


Phiranan Klaengkla 2018 : An Analysis On Optimal Attributes Of Food Delivery Application In Bangkok Master of Science (Agribusiness), Major Field: Agribusiness, Department of Agricultural and Resource Economics. Independent Study Advisor: Assistant Professor Chakrit Potchanasin , Ph.D. 70 pages.

As in 2017 applications for delivery has gained popular and wide spread-use, therefore there was increasing of the firms who operate food delivery through the applications. The operators attempted to differentiate their application to compete with the others in order to appeal and provide prime services to the users' or consumers' needs and wants. Hence, this research aimed at analyzing the optimal attributes of the food delivery applications in Bangkok in order to serve the needs of the operators to improve their application. The analysis had applied Kano model analysis. Also, to analyze the research used primary data collected from 400 consumers who had used any food delivery application at least 3 times by interviewing through the structured questionnaire.

The results found that the most of consumers used Lineman application and using to order the food for dinner on Friday and Saturday. Also, Thai food was the most popular order while most of the orders were indicated to be delivered to the living places either house or condominium. In addition, the results showed that the attribute that attract the consumers was being able and convenient to contact in case of the occurrences. Furthermore, the attributes that must be included in the application were offering the same price of the foods among in application and restaurant, having celebrity as presenter, and having competition activity to get consumers involved.

Based on the study result, the research suggest that the operator firm should develop application by including the attributes mentioned above in order to reach satisfaction of consumer decision to use application. Also, From the results above have made that recommendation. Entrepreneurs should develop apps option to order food delivery in accordance with the features of marketing mix factors affecting consumers' decisions on personnel. Physical and services even further. To create an advantage against competitors and make the service application option to order food delivery service to order more. Also, development of application would enhance the firm competency and encourage the use and food order of the application.

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