

TASTES ON WHEELS: EXPLORING CONSUMER VALUE PERCEPTIONS, ENJOYMENT AND CHOICE BEHAVIOR IN THE FOOD TRUCK MARKET

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Abstract

This study examines how the Theory of Consumption Values (TCV) influences consumer enjoyment and choice behavior in the food truck market. The research adapts a comprehensive TCV framework that includes emotional, epistemic, health, taste, price, and interaction values. A structural model analysis using consistent Partial Least Squares was conducted, followed by Importance-Performance Map Analysis (IPMA) to identify key value drivers. Findings reveal that taste, interaction, and emotional values, significantly impact enjoyment, with taste value emerging as the strongest predictor. While emotional, price, and epistemic values show high performance but lower importance, health value is deemed less important and underperforms. The study highlights the importance of enhancing interaction value to improve consumer experiences. The results provide actionable insights for food truck operators to enhance customer enjoyment and choice behavior.

Keywords: Food truck; perceived value, enjoyment, choice behavior, IPMA; theory of consumption value

1. INTRODUCTION

The food truck market has recently experienced a remarkable surge in popularity across urban landscapes worldwide (Sathatip, 2024). These mobile food vendors have transformed from simple roadside stands into dynamic culinary platforms offering a diverse range of cuisines, attracting consumers seeking unique and convenient dining experiences (Senachai et al., 2024; Yoopetch et al., 2022). The growing appeal of food trucks lies in their ability to blend culinary innovation, local culture, and affordability, thus creating an enticing atmosphere for both consumers and entrepreneurs alike.

Food truck businesses provide an alternative culinary option that differs significantly from traditional restaurants, not only in terms of their mobility and diverse offerings but also

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in their capacity to enhance urban social experiences (Yong et al., 2024). These attributes highlight a value proposition that extends beyond the functional aspects of food, such as taste and price, to include affective components such as excitement (Fakfare et al., 2024a; Meeprom et al., 2023). However, while the expansion of food trucks presents unique opportunities, it also raises critical questions about consumer decision-making in this sector, particularly regarding how value perceptions shape both enjoyment and ultimately the choice behavior of consumers. Thus, this aspect highlights the need to understand the underlying factors that influence consumer perceptions, enjoyment, and choice behavior within the food truck market.

Although food trucks have attracted attention from practitioners and scholars due to their unique culinary offerings and growing presence in urban spaces (Sathatip, 2024), only a limited number of studies have examined the consumer perspective on the consumption values associated with these experiences. Moreover, how these values influence consumers' enjoyment and subsequent choice behavior remains underexplored (Winterstein & Habisch, 2021). The recent expansion of food trucks in diverse urban settings provides an opportunity to explore how consumers interact with this dynamic culinary trend. Consumers are often drawn to food trucks by the promise of novel and diverse dining experiences, minimal concern over formal dining conventions, and a curiosity to try new flavors and cuisines.

The Theory of Consumption Values (TCV) has been widely applied to predict and understand consumer choice behavior (Sheth et al., 1991). However, the application of TCV to understand a consumer's emotional response, particularly enjoyment—and choice behavior within the food truck context—has yet to be fully examined. TCV posits that multiple consumption values, such as functional, social, emotional, and epistemic values, drive consumer behavior (Meeprom et al., 2023). In the case of food trucks, these values may encompass food quality, taste and price (functional value), interaction and social experience associated with eating at food trucks (social value), the pleasure of the food experience (emotional value), or the desire for novelty and new culinary experiences (epistemic value). Previous research has extended TCV to various food-related contexts, identifying key factors that influence consumer intentions, such as health consciousness, food safety, and the visibility of dining options (Kaur et al., 2021). Additionally, in food consumption contexts, TCV has effectively explained consumers' willingness to consume, their affective experiences, and their behavioral intentions (Meeprom et al., 2023). For instance, Hsu et al. (2022) found that emotional value, health value, and cultural value significantly influence tourists' food experiences and subsequent behaviors at gastronomic destinations.

Given that food truck experiences are often associated with enjoyment, pleasure, and sensory excitement (Sathatip, 2024), TCV provides a valuable framework for investigating the consumption values that drive consumer experiences. By applying TCV to the food truck context, this study seeks to gain a comprehensive understanding of how various components of consumption values influence consumer enjoyment and choice behavior. The findings aim to fill a gap in the literature by exploring the interplay between consumption values, particularly in terms of emotional, epistemic, health, taste, price, and interaction values, and consumer experiences in the food truck market. In addition, this study employs a complementary approach to gain a deeper understanding of the empirical outcomes, utilizing Importance–Performance Map Analysis (IPMA) (Fakfare et al., 2023; Fakfare & Wattanacharoensil, 2024; Ringle & Sarstedt, 2016). To achieve this objective, a structural model analysis is conducted based on consistent Partial Least Squares and the findings are further extended through IPMA. This approach enables researchers to understand how the predictor variable—specifically the value perceptions—impacts the target construct, such as enjoyment, by prioritizing predictors from both importance and performance perspectives.

2. LITERATURE REVIEW

2.1 Theory of Consumption Values and Its Application to the Food Truck Consumption Context

The Theory of Consumption Values (TCV), proposed by Sheth et al. (1991), provides a framework for understanding consumer choice behavior across various contexts by focusing on the different values that drive decision making. These values include dimensions such as functional, social, emotional, and epistemic aspects, which collectively shape consumer experiences and behaviors (Meeprom et al., 2023). In the context of food trucks, these values play distinct roles in influencing consumer enjoyment and choice behavior, providing a comprehensive understanding of what makes food trucks appealing as dining options.

Emotional value plays a critical role in enhancing consumers' enjoyment of the experience, creating memorable moments that contribute to satisfaction and loyalty (Chakraborty et al., 2022). Epistemic value, on the other hand, is particularly influential among consumers who are motivated by the desire to explore novel and unique food experiences. Health value also plays a significant role, as it reflects consumers' considerations regarding the nutritional and health benefits of the food offerings. With a growing emphasis on healthy lifestyles and mindful eating, some consumers are attracted to food trucks that offer fresh, healthy, or organic options. This value dimension has implications for how food trucks position their offerings to appeal to health-conscious consumers who are not only seeking enjoyment but also nutritious and balanced food options. Functional value may attract consumers to food trucks for their convenience, quality, and affordability, while social value emphasizes the communal and interactive aspect of dining at food trucks (Kaur et al. (2021). Previous research has utilized TCV to examine consumer behavior in various food consumption settings. For instance, Kaur et al. (2021) applied TCV to food delivery services, finding that factors such as convenience, social visibility, and health consciousness significantly influenced consumer intentions. Meeprom et al. (2023) demonstrated that TCV dimensions such as emotional and functional value impacted young consumers' enjoyment and perceived wellbeing in the cannabis-infused food context. Moreover, Hsu et al. (2022) showed that emotional, health, and cultural values shape tourists' food experiences and subsequent behaviors in gastronomic destinations.

By applying TCV to the food truck market, this study aims to identify the key value dimensions that influence consumer enjoyment and choice behavior. Understanding these consumption values is essential for food truck operators to create offerings that align with consumer preferences and maximize satisfaction. By analyzing and prioritizing how functional, social, emotional, and epistemic values drive food truck consumption, a comprehensive approach, such as IPMA, can guide the development of marketing strategies, product offerings, and experiential enhancements that resonate with consumers and contribute to the sustained popularity of food trucks.

2.2 The Relationships Among TCV, Customer Enjoyment, and Choice Behavior

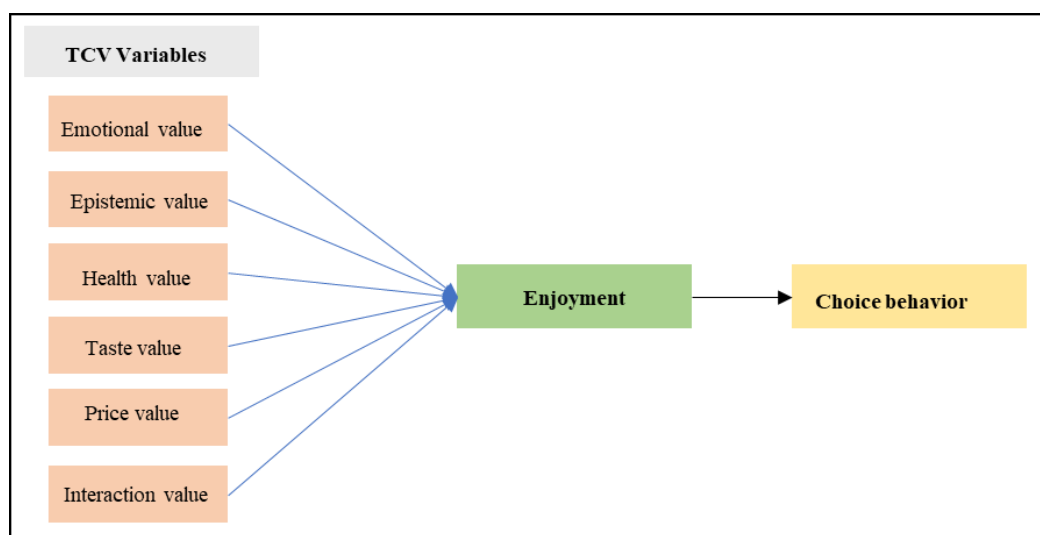
In the domain of food consumption, consumption values significantly shape diners' perceptions and behavioral responses, with the extent of their influence varying based on the specific context in which choices are made. For instance, Lee et al. (2022) identified how different values impact consumer segments within the fast-food sector. Regular consumers tend to prioritize convenience and taste as key drivers, whereas non-regular consumers are more likely to avoid fast food due to negative associations such as feelings of guilt. Similarly, Apaolaza et al. (2018) examined the link between food choices, health considerations, and subjective well-being, finding that consuming organic food is associated with happiness and

pleasure, as it involves a positive affective experience. These findings reinforce the significant role of consumption values in shaping food-related behaviors and choices across various contexts.

The influence of consumption values extends to different aspects of food consumption, including perceived benefits such as healthiness, taste, social interactions, and emotional experiences, which collectively form the basis for customer enjoyment and choice behavior (Meeprom et al., 2023). For instance, health value can drive preferences toward nutritious food options, while taste value highlights sensory pleasure, and social value underscores the communal aspect of eating. Additionally, interactive experiences, such as the opportunity to communicate directly with vendors or enjoy the unique environment of the dining venue, can enhance consumer enjoyment and overall satisfaction. The interplay of these values leads to a multifaceted understanding of consumer behavior in the context of food consumption (Pongwat & Talawanich, 2024).

In the case of the food truck market, underlying consumption values are particularly pronounced due to the distinct features of the food truck experience. Diners are often drawn to food trucks not only for the quality and taste of the food but also for the unique and dynamic nature of the experience itself. Food trucks often provide a platform for social interaction, offering communal outdoor spaces and opportunities for face-to-face interactions with vendors, enhancing social and emotional value. The mobility and diversity of food trucks enables consumers to explore new and novel cuisines, addressing epistemic value, while the typically lower price points and quick service emphasize functional value. Health considerations also play a role, with some food trucks offering fresh, healthy, or specialized dietary options that appeal to health-conscious consumers (Sathatip, 2024). The combination of these values creates a comprehensive dining experience that enhances customer enjoyment and drives choice behavior within the food truck sector (Sathatip, 2024). The appeal of food trucks is often linked to an emotional enjoyment derived from the sensory pleasure of tasting diverse cuisines, the convenience and affordability of the offerings, and the social and interactive environment of the dining setting. This multifaceted nature of value perception can lead to increased customer satisfaction, and a stronger connection with the food truck brand (Napontun et al., 2024). Therefore, understanding how these consumption values contribute to customer enjoyment and ultimately influence choice behavior is crucial for food truck operators aiming to improve their service offerings. Building on these concepts, the following hypotheses are proposed to explore how various dimensions of consumption value influence customer enjoyment and choice

Figure 1 The Conceptual Model



behavior in the food truck market. Figure 1 illustrates the conceptual model.

H1: Consumers' perceptions of the consumption values of food trucks (i.e., emotional, epistemic, health, taste, price and interaction value) positively affect enjoyment.

H2: Customer enjoyment positively affects choice behavior.

3. METHODOLOGY

3.1 Measurement and Data Collection Process

The measurement scales used in this research were adapted from prior studies (Chakraborty et al., 2022; Meeprom et al., 2023; Fakfare et al., 2024a). For the TCV variables, emotional, epistemic, health, taste, price, and interaction values were measured using modified items adapted from Meeprom et al. (2023) and Sheth et al. (1991). The mediator and outcome variables—enjoyment and choice behavior—were assessed using items adapted from Fakfare et al. (2024) and Meeprom et al. (2023), respectively. All measurement items were refined to align with the study context, which focuses on consumer value perceptions and choice behaviors in the food truck market. A panel of experts, including three industry practitioners, reviewed the statements, following which the survey questionnaire was developed.

The data collection took place at the beginning of 2024, with the support of research students who shared an online questionnaire link with the target group—food truck consumers. The study utilized convenience and snowball sampling techniques. Only individuals who had bought and consumed food from a food truck within the last 12 months were eligible to participate. As a result, a total of 462 valid responses were gathered for further statistical analysis.

The descriptive data indicated that a majority of respondents (60.4%) were male, while 39.6% were female. The sample primarily comprised young adults, with 68.4% between 20 and 30 years old, followed by those aged 31-40 (15.6%), 41-50 (10.0%), and over 51 (6.0%). In terms of educational background, most participants had attained a bachelor's degree (67.1%), while others held a high school diploma (17.7%), a college degree (11.7%), or a postgraduate degree (3.5%). Regarding monthly income, 39.6% of respondents earned less than THB 15,000, while others fell within the ranges of THB 15,000-30,000 (44.4%), and above THB 30,001 (16.3%).

3.2 Analysis Procedures and Results

3.3.1 Evaluation of Measurement and Structural Models

To evaluate the composite-based structural equation modeling (SEM), the consistent Partial Least Square (PLS) estimator was deemed appropriate (Henseler, 2021). Composite-based SEM is particularly suitable when the focus of the research is on prediction rather than on model validation (Fakfare et al., 2024b; Fakfare & Wattanacharoensil, 2024; Sathatip et al., 2024; Subongkod & Hongsakul, 2024; Wattanawaraporn & Manosudhtikul, 2024). Hence, the PLS estimator was utilized in this study. Following to the recommendations of Benitez et al. (2020), the measurement model was examined through both behavioral and design perspectives. The composite model reflects design concepts, while the factor-based model represents behavioral concepts. Within this research, all TCV variables—emotional, epistemic, health, taste, price, and interaction values—were treated as design concepts aligning with the composite model. Conversely, enjoyment and choice behavior were categorized as behavioral concepts, consistent with the factor-based model.

When evaluating the convergent validity of a factor model, standardized loadings and

the Average Variance Extracted (AVE) should both exceed 0.5 for the convergent validity to be deemed adequate. For assessing construct reliability, Dijkstra–Henseler’s rho is recommended to a minimum acceptable threshold of 0.7 (Henseler, 2021). The findings in Table 1 indicate that the constructs of enjoyment and choice behavior meet the criteria for reliability and validity (Pinthong et al., 2024). Regarding the composite model, the weight estimates for the TCV dimensions are predominantly positive (Table 1). No serious collinearity issues were found, considering that VIF values were generally below 5. Therefore, the composite models are appropriately constructed.

Table 1 Measurement Model Assessment

Construct	Indicator	AVE	Rho A	\hat{w}_i	$\hat{\lambda}_i$
EV	EV1: Eating food/beverages from the food truck makes me feel happy.	N/A	N/A	0.268	0.84
	EV2: Eating food/beverages from the food truck gives me pleasure.			0.091	0.8
	EV3: Eating food/beverages from the food truck changes my mood positively.			0.04	0.816
	EV4: Food/beverages from the food truck fascinate me.			0.146	0.874
	EV5: Eating food/beverages from the food truck makes me crave it.			0.306	0.9
	EV6: Eating food/beverages from the food truck makes me feel excited.			0.445	0.925
EP	EP1: I’m eager to explore and learn more about the diverse offerings from food trucks.	N/A	N/A	0.14	0.847
	EP2: I have a growing curiosity about the wide array of options available at food trucks.			0.24	0.876
	EP3: Enjoying food from food trucks provides an excellent opportunity for me to discover new dining experiences.			0.194	0.878
	EP4: I’m excited to sample a greater variety of dishes from food trucks.			0.277	0.903
	EP5: I’ve become more attuned to the rich and vibrant food truck culture.			0.096	0.841
	EP6: I develop responsible dining habits through my experiences with food truck consumption, such as choosing locally-sourced ingredients and reducing food waste by sharing dishes with friends.			0.205	0.83
HV	HV1: Food truck offerings prioritize hygiene.	N/A	N/A	0.096	0.722
	HV2: Dining from food trucks promotes my health.			0.197	0.852
	HV3: Food truck options are a safe choice.			0.458	0.939
	HV4: Food truck meals provide good nutrition			0.364	0.916
TV	TV1: Food truck menus offer a diverse range of ingredients.			0.309	0.881
	TV2: Food truck dishes feature high-quality ingredients.			0.084	0.828
	TV3: Food truck offerings boast enticing flavors.			0.255	0.871
	TV4: Food truck meals are known for their deliciousness.			0.274	0.897
	TV5: Food truck food consistently maintains a high standard of quality.			0.222	0.855
PV	PV1: Food truck food is reasonably priced.	N/A	N/A	0.599	0.963
	PV2: Food truck food offers value for money.			0.453	0.934
IV	IV1: My friendship or kinship with my companions has increased while eating food truck food together.	N/A	N/A	0.529	0.911
	IV2: Eating food truck food helps me interact with the people I travel with.			0.562	0.922

Table 1 (Continued)

Construct	Indicator	AVE	Rho A	\hat{w}_i	$\hat{\lambda}_i$
EN	ENJ1: The food truck menu is interesting	0.757	0.926	0.271	0.851
	ENJ2: The food truck menu is pleasing.			0.289	0.907
	ENJ3: The food truck menu is enjoyable.			0.277	0.872
	ENJ4: The food truck menu is fun to try.			0.269	0.847
CB	CB1: I would make a special effort to explore the unique offerings from food trucks.	0.719	0.886	0.384	0.879
	CB2: I chose food truck delights over typical dine-in restaurants.			0.353	0.809
SRMR = 0.032	CB3: I would prefer food truck options over dining at typical restaurants.			0.372	0.853

Note. \hat{w}_i = estimated weights, $CI_{\hat{w}_i}$ = 95% Confidence interval of estimated weights, $\hat{\lambda}_i$ = estimated loadings, rho_A = Dijkstra-Henselers_rho_A, AVE = Average Variance Extracted, EV = emotional value, EP = epistemic value, HV = health value, TV = taste value, PV = price value, IV = interaction value, EN = enjoyment, CB = choice behavior

3.3.2 Structural Model Assessment

The data analysis was conducted using SmartPLS 4.0. According to the path coefficients in Table 2, the dimensions of emotional value (EV), taste value (TV), price value (PV), and interaction value (IV) showed a significant and positive influence on menu enjoyment (EN) when consuming food truck products. In contrast, epistemic value (EP) and health value (HV) did not have a significant impact on EN. Consequently, H1 received partial support. Regarding the impact of EN on choice behavior (CB), the findings revealed a significant positive effect, confirming H2. Additionally, the study examined the in-sample predictive power to assess effect size, with the model's effect sizes meeting acceptable standards (Benitez et al., 2020).

Table 2 Structural Model Analysis

Hypotheses	Estimate	p-values
H1a: EV → EN	0.132	0.097
H1b: EP → EN	0.018	0.821
H1c: HV → EN	0.082	0.173
H1d: TV → EN	0.319	0.000
H1e: PV → EN	0.146	0.015
H1f: IV → EN	0.292	0.000
H2: EN → CB	0.923	0.000

Note. EV = emotional value, EP = epistemic value, HV = health value, TV = taste value, PV = price value, IV = interaction value, EN = enjoyment, CB = choice behavior

3.3.3 Importance-Performance Map Analysis Results

The quadrants of the Importance-Performance Matrix Analysis (IPMA) are traditionally constructed by plotting the mean scores of importance and performance, with importance on the x-axis and performance on the y-axis (Fakfare, 2021; Fakfare et al., 2024c). This study examines the direct influence and performance of TCV dimensions on enjoyment (EN) within the context of food trucks. A vertical line was drawn at the average importance level (0.158) of the TCV dimensions across the six components, intersecting the x-axis. Similarly, a horizontal line was placed at the average performance level (68.803) across the five components, intersecting the y-axis. The IPMA was analyzed at the construct level to clearly interpret the results and help practitioners improve customer enjoyment when

consuming food truck products. Figure 1 illustrates the IPMA findings for the target outcome of menu enjoyment (EN), and the emerging quadrants are labeled as follows:

Quadrant 1 (upper-right): This quadrant, labeled “Keep Up the Good Work,” includes dimensions with high importance and strong performance, representing the strengths in the food truck context.

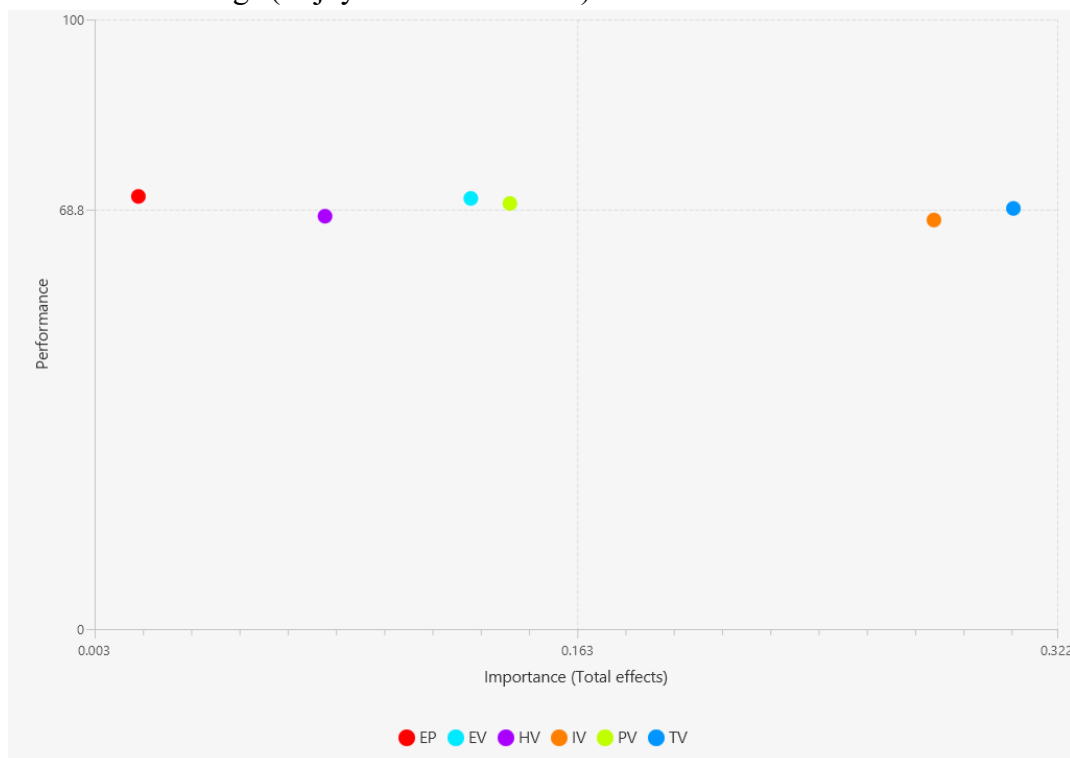
Quadrant 2 (upper-left): Dimensions found in this area are marked as “Possible Overkill,” indicating high performance but low importance, suggesting some dimensions might be receiving more attention than needed.

Quadrant 3 (lower-left): Known as the “Low Priority” quadrant, it includes dimensions with both low importance and performance, showing that these aspects are not critical and pose no immediate challenge for food truck businesses.

Quadrant 4 (lower-right): This quadrant is termed “Focus Here,” containing dimensions that are of high importance but show low performance, pinpointing primary areas requiring improvement to enhance enjoyment.

The IPMA results are further elucidated in the discussion and implications section.

Figure 2 IPMA Findings (Enjoyment as Outcome)



4. DISCUSSION AND IMPLICATIONS

This study advances the understanding of how TCV dimensions enhance consumer enjoyment and choice behavior intentions by building on previous literature in the hospitality and business sector. The findings are grounded in the theory of consumption values (Sheth et al., 1991). Initially, the study validated the TCV constructs for food truck offerings, treating it as a multidimensional concept encompassing various aspects of consumer perceived value. The comprehensive TCV framework was confirmed by integrating key components identified through an extensive review of hospitality and travel industry literature, as well as an expert panel review. The research highlights the importance of the six dimensions of TCV and assesses

their predictive power in relation to enjoyment and choice behavior. While earlier studies have recognized the significance of these concepts (Meeprom et al., 2023; Fakfare et al., 2024a), structural relationships among these constructs had not been examined within the context of food trucks. This study provides an extended perspective on mobile food vendors by exploring how TCV dimensions influence consumer value perceptions when consuming food truck products, thereby contributing to a deeper understanding of TCV within this domain.

In general, the empirical investigation of the relationship between the identified TCV dimensions and enjoyment supported the research hypothesis. The findings revealed that EV is a significant determinant with a considerable effect on consumers' enjoyment, given its coefficient ($\beta = 0.132$, p -value = 0.097). According to Meeprom et al. (2023), one of the primary reasons for customers to consume food products is the emotional experience associated with the consumption process. Emotions play a crucial role in shaping consumer preferences, influencing their satisfaction and enjoyment of food products. This emotional connection not only drives the decision to purchase but also enhances the overall dining experience, making emotional value a key determinant of consumer behavior in the food truck context. Taste value (TV), with the highest estimate ($\beta = 0.319$, $p = 0.000$), emerges as the strongest predictor of enjoyment, indicating that consumers' sensory experiences—particularly taste—are crucial in their enjoyment of food truck offerings. This result is consistent with existing literature that highlights taste as a primary driver of food choice and enjoyment (Clark, 1998).

Interaction value (IV) also has a strong positive effect on enjoyment ($\beta = 0.292$, $p = 0.000$). This suggests that the social aspects of consuming food from a truck, such as interactions with vendors, sharing food experiences with friends or other consumers, and the overall atmosphere, significantly enhance enjoyment (Fakfare, 2021). Such social dynamics and personalized service add to the appeal of food trucks, making interaction value an essential factor in the enjoyment process. Price value (PV) has a moderate but significant influence on enjoyment ($\beta = 0.146$, $p = 0.015$). This underscores the importance of perceived value for money in the food truck context; reasonable pricing and a perception of affordability can positively affect the consumer's overall enjoyment (Fakfare et al., 2020).

In contrast, epistemic value (EP) and health value (HV) are not statistically significant predictors of enjoyment, as reflected by their coefficients and high p -values (EP: $\beta = 0.018$, $p = 0.821$; HV: $\beta = 0.082$, $p = 0.173$). This suggests that novelty, curiosity, and health considerations play a lesser role in influencing enjoyment when consumers choose food truck offerings. It may be that consumers prioritize taste, social interaction, and emotional satisfaction over novelty or health aspects when engaging with food trucks (Meeprom et al., 2023). Finally, the relationship between enjoyment (EN) and choice behavior (CB) is strong and highly significant ($\beta = 0.923$, $p = 0.000$), indicating that enjoyment substantially predicts and influences consumers' intentions to choose food truck products. This finding demonstrates that when consumers find enjoyment in their food truck experience, it significantly drives their decision to return and purchase from food trucks again, reinforcing the pivotal role of enjoyment as a mediator between value perceptions and choice behavior (Fakfare et al., 2024a).

Furthermore, the IPMA findings can guide mobile food vendors and venue organizers in formulating effective marketing strategies and plans. Dimensions located in Quadrant 1 are characterized by both high performance and high importance, making them critical strengths for food trucks. In this study, taste value stands out as a dimension that consumers consistently perceive as highly important, indicating that it is a key driver of consumer enjoyment and should be prioritized in marketing and product development efforts. By emphasizing taste quality in their offerings, food truck vendors can capitalize on this strength to enhance consumer enjoyment and drive choice behavior.

Quadrant 2 comprises dimensions that, while demonstrating high performance, are considered less important by consumers. This study identified three such dimensions—

emotional value, price value, and epistemic value—as performing well but not seen as critical by consumers. Although food truck operators and venue organizers may invest significant effort in enhancing these aspects, their impact on customer satisfaction may be limited due to their perceived lower importance. According to strategic norms, a balanced approach is recommended, suggesting that resources should be allocated to these dimensions proportionately, rather than heavily prioritizing them, given their lower influence on consumer decision-making within the food truck context. For example, for emotional value, a unique theme or décor can enhance the experience (Fakfare et al., 2024a), but it need not be frequently changed. The focus should remain on core offerings like food quality. Regarding price value, rather than continually offering discounts or deals, vendors can maintain stable, reasonable pricing, as frequent promotions may not significantly influence enjoyment and satisfaction (Fakfare, 2021).

Quadrant 3 contains TCV dimensions that are perceived as the least important and poorest-performing by food truck consumers. Health value falls into this category, being seen as both unnecessary and underperforming. This aligns with the nature of food truck consumers, who often prioritize taste and convenience over health considerations when choosing to eat from a food truck, as they may be looking for indulgent or quick options rather than focusing on health benefits (Sathatip, 2024). Quadrant 4 consists of TCV components that are highly important but show poor performance. From a practical standpoint, dimensions in this quadrant should be prioritized as they are crucial for enhancing consumer enjoyment. The IPMA results indicate that food truck consumers place significant importance on interaction value, as they seek engaging and personalized experiences when purchasing food. However, this dimension currently demonstrates low performance, indicating a need for improvement. Therefore, food truck operators should focus on enhancing customer interaction to boost satisfaction and overall enjoyment. For example, food truck operators could train staff to be more personable and attentive, creating a welcoming atmosphere and engaging with customers through friendly conversations. They might also implement loyalty programs or interactive features, like offering recommendations, live cooking demonstrations, or allowing customers to customize their orders. These enhancements can foster a stronger sense of connection and increase the overall enjoyment, thereby addressing the performance gap in interaction value.

5. LIMITATION AND FUTURE RESEARCH

This research has several limitations. First, the sample primarily consisted of food truck consumers in Thailand, which may not capture the perceptions of diverse consumer groups, such as those from Europe, the Middle East, the Americas, or Australia. Future research should investigate how these cultural backgrounds influence food truck experiences. Second, the research mainly focuses on customer enjoyment from a perceived value perspective. To provide a more comprehensive understanding, future work could consider other constructs such as benefits and costs. Lastly, the study uses IPMA with a PLS approach to rank the dimensions (Chaipooirutana & Minakan, (2023). Future research should explore different methodologies, such as GSCAM, or iGSCA to compare outcomes and provide broader insights (Chumwichan et al., 2024; Khanngoan et al., 2023; Rungroueng & Monpanthong, 2023).

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