The Role of Utilitarian Value, Hedonic Value, and Emotional Value on Purchase Intention Through Shopee Live

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Abstract: This research aims to analyze the role of utilitarian value, hedonic value, and emotional value on purchase intention of Somethinc's products through Shopee Live. A quantitative approach was used through distributing questionnaires and a sample of 82 respondents was obtained. The validity test using loading factors and Average Variance Extracted (AVE) shows valid values. The reliability test using composite reliability values had met the criteria. The data analysis technique used is SEM-PLS (Partial Least Squares). The hypothesis was tested with SmartPLS 3.0, showing that utilitarian value had a positive and significant effect on purchase intention with a significance value of 0.032, hedonic value had a positive and insignificant effect with a value of 0.066 on purchase intention, and emotional value had a positive and significant effect on purchase intention with a value of 0.001. The influence of utilitarian value, hedonic value and emotional value variables on purchase intention is 65% with an R-square value of 0.648, while 35% is explained by other variables outside this research.

Keywords: Utilitarian value, hedonic value, emotional value, purchase intention, e-commerce.

Introduction

The digital era of industry 4.0 in Indonesia is characterized by the high utilization of the internet by the community in doing everything. The government utilizes this condition to build a digital economy, namely the buying and selling of goods or services through internet media (e-

commerce) (Surianto et al., 2021). The use of e-commerce peaked during the Covid-19 pandemic, where the government imposed Restrictions on Community Activities (PPKM) in Indonesia which resulted in people switching from shopping directly in physical stores (offline) to virtual stores (online). Along with this, e-commerce businesses in Indonesia have also increased, influenced by millennials and generation z who want practicality in shopping using internet and smartphone facilities without having to meet each other (Surianto et al., 2021). In this study, researchers focused on Shopee e-commerce, which is a platform that is quite commonly used in Indonesia.

Figure 1. Chart of Most Visited E-commerce in Indonesia of 2023 (GoodStats)

According to Populix's survey, Shopee Live is the most frequently used live streaming feature or the most in demand by Indonesians. Shopee Live is most often used to buy products in the fashion and beauty category. Currently, creative content regarding fashion trends, skincare product variations or models along with reviews and recommendations can be found through the live streaming feature. This research will focus on Shopee Live by taking one of the beauty category products, namely Somethinc. Somethinc is one of the best-selling and most popular brands in e-commerce, where it has 4.1 million followers on Shopee and is positioned in the top 10 beauty brands on Shopee Live every week.
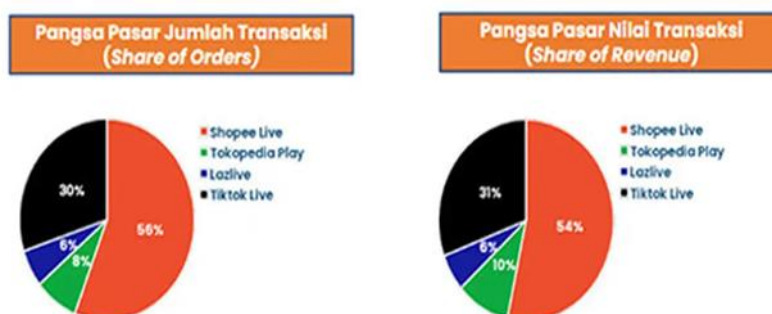
Figure 2 Market Share Chart of Number and Value of Transactions on Live Streaming Platforms (Source: Survei Populix)

The emergence of purchase intention is caused by 3 factors, namely utilitarian value, hedonic value, and emotional value, which are the main drivers of online shopping. Utilitarian value refers to the functional and instrumental benefits of using e-commerce sites, such as convenience and cost reduction, and focuses on users' perceptions of utility and performance. (Gan and Wang, 2017). Fernandes et al., (2020) stated that in utilitarian shopping motivation, buyers make rational decisions, where they want to maximize utility by focusing on the real benefits of the product. A person with high utilitarian shopping motives tends to feel greater benefits in online shopping compared to individuals who have low utilitarian shopping motives (Sarkar, 2011). The shopping initiative for utilitarian shoppers is triggered by a goal to be accomplished and the perceived benefits of the shopper depend on the efficiency and completeness of the process (Babin et al., 1994). Referring to research Gan and Wang, (2017), utilitarian value variables are measured by several indicators, namely reliable products, offering the best prices, quickly finding suitable products, and ease of shopping. In previous research, Gan dan Wang, (2017) stated that utilitarian value has a positive and significant effect on online purchase intentions. The results of this study are in line with research Limarta and Fahlevi, (2023) also Sweeney dan Soutar, (2001), but contradicts the research results Fernandes et al., (2020), so that the first hypothesis can be concluded as follows:

H1: Utilitarian value has a significant effect on the purchase intention of Somethinc products through Shopee Live

According to Chiu et al., (2014), hedonic value relates to the satisfaction of relieving bad moods and treating oneself to positive pleasures, as well as the idea of shopping to keep up with trends. Hedonic value in shopping is not seen as a task to be accomplished, but rather a form of entertainment. Hedonic purchase consumption is indicated when consumption or purchase occurs for emotional reasons or personal fantasies. (Lee and Wu, 2017). Hedonic motivations relate to the feelings and emotional motivations generated when making impulse purchases (Baumgartner, 2002). Previous research says that impulse buying is associated with individual hedonic motivation. Hedonic shopping value is the perceived entertainment and emotional value provided through shopping activities. (Fernandes et al., 2020). The indicators to measure the hedonic value variable, referring to research Hamed dan El-Deeb, (2020), i.e. shopping to relieve fatigue, as self-esteem, being entertained when shopping, and following shopping trends. Fernandes et al., (2020) states that hedonic value has a positive and significant effect on purchase intention. Gan and Wang, (2017) also Sweeney and Soutar, (2001) agrees with these results, but contradicts the research Limarta and Fahlevi, (2023) which states that hedonic

value has no significant effect on purchase intention, so that the second hypothesis can be concluded as follows:

H2: Hedonic value has a significant effect on the purchase intention of Somethinc products through Shopee Live

Emotional value is defined as the benefit derived from the enjoyment or pleasure generated from a product. Asshidin et al., (2016), Sweeney and Soutar, (2001) supports the statement that emotional value has a significant effect on purchase intentions. Emotional value has a positive effect on consumer purchase intentions obtained from pleasant and unpleasant experiences, then emotions related to consumption are formed in response to consumer purchasing considerations. (Asshidin et al., 2016). Consumer moods that encourage thinking about buying new products can be influenced by several factors, such as sellers giving shopping coupons to consumers who watch live streaming on online shopping platforms. (Zhang et al., 2023), The salesperson is a good communicator, giving compliments to consumers, playing music or telling jokes to enliven the atmosphere and arouse consumers' interest in buying their products. In addition, the salesperson's visuals and the consumer's feelings towards the product when worn or demonstrated by the salesperson, to some extent provide an opportunity for the consumer to enjoy the visuals and elicit aesthetic feelings (Zhang et al., 2023). The indicators used to measure the emotional value variable, referring to research Sweeney and Soutar, (2001), They want to use the product, are comfortable with the product, feel better when shopping, and are satisfied when shopping, so that the third hypothesis can be concluded as follows:

H3: Emotional value has a significant effect on the purchase intention of Somethinc products through Shopee Live

Purchasing behavior is the decision-making process and actions of people involved in purchasing and using products. (Asshidin et al., 2016). The buying process begins when consumers are looking for a product, which can ultimately lead to the purchase of certain goods. Referring to research Zhang et al., (2023), The indicators used to measure the purchase intention variable are intending to buy, predicting to buy, the possibility of buying, and recommending to others. Buying intentions are influenced by various factors and this study will examine the factors of utilitarian value, hedonic value, and emotional value. In the concept of utilitarian value, consumers will identify when they want to buy a product based on functional utilization, whether the product is really desirable and can be maximized for its use and function or not. In the context of beauty products, if the purchased product is able to provide more benefits than expected by consumers, a positive attitude will emerge that makes consumers consider buying the beauty product online. (Limarta and Fahlevi, 2023).
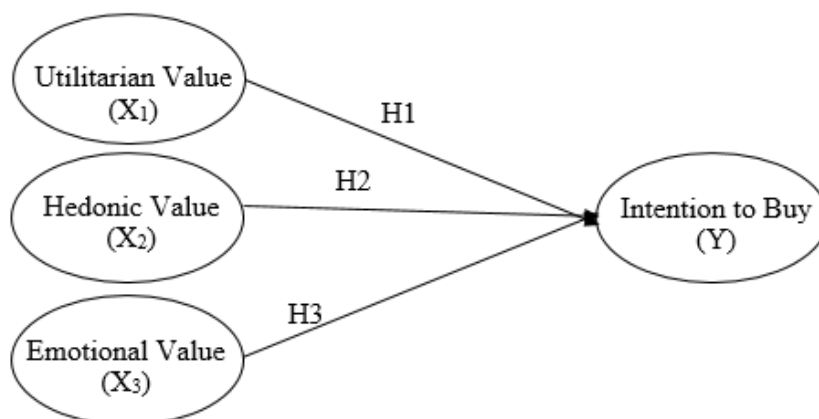
Source: Fernandes et al., (2020), Limarta & Fahlevi, (2023), Sweeney & Soutar, (2001), Asshidin et al., (2016), Gan & Wang, (2017)

Figure 3 Explains the framework of research

The relationship between hedonic value and purchase intention occurs when consumers want to buy a product, influenced by a sense of pleasure and self-fulfillment, without paying attention to whether they really need the item or not, then consumers will immediately consider buying the product or not (Nugroho, 2021). Fernandes et al., (2020) revealed that beauty products are purchased for social reasons for personal appearance, i.e. high involvement products that tend to be more related to hedonic criteria. Zhang et al., (2023) revealed that the emotional state of the user will influence a person towards the purchase intention of a product. When consumers enjoy their experience, feel interest and pleasure from the shopping process, they are likely to develop satisfaction, thus intending to use online shopping sites for shopping (Nugroho, 2021). Sweeney and Soutar, (2001) shows that consumers value products, not only in terms of functionality, expected performance, value for money, and versatility, but also in terms of the enjoyment or pleasure derived from the product (emotional value). The more enjoyable a consumer's experience, the more likely they are to purchase the product.

In this study, researchers used utilitarian value, hedonic value, and emotional value to examine consumer choice behavior and which motivates their purchase intention for Somethinc products through Shopee Live, whether it is more likely to be by utilitarian value, hedonic value, emotional value or all three. Due to the research gap in several previous relevant studies, researchers will re-examine to strengthen the theory or findings of existing research. Therefore, researchers are interested in conducting research on "The Role of Utilitarian Values, Hedonic Values, and Emotional Values on Purchasing Intentions Through Shopee Live. The problems that can be formulated are: a) Does utilitarian value have a significant effect on the purchase intention of Somethinc products through Shopee Live? b) Does hedonic value have a significant effect on the purchase intention of Somethinc products through Shopee Live? c) Does emotional

value have a significant effect on the purchase intention of Somethinc products through Shopee Live?.

Research Method

Population and Sample

The population in this study included Shopee users who had seen Somethinc products through Shopee Live. The sampling technique used was Purposive Sampling, where the sample was taken randomly and not all of them had criteria that were in accordance with the study. Sample criteria that are able to become respondents, namely Shopee platform users who have seen Somethinc products through Shopee Live. According to Ferdinand, (2014), determining the number of representative samples depends on the number of indicators multiplied by 5 to 10. The indicators in this study totaled 16 indicators, so the minimum sample taken for this study was 16 x 5 = 80 samples.

Data Collection Technique

This research obtained data through a google form questionnaire. The questionnaire was distributed through Instagram, broadcast messages and Whatsapp groups, Twitter, and a special website to distribute questionnaires and find respondents. The questionnaire was created using a Likert scale with an interval scale that is often used in the preparation of questionnaires. The measurement scale used was a 1-5 Likert scale, ranging from "Strongly Disagree" to "Strongly Agree". To encourage finding the right respondents, a ShopeePay balance of Rp 25,000 was randomly given to 2 lucky respondents for completing the questionnaire. A total of 96 responses were collected and selected, 14 of which were eliminated because they did not meet the required respondent criteria, resulting in 82 respondents who had seen Shopee Live Somethinc for further analysis. Of the 82 respondents taken as samples, the majority respondents who 73 people (89%) are female, 75 people (91.5%) are 18-25 years old, and 72 people (87.9%) are students. From the data collected, it is known that the majority of respondents have seen Somethinc products through Shopee Live 1 - 2 times, totaling 36 people (43.9%).

Data Analysis Technique

The statistical analysis method used in this research is SEM-PLS (Partial Least Square) with SmartPLS 3.0 to test the validity and reliability of the Structural Model (Inner Model) and Measurement Model (Outer Model), as well as in testing the hypothesis.

Measurement Model (Outer Model)

The Measurement Model or Outer Model specifies the relationship between latent variables and their indicators or manifest variables. The validity test is used to measure whether a statement item in a questionnaire is valid or not. Convergent validity is assessed from the loading factor results on statement items. An item is declared valid if it has a loading factor value of more than 0.7. In addition, the average value of Average Variance Extracted (AVE) or variance extracted must be> 0.5 (Hair et al., 2006). Discriminant validity is shown through the cross loading value with the criteria that the correlation value of the construct indicator (variable) must be greater than the correlation value of the indicator with other constructs to be declared valid. The square root of the AVE of each construct must be higher than the correlation of the construct with other latent variables (Fornell and Larcker, 1981).

Reliability test is used to test the consistency and stability of a measuring instrument. The reliability value in testing using SEM-PLS is qualified if the Cronbach's alpha value is> 0.7, while for the composite reliability value> 0.7. It is said to be reliable if the composite reliability value and Cronbach'α for each construct must be higher than 0.7 (Chin, 1998).

Structural Model (Inner Model)

The Structural Model or Inner Model specifies the relationship between latent variables. According to Hair et al., (2011), Inner Model can be analyzed using: a) R2 (R-Square) value. The R2 value can be divided into three, 0.75 (Substantial), 0.50 (Moderate), and 0.25 (Weak). b) Bootstrap. Bootstrap is used to assess the significance of the path coefficient between constructs, which is used in testing hypotheses. The variable influence path is declared significant if it has a P-Value <0.05. c) t-value. t-value is divided into three levels of significance. 1.65 with a significance level of 10%, 1.95 at 5%, and 2.58 at 1%.

Result and Discussion

A statement item is declared valid if it has a loading factor value of more than 0.7. If the loading factor value is below 0.7, then the statement item must be eliminated. Figure 3 is a path diagram of the SmartPLS 3.0 output results which shows the outer loading value on the utilitarian value, hedonic value, emotional value, and purchase intention variables. Each statement item has a loading factor value above 0.7, which means that each item has a strong enough validation to explain the latent construct (Hair et al., 2010).

Validity and Reliability Test

Average Variance Extracted (AVE) is used to test the validity of the measurement model with the provision of a value limit above 0.5. Table 1 shows that all variables have an AVE value above 0.5, which means that all indicators and variables are declared valid. Reliability in this study is measured by the value of composite reliability and Cronbach's alpha. In testing using SEM-PLS, each construct is said to be reliable if the Cronbach's alpha and composite reliability values are above 0.7. Table 1 shows that each research variable has a Cronbach's alpha and composite reliability value above 0.7, which means that the indicators used in this research variable are declared reliable.

Table 1 Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Purchase Intent	0,872	0,883	0,912	0,722
Emotional Value	0,825	0,828	0,884	0,657
Hedonic Value	0,729	0,738	0,828	0,547
Utilitarian Values	0,743	0,745	0,838	0,565

Hypothesis Test

Table 2. R-Square value

	R Square	R Square Adjusted
Intention to buy	0,648	0,633

Structural model testing is used to determine the relationship between constructs, significance values, and R-square of the research model. R-square assesses the effect of certain independent variables on the dependent variable. According to Hair et al., (2011), the R-square value can be divided into three, 0.75 (substantial / large / strong), 0.50 (moderate / medium), and 0.25 (weak / small). Based on table 2, it is known that the R-square value of the purchase intention variable is 0.648 (rounded to 0.65), which means that the influence of the utilitarian value, hedonic value, and emotional value variables on purchase intention is 65%, while 35% is explained by other variables outside this study.

Table 3 Path Coefficient Result

	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Hipotesis	Result
Utilitarian value → Intention to buy	0,229	0,257	0,107	2,147	0,032	H1	Accepted

Hedonic vakue → Intention to buy	0,207	0,213	0,112	1,845	0,066	H2	Rejected
Emotional value → Intention to buy	0,446	0,420	0,131	3,410	0,001	H3	Accepted

The bootstrap method is used to determine whether a proposed hypothesis is accepted or rejected. The hypothesis is accepted or the variable influence path is declared significant if the P-Value is smaller than 0.05. Meanwhile, the T-Value value indicates the level of significance which is divided into three, namely 1.65 with a significance level of 10%, 1.95 at 5%, and 2.58 at 1% (Hair et al., 2011). In table 3, the original sample value, P-Value and T Statistics are used as a reference to make a decision whether the hypothesis is accepted or rejected. The first hypothesis, namely utilitarian value has a significant effect on the purchase intention of Somethinc products through Shopee Live. Table 3 shows that utilitarian value on purchase intention has a significant and positive effect, as indicated by the P-Value of 0.032 < 0.05 and T-Statistics of 2.147 > 1.95 which means significant. The positive original sample value of 0.229 indicates that the direction of the relationship between utilitarian value and purchase intention is positive. Thus the first hypothesis is accepted.

The second hypothesis, namely hedonic value has a significant effect on the purchase intention of Somethinc products through Shopee Live. Based on the table above, the P-Value of hedonic value on purchase intention is 0.066> 0.05 and the T-Statistics value is 1.845 < 1.95. The original sample has a positive value of 0.207. These values mean that hedonic value on purchase intention has an insignificant effect and the direction of the relationship between the two is positive. Thus the second hypothesis is rejected. The third hypothesis, namely emotional value, has a significant effect on the purchase intention of Somethinc products through Shopee Live. The original sample value is positive at 0.446. The T-Statistics value of emotional value on purchase intention is 3.410> 1.95 or can be seen from the P-Value which is 0.001 <0.05. This means that emotional value has a significant effect in a positive direction on purchase intention. Thus the third hypothesis is accepted.

The Effect of Utilitarian Value on Purchase Intention

Testing the results of the study shows that there is a positive and significant influence between Utilitarian Value and Purchase Intention for Somethinc products through Shopee Live. This is in accordance with the results of the P-Value of 0.032 which is smaller than 0.05. It can be interpreted that the higher the utilitarian value, the more the purchase intention will increase. Vice versa, if the utilitarian value is low, the consumer purchase intention for Somethinc products will decrease. The results of this study are in accordance with previous research, where

utilitarian value has a significant effect on purchase intention (Limarta and Fahlevi, 2023; Sweeney and Soutar, 2001; Gan and Wang, 2017). Gan and Wang, (2017) states that utilitarian value has a positive effect on online purchase intention. Limarta and Fahlevi, (2023) proves that consumers tend to choose utilitarian value in buying beauty products because they see more quality and benefits. Considering the value of needs in buying a product is one of the factors for consumers to make purchasing decisions. Consumers value a product based on their needs and will consider buying the product if they really need it. In the case of this research, the test results mean that for some consumers, Somethinc skincare or makeup is a necessity (utilitarian goods) because it is useful for caring for and beautifying their skin, so they are willing to consider buying it through Shopee Live.

The Effect of Hedonic Value on Purchase Intention

Based on the results of data analysis, the P-value of 0.066 is greater than 0.05. Thus it is said that the hedonic value variable does not have a significant effect on the purchase intention variable. Increasing or decreasing hedonic value does not really affect the purchase intention of Somethinc products through Shopee Live. The results of this study contradict research Fernandes et al., (2020), Sweeney and Soutar, (2001), also Gan and Wang, (2017) which found that hedonic value has a significant effect on purchase intention. However, supporting the research results Limarta and Fahlevi, (2023) where the effect of hedonic value on purchase intention is not significant. According to Chiu et al., (2014), Hedonic value relates to the satisfaction of relieving bad moods and treating oneself to positive pleasures, as well as the idea of shopping to keep up with trends. Hedonic value in shopping is not seen as a task to be accomplished, but rather a form of entertainment. However, in the case of this study, the test results indicate that consumers consider buying Somethinc skincare or makeup products through Shopee Live not for the purpose of following trends or for sheer pleasure.

The Effect of Emotional Value on Purchase Intention

There is a positive and significant influence between emotional value on the purchase intention of Somethinc products through Shopee Live. This is in accordance with the results of the P-value of 0.001 which is smaller than 0.05. High consumer emotional value will be very influential in increasing purchase intentions, otherwise consumer emotional value will not contribute to increasing purchase intentions if the results are low. The results of this study are in line with Sweeney and Soutar, (2001); Asshidin et al., (2016) which says that emotional value has a significant effect on purchase intention. Emotional value is defined as the benefits obtained from the enjoyment or pleasure resulting from a product (Asshidin et al., 2016; Sweeney and

Soutar, 2001). Emotional value has a positive effect on consumer purchase intentions obtained from pleasant and unpleasant experiences, then emotions related to consumption are formed in response to consumer purchasing considerations (Asshidin et al., 2016). Consumer moods that encourage thinking about buying products can be influenced by several factors when shopping via live streaming on online shopping platforms (Zhang et al., 2023). In this study, the test results prove that consumers experience comfort, satisfaction, desire to use the product or vice versa when they see Somethinc products through Shopee Live, so that they make considerations whether to buy the product they see or not.

Conclusions

This research focuses on examining consumer behavior in the context of e-commerce through the dimensions of perceived value, namely utilitarian value, hedonic value, and emotional value on purchase intention. The results of this research will expand the study of perceived value and deepen the understanding of how various aspects of perceived value impact consumer behavior. This study also provides insight into the practice of attracting and retaining customers in the e-commerce context.

The results showed that utilitarian value has a positive and significant effect on the purchase intention of Somethinc products through Shopee Live. High utilitarian value results in increased purchase intention and the high value is due to several things. Consumers like using Shopee Live because it allows them to quickly find the Somethinc products they need. Consumers tend to ask in the chat field which skincare products are suitable for certain skin types or makeup colors that match their preferences and then sellers will recommend certain products through Shopee Live. Therefore, sellers who do live streaming must be experts about their products and their specifications, so that consumers will be helped and easily find suitable products. In addition, consumers like to watch Shopee Live Somethinc because it often provides discounts or shopping vouchers directly, and offers products at affordable prices, but according to their quality. This can be a reference for Somethinc to continue to provide attractive offers and make products worth the price. Using Shopee Live is an efficient way, where consumers are facilitated in buying Somethinc products. Therefore, Somethinc can often use Shopee Live in making sales in order to increase profits.

The results showed that emotional value has a positive and significant effect on the purchase intention of Somethinc products through Shopee Live. The high emotional value is due to the satisfaction and comfort felt by consumers. Somethinc must take steps to increase customer satisfaction when selling live on Shopee Live, thus generating consumer purchase intentions. Somethinc can improve their service during live broadcasts, for example accepting consumer

requests to demonstrate a product while explaining its specifications or benefits. That way, consumers will be confident in the products they want to buy and be satisfied when shopping through Shopee Live. The atmosphere created during live streaming also influences consumers' consideration to make a purchase. Somethinc can increase comfort, for example by the seller setting music or telling jokes to entertain consumers. The seller is a reliable communicator and ethics are still considered when communicating with the audience, so that consumers are not offended and feel comfortable when watching Shopee Live Somethinc. With the creation of comfort and satisfaction, consumers will feel good about using Shopee Live to shop for Somethinc products.

Recommendations for the research are: The research conducted used data analysis methods with PLS. Future research can use other analytical methods, such as LISREL, AMOS, and so on; in addition to maintaining and increasing the utilitarian value and emotional value of consumers, Somethinc can apply certain methods to generate hedonic motivation in consumers, such as giving free gifts if they meet the requirements for a certain number of purchases that have the potential to trigger impulse purchases in consumers; this research examines user behavior within have seen Somethinc beauty products. Future research can examine the consumer behavior of brands in other categories, such as fashion with a regional scope in another province in Indonesia. Future research can examine the role of utilitarian value, hedonic value, and emotional value on purchase intention in the context of other features on Shopee, such as Shopee Video or on other e-commerce platforms in Indonesia.

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