# CORPORATE GOVERNANCE AND CONSUMER BEHAVIOR STRATEGY: THE IMPACT OF DIGITAL FOOD DELIVERY PLATFORMS ON PURCHASING DECISIONS AND STAKEHOLDER VALUE

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## Abstract

This study aims to investigate the causal relationship between consumer behavior and purchasing experience through food delivery applications. Data were collected from 680 participants using random sampling, comprising students who use food delivery applications. Data were analyzed through structural equation modeling (SEM). The results indicate that consumer behavior focuses on providing effective information, with media design related to user interaction, trust, shopping pleasure, and ease of use having a positive effect on product loyalty. Moreover, the same media design factors positively influence non-rational purchasing decisions, as demonstrated by the causal relationship model. According to concordance verification, the model showed a good fit with a ratio of chi-square minimum and degrees of freedom (CMIN / DF) = 1.74, goodness-of-fit index (GFI) = 0.86, comparative fit index (CFI) = 0.96, and root mean square error of approximation (RMSEA) = 0.05, consistent with empirical data. These findings highlight the role of product loyalty and non-rational purchases in shaping business opportunities in the growing food delivery sector (Alalwan, 2020).

**Keywords:** Causal Relationship, Consumer Behavior, Purchasing Experience, Food Delivery, Applications

**Authors' individual contribution:** The Author is responsible for all the contributions to the paper according to CRediT (Contributor Roles Taxonomy) standards.

**Declaration of conflicting interests:** The Author declares that there is no conflict of interest.

## 1. INTRODUCTION

Technological advancements have profoundly transformed consumer behavior across urban societies worldwide, particularly in food consumption patterns. As individuals navigate increasingly fast-paced lifestyles, time constraints and the growing demand for convenience have catalyzed a substantial shift in how food is accessed and consumed (Ray et al., 2019). This shift is particularly pronounced in the widespread adoption of food delivery applications, which have become essential components of modern urban living.

The proliferation of smartphones and the widespread use of social media platforms have cultivated an environment where consumers are perpetually connected, seeking immediate gratification and convenience in various aspects of life, including meal procurement (Suhartanto et al., 2019). This digital convergence now extends beyond communication,

affecting daily activities such as news consumption, travel arrangements, and notably, food ordering (Sahney & Arora, 2019). In Thailand, the digital revolution has been particularly prominent, as evidenced by the surge in internet usage and corresponding growth in e-commerce activities. Thai consumers are spending increasing amounts of time online, utilizing digital platforms to purchase goods and services, with food delivery being a significant part of this transformation (Anshu et al., 2022). The advantages of digital platforms especially time savings and convenience have further fueled this shift in consumer behavior (Gulfraz et al., 2022).

The market for food delivery applications has emerged as a crucial element of this digital ecosystem. These platforms act as intermediaries, linking consumers to a variety of restaurant options, and have successfully captured younger demographics who value convenience and efficiency (Suhartanto et al., 2019). The attractiveness of these platforms stems from their ability to meet the needs of time-pressed consumers, offer promotional incentives, and provide user reviews that significantly influence purchasing decisions (Ray et al., 2019).

However, despite the swift expansion and apparent popularity of food delivery platforms, many businesses operating in this sector have not realized the anticipated financial returns. This discrepancy indicates a complex interplay of factors influencing consumer behavior, underscoring the necessity for a deeper understanding of the relationship between consumer preferences and their purchasing experiences on these platforms. Although existing research has examined various facets of e-commerce and digital food ordering, a notable gap remains in the literature concerning the causal relationship between consumer behavior and purchasing experiences, particularly in the context of food delivery applications. This gap is especially evident in Thailand, where rapid digital adoption has created a unique and dynamic consumer landscape. The primary aim of this study is to explore the causal relationship between consumer behavior and purchasing experiences within the Thai food delivery application market. In doing so, this research seeks to contribute both theoretical and practical insights that can inform future strategies for businesses operating within this space, as well as enrich academic discussions on the subject. The significance of this study is threefold. First, it assists businesses in understanding the key factors that influence consumer behavior when engaging with food delivery applications, enabling them to refine their marketing strategies and enhance service quality to better meet consumer needs. Second, by examining the causal links between consumer behavior and purchasing experiences, businesses can identify critical areas for improvement, such as delivery efficiency, food quality, and customer service, which are crucial for fostering customer retention and loyalty. Lastly, this research offers broader insights into consumer behavior trends, specifically examining the role of technology in shaping these behaviors and the impact of social and cultural factors on consumer preferences in the food delivery context.

The structure of this paper is as follows. Section 2 provides a comprehensive review of the relevant literature, examining prior studies on consumer behavior and the growing influence of food delivery applications. Section 3 outlines the research methodology, detailing the sampling strategies, data collection processes, and analytical approaches employed in this study. Section 4 presents the empirical findings derived from the analysis. Section 5 thorough discussion of the results. Finally, Section 6 concludes the paper by discussing the implications for both academic scholarship and industry practices and offers recommendations for future research directions.

## 2. LITERATURE REVIEW

### 2.1. Consumer behavior in e-commerce and food delivery applications

The swift expansion of e-commerce, particularly in the realm of food delivery applications, has markedly transformed consumer behavior within urban environments. This transformation is evidenced by a growing inclination towards convenience, rapid service, and digital engagement throughout the purchasing process (Yim, 2017; Kuppelwieser & Klaus, 2021). The ecosystem of food delivery applications embodies a distinctive convergence of technological advancement, consumer behavioral patterns, and the food service industry, thereby presenting notable opportunities and challenges for both business practitioners and academic researchers.

### 2.2. Product loyalty and purchase decisions

In the context of food delivery applications, product loyalty plays a pivotal role in shaping consumer behavior. Such loyalty is frequently fostered through positive user experiences, which encompass various dimensions of the application's functionality and service quality (Srivastava & Kaul, 2016). The interplay between product loyalty and purchasing decisions, particularly regarding non-rational or impulse purchases, is intricate and multifaceted. Existing research indicates that loyal customers are more inclined to engage in repeat purchases and may exhibit lower price sensitivity (Riaz et al., 2022). However, the precise mechanisms by which loyalty influences consumer behavior within food delivery platforms remain insufficiently explored. This gap in the literature informs the development of our first hypothesis.

*H1: Product loyalty positively influences non-rational purchases in food delivery applications.*

### 2.3. User experience factors and consumer behavior

The user experience within food delivery applications plays a fundamental role in shaping consumer behavior. Several critical factors have been identified in the literature as pivotal in this context:

1. Effective information provision: The quality, clarity, and accessibility of information regarding products, prices, and services are essential in influencing consumer decision-making (De Keyser et al., 2020; Bressolles et al., 2014). Well-structured and easily accessible information can expedite decision-making processes and may even promote impulsive purchasing behavior (Chen et al., 2020; Lin et al., 2024).

2. Media design and usability: The visual design and ease of navigation within the application significantly affect user engagement and the likelihood of purchase (Riaz et al., 2022). A user-friendly, aesthetically appealing interface can enhance

the overall experience, potentially fostering more frequent use of the application.

3. User interaction and communication: The ability for users to interact with the platform, including features like customer reviews, chat support, and virtual assistants, can significantly impact the purchase decision process (Jun et al., 2022). These interactive elements can provide additional information and reassurance to consumers.

4. Trust and security given: The nature of online transactions, trust in the platform's security and reliability is crucial for user adoption and continued use (Alalwan, 2020). Building trust can lead to increased user loyalty and potentially more non-rational purchases.

5. Shopping pleasure: The enjoyment derived from using the application, including aspects like browsing options and discovering new restaurants, can influence purchasing behavior (Gulfraz et al., 2022). A pleasurable shopping experience may lead to increased usage and potentially more impulsive purchases.

6. Ease of use: The overall simplicity and user-friendliness of the application can significantly impact user satisfaction and purchasing behavior (Chen et al., 2020). An easy-to-use interface can reduce barriers to purchase and potentially encourage more frequent use.

Based on these factors, we propose the following hypotheses.

*H2: User experience factors positively influence non-rational purchases in food delivery applications.*

*H2a: Effective information provision positively influences non-rational purchases.*

*H2b: Media design and usability positively influence non-rational purchases.*

*H2c: User interaction and communication positively influence non-rational purchases.*

*H2d: Trust and security positively influence non-rational purchases.*

*H2e: Shopping pleasure positively influences non-rational purchases.*

*H2f: Ease of use positively influences non-rational purchases.*

The mediating role of product loyalty. While the direct effects of user experience factors on non-rational purchases are important to consider, the literature suggests that product loyalty may play a mediating role in this relationship (Anshu et al., 2022). The user experience factors may first contribute to building product loyalty, which in turn influences non-rational purchasing behavior. This leads to our final hypothesis.

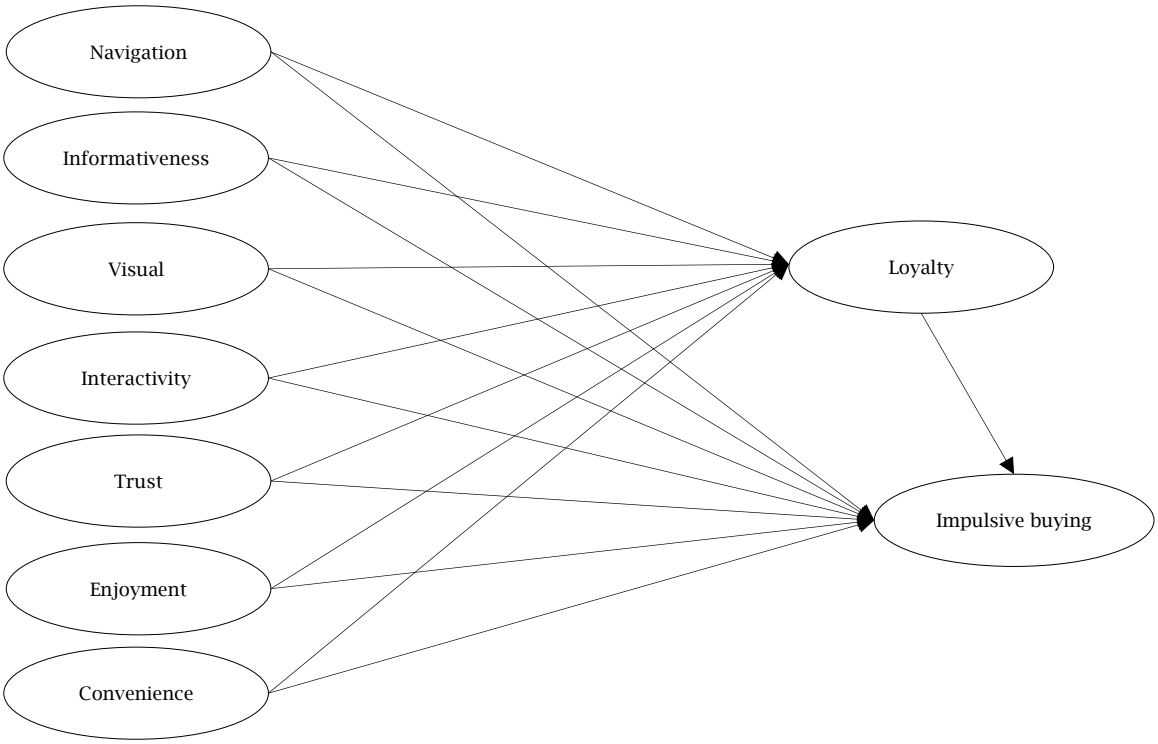
*H3: Product loyalty mediates the relationship between user experience factors and non-rational purchases in food delivery applications.*

By examining these hypotheses, this study aims to provide a comprehensive understanding of the causal relationships between user experience factors, product loyalty, and non-rational purchases in the context of food delivery applications. This research will contribute to filling the gap in the literature regarding the specific mechanisms driving consumer behavior in this rapidly evolving sector of e-commerce.

## 2.4. Conceptual framework

Based on literature reviews, model development can be divided into nine components 1) recommending purchases; 2) providing effective information to customers; 3) media design in use; 4) user interaction; 5) trust; 6) fun of buying products; 7) ease of use; 8) product loyalty; 9) non-reasonable purchases.

**Figure 1**. A conceptual framework for research



## 3. RESEARCH METHODOLOGY

In this quantitative study, the researcher meticulously defined the population scope, targeting university students in Bangkok with prior experience using food delivery applications, thus ensuring the rigor and relevance of the findings to a digitally proficient and representative demographic. The research was conducted over a three-month period, spanning from January 2024 to March 2024, allowing for a comprehensive data collection process. The sample group comprised online consumers with experience in app-based shopping, particularly food delivery services. Employing a non-probability sampling technique, specifically accidental sampling, the researcher determined the sample size based on principles of structural equation analysis. Following Stevens' (2002) recommendation of a minimum of 20 samples per observed variable, and given the 14 variables in the model, a minimum sample size of 280 was established ($14 \times 20$). To enhance statistical power and account for potential data attrition, the total data collection was expanded to 680 participants, significantly exceeding the minimum threshold and bolstering the study's validity and generalizability.

Alternative methods considered for this study included qualitative approaches such as in-depth interviews or focus groups, which could provide rich insights into consumer motivations but may lack generalizability. A mixed-methods approach, combining quantitative surveys with qualitative interviews, was also contemplated for a more comprehensive understanding. Additionally, a longitudinal study was considered to reveal evolving patterns in consumer behavior over time. However, the chosen quantitative method using structural equation modeling (SEM) was deemed most appropriate for its ability to test complex relationships between multiple variables simultaneously, aligning optimally with our research objectives and resource constraints.

The characteristics of the tools used in this research can be divided according to the nature of the research method into one type of quantitative research tool. The characteristics of the research tools are divided into three parts:

- Part 1 of the questionnaire is about the general status of users.
- Part 2 of the questionnaire deals with opinions on the issues related to this study, which consists of nine components: 1) recommendation of purchases, 2) providing effective information to customers, 3) media design in terms of use, 4) user interaction, 5) trust, 6) shopping pleasure, 7) ease of use, 8) product loyalty and 9) unreasonable purchase. This questionnaire is a rating scale questionnaire with criteria for giving the weight of the assessment into six levels according to the Likert scale method.
- Part 3 of the questionnaire concerns comments and suggestions.

The tools used in the research were the application of the questionnaire from Gulfraz et al. (2022) by 1) studying the principle of constructing the questionnaire according to the research concept; 2) studying information from books, documents, articles, and works; 3) determining the issues and scope of the questions following the objectives and bring the questionnaire to three experts with knowledge and experience in the field of study for consideration in evaluating the quality of the tools. Then, the index of item-objective congruence (IOC) was examined. The index of IOC was checked (0.85–1.00); 4) taking the questionnaire to analyze the discrimination power (discrimination) item by item in the questionnaire that looks like a check item. The standard deviation and the question that looks like an approximate scale with the correlation coefficient and the confidence value of the questionnaire (reliability) in the questionnaire that looks like a scale are estimated by finding Cronbach's alpha (Silpcharu, 2010). The results of discrimination analysis for each item have an analysis result between 0.783 and 0.890, and the question that looks like a scale is estimated by the analysis of the corrected item-total correlation. The value is between 0.421 and 0.775. The confidence value of the alpha coefficient of Cronbach alpha has analytical results equal to 0.84–0.97.

This study analyzed the baseline data by descriptive statistics and tested the research hypothesis by analyzing the SEM. The method of analyzing quantitative data is also used to analyze with a SEM of the study issue. The suitability of the model with the data is verified by considering the evaluation of the concordance of latent variables by considering the ratio of chi-square minimum and degrees of freedom (CMIN / DF), normed fit index (NFI), Tucker-Lewis Index (TLI), comparative fit index (CFI), and root mean square error of approximation (RMSEA) using maximum likelihood analysis. The data can be used to predict the outcome as a direct range from the available data to estimate the parameters.

## 4. RESULTS

In terms of gender, most of the participants were female (50.4%), followed by male (36%) and LGBTQ+ (13.6%). Those living in Bangkok have an average monthly income of less than 10,000 baht (39.6%), 10,001–20,000 baht (19.2%) and 20,001–30,000 baht (14.8%). In terms of age, most participants were 19–23 years old (52%), followed by 24–30 years old (35.6%) and 15–18 years old (12.4%). In terms of occupation, most of them were students (46.8%), followed by private company employees (16.8%) and self-employed (11.6%).

Most liked using the LINEMAN application, 128 people (51.2%), followed by the GrabFood application, 99 people (39.6%), and the Foodpanda application, 23 people (9.2%). The frequency of using the application is mostly 2–3 times/month, 95 people (38%), followed by 4–6 times/month, 62 people (24.8%), and more than 7 times/month, 58 people (23.2%).

Most of the participants chose to use the application based on the convenience of purchasing products (38.4%), followed by easy-to-use applications (24.4%) and promotion shopping from stores and applications (21.2%).

The analysis results of the measurement model are presented in Appendix (Table A.1), and the value used to measure the suitability of the sample data to be analyzed. A consistent relationship exists, which is considered consistent with all data (variables/ questions/indicators). Therefore, a Kaiser-Meyer-Olkin (KMO) value of $> 0.5$ should be considered. The data to be analyzed are appropriate. The results of the analysis showed that every variable used in this study had a KMO value between 0.712 and 0.892, which was considered a good level, and a statistic indicating the ability to be the same

component. Composite reliability (CR) has a value between 0.693 and 0.798, and the average variance extraction (AVE) is between 0.771 and 0.940, in which the CR should be greater than 0.6 and AVE should be greater than 0.5. The analysis results are considered suitable for further analysis. The equation model for the analysis results is shown below in the figure.

**Figure 2**. Structural equation model

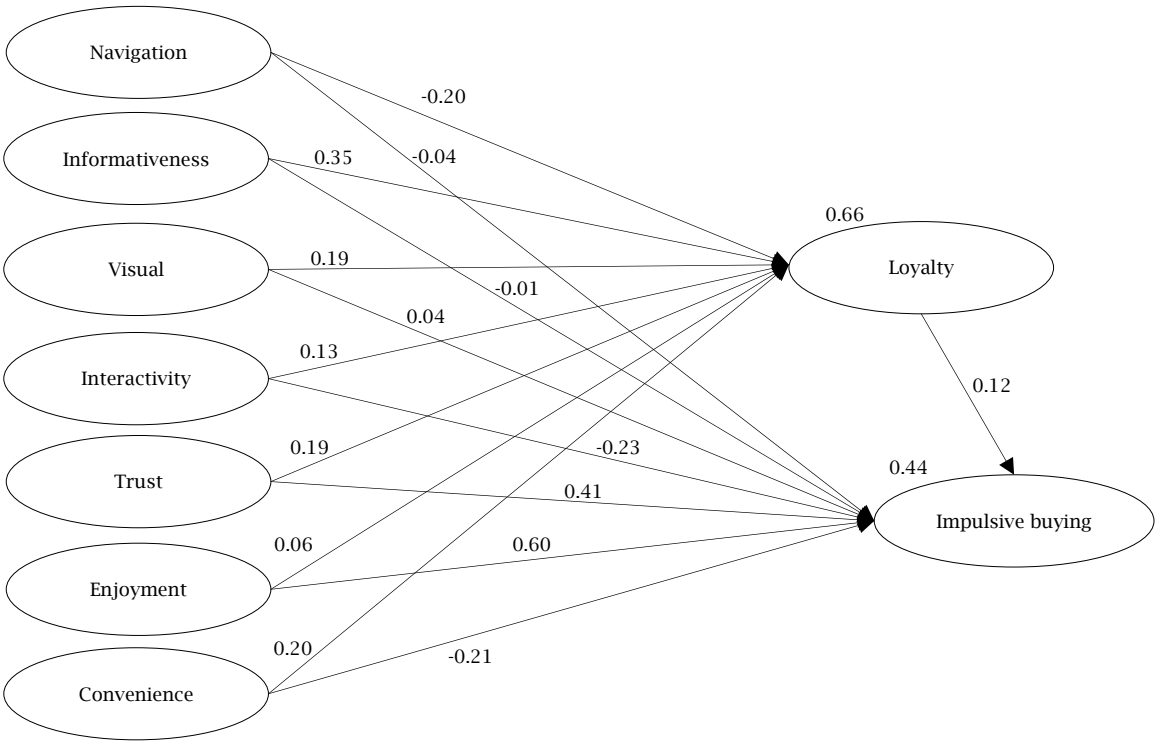



**Table 1**. Statistics obtained from analysis of the structural equation model

| *Variables* | *Estimate* | | *Variance* | *CR* | *p* |
|---|---|---|---|---|---|
| | *Standard* | *Unstandardized* | | | |
| ***Loyalty*** | | | 0.66 | | |
| *Navigation* | -0.20 | -0.23 | 1.08 | -1.103 | 0.27 |
| *Informativeness* | 0.35 | 0.37 | 1.26 | 1.809 | 0.07 |
| *Visual* | 0.19 | 0.19 | 1.44 | 1.386 | 0.166 |
| *Interactivity* | 0.13 | 0.15 | 0.97 | 0.797 | 0.425 |
| *Trust* | 0.19 | 0.20 | 1.27 | 2.373 | 0.018 |
| *Enjoyment* | 0.06 | 0.06 | 1.32 | 0.72 | 0.471 |
| *Convenience* | 0.20 | 0.21 | 1.22 | 1.919 | 0.055 |
| ***Impulsion buying*** | | | 0.44 | | 0.283 |
| *Loyalty* | 0.12 | 0.13 | 0.66 | 1.073 | 0.147 |
| *Convenience* | -0.21 | -0.26 | 1.22 | -1.452 | 0.27 |
| *Enjoyment* | 0.60 | 0.72 | 1.32 | 5.196 | *** |
| *Trust* | 0.41 | 0.49 | 1.27 | 3.746 | *** |
| *Interactivity* | -0.23 | -0.32 | 0.97 | -1.051 | 0.293 |
| *Visual* | 0.04 | 0.04 | 1.44 | 0.184 | 0.854 |
| *Informativeness* | -0.01 | -0.01 | 1.26 | -0.038 | 0.969 |
| *Navigation* | -0.04 | -0.04 | 1.08 | -0.164 | 0.87 |

*Note: *** Statistically significant at the 0.001 level.*

Table 1 shows the SEM and the causal relationship between consumer behavior and purchase experience through food delivery applications. Nine latent variables are divided into seven exogenous latent variables, namely, *interactivity, informativeness, visual, navigation, trust, convenience,* and *enjoyment* with a positive correlation, and two latent variables (endogenous latent variable), namely, *loyalty* and *impulsive buying.*

Latent external variables directly influence the variables. Loyalty consists of *informativeness*, *convenience*, *trust*, *visual*, *interactivity*, *enjoyment,* and *navigation*, with each variable having a weight (standardized regression weight) of 0.35, 0.20, 0.19, 0.19, 0.13, 0.06, and -0.20, respectively, with statistical significance at the 0.001 level, variance 1.26, 1.22, 1.27, 1.44, 0.97, 1.32, and 1.08, respectively.

The external and internal latent variables directly influenced the variables. Impulsive buying includes *enjoyment, trust, loyalty, visual, informativeness, navigation, convenience,* and *interactivity.* Each variable has a weight (standardized regression weight) of 0.60, 0.41, 0.12, 0.04, -0.01, -0.04, -0.21, and -0.23, respectively, with statistical significance at the 0.001 level, variance 0.72, 0.49, 0.13, 0.04, -0.01, -0.04, -0.26 and -0.32, respectively.

**Table 2.** Discriminant precision and AVE square root matrix

| Variable | *Interactivity* | *Informativeness* | *Visual* | *Navigation* | *Trust* | *Convenience* | *Enjoyment* | *Loyalty* | *Impulsion buying* |
|---|---|---|---|---|---|---|---|---|---|
| ***Interactivity*** | **0.783** | | | | | | | | |
| ***Informativeness*** | 0.740** | **0.726** | | | | | | | |
| ***Visual*** | 0.757** | 0.6 22** | **0.790** | | | | | | |
| ***Navigation*** | 0.775** | 0.626** | 0.707** | **0.890** | | | | | |
| ***Trust*** | 0.640** | 0.742** | 0.648** | 0.686** | **0.806** | | | | |
| ***Convenience*** | 0.578** | 0.604** | 0.591** | 0.736** | 0.534** | **0.801** | | | |
| ***Enjoyment*** | 0.620** | 0.585** | 0.587** | 0.579** | 0.505** | 0.639** | **0.800** | | |
| ***Loyalty*** | 0.663** | 0.721** | 0.677** | 0.661** | 0.676** | 0.530** | 0.547** | **0.817** | |
| ***Impulsion buying*** | 0.557** | 0.497** | 0.517** | 0.481** | 0.561** | 0.421** | 0.566** | 0.623** | **0.851** |

*Note: ** Correlation is significant at the 0.01 level (2-tailed).*

Table 2 shows the results of discriminant validity. The correlation amongst latent variables was between 0.726 and 0.851, which is not more than 0.90, indicating that all latent variables have discriminant validity at an appropriate level or individual latent variables were not highly correlated. Moreover, comparing the square root value of AVE and the relationship among components, the square root of AVE in each diagonal row was higher than the correlation between all components. Vertically and horizontally, a value of less than 0.851 is considered not too high correlation. The model has discriminant validity. The SEM has construct validity, which is a property of the index to accurately measure the element.

**Table 3** Statistical value for harmonious assessment

| *Statistics* | *Criteria used to consider* | *Result* |
|---|---|---|
| CFI | Greater than 0.90 | 0.96 |
| CMIN / DF | Less than 3 | 1.74 |
| GFI | Greater than 0.80 | 0.86 |
| NFI | Greater than 0.90 | 0.92 |
| RMSEA | Less than 0.08 | 0.05 |

Table 3 shows the statistical values. The development of the causal SEM of behavior showed that inconsistent with empirical data with the following index values, the CFI is 0.96. The relative chi-square value (CMIN / DF) was 1.74. The consistency index (goodness-of-fit index — GFI) was 0.86, the NFI was 0.92 and the RMSEA was 0.05. In some indicators, the result does not pass the assessment criteria for concordance with empirical data or is not good enough consistency.

Therefore, the researcher has improved the model. The adjustment conditions were considered from modification indices suggested by Sowers et al. (2016). Then, the negative and non-negative correlation paths significant at 0.05 were cut off. Moreover, a new correlation path with a positive and significant value of 0.05 according to the adjusted index is added. Modification indices indicated by theories and research are supported until the rest of the SEM is harmonious with the empirical data. All five statistics passed the evaluation criteria. Therefore, the causal relationship of consumer behavior to the post-modified food delivery application shopping experience is consistent with the empirical data.

The hypothesis test results show the causal relationship between consumer behavior and shopping experience through food delivery applications. The media design in terms of use, user interaction, trust, shopping pleasure, ease of use, positive influence, and product loyalty provides effective information to customers. Referrals to purchase products do not positively influence product loyalty, whereas media design in terms of use, trust, and shopping pleasure positively influence non-rational purchases. Then, recommending purchases provides effective information. Fun shopping and ease of use did not have a positive influence on non-reasonable purchases, and product loyalty indirectly influences non-rational purchases. A statistical significance exists at the 0.01 level.

## 5. DISCUSSION

This study examined the causal relationship between consumer behavior and purchase experience through food delivery applications, focusing on product loyalty and non-rational purchases. The findings provide several insights that both align with and diverge from existing literature, offering new perspectives on consumer behavior in the digital food delivery ecosystem.

Product loyalty and its implications our analysis revealed that product loyalty plays a crucial role in the food delivery application context. This finding aligns with previous research emphasizing the importance of loyalty in e-commerce (Srivastava & Kaul, 2016). However, our study extends this understanding by specifically highlighting the factors that contribute to loyalty in food delivery applications. The results indicate that businesses should prioritize providing effective information to customers, designing user-friendly interfaces, fostering user interaction, building trust, enhancing shopping pleasure, and ensuring ease of use. These factors not only promote loyalty but also contribute to business expansion. This multifaceted approach to building loyalty is consistent with the findings of Gulfraz et al. (2022), who emphasized the importance of accurate information provision and functional design based on customer needs.

Interestingly, our study found that focusing on purchase recommendations may not be as critical as previously thought, particularly for the demographic examined (18–23 years old). This finding contrasts with some earlier studies (De Keyser et al., 2020; Velte, 2024) that emphasized the importance of recommendations in e-commerce. Our results suggest that young consumers in the food delivery context are more self-reliant in their information-seeking and decision-making processes. This difference highlights the unique characteristics of the food delivery application user base and the need for tailored strategies in this sector.

### 5.1. Non-rational purchases and ethical considerations

The study's findings on non-rational purchases present an intriguing perspective. Our analysis suggests that businesses should improve media design, build trust, and enhance shopping pleasure to encourage non-rational purchases. However, this finding raises important ethical considerations, particularly when targeting younger consumers. The results indicate that factors such as media design, trust, and shopping pleasure can lead to purchasing decisions without much consideration of reasons or needs. While this may benefit businesses in the short term, it's crucial to consider the ethical implications, especially for younger users. This ethical dimension aligns with the observations of Pandey and Chawla (2018), who noted that age differences significantly affect user behavior and business strategies on digital platforms.

### 5.2. Mediating role of product loyalty

Our study found that product loyalty likely mediates the relationship between user experience factors and non-rational purchases. This finding partially aligns with previous research (Srivastava & Kaul, 2016; Anshu et al., 2022; Bajwa et al., 2024) that suggested an indirect effect of user experience factors on non-rational purchases through purchase recommendations. However, our results emphasize the role of product loyalty rather than purchase recommendations as the mediating factor. This discrepancy with previous studies highlights the importance of context in consumer behavior research. The unique characteristics of food delivery applications and the specific demographic studied may account for these differences. It underscores the need for more nuanced, context-specific research in the rapidly evolving digital commerce landscape.

## 6. CONCLUSION

This study provides a comprehensive exploration of the causal relationships between consumer behavior and purchasing experiences within the food delivery application ecosystem, focusing specifically on the Thai market. The findings highlight the significant roles played by factors such as media design, trust, shopping pleasure, and ease of use in fostering product loyalty and encouraging impulsive purchases. By employing SEM, the research emphasizes the crucial role that user experience plays not only in enhancing customer satisfaction but also in facilitating repetitive and impulsive purchasing behaviors. This investigation offers a substantial theoretical contribution by expanding the existing literature on consumer behavior within digital environments, particularly in relation to food delivery platforms. Unlike previous studies that broadly underscore the importance of user experience, this research delves deeper into specific dimensions, such as the effectiveness of information provision, the aesthetics of media design, and the trustworthiness of the platform factors that are particularly salient in the context of food delivery applications. These insights provide a nuanced understanding of how these factors interact to shape consumer decision-making processes.

On a practical level, this study provides actionable insights for businesses operating in the food delivery industry. To achieve sustainable long-term success, companies must prioritize the optimization of user experience by improving platform functionality, enhancing security measures, and fostering user engagement. Although capitalizing on impulsive purchasing behaviors through strategic media design and trust-building mechanisms may yield short-term financial benefits, it is imperative for businesses to integrate ethical considerations into their strategies. This is particularly relevant when targeting younger consumers, who are more prone to impulsive purchases. Striking a balance between promoting product loyalty and fostering responsible consumer behavior will be essential for sustainable growth and long-term profitability.

The research offers significant theoretical implications by enriching the body of literature on consumer behavior in digital platforms. It provides a detailed understanding of the interplay between user experience, product loyalty, and impulsive purchasing behaviors in the specific context of food delivery applications. The findings contribute to the broader discourse on digital consumer decision-making, highlighting key factors that drive both rational and non-rational purchases. Despite its contributions, the study has certain limitations. Its focus on a specific age group (18–23 years old) within a single geographic context (Thailand) may limit the generalizability of the findings to other demographic or cultural contexts. Future research should seek to expand on these findings by exploring different age groups and cross-cultural settings to provide a more holistic understanding of consumer behavior in food delivery applications. Additionally, the dynamic nature of digital platforms and evolving consumer preferences, particularly in response to global events such as the COVID-19 pandemic, necessitates ongoing investigation. Longitudinal studies could offer valuable insights into how consumer behavior in food delivery applications evolves over time and in response to external factors.

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# APPENDIX

**Table A.1**. Result measurement model analysis

| *Variable* | *Indicator* | *Factor loading* |
|---|---|---|
| *Interactivity* (KMO = 833, CR = 0.604, AVE = 0.836) | Needs are well met while shopping online. | 0.611 |
| | Get tailored buying advice while shopping online. | 0.612 |
| | While shopping online, receive tailored advertisements and online promotions. | 0.769 |
| | Online shopping allows you to view product reviews of other customers. | 0.799 |
| | Shopping online feels like the seller is talking to you personally. | 0.738 |
| *Informativeness* (KMO = 0.849, CR = 0.730, AVE = 0.915) | Get information about product features and quality while shopping online. | 0.872 |
| | Get accurate information about product features. | 0.859 |
| | Get detailed information about products while shopping online. | 0.907 |
| | Receive sufficient information for financial transactions. | 0.773 |
| *Visual* (KMO = 0.727, CR = 0.708, AVE = 0.878) | Products can be viewed from different angles while shopping online. | 0.754 |
| | The screen design (e.g., colors, boxes, menus, navigation tools, etc.). Is harmonious. | 0.877 |
| | Online shopping is professionally designed and well-presented. | 0.886 |
| *Navigation* (KMO = 0.847, CR = 0.738, AVE = 0.918) | Get information access facility to find information content. | 0.792 |
| | The user menus are clearly categorized and nicely laid out on the screen. | 0.887 |
| | Organizing and sequencing websites is easy to understand and easy to use. | 0.888 |
| | The search engine makes it easy to find products. | 0.866 |
| *Trust* (KMO = 0.857, CR = 0.798, AVE = 0.940) | Online shopping can be trusted. | 0.887 |
| | Can trust online shopping. | 0.93 |
| | Online shopping is reliable. | 0.917 |
| | Online shopping is a trustworthy experience. | 0.836 |
| *Convenience* (KMO = 0.847, CR = 0.779, AVE = 0.934) | Online shopping is convenient. | 0.867 |
| | You can shop online at any time. | 0.888 |
| | You can shop online anywhere. | 0.91 |
| | While shopping online, things can be done quickly. | 0.865 |
| *Enjoyment* (KMO = 0.712, CR = 0.686, AVE = 0.866) | Enjoy shopping on the internet. | 0.894 |
| | Online shopping is a fun way to shop. | 0.865 |
| | Enjoy searching the internet. | 0.714 |
| *Loyalty* (KMO = 0.892, CR = 0.693, AVE = 0.879) | Use this app whenever you want to shop online. | 0.638 |
| | When you want to buy something online this application is always the first choice. | 0.768 |
| | Like using this app. | 0.791 |
| | This application is the best application to shop. | 0.791 |
| | This application is my favorite shopping application. | 0.848 |
| *Impulsive buying* (KMO = 0.776, CR = 0.628, AVE = 0.771) | Online shopping is hard to negotiate. | 0.815 |
| | There is a constant need to buy new products. | 0.769 |