

# EMPIRICAL EFFECTS OF PRICE, USER EXPERIENCE, AND PEER INFLUENCE ON GOAL-ORIENTED BROWSING IN INDONESIAN ONLINE FOOD SHOPPING

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## Abstract:

**Background:** Within the continuously evolving landscape of the online food shopping industry, there is a recognized urgency for enhanced user experiences, novel pricing strategies, and sophisticated marketing approaches. These elements are integral to captivating and retaining customers within the fiercely competitive digital marketplace.

**Purpose:** This study investigates the behaviors of Indonesian consumers within the realm of online food purchases, driven by the imperative to unravel pivotal factors influencing their decision-making processes.

**Design/methodology/approach:** Employing a quantitative approach and structural equation modeling (SEM), this research rigorously examines the influence of price-awareness, user experience, and peer influence on both goal-oriented browsing and persuasion efficacy among Indonesian consumers.

**Findings/Result:** The study found that price-awareness and user experience significantly influence goal-oriented browsing. Peer influence significantly affects both goal-oriented browsing and persuasion efficacy. Goal-oriented browsing positively impacts persuasion efficacy.

**Conclusion:** The study concludes that enhancing user experience, leveraging peer influence, and adopting competitive pricing are essential for engaging and persuading consumers. Strategic improvements in these areas not only enhance persuasion efficacy but also solidify competitive positions within the market landscape.

**Originality/value (State of the art):** This study uniquely examines the combined effects of price-awareness, user experience, and peer influence on goal-oriented browsing and persuasion efficacy in Indonesian online food shopping. It offers valuable insights and actionable strategies for marketers, contributing to advanced knowledge in digital marketing and consumer behavior.

**Keywords:** price-awareness, user experience, peer influence, goal-oriented browsing, persuasion efficacy.

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## INTRODUCTION

The surge of e-commerce and online shopping has revolutionized consumer behavior, significantly impacting the retail landscape, particularly in the burgeoning Indonesian market. With the online food shopping sector projected to reach a value of 124.3 billion USD by 2025, the prominence of this industry is escalating. However, amidst this growth, the need to comprehend consumer decision-making processes and the elements influencing goal-oriented browsing becomes paramount for the sustainable success of online food shopping platforms.

The Indonesian e-commerce market's dynamism is evident, with major players such as GoFood, GrabFood and ShopeeFood dominating the sphere. Despite the rapid growth, challenges involving infrastructure, logistics, and trustworthiness persist. Extensive research has delved into individual factors influencing consumer behavior within the online food shopping domain, including price-awareness, user experience, and peer influence. However, a comprehensive study amalgamating these variables to scrutinize their collective impact on goal-oriented browsing and persuasion efficacy specific to the Indonesian market remains scarce.

Price-awareness significantly influences consumers' choices in online food shopping applications. Consumers compare prices across platforms and are sensitive to promotions and discounts offered by applications in Indonesia (Griffiths and Kuss, 2017). GoFood, GrabFood, and FoodPanda use cashback incentives and discount codes to attract and retain customers, impacting consumer preference (Griffiths and Kuss, 2017). Transparent pricing is crucial, and consumers seek competitive pricing before making purchases (Kotler et al. 2021). User experience is vital for platform success. Consumers value ease of use, visual appeal, and responsive customer support. A positive user experience enhances engagement and satisfaction (Lambkin and Muzellec, 2017). For example, ease of use and quick delivery influence consumer satisfaction with online food delivery services in Indonesia (Razak et al. 2019). Peer influence plays a significant role in consumers' attitudes and behaviors. Recommendations from friends, family, and online reviews hold more weight than traditional advertising (Wang et al. 2018). Credibility and trust significantly impact repurchase intention in mobile e-commerce. Rachbini et al. (2019)

highlighted the need for a simplified customer journey and effective communication of platform credibility to build trust in online shopping.

The dynamic landscape of consumer behavior is intricately shaped by various factors, as evidenced by the multifaceted perspectives of contemporary researchers. Grewal et al. (2023) underscored the transformative influence of price discounts, emphasizing their significant capacity to alter consumer behavior and subsequently impact market outcomes. Concurrently, Griffiths and Kuss (2017) reiterated the perpetual relevance of understanding social media addiction's sway on consumer behavior, highlighting the need for continued exploration in modern marketing studies. Furthermore, Lambkin and Muzellec (2017) elucidated the pivotal role of marketing in steering due diligence processes, showcasing its direct influence on consumer decisions. In a parallel vein, Zhan et al. (2018) shed light on the untapped potential of big data, showcasing its promising implications for revolutionizing strategies in new product development. These diverse insights collectively affirm the intricate interplay of various elements within consumer behavior and its implications, offering substantial groundwork for understanding the empirical effects influencing goal-oriented browsing and persuasion efficacy within the domain of Indonesian online food shopping.

Past studies (Warganegara and Babolian, 2022, Lestari, 2019, Febransyah and Camelia, 2022, Wijayanti et al. 2023) have primarily focused on online shopping behavior in general, lacking depth in discerning the distinct challenges and preferences within the Indonesian food e-commerce sector. Moreover, minimal attention has been given to investigating how cultural nuances and infrastructural impediments directly influence Indonesian consumers' online food shopping behaviors. In particular, the synthesis of price-awareness, user experience, and peer influence within a single study to understand their amalgamated influence on consumers' online food shopping behavior in Indonesia remains underexplored. This void necessitates a tailored approach to explore these variables within the unique context of the Indonesian market. Therefore, this study aims to investigate the combined effects of price-awareness, user experience, and peer influence on goal-oriented browsing and persuasion efficacy within Indonesian online food shopping.

This study aims to employ a quantitative research design using a Likert scale-based survey and Structural Equation Modeling (SEM) to comprehensively investigate how price-awareness, user experience, and peer influence collectively impact goal-oriented browsing and persuasion efficacy within Indonesian online food shopping. By addressing these research gaps, the study endeavors to offer actionable insights tailored to the industry, aiding platforms in refining their marketing strategies and enhancing persuasion efficacy. Understanding the multifaceted influences of price-awareness, user experience, and peer influence on goal-oriented browsing and persuasion efficacy holds significant implications for online food shopping platforms in Indonesia. This research aims to contribute valuable insights essential for platform development and adaptation to consumers' evolving preferences, ultimately fostering sustained growth and success within the dynamic Southeast Asian market.

## METHODS

Structural equation modeling (SEM) is a quantitative research method that allows researchers to test complex theoretical models and relationships between multiple variables simultaneously (Lowry and Gaskin, 2014). The empirical effects of price-awareness, user experience, and peer influence on goal-oriented browsing and its implications on persuasion efficacy can be analyzed using SEM.

To begin the analysis, the researcher would first need to collect data from online food shoppers in Indonesia through an online survey or other data collection methods. The survey would need to include questions related to price awareness, user experience, peer influence, goal-oriented browsing, and persuasion efficacy. Once the data has been collected, the researcher can use SEM to test the proposed theoretical model. The model would include multiple latent variables, such as price awareness, user experience, peer influence, goal-oriented browsing, and persuasion efficacy, and their respective indicators or observed variables.

The research population consisted of active consumers engaged in online food shopping within Indonesia. A purposive sampling technique was employed to target individuals meeting specific criteria: active online food shoppers demonstrating diverse price-awareness levels, varied user experiences, and varying degrees

of susceptibility to peer influence. The sample size, carefully considered to ensure robustness, consisted of 266 participants, contributing nuanced perspectives to the study. This sample size surpassed the minimum requirement of 150 participants, ensuring statistical reliability and enhancing the depth of insights derived from the study.

The researcher would first need to assess the validity and reliability of the indicators for each latent variable. This can be done using techniques such as confirmatory factor analysis (CFA) to ensure that the indicators are measuring the intended constructs accurately and consistently. Next, the researcher would need to specify the structural model, which outlines the hypothesized relationships between the latent variables. The model can be tested using structural equation modeling (SEM) techniques such as path analysis or partial least squares (PLS) regression. The analysis can provide information on the strength and significance of the relationships between the variables and the overall fit of the model.

In this specific research context, the SEM analysis can reveal the empirical effects of price awareness, user experience, and peer influence on goal-oriented browsing, and how these factors impact persuasion efficacy. The results can inform online food retailers and marketers on how to design and implement persuasive strategies that consider the interplay of these variables to increase the efficacy of their online food shopping applications.

The purpose of hypothesis testing is to outline the hypotheses that will undergo testing in this research. The hypotheses (H1-H7) below, posit that the independent variables of price-awareness, user experience, and peer influence exert a positive influence on the dependent variables of goal-oriented browsing and persuasion efficacy. These hypotheses are grounded in previous research on the factors that influence online consumer behavior, such as price-awareness, user experience, and peer influence. By testing these hypotheses, the study aims to provide insights into the effectiveness of these factors and inform the development of more effective online marketing strategies.

This research aims to examine the intricate relationships between several key factors—goal-oriented browsing, peer influence, price-awareness, user experience, and persuasion efficacy—within the context of Indonesian online food shopping. *The study is structured around seven hypotheses that delineate these relationships.*

*Firstly, it is hypothesized that goal-oriented browsing significantly influences persuasion efficacy.* This hypothesis suggests that consumers who engage in browsing with a specific goal or intention are more likely to be persuaded by the content they encounter. This relationship underscores the importance of targeted browsing behavior in enhancing the effectiveness of persuasive messages in online food shopping platforms.

*Secondly, peer influence is hypothesized to significantly affect goal-oriented browsing.* This hypothesis posits that recommendations and opinions from peers can drive consumers to browse with a specific goal in mind, thereby aligning their browsing behavior with the recommendations they receive. The impact of social influence on consumer behavior highlights the role of social networks and peer feedback in shaping browsing intentions.

*Thirdly, peer influence is also hypothesized to directly impact persuasion efficacy.* This suggests that the credibility and trustworthiness of peer recommendations enhance the persuasive power of marketing messages. Consumers are more likely to be persuaded when they perceive the source of information as trustworthy and aligned with their social circles.

*Fourthly, price-awareness is hypothesized to influence goal-oriented browsing.* This hypothesis indicates that consumers who are more aware of prices and discounts tend to browse with a specific goal, such as finding the best deals or comparing prices across different platforms. This behavior reflects the significance of price sensitivity in shaping consumers' browsing patterns.

*Fifthly, price-awareness is hypothesized to have a direct effect on persuasion efficacy.* This hypothesis posits that consumers who are aware of price variations and discounts are more likely to be persuaded by promotions and pricing strategies. This relationship emphasizes the importance of transparent and competitive pricing in persuasive marketing.

*Sixthly, user experience is hypothesized to significantly influence goal-oriented browsing.* This suggests that a positive user experience, characterized by ease of navigation, visual appeal, and responsive customer support, encourages consumers to browse with specific goals in mind. Enhancing user experience is therefore

crucial for guiding consumers towards goal-oriented browsing.

*Lastly, user experience is also hypothesized to directly impact persuasion efficacy.* This hypothesis posits that a seamless and enjoyable user experience enhances the persuasive power of marketing messages, leading to higher conversion rates. This relationship highlights the critical role of user interface design and overall user satisfaction in effective persuasion.

By investigating these hypotheses, the study aims to provide comprehensive insights into the factors influencing consumer behavior in the Indonesian online food shopping sector, offering actionable strategies for enhancing goal-oriented browsing and persuasion efficacy.

## RESULTS

The descriptive statistics illustrate respondent demographics within the study, presented in frequencies and percentages. Among the 266 participants, the majority were women (63.5%), while men accounted for 36.5%. Regarding age groups, 55.3% were under 20 years old, 33.5% were aged between 20-39, 9.4% were between 40-54, and 1.9% were above 54. In terms of education, 47.7% completed high school, 32.7% had a Diploma/Undergraduate degree, 10.5% were graduates, and 9% belonged to the 'Other' category. A substantial 83.1% resided in the Jakarta-Bogor-Depok-Tangerang-Bekasi area, while income-wise, 56% had no income, 20.3% earned  $\leq 5$  million, 12.8% earned  $> 5-15$  million, 7.5% earned  $> 15-25$  million, and 3.4% earned  $> 25$  million. The majority (72.6%) were students, 48.5% used Go-Food, 66.9% spent  $\leq 250$  thousand Rupiah monthly, and 25.9% spent  $> 250$  thousand - 1 million Rupiah monthly using online food delivery applications.

### Validity and Reliability

To conduct a validity test based on the outer loading, it is necessary to verify that each variable (Goal-oriented Browsing, Peer Influence, Persuasion Efficacy, Price-awareness, and User Experience) has adequate outer loading from its respective items (represented by GB1-4, PA1-4, PE1-5, PI1-4, UE1-4), as shown in Table 1.

Table 1. Instrument Validity Test

| Code | Questionnaire  | Loading Factor | Variable               | Cronbach Alpha | Composite Reliability |
|------|--|----------------|------------------------|----------------|-----------------------|
| PA1  | a. I frequently compare prices before making a purchase on online food shopping applications.  | 0.74           | Price-awareness        | 0.788          | 0.862                 |
| PA2  | b. I consider the price of a product when deciding whether to buy it on online food shopping applications.                             | 0.798          |                        |                |                       |
| PA3  | c. I am willing to spend more money on a product if it offers better value for the price on online food shopping applications.         | 0.81           |                        |                |                       |
| PA4  | d. I pay attention to discounts or promotions when shopping for food products on online food shopping applications.                    | 0.776          |                        |                |                       |
| UE1  | a. I find it easy to navigate online food shopping applications to find what I am looking for.   | 0.735          | User Experience        | 0.793          | 0.865                 |
| UE2  | b. I am satisfied with the overall design and layout of the online food shopping applications I use.                                   | 0.865          |                        |                |                       |
| UE3  | c. The search function on the online food shopping applications I use works well and helps me find what I need quickly.                | 0.8            |                        |                |                       |
| UE4  | d. The online food shopping applications I use provide clear and accurate product descriptions and images.                             | 0.737          |                        |                |                       |
| PI1  | a. I am influenced by the reviews and ratings of other users when deciding to buy a food product on online food shopping applications. | 0.906          | Peer Influence         | 0.92           | 0.943                 |
| PI2  | b. I feel pressure to buy certain food products based on what other people on online food shopping applications are buying.            | 0.904          |                        |                |                       |
| PI3  | c. The recommendations of other users on online food shopping applications have led me to try new food products.                       | 0.913          |                        |                |                       |
| PI4  | d. I trust the opinions of other users on online food shopping applications when making decisions about what to buy.                   | 0.867          |                        |                |                       |
| GB1  | a. I have a specific list of food products I want to buy when I visit online food shopping applications.                               | 0.775          | Goal-oriented Browsing | 0.734          | 0.833                 |
| GB2  | b. I browse online food shopping applications with a specific meal or recipe in mind.  | 0.771          |                        |                |                       |
| GB3  | c. I only buy what I need on online food shopping applications and do not browse for other items.                                      | 0.714          |                        |                |                       |
| GB4  | d. I use the search function on online food shopping applications to find specific products.   | 0.72           |                        |                |                       |
| PE1  | a. I am easily persuaded to buy products on online food shopping applications by advertising.  | 0.798          | Persuasion Efficacy    | 0.85           | 0.893                 |
| PE2  | b. I am more likely to buy a product on online food shopping applications if it is recommended by someone I know.                      | 0.823          |                        |                |                       |
| PE3  | c. I am more likely to buy a product on online food shopping applications if it is on sale or has a discount.                          | 0.801          |                        |                |                       |
| PE4  | d. I am more likely to buy a product on online food shopping applications if it has good reviews or ratings.                           | 0.77           |                        |                |                       |
| PE5  | e. I am not easily persuaded to buy products on online food shopping applications.   | 0.763          |                        |                |                       |

Based on the validity test conducted, all indicators are valid. A commonly used threshold for the minimum acceptable outer loading is 0.6, although some researchers may use a higher or lower threshold depending on their specific research context, Belawati et al. (2023). In our study, all items have outer loadings higher than 0.6, indicating that they are valid measures of their respective constructs. Therefore, the validity test based on the outer loading provides strong support for the validity of the measurement model. To test the reliability of the constructs, two measures are typically used: Cronbach's alpha, and composite reliability. Cronbach's alpha measures the internal consistency of the items within a construct. It indicates how closely related a set of items are as a group, with values ranging from 0 to 1. A value of 0 indicates no internal consistency, while a value of 1 indicates perfect consistency. In the table provided, the Cronbach's alpha values range from 0.734 to 0.920, which are all considered to be acceptable levels of reliability.

Composite reliability is another measure of internal consistency that takes into account the relationships between the items and the construct. It ranges from 0 to 1, with values closer to 1 indicating higher reliability. In the table provided, the composite reliability values range from 0.833 to 0.943, which are all considered to

be good levels of reliability. Based on these measures, the constructs in the table appear to have acceptable to good levels of reliability. However, it's important to note that reliability is just one aspect of construct validity, and other aspects such as convergent validity and discriminant validity should also be considered when assessing the overall validity of a construct.

### Hypothesis testing

The relationship between variables in this research is indicated in the Figure 1. It implies that the researcher has presented a graphical representation of the variables and their relationship in the research. This type of representation is common in research studies and can be helpful for readers to better understand the relationship between variables.

Hypothesis testing is a crucial step in the process of analyzing data and drawing conclusions in research. In this section, it will be conducted hypothesis testing for the direct and indirect effects of price-awareness, user experience, and peer influence on goal-oriented browsing and persuasion efficacy. By conducting hypothesis testing, it can be determined the statistical significance of these relationships and provide evidence to support or reject the research hypotheses.

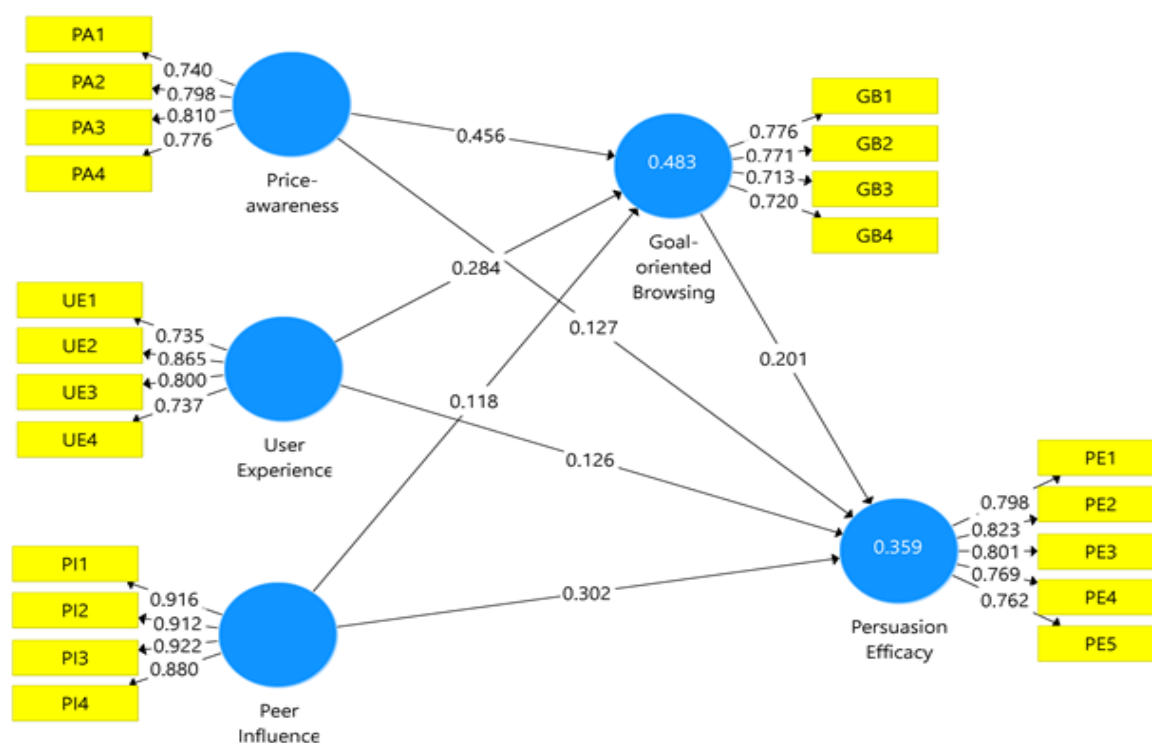


Figure 1. The relationship between variables

The Table 2 shows the results of the hypothesis testing for each variable, including the mean, standard deviation, t-values, and p-values. The path analysis results reveal the relationships between the variables in the study. For the variable “Goal-oriented Browsing → Persuasion Efficacy,” a significant positive relationship is observed (path coefficient = 0.201, t-value = 2.336, p-value = 0.020). This finding aligns with the theory and previous research by Raut et al. (2023), suggesting that individuals who engage in goal-oriented browsing are more motivated to seek out information and are thus more susceptible to persuasion. This result is consistent with existing literature on the subject.

Similarly, for the variable “Peer Influence → Goal-oriented Browsing,” a significant positive relationship is found (path coefficient = 0.118, t-value = 2.357, p-value = 0.019). The theory and previous research support this finding, indicating that individuals influenced by their peers are more likely to engage in behaviors such as goal-oriented browsing (Wolgast and Keller-Schneider, 2023). This outcome is consistent with the relevant literature. Furthermore, “Peer Influence → Persuasion Efficacy” demonstrates a significant positive relationship (path coefficient = 0.302, t-value = 3.920, p-value = 0.000). This finding is in line with the theory and previous research by Zhang et al. (2022) suggesting that individuals influenced by their peers are more susceptible to persuasion based on their recommendations, This result is consistent with existing literature on peer influence and its impact on persuasion efficacy.

Regarding “Price-awareness → Goal-oriented Browsing,” a significant positive relationship is

observed (path coefficient = 0.456, t-value = 7.240, p-value = 0.000). This finding supports the theory and previous research by Grewal et al. (2023), indicating that individuals aware of prices are more likely to engage in goal-oriented browsing to find the best deals. This outcome is consistent with the relevant literature. However, “Price-awareness → Persuasion Efficacy” does not exhibit a significant relationship (path coefficient = 0.127, t-value = 1.470, p-value = 0.142). Previous research (Shamout, 2016) on this relationship has produced mixed findings, with some studies reporting a positive relationship and others finding no relationship.

Regarding “User Experience → Goal-oriented Browsing,” a significant positive relationship is observed (path coefficient = 0.284, t-value = 4.782, p-value = 0.000). This finding supports the theory and previous research by Joa et al. (2018), indicating that this outcome is consistent with the relevant literature. Lastly, “User Experience → Persuasion Efficacy” does not demonstrate a significant relationship (path coefficient = 0.126, t-value = 1.727, p-value = 0.085). Similar to the previous relationship, the literature on this subject is mixed, with previous studies by Yue and Guo (2023) reporting a positive relationship and others finding no relationship.

Overall, the path analysis results provide insights into the relationships between the variables in the study, and the significant relationships support existing theories and previous research. However, there are also non-significant relationships, consistent with the mixed findings from previous studies on those specific variables.

Table 2. Path Coefficients T-values, P-values for direct effect

|  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Goal-oriented Browsing → Persuasion Efficacy | 0.201               | 0.201           | 0.086                      | 2.336                    | 0.020    |
| Peer Influence → Goal-oriented Browsing      | 0.118               | 0.116           | 0.050                      | 2.357                    | 0.019    |
| Peer Influence → Persuasion Efficacy         | 0.302               | 0.300           | 0.077                      | 3.920                    | 0.000    |
| Price-awareness → Goal-oriented Browsing     | 0.456               | 0.460           | 0.063                      | 7.240                    | 0.000    |
| Price-awareness → Persuasion Efficacy        | 0.127               | 0.129           | 0.087                      | 1.470                    | 0.142    |
| User Experience → Goal-oriented Browsing     | 0.284               | 0.284           | 0.059                      | 4.782                    | 0.000    |
| User Experience → Persuasion Efficacy        | 0.126               | 0.132           | 0.073                      | 1.727                    | 0.085    |

In this analysis, based on Table 3, different factors indirectly influence persuasion effectiveness through goal-oriented browsing. The findings indicate a slight connection between peer influence and persuasion efficacy through browsing goals, which is not very strong ( $p = 0.064$ ). Conversely, both price awareness and user experience significantly impact persuasion effectiveness through goal-driven browsing ( $p = 0.023$  and  $p = 0.026$  respectively). This suggests that a focus on finding the best deals or a positive user experience notably affects how persuasive individuals become through their browsing habits.

The implications drawn from these results underscore the varying impacts of different factors on persuasion efficacy through goal-oriented browsing. While the influence of peers on persuasion efficacy through browsing goals appears relatively weak ( $p = 0.064$ ), the influence of both price awareness and user experience is notably stronger ( $p = 0.023$  and  $p = 0.026$  respectively). This signifies that emphasizing the pursuit of better deals or fostering positive user experiences significantly shapes an individual's persuasive tendencies through their browsing behavior.

Based on the findings of the study, several recommendations can be made for marketers aiming to optimize their strategies in online food shopping applications: Firstly, the significant positive relationship between goal-oriented browsing and persuasion efficacy suggests that marketers should prioritize providing clear and specific information about their products or services. This approach can help potential customers make informed decisions and increase their confidence in making a purchase. Additionally, marketers could consider emphasizing the benefits and unique features of their products or services, tailoring their messaging to appeal to the specific goals and needs of their target audience.

Secondly, the significant positive relationship between peer influence and goal-oriented browsing indicates that marketers should consider leveraging social media influencers or other sources of peer recommendations in their marketing efforts. This strategy can enhance the perceived relevance and importance of their products or services, thereby increasing the likelihood that potential customers will engage in goal-oriented browsing behavior to learn more. Thirdly, the significant positive relationship between peer influence and persuasion efficacy suggests that marketers should incorporate social proof or other forms of social influence in their marketing messages (Zarouali et al. 2018, Sanak-Kosmowska, 2021). This approach can bolster the perceived credibility and trustworthiness of their products or services, ultimately increasing persuasion efficacy and the likelihood of conversion.

Furthermore, the significant positive relationship between price-awareness and goal-oriented browsing suggests that marketers should consider highlighting discounts, deals, or other pricing-related information in their marketing efforts. Such emphasis can enhance the perceived value and affordability of their products or services, making potential customers more likely to engage in goal-oriented browsing behavior to find the best deals. On the other hand, the non-significant relationship between price-awareness and persuasion efficacy indicates that marketers should focus on other factors besides pricing when attempting to persuade potential customers. While price may be an important consideration for some customers, it may not necessarily be the most crucial or influential factor for everyone.

Table 3. Path coefficients T-values, P-values for indirect effect

| Indirect Effect  | Original Sample (O) | Sample Mean (M) | Standard Deviation (STDEV) | T Statistics ( O/STDEV ) | P Values |
|--|---------------------|-----------------|----------------------------|--------------------------|----------|
| Peer Influence → Goal-oriented Browsing → Persuasion Efficacy  | 0.024               | 0.022           | 0.013                      | 1.856                    | 0.064    |
| Price-awareness → Goal-oriented Browsing → Persuasion Efficacy | 0.092               | 0.089           | 0.040                      | 2.285                    | 0.023    |
| User Experience → Goal-oriented Browsing → Persuasion Efficacy | 0.057               | 0.056           | 0.026                      | 2.237                    | 0.026    |



Moreover, the significant positive relationship between user experience and goal-oriented browsing suggests that marketers should concentrate on providing a seamless and enjoyable shopping experience for their customers. This can involve optimizing their website or app design, streamlining the checkout process, and providing helpful product information or customer support (Zhan et al. 2018, Mäkelä, 2018).

Lastly, the non-significant relationship between user experience and persuasion efficacy indicates that while a positive user experience is vital for customer satisfaction and loyalty, it may not be the most influential factor when it comes to persuading potential customers to make a purchase. Nevertheless, marketers should still prioritize user experience as it contributes to overall customer satisfaction and retention within their online marketing strategy.

These recommendations derived from the study's empirical findings can serve as valuable insights for marketers seeking to enhance goal-oriented browsing, peer influence, and persuasion efficacy in the context of online food shopping applications (Gunden et al. 2020, Shankar et al. 2016). By strategically addressing these factors, marketers can gain a deeper understanding of consumers' decision-making processes and improve the effectiveness of their marketing endeavors in the digital landscape. Based on these findings, it is recommended that marketers focus on developing online marketing strategies that take into account the influence of peers, the importance of price-awareness, and the significance of user experience. These strategies may include targeting social media influencers, emphasizing discounts and deals, and providing a seamless and enjoyable shopping experience. Additionally, it is important for marketers to consider the role of goal-oriented browsing and its impact on persuasion efficacy, as this can inform the design and delivery of persuasive marketing messages. To elaborate more, the hypothesis testing results suggest that peer influence, price-awareness, and user experience have a significant impact on goal-oriented browsing and persuasion efficacy. This indicates that marketers need to understand the influence of these factors on consumer behavior and tailor their online marketing strategies accordingly.

Marketers should pay attention to social media influencers as they have a significant impact on consumers' decision-making processes. By partnering

with relevant influencers, marketers can increase the reach and credibility of their brand and products. Additionally, emphasizing discounts and deals in online marketing campaigns can appeal to consumers who are price-sensitive and help to increase sales (Andrews et al. 2014, Jean and Yazdanifard, 2015, Cao et al. 2018). Providing a seamless and enjoyable shopping experience is also critical in building a positive brand image and creating a loyal customer base. Marketers can achieve this by ensuring that their websites and apps are user-friendly, with easy navigation and fast load times.

Furthermore, the findings highlight the importance of considering the role of goal-oriented browsing and its impact on persuasion efficacy. This suggests that marketers need to understand the underlying motivations of consumers when browsing online and use this knowledge to design and deliver persuasive marketing messages that resonate with their target audience.

Overall, the results have important policy implications for marketers who want to create effective online marketing strategies that can drive sales and build strong brand equity. By focusing on the key factors identified in the study, marketers can increase the effectiveness of their online marketing efforts and achieve their desired business outcomes.

### **Managerial Implications**

The findings from the research on online food shopping strategies have critical implications for managerial decisions. Firstly, providing detailed information about products or services is crucial for helping customers make informed choices confidently. Secondly, incorporating social media influencers or peer recommendations in marketing can prompt customers to seek more information about offerings. Thirdly, using social proof in marketing messages boosts trust and credibility, which can lead to increased sales. Moreover, while emphasizing prices triggers customers to search for deals, it might not solely drive them to purchase. Lastly, focusing on improving the user experience encourages browsing but might not directly persuade customers to buy. These insights highlight the need for tailored marketing strategies that integrate influencers, clear information, and trust-building tactics to enhance online sales effectively.

## CONCLUSION AND RECOMMENDATIONS

### Conclusions

The study's hypotheses on price-awareness, user experience, and peer influence positively affecting goal-oriented browsing and persuasion efficacy were examined using SEM, revealing support for five of the seven direct and three of the indirect hypotheses. This investigation provides valuable insights into consumer decision-making processes in goal-oriented browsing, highlighting implications for persuasion efficacy and contributing to the emerging economy literature on online shopping, particularly in the context of food e-commerce. The findings underscore the importance for online food shopping platforms in Indonesia to enhance user experience, refine pricing strategies, and adapt marketing approaches to attract and retain customers. Strategic improvements in these areas not only enhance persuasion efficacy but also solidify competitive positions within the market landscape.

### Recommendations

In order to enhance online marketing strategies and comprehend consumers' decision-making in the digital realm, several recommendations emerge from the empirical findings: Firstly, clarity in information delivery stands out as a crucial element. Marketers should prioritize providing clear and specific details about their products or services. Clear information facilitates informed decision-making and instills confidence in potential customers when making a purchase. Leveraging peer influence proves to be influential in prompting goal-oriented browsing. Incorporating endorsements from social media influencers or leveraging peer recommendations in marketing efforts amplifies the relevance and importance of products or services, compelling potential customers to engage in focused browsing. Utilizing social proof or social influence in marketing messages significantly contributes to enhancing credibility and trustworthiness. This, in turn, escalates persuasion efficacy and increases conversion rates by establishing a sense of reliability and authenticity. Emphasizing price-awareness remains a key factor in encouraging goal-oriented browsing. Highlighting discounts, deals, or pricing information accentuates the perceived value and affordability, motivating potential customers to engage in browsing activities to seek out the best deals available.

Enhancing user experience retains its critical importance. Concentrating efforts on providing a seamless and enjoyable shopping experience through optimized website/app design and streamlined checkout processes contributes significantly to customer satisfaction and fosters loyalty. While price-awareness and user experience undoubtedly impact browsing behavior, other factors play pivotal roles in persuading potential customers. Therefore, diversifying marketing strategies to accommodate varying consumer preferences is essential. By integrating these recommendations into their online marketing strategies, marketers can effectively harness the influence of peer networks, pricing strategies, user experience, and goal-oriented browsing. These insights, derived from empirical findings, provide invaluable guidance for marketers aiming to refine their digital marketing strategies and gain deeper insights into consumers' decision-making processes in the online landscape.

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