

# Content Marketing Factors For Infographic Design Impacting Food Delivery Service Users In Bangkok

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DOI: 10.47750/pnr.2022.13.509.373

## Abstract

The objectives of this study were (1) to study the factors in marketing content infographics that influence the decision of Gen Y to use the food delivery service; (2) to critically analyze the factors in marketing content infographics that influence the decision of Gen Y in Dusit District to use the food delivery service. This study was carried out utilizing mixed-method research. For quantitative research, the population was 20,311 Gen Y living in Dusit District, and 392 were purposively selected as the samples. The research tool in this stage was a questionnaire with a reliability value of .86. The statistics used in data analysis were: Frequency, Percentage, Mean and Standard Deviation. The interview form was used for qualitative research to collect data from 100 Gen Y in Dusit District, Bangkok. The obtained data were interpreted by content analysis based on the inductive method. The research results revealed that the overall opinion of the respondents was at a high level ( $\bar{X}=4.19$ , S.D. = 0.62). This means that most samples strongly agree with the questions, and marketing content infographics influenced their decision to use food delivery service in Thailand. The highest mean value was seen in question 12 which the respondents agreed that marketing content infographics could be used as a tool that helps food delivery providers to create financial outcomes ( $\bar{X}=4.33$ , S.D. = 0.64), followed by question 10 with a belief that making marketing content infographics up-to-date makes it more attractive. The lowest mean value can be seen in question 15, as the respondents thought that presenting attractive marketing content infographics influences their brand loyalty. The essential factors in the marketing content infographics that influence Gen Y in Dusit District to use the food delivery services are its attractiveness, ease of understanding, promotion, discount, quality of service and time for food delivery, food diversity, and food service rate.

**Keywords:** marketing content, infographics, Gen Y, Bangkok

## Introduction

As a report by Allied Market Research, the global food delivery market is projected to reach 16,605 million USD by 2023 (1), and the market size in Thailand has dramatically increased (2). The service sector and the domestic industry in the country have adapted themselves to cope with the technological change or digital disruption, which not only causes changes in the way business and production processes but also affects the economic and social system of the country through changing consumer behaviors. This can be seen from the case of technology that plays a role in the restaurant business, the leaping growth of the E-Commerce B2C market, online consumption behaviors, or technology trends that make the apps smarter and better in responding to user needs.

In Thailand, business competition in the digital era has forced large operators in almost every industry to expand the scope of their ecosystems to include a broader range of products and services. This includes food delivery businesses that have received interest from platform providers in many industries, such as financial institutions, e-commerce platforms, food delivery businesses, etc. (3). Such players have stepped in and offered marketing

promotions. This gives stakeholders such as consumers, restaurants, and food delivery operators more options. At the same time, the number of consumers has remained concentrated in the Bangkok metropolitan area and a few important cities, which poses a challenge and causes a shift for food delivery platform providers to accelerate their strategy to maintain their market share (4) (5).

Previously, most restaurants had limited revenue streams, pushing food delivery businesses to become restaurant operators' primary source of income (6). Additionally, several online food delivery platform providers have accelerated their marketing efforts by organizing promotions, giving discounts, and waiving delivery fees to help restaurant operators to attract new consumers to use the platform and increase the frequency of consumer use. Kasikorn Research Center (7) estimates that in 2021, the number of home delivery food orders was at least 120 million, threefold higher than the number in the pre-Covid-19 period in 2019 (35-40 million). Revenue growth and a high number of stakeholders in the business attract players in various industries to join the food delivery battleground.

Since the availability of online food delivery services, consumer preference for food delivery businesses to homestays has changed. A survey by Kasikorn Research Center found that 63% of the samples thought food ordering services through different applications affected their consumption behaviors. They have ordered food through the application more and spent less time eating out. Also, 88% of the samples had used food ordering services through different applications (8). The main supporting factor comes from promotions and discounts that entrepreneurs have arranged in the form of 'Content Marketing (CM),' one of the critical strategies in driving a food delivery business. CM is considered the marketing approach that meets business needs. It is advanced and expanded its potential to reach consumers in terms of providing news and information in many ways (9), (10), (11).

One of the effective CM strategies is 'infographic' used to attract customers' interests or even to create brand awareness and loyalty (12). It also helps customers to make purchase decisions. In the online business, the infographic plays an essential role in creating marketing techniques that interact with the target audience in terms of sharing information or creating words of mouth. So, using CM through infographics is a crucial issue that should be studied and cannot be overlooked. In general, 'infographic' is defined as a picture, diagram, or group of pictures or diagrams showing or explaining information (13). To be more specific, it is also defined as 'the use of computer-support, interactive visual representations of data to amplify cognition'; 'it is a graphic visual representation of information, data or knowledge intended to clarify and integrate difficult information quickly and clearly' (12), (11).

**Figure 1:** Grab Food Infographics



Presently, Thai people are divided into seven age groups: Greatest Gen, Silent Gen, Baby Boomer, Gen X, Gen Y, Gen Z, and Gen Alpha. The Gen Y group is the largest group of the working population, an essential workforce of the country in the next 10 to 20 years (14), (15). In 2021, the Gen Y (aged 21-37) group of Thailand accounted for 31.53% (43 million) of the total population. It is a group of people born during the rapid development of technology, resulting in a rapid change in their lifestyles. Gen Y people are proficient in using technology and working against time. Based on many previous scholarly studies, Gen Y is considered the most important group of online food delivery service users through popular smartphone applications such as Lineman, Grab Food, Food Panda, and many others

(16), (17). The reasons behind the change to use the online food delivery service are traffic congestion, limited parking space, time-consuming waiting in line to buy food, the Covid-19 pandemic, and even public health measures on social distancing (18), (19), (20).

From the background and significance mentioned above, the researchers were interested in studying the factors in the marketing content infographics that influence a decision to use food delivery service based on the opinions of the most critical service users 'Gen Y' in Bangkok in order to develop the effective infographic communication of the food delivery business. Relevant people could use the information obtained from the research as a guideline for developing CM in the infographic format that meets the needs and consumers' satisfaction. In addition, the information can be used to develop strategies to support business growth and create a competitive advantage in the future.

## Objectives

The objectives of this research were as follows: (1) to study the factors in marketing content infographics that influence the decision of Gen Y to use the food delivery service; (2) to analyze the factors in marketing content infographics that influence the decision of Gen Y in Dusit District to use the food delivery service.

## Methodology

This study was carried out employing mixed-method research. For quantitative research, the population was Gen Y in Dusit District, Bangkok. According to the Administrative Strategy Division (21), 20,311 Gen Y were living in Dusit District: males (17,980, 64%) and females (7,331, 36%). Calculated by Yamane's equation with a Degree of Error Expected of 0.05, this study's samples were 392 residents in Dusit District. The participants were also purposively selected based on their experiences using food delivery services through applications such as Grab, Food Panda, Robinhood, and Lineman. The tool of this research used in collecting the data was the online questionnaire which was developed in the following stages:

1) Study content marketing concepts and information related to infographic presentations and images to reflect consumers' perspectives on using the food delivery service from previous research and related documents.

2) Create the questionnaire consisting of two parts: Part 01: general information of the respondents using the nominal and ordinal scales to ask the respondents about personal data: (1) genders, (2) occupations, (3) incomes, (4) regularly used apps of food delivery service and (5) frequency of using the apps of food delivery service; Part 02: factors and infographic content marketing by using the interval scale to measure the respondents' opinions towards 21 questions based on a five-rating scale of Likert:

Five means strongly agree.

Four means agree.

Three means moderately agree.

Two means disagree.

One means strongly disagree.

3) After that, the research team studied the validity of the questionnaire by creating the 'Index of Item-Objective Congruence (IOC) Evaluation Form' for evaluating the created questionnaire and sent both questionnaire and IOC evaluation form to five experts in the fields of research methodology, social studies, communication, graphic design, and information technology in different universities to find out the IOC value. As seen in the figure downloaded from PSPP statistical software, all questions (q1-q21) in the questionnaire have passed the criterion that a mean value must be higher than .80. This means five invited experts have approved all questions.

**Figure 01:** Questionnaire's IOC values (Con = Congruent, NS = Not sure, Ncon = Not congruent)

**Statistics**

	q1	q2	q3	q4	q5	q6	q7	q8	q9	q10	q11	q12	q13	q14	q15	q16	q17	q18	q19	q20	q21
N Valid	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean	.80	1.00	1.00	.80	.80	.80	1.00	1.00	.80	1.00	.80	.80	.80	1.00	.80	1.00	.80	.80	1.00	1.00	1.00
Std Dev	.45	.00	.00	.45	.45	.45	.00	.00	.45	.00	.45	.45	.45	.00	.45	.00	.45	.45	.00	.00	.00
Minimum	NS	Con	Con	NS	NS	NS	Con	Con	NS	Con	NS	NS	NS	Con	NS	Con	NS	NS	Con	Con	Con
Maximum	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con	Con
Sum	4.00	5.00	5.00	4.00	4.00	4.00	5.00	5.00	4.00	5.00	4.00	4.00	4.00	5.00	4.00	5.00	4.00	4.00	5.00	5.00	5.00

4) The questionnaire was then tried out with 30 Gen Y respondents in Phranakhon District to find its 'reliability' and 'Total-Item Correlation' to check if any question was inconsistent with the overaged behavior of the others and so can be discarded. The alpha value displayed the query constant between  $0 \leq \alpha \leq 1$ . If a value is very close to 1, it indicates high reliability. The reliability value accepted must be greater than 0.70 or more. The criteria for interpretation of the reliability are detailed as follows:

- 0.00 – 0.20 means a very low level of reliability / no reliability;
- 0.21 – 0.40 means a low level of reliability;
- 0.41 – 0.70 means moderate reliability';
- 0.71 – 1.00 means a high level of reliability.

As shown in Figure 02,  $\alpha$ -value was .86, close to 1. This means the questionnaire's reliability was high. When Corrected Total Item Correlation values were considered, it can be seen that only 17 items had scores higher than a critical value of .369 (degree of freedom = N-2, One-tailed test), based on Pearson's table of Critical Values for Pearson r. Five items (q1, q2, q7, q11) failed to meet the criterion and thus were discarded.

**Figure 02:** Cronbach's Alpha Value, Corrected Total Item Correlation

**Reliability Statistics**

Cronbach's Alpha	N of Items
.86	21

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
q1	86.10	47.27	.32	.86
q2	85.67	48.71	.26	.86
q3	85.80	47.89	.38	.86
q4	86.03	46.52	.55	.85
q5	85.97	45.27	.52	.85
q6	85.87	45.57	.63	.85
q7	86.10	47.96	.19	.87
q8	85.80	45.20	.60	.85
q9	85.83	46.70	.44	.86
q10	85.57	47.91	.41	.86
q11	85.67	48.85	.33	.86
q12	85.80	47.41	.44	.86
q13	85.87	47.36	.46	.86
q14	85.87	46.67	.42	.86
q15	85.87	46.95	.52	.85
q16	85.83	46.49	.51	.85
q17	85.77	45.36	.57	.85
q18	85.80	46.17	.59	.85
q19	85.80	47.48	.49	.86
q20	85.87	47.09	.50	.86
q21	85.80	47.54	.48	.86

(5) After the questionnaire was modified, it was put into Google form to generate a QR Code for collecting the data, and after that, it was distributed among the 392 samples selected by Purposive Sampling from January-June 2022.

For qualitative research, the research tool was the interview form which was developed in the following stages:

1) Study and analyze the findings in the quantitative research mentioned above and choose the five questions with the most positive responses to develop as the interview questions.

2) Create the interview form consisting of two parts: Part 01: general information of the interviewees using the nominal and ordinal scales to ask the respondents about personal data: (1) genders, (2) occupations, (3) incomes, (4) regularly used apps of food delivery service and (5) frequency of using the apps of food delivery service; Part 02: there were six questions about how the factors of content marketing infographics influence them to use food delivery service. The first five questions were developed from the questionnaire's top-rated questions. The final one was about the factors of content marketing infographics.

3) Check the validity of the interview form by creating the 'Index of Item-Objective Congruence (IOC) Evaluation Form' for evaluating the created interview form and send both the interview form and IOC evaluation form to five experts in the fields of research methodology, social studies, communication, graphic design and information technology to find out the IOC value. As seen in the figure downloaded from PSPP statistical software, all questions (q1-q5) in the questionnaire have passed the criterion that the mean value must be higher than .80. This means five invited experts have approved all questions.

**Figure 03:** IOC value of the in-depth interview form (Con = Congruent, NS = Not sure, Ncon = Not congruent)

		Statistics				
		q1	q2	q3	q4	q5
N	Valid	5	5	5	5	5
	Missing	0	0	0	0	0
Mean		1.00	1.00	1.00	1.00	1.00
Std Dev		.00	.00	.00	.00	.00
Minimum		Con	Con	Con	Con	Con
Maximum		Con	Con	Con	Con	Con
Sum		5.00	5.00	5.00	5.00	5.00

Then the interview form was used to ask 100 informants purposively selected (30 Gen Y with experience in using food delivery apps) in Dusit District from June-July 2020. In most cases, the interview process has been operated within 5-10 minutes based on the informants' convenience. Each interview was recorded with an audio recorder before the audio was transcribed. The content analysis was used to analyze the data focusing on the similarity of keywords given by the interviewees.

## Data analysis

After the quantitative data were obtained, the research team used the following statistics to interpret the data: Frequency, Percentage, Mean and Standard Deviation. The mean values were compared with the assessment criteria as follows:

- 4.50 – 5.00 means 'highest level';
- 3.50 – 4.49 means 'high level';
- 2.50 – 3.49 means 'moderate level';
- 1.50 – 2.49 means 'low level';
- 1.01 – 1.49 means 'lowest level'.

For the qualitative data obtained from the interview of 30 Gen Y, the research team used content analysis based on an inductive method to study the data.

## Research Results

### (1) Quantitative Research

#### Respondents' data:

Most of the respondents were female (320, 81.6%). 18.4% (72) were male. Most of them were aged between 24-27 (233, 59.4%), followed by 28-32 (81, 20.7%), 21-23 (60, 15.3%), 33-37 (18, 4.6%). The occupation of most respondents was 'private employees' (175, 44.6%), followed by 'own business/ freelance' (129, 32.9%); students (39, 9.9%), 'civil servants / state enterprises' (38, 9.7%), and 'other' (11, 2.8%). Most of them had an average monthly income of 20,001 -30,000 Baht (188, 48.0%), followed by 30,001 - 40,000 Baht (100, 25.5%), >10,000 Bath (63,16.1%), 40,001 – 50,000 Baht (34, 8.7%), > 500, 000 (4, 1%) and 10,001-20,000 (3, 0.8%).

#### Service user behavior

Most of the respondents in Bangkok used Grab Food as the primary food delivery service (204, 52.0%), followed by Lineman (147, 37.5%), Food Panda (25, 6.4%), and Robinhood (16, 4.1%).

**Table 01:** Service user behavior

Food Delivery	Number	%
Grab Food	204	52.0
Lineman	147	37.5
Food Panda	25	6.4
Robinhood	16	4.1
<b>Total</b>	<b>392</b>	<b>100</b>

Most of the respondents used the service more than seven times a week (246, 62.8%), 5-6 times a week (68, 17.3%), 3-4 times a week (60, 15.3%), and service 1-2 times a week (16, 4.1%).

**Table 02:** Service use frequency

Using Service Frequency	Person	%
> 7 times a week	246	62.8
5-6 times a week	68	17.3
3-4 times a week	60	15.3
1- 2 times a week	16	4.1
<b>Total</b>	<b>150</b>	<b>100</b>

### Marketing Content and Infographic Presentation

The opinions on factors in creating content marketing of 392 respondents were analyzed by Mean and Standard Deviation, as shown in the following table.

- 4.50 – 5.00 means 'highest level';
- 3.50 – 4.49 means 'high level';
- 2.50 – 3.49 means 'moderate level';

1.50 – 2.49 means 'low level';  
 1.01 – 1.49 means 'lowest level'.

**Table 04:** Factors of content marketing infographics that affect consumers

Questions	$\bar{X}$	S.D.	Interpretation
(3) Do you think content marketing presented in infographics influences your decision to use food delivery services?	4.20	0.60	High
(4) Do you think sharing knowledge is a technique to make content marketing infographics stand out?	4.09	0.61	High
(5) Do you think disseminating marketing content infographics regarding hidden advertising products (Tie-ins) attracts customers' attention?	4.27	0.62	High
(6) Do you think publishing entertainment content infographics make it feel interesting?	4.24	0.59	High
(8) Do you think disseminating knowledge-based content infographics keeps customers interested?	4.21	0.59	High
(9) Do you think improving marketing content infographics to consumers' interests makes customers follow the content?	4.22	0.64	High
(10) Do you think updating marketing content infographics make it more attractive?	4.30	0.59	High
(12) Do you think marketing content infographics can be used as a tool to help food delivery create financial outcomes?	4.33	0.64	High
(13) Do you think presenting different marketing content infographics gives the company an advantage over competitors (such as content, food images, symbols, promotions, and various formats)?	4.21	0.56	High
(14) Do you think consumers choose food delivery services because of the marketing content infographic presentation that meets their needs?	4.26	0.64	High
(15) Do you think presenting attractive marketing content infographics influences brand loyalty?	3.58	1.04	High
(16) Do you think good marketing content infographics result in sharing or words of mouth?	4.20	0.64	High
(17) Do you think price and promotion affect the decision to use the food delivery service more than presenting a good marketing content infographic?	4.27	0.60	High
(18) Do you think publishing marketing content in infographics can help you decide to order food?	4.20	0.56	High
(19) Do you think content marketing infographics affect choosing the food delivery service?	4.25	0.55	High
(20) Do you think restaurants without infographics (not seeing food samples) make it challenging to decide on an order causing the product's unreliability?	4.22	0.67	High
(21) Do you think presentation in a sleek infographic creates more credibility and trust?	4.21	.62	High
<b>Total</b>	<b>4.19</b>	<b>0.62</b>	<b>High</b>

The overall opinion of the respondents was at a high level ( $\bar{X}=4.19$ , S.D. = 0.62). This means that most strongly agree with the questions, and marketing content infographics influenced their decision to use food delivery service. The highest mean value was seen in question 12 which the respondents agreed that marketing content infographics could be used as a tool that helps food delivery providers to create financial outcomes ( $\bar{X}=4.33$ , S.D. = 0.64), followed by question 10, which believed that making marketing content infographics up-to-date makes it more attractive. The least mean value can be seen in question 15, as the respondents thought that presenting attractive marketing content infographics influences their brand loyalty.

## (2) Qualitative Research

### Respondents' data

Of a hundred interviewees, most were male (55 %). 45% were female. Most of them were aged between 24-27 (55%), followed by 28-32 (25%), 21-23 (17%), 33-37 (3%). The occupation of most respondents was 'private employees' (46%), followed by 'own business/ freelance' (32%); 'civil servants / state enterprises' (10%), students (9%), and 'other' (3%). Most of them had an average monthly income of 20,001 -30,000 Baht (50%), followed by 40,001 – 50,000 Baht (26%), >10,000 Baht (12%), 50,001-60,000 Baht (10%) and >60,000 Baht 2%). Most of the respondents in Bangkok used Grab Food as the main food delivery service (55%), followed by Lineman (38%), Food Panda (4%), and Robinhood (3%). Most of the respondents used the service more than seven times a week (67%), 5-6 times a week (19%), 3-4 times a week (13%), and service 1-2 times a week (1%).

Created based on the findings in the quantitative research, the top five agreed questions ( $\bar{X}= 4.33-4.26$ ) on 'what are the factors of content marketing infographics that influence Gen Y to use food delivery service?' were further applied to collect the quantitative data from the interviewees.

No.	Questions
1	Do you think 'marketing content infographics' can be used to help food delivery service providers create financial outcomes? Why?
2	Do you think making 'marketing content infographics' to be up-to-date makes them more attractive? Why?
3	Do you think disseminating 'marketing content infographics' in advertising hidden products (Tie-ins) attracts customers' attention? Why?
4	Do you think price and promotion affect the decision to use the food delivery service more than presenting a good 'marketing content infographic'? Why?
5	Do you think consumers choose food delivery services because of a 'marketing content infographics' presentation that meets their needs? Why?
6	What are the essential factors in the marketing content infographics that influence you to use food delivery services?

Based on the content analysis, the findings were as follows. (1) Question 1, most interviewees have provided the reasons that content marketing infographics are the way of visual communication between the service providers and customers. It helps them to make a judgment of the products and to make a decision to use the service. This way, 'marketing content infographics' can be used as an advertisement tool to create financial outcomes for food delivery service providers. (2) Question 2, most informants have provided why marking the marketing content infographics must be up-to-date. They said that they focus on the worthiness of their money as they constantly compare prices and follow the new promotion or discounts for service users of each food delivery service. (3) Question 3, most have answered that the dissemination of the marketing content infographics in terms of advertising hidden products had gained more attention as it stimulated their curiosity to know what is behind the marketing content infographics. (4) Question 4, most interviewees have agreed that price and promotion affect the decision to use the food delivery service more than presenting good content marketing infographics because they give them tangible benefits for

their expenditure. Good content marketing infographics are just the way to give customers information and gain their interest. (5) In Question 5, most interviewees agreed that they chose a food delivery service because of the 'marketing content infographics' presentation that meets their needs. (6) For the most critical factors in the marketing content infographics that influence their decision to use the food delivery service, Gen Y has focused on its attractiveness, ease of understanding, promotion, discount, quality of service and time for food delivery, presentation of food diversity and reasonability of food service rate.

## Discussion

This study focused on the opinions of Gen Y in Dusit District, Bangkok; based on the statistics of the personal data of the samples and interviewees, the data have confirmed each other and increased the reliability of obtained data in terms of age, occupation, monthly income, delivery service app use and food delivery service use per a week. Both quantitative and qualitative research confirmed that most respondents were working in private companies or have their own business or freelance. This is why their monthly income is 20,001-30,000. Most interviewees used Grab Food as the primary food delivery service and have used the food delivery service more than seven times a week. This is a very high rate of service use compared with other studies (22). From the study, the findings have suggested the factors of content marketing infographics influence Gen Y to use food delivery services are (1) the ways of visual communication between the service providers and customers; (2) up-to-date marketing content infographics, and the worthiness of customer's money; (3) correlation of advertising hidden products in content marketing and customers' curiosity; (4) correlation between price and promotion and purchase decision; (5) marketing content infographics presentation that meets the service users' needs. (6) In other words, to promote the food delivery in this area, the service providers should use content marketing infographics to communicate with the customers with the condition that the content must be up-to-date in terms of price, promotion, and needs. Advertising the Tie-ins can gain the customers' interest. (7) the essential factors in the marketing content infographics that influence Gen Y in Dusit District to use the food delivery services are its attractiveness, ease of understanding, promotion, discount, quality of service and time for food delivery, presentation of food diversity and reasonability of food service rate. The findings of this study are consistent with many studies. Nuchanart, Phanarin (22) on the factors that affected consumers in making decisions in using food delivery service revealed that from the data gained from 400 participants in Bangkok, for the marketing components in deciding to use food delivery service in Bangkok, most of the samples used the app that is secure, reliable, modern and fast. Food delivery services must have multiple restaurant partners. The food was appetizing and fresh. Moreover, most of the samples had focused on reasonable prices and reasonability of food service rate. Food service details are categorized and easy to find, and the menu indicates the price. For marketing content promotion, food delivery services should continuously promote marketing information through various channels such as online media, television, e-mail, advertisements, etc. Food delivery services should organize marketing promotion activities with many restaurants, and Food Delivery services should organize various marketing promotion activities such as an 80-baht discount on food when ordering a minimum of 250 baht for the first 1-5 kilometers, free food delivery. Sakunpan and Hengsadeeikul (23) have studied the factors of the marketing mix that affects consumer decision behavior to use food delivery in Samut Sakhon Province, and the research results showed that consumers place importance on websites, beautiful applications, attractive illustrations or infographics, so entrepreneurs should take beautiful and attractive food photos, and colorful food. There should be decorations to attract customers' attention to press the order. The food delivered should be the same as the photos in the app. The app should be secure. A quick refund is vital if there is a problem with food delivery. Moreover, the results of this study are also consistent with other studies in different regions, such as those of Srimanta and Hengsadeeikul (24) and Chaichana and Sangroengrob (4).

## Suggestions

As mentioned above, this research aimed (1) to study the factors in marketing content infographics that influence the decision of Gen Y to use the food delivery service; (2) to analyze the factors in marketing content infographics that influence the decision of the Gen Y in Dusit District to use the food delivery service. Relevant people could use the

research findings as the guideline for developing CM in the infographic design to support business growth and create a competitive advantage in the future. The subsequent study should expand the research scope to cover more users outside of Bangkok to study whether their opinions are similar or different with the samples used in this study to understand the marketing content factors for infographic design.

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