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THE ROLE OF PERCEIVED HEDONIC VALUE IN MEDIATING PRODUCT ATTRIBUTES ON PURCHASE INTENTION IN LIVE STREAMING COMMERCE

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Abstract. This research is intended to explore the impact of major product features, specifically product type, quality, and design, on consumer purchase intention in the dynamic interactive context of live streaming commerce. This research also investigates the underlying mechanisms through which perceived hedonic value mediates the effects of these product attributes on consumers' intention to purchase in a live stream shopping environment. The study adopted a quantitative approach, and data were collected from consumers who have used live streaming platforms to make purchases using the cross-sectional survey design. The data were analyzed by Structural Equation Modeling (SEM) to test the proposed hypotheses. The results demonstrate that the type of product, quality of product, and visual presentation of product design in a live broadcast significantly positively affect hedonic value. Moreover, the findings further indicate that hedonic value is found to have a substantial and positive effect on viewers' immediate purchase intention. Most importantly, perceived hedonic value is found to play a key mediating role in linking product attributes with purchase intentions indirectly in this instantaneous context.

Keywords; Purchase Intention, Perceived Hedonic Value, Product Quality, Product Type, Product Design, Live Streaming Commerce.

1 Introduction

Live streaming commerce (LSC) has grown rapidly in recent years, especially on e-commerce platforms such as TikTok, Instagram, and Shopee. This concept combines entertainment and shopping into one interactive experience (Wu et al., 2024). Through this format, consumers can purchase products directly during the streaming session (Chen et al., 2022). In Indonesia, the value of e-commerce transactions is estimated to reach IDR 1,100 trillion in 2023, with live streaming being one of the main drivers of changes in consumer behavior (Kemp, 2024). Although many studies have emphasized the importance of external factors such as streamer characteristics or platform features, few studies have focused in depth on the fundamental role of product attributes themselves in influencing consumer purchasing decisions in this experience-oriented environment.

Previous studies have highlighted how various stimuli within the LSC can enhance consumer purchase intentions (Wang et al., 2025). However, most of these studies tend to examine factors outside the product, without giving sufficient attention to the role of the product's intrinsic attributes. On the other hand, the importance of product-related factors independently has long been recognized in marketing literature. Product quality has consistently been found to be a strong predictor influencing consumer purchase intentions (Tymoshchuk et al., 2024). Similarly, visually and functionally appealing product design has also been proven to be a key driver of purchase decisions (Chitturi et al., 2008). Even the type of product, whether hedonic or utilitarian, has been shown to significantly influence consumer perception and engagement (Cai et al., 2023). However, the psychological mechanisms that explain how these product attributes are specifically

transformed into purchase intention in the unique context of LSC, particularly through consumers' emotional experiences, remain an area that has not been explored in depth. This study aims to fill this gap by focusing on the mediating role of perceived hedonic value (PHV).

This study aims to develop a deeper understanding of how product attributes, specifically product type, product quality, and product design, influence consumer purchase intention in the context of live streaming commerce. Specifically, this study will examine how perceived hedonic value (PHV) acts as a mediator in the relationship between these product attributes and purchase decisions. Using the Stimulus-Organism-Response (S-O-R) model, this study proposes that product attributes act as stimuli (S) that increase consumers perceived hedonic value (O), which ultimately drives purchase intention (R) (Y. Wu & Huang, 2023).

This study makes an important contribution to the digital marketing literature, particularly in understanding how specific product attributes influence PHV, which ultimately impacts consumer purchase intention in the LSC environment. Thus, this study contributes to the development of a theoretical model that is more focused on products in the context of live streaming commerce and provides practical insights for marketers to optimize product presentation strategies that can evoke hedonistic experiences and drive purchase decisions.

Based on the objectives and theoretical framework outlined above, the proposed research model in this study is as follows:

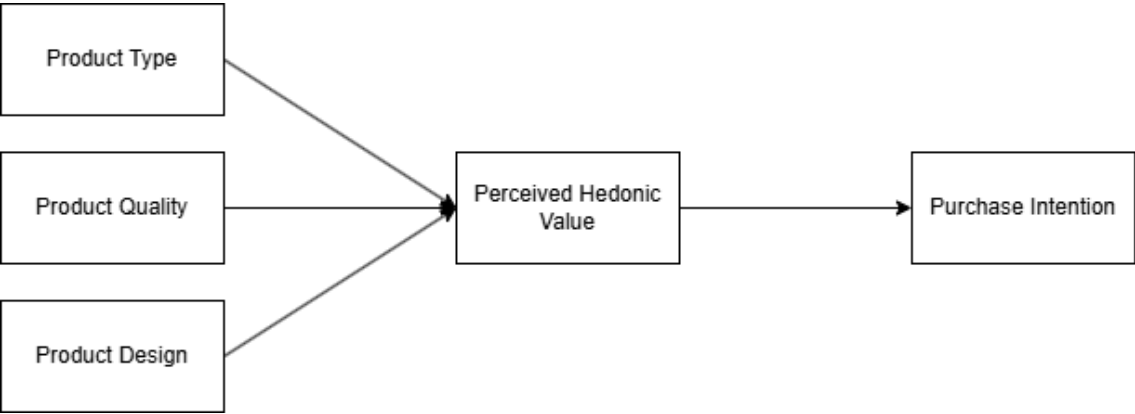


Fig 1. Research Conceptual Framework

2 Research Method

This study uses a survey method with a quantitative approach. The purpose of this study is explanatory, as it seeks to explain and test the causal relationship between variables (Creswell & Creswell, 2018). Specifically, this study is designed to analyze the influence of product-based stimuli (product quality, product design, product type) on purchase intention, with perceived value (Perceived Hedonic Value) as a mediating variable. The research design used is cross-sectional, where data from all variables are collected at the same point in time to capture a picture of consumer behavior in the dynamic environment of live streaming commerce (Wang et al., 2025). The use of this design is consistent with the methodology used in reference studies in this field (Tymoshchuk et al., 2024).

The population studied includes all consumers in Indonesia who have experience purchasing products through live streaming commerce platforms. The sample was taken using purposive sampling, with the criteria that respondents were at least 18 years old and had made purchases through live streaming platforms such as TikTok Shop or Shopee Live. The determination of a representative sample size was calculated based on the number of parameters estimated in the model. This research model has 15 indicators, 4 hypothesis paths, and 2 endogenous variables, resulting in a total of 36 estimated parameters $((15 \times 2) + 4 + 2)$. Referring to general guidelines that suggest a minimum sample size of five times the number of estimated parameters (Sekaran & Bougie, 2021), the minimum number of samples required is 180 respondents (36×5) . To anticipate invalid or incomplete data, this study aims to collect a minimum of 200 valid respondents.

Data collection was conducted by distributing an online survey to respondents. At the beginning of the questionnaire, the purpose of the study, the guarantee of anonymity, and the confirmation that participation was voluntary were explained. A key instruction will be provided at the beginning of the measurement section to ensure data validity: respondents will be asked to recall one specific product they last purchased through a live streaming session and asked to stay focused on that product and purchasing experience when answering all questions in the questionnaire. A 10-point Semantic Differential Scale was used to measure the variables in this study, where respondents would give ratings between two bipolar adjectives (e.g., Very Uninteresting - Very Interesting).

The collected data was then analyzed using Covariance-Based Structural Equation Modeling (CB-SEM) to test and validate the theoretical model by analyzing the relationships between variables (Kline, 2007). The statistical analysis tool used in this study was IBM SPSS AMOS. The analysis was conducted in two stages: (1) Evaluation of the Measurement Model through Confirmatory Factor Analysis (CFA) to ensure the validity and reliability of the instrument by testing Goodness-of-Fit (GoF) criteria such as CMIN/DF, CFI, TLI, and RMSEA; (2) Evaluation of the Structural Model to test the research hypotheses by looking at the Critical Ratio (C.R.) values and significance levels (p-values) of each path coefficient.

3 Results and Discussion

This study successfully collected data from 200 respondents who met all the predetermined inclusion criteria. All participants confirmed that they were at least 18 years old and had purchased a product at least once through a live streaming commerce platform, such as TikTok Shop or Shopee Live. The demographic profile of the respondents used as the basis for analysis in this study is presented in detail in Table 2.

Table 2. Respondent Characteristics (N=200)

Characteristics	Attribute	Total	%
Gender	Male	56	28
	Female	144	72
Age	18 years or older	200	100
Occupation	Student/College Student	48	24

Characteristics	Attribute	Total	%
	Private Sector Employee	75	37
	Self-employed	31	15.5
	Civil servant	17	8.5
	Housewife	29	14.5
Have made a purchase of a product at least once through a live streaming platform (e.g., TikTok Shop, Shopee Live, etc.)	Yes	200	100

Source: Research Results, 2025

Based on the data collected in Table 2, it can be seen that the majority of respondents in this study were women, accounting for 72.0% of the total sample, while male respondents accounted for 28.0%. In terms of occupation, the sample composition shows diversity, with a majority of private employees (37.5%), followed by students (24.0%). Other respondent groups consist of entrepreneurs (15.5%), housewives (14.5%), and civil servants (8.5%). This profile provides an overview that live streaming commerce consumers in Indonesia come from various backgrounds, with significant participation from the young professional and digital generation segments.

The next stage is the evaluation of the measurement model to test the validity and reliability of all instruments used. This test was conducted through Confirmatory Factor Analysis (CFA) to ensure that each indicator accurately measures the latent construct it represents. This assessment was based on three main criteria: factor loading, Composite Reliability (CR), and Average Variance Extracted (AVE).

The analysis results presented in Table 3 show that all measurement instruments have met the recommended validity and reliability criteria. First, all factor loading values for each indicator are above the 0.70 threshold for, indicating that each question item is valid in measuring its respective variable. Second, the Composite Reliability (CR) values for all constructs exceed 0.70, indicating a good level of internal consistency. Third, the Average Variance Extracted (AVE) values for each construct are also above 0.50, indicating that convergent validity has been met.

With all these criteria met, it can be concluded that the measurement model in this study is valid and reliable. Therefore, this model is suitable to proceed to the structural model analysis stage for hypothesis testing.

Table 3. Validity and Reliability Test Results

No	Questionnaire Statements	Construct	Indicator	Loading Factor	CR	AVE
1	The products offered appear to be reliable.	Product Quality	PQ1	0.701	0.774	0.533

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No	Questionnaire Statements	Construct	Indicator	Loading Factor	CR	AVE
2	The product offered appears to be durable.		PQ2	0.774		
3	The workmanship (quality of manufacture) of the product appears to be good.		PQ3	0.715		
4	The product design is visually appealing.	Product Design	PD1	0.735	0.775	0.536
5	The product design shown appears functional and easy to use.		PD2	0.787		
6	The product design shown appears to be ergonomic (comfortable to use).		PD3	0.670		
7	This product was purchased because it is functional and practical.	Product Type	PT1	0.749	0.780	0.543
8	This product is effective in meeting needs.		PT2	0.673		
9	This product is purchased for pleasure.		PT3	0.786		
10	The process of watching product recommendations during live- - shopping feels enjoyable.	Perceived Hedonic Value	PHV1	0.831	0.816	0.597
11	Watching live shopping is a joyful shopping experience.		PHV2	0.756		
12	Watching live shopping can be enjoyable.		PHV3	0.728		
13	There is an intention to purchase products through live shopping.	Purchase Intention	PI1	0.776	0.832	0.624
14	There is consideration to make live shopping the primary shopping option.		PI2	0.790		
15	There is hope for purchasing products through live shopping in the future.		PI3	0.804		

Source: Research Results, 2025

After confirming that the measurement model is valid and reliable, the next step is to evaluate the overall suitability of the structural model (Goodness of Fit). This test aims to determine whether the proposed hypothesis model is supported by empirical data, by comparing the sample covariance matrix with the covariance matrix estimated by the model.

The results of the model suitability test presented in Table 4 show that this research model has a very good level of suitability with the data. Most of the indices have met or even exceeded the recommended cut-off values. The CMIN/DF value of 1.084 is well below the threshold of 2.00, indicating an excellent fit between the model and the data. Absolute fit indices such as GFI (0.947), AGFI (0.923), and RMSEA (0.021) also show very satisfactory results. Similarly, incremental fit indices such as TLI (0.992) and CFI (0.994) are above the threshold of 0.95, indicating that the proposed model is significantly better than the null model.

Based on a comprehensive evaluation of these various indices, it can be concluded that the proposed research model is feasible or fit. Thus, this model can be accepted and the analysis can proceed to the hypothesis testing stage to answer the research objectives.

Table 4. Model Fit Test Results (Goodness of Fit)

Goodness of Fit	Analysis Results	Cut-off Value	Model Evaluation
Chi-Square	89.992	Expected to be small	
CMIN/DF	1.084	< 2.000	Fit
AGFI	0.923	> 0.90	Fit
GFI	0.947	> 0.90	Fit
TLI	0.992	> 0.95	Fit
CFI	0.994	> 0.95	Fit
RMSEA	0.021	< 0.08	Fit

Source: Research Results, 2025

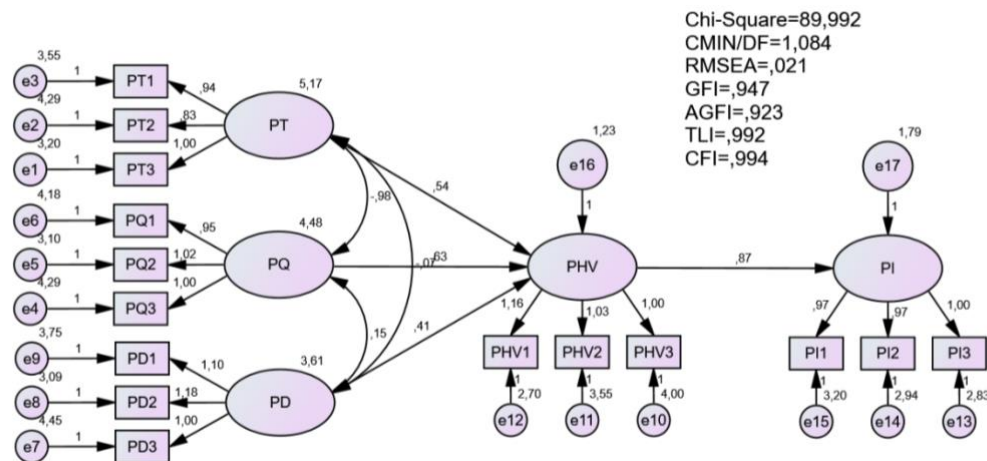


Fig. 2. Structural Model Test Results

Source: Research Results, 2025

Figure 2 illustrates the structural model analysis results, displaying the standardized path coefficients and factor loadings for each construct. The figure specifically highlights key Goodness-of-Fit (GoF) indices such as CMIN/DF (1.084), CFI (0.994), and RMSEA (0.021) which collectively confirm that the proposed model demonstrates an excellent fit

with the empirical data. This visual representation substantiates the structural relationships between product attributes, hedonic value, and purchase intention.

Table 5. Hypothesis Testing Results

	Estimate	S.E.	C.R.	P
PHV <--- PT	,537	,081	6,607	< .001
PHV <--- PQ	.634	.095	6,642	< .001
PHV <--- PD	.411	.086	4,784	< .001
PI <--- PHV	.866	.099	8,710	< .001

Source: Research Results, 2025

The analysis results in Table 5 show that the four hypotheses proposed in this study are accepted. Hypothesis 1 (H1) is accepted, indicating that Product Quality has a positive and significant effect on Hedonic Value (C.R. = 6.642; $p < 0.001$). Hypothesis 2 (H2) is also accepted, confirming that Product Design has a positive and significant effect on Hedonic Value (C.R. = 4.784; $p < 0.001$). Furthermore, Hypothesis 3 (H3) was accepted, with findings that Product Type had a positive and significant effect on Hedonic Value (C.R. = 6.607; $p < 0.001$). This positive influence indicates that the product type attributes assessed in this study contribute to enhancing the hedonic value perceived by consumers. Finally, Hypothesis 4 (H4) was accepted, proving that Hedonic Value has a positive and highly significant effect on Purchase Intention (C.R. = 8.710; $p < 0.001$).

Overall, the Squared Multiple Correlation (R^2) value for the Purchase Intention (PI) variable is 0.97, which indicates that 97% of the variance in Purchase Intention can be explained by Perceived Hedonic Value. Furthermore, the structural model demonstrates exceptional explanatory power for the mediating variable, with the R^2 value for Perceived Hedonic Value (PHV) reaching 0.99. This high coefficient of determination confirms that the combination of Product Type, Quality, and Design serves as a powerful set of antecedents, effectively explaining nearly all the variability in the consumers' hedonic experience within the live streaming environment.

To test the mediating role of Perceived Hedonic Value, an indirect effect analysis was conducted using the bootstrapping method. The mediation test results are presented in Table 6.

Table 6. Mediation Effect Test Results

Parameter	Estimate	Lower	Upper	P
PT > PHV > PI	0.465	0.345	0.606	0.015
PQ > PHV > PI	0.549	0.414	0.701	0.019
PD > PHV > PI	0.356	0.220	0.476	0.021

Source: Research Results, 2025

The results in Table 6 show that the significance value (P) for the three indirect influence paths is below 0.05. This proves that Perceived Hedonic Value significantly mediates the relationship between Product Quality and Purchase Intention, between Product Design and Purchase Intention, and between Product Type and Purchase

Intention. Thus, it can be concluded that product attributes do not directly influence purchase intention, but rather through the formation of hedonic value in consumers first.

3 Conclusion and Recommendations

This study conclusively shows that perceived hedonic value (PHV) plays a crucial mediating role in the relationship between product attributes and purchase intention in the live streaming commerce environment. Specifically, Product Quality and Design are proven to positively increase hedonic value, while Hedonic Value itself is the main driver of Purchase Intent. These findings confirm that superior product attributes will only effectively drive purchases if they are able to create an enjoyable shopping experience for consumers.

Based on these findings, this study offers several implications. Theoretically, this study strengthens the S-O-R framework in the context of LSC and fills a gap in the literature by highlighting the central role of product attributes as stimuli that evoke emotional responses.

For practitioners, these findings suggest several key strategies. First, marketers should focus on quality demonstration by actively showcasing product quality visually to reduce doubt and enhance the hedonic experience. Second, it is crucial to maximize design presentation by optimizing the visual appearance of products to evoke admiration and pleasure as emotional triggers. Third, for utilitarian products, creating engaging narratives is recommended; this involves packaging functional products in creative or enjoyable usage scenarios to generate hedonic value. Finally, strategies should prioritize "experience" over "sales" by making the creation of pleasure and entertainment the main focus to effectively convert viewers into buyers.

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