependent variable in the decision-making aspect of using Robin Hood, a food delivery service in Bangkok. The analysis was performed to test the correlation in the nature of the interaction between several independent variables such as customer service, Fast response, pricing and organizational nature of service providers. The measure of rationality and one dependent variable was the decision to use Robin Hood food delivery service in Bangkok which uses a measure of perimeter and to test the difference that each such independent variable had with the dependent variable. Therefore, the statistics used are multiple regression analysis is appropriate for data annalysis (Siljaru, 2020). The research had conducted the data validation and reliability on the research questionnaire by use IOC and try out technique.

Results

The study concluded that most of the respondents were male 279 representing 69.80 percent and were female 121 representing 30.20 percent. Most of the age 18-29 years old 233 representing 58.30 percent, followed by age 30-39 years old 109 representing 27 percent. Most of them have lower than bachelor's degree 226 representing 56.50 percent, followed by a bachelor's degree 86 representing 21.50 percent. Most of the status were single 256 representing 64 percent, followed by marriage 133 representing 33.30 percent. Most of the average monthly income had an average income below 15,000 baht 229 representing 57.30 percent, followed by down from 15,000 to 30,000-baht102 representing 25.50 percent.

Tabel 1 Factors Affecting Consumers in Making Decisions

Factors Affecting Consumers in Making Decisions	Mean	Standard diviation	Meaning
1. Customer service	3.99	1.06	High
2. Quick response	3.95	1.02	High
3. Price	3.96	0.98	High
4. Characteristics of service providers	4.00	0.96	High
5. Making Decision	4.10	0.98	High

The objective results can be summarized as follows. 1) Overall opinion of customer service at a high agreeing level and when considering the customer service individually. It was found that the respondents had the most agreement on the logistics service provider has a brand name used in the service, service-minded and logistics service providers on-time transport logistics carriers and the least agree is that logistics service providers provide services that facilitate after sales service and enthusiastic service. 2) Overall feedback on quick response. at a high agreeing level Considering the quick response individually, it was found that respondents most agreed that logistics service providers are convenient and easy to answer to service users. Logistics service providers deliver products accurately and quickly and try to

develop technology to speed up accordingly. The least agree is that the logistics service provider delivers the product when you need it. 3) Overall opinion on price at high agreeing level when considering the price individually. It was found that the respondents agreed the most that logistics service providers have pricing strategies in response to stimuli or stimulate logistics service providers to have reasonable prices. Set a high price must have your specific treasures. The less agreeing part is that if the logistics service provider has a price that is too high, it may affect the decision to use the service. 4) The overall opinion towards the characteristics of service providers at the highest level of agreement. When considering its by item, it was found that the respondents agreed the most is the logistics service provider organization was open, sincere and friendly. Customer feel warm and comfortable using the service with logistics service providers. The nature of the logistics service provider organization has a clear division of duties of each department. Characteristics of logistics service provider organizations have values that most of them accept. As for the smallest opinion, the logistics service provider organization has a proper segregation of duties. 5) The overall opinion towards the decision to choose a logistics service provider at the highest level of agreement. When considering the decision to choose a logistics service provider by item, it was found that the respondents had the opinions at the highest level that Before deciding to choose a logistics service provider, you will find information. You will most likely decide to continue choosing a logistics provider if you are satisfied with the service. You will often decide on a logistics provider after carefully evaluating the options. Consider the credibility of the product's brand or image, bring the experience gained from providing services to others, consider the attitudes of others towards your decision making especially those around you. The least opinion is consumer will always be evaluating their options before making decision.

Tabel 2 Hypothesis

Hypothesis	Result
H1: Customer service affects consumers' decision to use Robin Hood's food delivery service in Bangkok.	Accepted
H2: Quick response affects consumers' decision to use Robin Hood's food delivery service in Bangkok.	Accepted
H3: Price affects consumers' decision to use Robin Hood's food delivery service in Bangkok.	Accepted
H4: Characteristics of service provider affect consumers' decision to use Robin Hood's food delivery service in Bangkok.	Accepted

From the research, the results are consistent with the 4 assumptions that are H1) Customer service affects consumers' decision to use Robin Hood's food delivery service in Bangkok. H2) Quick response affects consumers' decision to use Robin Hood's food delivery service in Bangkok. H3) Price affects consumers' decision to use Robin Hood's food delivery service in Bangkok. H4): Characteristics of service provider affect consumers' decision to use Robin Hood's food delivery service in Bangkok.

Discussions

The factors affecting consumers' decision to use Robin Hood's overall food delivery service in Bangkok were at a high level. These are consisting of factors customer service, quick response, price, characteristic of the service provider. When considering each aspect, it was found that all aspects were at the high level. The averages could be ordered in descending order as follows, characteristics of service provider, customer service, pricing, and quick response. This may be because Robin Hood is a food logistics service which provided by Siam Commercial Bank. This has the characteristics of an organization that is transparent, open, sincere, and organized in service. Customers feel warm and comfortable with using services that are stable, accepted and have good values in the organization, Values that businesses and consumers or people accept as an organization with good service standards. By not charging service fees to entrepreneurs who have their SCB bank accounts for food delivery services, it helps reduce the cost of doing business and can create more competitive opportunities in the food business. In addition, the payment system for goods and services is completely cashless, so payments can be made to food operators who use Robin Hood's courier services as quickly as 24 hours.

Deciding to use Robin Hood's service for logistics. Overall, it was at a high level. When considering the decision to select each aspect, the average can be ordered in descending order as follows. Before deciding to choose a logistics service provider, you will find information. Will decide to choose a logistics service provider in the event that they are satisfied with the service. Always decide on a carrier logistics after carefully evaluating the options. Consider the credibility of the product's brand or image. Bring the experience gained from providing services to others. Consider other people's attitudes toward decisions especially your target customers. Options are often evaluated before making decision and will decide to choose a logistics service provider next time if you are satisfied with the service. The consumer decides to choose Robin Hood and most of them have to find information on decisions and consider the satisfaction of the service with the reliable image, which Robin Hood can respond to those things as well. Not charged gross profit or GP, If entrepreneurs find information then most will choose to use the service because it reduces the cost of doing business and Robin Hood has a satisfactory service standard, especially finances that can be handled for entrepreneurs within 24 hours. This reduces transportation costs and can increase the amount of food or services for customers to compete better, including the image of Robin Hood's credibility, which is accepted because it belongs to the Siam Commercial Bank.

Customer service affects the decision to use Robin Hood's food delivery service in Bangkok at a statistical significance of 0.05 which is consistent with the hypothesis. This is because logistics service providers have a service mind, desire for service recipients to be satisfied and happy. Moreover, the logistics service provider has a brand mark used in the service so that the service recipient is easy to remember and it has meaning. These would affect the decision to use Robin Hood's food delivery service in Bangkok, which Nawaratna Na Ayutthaya (2014) said that activities or sets of activities that are generally intangible. This usually occurs when dealing with the customer and the service provider's employees or with

the physical resources or products or systems of that service provider. These have to solve the problem for the customer.

In addition, this research is in line with the study of other researches in which the customer service factor has an important impact as follows 1) Bodhisundara & Pattanarangsunodhisundara (2022) who studied The Factors Affecting the Decision to Use Food Delivery Applications in Bangkok. 2) Pankham & Kongkuthong (2022) study about causal factors influencing of repurchase intention ordering service on Lineman application of consumer in Bangkok and its vicinity. 3) Suwanashod & Pankham (2023) examine about Causal Factors Influencing Repurchase Intention for Mom and Kid Products on Shopee Application of Consumers in Bangkok and Its Vicinity. 4) Pankham & Chuenphoklang (2022) investigate about Causal Factors Affecting Purchase Intention Products of Cafe Amazon on Line Man Application of Consumers in Bangkok and Its Vicinity. 5) Lexcharoen & Uttamasiriseni (2022) explore about Causal Factors Affecting Loyalty to Buy Foods on Robinhood Application of Consumers in Bangkok and Its Vicinity.

The quick response influenced the decision to use Robin Hood food delivery service in Bangkok and statistically significant at 0.05 that it is consistent with the hypothesis. This is because the logistics service provider delivers the goods accurately and quickly according to the order. Able to quickly adapt to new markets, it is convenient and easy to give answers to service users. There is a quality control service and they try to develop technology to speed up the transmission and reception of information. Those would affect the decision to use Robin Hood food delivery service in Bangkok. This corresponds with Serirat & Hirankitti (2017) saying that quick response means being flexible in responding to customer needs and delivery of goods according to the order as well as refinement of marketing efforts and answering customer questions. It is also consistent with the research work of Dejprayoon & Pankham (2023) scrutinize about Causal factors influencing purchase intention tickets on Thai AirAsia application in Bangkok and its Vicinity and find that quick response or instant message is an influencing factor.

Price affects the decision to use Robin Hood's food delivery service in Bangkok. Statistically significant at 0.05 that it is consistent with the hypothesis. This is because logistics service providers have reasonable shipping rates compared to other service providers. If the price is set too high, it may affect the decision to use the service. However, setting a high price must have some specific features that are special or meet the needs that will affect the decision to use Robin Hood food delivery service in Bangkok. Price is an amount of money or other things exchanged for a product or service. Therefore, sellers must consider the benefits received in the minds of customers. The benefits of goods and services should be greater than what customers have to exchange. If the exchange of high value, most often have special features that meet the satisfaction. In addition, this study is in line with the study of Weerayothin (2018) to study factors affecting consumers' decision to use the Uber Eats application for food delivery services. This study the perspectives of users of the Uber Eats application for food delivery services. The research found that price affects the decision to use the Uber Eats application for food delivery services.

In addition, this research is in line with other research studies in which price factors have an important impact on the following that are 1) Tansiri (2022) search about Marketing

mix factors affecting the decision to buy online products of generation Z group in Bangkok. 2) Saengnil & Hansanti (2023) probe about perception and marketing factors affecting the consumer buying decision process of beverages vending machine TAOBIN in Bangkok and metropolitan region. 3) Bua-in & Nanthasudsawaeng (2019) research about Marketing mix factors influencing consumer buying behavior of dietary supplements in Rayong province. 4) Paenprasit et al. (2023) drive into marketing mix (7P's) factors influencing to usage decision making of Mongchang café consumers. 5) Panittumrong (2021) learn about factors affecting the purchasing decision of vitamin water of consumer in Bangkok metropolitan. 6) Pankhamand & Chuenphoklang (2022) examine about causal factors affecting purchase intention products of cafe Amazon on Line Man application of consumers in Bangkok and its Vicinity.

Characteristics of the service provider had a statistically significant effect on the decision to use Robin Hood's food delivery service in Bangkok at 0.05 and these corresponds to the hypotheses. This is because the logistics service provider has a proper segregation of duties. Warm and comfortable using the service from selected logistics service provider. They have a corporate philosophy that is the organization's beliefs about performance and service. There are rules, regulations, conventions, and a model for work that members must learn for the efficiency and effectiveness of the group. Those affect the decision to use the service Robin Hood food delivery service in Bangkok, which accordance to Bangmo (2019) said the organizational characteristics have important characteristics that is an organizational philosophy. It is the organization's beliefs about performance and service. This is consistent with Weerayothin (2018) studying factors that influence consumers to decide to use the Uber Eats application for food delivery services. Use the service to accept due to the nature of the organization and the famous Uber brand from the United States, causing users to trust in the service.

In addition, this research is consistent with studies of other researches in which characteristics of organizational factors have significant impacts as follows which are 1) Tassawa (2021) study about a structural model of causal effects analyzing of ethical sales behavior and customer trust on customer loyalty of Facebook online buyers. 2) Lekcharoen & Klomklieng (2022) examine about causal factors affecting loyalty in purchasing products through the Makro ppplication in Bangkok and its Vicinity. 3) Wannaporn & Parthana (2023) inspect about Factor affecting consumer behavior purchasing products from application TIKTOK shop in Bangkok metropolitan region.

Conclusion and suggestions

According to the results of collecting data from consumers who decide to use Robin Hood food delivery service in Bangkok, it was found that customer service, quick response, price, and characteristic of service provider all influence the decision to choose a service provider. Therefore, the transport operator should develop the organization to be able to respond to the needs of the service users. In today's era, it is found that information technology is important in being applied in all types of organizations. Therefore, the researcher proposes the use of information technology in the management of food or goods delivery for transportation and organization. Starting from the upstream, it should be designed to be suitable for use and easy for all departments in the organization. These could use in planning and controlling the receiving and sending of goods and dispensing goods including real-time inventory report. In order to delivery system able to support the movement and distribution of products to meet the needs of customers in accordance with the conditions. It also helps to reduce costs and results in rapid operations, as well as helping people in the organization to work conveniently, quickly and without interruption. Those would be affecting work efficiency by using the electronic management system in the business as follows. 1) e-Marketing is an electronic system that uses available information to link marketing and customer service departments. This will be a system that connects 3 ways, namely suppliers, customers and the marketing department that can also be used to link in terms of customer delivery information in each period or each season including size patterns. The number of each shipment and can be used to forecast the operating volume. 2) e-Transport System is an electronic system connected to the activities of goods transportation in order to provide just in time to deliver right location and on time as agreed with the customer.

In addition, a management system with good capabilities helps organizations to manage work well, help in serving people, managing time and helping reduce costs by use information systems that help develop the potential of the organization that are 1) Integrated ERP which this system will be the main system used in corporate services. The system that supports the growth and complexity of the business that will increase in the future as well by using this system to collect customer information, marketing information, financial information and information related warehouse management. In case of we have good and complete information gathering, those would increase competitiveness and in terms of cost savings, resulting in always being ahead and having an advantage over competitors. 2) E-track system, this system is used to track tasks. In order to provide services to customers, quickly check the status of the product in real time online. This used to respond to customers quickly and accurately and reducing workforce. The system also helps both in terms of reducing the cost of service work and respond quickly to customers. Moreover, there are Information system that helps to develop the potential of transportation. The main heart is on-time service which products are delivered just in time is GPS. Truck tracking & fleet management system is a system to track and manage cargo vehicles through satellite helps to control the company's transportation vehicles to run in the route and according to the specified schedule. this help controls transportation costs and employee work to meet company requirements as well as the response to customers is fast. On

time and the quality for customer when we have various information systems to work together. This would result in the organization can control the work and analyze the situation of work plan, control costs, and respond to customer needs accurately and quickly. It can also help support the growth of the organization as well.

Moreover, the further study could consider the repurchase decision issue and other research methodology on service issue special qualitative technique. Those would support and help Thai food delivery business to have more competitive in Thai market. The service aspect also very interesting issue such as the 4 components of service delivery with consider the four logically sequenced steps or areas that companies use to provide the best customer experience through their service delivery. Focusing on these elements can give a broader understanding of the scope of service delivery that could be service culture, employee engagement, service quality and customer service.

New knowledge and the effects on society and communities

The results of the study can be applied to Robin Hood's performance, which is a Thai food delivery platform business that will create fairness by not deduct GP or charge GP at a low rate than other food delivery service providers especially most of foreign owned. This could be a new knowledge for local services delivery and it can develop and improve conducting marketing activities and services to meet the needs of consumers as much as possible to get satisfaction leading to a decision to use the service and increase customers who will come to use the service in the future. In order for small restaurants and related businesses in Bangkok have better business performance, which results in small food operators in the food industry within the Bangkok community. They can increase the circulation of money to the economy in Bangkok. In addition, people in the Bangkok community will receive better service and quality and quantity of food because if the cost of delivery of food is high, food entrepreneurs will have to reduce the quality and quantity in order for the business to continue. Therefore, the results of this study can have an impact on food delivery service in Bangkok, especially Robinhood, a Thai community and Thai organization that tries to help Thai food entrepreneurs and people in the Bangkok community get good service at affordable prices. It increases the quality of life for the community and increases employment and development of people in the community. Moreover, it is a research study that shows the behavioral variables of the new target group in the digital era that have completely changed from before. This research presents perspectives and concepts that cover both traditional and modern consumer behavior. This research should be useful for commercial use.

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