

The Influence of Hedonic Value, Utilitarian Value, and Creativity on Purchase Intention on TikTok Live Streaming with Customer Engagement as a Mediating Variable in Cosmetic Products (Study on TikTok Live Streaming Consumers of Wardah Products in Semarang City)

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Abstract: The development of digital technology has driven significant changes in consumer behavior, particularly in the process of purchasing products through live-streaming platforms like TikTok. The increasing use of TikTok as a marketing medium has been leveraged by cosmetic brands, such as Wardah, to reach young consumers in a more interactive way. The purpose of this study is to explore the effects of hedonic value, utilitarian value, and creativity on consumers' purchase intentions, with customer engagement serving as a mediating variable. This quantitative study utilizes the PLS-SEM approach and involves 150 respondents aged 17–29 residing in Semarang City who have watched Wardah's TikTok live streams. The results indicate that hedonic value and creativity have both direct and indirect effects on purchase intention, whereas utilitarian value only has an indirect effect through customer engagement. These findings emphasize the importance of creating enjoyable experiences, producing creative content, and fostering active audience engagement during live streams as an effective marketing strategy to drive consumer purchase intent.

Keywords: Hedonic Value, Utilitarian Value, Creativity, Customer Engagement, Purchase Intention

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1. INTRODUCTION

In today's digital era, the boundary between social media and e-commerce is becoming increasingly blurred. Previously, consumers had to visit e-commerce platforms or specific websites to find and purchase their desired items. Today, however, consumers can buy goods directly on social media without the hassle of switching applications. Platforms like TikTok are not only popular social networks but also innovators, providing businesses with a medium to build closer relationships with consumers and market their products seamlessly. According to *goodstats.id*, TikTok is a short-video sharing application that has experienced significant growth, reaching 73.5% of social media users in 2023. TikTok's popularity is driven by creative content and algorithms capable of adapting to user preferences, thereby offering a personalized and engaging experience. In Indonesia, TikTok has become one of the most popular apps, with its download numbers increasing annually. In 2022, TikTok was downloaded by 672 million people worldwide, demonstrating its massive growth [1]. Beyond its unique features, TikTok also has a profound impact on digital marketing, particularly in promoting products and services. TikTok Shop is a built-in feature that provides users with the opportunity to sell their products directly to consumers [2].

Purchase intention is influenced by a variety of psychological and functional factors. Hedonic values, such as enjoyment, entertainment, and engaging interactive experiences during live streams, have been proven to increase consumer purchase intention [3], [4]. On the other hand, utilitarian value—which includes the ease

of obtaining information, time efficiency, and the perceived authenticity of sellers—helps shape buying intentions through rational considerations [5]. In practice, a brand's success in utilizing live streaming relies heavily on its level of creativity. This includes how relevant information is delivered to the audience, the use of distinctively attractive visuals, and the manner of interaction by applying original ideas to the brand's live-streaming content [6]. This creativity fosters enjoyable, relevant, and original experiences, which have been proven to elevate consumer interest in products and stimulate purchase intention [7]. TikTok's live-streaming feature specifically emphasizes real-time interactivity, making audience engagement a crucial element in the marketing process. Activities such as liking, commenting, sharing, or asking questions directly during a broadcast are indicators of the extent to which consumers feel connected to a brand [8]. In TikTok live streaming, customer engagement plays a crucial role in measuring how audience interaction generates consumer purchase intention. Ultimately, TikTok's live-streaming feature is expected to serve as an effective marketing medium for brands to boost their product sales.

Table 1 Comparison table of cosmetic brands on TikTok live streaming (February 2025)

No	Brand Name	Average Viewership	Average total sales
1	Wardah	27.100	Rp15.000.000,00
2	Skintific	22.650	Rp105.000.000,00
3	Avoskin	19.900	Rp14.000.000,00

Source : kalodata.com

The cosmetics industry in Indonesia is facing increasingly fierce competition, particularly with the escalation of marketing activities in the digital realm. This compels brands to adopt more innovative and interactive approaches to reach their consumers. Wardah has sought to create an engaging experience through a strategy that emphasizes hedonic value, utilitarian value, and creativity in its live-streaming content. This approach is executed through various interactive activities, such as question-and-answer sessions, polls, direct challenges, and the use of storytelling elements to build an emotional connection with the audience. This strategy is designed not only to convey product information but also to create an enjoyable and emotionally relevant experience that strengthens the relationship between the brand and the consumer.

However, based on the aforementioned data, this strategy—while successful in increasing audience engagement and generating a high number of live-streaming viewers—has not been fully effective in driving purchase decisions. Compared to competitors like Skintific and Avoskin, the conversion rate from engagement to purchase intention for Wardah tends to be lower, even though its audience participation appears more active. This condition highlights a gap between the intensity of consumer interaction and the final purchasing decision, where an actively engaged audience does not necessarily possess a strong enough drive to complete a transaction. This phenomenon indicates that high customer engagement is not always directly proportional to high purchase intention, thereby necessitating a deeper understanding of the factors affecting conversion effectiveness.

Factors such as hedonic value, utilitarian value, and creativity have the potential to influence consumer purchase intentions. However, current phenomena indicate that a high level of consumer interaction during a TikTok live broadcast does not always translate into the final intention to buy. This highlights the need for a better understanding of how these three factors interact and contribute to the formation of strong purchase intentions. Therefore, it is crucial to further analyze how hedonic value, utilitarian value, and creativity influence consumer purchasing decisions, with customer engagement serving as a mediating variable. By understanding the relationships among these variables, brands like Wardah can design live-streaming strategies that not only capture attention but also build meaningful engagement and more effectively drive conversions into purchase intentions amidst the fiercely competitive cosmetics industry.

Theory and Hypothesis

The Stimulus-Organism-Response (S-O-R) model, introduced by Woodworth (1929), is an extension of the traditional stimulus-response theory. This model was later adopted by Mehrabian and Russell (1974) and modified by Jacoby (2002), who added an organism component as an intermediary between the stimulus and the response. In this study, hedonic shopping motivation and live-streaming shopping act as stimuli (S) that affect the internal state of consumers, manifesting as positive emotions, which represent the organism (O) component. These positive emotions subsequently encourage consumers to respond (R) through impulsive purchasing. Thus, intrinsic drives related to hedonic shopping motivation and the external stimulation from live-streaming shopping

can influence consumer behavior, where the positive emotions elicited during the shopping process increase the likelihood of spontaneous purchasing decisions [9].

Hedonic value derives from the pleasure, entertainment, and emotional experiences consumers encounter during the shopping process. It plays a crucial role in shaping buying intentions and has a direct effect on purchase intention. Consumers who feel entertained and enjoy the live-streaming shopping experience are more likely to make purchases because they become emotionally engaged with the promoted products and brands [9]. Furthermore, hedonic values are closely tied to emotional shopping experiences; when consumers derive pleasure from buying via live streams, they are more inclined to consider purchasing the product [10]. Additionally, the higher the perceived hedonic value, the greater the consumer's tendency to make purchases [11]. When consumers feel satisfied and reach a positive emotional state, their willingness to buy increases [12]. Therefore, it can be concluded that hedonic value has a positive and significant relationship with purchase intention in the context of live-streaming-based e-commerce. H1: Hedonic value has a positive and direct influence on consumers' purchase intention.

According to [9], utilitarian values directly increase purchase intention. Utilitarian-driven customers often focus on saving time and effort by shopping anywhere and anytime, which enhances convenience and subsequently motivates their purchase intention [11]. Furthermore, research by [13] adds that utilitarian value contributes significantly to consumers' positive attitudes toward live streaming, ultimately increasing purchase intention. Indonesian consumers view utilitarian value as a key aspect that shapes their value perception and purchase intention in live-streaming commerce [10]. H2: Utilitarian value has a positive and direct influence on consumers' purchase intention.

Creativity in digital marketing refers to the extent to which content incorporates elements of novelty, innovation, and relevance to attract consumers' attention. When a live stream provides content that is unique, engaging, and relevant, consumers are more likely to exhibit purchase intention. Creativity in live-streaming marketing can be realized through storytelling, engaging visuals, gamification, and interactive delivery methods [7]. If customers feel an advertisement is relevant to them, they show a greater likelihood of purchasing the advertised item [14]. This aligns with the notion that customers prefer to buy products featured in social media ads when the content resonates with their interests and preferences [15]. Ultimately, creativity in content helps foster a fun and imaginative atmosphere that strengthens consumer attachment, thereby further increasing purchase intention [16]. H3: Creativity has a positive and direct influence on consumers' purchase intention.

Consumers who feel entertained during a live stream are much more likely to actively participate in social interactions, such as commenting and following seller accounts [17]. The emotional engagement stemming from an enjoyable live-streaming experience encourages interaction between consumers and sellers, which in turn strengthens purchase intention [13]. According to [18], hedonic values contribute strongly to various forms of customer engagement—such as communication, collaboration, and emotional responses to brands—which ultimately elevate purchase intention. Additionally, hedonic values have been proven to directly increase purchase intention and strengthen customer engagement in the context of live-stream selling on Shopee [19]. H4: Hedonic value enhances customer engagement, which in turn positively influences purchase intention.

When functional value is strongly perceived by customers during a live-streaming session, it becomes significantly more effective at driving purchase intention if the customers are also actively engaged in interactions [9]. Content that makes consumers feel happy, entertained, and comfortable—while still offering practical benefits—is highly effective in influencing purchasing decisions [17]. In online social media marketing, rational judgment typically refers to an objective understanding of a product's features, performance, and attributes. When expected outcomes are met through usability evaluations, consumers feel satisfied and reach a positive emotional state, increasing their willingness to buy [12]. The utilitarian value associated with product visualization and perceived authenticity allows consumers to evaluate whether a product meets their needs. This helps build customer trust, which in turn boosts customer engagement and ultimately leads to higher purchase intention [19]. H5: Utilitarian value enhances customer engagement, which in turn positively influences purchase intention.

Visually appealing content and unique ideas encourage audiences to become more actively engaged, which ultimately increases purchase intention [7]. Furthermore, creative content that feels personal and authentic can elevate customer engagement, which in turn drives purchase intention. Consumers who feel connected to creative and engaging content are more likely to maintain their engagement and make purchasing decisions [20]. Creative marketing communication attracts consumer interest, fostering a positive attitude toward the advertisement and boosting purchase intention [21]. Thus, creativity in live-streaming content serves as a key

driver of engagement. The more relevant and interesting the presented content is, the higher the resulting engagement, which significantly impacts purchase intention [22]. H6: Creativity enhances customer engagement, which in turn positively influences purchase intention.

Customer engagement is defined as the customer's active involvement and interaction with a brand or seller during a live-streaming session. This engagement encompasses various activities, such as commenting, asking questions, following accounts, and sharing content with others. It is one of the most critical factors in shaping consumer purchase intentions; higher levels of customer engagement correlate directly with a greater likelihood of making a purchase [8]. Consumers who actively interact with sellers during live streams—for instance, by leaving comments—tend to exhibit higher purchase intention toward the promoted products [23]. This occurs because active engagement builds trust in the products, strengthens the relationship with the seller, and facilitates a more personalized and interactive shopping experience [9]. Research by [17] also found that emotional factors, such as arousal and emotional pleasure, positively influence consumers' purchase intentions. This highlights the critical role of emotional and active engagement in driving purchase intention, particularly on platforms like TikTok that prioritize interactive content. H7: Customer engagement has a significant positive effect on consumer purchase intention.

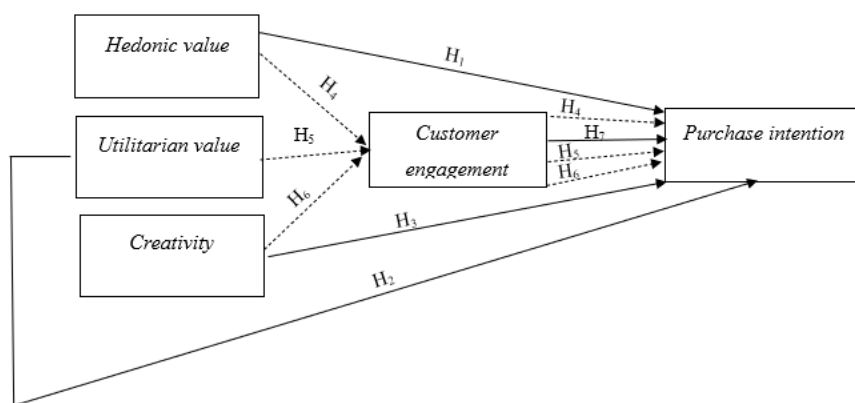


Figure 1. Research Model

2. METHOD

This study uses a quantitative approach with a descriptive type of research. The population in this study is consumers who watch the Wardah brand's live streaming on the TikTok platform in Semarang City. The sampling technique uses non-probability sampling with a purposive sampling approach, which is the selection of respondents based on certain criteria that are relevant to the research objectives. Because the population is not known for sure, the determination of the number of samples is carried out using the Hair et al formula, where the minimum number of samples is 5x from the indicator so that the number of samples is obtained of 150 respondents. The data used are primary data obtained through the distribution of online questionnaires. The questionnaire consists of 30 instrument items that represent all indicators of research variables. Data analysis was carried out using the Structural Equation Modelling–Partial Least Square (SEM-PLS) method through SmartPLS 4.0 software.

3. RESULTS AND DISCUSSION

This study involved as many as 150 respondents as a sample. Based on gender characteristics, our respondents are 100% female because this is in accordance with the target market of wardah. The majority of respondents were between 21 and 23 years old, accounting for 60% of the sample. This was followed by the 17–20 age group at 35.33%, and the 24–26 age group at 4.67%. All participants had previously purchased Wardah products through TikTok live streaming, with at least one transaction made within the past year. Regarding educational background, 2% of respondents (3 individuals) had completed junior high school, 50.67% (76 individuals) held a high school diploma, 46% (69 individuals) were D4 or bachelor's degree, and 1.33% (2 individuals) had studied a master's degree.

Table 2. Respondent Characteristics

Description	Total	Presentase
Gender		
Woman	150	100%
Age		
17-20	53	35.33%
21-23	90	60%
24-26	7	4.67%
Education		
SMP/Sederajat	3	2%
SMA/Sederajat	76	50.67%
S1/D4	69	46%
S2	2	1.33%

Source: Processed data (2025)

The validity of the convergence can be tested by looking at the outer loading and Average Variance Extracted (AVE) values. The indicator is considered to meet convergent validity if the outer loading exceeds 0.7, and the AVE is valued more than 0.5 (Hair et al., 2017).

Table 3. Validity Test

Variabel	Indicator	Outer loading	AVE	Result
<i>Hedonic Value</i>	HV1	0.861	0.663	Valid
	HV2	0.864		
	HV3	0.738		
	HV4	0.770		
	HV5	0.839		
	HV6	0.804		
<i>Utilitarian Value</i>	UV1	0.850	0.669	Valid
	UV2	0.795		
	UV3	0.826		
	UV4	0.837		
	UV5	0.803		
	UV6	0.797		
<i>Creativity</i>	C1	0.855	0.734	Valid
	C2	0.840		
	C3	0.848		
	C4	0.850		
	C5	0.876		

	C6	0.873		
<i>Customer Engagement</i>	CE1	0.882	0.718	Valid
	CE2	0.827		
	CE3	0.859		
	CE4	0.850		
	CE5	0.837		
	CE6	0.827		
<i>Purchase Intention</i>	PI1	0.860	0.721	Valid
	PI2	0.808		
	PI3	0.871		
	PI4	0.862		
	PI5	0.846		
	PI6	0.845		

Source: Processed data (2025)

The reliability test in this study was carried out using the Composite Reliability method through the SmartPLS application version 4.0. According to Hair et al. (2018:121), Composite Reliability is the most appropriate method for measuring internal consistency in PLS-SEM because it does not assume that all indicators have the same weight. The CR value that is considered adequate is a $CR \geq 0.70$ which indicates that the indicators in the variable are reliable.

Table 4. Reliability Test

Variabel	Composite Reability	Result
<i>Hedonic value</i>	0.943	Reliabel
<i>Utilitarian value</i>	0.939	Reliabel
<i>Creativity</i>	0.922	Reliabel
<i>Customer engagement</i>	0.939	Reliabel
<i>Purchase intention</i>	0.924	Reliabel

Source: Processed data (2025)

The results of the hypothesis test showed that the hedonic value had a significant effect on purchase intention with a t-statistic value of 2.651 and a p-value of 0.008 (H1 accepted), while the utilitarian value did not have a significant effect directly on purchase intention, as shown by the t-statistic of 1.715 and p-value 0.086 (H2 rejected). Creativity has a significant influence on purchase intention with a t-statistic of 2.153 and a p-value of 0.031 (H3 accepted). Indirectly, hedonic value affects purchase intention through customer engagement, with a t-statistic of 2.031 and a p-value of 0.042 (H4 accepted). Similarly, the indirect influence of utilitarian value on purchase intention through customer engagement was significant, with a t-statistic of 2.070 and a p-value of 0.039 (H5 accepted). Creativity also has a positive influence indirectly through customer engagement on purchase intent, with a t-statistic of 3.014 and a p-value of 0.003 (H6 accepted). Finally, customer engagement had a positive effect on consumer purchase intent, with a t-statistic of 4.702 and a p-value of 0.000 (H7 accepted),

indicating that the higher the customer engagement during a live stream, the more likely they are to make a purchase.

Table 5. Hypothesis Test

Hypothesis		T statistic	P Value	Results
<i>Hedonic value → Purchase intention</i>	H1	2.651	0.008	Significant
<i>Utilitarian value → Purchase intention</i>	H2	1.715	0.086	Not Significant
<i>Creativity → Purchase intention</i>	H3	2.153	0.031	Significant
<i>Hedonic value → Customer engagement → Purchase intention</i>	H4	2.031	0.042	Significant
<i>Utilitarian value → Customer engagement → Purchase intention</i>	H5	2.070	0.039	Significant
<i>Creativity → Customer engagement → Purchase intention</i>	H6	3.014	0.003	Significant
<i>Customer engagement → Purchase intention</i>	H7	4.702	0.000	Significant

Source: Processed data (2025)

First, the results of this study show that hedonic value has a positive and significant effect on purchase intention. This means that the higher the pleasure and enjoyment consumers experience while shopping through live streaming, the greater their intention to make a purchase. These findings suggest that an enjoyable shopping experience can form an emotional bond that encourages consumers to buy, aligning with previous studies [9], [10], [11], [17], which affirm the importance of hedonic values in influencing purchasing decisions on digital platforms.

Second, utilitarian value does not have a significant direct effect on purchase intention, as shown by a t-statistic of 1.175 ($p > 0.05$); thus, the hypothesis is rejected. This indicates that in the context of TikTok live streaming, practical benefits—such as efficiency or convenience—are not strong enough to directly drive purchase intention. These findings are in line with previous research [4], [17], [19], [24], which states that in visual and entertainment-based platforms like TikTok, emotional elements and trust play a more dominant role. Trust proves to be a crucial mediating factor linking the perception of rational benefits to purchasing decisions. Additionally, TikTok's algorithm, which prioritizes entertaining content, reinforces the secondary role of utilitarian values. Thus, in entertainment-oriented digital contexts like TikTok, utilitarian values are only effective when combined with emotional and trust factors, reflecting a shift in consumer behavior from a purely functional orientation toward a more emotional and social experience. Furthermore, these results contradict the findings of [9], which stated that utilitarian value has a positive direct effect on purchase intention.

Third, creativity has a positive and significant influence on purchase intention, with a t-statistic of 2.153 (>1.96) and a p-value of 0.031 (<0.05); therefore, the hypothesis is supported. This means that the more creative the content displayed in a live stream, the greater the consumer's purchase intention. These findings are consistent with [25], which stated that advertising creativity can motivate consumers to process messages, strengthen positive attitudes toward the advertisement, and improve brand image. A similar conclusion was drawn by [26], who found that advertising creativity significantly impacts purchase intention through the mediation of positive attitudes. Moreover, [27] added that a positive perception of creative content directly impacts purchase intention. Additionally, [16] demonstrated that creative content fosters a fun atmosphere and builds an emotional attachment with both the host and the product. This creativity not only reinforces the perception of product value

but also cultivates social and emotional relationships with brands or sellers, which directly influence purchasing decisions. Therefore, an original and distinct creative content strategy is essential for marketers aiming to increase purchase intention through TikTok live streaming.

Fourth, hedonic value has an indirect effect on purchase intention through customer engagement, supported by a t-statistic of 2.031 and a p-value of 0.042. This signifies that the entertainment derived from live-streaming interactions fosters customer engagement, which in turn strengthens consumers' purchase intention. These findings are supported by [9], [11], [12], [13], who emphasized the importance of interactive experiences in driving both consumer engagement and purchase intention.

Fifth, utilitarian value has an indirect effect on purchase intention through customer engagement, with a t-statistic of 2.070 and a p-value of 0.039. This means that while utilitarian value does not directly affect purchase intention, it becomes a significant driver when mediated by customer engagement. These findings are supported by [9], [11], [17], [28], who showed that integrating practical benefits with emotional experiences increases engagement, strengthens value perception, and drives purchasing decisions, particularly in interactive digital contexts like TikTok live streaming.

Sixth, creativity has an indirect effect on purchase intention through customer engagement, with a t-statistic of 3.014 and a p-value of 0.003. This indicates that content creativity effectively drives customer engagement, which subsequently influences consumer purchase intention. These findings align with [6], [7], [21], [29], which demonstrated that creative design, relevant messaging, and interactive approaches elevate emotional engagement and cultivate positive brand attitudes. Consequently, generating creative, original, and interactive content is vital for increasing audience participation and driving purchase conversions on TikTok live streams.

Seventh, customer engagement has a positive and significant effect on purchase intention, with a t-statistic of 4.702 and a p-value of 0.000. This confirms that the higher the level of consumer engagement during a live-streaming session, the greater the intention to buy. These findings are consistent with [8], [9], [23], [30], which suggest that active interaction, emotional closeness, and consumer participation during live streams strengthen both trust and purchasing decisions. Therefore, providing interactive and personalized live-streaming content is key to driving purchase intention.

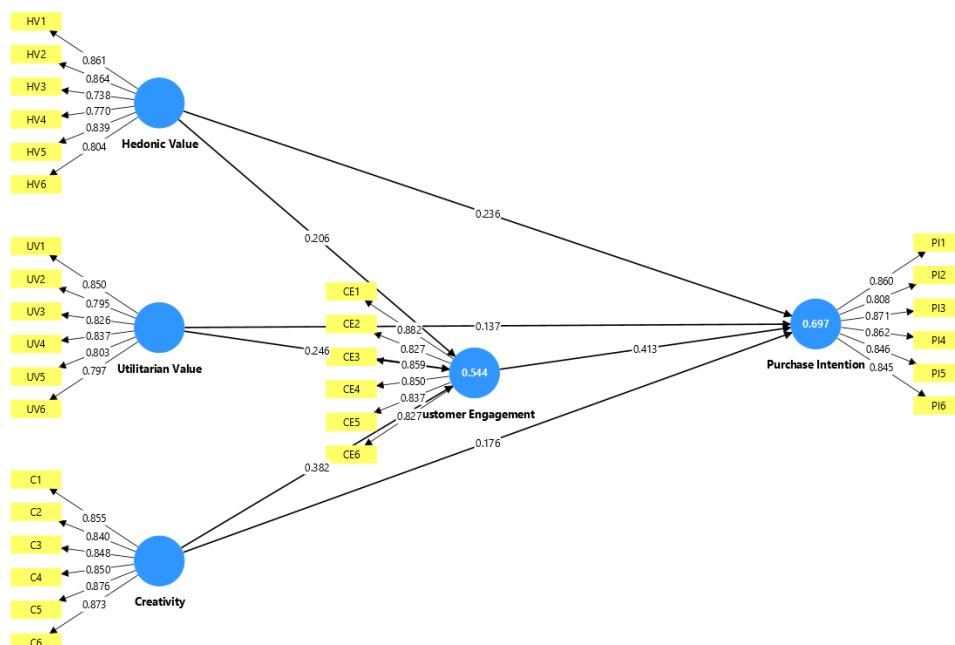


Figure 2. Results of the Analysis Model

4. CONCLUSION

Based on the results of the data analysis above, this study can be concluded that hedonic value, utilitarian value, and creativity can affect consumer purchase intention on TikTok live streaming, either directly or indirectly through customer engagement as a mediation variable. Hedonic values and creativity have been proven to increase consumer purchase intention. Pleasant experiences, original and relevant ideas are able to increase

consumer purchase intentions. Meanwhile, utilitarian values only have an effect if consumers are actively involved in the live streaming session. This indicates that content that only displays the use or benefit of the product without customer interaction will not affect the customer's purchase intention. Even customers tend to get bored when sellers only display the value of the product in their content. Additionally, customer engagement has a significant influence on purchase intent, making it a key factor in amplifying the impact of all three variables. Which signifies that customer engagement is crucial in influencing consumer purchase intent

Based on these findings, marketers should build real, responsive interactions during live streaming sessions to increase customer engagement, for example by responding to comments directly, conducting polls, or inserting quizzes and Q&A sessions. Marketers also need to present content that is creative, unique, and in line with the target audience's trends through storytelling, eye-catching visual effects, or collaborations with influencers. The value of the product should be conveyed interactively, not in a rigid one-way way, to maintain consumer involvement. Additionally, it's important to create a pleasant experience through a warm atmosphere, light entertainment, exclusive promos, and attractive hosts. Marketers are also encouraged to maintain the consistency and frequency of live broadcasts in order to form habits and audience loyalty to brands on the TikTok platform.

The theoretical suggestion of this study is that the next researcher can expand the scope of the study area, not only limited to consumers of Wardah cosmetic products in Semarang City, but also to include other cities or make comparisons between cosmetic brands to obtain a more comprehensive picture of consumer behavior in the context of live streaming commerce. In addition, it is recommended to develop a research model by adding other variables such as brand trust, social presence, or trust to seller/product as independent and mediated variables, to enrich understanding of the factors that affect consumer purchase intent on digital platforms, especially TikTok.

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