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The Influence of Influencer Credibility, Impulsive Buying, and Perceived Enjoyment on Social Commerce Impulse Buying of Food and Beverage Products

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Abstract

The purpose of this study is to analyze the effect of Influencer Credibility, Impulsive Buying and Perceived Enjoyment on Social Commerce Impulse Buying of food and beverage goods. The study was conducted quantitatively through the survey of respondents who purchased food and beverage goods through social commerce platforms. Data collection was conducted using online questionnaires with the purposive sampling method. The data was analyzed using multiple linear regression. The findings indicate that Influencer Credibility, Impulsive Buying, and Perceived Enjoyment have a partial and simultaneous positive and significant impact on Social Commerce Impulse Buying. The most important variable to affect Social Commerce Impulse Buying is Impulsive Buying. The results of the study show that the motives of impulse buying on social commerce platforms are affected by the credibility of influencers, impulsive behavior tendencies and the joyful purchasing experience. This research adds to the literature on digital marketing development, social commerce, and consumer behavior. It also provides practical implications for food and beverage businesses to develop better digital marketing strategies.

Keywords: Influencer Credibility, Impulsive Buying, Perceived Enjoyment, Social Commerce Impulse Buying

INTRODUCTION

Social media has changed the way marketing is done, and consumers' behavior, including in the food and beverage industry. Social commerce is the buying and selling

activity that happens on social media platforms using different digital interaction capabilities (Fauzan et al., 2023). It is a concept born out of the convergence of social media and e-commerce activities. Unlike traditional e-commerce, social commerce enables customers to view product information, interact with merchants, read customer reviews, and purchase products on a single platform (Sudirjo et al., 2023). This can make the shopping experience more exciting and may increase the chance of people making impulse buys. In this sense, social commerce impulsive buying has become an important phenomenon because it is a buying behavior that occurs quickly and without prior preparation as a result of triggers that develop during social media interactions (Lutfi et al., 2022). This is particularly true of food and beverages, which are fast-moving, often low-cost and easily marketed using attractive visual content (Kartika et al., 2020).

One of the elements which influence impulsive purchase of food and beverage goods in social commerce is suggested to be influencer credibility. The credibility of an influencer is the extent to which an influencer is perceived to be trustworthy, knowledgeable and attractive in presenting information about a product to his or her audience (Solehati et al., 2022). Influencers are the opinion leaders of the social media age and they help shape consumers' perceptions, attitudes and purchase choices. The findings also reveal that impulsive buying is highly related to social commerce impulse buying for food and beverage products (Fitri et al., 2023; Sunarso & Mustafa, 2023). Impulsive buying is a characteristic of consumer behavior, which refers to the spontaneous buying behavior of a person, and social commerce impulse buying is a kind of impulsive buying that takes place in social commerce environment (Mustafa et al., 2023; Anita et al., 2023). Highly impulsive consumers are more susceptible to marketing cues (e.g., promotion, discount, influencer suggestion, attractive product images) (Dewianawati et al., 2023). Perceived pleasure is another element hypothesized to influence impulsive purchase of food and beverage goods in social commerce (Sudirjo et al., 2024; Sriyanti et al., 2023). Perceived enjoyment is the degree of pleasure, comfort and pleasant experience perceived by customers while using social commerce platforms. Shopping activities via social media are no longer just driven by necessity, but have become a part of digital pleasure (Payangan & Mustafa, 2023; Parawansa et al., 2023). Short films, live streaming, gamification, interactive reviews and creative material are some things that may make the buying experience fun for consumers.

The phenomenon of social commerce cannot be separated from the shift in social media algorithms, which now heavily prioritize content personalization for their users. Platforms like TikTok, Instagram, and YouTube Shorts utilize user behavior data to present culinary content recommendations that are highly relevant in real-time. When mouth-watering food content appears on a user's timeline at the perfect moment—such as during dinner time or late-night relaxation—it creates a powerful psychological urge to make an immediate transaction. Consequently, the integration of in-app purchase features bypasses the consumer's rational deliberation process, ultimately triggering impulsive buying.

Product visualization plays a crucial role in the food and beverage industry within the digital era. The presence of high-quality short videos using dramatic angles, crispy food Autonomous Sensory Meridian Response (ASMR) sounds, and expressions of pure

satisfaction during taste tests has been proven to stimulate consumers' digital senses. This visual and auditory stimulus creates instant cravings that are difficult to resist. In the social commerce context, continuous exposure to aesthetically pleasing culinary content acts as an external trigger that radically transforms passive browsing into an active purchase decision within seconds.

The credibility of influencers or culinary content creators (food vloggers) serves as an anchor of trust amid the overwhelming abundance of product choices on social media. When an influencer, known for their honesty and culinary expertise, gives a positive review, the consumer's perceived risk drops drastically. Consumers tend to transfer the responsibility of product evaluation to the digital authority figures they trust. As a result, recommendations from these influencers do not merely serve as information sources, but rather as a form of social validation that legitimizes the consumer's spontaneous purchase without hesitation.

On the other hand, the internal characteristics of consumers in the form of impulsive buying traits act as a primary catalyst in this ecosystem. Every individual possesses a different level of self-control when faced with marketing stimuli. Consumers with a high level of trait impulsivity are generally more sensitive to limited-time offers, flash sales, or urgent calls-to-action frequently voiced during live-streaming sessions. This inherent trait interacts synergistically with the social commerce environmental stimuli, creating a psychological vulnerability that accelerates unplanned buying decisions.

In addition to influencer credibility and consumer traits, the emotional dimension of perceived enjoyment plays an equally significant role. The process of scrolling through product catalogs, watching humorous interactions by merchants during live broadcasts, and reading witty comments from fellow users creates a unique digital recreational experience. When consumers feel entertained and happy, their cognitive capacity for analytical thinking tends to decrease, replaced by the dominance of positive emotions. This feeling of pleasure triggers the pleasure principle, where making a purchase is viewed as an instant gratification to maintain that positive mood.

Although research on impulsive buying has been widely conducted within the context of traditional e-commerce, the interaction dynamics within social commerce for food and beverage products possess unique characteristics that have not been fully explored. In conventional e-commerce, consumer motivation is largely utilitarian or based on specific needs. Conversely, social commerce fuses complex hedonic and social motives. An empirical gap remains regarding how the simultaneous interaction between an influencer's personal credibility, the consumer's inherent trait vulnerability, and the platform's entertaining atmosphere collectively drive purchase decisions for fast-moving, perishable food products.

The importance of this research is also driven by the rapid growth of micro, small, and medium enterprises (MSMEs) in the food and beverage sector migrating to digital platforms. Many business practitioners still struggle to formulate efficient promotional strategies due to a limited understanding of digital consumer behavior. Without a comprehensive grasp of the psychological and environmental factors influencing consumer shopping decisions, marketing budgets allocated for influencer collaborations or creative content creation often miss the mark and fail to generate optimal sales conversions.

Theoretically, this study attempts to integrate the Stimulus-Organism-Response (S-O-R) framework to explain modern consumer behavior. Influencer credibility and the platform's interactive features act as the *Stimulus* (S); the internal impulsive tendency and perceived enjoyment serve as the emotional and cognitive states within the consumer, or the *Organism* (O); while the act of social commerce impulse buying represents the *Response* (R). Through this comprehensive framework, the research aims to provide a complete visualization of the consumer's psychological journey from the moment of content exposure to hitting the checkout button.

For marketing practitioners and food and beverage brand owners, the results of this study are expected to serve as a strategic guideline for designing digital campaigns. Businesses can identify which influencer credibility indicators are most sensitive to consumers, whether it is their expertise or their visual attractiveness. Furthermore, corporate management can design promotional interfaces and live-stream content that maximize the element of perceived enjoyment, thereby creating a digital shopping environment that is not just transactional, but also highly recreational.

Overall, a profound understanding of the interconnectedness among these variables will contribute significantly to the development of marketing management studies, particularly digital consumer behavior. Amid the intense competition in the culinary industry and the dynamic shifts in social media trends, the ability to ethically and effectively predict and trigger impulsive buying is the key to business sustainability. Based on these premises, this study is conducted to empirically test the effects of influencer credibility, impulsive buying tendencies, and perceived enjoyment on the impulse buying behavior of food and beverage goods within the social commerce ecosystem.

This research aims to investigate the effect of Influencer Credibility, Impulsive Buying and Perceived Enjoyment on Impulse Buying of food and beverage goods in Social Commerce. The research is expected to contribute to the literature on social commerce, digital marketing and consumer behavior. The research aims to understand in theory the elements that encourage impulsive purchase through social media platforms. The research also aims to broaden the understanding of the influence of the influencer credibility, impulsive buying tendencies and perceived satisfaction on the influencing of customer purchase behaviour in the social commerce environment. In practice, the results of this study are expected to give inputs to food and beverage organizations in making more successful digital marketing strategies.

METHOD

This research uses quantitative method with survey technique to study the effect of Influencer Credibility, Impulsive Buying and Perceived Enjoyment on Social Commerce Impulse Food and beverage customers purchase. The population of this research is the customers who purchase food and beverage products by utilizing the social commerce platform, such as social media that has integrated digital transaction capabilities. The sampling technique used in this study was purposive sampling with the criteria of the respondents being at least 18 years old, actively using social commerce platforms for at least

the last six months, and buying food and beverage products through social commerce at least twice in the last three months. Sample size was calculated as 200 responders. Data collection used survey sent by google form. The Influencer Credibility variable was measured by aspects of trustworthiness, competence, attractiveness and authenticity . Impulsive Buying was measured by aspects of spontaneity, want to buy, lack of preparation and emotional buying. Perceived delight was assessed using the categories shopping delight, entertainment value, pleasure and intrinsic motivation. Meanwhile, Social Commerce Impulse Buying variable is measured through the characteristics of quick purchasing choice, emotional buying reaction, unexpected purchase behavior and purchase spontaneity. Validity was tested using t-test. Instrument reliability was tested by using Cronbach's Alpha with minimum value of 0.70. The hypotheses were tested using multiple linear regression analysis at 5% level of significance.

RESULT AND DISCUSSION

The results of the validity test show that all research indicators have a calculated t value greater than the t table at a significance level of 5% so that all statement items are declared legitimate. The reliability test results show a very high degree of internal consistency. The classical assumption test results also show that the research model has met all the requirements of regression analysis. The results of multiple linear regression analysis show that Influencer Credibility, Impulsive Buying and Perceived Enjoyment simultaneously have a positive and significant effect on Social Commerce Impulse Buying. The results show the value of coefficient of determination is 0.573 which means 57.3% of the variance of Social Commerce Impulse Buying can be explained by the three independent variables in this study while the remaining 42.7% are influenced by other factors outside the research model. Partial test results also indicate that all independent variables have a positive and significant effect on Social Commerce Impulse Buying so that all research hypotheses are accepted.

Based on the research results Influencer Credibility has a positive and significant effect on Social Commerce Impulse Customer purchases of food and beverage products. The result indicates that the higher the credibility of the influencer, the more likely customers are to make impulse purchases through social commerce platforms. The credibility of the influencer, based on honesty, knowledge, attractiveness, authenticity in the transmission of information, can strengthen the confidence of the customer in the marketed product. When customers see influencers as good sources of advice, the process of evaluating the product is reduced, leading to impulsive choices of purchase. Also, interesting and real material can create emotional intimacy between influencers and their followers, which can increase the effectiveness of marketing communications. In the food and beverage product marketing, attractive visual materials and convincing evaluations are often the key factors that lead to impulse buying. Hence, the reputation of influencers is an important feature to enhance impulsive purchasing in social commerce.

The research findings showed that impulsive purchasing has a favorable and substantial effect on social commerce impulse buying among consumers of food and

beverage items. The findings of this study imply that customers with a high propensity for impulsive purchases are more likely to make spur-of-the-moment purchases when they are presented with a variety of stimuli that are accessible on social commerce platforms. These features make customers more likely to respond to promotions, influencer recommendations, discounts, live shopping and visual materials. Moreover, the convenience of the transaction process as offered by the social commerce platforms speeds up the process of making purchase selections without undergoing a long process of contemplation. The value of regression coefficient shows the variable which has a biggest effect on social commerce impulse purchasing is that the ability to make purchases on the spur of the moment. This indicates that the psychological characteristics of consumers have a significant impact on the development of impulsive buying behavior in the social commerce community. A person's propensity to make impulsive purchases is correlated with their likelihood to engage in social commerce impulse purchasing.

The research results indicate that Perceived Enjoyment has a positive and significant impact on Social Commerce Impulse Buying of the consumers of food and beverage products. This research indicates that the more satisfied the customers are in using a social commerce platform, the more likely they will be to make an impulsive buy. A nice shopping experience through a variety of interactive elements like short movies, live streaming, gamification and creative material can create an ambiance that stimulates emotional involvement. Consumers looking for food and beverage products are likely to spend more time on the site, increasing the chances of being exposed to a variety of marketing stimuli. This frame of mind is more open to spur-of-the-moment purchase decisions. Also, the fun derived from interaction with the platform might reduce the logical assessment process, so that the purchase choice is influenced more by the emotional considerations. So, perceived pleasure is one of the main variables that drive the development in social commerce impulsive purchasing for food and beverage goods.

CONCLUSION

Based on the results of the study that has been conducted, it can be concluded that Influencer Credibility, Impulsive Buying and Perceived Enjoyment have positive and significant effect on Social Commerce Impulse. Buy food and drink goods, part and at the same time. At the same time, the three independent variables are capable of explaining most of the variance of the Social Commerce Impulse purchasing. This indicates that impulsive buying behavior in social commerce is driven by a combination of personal, social and digital experience elements. However, there are some limitations to this research such as: cross-sectional design, data based on the respondents' views and only food and beverage goods were taken into consideration. Therefore, future research should be longitudinal in nature and should examine mediators such as purchase intention or emotional connection and moderators such as perceived risk or digital trust. Food and beverage businesses should work with credible influencers, create more fun shopping experiences with interactive features, and develop marketing strategies that can generate positive emotional engagement with consumers in order to increase sales via social commerce platforms.

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