

The Impact Of Utilitarian, Hedonic, And Social Value On Purchase Intention Through Customer Trust In Live Streaming: A Study Of Wardah Beauty Products On Tiktok

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Abstract.

This study examines the relationships between utilitarian value, hedonic value, social value, trust in product, trust in platform, and purchase intention in the context of Wardah beauty products on TikTok live streaming. Using Structural Equation Model (SEM) with SmartPLS on 384 respondents, the research found that social value demonstrates the strongest influence on purchase intention ($\beta = 0.368$), followed by utilitarian value ($\beta = 0.188$) and hedonic value ($\beta = 0.105$). Notably, trust in platform significantly influences purchase intention ($\beta = 0.171$, $p = 0.001$), while trust in product does not ($p = 0.810$). The model explains 62.8% of purchase intention variance with strong predictive relevance ($Q^2 = 0.420$). Results indicate that social interactions and platform trust are more crucial than product-specific trust in driving consumer purchase decisions in live streaming commerce. These findings suggest that beauty brands should prioritise social engagement and platform reliability over traditional product-focused marketing strategies.

Keywords: Utilitarian value; hedonic value; social value; trust in product; trust in platform; purchase intention and TikTok live streaming.

I. INTRODUCTION

The global beauty industry has experienced rapid growth, with imported products dominating the market due to advanced innovation and technology. In Indonesia, the skincare market witnessed significant growth in 2022, with an annual increase of about 9% since 2016, reaching a market value of over USD 2 billion (Euromonitor International, 2022). This growth is largely driven by increasing consumer awareness about skincare importance, while local brands like Wardah continue to hold strong market positions by offering products with local authenticity. The beauty industry's evolution was further accelerated by digital platforms, particularly TikTok's emergence as a powerful e-commerce tool.

With approximately 185 million internet users in Indonesia (66.5% of population), social media platforms have become integral to consumers' lives, influencing their daily routines and shopping habits (Katadata, 2023). TikTok's live streaming feature allows brands to interact with audiences in real-time, presenting products directly to consumers and significantly influencing their purchasing decisions. Wardah has adapted to these changes by leveraging digital marketing and live streaming through TikTok, engaging younger audiences with interactive beauty tutorials, skincare tips, and product demonstrations. This strategy of blending traditional values with modern marketing techniques has allowed Wardah to retain its appeal while staying competitive in the digital age, fostering transparency, building consumer confidence, and enhancing purchase intention through real-time engagement.

II. LITERATURE REVIEW

2.1 Theoretical Framework

Utilitarian Value refers to the practical benefits that consumers derive from using a product, such as efficiency, quality, and functionality. In live streaming contexts, consumers derive utilitarian value from features like product demonstrations, detailed explanations, and real-time information that help them understand product features and benefits (Hsu and Lin, 2021).

Hedonic Value relates to the emotional or sensory satisfaction that consumers experience when using a product. This type of value focuses on enjoyment, pleasure, and emotional connection. In live

streaming, the enjoyment derived from interactive content, entertaining hosts, and engaging activities contributes to hedonic value, often leading to impulsive purchasing decisions (Hsu and Lin, 2021).

Social Value reflects the benefits that consumers receive from the social aspects of a product or service, including the ability to enhance social identity, gain social acceptance, or fulfill a sense of belonging. In live streaming, social value arises when consumers participate in interactions during the stream, fostering trust and engagement with the brand (Lin, 2021).

Customer Trust is a critical factor in consumer behavior, particularly in online shopping where consumers cannot physically examine products. Trust is built on transparency, consistency, and reliability of the brand or platform. In live streaming contexts, consumer trust reduces perceived risks and encourages purchase intentions (Zamry and Nayan, 2020).

Purchase Intention refers to the likelihood that a consumer will make a purchase after being exposed to marketing efforts. It is influenced by perceived value dimensions, customer trust, and overall shopping experience, directly relating to the interactivity, entertainment value, and trust established during live streaming sessions (Kotler and Armstrong, 2023).

2.2 Research Framework

The framework for this study is based on the concept of perceived value, which includes three key dimensions: Utilitarian Value, Hedonic Value, and Social Value. These dimensions are expected to influence customer trust (both in the product and the platform). In turn, customer trust mediates the relationship between perceived value and purchase intention. This framework, depicted in **Figure 2.2**, illustrates the complex interrelationships between these variables and their impact on consumer behavior in the context of live streaming for beauty products on platforms like TikTok (Zhang et al, 2023).

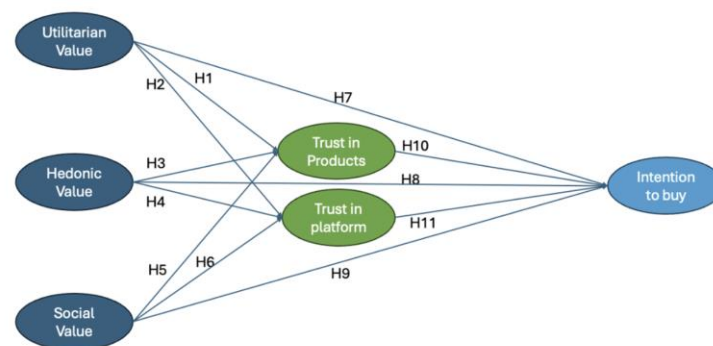


Fig 2.2. Research Framework (Zhang, 2023)

2.3 Research Hypotheses

Based on the theoretical framework and previous research, this study proposes the following hypotheses:

1. **H1:** Utilitarian Value from Live Streaming has a significant and positive effect on Customer Trust in the product.
2. **H2:** Utilitarian Value from Live Streaming has a significant and positive effect on Customer Trust in the platform.
3. **H3:** Hedonic Value from Live Streaming has a significant and positive effect on Customer Trust in the product.
4. **H4:** Hedonic Value from Live Streaming has a significant and positive effect on Customer Trust in the platform.
5. **H5:** Social Value from Live Streaming has a significant and positive effect on Customer Trust in the product.
6. **H6:** Social Value from Live Streaming has a significant and positive effect on Customer Trust in the platform.
7. **H7:** Utilitarian Value positively influences Purchase Intention.

8. **H8:** Hedonic Value positively influences Purchase Intention.
9. **H9:** Social Value positively influences Purchase Intention.
10. **H10:** Customer Trust in the product has a significant and positive effect on Purchase Intention.
11. **H11:** Customer Trust in the platform has a significant and positive effect on Purchase Intention.

III. METHODS

3.1 Research Design and Sample

This study uses a quantitative approach with descriptive-causal design, employing survey strategy and correlational investigation type. The research is conducted as cross-sectional, non-intervention research with individual unit of analysis in non-contrived settings (Cooper, 2014; Sekaran & Bougie, 2016). The target population consists of active daily TikTok users who have never purchased Wardah products but have interest in purchasing through Live Streaming. Using Bernoulli formula with 95% confidence level and 10% error rate, the minimum sample size required is 384 respondents. The sampling technique used is purposive sampling, with criteria including: Indonesian TikTok users aged 16-55 who use TikTok daily, have watched Wardah Live Streaming at least 3 times, and have added Wardah products to cart at least 3 times in the last three months.

3.2 Variable Operationalization

Table 1. Variable Operationalization

Variable	Definition	Indicator	Question Items
Utilitarian Value (UV)	Practical or functional benefits that a product provides	UV1	Wardah product presentation via TikTok Live helps me visualize product characteristics in real user context
		UV2	Wardah presentation online via TikTok Live provides sensory information equivalent to physical store experience
		UV3	I feel I can interact directly with Host via TikTok Live to obtain Wardah product information according to my needs
		UV4	Wardah products sold via TikTok Live tend to follow current trends
		UV5	Compared to other shopping methods, shopping via TikTok Live provides better value and more economical benefits for Wardah brand
Hedonic Value (HV)	Degree of pleasure or satisfaction derived from an experience	HV1	Shopping process via TikTok Live provides calming and comfortable emotional experience
		HV2	I enjoy Wardah TikTok Live Streaming experience and feel satisfied with my involvement
		HV3	I can fantasize a lot while watching Wardah TikTok Live Streaming
		HV4	Using TikTok Live as shopping platform for Wardah products provides interesting experience
		HV5	Using TikTok Live as shopping platform for Wardah products gives me satisfaction
Social Value (SV)	Meaning or significance beyond functional use, associated with social, cultural, or personal meanings	SV1	Wardah TikTok Live Streaming gives me feeling of following latest trends
		SV2	Shopping Wardah products via TikTok Live can improve my self-image and social perception
		SV3	I can find Wardah products that match my personal style when shopping via TikTok Live
		SV4	I feel motivated to recommend Wardah direct shopping experience to friends or acquaintances
		SV5	Comments from other customers during Live Streaming help me assess social acceptance of Wardah
Trust in Product (TIP)	Confidence in product reliability, quality, and performance	TIP1	I believe Wardah products I want to order via TikTok Live will match expectations and descriptions
		TIP2	I'm confident I will be able to use those Wardah products as demonstrated in TikTok Live Streaming
		TIP3	I feel confident I will be satisfied with Wardah products I will receive if I buy from TikTok Live
Trust in Platform (TPL)	Confidence in platform reliability, security, fairness, and transparency	TPL1	I believe Wardah TikTok Live Streaming platform provides accurate and reliable information
		TPL2	I'm confident this Wardah Live Streaming platform complies with commitments and promises
		TPL3	I feel Host behavior during Wardah Live Streaming meets my expectations as consumer
Purchase Intention (PI)	Consumer's plan or willingness to buy a product in the future	PI1	I consider buying Wardah products after watching TikTok Live broadcast
		PI2	I intend to buy from Wardah TikTok Live Streaming when I need a product
		PI3	In the future, I intend to watch more Wardah TikTok Live Streaming if making purchases
		PI4	I plan to revisit seller's page to watch Wardah Live Streaming in near future

Source: Processed data (2024), adapted from Zhang et al. (2023)

3.3 Data Analysis Method

Data analysis uses Structural Equation Modeling (SEM) with Partial Least Squares (PLS) approach using SmartPLS software. The analysis includes content validity through expert review and pilot testing, outer model testing for validity and reliability, and inner model testing to evaluate structural relationships between variables through path coefficients and t-statistics significance testing.

IV. RESULTS AND DISCUSSION

4.1 Measurement Model Assessment

Table 2. Convergent Validity Results

Variabel	Kode Indikator	Loading Factor
<i>Utilitarian Value (X1)</i>	UV1	0,793
	UV2	0,851
	UV3	0,705
	UV4	0,751
	UV5	0,704
<i>Hedonic Value (X2)</i>	HV1	0,715
	HV2	0,797
	HV3	0,878
	HV4	0,801
	HV5	0,808
<i>Social Value (x3)</i>	SV1	0,746
	SV2	0,726
	SV3	0,822
	SV4	0,770
	SV5	0,724
<i>Trust in Platform (M1)</i>	TPL1	0,875
	TPL2	0,857
	TPL3	0,761
<i>Trust in Product (M2)</i>	TIP1	0,821
	TIP2	0,839
	TIP3	0,859
<i>Purchase Intention (Y)</i>	PI1	0,931
	PI2	0,760
	PI3	0,827
	PI4	0,779

All indicators demonstrate strong validity in measuring their respective constructs, with loading factors exceeding 0.7, confirming good convergent validity according to Hair et al. (2019) criteria.

Table 3. Average Variance Extracted (AVE) Test Results

Variabel	Average Variance Extracted (AVE)
Hedonic Value	0,642
Purchase Intention	0,684
Social Value	0,575
Trust in Product	0,705
Trust in platform	0,693
Utilitarian Value	0,582

All constructs demonstrate good convergent validity with AVE values exceeding 0.5, indicating that more than half of indicator variance can be explained by their respective constructs.

Table 4. Fornell-Larcker Criterion Results

	Hedonic Value	Purchase Intention	Social Value	Trust in Product	Trust in platform	Utilitarian Value
Hedonic Value	0,802					
Purchase Intention	0,662	0,827				
Social Value	0,766	0,735	0,758			
Trust in Product	0,698	0,651	0,703	0,840		
Trust in platform	0,644	0,682	0,679	0,570	0,833	
Utilitarian Value	0,704	0,548	0,701	0,562	0,602	0,763

The analysis demonstrates that all constructs meet discriminant validity requirements, with square root of AVE values exceeding correlation values between constructs.

Table 5. Reliability Test Results

	Cronbach's Alpha	Composite Reliability
Hedonic Value	0,860	0,899
Purchase Intention	0,844	0,896
Social Value	0,817	0,871
Trust in Product	0,793	0,877
Trust in platform	0,776	0,871
Utilitarian Value	0,819	0,874

All constructs exhibit acceptable internal consistency with Cronbach's Alpha and Composite Reliability values exceeding 0.7, confirming good reliability across all measurement scales.

4.2 Structural Model Assessment

Table 6. R-Square Results

	R Square	R Square Adjusted
Purchase Intention	0,628	0,624
Trust in Product	0,556	0,553
Trust in platform	0,511	0,508

The model demonstrates good predictive capability with R-Square values exceeding 0.5 for all endogenous variables, indicating strong explanatory power for understanding consumer behavior in live streaming contexts.

Table 7. f-Square Results

	Hedonic Value	Purchase Intention	Social Value	Trust in Product	Trust in platform	Utilitarian Value
Hedonic Value		0,009		0,117	0,040	
Purchase Intention						
Social Value		0,108		0,133	0,107	
Trust in Product		0,042				
Trust in platform		0,116				
Utilitarian Value		0,006		0,000	0,026	

Social Value demonstrates the most consistent medium effects across the model, indicating its substantial contribution to building consumer trust and purchase intentions in live streaming contexts.

Table 8. Predictive Relevance Results

	Q ² (=1-SSE/SSO)
Hedonic Value	
Purchase Intention	0,420
Social Value	
Trust in Product	0,373
Trust in platform	0,348
Utilitarian Value	

All positive Q² values confirm that the model possesses good predictive capability for all endogenous variables, supporting the model's practical utility and theoretical validity.

4.3 Hypothesis Testing

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4.3 Hypothesis Testing

Table 9. Hypothesis Testing Results

Hipotesis	Hubungan	Original Sampel (O)	T Statistics ((O/STDEV))	P Values
H1	Utilitarian Value -> Trust in Product	0,299	7,401	0,000
H2	Utilitarian Value -> Trust in platform	-0,070	1,394	0,163
H3	Hedonic Value -> Trust in Product	0,381	8,024	0,000
H4	Hedonic Value -> Trust in platform	0,232	4,347	0,000
H5	Social Value -> Trust in Product	0,404	8,155	0,000
H6	Social Value -> Trust in platform	0,381	7,001	0,000
H7	Utilitarian Value -> Purchase Intention	0,188	4,584	0,000
H8	Hedonic Value -> Purchase Intention	0,105	2,260	0,024
H9	Social Value -> Purchase Intention	0,368	7,317	0,000
H10	Trust in Product -> Purchase Intention	0,010	0,240	0,810
H11	Trust in platform -> Purchase Intention	0,171	3,355	0,001

The results reveal that 8 out of 11 hypotheses were supported, with Social Value demonstrating the strongest direct influence on Purchase Intention, while Trust in Platform significantly influences purchase behavior more than Trust in Product.

Table 10. Specific Indirect Effects Results

Specific Indirect	Original Sample (O)	T Statistics (O/STDEV)	P Values
Hedonic Value -> Trust in Product -> Purchase Intention	0,072	3,810	0,000
Social Value -> Trust in Product -> Purchase Intention	0,076	4,012	0,000
Utilitarian Value -> Trust in Product -> Purchase Intention	0,002	0,237	0,813
Hedonic Value -> Trust in platform -> Purchase Intention	0,069	3,585	0,000
Social Value -> Trust in platform -> Purchase Intention	0,114	5,147	0,000
Utilitarian Value -> Trust in platform -> Purchase Intention	0,051	2,941	0,003

The mediation analysis reveals that Social Value demonstrates the strongest indirect effects through both trust constructs, highlighting the complex mediation mechanisms in live streaming commerce.

Discussion

The findings reveal that utilitarian value from TikTok Live Streaming has a strong positive effect on consumer trust in Wardah products but does not significantly affect trust in the TikTok platform itself. This suggests that while consumers perceive informational and functional benefits from the content, they attribute these mainly to the Wardah brand rather than to the TikTok medium, consistent with attribution theory where utilitarian benefits translate directly to product trust but less so to broader platform trust. Hedonic value plays a dual role, with consumers associating enjoyable and entertaining live-streaming experiences with trust in both the product and platform.

Emotional connections and positive mood shifts derived from visual creativity, engaging hosts, and fun presentations strengthen perceptions of both the promoted product and the medium, reflecting the transfer of affect theory where positive peripheral cues create favorable attitudes. Most notably, social value shows the strongest influence on both consumer trust and purchase intention, including peer comments, host interactions, and community dynamics. The social proof and sense of belonging cultivated during live sessions amplify credibility, reduce perceived risk, and strongly push consumers toward purchase decisions, reinforcing that in digital commerce, particularly for beauty products, social dynamics matter as much as rational evaluations.

V. CONCLUSION

This research concludes that among the values driving consumer trust and purchase intention for Wardah products on TikTok, social value stands out as the most dominant factor, not only building trust in both the product and platform but also acting as the strongest predictor of purchase behavior. While consumers may hold strong trust in Wardah products, it is their trust in the TikTok platform that significantly boosts purchase intention, underlining the importance of platform reliability, perceived safety, and smooth user experience in social commerce contexts.

VI. RECOMMENDATION

For practitioners, especially Wardah and similar beauty brands, it is recommended to focus on fostering strong social interactions during live streams, such as real-time testimonials, user engagement, and community building, while simultaneously ensuring platform reliability and transactional security. Balancing fun, informative, and interactive elements will not only reinforce product credibility but also harness the platform's social power to drive purchase decisions effectively.

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