

Factors Affecting Customers' Decisions to Choose Same-Day Delivery Services in Bangkok

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ABSTRACT

Objective: This study explores the factors affecting choosing the same-day delivery services in Bangkok, Thailand. **Methodology:** The research was analysed using a quantitative method from 401 same-day delivery service customers through a convenience sampling (online questionnaire survey) in Bangkok, Thailand. The statistical analysis uses the multiple regression analysis (MRA). **Findings:** The same-day delivery attributes value had the most influence on choosing the same-day delivery services, followed by same-day delivery users, customer value, and benefits of same-day delivery services, respectively. **Implication:** The study's findings can be applied to several sectors that employ the decisions to use same-day delivery services in their business model. Besides, this study could assist business owners and marketers in e-commerce marketing management. It may aid in understanding the customers' decision to choose same-day delivery service to develop effective marketing strategies. Finally, high business performance will incur.

Keywords: *decisions to choose, same-day delivery, customer value, users, benefits, attributes*

1. INTRODUCTION

1.1 Background of the Research

Electronic commerce (E-Commerce) is a rapidly growing and widely expanding industry on both domestic and international levels. It is due to the rapid advancement and widespread availability of modern technologies (Beyari, 2021). People of all social levels can take over smartphones and access social media more efficiently in modern times. Therefore, it is an opportunity for merchants to use this channel to trade through applications, social media, and platforms. Besides, social media has added features that facilitate sellers and buyers, such

as online payment and Line app automated message responses. Facebook and Instagram also have features that create real-time commerce called live, allowing people to trade more quickly (Limna et al., 2021; Ulmer, 2017; Voccia et al., 2019). Customers are increasingly spending online these days as e-commerce businesses continue to expand. It has an impact on Thailand's parcel delivery business as well. With the primary demand for customers, online products that are fast, accurate, and trackable and fast parcel delivery are critical success factors (Chowdhury et al., 2021; Tangchaiburana & Techametheekul, 2017). As a result, using express transportation within a day, also known as Same-Day Delivery (SDD), a service booked with an application via smartphone, could quickly improve service quality to support business growth. Besides, there has been a significant increase in the demand for same-day delivery (Kawa et al., 2018; Stroh et al., 2021; Ulmer, 2017). Several factors influence customers' decision to choose same-day delivery services, such as same-day delivery attributes and benefits of same-day delivery services (Bian & Moutinho, 2011; Ulmer & Streng, 2019). Therefore, the factors for choosing same-day delivery services from customers' viewpoints are essential topics to study.

1.2 Problem Statement

Demand for same-day delivery is expected to grow by more than 43% per year, and retailers who provide same-day delivery will have a significant advantage in e-commerce. The number of urban, time-constrained, and on-demand consumers expecting instant and same-day delivery for online purchases has increased (Leesa-Nguansuk, 2018). Besides, following the COVID-19 crisis, with its social distancing and intermittent lockdowns igniting the 'now normal' where online delivery is part of Thai people's lifestyle, speed is critical to success, especially in food services and online shopping via popular applications (Bangkok Post, 2021). As a result, Thailand has a high demand for same-day delivery services (Leesa-Nguansuk, 2021). It is critical to investigate factors influencing choosing same-day delivery services, such as brand personality, product knowledge, and product involvement (Bian & Moutinho, 2011). The factors influencing decisions to choose same-day delivery services in Bangkok are critical topics to study. Therefore, the gap identified by previous research does not focus on some factors such as same-day delivery attributes, benefits of same-day delivery services, customer value, and same-day delivery users. All of which may impact customers' decisions to choose same-day delivery services in Bangkok. This study fills the gap by explaining these elements that influence choosing same-day delivery services using a conceptual framework.

1.3 Research Objective

This study investigates the factors affecting choosing the same-day delivery services in Bangkok, Thailand. It may be beneficial to business owners and marketers in e-commerce marketing management.

1.4 Research Question

What factors affect the decision to choose the same-day delivery service in Bangkok?

2. LITERATURE REVIEW

2.1 Decision to Choose Same-Day Delivery Services

As e-commerce businesses grow higher today, consumer behaviour is increasingly consuming online. Therefore, using express transportation within a day, also known as Same-Day Delivery (SDD), is a service that can be booked with an application via mobile phone, smartphone, which increases the quality of service quickly to support business growth (Klapp et al., 2018; Tran, 2021). The availability of various delivery options and the perceived quality of the delivery service are critical decision criteria for online customers and thus directly impact the success of e-commerce players in the marketplace (Joerss et al., 2016). Several factors influence customers' decision to choose same-day delivery service, such as pricing and service quality (Kawa et al., 2018; Klapp et al., 2018). The following framework may introduce customers who choose the same-day delivery service in Bangkok, Thailand. The factors that influence customers' decision to select the same-day delivery services in this study are same-day delivery attributes, benefits of same-day delivery services, customer value, and same-day delivery users.

2.2 Same-Day Delivery Attributes

Attributes are descriptive characteristics that characterise a product or service. Attributes are related to what a customer believes a product or service is involved in its consumption. It can be classified in various ways (Bian & Moutinho, 2011; Wang & Tang, 2011). Amrullah et al. (2021) investigated the relationship between the attributes of brown rice products and the purchasing decisions of brown rice customers. The findings revealed some extrinsic and intrinsic product attributes related to brown rice purchasing decisions. Product attributes significantly impacted customers' purchasing decisions (Amrullah et al., 2021). Nguyen et al. (2019) investigated how customers perceived delivery attributes such as delivery speed, time slot, and delivery fee when choosing a delivery option for their online purchases. Thus, service attributes significantly impacted customer decisions (Nguyen et al., 2019). According to the previous research, the hypothesis is proposed as follows:

H1: Same-day delivery attributes significantly influence customers' decisions to choose same-day delivery services.

2.3 Benefits of Same-Day Delivery Services

Perceived benefit refers to what customers believe the product or service can do for them. (Choi et al., 2013). Consumers seek benefits when purchasing a product or brand (Bian & Moutinho, 2011). Same-day delivery services are known as time windows for deliveries. They are beneficial and convenient. Same-day delivery services are distribution services that prepare, dispatch, and deliver orders to the customer's location on the same day the order is placed (Castillo et al., 2018; Klapp et al., 2018). Customers typically weigh both the costs and benefits of a specific decision. As a result, the benefits of a product or service significantly impact customer purchasing decisions (Bian & Moutinho, 2011). Besides, customers are

illogical to pay more for a product or service that does not provide essential benefits (Ali & Ahmad, 2016). According to the previous research, the hypothesis is proposed as follows:

H2: Benefits of same-day delivery services significantly influence customers' decisions to choose same-day delivery services.

2.4 Customer Value

Customer value has been recognised as a significant predictor of customer purchase decisions in the marketing and e-commerce literature (Hsiao et al., 2016). One of the most critical aspects of marketing is creating and communicating value to customers to increase their satisfaction, loyalty, and profitability (Kumar & Reinartz, 2016). Kim et al. (2011) used customer value theory to examine social networking community member decisions to purchase digital items in Korea. The findings indicated that the effects of value on member purchase decisions were significant in terms of the emotional and social dimensions (Kim et al., 2011). Razak et al. (2016) investigated the impact of product quality and price on customer satisfaction with the mediator of customer value in Indonesia. A finding indicated that customer value had a significant effect on toothpaste customers. Product quality and price can increase customer value, which leads to customer satisfaction. Therefore, customer value significantly influences customers' decisions to purchase (Razak et al., 2016). According to the previous research, the hypothesis is proposed as follows:

H3: Customer value significantly influences customers' decisions to choose same-day delivery service.

2.5 Same-Day Delivery Users

User is a critical component of brand association and equity (Xie et al., 2020). Same-day delivery users progressively turn to e-commerce for all their shopping needs, and they are consumers who adopt innovation (Skoufi et al., 2021). Furthermore, customers who use same-day delivery are those who prioritise monetary value. When e-commerce users are provided with additional information on the available last-mile delivery options' environmental and social sustainability impact, such as promotions, they change their preferred last-mile delivery method (Ignat & Chankov, 2020). Karnermo and Stureson (2018) studied same-day delivery options and factors for future demand in Sweden. A finding indicated that the same-day delivery users have specific tastes and needs (Karnermo & Stureson, 2018). According to the previous research, the hypothesis is proposed as follows:

H4: Same-day delivery users significantly influence customers' decisions to choose a same-day delivery service.

2.6 Conceptual Framework

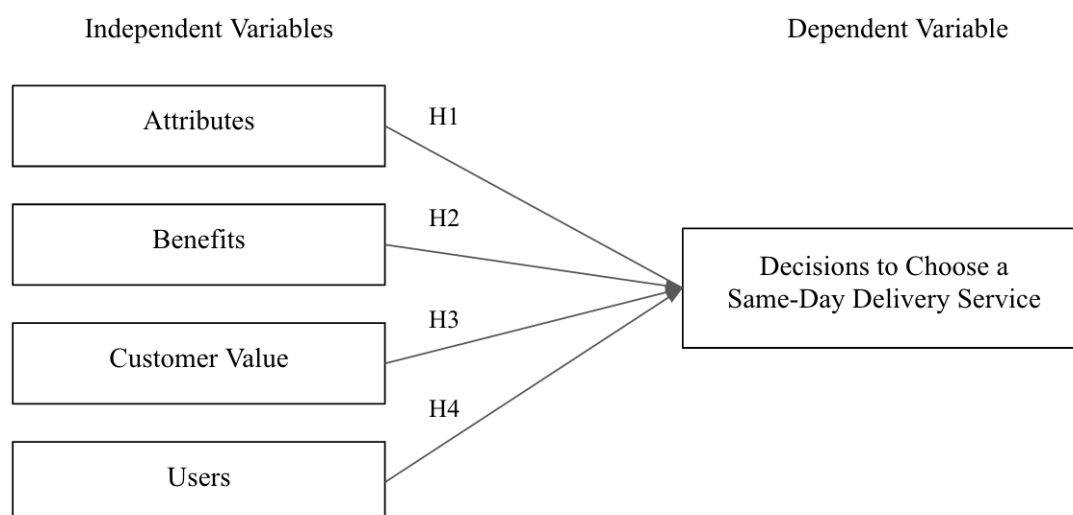


Figure 1. Conceptual Framework

3. RESEARCH METHODOLOGY

3.1 Population & Sample

The study's target population was an unknown number of same-day delivery service customers in Bangkok, Thailand. A typical survey has a 95% confidence level. At $p=0.5$, a minimum of 385 cases must be collected using convenience sampling, with a sample error of 5% and a precision level of 95% (Zikmund, 2003). This study included 401 participants. The samples were Thai customers of same-day delivery services in Bangkok, Thailand.

3.2 Research Instrumentation

Closed-end questionnaires (Likert's Rating Scale) were used to collect data for this study. The researchers developed the questionnaire items based on previous research. The validity and reliability of the measurement instruments were assessed. All of the main variables in this study were measured using a five-point Likert Scale, with the classifications as follows: strongly agree with a value of 5, agree with a value of 4, neutral with a value of 3, disagree with a value of 2, and strongly disagree with a value of 1. The demographics of the respondents were derived from the study of Siripipatthanakul & Chana (2021) and Siripipatthanakul & Nyen Vui (2021). The questionnaire items in attributes were based on Bian & Moutinho (2011). The questionnaire items in benefits were based on Montaner & Pina (2008) and Kim et al. (2011). The questionnaire items in customer value were based on Kim et al. (2011). The questionnaire items in users were based on Karnermo & Stureson (2018).

3.3 Data Collection

The researcher distributed 401 questionnaires to a sample group of same-day delivery service customers in Bangkok, Thailand, for data collection. The response rate was 100% (401 respondents). The data was collected between November 01 to December 05, 2021.

3.4 Data Analysis

The completed data set was coded and analysed using multiple regression analysis (MRA). The demographics of the respondents were analysed using descriptive statistics for frequency and percentage. The mean and standard deviation analyses were used to compute the results of each variable and questionnaire item. The factor analysis method was used to test for validity. The data were analysed using multiple regression analysis (MRA) to confirm the model assumption statistically. This study made use of the SPSS-trial version.

4. RESULTS

Table 1. General Data Characteristics of the Respondents

General Information		Frequency	Percentage
Gender	Male	91	22.9%
	Female	309	77.1%
Age	15-24 years old	15	4.0%
	25-34 years old	310	77.3%
	35-44 years old	70	17.5%
	45-54 years old	5	1.2%
Education	High school / Diploma	394	98.5%
	Bachelor's Degree	6	1.5%
Occupation	Students	15	3.7%
	Government Officer	49	12.5%
	Private Company Employees	329	82.0%
	Personal Business	7	1.7%
Income	Less than 10,000 THB	11	3.0%
	10,001- 20,000 THB	16	4.0%
	20,001- 30,000 THB	234	58.4%
	30,001- 40,000 THB	131	32.7%
	40,001- 50,000 THB	12	3.0%
	More than 50,001 THB	7	1.7%
Total		401	100%

Four hundred and one (401) same-day delivery customers in Bangkok, Thailand, completed online questionnaires which were coded and analysed. The findings revealed that the majority of respondents were female (77.1%), age ranged between 25 and 34 (77.3%), had a high school or diploma degree (98.5%), worked as a private company employee (82.0%), and earned between 20,001 and 30,000 baht per month (58.4%). The demographics represented the same-day delivery service customers in Bangkok, Thailand.

Table 2. Mean, Standard Deviation, Factor Loadings and Interpretation

Items	Factor Loadings	Mean	SD	Interpretation
1. Same-Day Delivery Attributes				
1.1 The same-day delivery company I used is reliable as it can deliver goods within one day.	0.595	4.36	0.524	Strongly Agree
1.2 The same-day delivery company I used is modern.	0.781	4.47	0.505	Strongly Agree
1.3 The same-day delivery company I used has advanced technology.	0.681	4.65	0.484	Strongly Agree
1.4 The same-day delivery company I used has a good reputation.	0.696	4.46	0.504	Strongly Agree
1.5 There is clear publicity about the procedure for using same-day delivery service.	0.691	4.43	0.506	Strongly Agree
1.6 The same-day delivery company I used is continually developing and improving quality.	0.611	4.50	0.525	Strongly Agree
Items	Factor Loadings	Mean	SD	Interpretation
2. Benefits of Same-Day Delivery Services				
2.1 The same-day delivery company I used is responsible for society.	0.779	4.08	0.386	Agree
2.2 The same-day delivery company I used offers services that focus on customer convenience.	0.747	4.35	0.494	Strongly Agree
2.3 The same-day delivery company I used is fast and has highly accurate services.	0.959	4.59	0.522	Strongly Agree

Items	Factor Loadings	Mean	SD	Interpretation
3 Customer Value				
3.1 The same-day delivery company I used is a brand with a distinctive identity.	0.768	4.35	0.488	Strongly Agree
3.2 The same-day delivery company I used is a quality brand.	0.551	4.57	0.515	Strongly Agree
3.3 The same-day delivery company I used is a brand that reflects excellent service users.	0.883	4.58	0.529	Strongly Agree
Items	Factor Loadings	Mean	SD	Interpretation
4 Same-Day Delivery Users				
4.1 The same-day delivery users are consumers with good taste.	0.764	4.38	0.490	Strongly Agree
4.2 The same-day delivery users are consumers who focus on monetary value.	0.817	4.60	0.515	Strongly Agree
4.3 The same-day delivery users are consumers who adopt innovation.	0.751	4.51	0.548	Strongly Agree
4.4 The same-day delivery users are modern consumers.	0.885	4.51	0.534	Strongly Agree
Items	Factor Loadings	Mean	SD	Interpretation
5. Decisions to Choose Same-Day Delivery Services				
5.1 You would think of the same-day delivery company when shopping online.	0.670	4.39	0.560	Strongly Agree
5.2 When there is an opportunity to use the transportation service, you think of the same-day delivery company.	0.788	4.43	0.506	Strongly Agree
5.3 I think that I will use the same-day delivery company continuously.	0.772	4.63	0.493	Strongly Agree

5.4 I would recommend others to use the same-day delivery company.	0.675	4.46	0.543	Strongly Agree
5.5 The same-day delivery company is suitable for you.	0.877	4.46	0.523	Strongly Agree

Factor loadings are over 0.5, following the recommendation of Shrestha (2021). The main variables in this study were measured using a five-point Likert Scale from 5 (strongly agree) to 1 (strongly disagree). The range of mean score between 4.21 to 5.00 means strongly agree, 3.41 to 4.20 means agree, 2.61 to 3.40 means neutral, 1.81 to 2.60 means disagree, and 1.00 to 1.80 means strongly disagree (Chana et al., 2021; Zikmund, 2003).

Table 3. Coefficients

Model	Unstandardised Coefficients		Standardised Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.502	0.292		5.147	0.000
Attributes	0.292	0.054	0.264	5.375	0.000
Benefits	0.106	0.038	0.132	2.816	0.005
Customer Value	0.113	0.044	0.120	2.574	0.010
Users	0.162	0.050	0.163	3.255	0.001

R=0.460 R-Square=0.212 Adjusted R-Square=0.204 F (4,396)=26.558 p=0.000

a. Dependent Variable: Decisions to Choose Same-Day Delivery Services

b. Predictors: (Constant), Attribute, Benefit, Value, Users

A significant regression equation was found $F(4, 396) = 26.558, p = 0.000 (p < 0.05)$. The decision was equal to $1.502 + 0.292 \text{ Attributes} + 0.106 \text{ Benefit} + 0.113 \text{ Value} + 0.162 \text{ User}$.

The decision to choose same-day delivery increased by 0.292 units for each unit in a change of same-day delivery attributes, 0.106 units for each unit of change in benefits of same-day delivery services, 0.113 units for each unit of change in customer value, and 0.162 units for each unit of change in same-day delivery users. Same-day delivery attributes, benefits of same-day delivery services, customer value, and same-day delivery users can predict the decisions to choose same-day delivery services. Twenty-one-point-two per cent (21.2%) of the variance of the decision to choose same-day delivery service was explained by combining the predicting factors ($R^2 = 0.212$). According to the coefficient, the same-day

delivery attributes value had the most influence on the decisions to choose same-day delivery services ($\beta=0.292$, $p=0.000$), followed by same-day delivery users ($\beta=0.162$, $p=0.001$), customer value ($\beta=0.113$, $p=0.010$), and benefits of same-day delivery services ($\beta=0.106$, $p=0.005$), respectively.

Table 4. The Summary of Hypothesis Testing Results

No.	Hypotheses	Results	Actions
H1	Attributes \rightarrow Decision	$p=0.000$	Supported
H2	Benefits \rightarrow Decision	$p=0.005$	Supported
H3	Customer Value \rightarrow Decision	$p=0.010$	Supported
H4	Users \rightarrow Decision	$p=0.001$	Supported
	Same-day delivery attributes, benefits of same-day delivery services, customer value, and same-day delivery users \rightarrow decisions to choose same-day delivery services.	$R^2 = 0.212$	Same-day delivery attributes, benefits of same-day delivery services, customer value, and same-day delivery users can predict the decisions to choose same-day delivery services by 21.2%.

5. DISCUSSION

5.1 Discussion of the Research Finding

The hypotheses were tested and supported. The results indicated that same-day delivery attributes, benefits of same-day delivery services, customer value, and same-day delivery users could predict customers' decisions to choose same-day delivery services in Bangkok, Thailand. These factors significantly influence customers' decision to choose same-day delivery service. Same-day delivery attributes influence substantially customers' decisions to choose same-day delivery service, supported by the previous studies of Amrullah et al. (2021) and Nguyen et al. (2019) that product and service attributes have a significant impact on customers' purchasing decisions. They are defining features that define a product or service. The benefits of same-day delivery services significantly influence customers' decisions to choose same-day delivery services, supported by the previous studies of Ali & Ahmad (2016), Castillo et al. (2018), and Klapp et al. (2018). Customers usually consider both the costs and benefits of a particular decision. Customer value significantly influences customers' decision to choose same-day delivery services, supported by the previous studies of Kim et al. (2011) and Razak et al. (2016) that customer value significantly influences customers' decisions to purchase. Creating and communicating value to customers is one of the most crucial aspects of marketing to increase their satisfaction, loyalty, and profitability. Same-day delivery users significantly influence customers' decision to choose same-day delivery service, supported by

the previous studies of Ignat & Chankov (2020), Karnermo & Sturesson (2018), and Skoufi et al. (2021) that users have a significant impact on customers' purchasing decisions. Users of same-day delivery are customers with good taste, prioritise monetary value, and embrace innovation.

5.2 Research Contribution

The results confirmed the conceptual framework that the same-day delivery attributes, same-day delivery users, customer value, and benefits of same-day delivery services are significant predictors of customers' decisions to choose same-day delivery services. The findings of the study can be applied to several sectors that employ the decisions to use same-day delivery services in their business model. Furthermore, this study may benefit business owners and marketers in e-commerce marketing management. It also may aid in developing effective marketing strategies by understanding customers' decisions to use same-day delivery services.

5.3 Conclusions

The study revealed a relationship between same-day delivery attributes, same-day delivery users, customer value, benefits of same-day delivery services, and customers' decision to use same-day delivery services. The same-day delivery attributes influenced choosing the same-day delivery service, followed by same-day delivery users, customer value, and benefits of same-day delivery services, respectively. This study's theoretical model explaining customers' decisions to use same-day delivery services is appropriate. The accepted hypotheses in this study may assist the marketers in determining what factors influence customers' decision to use same-day delivery services. Customers will be more effective, resulting in significant competitive advantages and future growth by increasing customers' decisions to choose same-day delivery services regarding the same-day delivery attributes through continually developing and improving quality. Growing customers' decisions regarding benefits of same-day delivery services through fast and has highly accurate services. Customers' decisions increased regarding customer value through a brand that reflects excellent service users. Customers' decisions increased regarding same-day delivery users focusing on monetary value. As a result, high business performance will incur.

5.4 Limitations & Recommendations

This study examined the factors affecting customers' decision to choose the same-day delivery services in Bangkok, Thailand. Only one province may not be a good representation of Thailand. This study recommends expanding other variables such as customer satisfaction due to a low explanation power ($R\text{-Square}=0.212$). Moreover, the nature of this study is a self-administered questionnaire. Qualitative research such as interviews and focus groups could give more insight into future research.

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