

Factors on Marketing Mix from the Point of View of Consumers (4c's) that Affect the Decision to Order Food by Delivery Application during Covid-19 of the Generation X Consumers in Chonburi

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Abstract

The purposes of this study were to investigate the factors on marketing mix (4C's) that affected decision making to order food by delivery application during the COVID-19 pandemic of Generation X consumers in Chonburi. The data of the study were collected through a questionnaire from 420 Generation X samples. The statistical procedures for data analysis included frequency, percentage, standard deviation, and multiple linear regression.

It was found that the factors on consumers' convenience affected the decision to use the delivery application during the COVID-19 situation of Generation X consumers in Chonburi the most, followed by consumers' communication, consumers' wants and needs, and consumers' cost to satisfy, respectively. The service users with different monthly incomes had different decision to order food by delivery application, and needed convenience factors that affected using the delivery application the most.

That is delivery application could be easily installed and used on a smart phone or a tablet. The delivery application could also help save the time accessing the store with a quick and safe service, enabling service users to have impression and confidence to make decision to use the delivery application.

Keywords: Factors on Marketing Mix (4C's), Decision to Use Delivery Application, Generation X Consumers, Consumers in Chonburi

Introduction

Currently the world has increasingly changed to a digital era by connecting to one another through the internet. Particularly in the year 2020 the whole world, including Thailand spend their life in the situation under COVID-19 pandemic. Therefore, the internet is a key factor that makes everyone adjust himself and change his daily life under New Normal, whether it be Work from Home, Online e-Learning, Online e-Commerce as well as Online Food Delivery (Phuttipong Punnakan, 2021). As of now, approximately 50.1 millions out of 66.5 million Thai people use the Internet. (Office of the National Broadcasting and Telecommunications Commission, 2020). Food ordering application has taken part in technological changes as it is called “Digital Disruption”. Food delivery competition during 2020 – 2021 has a higher growth rate. As in the year 2020, the food delivery to be consumed at home has a growth rate of 66-68 millions or 66-68 million baht or 78-84% higher than the previous year (Kasikorn Thai Research Center, 2020). The food delivery by application is highly popular since it immediately meets the consumers’ wants and needs because the consumers need convenience, rapidity, and time safety. The food delivery applications available at present are LINEMAN, Grab, Honestbee, AOW, GET, Lalamove and Food Panda (Thanyluck Petchpradapsuk, 2020).

With reference to the data of the Office for the Development of Electronic Transaction (2020), it was found that the group of Generation Y prefer to order food online 40.2%, followed by Generation Z 30.0%, Baby Boomer 28.6 % and last Generation X 26.9 % respectively. The average number is 33.96% but Generation X is the group having much expenses compared to other Generations. Based on the expenses paid for the food each time, it was found that Generation X has mostly spent 501-1,000 baht. However, it was found that more than 54% of each brand has overlooked an opportunity to deal business with this group. Sean Mahoney, Vice Chairperson of a Digital Studio has stated that this Generation has strength and power of payment and that they are entering the middle age and the highest point of their career, as well as having power in making decision. This is an opportunity for marketers to make them as the main target group that have interest in product innovations and services (Office for the Management and Development of Body of Knowledge, 2019).

The world of competition on marketing in the digital era has developed and changed by adjusting a point of view from 4P’s to a 4C’s marketing through customers’ point of view started in 1990 by the idea of Lauterborn (1990) who has presented the old 4P’s to be a new form marketing mix with focus on the customer called 4C’s. Therefore, marketers have to turn to use the 4C’s strategy in specifying marketing mix for the brand or organization to be in the mind of consumers by doing business in a customer-centric way which emphasizes the customers as the center, getting to know and understand the consumers’ feelings rather than emphasizing sales and services, or presenting what an organization wants from the market only (Kotler & Keller, 2022).

Based on the literature review of the studies on marketing mix, quality of services and attitudes of the consumers who use food order application that affect decision making (Adilack Pumim, 2021), it was found that the studies had unlimited population and had no in-depth investigation on different Generations. Thus, the researcher is interested in investigating the marketing mix in the point of view of consumers (4C’s) that affect decision making to use food order by delivery applications of Generation X since they spend much money when compared with other Generations in each order while other Generations has the least spending rate (Office for the Development of Electronic Transaction, 2020). Another point is that the COVID-19 pandemic has affected the way the consumers spend their way of life to follow the New Normal

which is far different from their regular styles. Therefore, the researcher wishes to study the factors which affect decision making to order food through delivery application during the COVID-19 pandemic of Generation X in Chonburi for the benefits of food entrepreneurs to know the consumers' behaviors and adjust their business strategies accordingly.

Objective

To investigate the marketing mix in consumers' point of view (4C's) that creates decision making to use food delivery application service during COVID-19 pandemic of the Generation X consumer group in Chonburi.

Literature Review

Literature Review on Marketing Mix Factors (4C's)

Marketing mix factors refer marketing tools for planning strategy in order to achieve business goals, so that consumers will receive responses in terms of satisfaction, which are divided into four groups, namely: Product, Price, Place, and Promotion (Kotler & Keller, 2022) or 4P's marketing mix. Later on, when there was high competition in products, services, and efficiency in production, there were similarities in the products, services and sales. Therefore, an idea of 4C's has been presented by placing significance on consumers in order to communicate with them efficiently since the idea of 4C's takes into consideration how to make the product as part of their daily life. That is, we have to know the consumers' behaviors well, how they spend their life, how they choose to use the product, what their motivation is, what media they can access, as well as what their life style is. Then, the brand name of the product or organization will be instilled into their mind. This is a customer-centric way of doing business, how the customers' feeling should be understood rather than focusing on selling the products or services, or presenting solely what the organization wants from the market (Kotler & Armstrong, 2014). For this reason, the strategy 4C's is a basic strategy and an important factor in running business which emphasizes creating satisfaction directly to customers, including making decision process much easier. Lauterborn (1990) has interpreted marketing mix strategy 4C's as follows: (1) Customer's Wants and Needs, (2) Customer's Cost to Satisfy, (3) Convenience to Buy, and (4) Communication.

Hypothesis 1: The Factor on Wants and Needs Affecting Decision Behaviors Choosing Food Order on Delivery Application

Literature Review on Customer's Wants and Needs

Consumer's Wants and Needs refer to the wants and needs to obtain the product or service for their satisfaction. When their wants and needs have been met with the benefits from using the product or service and from consuming the product, they have satisfaction. Therefore, entrepreneurs have to listen to the consumers in order to be aware of their wants and needs so that they would be able to provide appropriate responses and help solve their problems (Borden, 1964). In looking into the consumer's wants and needs, the entrepreneurs wish to know what the consumers want to have which can be divided into two kinds: need and expectation (Phisit Pipatpokhakun, 2013).

Currently, consumers' behaviors have dramatically changed in their ways of life, health care, forms of work, as well as turning to use delivery application in order to respond to their wants and needs for more convenience (Khronkwan Rodmuan, 2018). Accordingly, these

changes have acquainted them with facilities and conveniences in their life. As a result, they give significance on marketing mix pertaining to the product or service such as variety of food menu which is clean and hygienic that can be ordered by delivery application rapidly, instantly and punctually as to meet the consumer's need (Chanipa Chuay Udom, 2018).

Literature Review on Customer's Cost to Satisfy

The product price is considered the consumer's cost to satisfy which the consumer considers whether the product is worth the cost. If the value of the product is higher than the cost, the customer will make decision to purchase it (Siriwan Seriatana, 2009). However, the 4C's marketing mix factors on the consumer's cost has to be aware of the cause of the consumer's cost that is lost in choosing to purchase each time. This cost is not just the value of the money spent only but also the time the consumer spent or lost before paying or choosing the product such as the travelling expense, the distance, and the time cost, for instance, (Lauterborn, 1990). Therefore, doing something to meet the customers' needs in terms of the customers' cost and the feeling cost is an appropriate price, provision of special promotion, and discounts in order to make the customers coming to use the service feel worthwhile (Pimpanga Wirayotin and Thantorn Panyasopon, 2018).

Hypothesis 2: The Factor on Prices Affecting Decision Behaviors Choosing Food Order on Delivery Application

Literature Review on Customer's Convenience

Customer's Convenience refers to awareness of simplicity and non-complexity when the customer purchasing the product or using the service. Convenience not only saves time and energy but also helps the customer have more time left (Berry, Seiders, & Grewal, 2002). At present the internet is an example of convenience that meet the customer's convenient needs, being a medium that connects people and online store, creating convenience and making variety of choices of products and services for the customers. Yet, it affects customers' decision making behaviors to use the product and service (Lauterborn, 1990) That is a number of factors will have to be taken into consideration such as search convenience, access convenience, and transaction convenience. Hence, convenience in using the service is an important factor that affects the consumer to increasingly use the service through the application since it cut down the waiting time, creating diversity of products and services for the customer. There is also using technology for online payment, a factor creating access convenience and search convenience all of which will bring about satisfaction and also result in decision to use the service.

Hypothesis 3: The Factor on Convenience Affecting Decision Behaviors Choosing Food Order on Delivery Application

Literature Review on Customer's Communication

Communication refers to a marketing activity that communicates to consumers to create understanding and persuade the consumers to meet the purpose (Suwattana Wongkapan, 1997) because marketing communication normally convinces people to be interested in the product and make decision to purchase as well as creates a positive image in the mind of the consumer (Siriwan Serirat, 2009). Particularly, the current communication system emphasizes a two-way communication, changing from TV print ads and radio becoming online communication on computers and smart phones (Molek, 2015). Online social communication is becoming popular and widely used since it is easy and convenient, and the consumer can get access to it rapidly and it can communicate to the a great number of consumers. Therefore, online media is the

main mean for the consumers for working which can make decision to use the service. Since technology keeps on changing and developing together with the COVID-19 situation, as a consequence, food order through online application is becoming necessary since it is fast and convenient.

Hypothesis 4: The Factor on Communication Affecting Decision Behaviors Choosing Food Order on Delivery Application

Literature Review on Decision to Use the Service

Decision making is a process in reasoning thinking to choose to do something in order to have a good choice from a number of choices available as to meet our wants and needs (Ladapa Phunkasem. (2007), or reflect to choose between one thing or two and more (Walters, 1987). The components of decision to purchase the product of the consumer consist of five steps, namely: Need Recognition, information search, evaluation, purchase decision, and post-purchase behavior (Orji, 2013). The researcher, therefore, states that when the consumer has more than one choice and above whether to choose or not, the consumer will have a process of decision making. Kotler and Keller (2012) have given five steps of decision making, namely: (1) Want or Need Recognition/Problem Recognition, (2) Information Search, (3) Evaluation of Alternatives, (4) Purchase Decision, and (5) Post Purchase Behavior. After the consumer has purchased the product and service, he will have a certain attitude towards that product or service.

Literature Review on Generation X

Generation X refers to the citizen born during the year 1965 to 1979, or a so called Yuppie who have obstacles living with convenience and prosperity, using technology in their daily life, work, and having decision making behavior each time by studying the information. Therefore, they have difficulty in decision making and also have high loyalty to a brand, thus having difficulty to change their mind to use other brands. This group of consumers view that satisfaction in each purchase does not depend on the product but also emphasize that the service involving decision making is also very important (Patsaranat Ruaytanasantomb, 2015). Besides, this group of consumers also have a lot of burden, being the key pillar of the family responsible for the household businesses, and main issues because they have to take care of other people including the parents and children. Therefore, this group of people look for being adolescence and life style in their era, and turn to play more internet (Chatjuta Nokchan. (2012). They also give significance to having strong health without having sickness, having simple and peaceful life, sufficient, including success in love. They also give significance to family relationship a great deal. Apart from this they give significance to health and taking care of themselves, having regular exercises, and have an annual physical checkup for physical fitness, retaining younger look and keeping figures in good shape. When the COVID-19 break out, this group of people view that they have good health so that they have risk in a low rate, and they still want to take good physical care of everyone in the family. Basically, Generation X views that they have successes in various ways, including their work, their studies, and have high confidence in their personal careers compared to every Generation. Under the COVID-19 situation, Generation X has the best self-adjustment among others and also best adjustment to other situations as well. Generation X is the group that has the best self-adjustment because they have passed a lot of situations so that they can adjust themselves well to the environment, knowing how to survive in different circumstances, resulting in giving significance to valuable things and being loyal to the brand. Moreover, they are still in the age with high responsibility since they have to take care of children who are still going to school and taking care of the

elderly parents. Therefore, they are the group that have heavy burden in the family including debts (Admink, 2020). Considering behaviors in ordering food by delivery application of Generation X, they have high power of purchase with an average of 1,000 baht each time; therefore, the food store focusing on this group of customers should emphasize the food quality rather than low-price sales, because Generation X customers wants something which is worthwhile, but money may not be the problem (Office for the Development of Electronic Transaction, 2020).

Literature Review on Food Delivery Application

Application is a platform or operation system developed when 4G era began to be much developed and expanded rapidly. It is a kind of program for information services that helps facilitate various areas of work be it education, communication, business transaction and entertainment and so on which results in the development of telecommunication industry to design mobile phones as well as tablets. In each platform, an application will be developed to suit the needs of users which can be downloaded free of charge and with payment. It is an opportunity for the entrepreneur to foresee a way to develop an application appropriate for his service (Kittisak Pornsittisak, 2020). An application has been installed in the mobile phone, a so called “application mobile” and as a result different applications have been developed for various utilities such as communication, purchasing merchandises, recording health data, including delivery application which is on smart phones for food ordering and delivering food to the destination. The application itself is a business platform which creates an exchange between the purchaser and the seller B2C (Business-to-Consumer) which can create an interaction and an exchange on the platform and the income can be gained in terms of fee from the application user paid to the service provider (Thapongpan Thanyarattakun, 2018).

An example of delivery application is Grab Food, a platform which has collected stores and food stores of all kinds located closed to the consumers, including favourite food stores along the street and those in general shopping malls, all of which can be ordered through Grab Food Application (Rawewan Wiengtah, 2017).

Conceptual Framework

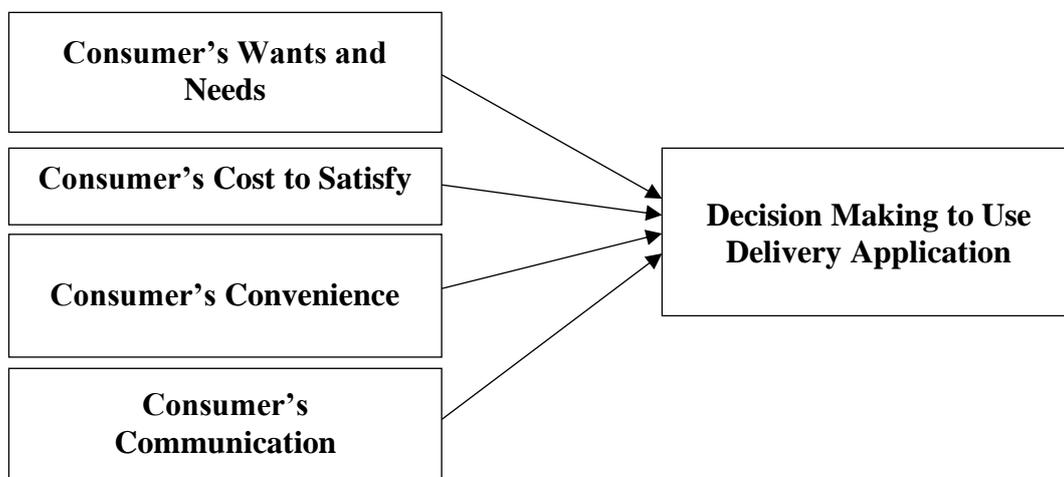


Figure 1: Conceptual Frame Work of the Study

Research Methodology

Population and Samples

The population for this study was 240,896 Generation X people aged 45-57 years old living in Chonburi who were able to get access to delivery application and had high spending power. There they were interesting group for the study.

The samples for the study were Generation X in Chonburi who were consumers using delivery application and working in companies and offices selected through distributing questionnaires since it was possible to approach them. The researcher calculated the sample size using Taro Yamane's formula (Yamane,1973) and obtained the total number of 400 samples, with not more than five % allowed for statistical error. For more accuracy, the sample size was, therefore, set at 420 samples for data collection.

Research Instrument

The instrument for data collection in this study was a closed ended survey questionnaire distributed online by Google. The questionnaire was Likert's five-level rating scale with concise multiple-choice questions with one correct answer consisting of three parts, namely: Part 1 -- general background information about the informant; Part 2 -- information about using food order application through electronic media in the check list form; and Part 3 -- the factors affecting decision making to use food order application through online delivery on electronic media consisting two sections, namely: factors on marketing mix affecting decision making to use the food delivery application service, and decision making in using the food delivery application.

Validity and Reliability

1. The content validity of the questionnaire was examined by three experts in order to check the IOC (Index of Item Objective Congruence) to find the validity, correctness and clarity of the content. If the calculated value is ranging from 0.5 – 1.00, the questionnaire is considered valid and can be used in the study; if it is below 0.5 it is not valid and has to be improved (Surapong Kongsat, 2008).

Based on an evaluation of 34 items of the questionnaire, it was found that the total average was 32.35 and the IOC calculated was 0.95, more than 0.5. Therefore, the questionnaire could be used to collect data for the study.

2. Testing reliability of the questionnaire was examined by Cronbach's alpha coefficient using 30 sets with the sample group in Chonburi. The acceptable value of the reliability was ranging from 0.748 – 0.962 (Sombat Thairueakam, 2008). It was found that the reliability of the questionnaire was 0.962, more than 0.748. Thus, the questionnaire had appropriate reliability.

Data Collection

This study used a questionnaire to make an online survey of Generation X consumer group residing in Chonburi. Thus the questionnaire could be widely spread to survey the factors affecting decision to choose the service on delivery application quickly by Google forms from which the data could be collected from 420 questionnaires within September 2021 prior to data analysis.

Statistical Procedures for Data Analysis

The statistical procedures for data analysis of the factors affecting decision to use delivery application service of Generation X consumers in Chonburi were descriptive statistics including percentage, arithmetic mean, and standard deviation in order to describe or summarize the information regarding the variables of samples, and in the questionnaire. The other statistics, multiple linear regression was used for testing the study hypotheses regarding the factors on decision making and factors on marketing mix (4c's) and the relationship of the independent that affected the dependent variables as hypothesized earlier.

Research Findings

Part 1. General Information about the Informants. Among the total of 420 consumer informants, 240 of them were female (57.1%), and 180 informants were males (42.9%), 203 informants (48.3%) aged from 45-48 years old, 239 of them (56.9%), had an average income of 15,001 - 30,000 baht per month and 158 of them (37.6%) were company employees.

Part 2. Information on Using Delivery Application for Food Order. Of all the informants, 407 of them (96.9%) used delivery food order by electronic media most of whom used mobile phones. They preferred to use these two applications, namely: Grab 168 persons and Lineman 161 persons (38.3%) respectively. Mostly, they the frequency of using the delivery application is one –two times a week, with 262 persons (62.4%) spent 101 – 300 baht per time, 176 persons (41.9%) ordered Thai food while 158 persons (37.6%) ordered fast food respectively.

Part 3. This part presents an analysis of the level of opinions on decision making and factors of marketing mix (4C's) of the consumers who used delivery application service.

Table 1: The results of an analysis of the average and standard deviation of the variances

The Variances Used	\bar{x}	S.D.	Level
Consumer's Wants and Needs	4.1922	0.56321	Highly Agree
Consumer's Cost to Satisfy	4.0660	.075217	Highly Agree
Consumer's Convenience	4.3677	0.66613	Most Agree
Consumer's Communication	4.2385	0.57626	Most Agree
Decision to Use Delivery Application	4.4092	0.62348	Most Agree

Table 1 presents the results of an analysis of the data on level of opinions towards decision making and factors on marketing mix (4C's) of the consumers who used delivery application service. It was found that over all the factors with opinion level at the most level was decision making to use delivery application service with the average at 4.4092, followed by consumer's convenience at 4.3677, consumer's communication at 4.2385 respectively. The factors with level of decision over all at a high level was consumer's wants and needs with the average at 4.1922, and consumer's cost to satisfy at 4.0660 respectively.

Part 4. Testing Hypothesis, an analysis of factors on marketing mix in the consumer’s point of view (4C’s) that affected decision to use delivery application to order food during the COVID-19 situation of the Generation X consumers in Chonburi using multiple regression analysis.

Table 2: The results of an analysis of multiple linear regression

Variable	Unstandardized Coefficients		Standardized Coefficients	t-test	Sig.
	B	Std. Error	Beta		
1. Consumer’s Wants and Needs	0.166	0.051	0.147	3.248	0.001
2. Consumer’s Cost to Satisfy	0.126	0.035	0.154	3.622	0.000
3. Consumer’s Convenience	0.297	0.053	0.278	5.569	0.000
4. Consumer’s Communication	0.385	0.052	0.352	7.419	0.000

Table 2 shows an analysis of coefficient with R Square = 0.679. A multiple linear regression analysis found that the consumer’s factors on wants and needs, consumer’s cost to satisfy, consumer’s convenience, and consumer’s communication could be brought to explain the variable relation that affected decision to choose delivery application service to order food during COVID-19 situation of Generation X consumers in Chonburi 67.9 % and the other 32.1 % was resulted from other factors which were not taken into consideration.

A multiple regression analysis using Enter’s method on consumer’s wants and needs, consumer’s cost to satisfy, consumer’s convenience, and consumer’s communication by considering P-value or significant value at level 0.05 that resulted in the independent variable, it could be predicted that the independent variable would affect the dependent variable. From the analysis, it was found that the factor that affected decision to use delivery application to order food during the COVID-19 situation of Generation X consumers in Chonburi most was consumer’s communication (Beta = 0.352, P = 0.000), followed by consumer’s convenience (Beta = 0.278, P = 0.000), then consumer’s cost to satisfy (Beta = 0.154, P = 0.000), and last consumer’s wants and needs (Beta = 0.147, P = 0.001).

Discussion

The study on the factors of marketing mix in the consumer’s point of view (4C’s) that affected the consumer’s decision to choose delivery application to order food of Generation X consumers in Chonburi through an analysis using multiple linear regression, it was found that the four factors affected decision to choose delivery application to order food, namely: consumer’s wants and needs, consumer’s cost to satisfy, consumer’s convenience, and consumer’s communication respectively, as the details below.

1. The factors on marketing mix in the consumer’s point of view (4C’s) on consumer’s wants and needs that affected decision to choose the service of food order through delivery application during the COVID-19 situation of Generation X consumers in Chonburi based on an analysis found that Generation X group had adjusted themselves to the situation best, having good adjustment through lots of situations, so that they were able to adapt to the surrounding very well, resulting in their behaviors in ordering food through delivery application with having

the factors on wants and needs that affect their behaviors, that is variety of menu such as Thai food, Japanese food, fast food, and European food. They also like the form of delivery application which is easy to use, meeting their wants and needs, including the fact that the food they order is hygienic. These are the factors that affect their decision to order food using delivery application which is corresponding to a study by Chanipa Chuay Udom, (2018) entitled marketing mix affecting decision to use sea food Panda delivery application service which revealed that the consumers most agreed that variety of menu affected their decision to use delivery application service and met the consumer's needs and it was easily accessible.

2.The factors on marketing mix in consumer's point of view on cost to satisfy affected their decision to choose the service of food order by delivery application during the COVID-19 situation of Generation X consumers in Chonburi based on an analysis found that Generation X group at their working ages had the highest purchasing power, being often order food for the whole family because it is worth the purchase (Office for the Development of Electronic Transaction, 2020). The factor on cost to satisfy of the consumer also affected their behavior since they thought that the prices by the delivery application were appropriate, especially the promotion helped reduce their expenses thus the prices were not too high but worthwhile. Beside they could reduce the regular expenses such as petrol cost for travelling to the store, and saving time without waiting in the line. Therefore, the factor on cost to satisfy affect their decision to use the delivery application which is in line with a study by Waraporn Lauhasampantaporn (2020).

3.The factors on marketing mix in consumer's point of view on (4C's) on convenience affected decision to choose the service of food order through delivery application during the COVID-19 situation of Generation X consumers in Chonburi based on an analysis found that Generation X group had installed the application easily on smart phones or tablets and it is popular in their daily life. It helped save time in getting access to the food store and the service is fast and convenient. They have many channels for business transaction. Thus, this factor affected the consumer to turn to use more food delivery application, and be the factor that affected decision to use delivery application to order food which is consistent with a study of Pimpumpaka Buntapirach, (2017) entitled marketing mix affecting decision to use food delivery service in Bangkok Metropolis which revealed that convenience factor, channel of payment, and image of the store and its partner affected decision to use the application and also affected the decision behavior in using sea food delivery service.

4.The factors on marketing mix in consumer's point of view on (4C's) on consum'r's communication affected decision to choose the service of food order by delivery application during the COVID-19 situation of Generation X consumers in Chonburi because currently there are a number of media and channels for the consumers to choose. The communication that is appropriate and easily accessible and has effect on people in this era is modern online media which is easy to access and the online information is also reliable. In addition, there is a channel to hear or listen to ideas and suggestions in using the service from the consumer. Apart from this, online information is also interesting or in an attractive form that encourages the consumer to be interested in the product and decide to purchase or use the product. This is consistent with a study of Sasinat Saengthongchai, (2017) who conducted a study on marketing mix factors affecting consumers' behaviors of digital native Thai group in choosing application for food order and delivery service in Bangkok Metropolis. This group of consumers use the internet for communication with others by online social network and do their businesses mainly online, thus enabling them to get access and open to receive the various kind of information and ideas a great deal. This skill of using online communication system, therefore, highly influences their behaviors in choosing to use online delivery application to order food.

Suggestions

Suggestions for Application

Based on the study, the findings can be expanded and distributed for further development and for the benefits of the entrepreneur in developing the strategy in order to meet the consumer's wants and needs and make advantages in competing with others as follows:

1. On the consumer's wants and needs, the emphasis should be on variety of food menu for the consumers so that they have more choices to make decision to choose the food by the delivery application as they wish and meet their wants and needs.

2. On the consumer's cost to satisfy, the emphasis should aim at the delivery cost since the consumers give significance on it most, they want the delivery cost to be appropriate when ordering food on delivery application.

3. On the consumer's convenience to buy, the emphasis should aim at being easy to install the delivery application that can be operated on a smart phone the consumers prefer to use in their daily life since the consumers see that the delivery application is easy to install, convenient and the steps of installment are not complicated.

4. On the consumer's communication, the emphasis should aim at an online communication that is up to date, easy to access, the entrepreneur should provide correct and reliable information presented through easily accessible and modern channel, because currently the internet has highly played important role in life and perception of various information, including perception of information on products. The consumers want and need to know about modern products and get access to the information easily.

5. Based on an investigation of the sample group, it was found that the consumers certainly made a decision to purchase by giving significance to the quality of the service provided by the delivery application most. The entrepreneur should place emphasis at the service the consumers are satisfied with and the good quality of the product and the service.

Suggestions for Future Studies

1. A study on the factors on marketing mix in consumer's point of view (4C's) that affect the decision to order food by delivery application during Covid-19 should be conducted with Generation X consumers in other provinces.

2. A study on the factors on marketing mix in consumer's point of view (4C's) that affect the decision to order food by delivery application during Covid-19 should be conducted with other Generation consumers in the same province or other provinces for comparison purposes.

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