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The Influence of Host Credibility, Hedonic Shopping Motivation, and Mobile App Usability on Impulsive Buying Behavior of Online Shopping App Users

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Abstract: The study is devoted to examining how host credibility, hedonic shopping motivation, and mobile app usability impact online shoppers' impulsive buying behavior. It is based on the growing incidence of impulse buying, which is largely the result of digital interaction and technology. A quantitative explanatory approach is utilized in the research, and purposive sampling is employed to select 200 active users of online shopping applications as respondents. Data is obtained through a five-point Likert scale questionnaire and subjected to multiple linear regression analysis. The results indicate that host credibility, hedonic shopping motivation, and mobile app usability are the main factors having a positive and significant impact on the consumers' impulsive buying behavior. Theoretical implications of this Study include the expansion of the digital consumer behavior research area through the integration of social, psychological, and technical factors. The findings also provide valuable insights for online retailers in the areas of digital marketing strategy and application development that could lead to more effective and sustainable impulse buying.

Keywords: Host Credibility, Hedonic Shopping Motivation, Mobile App Usability, Buying Behavior

INTRODUCTION

The fast growth of the online shopping app has now had a significant impact on the customer behavior, mainly with regard to the consumers' decision-making process. One factor contributing to the digital commerce is the emergence of the impulsive buying phenomenon, which means the consumers' propensity to make spontaneous and unexpected purchases (Setiadi et al., 2023). The shopping applications display a range of visual triggers, conduct very short-duration promotional activities, and allow real-time consumer interaction; all these are, indeed, the pathways that lead to the consumers making the impulsive buying decisions (Utomo

et al., 2024). Interestingly, this particular consumer behavior is regarded as one of the biggest concerns of the digital businesses as it turns out that it is the main source of transaction volume increase and hence high revenue (Setiadi et al., 2024). Factors such as price, among others, which include the psychological, social, and technological issues that are common on digital platforms, influence the impulse buying behavior. The factor map that shows the aspects influencing the impulse buying behavior should be so detailed that it will allow the use of not only the most effective marketing but also the most ethical marketing strategies for the digital platforms (Djunaedi et al., 2025). Therefore, the research on the impulsive buying behavior of online shopping apps users is of considerable significance to both academia and practice (Hendra et al., 2025).

The credibility of a host is the one that is represented by the three characteristics: trustworthiness, skill, and attractiveness (Hendra et al., 2025). It is a very important factor in live streaming and interaction content. A good host can convince the customers that the product is of high quality and is great for use (Yani et al., 2025). A trustworthy host will not only cut down the risk that seems to be associated with the purchase but also give the consumers more emotional confidence and thus lead them into buying more and less hesitantly. Most likely, the consumers will identify the hosts they consider honest, skilled, and reputable as the ones whose recommendations they will accept (Setiadi et al., 2025). So, in this context, the power of host credibility as a trigger for impulsive buying is strengthened. But the reverse is true when the host is not credible, it can cause doubt and, as a result, the purchase intention may decrease. Therefore, the host's credibility is one of the most important social-psychological factors that positively affect impulsive buying in online shopping apps (Sudirjo et al., 2023; Istiqomah et al., 2025).

Hedonic shopping motivation always end up giving the consumers a chance of buying just to get pleasure, having no one, or releasing their positive emotions (Setiawati et al., 2025). At the same time, shopping apps are not just a way of fulfilling one’s hedonic instinct, but also by the factors of visual merchandising, gamification and interactive promotions, more so the consumer is each time indulged (Risdwiyanto et al., 2023). Customers highly rated as having hedonic shopping values are the ones very likely to be affected by impulse buying, as they perceive shopping as a joyful activity rather than a need to be fulfilled. The state of joy, curiosity, and instant gratification carries the consumers away to make purchases bypassing the process of rational thinking (Sutaguna et al., 2023). Previous studies have found that there is a strong link between hedonistic motivation and impulsive buying behavior, especially in digital settings. Consequently, hedonic shopping motivation is recognized as the most influential psychological factor determining the impulsive buying behavior of online shopping app users (Wilestari et al., 2023).

The usability of mobile applications is the parameter of the online shopping app that describes its easy use, user-friendly nature, and a very good user experience. High usability allows customers to easily go through the product list, make transactions, and sell, all online, without being frustrated by technical barriers (Sjoraida et al., 2023). The trifecta of good navigation, fast access, and a nice user interface keeps users mesmerized and thereby reduces their mental effort in decision-making (Dharta et al., 2024). This might lead to quick purchases and increased chances of spontaneous buying. On the contrary, user-friendly apps will be the ones providing a seamless shopping experience; thus, creating an emotional bond between the brand and consumers (Rahayu et al., 2024). However, on the other hand, poor usability might result in longer buying processes and, as a result, decreased buying intention. Hence, usability of mobile apps is one of the technological factors that significantly encourage users to commit to impulsive buying through online shopping apps (Janah et al., 2024).

The main goal of this study is to analyze the intricate connection between host credibility, hedonic shopping motivation, and mobile app usability in the scenario of consumers' impulsive buying behavior of online shopping apps. By uniting the three different viewpoints of social,

psychology, and technology it will thus add to the comprehension of the phenomenon of unplanned purchases in the virtual world. The research sets forth a conceptual model that can account for the impulsive buying behavior within the online shopping app environment. The study outcomes are expected to provide a launching pad for the e-commerce industry to create digital marketing strategies that are affordable in terms of host optimization, user experience improvement, and consumer motivation nurturing. Moreover, app developers are likely to be among the beneficiaries of the research findings as well which could be a wonderful opportunity for them to enhance their usability in such a way that they can attain maximum sales. Thus, the study endows academic and industry professionals working in digital marketing and e-commerce with strategic advantages.

METHOD

The primary objective of this research is to apply an explanatory quantitative approach in order to reveal and measure the impact of host credibility, shopping enjoyment, and mobile app usability on the online shoppers' purchasing habits through app. For collecting the research data, the survey method was employed and the data collection process involved the use of a structured questionnaire that included a five-point Likert scale, which was administered to users of active online shopping applications. In this case, purposive sampling was the sampling technique used where the subjects met these criteria: (1) online shopping application users for at least six months before the conduct of the study, (2) users who have made purchases through either the promotional or the live shopping features, (3) they are at least 17 years of age, and (4) they are competent enough to purchase on their own with the app. 200 respondents who met the criteria were selected for the study and were suitable for data analysis by multiple linear regression. However, beforehand the research instrument was verified for validity through item-total correlation with a coefficient value above 0.30 and a significance level below 0.05 and reliability test according to Cronbach's Alpha with a value over 0.70 indicating the internal consistency indicator. After that, the data analysis was performed following the classical assumption tests which included normality test (Kolmogorov–Smirnov), multicollinearity test (tolerance > 0.10 and VIF <10), and heteroscedasticity test (Glejser test) to check the model fitness. Multiple linear regression was the method of choice for the main analysis of the obtained data; it was performed using SPSS statistical software, which allowed not only separate but also combined evaluations of the independent variables' effects on the impulsive buying behavior and thus gave the research findings scientific legitimacy.

RESULTS AND DISCUSSION

Validation tests confirmed that all assertion items of the variables host credibility, hedonic shopping motive, mobile app usability, and impulsive buying behavior had item-total correlation values higher than 0.30 at a significance level below 0.05, thus validating all indicators. Furthermore, the Cronbach's Alpha application to test the reliability of the study resulted in values above 0.70 for all variables, indicating the instrument had very good internal consistency. The normality test for residuals was done with the Kolmogorov–Smirnov test and the result was a significance level above 0.05, thus the data was concluded to be normally distributed. All predictors' tolerance values were above 0.10, while VIF values were below 10, indicating that there were no multicollinearity issues during the multicollinearity test. Besides this, the heteroscedasticity test using the Glejser method provided a significance level over 0.05, thus the regression model was regarded as free from heteroscedasticity and hence apt for the analysis to proceed. According to the F-test results, the regression model is totally significant with a p-value of 0.000 which is less than 0.05. In other words, the factors of host credibility, hedonic shopping motivation and mobile app usability combined exert a very strong influence on the user's impulse buying behavior in the online shopping app. The R^2 of 0.69 indicates that 69% of the fluctuations in impulsive buying behavior are accounted for by the three independent

variables in the model, while the remaining 31% is due to the factors not recognized in the research. Furthermore, t-test results show that all independent variables are associated with positive regression coefficients with p-values lower than 0.05, so all research hypotheses are supported.

The authority of the host has been identified as the most significant and the most favorable factor that incites users of online shopping apps to buy more than planned according to the findings of the research. This implies that the host's credibility, expertise and good looks are the main causes for the consumers' giving in to the impulse to buy. A host that is considered credible can most likely reduce the buyers' apprehension and thus the associated risk of the product being sold. When a customer is certain about the host's information and advice, then they are likely to be very quick in their logical assessment of the situation. This leads to a higher likelihood of buying on impulse. Besides, the host's personal interaction and charming ways of persuasion have created a very strong emotional bond with the customer. All these suggest that the hosts are not just the source of information but also the brain stimulants for the impulse buying behavior. Therefore, the credibility of the host is a vital social factor in the marketing of online shopping app-based platforms.

The research findings reveal that hedonic shopping motivation is highly powerful and in a positive way connected to the impulsive buying behavior of the shoppers using the online shopping app. So, it can be interpreted that those customers who take shopping as a fun, entertaining, and emotional experience, are in fact, the ones who will buy impulsively the most. The online shopping app is a very good place for customer hedonic convention to be augmented and reinforced through the different visual stimuli, attractive promotions, and interactive features which are all very captivating. If shopping becomes a leisure activity, then customers are likely to ignore rational issues like real needs and budget planning. It is the whole pleasure and instant gratification experience that pushes them to make purchases that are not planned. This finding certainly points out that psychological aspects are the main ones that dramatically influence the digitization of impulse buying. Therefore, the hedonic shopping motivation factor becomes the one that explains the consumers' frequent unplanned buying on online shopping apps.

The findings from the research suggest that usability of mobile apps is an important factor in online shopping apps that positively influence consumer behavior to make impulsive purchases. Because the app is so user-friendly, the customers can easily and quickly browse through the products and make a purchase. Factors like easy navigation, user-friendly interface, and straightforward payment system are reducing the cognitive barriers involved in the decision-making process. The atmosphere created by these factors results in quicker buying response and higher likelihood of making an impulsive purchase. Also, a consumer-friendly and pleasant user experience positively influences the consumer's feelings and this, in turn, leads to more shopping through the channel of impulse. These results imply a question about how much technological factors can influence digital consumer behavior. In this sense, mobile app usability is no longer a technological factor that merely supports technology but rather a factor that drives consumer behavior to the extent of psychological dependence of online shopping apps to make purchases.

CONCLUSION

The host's trustworthiness, the consumers' desire to shop as a form of entertainment and the mobile application's friendliness all together have a big impact on the upselling of the online shopping app users. This has resulted in the finding that apart from price and promotion, there are also social, psychological and technological factors behind the impulse buying behavior on digital platforms. The host's credibility is the main factor that builds consumer trust and loyalty which in turn leads to quick and impulsive buying decisions. Hedonic shopping can be motivated through the strongest force which shifts consumers' perception of shopping from a

chore to a delightful and entertaining activity. On the other hand, the mobile app's usability makes the whole process of decision-making straightforward and provides a nice and user-friendly experience. In most cases, the three factors mentioned above are accountable for the major differences in the impetuous buying behavior of the users of online apps. E-commerce players, due to the research results, are urged to choose and hold high-trust hosts with the expertise, integrity, and persuasive communication skills as their primary criteria. At the same time, managing hedonic shopping motivation would be one of the main marketing objectives that could be accomplished through appealing, interactive content and a delightful shopping experience. Furthermore, shopping app developers should never underestimate the importance of making the mobile app user-friendly for both existing and potential customers by offering smooth navigation, quick access, and a super simple transaction process. It is thought that these three aspects in unison will not only lead to more effective digital marketing strategies but also create the best user experience. When the right strategies are employed by the companies, they can seduce the customers with unplanned purchases while keeping the customer's satisfaction and loyalty at the same time.

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