# The impact of online shopping motivation on customer loyalty in Mobile Applications

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# The impact of online shopping motivation on customer loyalty in Mobile Applications

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**Abstract**

With the rapid advancement of technology, online shopping has become increasingly popular, revolutionizing the way consumers make purchases. In recent years, mobile applications have emerged as a convenient platform for online shopping, providing users with anytime, anywhere access to a wide range of products and services. This research aims to investigate the impact of online shopping motivation on consumer behavior within the context of mobile applications, through the Reasoned Action Theory (TRA). Non-probability sampling with judgmental sampling has been chosen as a result. The study develops five hypotheses which are tested using a sample of 99 participants (n=99). Before exploring and elucidating factors affecting customer loyalty, data from citizens of HCMC was gathered using a questionnaire. Hedonic shopping motivation (HSM), utilitarian shopping motivation (USM), perceived ease of use (PEU), perceived quality (PCQ), and experiential value (EXV) were expected to influence the relationships. The results of this study have important consequences for m-commerce practitioners and researchers alike to enhance knowledge of online buying motivation specifically in the setting of mobile applications.

Keywords: Mobile Applications, Online Shopping Motivation, Customer Loyalty

## 1. Introduction

A mobile application is an application program created and written specifically for mobile devices and distributed through an "online store". Mobile banking, mobile ticketing, mobile coupons, and the purchase of products and services using mobile phones are all included under the umbrella term of "mobile commerce" (Goyal et al., 2013). It enables people to directly access the content they desire on their mobile devices using those applications. Programmers of mobile applications will make it into a miniature space where users can be entertained, watch news, shop, etc. Mobile applications help businesses to facilitate the consumer base. Nowadays, a lot of shopping programs are constantly available for download, increasing the level of competition in the mobile application market. With the growth of the smartphone market, mobile shopping applications (MSAs) have shown explosive growth. The field of MSAs will continue to expand from basic e-commerce transactions with consumer goods into more professions and even industries (Natarajan et al., 2018; Wu et al., 2018).

Developers of mobile shopping apps must provide compelling reasons for users to choose their apps over those of competitors or brick-and-mortar stores (Lee & Wong, 2016). At the same time, it is important to make a difference by improving the buying experience for customers by using mobile shopping apps, which will foster consumer loyalty. The world is undergoing a significant digital transformation, and mobile shopping applications are likewise evolving quickly to keep up with emerging trends (Kim et al., 2021). In the past, a lot of people were afraid of shopping with online applications on their phones, one of the reasons to hinder the use of mobile applications to shop is the quality of products or services due to the absence of salespersons. But since the economic crisis and the impact of the global COVID-19 pandemic have brought a shift in customer behaviour (Safari et al., 2016). After those events, many human activities were almost frozen (especially during the period of social distancing due to the COVID-19 pandemic) (Mouratidis & Papagiannakis, 2021). Consequently, they have to accept to switch from offline shopping at the store to another form of shopping - online shopping with MSAs.

In this regard, as they represent shopping motivations, pre-purchase emotions can have a significant impact on consumer behavior (A. Kumar & Kashyap, 2018). Many previous studies were undertaken to investigate shopping motivation at the preadoption or adoption stage. Some of the studies mainly on post-adoption such as purchase intention (S. Kumar & Yadav, 2021), repurchase intention (Tena-Monferrer et al., 2022), intentional loyalty (Scarpi et al., 2014), WOM (Tyrväinen et al., 2020), Shopping motivation may impact customer loyalty as it is understood from a cognitive, emotional, and social standpoint. In this manner, studying this connection and clarifying the connections that result from perceived ease of use, perceived quality, and experiential value would be of major importance. Researchers have previously looked into how hedonic motivation impacts both online stores: Scarpi (2014) discovered that hedonic motivation for shopping plays a larger influence in the online context, and physical stores (Tena-Monferrer et al., 2022) showed that utilitarian motivation for shopping mostly impacts the offline background. In this research, we contribute to this discussion from a mobile shopping application viewpoint. Our objective is to consider the impact of online shopping motivation such as hedonic motivation and utilitarian motivation through the role of customer experience in mobile shopping applications.

The Theory of Reasoned Action (TRA) provides the framework for formulating the research hypotheses. A social psychology theory called TRA is used to forecast behavior in people. According to TRA, an individual's intentions and attitudes shape their behavior. The format of this study is as follows. The subsequent segment will utilize past studies on the motivation behind online shopping, customer satisfaction, and customer loyalty within the m-commerce domain to formulate hypotheses and research frameworks, while also elucidating the employed methodology utilized in investigations. We will analyze the data and present and talk about the findings in Part 3. The last section - part 4 will be the conclusion and recommendations following the research.

## 2. Literature Review and Methodology

### 2.1. Literature Review
### 2.1.1. Theory of Reasoned Action (TRA)
The Theory of Reasoned Action was established by (M. A. Fishbein & Icek Ajzen, 1975). Based on their current opinions and behavioral intentions, this theory is used to forecast how people will behave. According to the tenets of TRA, the relationship between attitude and behavior has been investigated. Despite having its roots in psychology, this theory has served as the foundation for a sizable number of marketing research. Behavioral intention, attitude, and subjective norms are the three main constructs that make TRA in its simplest form. According to the notion, attitude and subjective norms influence a person's behavioral purpose. TRA states that human behavior is linked with the behavioral intention of any individual to carry out a certain action (Tena-Monferrer et al., 2022). Therefore, we have established the key idea of the theory: behavioral intention, which stands for the capacity to foretell action based on attitude.

Attitude refers to people's emotional state and encompasses how they perceive and approach problems in their daily lives. A person's attitude is formed from their inner ideas, and it is then manifested through actions and gestures like their words and facial expressions. It can be said that attitude is the state of a person in response to the world around them. From there, each person's beliefs, objectives, and individual evaluations of particular items and events create the foundation of their attitudes. To make judgments, assessments, and conclusions, people digest the information at hand in a rational manner.

Subjective norms, according to (Ajzen, 1991), are the opinions of influencers regarding whether or not a person should act in a certain way. Subjective norms are the individual's sense of societal pressures to engage in an activity or refrain from doing so. A person's behavioral patterns and motivation to follow the people involved will depend on how closely

related the people are to them. The more intense the level of intimacy, the more powerful the impact. The influence of human conduct increases with more confidence in the parties involved.

This theory has been used in many different contexts such as Tourism (Untaru et al., 2016), Politics (Oni et al., 2017), Information Technology (Mishra et al., 2014),… We therefore consider shopping motivation to be similar to human attitude given that the goal of our research is to examine consumer loyalty for mobile shopping applications. Customer loyalty will serve as a proxy for all of the participants' attitudes, motivations, and actions in this study. As a result, the TRA serves as the theoretical framework for understanding customer loyalty in our research.

## 2.1.2. Hypotheses development

Motivation is the force that instigates a behavioral change to satisfy a need (Kelemen & Kemény, 2019). Shopping motivation is a force that motivates customers to take shopping action to achieve a goal, desire or satisfy a certain need. Understanding customer behavior requires having a solid understanding of customer motivation, which identifies the starting point of the decision-making process for purchases (Caber & Albayrak, 2016). Hence, we may say that the study of consumer motivation is concerned with identifying and describing the factors that motivate people to engage in specific buying activities (Cardoso & Pinto, 2010).

Tauber (1958) believed that people shop for both personal and social reasons in addition to purchasing goods or services. Personal motives include role-playing, in which shopping is viewed as a chore, diversion, pleasure, an approach to keeping up with the latest trends, sensory stimulation, and physical activity. The stimulation and direction given to people's actions by motivation have an impact on their behavior. In this approach, motivation could be viewed as a propensity toward a particular performance brought on by prior experiences, contextual influences, or even elements like personality traits (Tena-Monferrer et al., 2022).

### 2.1.2.1. The impact of hedonic shopping motivation on customer experience

Hedonic shopping motivation refers to the psychological and emotional factors that drive individuals to engage in shopping for the sheer pleasure, enjoyment, and emotional fulfillment it provides, rather than purely for utilitarian purposes (Hirschman & Holbrook, 1982). In this context, "hedonic" pertains to pleasure-seeking and enjoyment. Previously, studies have shown the importance of hedonic shopping motivation for customer experience in different contexts such as omnichannel retail (Tyrväinen et al., 2020), offline (Tena-Monferrer et al., 2022), and online store (Menon & Kahn, 2002). Hedonic motivation in the context of online shopping with mobile shopping applications refers to the pleasure, enjoyment, and emotional fulfillment that individuals seek when engaging in online shopping experiences. It involves the desire for excitement, sensory gratification, social interaction, and self-expression that online shopping can provide (Hirschman & Holbrook, 1982).

In this study, we want to show the relationship between hedonic shopping motivation and customer experience. Hedonic shopping motivation and customer experience are closely interconnected (T.-Q. Dang et al., 2023; L.-T. Nguyen, Phan, et al., 2023); as hedonic motivations heavily influence the overall customer experience during the shopping process. Hedonic shopping motivations can be fulfilled through experiential elements, such as interactive product demonstrations, or engaging storytelling. When customers are actively involved in the shopping process and have memorable experiences, it enhances their perception of the customer experience. The experiential nature of hedonic shopping contributes to customer satisfaction and loyalty (C. N. B. Dang et al., 2023; DUC et al., 2024; L. Nguyen & Dang, 2023; Phan et al., 2023). Consequently, providing a satisfying customer experience can not only fulfill existing hedonic motivations but also develop customer loyalty. Thereby, we present these hypotheses:

H1a. Hedonic shopping motivation has a positive direct effect on perceived ease of use.
H1b. Hedonic shopping motivation has a positive direct effect on perceived quality.

H1c. Hedonic shopping motivation has a positive direct effect on experiential value.

### 2.1.2.2. The impact of utilitarian shopping motivation on customer experience

Utilitarian motives describe objective elements of the goods, such as their content, price, and functionality (L.-T. Nguyen, 2023; Tien, Luan, et al., 2023). To deliver positive experiences and anticipated fulfilment, this sort of incentive motivates people to think about the product's benefits. This motivated purchase is viewed as an activity or function that must be completed, and completion makes persons more likely to judge perceived quality positively (Blinda et al., 2019; E. S. T. Wang, 2017).

Before making a purchase, utilitarian consumers gather product knowledge to complete the task (Wu et al., 2018). Both physical and online retailers offer savvy customers a variety of details about the goods and services available on the market to help them make informed decisions (S. Kumar & Yadav, 2021).

In the context of the expansion of electronic technology as well as other practical elements of mobile shopping applications such as ease of use, convenience, speed, and ability to provide information in just one click, in contrast to brick-and-mortar stores, consumers seek information through communicating with salespeople (Katt & Meixner, 2020). Utilitarian consumers may easily find a lot of important and valuable information online and make the best purchases there. Based on the discussion above, we offer the following hypotheses:

H2a. Utilitarian shopping motivation has a positive direct effect on perceived ease of use.

H2b. Utilitarian shopping motivation has a positive direct effect on perceived quality.

H2c. Utilitarian shopping motivation has a positive direct effect on experiential value.

### 2.1.2.3. The impact of customer experience on customer loyalty

Defining customer loyalty in the mobile application context involves understanding how users' behaviors, attitudes, and emotional connections toward a mobile app can indicate their loyalty (Lee & Wong, 2016). Customer involvement and recurring use of a mobile application are referred to as behavioral loyalty (L.-T. Nguyen et al., 2023). It focuses on tracking certain behaviors, such as how frequently an app is used, how long a session lasts, how many interactions there are, or how many transactions take place while using the app (Delic et al., 2017).

Perceived ease of use refers to an individual's subjective evaluation of how easy or difficult it is to use a technology or product (Davis, 1989). It takes into account factors like interface clarity, intuitiveness, and learning curve. Perceived ease of use influences user attitudes and intentions toward adopting a system. It is measured through surveys or usability testing to improve user experience (B.-T. H. Nguyen, Le, et al., 2023; L.-T. Nguyen, Nguyen, et al., 2022). Customers' subjective points of view, preferences, and intentions toward mobile apps are measured in terms of customer loyalty. It aims to figure out how people feel about the app and how satisfied they are with it (T. Q. Dang et al., 2023; H.-B. Nguyen & Nguyen, 2021). This is especially important for e-commerce or retail apps because users may immediately make purchases through mobile applications. It can help businesses drive strategic decisions, improve user experience, and enhance customer retention efforts (Tien, Tri, et al., 2023). Therefore, customer experience has an important impact on customer loyalty.

Customer loyalty to a mobile application is positively impacted when they find it to be user-friendly (D. T. V. Dang et al., 2022; L.-T. Nguyen, Dwivedi, et al., 2022). It supports the notion that usability and user experience are significant factors in determining customers' attitudes and behaviors (T.-Q. Dang et al., 2023; L.-T. Nguyen, Phan, et al., 2023). The impact of perceived usefulness and ease of use on trust and usage intention in the setting of online buying. It draws attention to the beneficial effect that perceived usability has on customers' intentions to utilize products (Gefen et al., 2003). This study looks at the elements, such as perceived utility and perceived ease of use, that affect users' intention to keep using an information system. It implies that perceived usability has a large direct impact on users'

intention to keep using the system, highlighting the significance of perceived usefulness in promoting user loyalty (Bhattacherjee, 2001). Hence, we present the third hypothesis:

H3. Perceived ease of use has a positive direct effect on customer loyalty.

Perceived quality refers to an individual's subjective evaluation of the overall excellence and desirability of a product or service. It is influenced by factors such as functional performance, reliability, aesthetics, and customer service (Zeithaml et al., 1988). Perceived quality is subjective and varies among individuals. It plays a crucial role in consumer decision-making and brand loyalty.

When customers perceive a high level of quality in a product or service, it positively influences their loyalty toward that offering. Perceived quality is an important factor in shaping customers' attitudes and behaviors. Zeithaml et al., (1988) demonstrate how perceived quality affects customer loyalty favorably and stress how crucial it is to provide high-quality goods or services to win and keep customers. Caruana et al., (2000) suggest that perceived quality has a positive effect on customer satisfaction, which in turn influences customer loyalty. The study emphasizes the importance of providing high-quality services to enhance customer loyalty. Thereby, we present the fourth hypothesis:

H4. Perceived quality has a positive direct effect on customer loyalty.

Experiential value refers to the subjective worth individuals derive from the overall experience of using a product or service (Taylor et al., 2018). It includes factors like sensory appeal, emotional gratification, social connection, personal fulfillment, and novelty (Ahn et al., 2019). It goes beyond functional benefits and focuses on creating positive and memorable experiences. This involves measuring and managing the elements that contribute to the overall experience and aligning them with customer preferences.

When customers perceive a high level of experiential value in their interactions with a product or service, it positively influences their loyalty toward that offering. Experiential value refers to the subjective worth or benefits that customers derive from the experiences associated with a product, service, or brand. (Verhoef et al., 2009) examine the creation of customer experiences and their impact on customer loyalty. It highlights the role of experiential value in driving customer loyalty and provides insights into the determinants and management strategies of customer experience. Creating experiential value is crucial for building customer loyalty and differentiation in today's marketplace (Pine & Gilmore, 2013). Therefore, we present the fifth hypothesis:

H5. Experiential value has a positive direct effect on customer loyalty.
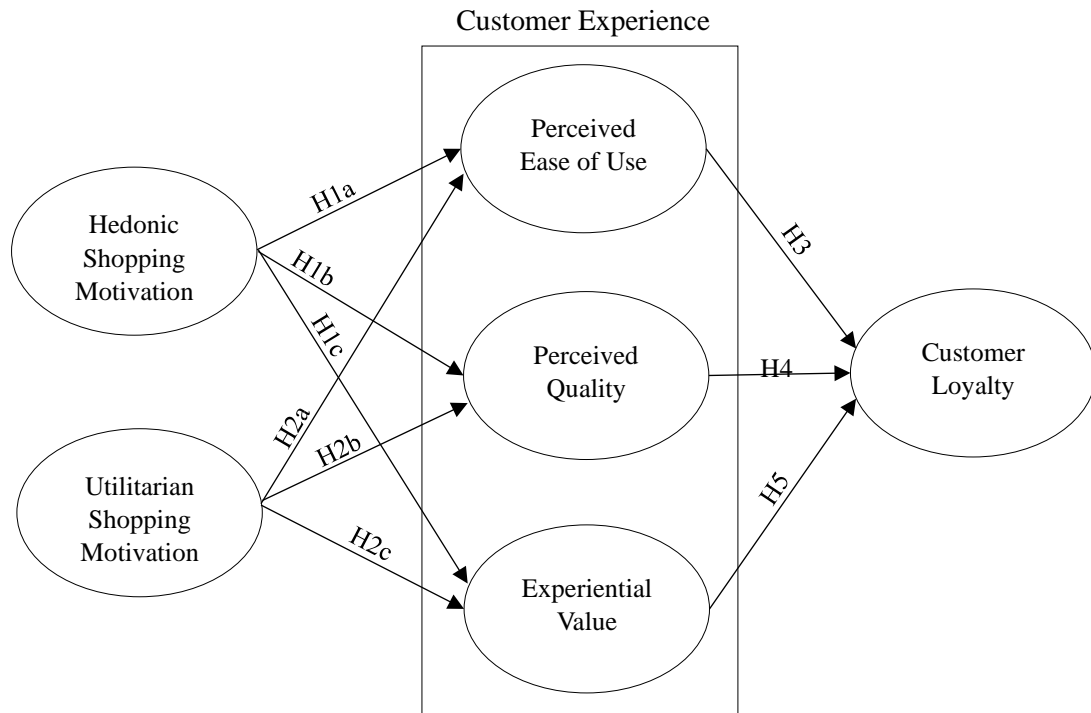
**2.1.3. Research Framework**

Figure 1. Theoretical framework

We propose a theoretical framework that will be used as a guide for this investigation to illustrate the hypotheses.

## 2.2. Methodology
### 2.2.1. Sample characteristics

Our objective was to study customer loyalty through customer experience in MSAs. As a result, our study setting was created to help the survey participants think about their shopping behaviors when using mobile apps. At the start of the survey form, we defined key terms, described the purchasing process, and mentioned online stores.

The target population of the survey was defined as people who use MSAs in Vietnam (VIE). We choose samples from people who shop using mobile apps to fulfill the research goal. In a research model, a sample size of 10 times the most complex relationship is required, as advised by the PLS literature (Hew et al., 2017). As a result, the minimum sample size required is $10 \times 5 = 50$. On the other hand, according to the statistical software G*Power version 3.1, for an effect size, $f^2 = 0.15$, probability of error, $\alpha = 0.05$ and power level, $(1- \beta) = 0.8$ and the number of predictors = 5, a minimum sample size of 92 is recommended (L.-T. Nguyen et al., 2023). To accomplish the suggested goals and evaluate the hypotheses, we need a sample of at least 92 participants. Finally, we collected a total of 99 respondents through a structured questionnaire. We chose Ho Chi Minh City (HCMC) as the location for this study because it represents a diverse range of knowledge, experience, and opinions from across the country (Nguyen et al., 2023). We use non-probability sampling and utilized a judgmental sampling technique in this study, drawing on insights from previous papers, to select samples that are both time-efficient and cost-effective. It is a quicker and less expensive approach compared to other sampling methods.

### 2.2.2. Questionnaire design

The research was designed to reflect on shopping motivation affects customer loyalty in Mobile Applications. The measurement scales used were modified to the specifics of the current investigation from earlier studies. Each construct's study questions were modified

from those in earlier studies, where the objects came from (Tena-Monferrer et al., 2022; Y. Wang et al., 2019) for hedonic shopping motivation; (Tena-Monferrer et al., 2022; Thakur, 2016) for utilitarian shopping motivation; (Esfahbodi et al., 2022; Mofokeng, 2023) for perceived ease of use; (Tena-Monferrer et al., 2022) for perceived value; (Ahn et al., 2019; Taylor et al., 2018) for experiential value; and (Yoon et al., 2013; Yuan et al., 2020) for customer loyalty. Furthermore, a structured questionnaire used with closed questions valued by a 7-point Likert scale [(1) = strongly disagree; (2) = mostly disagree; (3) = partially disagree; (4) = neutral; (5) = partially agree; (6) = mostly agree; (7) = strongly agree].

**Table 1. Items construct**

| Factor | Items |
|---|---|
| **Hedonic Shopping Motivation (HSM)** | HSM1: I love to shop with Mobile shopping Apps. |
| | HSM2: I find shopping with Mobile shopping Apps to be entertaining and stress-relieving. |
| | HSM3: I enjoy keeping up with fashion and new trends by using Mobile shopping Apps. |
| | HSM4: Shopping with Mobile shopping Apps makes me feel relaxed. |
| **Utilitarian Shopping Motivation (USM)** | USM1: Mobile shopping Apps give me information about the product/service from other users that aid in making wise decisions. |
| | USM2: I use Mobile shopping Apps to make good purchase decisions. |
| | USM3: I value using Mobile Apps to make purchases since it gives me good opportunities to get value for my money. |
| | USM4: I feel satisfied after purchasing all I desire by using Mobile shopping Apps. |
| **Perceived Ease of Use (PEU)** | PEU1: It is easy to place an order by using Mobile shopping Applications. |
| | PEU2: I can easily master the shopping procedure on Mobile shopping Apps. |
| | PEU3: I feel that interacting with Mobile shopping Apps does not require a lot of mental effort. |
| | PEU4: My interaction with Mobile shopping Apps is clear and understandable. |
| **Perceived Quality (PCQ)** | PCQ1: The product/service that I have been given on Mobile shopping Apps as a whole has been correct. |
| | PCQ2: The product/service I get from Mobile shopping Apps is exactly what I expect. |
| | PCQ3: I feel that the quality of the product/service that Mobile shopping Apps provide is higher than that of in-store shopping. |
| **Experiential Value (EXV)** | EXV1: Shopping with Mobile shopping Apps makes my life easier. |
| | EXV2: Shopping with Mobile shopping Apps is a more effective way to manage my time than in-store shopping. |
| | EXV3: I get more involved in the experience when shopping with mobile shopping apps than I do when shopping in-store. |
| **Customer Loyalty (CLO)** | CLO1: I am likely to recommend Mobile shopping Apps to someone else. |
| | CLO2: I am likely to continue to use Mobile shopping Apps for shopping. |
| | CLO3: I will consider Mobile shopping Apps as my first choice for shopping in the future. |
| | CLO4: It would be difficult to change my belief about Mobile shopping Apps. |

## 3. Data Analysis and Results

### 3.1. Results
### 3.1.1. Demographic

**Table 2. Profile of respondents**

| Demographic Characteristics | | Frequency (n=99) | Percentage (%) |
|---|---|---|---|
| **Gender** | Male | 43 | 43.43% |
| | Female | 56 | 56.57% |
| **Age** | Less than 18 years old | 8 | 8.08% |
| | 18-25 years old | 74 | 74.75% |
| | 26-40 years old | 13 | 13.13% |
| | More than 40 years old | 4 | 4.04% |
| **Education level** | No college degree | 56 | 56.57% |
| | Diploma/Advanced Diploma | 15 | 15.15% |
| | Bachelor's Degree | 24 | 24.24% |
| | Master/PhD Degree | 4 | 4.04% |
| **Income (per month)** | Less than 100 USD | 34 | 34.34% |
| | 100-250 USD | 28 | 28.28% |
| | 251-500 USD | 19 | 19.19% |
| | More than 500 USD | 18 | 18.18% |

Table 2 shows that females comprise 56.57% of the sample, while men account for 43.43%. Seventy-four point seventy-five percent of the population is between the age bracket of 18-25, while only 13.13% falls into the age bracket of 26-40, 8.08% less than 18 years old, and 4.04% above 40 years old. Among those who responded, 24.24% have bachelor's degrees or above, but just 4.04% have master/PhD degrees. Moreover, 15.15% have a diploma/advanced diploma, and 56.57% have no college degree. In terms of the sample's total monthly income, 34.34% of the participants made less than $100, compared to 28.28% who made between $100 and $250, 19.19% who made between $251 and $500, and only 18.18% who made more than $500. All things considered, we can declare that it acted as a suitable sample of the Vietnamese population for our study.

### 3.1.2. Measurement Model

Before testing the hypotheses in the inner model, it is necessary to verify the assessment of the outer model (measurement model) (structural model). First, Table 3 shows that the Rho_a values for internal consistency reliability, a method for measuring construct dependability, are all over the suggested threshold value of 0.70 (Hwang & Cho, 2020). Composite dependability values are shown to be more than the 0.708 thresholds set by (Hair et al., 2017) as shown by the findings in the same table. Thus, the Rho_A and composite reliability tests confirm substantial dependability across all constructions.

**Table 3. Reliability Coefficients for Constructs**

| Latent Construct | Items | Outer loading | Cronbach's Alpha | Rho_a | Composite Reliability | Average Variance Extracted (AVE) |
|---|---|---|---|---|---|---|
| CLO | CLO1 | 0.854 | 0.881 | 0.885 | 0.918 | 0.737 |
|  | CLO2 | 0.83 |  |  |  |  |
|  | CLO3 | 0.887 |  |  |  |  |
|  | CLO4 | 0.864 |  |  |  |  |
| EXV | EXV1 | 0.883 | 0.814 | 0.842 | 0.889 | 0.727 |
|  | EXV2 | 0.845 |  |  |  |  |
|  | EXV3 | 0.828 |  |  |  |  |
| HSM | HSM1 | 0.747 | 0.88 | 0.885 | 0.918 | 0.739 |
|  | HSM2 | 0.911 |  |  |  |  |
|  | HSM3 | 0.857 |  |  |  |  |
|  | HSM4 | 0.912 |  |  |  |  |
| PCQ | PCQ1 | 0.926 | 0.867 | 0.867 | 0.919 | 0.792 |
|  | PCQ2 | 0.905 |  |  |  |  |
|  | PCQ3 | 0.836 |  |  |  |  |
| PEU | PEU1 | 0.822 | 0.875 | 0.88 | 0.914 | 0.728 |
|  | PEU2 | 0.895 |  |  |  |  |
|  | PEU3 | 0.819 |  |  |  |  |
|  | PEU4 | 0.875 |  |  |  |  |
| USM | USM1 | 0.799 | 0.853 | 0.862 | 0.9 | 0.694 |
|  | USM2 | 0.84 |  |  |  |  |
|  | USM3 | 0.807 |  |  |  |  |
|  | USM4 | 0.883 |  |  |  |  |

The findings in Table 3 demonstrate good internal consistency and reliability of the items, with all construct item loadings being greater than 0.7, Cronbach's alpha exceeding 0.7 for each construct, and composite reliability surpassing the 0.7 threshold (Leong et al., 2020). Moreover, our measurement approach exhibits sufficient convergent validity, as evidenced by the average variance extracted (AVE) from each construct being greater than 0.5 (Hair et al., 2011). Discriminant validity is determined using the Fornell-Larcker value (the square root of AVE) and cross-loadings. Table 4 reveals that, for the Fornell-Larcker value, the correlations along the diagonal between comparable latent variables (in bold type) are higher than those between dissimilar latent variables. The loading of an indicator on cross-loading assigned latent variable should be higher than its loadings on all other latent variables. The results of the cross-loadings analysis are presented in Table 5, providing evidence of discriminant

validity in these two tests. Once validity and reliability are established through a measurement model assessment, a structural model evaluation can be conducted.

**Table 4. Fornell Larker Criterion**

|  | CLO | EXV | HSM | PCQ | PEU | USM |
|---|---|---|---|---|---|---|
| **CLO** | **0.859** | | | | | |
| **EXV** | 0.641 | **0.853** | | | | |
| **HSM** | 0.76 | 0.696 | **0.859** | | | |
| **PCQ** | 0.717 | 0.648 | 0.695 | **0.89** | | |
| **PEU** | 0.762 | 0.644 | 0.7 | 0.609 | **0.853** | |
| **USM** | 0.652 | 0.596 | 0.662 | 0.652 | 0.677 | **0.833** |

**Table 5. Cross loadings**

|  | CLO | EXV | HSM | PCQ | PEU | USM |
|---|---|---|---|---|---|---|
| **CLO1** | **0.854** | 0.502 | 0.652 | 0.568 | 0.679 | 0.527 |
| **CLO2** | **0.830** | 0.535 | 0.579 | 0.484 | 0.639 | 0.587 |
| **CLO3** | **0.887** | 0.594 | 0.670 | 0.692 | 0.666 | 0.546 |
| **CLO4** | **0.864** | 0.566 | 0.703 | 0.700 | 0.637 | 0.583 |
| **EXV1** | 0.686 | **0.883** | 0.675 | 0.659 | 0.659 | 0.579 |
| **EXV2** | 0.426 | **0.845** | 0.575 | 0.476 | 0.451 | 0.486 |
| **EXV3** | 0.484 | **0.828** | 0.506 | 0.491 | 0.504 | 0.438 |
| **HSM1** | 0.588 | 0.629 | **0.747** | 0.553 | 0.657 | 0.619 |
| **HSM2** | 0.709 | 0.644 | **0.911** | 0.700 | 0.604 | 0.598 |
| **HSM3** | 0.580 | 0.491 | **0.857** | 0.513 | 0.504 | 0.529 |
| **HSM4** | 0.715 | 0.599 | **0.912** | 0.597 | 0.619 | 0.516 |
| **PCQ1** | 0.645 | 0.539 | 0.610 | **0.926** | 0.568 | 0.594 |
| **PCQ2** | 0.647 | 0.464 | 0.541 | **0.905** | 0.495 | 0.613 |
| **PCQ3** | 0.620 | 0.722 | 0.701 | **0.836** | 0.559 | 0.534 |
| **PEU1** | 0.534 | 0.567 | 0.533 | 0.517 | **0.822** | 0.559 |
| **PEU2** | 0.660 | 0.540 | 0.612 | 0.448 | **0.895** | 0.570 |
| **PEU3** | 0.745 | 0.525 | 0.673 | 0.614 | **0.819** | 0.571 |
| **PEU4** | 0.636 | 0.570 | 0.553 | 0.488 | **0.875** | 0.610 |
| **USM1** | 0.562 | 0.525 | 0.572 | 0.517 | 0.547 | **0.799** |
| **USM2** | 0.501 | 0.382 | 0.448 | 0.512 | 0.496 | **0.840** |
| **USM3** | 0.451 | 0.455 | 0.519 | 0.513 | 0.552 | **0.807** |
| **USM4** | 0.637 | 0.595 | 0.642 | 0.617 | 0.644 | **0.883** |

### 3.1.3. Structural Model Assessment

Following that, we evaluated the structural model's relationships and capacity for explanation. Ninety-nine introductory samples from SmartPLS were used in this study's structural model analysis. To assess the statistical significance of parameter estimations, the

bootstrapping method was used, allowing the creation of trustworthy standard errors or t-values (Monecke & Leisch, 2012).

**Table 6. Path coefficient results**

| | | Original sample (O) | Sample mean (M) | Standard deviation (STDEV) | T statistics (|O/STDEV|) | P values | Results |
|---|---|---|---|---|---|---|---|
| H5 | EXV -> CLO | 0.098 | 0.106 | 0.093 | 1.059 | 0.289 | Not Supported |
| H1c | HSM -> EXV | 0.536 | 0.521 | 0.101 | 5.325 | 0.000 | Supported |
| H1b | HSM -> PCQ | 0.469 | 0.464 | 0.110 | 4.253 | 0.000 | Supported |
| H1a | HSM -> PEU | 0.448 | 0.449 | 0.104 | 4.321 | 0.000 | Supported |
| H4 | PCQ -> CLO | 0.362 | 0.354 | 0.092 | 3.917 | 0.000 | Supported |
| H3 | PEU -> CLO | 0.479 | 0.482 | 0.090 | 5.313 | 0.000 | Supported |
| H2c | USM -> EXV | 0.241 | 0.248 | 0.109 | 2.220 | 0.026 | Supported |
| H2b | USM -> PCQ | 0.342 | 0.346 | 0.123 | 2.780 | 0.005 | Supported |
| H2a | USM -> PEU | 0.381 | 0.370 | 0.118 | 3.222 | 0.001 | Supported |

The data in Figure 2 and Table 6 confirm H1a, H1b, H1c, H2a, H2b, and H2c demonstrating that HSM and USM are positively correlated with increased levels of Customer Experience ($\beta = 0.448$, $p < 0.01$; $\beta = 0.469$, $p < 0.01$; $\beta = 0.536$, $p < 0.01$; $\beta = 0.381$, $p < 0.01$; $\beta = 0.342$, $p < 0.01$; and $\beta = 0.241$, $p < 0.01$). H3 and H4 are supported by substantial effects of consumer experience on customer loyalty ($\beta = 0.479$, $p < 0.001$; and $\beta = 0.362$, $p < 0.001$). However, H5 did not show significant positive effects on consumer loyalty ($\beta = 0.098$, $p > 0.001$).
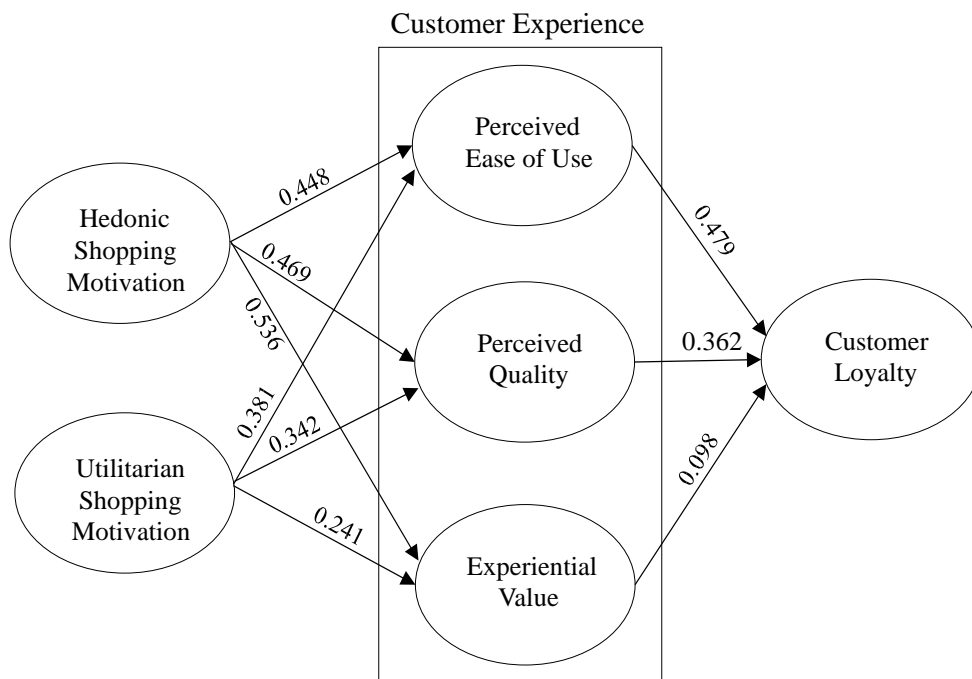


Figure 2. Structural Model Testing

Examining the study model's explanatory power, it is found that our formulation explains 68.7% of the variance in customer loyalty, 51.7% of the variance in experiential value, 54.9% of the variance in perceived quality, and 57.2% of the variance in perceived ease of use. Because the exogenous variables may account for a significant percentage of the variance in the endogenous variable, these results demonstrate the recommended model's strong explanatory power (Hair et al., 2021).

## 3.2. Discussion

By using TRA, our paper aims to study customer loyalty through customer experience in MSAs. Overall, the findings support the hypothesized model of customer loyalty in mobile applications. Some hypotheses were established by the relationships mentioned in the original model, namely the influences of HSM, USM, PEU, and PCQ on CLO. In general, these factors were found to have different impacts on CLO. Indeed, the influence of HSM, USM, PEU, and PCQ was significant on CLO, whereas EXV was found to have an insignificant impact on the CLO in MSAs. This demonstrates that studying the impact of online shopping motivation on customer loyalty in mobile applications contributes to the growing body of knowledge on e-commerce and provides valuable insights for businesses to improve their mobile app offerings and enhance customer loyalty.

With the prevalence of the Internet, consumers are becoming increasingly shopping in MSAs. It is important that during the COVID-19 pandemic and social distancing regulations, a lot of consumers use online shopping. Customers are gradually embracing this method of buying, which enables them to communicate with retailers effortlessly via a suitable online shopping app. The results show that consumer experience is most influenced by one factor among all the antecedents of purchase motivation. This demonstrates how PEU, PCQ, and EXV variables play a significant role in developing and maintaining an enhanced customer experience over the Internet. The results of the study revealed that customer loyalty and customer experience were both significantly and favorably connected with purchase motivation.

Understanding and optimizing the impact of shopping motivation on the customer experience helps businesses create successful mobile shopping applications and build stronger relationships with customers. Satisfied and loyal customers are more likely to make repeat purchases, recommend the app to others, and resist switching to competitors (Tyrväinen et al., 2020). By prioritizing and optimizing the customer experience, businesses can cultivate customer loyalty and gain a competitive edge in the mobile shopping market.

Our study contributes to this discussion by presenting an MSA's viewpoint. The results of our study confirm the direct relationship between online shopping motivation and customer experience components such as PEU, PCQ, and EXV, which were previously studied in the online retail context. The effect of HSM is slightly stronger than USM on customer experience in MSAs. As a result, the findings support earlier research on the connection between customer experience and consumer loyalty (Brakus et al., 2009). Customer experience is one of the important determinants of customer behaviour in the MSAs. In 99 respondents, the findings show the positive effects of customer experience on loyalty outcomes, WOM (Tyrväinen et al., 2020), and RPI (Ou & Verhoef, 2017). The statistics thus support earlier conclusions on the connection between customer experience and customer loyalty.

## 4. Conclusion and Recommendations

### 4.1. Conclusion

Our study provides valuable insights into the relationship between online shopping motivation and customer loyalty within the context of mobile applications. The study aimed

to examine how different motivational factors influence customer loyalty and the implications for businesses operating in the m-commerce industry.

Through an extensive review of the literature and empirical analysis, we found a strong positive correlation between online shopping motivation and customer loyalty. Our study finds that variables such as perceived ease of use, perceived quality, and experiential value play significant roles in shaping customer loyalty in the online shopping environment, and significantly impact customer loyalty in mobile applications. Our study highlights the importance of understanding customers' motivations and enhancing their shopping experience in mobile applications. By identifying and catering to customers' specific needs and preferences, businesses can effectively cultivate loyalty among their customer base, leading to increased retention, repeat purchases (Delic et al., 2017), and positive word-of-mouth (Pongjit & Beise-Zee, 2015). Additionally, we emphasize the significance of technological advancements and the role of mobile applications in shaping consumers' online shopping behavior (Deng et al., 2010). With the increasing reliance on smartphones and the growing popularity of mobile commerce, organizations must prioritize the development and optimization of user-friendly and feature-rich mobile applications to engage customers effectively.

In conclusion, our study highlights the crucial role of online shopping motivation in driving customer loyalty within mobile applications. It provides valuable insights and practical recommendations for businesses seeking to establish a strong and loyal customer base in the dynamic and competitive m-commerce landscape.

## 4.2. Recommendations

This study offers businesses valuable insights into enhancing customer loyalty by creating mobile shopping applications that cater to user needs, with practical implications. Companies can use these study results to guarantee application usability, boost customer satisfaction, and improve the quality of their goods and services. Moreover, our paper provides new avenues for investigation into how customer behaviour in the context of mobile applications is influenced by the motivation behind online shopping. Further research can be conducted to examine the impact of online shopping motivation on customer satisfaction, repeat purchasing behaviour, and user community trust and word-of-mouth.

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