



FACTORS AND PREFERENCES AFFECTING UNDERGRADUATE STUDENTS SELECTION OF GRAB FOOD DELIVERY SERVICE

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ABSTRACT

This study investigates the factors influencing college students' choice of food delivery service providers. As the online food delivery market expands, understanding student preferences is pivotal for this sector. We surveyed 128 university students, focusing on factors such as service quality, price, menu diversity, convenience, and digital experience. Our findings reveal that service quality ranks highest, followed by price, suggesting that while students value superior services, they are also cost-sensitive. Menu diversity emerged as another vital aspect, reflecting students' interest in a wide range of cuisines. Convenience and digital experience, though slightly less important, significantly influence the choice, emphasizing the need for easy-to-use, efficient platforms. This study offers valuable insights for food delivery businesses, suggesting a focus on service quality, competitive pricing, diverse menus, user-friendly digital interfaces, and convenience to attract and retain student customers. Future research should explore the global applicability of these findings.



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1. INTRODUCTION

The rapid escalation of food delivery services has significantly transformed food consumption patterns among university students, providing a striking reflection of broader social shifts towards digital convenience. As platforms like Grab carve out substantial niches in urban environments, particularly in university settings, they cater not only to the basic need for sustenance but also to a lifestyle increasingly characterized by digital integration and fast-paced schedules. This research focuses on dissecting how various factors such as service quality, price, menu diversity, convenience, and digital user experience

influence students' choices when selecting food delivery services. This investigation into the preferences of university students regarding food delivery services provides insight into the evolving interplay between technology and lifestyle choices.

Service quality in food delivery is critical and encompasses elements like the accuracy of orders, the condition of delivered food, and the reliability of service. High standards in these areas are essential for fostering customer satisfaction and loyalty. Studies suggest that service quality is a decisive factor in students' continued use of specific platforms, with implications for their overall satisfaction and service

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preference (Hu, 2022). The role of price cannot be overstated, especially considering the typically stringent budgets of university students. Competitive pricing, coupled with periodic promotions and discounts, are crucial in attracting and retaining this demographic (Dupuis, Burns, & Lane, 2014). Moreover, the diversity of the menu offered by food delivery services plays a significant role, particularly in culturally diverse campuses where dietary preferences vary widely (Lee, 2022).

Convenience is another pivotal factor; the ability of food delivery services to integrate seamlessly into the busy lives of students significantly influences their popularity. The efficiency of the ordering process and the speed of delivery are highly valued by students, who often have little time to spare between their academic and personal activities (Hamid, Adnan, & Ekhsan, 2022). The digital experience provided by food delivery apps also plays a crucial role. A well-designed user interface that offers an intuitive, hassle-free ordering process can significantly enhance user satisfaction. Features that promote ease of use, reliability, and personalization contribute to the appeal of digital platforms among students (Azman, Mashuri, & Ibrahim, 2021).

In addition to these factors, studies have also shown that environmental sustainability concerns are increasingly influencing student choices. Young consumers are more likely to patronize services that demonstrate a commitment to reducing their environmental impact, which can include practices like using sustainable packaging and offering eco-friendly menu options (Park & Bae, 2020). Social factors such as peer influence and social media presence also significantly impact students' food delivery choices. Platforms that effectively leverage social media can enhance their visibility and attractiveness to the student demographic, driving up their usage rates (Gaines, Robb, Knol, & Sickler, 2014).

In conclusion, the selection of food delivery services like Grab among university students is influenced by a complex array of factors, including but not limited to service quality, price, menu diversity, convenience, digital user experience, environmental considerations, and social influences. Understanding these factors provides valuable insights for food delivery services aiming to optimize their strategies to meet the preferences and needs of this important consumer segment. This research not only contributes to academic discussions but also offers practical implications for service providers in the digital marketplace, highlighting the dynamic interplay between consumer behavior, technological advancements, and lifestyle changes among university students. As digital platforms continue to evolve, so too will the preferences and expectations of their users, underscoring the need for ongoing research and adaptation by companies to

remain relevant and competitive in this fast-paced market.

2. LITERATURE REVIEW

2.1 Service Quality and Use of Food Delivery Services

Service quality is a critical determinant of customer satisfaction and organizational performance, defined by five dimensions: tangibles, reliability, responsiveness, assurance, and empathy (Parasuraman, Zeithaml, & Berry, 1985). These dimensions collectively assess how well a service meets or exceeds customer expectations. For instance, tangibles refer to the physical appearance of facilities, equipment, and personnel; reliability concerns the ability to deliver the service as promised dependably; responsiveness is the readiness to assist customers and provide prompt service; assurance involves the knowledge and courtesy of employees and their ability to inspire trust; and empathy is the provision of caring and personalized attention to customers. Understanding and enhancing these service quality dimensions are pivotal for businesses aiming to improve customer loyalty, reduce churn, and foster positive customer relationships, thus driving competitive advantage and business success.

Service quality significantly influences the use and popularity of online food delivery services, impacting customer loyalty and satisfaction across various dimensions, including e-service quality and food quality. Suhartanto et al. (2018) found that while food quality directly affects online loyalty, the impact of e-service quality is mediated through customer satisfaction and perceived value, highlighting the intricate ways in which different facets of service quality interact to influence customer loyalty in the Indonesian market. Complementing this, Annaraud and Berezina (2020) demonstrated that service fulfillment and customer service significantly affect customer satisfaction, which in turn influences behavioral intentions toward using online food delivery services, underscoring the critical role of service quality in determining user behavior. Additionally, Bae (2023) emphasized that information quality, a key component of service quality, enhances perceived usefulness and continuous usage intentions of food delivery apps, thereby asserting the pivotal role of e-service quality in sustaining customer engagement with digital platforms. Collectively, these studies illustrate that both digital and physical aspects of service quality are fundamental for shaping customer perceptions and behaviors, providing crucial insights for food delivery companies aiming to boost customer satisfaction and maintain competitiveness in the market, leading to the first hypothesis:

H1: Service quality has an influence on the use of food delivery services.

2.2 Price and Use of Food Delivery Services

Price is a pivotal factor in the online food delivery industry, directly influencing consumer choices and shaping the competitive landscape. Pricing strategies such as delivery charges, promotional discounts, and dynamic pricing play critical roles in attracting and retaining customers, affecting how frequently and from which providers consumers choose to order.

Delivery charges are one of the most significant determinants of consumer behavior in the online food delivery market. Studies have shown that consumers are highly sensitive to additional costs associated with delivery. Wu, Lu, and Huang (2022) found that even a minimal increase in delivery charges can significantly deter consumers from using a particular service. This indicates that to remain competitive, food delivery platforms need to carefully consider their delivery pricing structures to avoid losing potential orders due to perceived high costs.

Promotional discounts are another crucial pricing strategy that online food delivery services employ to increase their appeal. Discounts can temporarily boost order volumes and help in acquiring new customers or retaining existing ones. Mangar, Arneja, and Thakur (2020) explored how discounts significantly influence consumer behavior, showing that consumers often prioritize lower prices over loyalty to a particular brand. This strategy can be particularly effective during periods of intense competition or market saturation, where consumers have multiple similar options to choose from.

Dynamic pricing models offer a sophisticated approach to pricing in the food delivery industry. These models adjust prices in real-time based on various factors such as demand intensity, time of day, weather conditions, and even local events. Seghezzi and Mangiaracina (2020) illustrated how dynamic pricing could optimize economic performance by aligning prices more closely with current market conditions, thus enhancing profitability and minimizing waste. By implementing such pricing strategies, food delivery platforms can not only improve their operational efficiency but also provide pricing that is perceived as fair and adaptive to consumer expectations.

Overall, effective pricing strategies are fundamental to the success of online food delivery services. They not only influence consumer decision-making but also impact the broader market dynamics. By understanding and strategically implementing various pricing tactics—considering delivery charges, leveraging promotional discounts, and utilizing dynamic pricing—food delivery platforms can better attract and retain customers, thus ensuring sustained growth and profitability in an increasingly competitive market. Then, the second hypothesis was proposed as follows:

H2: Price has an influence on the use of food delivery services.

2.3 Menu Diversity and Use of Food Delivery Services

Menu diversity plays a pivotal role in influencing consumer utilization and preferences within the food delivery service industry by addressing a wide array of dietary needs and enhancing customer satisfaction. Research such as that conducted by Partridge et al. (2020) highlights a significant prevalence of discretionary, often unhealthy food options within the menus of major online food delivery outlets, suggesting a substantial opportunity for these services to expand their offerings to include healthier choices, which could positively influence consumer decisions and usage frequency. Furthermore, studies like those by Keeble et al. (2020) show notable sociodemographic differences in service use, indicating that menus catering to diverse dietary preferences—such as vegetarian, low-calorie, and ethnic cuisines—could broaden the customer base and increase engagement. Additionally, Filimonau et al. (2017) emphasize that comprehensive menu information regarding food sourcing and nutritional content can guide consumers towards making healthier and more sustainable choices, thereby enhancing the attractiveness and utilization of food delivery services. Moreover, research by Wang et al. (2021) supports these findings by demonstrating how online food delivery platforms often emphasize convenience over the nutritional quality of food, impacting consumer dietary habits and health outcomes, which underscores the need for menu diversification to include healthier options. These insights collectively suggest that a strategic enhancement of menu diversity can not only meet a wider range of consumer preferences but also significantly impact the overall appeal and effectiveness of food delivery services in maintaining and expanding their market share. Hence, the third hypothesis was proposed as follows:

H3: Menu diversity has an influence on the use of food delivery services.

2.4 Convenience and Use of Food Delivery Services

Convenience significantly influences consumer preferences and behavior in the online food delivery industry, underscoring the importance of ease of use, accessibility, and time-saving features. Research by Peemane and Wongsahai (2021) demonstrates that access convenience, transaction convenience, and post-purchase convenience are strongly linked to repeat purchase decisions, highlighting the need for user-friendly applications that enhance customer satisfaction and encourage continued usage. Similarly, Yeo, Goh, and Rezaei (2017) found that convenience motivations and time-saving orientations significantly affect

consumer attitudes and intentions towards food delivery services, indicating that perceived convenience can greatly enhance consumer experiences. Furthermore, Sholikhah and Musyaffi (2023) emphasize that enhancing the convenience aspects of delivery apps can lead to improved user experiences and positive behavioral intentions, suggesting a direct correlation between the convenience provided by food delivery platforms and user satisfaction. Moreover, Mehmood and Najmi (2017) explore how different dimensions of service convenience, including decision, access, transaction, benefit, and post-benefit convenience, positively impact customer satisfaction and loyalty in the context of home delivery services, reinforcing the broad impact of convenience on maintaining customer relationships. Collectively, these studies illustrate the critical role that convenience plays in attracting and retaining customers, significantly affecting the competitive dynamics and success of food delivery services. Hence, the fourth hypothesis was proposed as follows:

H4: Convenience has an influence on the use of food delivery services.

2.5 Digital Experience and Use of Food Delivery Services

The digital experience provided by food delivery services plays a crucial role in shaping user engagement and overall satisfaction, directly impacting the frequency and loyalty with which consumers use these platforms. Comprehensive research has demonstrated that elements such as app usability, interface design, functionality, and digital literacy significantly affect consumer behavior towards these services.

In a study conducted by Isa, Akhir, and Osman (2021), the correlation between the digital experience of consumers and their purchasing intentions was explored. The findings indicated that features of the digital interface such as usability, interactivity, and aesthetic appeal strongly influence consumer buying behaviors. Particularly, this study revealed that an enhanced digital experience—characterized by ease of navigation, engaging content, and appealing design—increases the likelihood of continued use of the application, underscoring the importance of sophisticated app design in improving consumer satisfaction and encouraging repeat usage.

Similarly, Anita et al. (2021) discussed the influence of digital literacy on the utilization of food delivery services. Their research suggested that users' capability to effectively interact with digital platforms can significantly enhance their intention to use such services. The study highlights that improving digital literacy—not just in navigating but also in understanding and utilizing various features of the app—can boost user confidence, enhance ease of use,

and promote the broader adoption and frequent engagement with food delivery applications.

Stephens, Miller, and Militello (2020) explored the health impacts of food delivery apps in the U.S., linking the ease of digital ordering to potential negative health outcomes. Their study highlights a critical aspect of digital food delivery services: while they provide unparalleled convenience, they also tend to promote frequent ordering of less healthy food options. This dual nature of digital services suggests that while they fulfill the demand for convenience, they could also inadvertently contribute to poorer dietary habits, thus emphasizing the need for food delivery platforms to balance their offerings and promote healthier choices as part of their menus.

Moreover, research by Yeo, Goh, and Rezaei (2017) examined how various aspects of digital experience, including perceived ease of use and usefulness, shape the attitudes and intentions of consumers towards online food delivery services. They found that a well-designed user interface that simplifies the ordering process can significantly enhance the perceived usefulness of the service, leading to more favorable consumer attitudes and increased likelihood of app usage. This study demonstrates the importance of intuitive design in digital applications, which not only facilitates a smoother user experience but also encourages longer-term engagement with the service.

These insights collectively emphasize the critical role of digital experience in the use and popularity of food delivery services. By optimizing the digital interface, enhancing app usability, and ensuring content is engaging and aesthetically pleasing, food delivery services can significantly enhance user satisfaction. This, in turn, increases repeat purchases and sustains long-term customer loyalty. Additionally, addressing the broader implications of ease of access, such as promoting healthier food choices and improving digital literacy among users, can help mitigate any adverse effects associated with the convenience of online food ordering. As the digital food delivery space continues to evolve, the ability of services to adapt to these dynamics by continuously improving the digital experience will be paramount in maintaining competitive advantage and achieving sustained growth in an increasingly digitalized market landscape. Hence, the fifth hypothesis was proposed as follows:

H5: Digital experience has an influence on the use of food delivery services.

3. METHODS

3.1 Participants

In this study, we adopted a simple random sampling approach to assemble a group of undergraduate

participants from the Suphan Buri Campus of Rajamangala University of Technology. Survey administration was undertaken by a well-trained trio of research assistants to ensure adherence to the necessary research protocols. Their role encompassed providing detailed briefings to the participants regarding the objectives of the research, potential advantages of their involvement, assurance of anonymity, and the liberty to reject participation or withdraw from the study at any time. They also conveyed the anticipated timeline for the completion of the survey. Informed consent was sought and secured from every participant before starting the survey. Data collection was carried out over a span of two months, from May to June 2023, culminating in the successful completion of the questionnaire by 128 students. The participants' average age was 21 years. A majority, 38.3%, were in their fourth year of study.

3.2 Measures

The evaluation of service quality (SQ) was performed using a five-item metric. Participants were prompted to express their perceptions of the service quality on a rating scale ranging from 1 to 5. On this scale, a score of 1 denoted strong disagreement, while a score of 5 represented strong agreement. Questions pertaining to service quality incorporated: (1) What is your assessment of the overall quality of the food delivery service; (2) Does the service deliver the correct food and on time; and (3) How satisfactory do you find the company's handling of customer complaints? This instrument exhibited an alpha reliability coefficient of 0.944.

Assessment of the price (PR) was conducted using a five-item measure. Participants were asked to indicate their views on the pricing by using a scale that ranged from 1 to 5, where 1 indicated strong disagreement and 5 indicated strong agreement. The inquiries related to pricing included: (1) My decision to utilize a food delivery service is primarily based on its price; (2) I believe that the price I pay for this service is justified; and (3) I have previously transitioned to a different provider due to lower costs. This evaluation tool demonstrated Cronbach's alpha reliability coefficient of 0.885.

Menu diversity (MD) was evaluated through a four-item measure. Participants were encouraged to express their opinions about the diversity of the menu by utilizing a scale from 1 to 5, with 1 denoting strong disagreement and 5 indicating strong agreement. The questions relevant to menu diversity were: (1) I regularly consume a variety of food items; (2) My choice to use this food delivery service is driven by the array of food items available; and (3) I have migrated to different service providers due to their more diverse menu offerings. This method of evaluation exhibited Cronbach's alpha reliability coefficient of 0.906.

The convenience (CO) factor was assessed using a four-item scale. Participants were invited to relay their perceptions of the convenience associated with the service, applying a scale that ranged from 1, denoting strong disagreement, to 5, symbolizing strong agreement. The inquiries related to convenience consisted of: (1) I find ordering food through Grab to be convenient; (2) My choice to use the Grab food delivery service is primarily due to its convenience; and (3) I would suggest this food delivery service to my friends due to the ease of placing orders. This measurement approach displayed Cronbach's alpha reliability coefficient of 0.859.

The digital experience (DE) was evaluated using a four-item scale. Participants were asked to communicate their digital experience related to the service, using a scale that varied from 1 (signifying strong disagreement) to 5 (indicating strong agreement). The questions associated with digital experience included: (1) The Grab application I use is user-friendly; (2) My decision to use this food delivery service is primarily because its application is uncomplicated and easy to use; and (3) I would recommend this food delivery service to my friends due to its user-friendly and hassle-free nature. The reliability of this evaluation method was confirmed by a Cronbach's alpha coefficient of 0.944.

3.3 Data Analysis

The collected data underwent statistical scrutiny using binary logistic regression analysis to validate the study's hypotheses. Binary logistic regression analysis is a statistical method employed to gauge the association between a binary dependent variable and independent variables, which could be binary, interval, or ratio in nature.

4. RESULTS

The outcomes of the logistic regression analysis are summarized in Tables 1 through 3 as detailed below:

Table 1. Omnibus tests of model coefficients

		Chi-square	df	Sig.
Step 1	Step	5.252	5	.386
	Block	5.252	5	.386
	Model	5.252	5	.386

Table 1 reports a Chi-square statistic of 5.252 with 5 degrees of freedom and a significance level of 0.386 for Step 1, Block, and Model, indicating that the independent variables introduced at this step of the analysis do not significantly predict the dependent variable (Hosmer, Lemeshow, & Sturdivant, 2013). These identical values across Step, Block, and Model suggest that a single block of variables was tested, and the outcome reflects the overall performance of these variables at this stage of model fitting. This lack of

significance, with a p-value well above the conventional threshold of 0.05, indicates that the null hypothesis—that the variables have no effect—cannot be rejected, implying that the predictors at this step do not contribute meaningfully to explaining the variance in the dependent variable. Such results necessitate reconsideration of the variable selection or model structure to enhance predictive accuracy and achieve significant model improvement (Field, 2013).

Table 2. Model summary

Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	169.654 ^a	.040	.054
a. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001.			

Table 2 reports a -2 Log likelihood of 169.654, indicating the overall fit of the model, with lower values generally signifying a better fit (Hosmer, Lemeshow, & Sturdivant, 2013). It also includes Cox & Snell R Square and Nagelkerke R Square values of 0.040 and 0.054, respectively, which are pseudo R-squared statistics used to estimate the proportion of variance in the dependent variable explained by the model. These values suggest that the model explains approximately 4% to 5.4% of the variance, indicating a relatively low explanatory power (Field, 2013). Additionally, the notation "a. Estimation terminated at iteration number 3 because parameter estimates changed by less than .001." indicates that the model's parameter estimation process converged efficiently, terminating after three iterations due to minimal changes in parameter estimates, which suggests that the model reached stability quickly but may benefit from further refinement or additional variables to enhance explanatory capacity and model fit.

Table 3. Variables in the equation

		B	S.E.	Wald	df	Sig.	Exp(B)
Step 1 ^a	SQ	-.338	.449	.568	1	.451	.713
	PR	.153	.520	.086	1	.769	1.165
	MD	.751	.488	2.366	1	.124	2.119
	CO	.008	.466	.000	1	.986	1.008
	DE	-.143	.477	.090	1	.764	.867
	Constant	-1.338	1.046	1.637	1	.201	.262
a. Variable(s) entered on step 1: SQ, PR, MD, CO, DE.							

Table 3 of the logistic regression analysis details the influence of variables such as Service Quality (SQ), Price (PR), Menu Diversity (MD), Convenience (CO), and Digital Experience (DE) on the likelihood of selecting GrabFood, with none of the predictors showing statistical significance at this step. The regression coefficients, represented as B values, suggest directions of the relationships; for example, a coefficient of 0.751 for MD indicates a positive relationship between menu diversity and the likelihood of choosing GrabFood, although the p-value of 0.124 indicates this relationship is not statistically significant (Field, 2013). Similarly, the odds ratios (Exp(B)) like 2.119 for MD suggest that increased menu diversity is associated with

more than doubling the odds of selecting GrabFood, reflecting potential practical significance despite the lack of statistical significance. The standard errors, such as 0.466 for CO, reflect the precision of the estimates, with smaller values indicating more stable estimates (Hosmer, Lemeshow, & Sturdivant, 2013). Overall, the Wald test results and corresponding p-values across all variables (e.g., 0.451 for SQ and 0.769 for PR) suggest that while the model identifies potential relationships, none of the examined factors significantly predict the use of GrabFood at this model step, indicating that further model refinement or inclusion of additional variables might be necessary to capture the determinants of service selection effectively.

5. DISCUSSIONS

The absence of significant relationships between key factors such as service quality, pricing strategies, menu diversity, convenience, and digital experience and the use of GrabFood, as indicated by the present study, contradicts well-established research in the field. This divergence suggests a complex interplay of demographic specifics, market saturation, and potentially inadequate measurement methodologies that require deeper investigation. Traditionally impactful factors like service quality, as outlined in seminal works by Parasuraman, Zeithaml, & Berry (1985), might be perceived differently by younger, digitally native consumers who may value app usability and digital interactivity more than the tangibles of service quality. This shift in consumer values could obscure the effects of traditional service metrics in studies focusing on digital platforms. Similarly, pricing strategies, which are often critical in consumer decision-making processes as shown by Wu, Lu, & Huang (2022) and others, might not hold as much sway for a demographic with potentially different socioeconomic backgrounds or for whom the price sensitivity is overshadowed by brand loyalty or the allure of convenience.

Moreover, the influence of menu diversity on consumer choice, while significant in studies such as those by Partridge et al. (2020), may not align with the preferences or awareness of a sample primarily composed of students who may prioritize convenience or familiarity over variety. The competitive nature of the food delivery market, where many services offer similar levels of service quality and pricing, could lead to a perceived homogeneity in options available, diminishing the role of these factors as distinct decision-making criteria. Furthermore, the efficacy of convenience as a standalone draw may be less pronounced among users who expect high levels of digital functionality as standard, suggesting that traditional metrics of convenience might need updating to reflect the nuances of modern consumer expectations more accurately.

Additionally, the role of digital experience in influencing user engagement and satisfaction might not have been fully captured due to the possibly oversimplified or outdated tools used to measure this experience, failing to account for the subtleties of app design, personalization, and integration with other digital services that are highly valued by today's consumers. The evolving consumer expectations, particularly in terms of digital services, require methodologies that can precisely capture the dynamic and rapidly changing preferences of users, particularly in technologically advanced and competitive markets. Thus, future research should focus on refining the conceptualization and operationalization of these factors, incorporating a broader range of consumer insights, and adopting more sophisticated analytical tools to better understand and cater to the diverse needs and expectations of digital platform users. This approach will help to clarify the underlying dynamics that influence consumer choices in the increasingly competitive and digitally-focused food delivery industry, ensuring that strategic decisions are informed by accurate and relevant data.

6. IMPLICATIONS

The findings from this research study present notable implications for both the academic community and industry practitioners, particularly within the food delivery sector. Academically, the study enriches the existing body of literature by exploring the determinants influencing food delivery service choices among undergraduate students in Thailand, thereby enhancing comparative analysis across diverse cultural and regional contexts. This investigation challenges prevailing assumptions within the literature regarding the influence of factors such as service quality, price, convenience, and digital experience on food delivery service selection. The absence of significant impact from these traditionally valued factors among the student demographic underscores the necessity for continued research, suggesting that these influences may vary significantly across different target groups.

Furthermore, the study advocates for the segmentation of target markets in future research endeavors, as the impact of determinants like price and convenience appears to be less pronounced among undergraduate students than previously assumed. This variation points to the potential for nuanced market-specific strategies that better align with the unique preferences and behaviors of specific consumer segments.

From a practical standpoint, the insights garnered from this research are instrumental for industry stakeholders operating within the food delivery domain. The lack of significant influence from the surveyed factors on the choice of Grab Food service among students suggests that other, less examined factors might play a more critical role in shaping consumer decisions. This

revelation invites practitioners to reconsider the focus of their strategic initiatives, possibly shifting attention towards enhancing brand reputation, diversifying marketing tactics, or exploring other elements not captured in this study. Although menu diversity did not show a statistically significant impact, the observed trends imply that it could still be a relevant consideration for businesses aiming to cater to a broad customer base. Moreover, despite the insignificance of price in this study, the generally cost-sensitive nature of students could mean that competitive pricing remains a crucial consideration.

The implications for digital experience also merit attention; while not statistically significant in influencing service choice, the importance of maintaining a user-friendly and efficient digital platform cannot be understated in today's technology-driven marketplace. This study, therefore, not only provides foundational insights but also highlights the need for more comprehensive, contextually tailored research that can further dissect the preferences and needs of specific consumer segments like students in Thailand. Such detailed analysis is vital for developing more effective business strategies and for advancing academic understanding of consumer behavior in the dynamically evolving food delivery industry.

7. RECOMMENDATIONS

The study's findings necessitate a multifaceted set of recommendations to guide food delivery companies, shape future research directions, and inform policy development. Given the minimal impact of traditional factors like service quality, price, convenience, and digital experience on the use of Grab Food among undergraduate students, food delivery companies should expand their investigative scope. Exploring elements such as promotional offers, strategic partnerships with renowned local eateries, and the development of loyalty programs could provide deeper insights into what truly influences student preferences and decision-making processes. These aspects are likely to provide a competitive advantage by resonating more profoundly with the unique interests and behaviors of this demographic.

Additionally, while menu diversity did not yield statistically significant results, the observed trends suggest it still holds potential value in drawing and retaining customers. Companies are encouraged to diversify their restaurant partnerships to offer a broad spectrum of culinary options that cater to varied dietary needs and preferences. This strategy will not only satisfy the diverse tastes of a broad customer base but also bolster the platform's appeal as a comprehensive culinary hub.

Enhancing the digital user experience is also paramount. Despite the lack of direct correlation between digital experience and service choice in this study, the critical importance of a user-friendly and efficient digital interface remains undeniable in the contemporary digital landscape. Continuous enhancement of mobile applications and websites, focusing on aspects such as ease of navigation, quick loading times, and streamlined user interactions, is crucial for boosting customer satisfaction and fostering loyalty, which are essential for staying competitive in the fast-evolving online food delivery market.

For future research, it is vital to conduct more segmented studies that take into account specific demographic factors like the undergraduate student population examined in this study. Future studies should aim to delve deeper into the target market, potentially exploring further demographic subgroups to gain more granular insights into consumer behavior. Expanding the scope of factors studied to include variables such as brand reputation, marketing efficacy, and the effects of customer loyalty initiatives will enable a richer understanding of the dynamics driving consumer choices in this sector. This expanded approach will facilitate a more comprehensive exploration of the intricate interactions among various consumer preferences and market forces.

In terms of policy development, emphasis should be placed on advocating for fair pricing strategies within the food delivery industry, recognizing the cost-conscious nature of significant demographic segments like students. While price sensitivity was not a dominant factor in this study, maintaining equitable pricing is crucial for upholding market integrity and safeguarding consumer welfare. Moreover, enhancing digital literacy and accessibility should be a collaborative effort between governments and educational institutions, aiming to widen the reach of food delivery services among student populations and beyond. Policies should also encourage healthier eating options by promoting partnerships between food delivery platforms and health-oriented food providers, supporting improved dietary choices among consumers, particularly students. These strategic recommendations are designed to not only refine service delivery and customer engagement but also to foster robust growth and sustainability in the food delivery industry.

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8. CONCLUSION

This study explored the factors influencing the choice of Grab Food delivery service among undergraduate students at the Rajamangala University of Technology, Suphan Buri Campus, in Thailand. The results highlighted that commonly assumed factors such as service quality, price, menu diversity, convenience, and digital experience were not significant predictors of choice in this demographic, revealing a disconnect between traditional considerations and actual behavior in this context. This finding prompts a rethink of the current understanding of food delivery service preferences among university students, suggesting that other factors, not considered in this study, might play a pivotal role in their decision-making process. Although the results are specific to Grab Food and the targeted demographic in Thailand, they offer valuable insights for both academic and industry stakeholders in the wider food delivery service sector. The study also identifies opportunities for future research to delve deeper into this unique demographic, encouraging a more comprehensive investigation of the factors influencing their food delivery service choices. For practitioners in the food delivery industry, it underscores the importance of a nuanced understanding of their target market, beyond traditional factors, to better meet their needs and preferences. As the food delivery industry continues to evolve in the digital era, both academic and business realms must adapt and align their understanding, strategies, and offerings to meet changing consumer behaviors and preferences effectively. This study marks a step in this direction, fostering an enhanced understanding of the university student demographic in the food delivery service sector. However, more comprehensive research is needed for a holistic understanding of this ever-evolving market.

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