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The Influence Of Utilitarian, Hedonic, And Social Values On Purchase Decisions During Live Streams Fashion Product (A Survey Of Gen Z Women On Tiktok In Bandar Lampung)

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Abstract

The growing use of TikTok attribute live streaming is currently being leveraged as a marketing tool for fashion products that are highly sought after by Gen Z women. This has led to increasingly fierce competition among businesses. The purpose is to find out how utilitarian, hedonic value, and social values influence purchasing decisions during live streams of fashion products among Gen Z women TikTok users in Bandar Lampung. This is an explanatory study using a quantitative. Data collection was conducted by distributing questionnaires to 389 respondents using multiple linear regression with SPSS. The results of the analysis confirm that utilitarian value, hedonic value, and social value a positive and significant have impact on purchasing decisions, both when tested individually and collectively. These findings indicate that when consumers experience greater functional benefits, emotional experiences, and social value during live streams, this can encourage them to decide to purchase fashion products.

Keywords: live streaming, TikTok, utilitarian value, hedonic value, social value, purchase decision.

INTRODUCTION

The evolution of digital technology marked by high internet penetration in Indonesia, has driven social media to function not only as a means of communication but also to evolve into an online commerce platform. One social media platform experiencing rapid growth is TikTok, through its live-streaming shopping feature, which enables direct interaction between sellers and consumers. Furthermore, live streaming integrates product information, two-way communication, and entertainment into a single activity, thereby creating a more interactive shopping experience compared to conventional online shopping methods (Rasta & Sumardjijati, 2024)

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The popularity of live streaming continues to rise alongside the high level of TikTok user activity, particularly among Generation Z. This group is the most active on TikTok, making the platform a medium for both obtaining information and shopping (Ramadhani & Khoirunisa, 2025). In terms of product categories, fashion is one of the items most frequently purchased online by Generation Z because it relates to lifestyle, self-identity, and personal expression (Perangin et al., 2023). Additionally, Generation Z women show greater engagement with fashion products than men, making them a potential segment for shopping via live streaming.

Live-streamed fashion markets are popular among Generation Z. This phenomenon has sparked intense competition. Companies need to comprehend values that create person's intention to take an interest in products being marketed during live streams as part of their strategy to boost sales. Purchasing decisions are influenced not only by product characteristics but also by the value perceived by consumers. Wu & Huang (2023) explain that there are three main dimensions during live streams that influence purchasing behavior: perceived utility (utilitarian value), expectation of a positive experience (hedonic value), and social response (social value).

One factor influencing purchasing decisions in live streaming is utilitarian value. This value relates to the functional benefits consumers gain during the purchasing process, such as the ease of obtaining product information, affordability, and the convenience of making transactions (Sebastian & Pramono, 2021). With fashion products, consumers often face uncertainty because they cannot see or try on the products in person. Therefore, live streaming is used as a strategy to reduce this uncertainty by providing real-time information.

Purchasing decisions during live streams are also influenced by hedonic value that is, the value derived from the emotional experience of shopping (Cai & Cai, 2024). Direct interaction with the host, as well as promotional offers, can create feelings of joy, enthusiasm, and entertainment for consumers. These emotional experiences can increase satisfaction and strengthen consumers' motivation to make purchases during the broadcast.

Social values influence purchasing decisions. Social perception is derived from a person's sense of identity, lifestyle, or social image, with the aim of projecting these to others in order to enhance their social standing. In TikTok live streams, social value is formed through interactions among viewers, comments, reviews, and recommendations, which serve as reference points for potential consumers. The stronger the perceived

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social value, the greater the consumers' trust and confidence in making purchasing decisions for fashion products.

Previous research has shown inconsistent results regarding the impact of buying decision. Studies conducted by Alfiansyah & Nurlinda (2023), Azzahra et al. (2026), and Yusa (2023) found that purchasing decisions are positively influenced by utilitarian and hedonic value. These findings suggest that consumer decisions are based not only on price and quality but also on hope of getting convenience, entertainment, and self-image. Another study by Arsyad et al. (2023) found that utilitarian does not have a statistically significant effect on interest purchase likely due to the presence of confounding factors that led to discrepancies outcome.

In addition to the inconsistency in research findings, the prevalence of using purchase intention rather than purchase decision as the dependent variable tends to be relatively limited, primarily focusing on fashion purchases during TikTok live streams among Gen Z women. Research combining all three perceived values with purchase decisions during live streams of fashion products among Gen Z female TikTok users in Bandar Lampung remains scarce, underscoring the importance of further research.

LITERATURE RIVIEW

Utilitarian Value

A value that emphasizes the tangible benefits derived from a product or service is called utilitarian value. Utilitarian value focuses on the functional and rational value that consumers seek to obtain from a product or service (Putri & Pinandito, 2023). Utilitarian value reflects the level of usefulness perceived by an individual based particularly in terms of its ability to meet needs in a rational manner effectively meet their needs.

Hedonic Value

Irani & Hanzae (2011) define hedonic value as a subje ctive and personal assessment of shopping activities aimed at obtaining pleasure and entertainment. Hedonic value focuses on the emotional aspects and subjective experiences of consumers during shopping activities. This value is not only related to the pleasure obtained but also to how the experience creates satisfaction, engagement, and positive emotions.

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Social Value

Social values reflect the benefits consumers seek from various sources to strengthen their social identity to gain recognition and attachment within their social group (Firlyani & Millanyani, 2023). Thus, products or services function not only as tools to meet needs but also as a means of self-expression and building social relationships. Consumption that prioritizes social values views one's needs as a means of building one's identity in the eyes of others, gaining recognition within one's social circle, and adapting to the norms and culture prevalent within one's social group.

Purchase Decision

The purchase decision is the final stage of a complex and dynamic decision-making process. In other words, this is the stage at which consumers actually decide to make a purchase after going through a series of considerations. Purchase decisions are driven by factors that influence and motivate consumers to act (Gozali, 2024).

Conseptual Framework

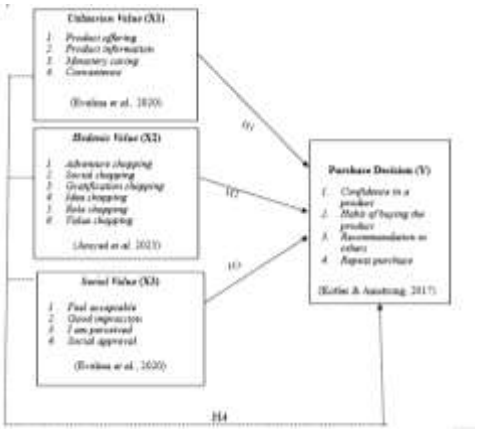


Figure 1. Framework Research

H^1 : U tilitarian value partially significa nt influence on purc hasing decision s during live streams of fashion products among Gen Z women use TikTok in Bandar Lampung.

H^2 : Hedonic value partially sig nificant influence on purchasin g decisions during live streams o f fashion products among Gen Z women use TikTok in Bandar Lampung.

H^3 : Social value partially significan t inf luence on purchasing decisio ns during live streams of fashion products among Gen Z women use TikTok in Bandar Lampung.

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RESEARCH METHODS

Measuring the impact of one variable on another variable in an explanatory manner by adopting quantitative statistical methods. The study used dirrect data from the research respondents. Questionnaire form of g-forms was circulated online via social media and offline in the field with an answer scale of 1-5. 389 respondents acquere was based on the following criteria, generation Z women, residing in Bandar Lampung, who had previously purchased fashion items via TikTok live streams. All response data were processed using SPSS version 27, followed by various tests in the multiple linear regression stage and analyzed to determine the extent to which these independent variables explain purchasing decisions.

RESULT AND DISCUSSION

Validity Test

Table 1. validity instrument testing

Research Variables	Item	r value	r table	Result
Utilitarian value (X_1)	$X_{1.1}$	0,726	0,361	Valid
	$X_{1.2}$	0,767		Valid
	$X_{1.3}$	0,711		Valid
	$X_{1.4}$	0,757		Valid
	$X_{1.5}$	0,723		Valid
	$X_{1.6}$	0,705		Valid
	$X_{1.7}$	0,754		Valid
	$X_{1.8}$	0,800		Valid
Hedonic value (X_2)	$X_{2.1}$	0,740	0,361	Valid
	$X_{2.2}$	0,769		Valid
	$X_{2.3}$	0,703		Valid
	$X_{2.4}$	0,728		Valid
	$X_{2.5}$	0,730		Valid
	$X_{2.6}$	0,732		Valid
	$X_{2.7}$	0,730		Valid
	$X_{2.8}$	0,769		Valid
	$X_{2.9}$	0,780		Valid
	$X_{2.10}$	0,760		Valid
Social value (X_3)	$X_{3.1}$	0,670	0,361	Valid
	$X_{3.2}$	0,518		Valid
	$X_{3.3}$	0,686		Valid
	$X_{3.4}$	0,773		Valid
	$X_{3.5}$	0,650		Valid
	$X_{3.6}$	0,687		Valid
	$X_{3.7}$	0,786		Valid
	$X_{3.8}$	0,744		Valid
Purchase Decision (Y)	$Y_{0.1}$	0,794	0,361	Valid
	$Y_{0.2}$	0,781		Valid
	$Y_{0.3}$	0,756		Valid
	$Y_{0.4}$	0,714		Valid
	$Y_{0.5}$	0,729		Valid
	$Y_{0.6}$	0,728		Valid
	$Y_{0.7}$	0,742		Valid
	$Y_{0.8}$	0,665		Valid
	$Y_{0.9}$	0,640		Valid

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R-value for every questionnaire item exceeds the corresponding r-table value. Therefore, all measurement items are accurate and can be used to measure the variables in this study.

Reliability Test

Table 2.reliability intrument testing

Variable	*Cronbach Alpha*	Result
Utilitarian value (X_1)	0,882	Very Reliable
Hedonic value (X_2)	0,909	Very Reliable
Social value (X_3)	0,835	Very Reliable
Purchase Decision (Y)	0,886	Very Reliable

The reliability coefficients ranged from 0.81 to 1.00, indicating that the instrument used is highly robust. The reliability analysis showed that all research variables achieved reliability coefficients above the threshold of >0.60, thereby confirming the consistency of the data across all measured variables.

Classical Assumption Measurement
Normallity Measurement

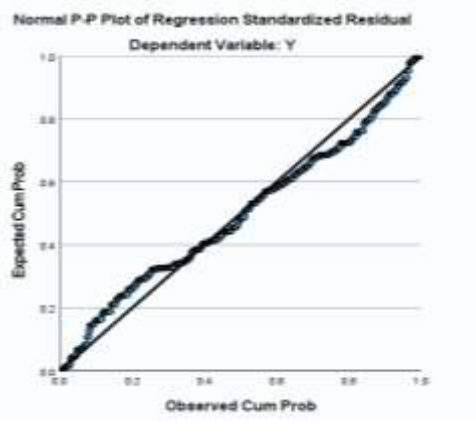


Figure 2. normal P-Plot

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The P-P plot shows that the data points tend to follow a diagonal line. These results indicate that the data distribution is not skewed. Most of data points are concentrated trace the lines in the drawing, indicating that the residual values satisfy the assumption of normality.

Multicolinearity Measurement

Table 3. summary of multicollinearity measurement

Coefficients[a]			
Model		Collinearity statistics	
		tolerence	VIF
1	Utilitarian value	,569	1,758
	Hedonic value	,834	1,199
	Social value	,613	1,632
a. Dependent Variable: Purchase Decision			

All of the variables free in the table can be used to explain the variation in purchasing decisions because coefficient tolerence higher limit > 0.10. Second reason VIF values <10 each independent variable is able to explain the dependent variable without being influenced by high correlations with the other independent variables.

Heteroskedasticity Measurement

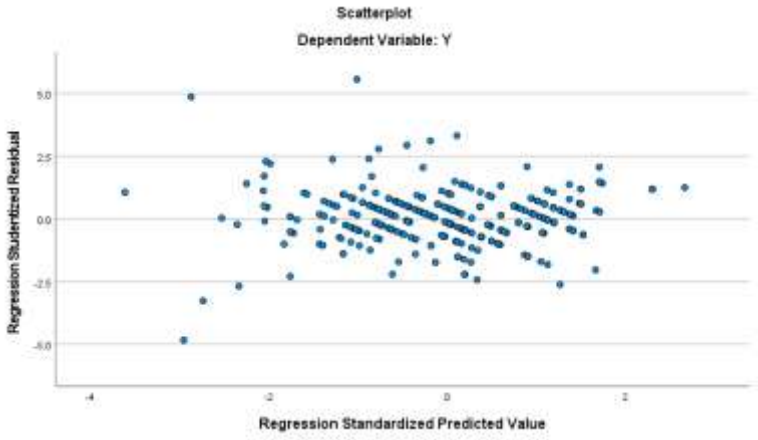


Figure 3. scatterplot heteroscedasticity measurement

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The final test using a scatterplot image aims to determine whether the estimate is unbiased. As illustrated in figure 3 the residuals are randomly dispersed without forming a distinct pattern, suggesting that heteroscedasticity is not present. Therefore, the regression model fulfills the required classical assumption related to the homogeneity of residual variance.

Multiple Linier Regression

Table 4. Summary of linear regression

Coefficients[a]			
	Unstandardized Coefficients		*Standardized Coefficients*
Model	B	Std. Error	Beta
(Constant)	2,102	1,285	
Utilitarian value	,559	,041	,516
Hedonic value	,087	,028	,098
Social value	,366	,038	,352

In this study, variables free listed in the table yielded positive values with the following regression equation :

$$Y = \alpha + \beta 1X_{1} + \beta_2X_2 + \beta_3X_3$$
$$Y = 2{,}102 + 0{,}559X_1 + 0{,}087X_2 + 0{,}366X_3$$

An in-depth explanation of the regression equation based on outcome processed is outlined as below :

1. The constant value of 2.102 indicates that the model has a baseline purchase decision value of 2.102 when utilitarian value, hedonic value, and social value are assumed to have no contribution to the model. Changes in the three measured variables will alter the purchase decision value according to direction and magnitude of regression coefficient.The coefficient for utilitarian value (X1) 0,559, indicating that a one unit elevate in utilitarian value is associated with a 0,559 unit boost in the purchase decision, provided that all other independent variables are held constant.

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2. The coefficient for hedonic value (X2) has a regression coefficient of 0,087. Accordingly, each one value rise in hedonic value is associated with a 0,087 value augment in the purchase decision, provided that the remaining variables are kept constant.

3. The coefficient for the social value (X3) equals 0,366, Holding all other independent variables constant, every additional value of social value contributes to a 0,366 value improvement in the purchase decision.

Hypothesis Measurement
Partial Measurement (t-test)

Table 5. partial measurement outcome (t-test)

Variabel	t	Sig.
(Constant)	1,635	,103
Utilitarian value	13,628	<,001
Hedonic value	3,127	,002
Social value	9,645	<,001

1. The statistical analysis shows that the t-value calculated for the utilitarian value (X1) is 13.628. Consumers experience convenience and practicality without any obstacles when shopping via TikTok live streams. The fact that coefficient value is below commonly used threshold proves that utilitarian value has a real impact on purchasing decisions because it satisfies consumers' need for information as well as their need for product variety and guidance on how to use products while shopping

2. The perception of enjoyment derived from receiving promotions in the form of discount vouchers or flash sales which are only available during the broadcast is a key factor in determining fashion product choices. This is evidenced by the calculated t-value of 3.127 which exceeds the critical t-value, indicating that the high level of positive feelings experienced influences consumers with a significance level below 0.05. Results demonstrate that hedonic value (X2) partial already statistically impact significant on purchase decision (Y) supports hypothesis.

3. The feeling of being valued when receiving a positive response to questions about fashion products fosters a sense of community among consumers. A value of 9.645 indicates that environmental factors such as the host and other viewers involved influence

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purchasing decisions during live streams. With a p-value below the specified threshold of <0.0001, this demonstrates that the feeling of being accepted has a statistically significant impact.

Simultaneous measurement (F Test)

Table 6. simultaneous measurement outcome (F test)

ANOVA[a]						
Model		*Sum of Squares*	*df*	*Mean Square*	*F*	*Sig.*
1	*Regression*	2419.967	3	806.656	280,332	<,001[b]
	Residual	1107.838	385	2.878		
	Total	3527.805	388			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Social Value, Hedonic Value, Utilitarian Value						

From computed F-value of 280.332 is substantially higher than F-table value of 2.63. These results confirm that three value variable simultaneously influence purchasing decisions (Y) during live streams of fashion products on TikTok.

Coefficient of Determination (Adjusted R^2)

Table 7. adjusted r square test results

Model Summary[b]				
Model	*R*	*R Square*	*Adjusted R Square*	*Std. Error of the Estimate*
1	,828[a]	,686	,684	1,696
a. *Predictors: (Constant), Social Value, Hedonic Value, Utilitarian Value*				
b. *Dependent Variable*: Purchase Decision				

The coefficient of determination (Adjusted $R^2 = 0.684$) which means that this model declare 68.4% of purchasing decisions variability. This value falls into the strong category, meaning the model has a high explanatory power regarding purchasing

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decision variables. The remaining variability may be influenced by different factors beyond area of this study.

DICUSSION

Summary Outcome of Influence Utilitari an Val ue on Purcha sing Decisio ns

Purchasing decisions can be made immediately based on the availability of convenient services which serve as a deciding factor. Amirah et al. (2025) found that utilitarian value influences purchasing decisions which is relevant to the outcome of this study where utility is the most dominant factor because it convenience of informative, efficient, and practical live broadcasts throughout the purchasing process can drive purchasing decisions. Utilitarian value shapes purchasing decisions consumers perceive functional benefits and operational aspects meet their needs.

Summary Outcome of Influen ce Heidion ic Value o n Pu r chasing De cisions

In this study indicates that consumers feel happy while watching live broadcasts because they are stimulated by the provision of something that offers added value or benefits to consumers, which in turn triggers purchasing behavior. Findings from Subakti et al. (2022) and Firlyani & Millanyani (2023) explain that positive emotional experiences such as joy, entertainment, and recreation create appeal thereby motivating consumers to make motivation buy in live streams product fashion.

Summary Outcome of Influence Social Value on Purchase Decision

Social values in influence purchasing behavior during live streams consumers view the purchase of a product not merely as a simple transaction, but also as a way to feel valued and accepted within their social circles. A study by Zhang et al. (2024) found that social values influence consumer purchasing behavior during TikTok live streams. Consumers feel that shopping via live streams provides social benefits, such as appearing more fashionable, gaining recognition and ideas that make a good impression on others, and aligning with their personal style.

Summary Outcome Group of Influence of Utili tarian Va lue, He donic Va lue, an d Socia l Val ue on Purc hase Decision s.

The F-test applied to the three independent variables of this study indicates that, collectively, these three factors influence purchasing decisions, with utilitarian value playing the most dominant role in encouraging consumers to shop for fashion during live

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streams on TikTok. These findings suggest that purchasing decisions are primarily shaped through degree us such live streams provide effective shopping solutions. One way outcome reseacrh from Shaadiqiin & Sari (2024), transparent product presentation regarding product quality, an enjoyable experience, and positive social interaction during live streams increase trust in those live streams, which ultimately encourages consumers to make purchases.

CONCLUSION

The research findings indicate that purchasing behavior during live streams of fashion products on TikTok is influenced by aspects of product utility, pleasurable shopping experience, and refers to the perceived social benefits gained. All of these aspects form the basis of Generation Z women's decision-making. Statistically significant positive p urchase decisions are infl uenced most strongly by utilitarian v aliue, followed by hedo n ic value and social value, in that order.

Consumer behavior while watching live streams can be explained by consumers' perceptions of value, as evidenced by the results of the analysis. With an influence level of 68.6%, this indicates that the combination of functional benefits, emotional enjoyment, and social value perceived by consumers during live streams of fashion products on TikTok collectively shapes their purchasing decisions.

Given the 31.4% figure which was not covered in this study it is recommended that future researchers include additional variables that could potentially influence purchasing decisions in live commerce. Business owners and live stream hosts in the fashion industry are encouraged to enhance their marketing strategies by leveraging utilita riani va ue, he donic value, and social value during live streams.

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