

Abstract

This research aims to construct a conceptual framework for understanding the behavior of undergraduate students at Thaksin University's Faculty of Humanities and Social Sciences in selecting food ordering services through Food Delivery platforms. Findings from the study revealed that among a sample population of 179 students, primarily female and first-year students with an average monthly income of 5,000-10,000 baht, the most popular Food Delivery app was Food Panda. Students ordered food more than three times per week, with Thai cuisine being the preferred choice. Dormitories were the most common delivery location, with the peak ordering time being between 13:00-15:00. On average, 2-3 students utilized the service per order. The 4P marketing mix factors were evaluated, with distribution being the most significant, followed by product, price, and marketing promotion. The key factors influencing the purchasing decision were value for money, speed, and safety, with cleanliness also playing a vital role. Hypothesis testing indicated that there was no statistically significant relationship between the primary variable and the dependent variable in food delivery service selection, suggesting a wide acceptance of various options regardless of specific marketing strategies.

Keywords: service selection behavior, food delivery, COVID-19, Marketing Mix (4P).