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## **Effect of Utilitarian Value, Hedonic Value, and Symbolic Value on Purchase Decision in Shopee Live Streaming at Ladyfame Official Shop**

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### **Abstract**

The fashion industry in Bandar Lampung continues to grow alongside technological advancements. One strategy to boost sales is the use of live streaming features on marketplaces. Ladyfame, a fashion-focused online shop, utilizes this feature through Shopee Live. This study aims to examine the influence of utilitarian value, hedonic value, and symbolic value on purchase decisions during Shopee Ladyfame Official Shop's live streaming. This research is explanatory and uses a quantitative approach. The population consists of Ladyfame consumers in Indonesia who have watched and made purchases via Shopee Live. A sample of 96 respondents was selected using purposive sampling and the Cochran formula. Data analysis was conducted using multiple linear regression with SPSS version 29. The results of this study reveal that both partially and simultaneously, utilitarian value, hedonic value, and symbolic value have a positive and significant influence on purchase decisions during Shopee live streaming at Ladyfame Official Shop. Based on these findings, it is recommended that Ladyfame enhance the informative and efficient aspects of product presentation in live streaming sessions, such as through clear product descriptions, detailed demonstrations, and easy purchasing access. For future researchers, it is recommended to expand the research model by including other variables such as trust in influencers, price perception, and visual streaming quality, which may influence purchase decisions.

**Keywords:** utilitarian value, hedonic value, symbolic value, purchase decision, Shopee Live

### **Introduction**

The rapid development of globalization has significantly driven business growth, particularly in the fashion industry in Indonesia (Sari & Patrikha, 2021). Fashion products have become one of the basic needs of every individual, and their development serves as a business endeavor to meet consumers' needs and desires (Anggraini et al. 2022). According to data from

the Ministry of Tourism and Creative Economy in March 2024, the fashion industry contributed 17.6 percent to the total added value of the creative economy in Indonesia, amounting to IDR 225 trillion (Kemenparekraf, 2024). In Lampung Province, the fashion industry has also shown a positive trend, as indicated by the 2024 Lampung Fashion Tendance event, which showcased the works of designers from various regions across Indonesia (Diskominfotik, 2024).

Along with technological advancements, people have become increasingly concerned about their appearance, making the fashion business highly sought after. Fashion products are among the most frequently purchased categories through online platforms (Sari & Patrikha, 2021). One way to boost business performance is by utilizing marketplaces. A marketplace is a digital product marketing platform that connects various sellers and buyers for transactions (J. Zhang et al., 2016). Shopee, as one of the largest marketplaces in Indonesia, has become the top choice for the public, recording 134.3 million visits in September 2024, far surpassing its competitors like Tokopedia and Lazada (Ahdiat, 2024).

Shopee launched its live streaming feature, Shopee Live, on June 6, 2019. It has become the preferred live streaming platform for various local brands and MSMEs in Indonesia. According to a survey conducted by IPSOS in 2024, Shopee Live ranked as the Top of Mind with a percentage of 77%, far ahead of TikTok Live, which only reached 19%. In terms of usage frequency, Shopee Live also ranked first with 72%, and it dominated market share with 82%, significantly outperforming its closest competitors (IPSOS, 2024).

In Bandar Lampung, Ladyfame Official Shop is one of the leading online fashion shops utilizing the Shopee marketplace, ranking first with the highest number of Shopee followers, exceeding 689,200 followers as of February 12, 2025 (Shopee, 2024). Based on preliminary research conducted by the researcher, despite having a large number of followers, an interesting phenomenon occurs: during its Shopee live streaming sessions, Ladyfame only attracts a few dozen viewers. This indicates a need for strategic planning and in-depth analysis to influence consumer purchase decisions when shopping through Shopee Live on the Ladyfame Official Shop channel.



**Figure 1. Utilitarian Value, Hedonic Value, and Symbolic Value in Shopee Live Streaming at Ladyfame Official Shop**

*Source: Screenshot from Shopee Ladyfame live streaming (2024)*

According to Wongkitrungrueng & Assarut (2020), live streaming sales offer three key values to customers: utilitarian value, hedonic value, and symbolic value. Utilitarian value stems from convenience and efficiency, such as real-time engagement with sellers and immediate responses to questions. The phenomenon of utilitarian value in Shopee Live streaming at Ladyfame Official Shop can be seen when consumers admit to shopping through

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live streaming because they are reluctant to visit physical stores, indicating that efficiency and ease greatly influence purchase decisions.

Hedonic value relates to the emotional pleasure that consumers experience while shopping. According to Shang et al. (2020), online purchase decisions are influenced by both hedonic and utilitarian values. The hedonic value phenomenon in Shopee Live streaming at Ladyfame Official Shop is evident when consumers enjoy shopping via Shopee Live due to the variety of products, showing satisfaction and joy from the diverse offerings available. Meanwhile, symbolic value is associated with shared tastes, identity, social status, and community opinions, which allow consumers to better evaluate products. In Shopee Live streaming at Ladyfame Official Shop, the symbolic value phenomenon is seen in the use of the sharing feature by consumers to enhance their social status and express their identity.

There exists a research gap regarding the influence of utilitarian, hedonic, and symbolic values on consumer purchase decisions. Nasution & Nasution (2023) found that utilitarian value has a positive and significant influence on purchase intention. However, this result contrasts with the findings of Subakti et al. (2022), who stated that utilitarian value does not influence purchase decisions. Similarly, Zhang et al. (2024) found that hedonic value significantly and positively affects purchase interest on the TikTok live streaming platform, but Nasution & Nasution (2023) found that hedonic value does not significantly influence purchase intention.

Based on the background issues and inconsistencies in previous research findings, this study aims to analyze the influence of utilitarian value, hedonic value, and symbolic value on purchase decisions through Shopee Live streaming at Ladyfame Official Shop.

## **Literature Review**

### **Consumer Behavior**

Consumer behavior is the study that examines how individuals, groups, or organizations make decisions in selecting, purchasing, using, and disposing of products, services, ideas, or experiences to satisfy their needs and wants (Mothersbaugh & Hawkins, 2016). According to Kotler et al. (2022), consumer behavior is influenced by various factors such as cultural, social, personal, and psychological aspects that collectively shape consumption patterns. Meanwhile, Schiffman & Kanuk (2010) emphasize the importance of resource utilization in consumer decision-making. Therefore, a deep understanding of consumer behavior is crucial for designing more effective and sustainable marketing strategies.

### **Customer Perceived Value**

Customer perceived value is the consumer's subjective perception of the overall benefits obtained from a product or service compared to the sacrifices made, including money, time, and effort. This perception encompasses four approaches: as low price, as what the consumer wants, as quality for the price, and as a trade-off between benefits and sacrifices (Zeithaml, 1988). Additionally, Holbrook & Hirschman (1982) added that value also includes

emotional and symbolic aspects, not merely utilitarian perspectives. Perceived value is a critical determinant in purchasing decisions because consumers tend to choose products they believe offer greater value than the price paid.

### **Purchase Decision**

A purchase decision is a complex psychological process involving various internal and external factors that influence consumers in selecting a product or service. Internal factors include personal experiences, psychological needs, perceptions, and preferences formed within the consumer, while external factors involve marketing strategies, social recommendations, and environmental influences such as friends, family, or communities (Kotler et al. 2017). This process occurs through five stages: aware, appeal, ask, act, and advocate, as developed in the 5A model by Kotler et al. (2017), which adapts to the evolution of consumer behavior in the digital era. Each stage reflects psychological dynamics that are not directly visible but can be identified through actual behavior. A comprehensive understanding of the purchasing decision process is important for designing effective marketing strategies, especially in digital contexts such as shopping via live streaming.

### **Utilitarian Value**

Utilitarian value is the rational dimension of consumer shopping behavior that emphasizes efficiency, functionality, and practical benefits of a product or service (Nurpadilah et al. 2024). This value arises from cognitive considerations related to how effectively the product meets needs and how its quality compares with the cost incurred Hsu & Chen (2018). In digital contexts like live streaming, utilitarian value is enhanced by easy access to information, quick transactions, and direct interaction with hosts.

### **Hedonic Value**

Hedonic value refers to the emotional and subjective aspect of consumer behavior, focusing on achieving pleasure, satisfaction, and enjoyable experiences during the consumption process (Kala'lembang, 2022). This value is not only tied to the product's function but also includes the atmosphere, interaction, and entertainment involved, such as in live streaming that offers a more interactive and engaging shopping experience (Wongkitrungrueng & Assarut, 2020). Consumers motivated by hedonic value tend to seek an escape from routine, enhance positive emotions, and create emotionally satisfying moments (Ratnasari et al. 2015).

### **Symbolic Value**

Symbolic value refers to the social and personal meanings attached to a product, brand, or shopping experience that reflect consumer identity and social status. This consumption is not only seen as a functional activity but also as a medium to express self-image, gain social recognition, and build connections with the surrounding environment (Anugerah & Setyorini, 2020). In the digital era, especially through live streaming, symbolic value becomes more prominent due to direct interaction between sellers, consumers, and other viewers, creating a space for social expression and strengthening brand perception (Wongkitrungrueng & Assarut, 2020)

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## **Research Method**

This research uses an explanatory research type with a quantitative approach to analyze the factors influencing consumers' purchase decisions. The population in this study consists of Shopee users in Indonesia who have made at least one purchase during live streaming on the Shopee Ladyfame Official Shop platform. The sample was determined using a non-probability sampling method with purposive sampling technique. The total sample size was calculated using the Cochran formula and resulted in 96 respondents. The data collection method used in this research was a questionnaire with a Likert scale, distributed via Google Form. The type of questionnaire used was a closed-ended questionnaire where answers were provided. The collected data was processed using SPSS version 29, which included validity and reliability tests, multiple linear regression tests, classical assumption tests, and hypothesis testing.

## **Result**

### **Validity Test Results**

In this study, the validity test was conducted using the SPSS 29 program by testing each question item for every variable. The results of the validity test involving 30 respondents, with the critical value (r-table) where  $df: n - 2$ ,  $df: 30 - 2 = 28$ , the r-table value is 0.361. The results are presented as follows:

**Table 1. Validity Test Results**

Item	$r_{\text{count}}$	$r_{\text{table}}$	Information
Utilitarian Value			
X1.1	0,834	0,361	Valid
X1.2	0,885	0,361	Valid
X1.3	0,727	0,361	Valid
X1.4	0,832	0,361	Valid
X1.5	0,825	0,361	Valid
X1.6	0,708	0,361	Valid
X1.7	0,817	0,361	Valid
X1.8	0,734	0,361	Valid
Hedonic Value			
X2.1	0,524	0,361	Valid
X2.2	0,604	0,361	Valid
X2.3	0,448	0,361	Valid
X2.4	0,677	0,361	Valid
X2.5	0,737	0,361	Valid
X2.6	0,763	0,361	Valid
X2.7	0,740	0,361	Valid
X2.8	0,627	0,361	Valid
X2.9	0,731	0,361	Valid
X2.10	0,871	0,361	Valid
X2.11	0,757	0,361	Valid
X2.11	0,580	0,361	Valid
Symbolic Value			
X3.1	0,539	0,361	Valid

X3.2	0,907	0,361	Valid
X3.3	0,740	0,361	Valid
X3.4	0,853	0,361	Valid
X3.5	0,878	0,361	Valid
X3.6	0,756	0,361	Valid
X3.7	0,664	0,361	Valid
X3.8	0,570	0,361	Valid
Purchase Decision			
Y.1	0,575	0,361	Valid
Y.2	0,659	0,361	Valid
Y.3	0,656	0,361	Valid
Y.4	0,722	0,361	Valid
Y.5	0,784	0,361	Valid
Y.6	0,625	0,361	Valid
Y.7	0,693	0,361	Valid
Y.8	0,818	0,361	Valid
Y.9	0,704	0,361	Valid
Y.10	0,704	0,361	Valid

*Source: Processed data (2025)*

Based on the validity test results shown in Table 1, it can be seen that all items used in this study have r-calculated values greater than the r-table value, thus all instruments are declared valid.

### **Reliability Test**

The results of the reliability test, evaluated based on the interpretation list of the r-coefficient, can be seen in the following table:

**Table 2. Reliability Test Results**

Variabel	<i>Cronbach's Alpha</i> Value	Keterangan
Utilitarian Value	0,915	Very Reliable
Hedonic Value	0,884	
Symbolic Value	0,880	
Purchase Decision	0,876	

*Source: Processed data (2025)*

Based on the reliability test results in Table 2, the variables in this study have met the reliability test standards. The Cronbach's Alpha values have exceeded the standard threshold of >0.60. Therefore, it can be concluded that the instruments used tend to produce consistent data or the same results, regardless of when and by whom the instrument is used, even when repeated.

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**Multiple Linear Regression Test Results**

**Table 3. Results of Multiple Linear Regression Test**

Model	Coefficients		
	Unstandardized Coefficients		Standardized Coefficients
	B	Std. Error	Beta
(Constant)	14,738	1,025	
Nilai Utilitarian	,092	,043	,113
Nilai Hedonis	,270	,034	,477
Nilai Simbolis	,339	,039	,442

*Source: Processed data (2025)*

Based on the table above, then enter it into the equation:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 14,738 + 0,092X_1 + 0,270X_2 + 0,339X_3 + e$$

**Hypothesis Testing**

**t-Test (Partial Test)**

Based on the calculations performed, the critical value  $t_{table}$  is determined as follows:  $df = (n - k - 1)$ , where  $df = (96 - 3 - 1) = 92$ , resulting in a t-table value of 1.661. The results of the partial t-test are shown in the following table:

**Table 6. Results of the t-Test (Partial Test)**

Variabel	T	Sig.
(Constant)	14,372	<,001
Nilai Utilitarian	2,124	,036
Nilai Hedonis	7,897	<,001
Nilai Simbolis	8,625	<,001

*Source: Processed data (2025)*

Based on the comparison between the t-table value and the calculated t-value, the following conclusions can be made:

1. The t-test result for the utilitarian value variable ( $X_1$ ) shows that  $H_{a1}$  is accepted and  $H_{o1}$  is rejected, which means that utilitarian value has a significant partial influence on purchase decision (Y).
2. The t-test result for the hedonic value variable ( $X_2$ ) shows that  $H_{a2}$  is accepted and  $H_{o2}$  is rejected, indicating that hedonic value has a significant partial influence on purchase decision (Y).
3. The t-test result for the symbolic value variable ( $X_3$ ) shows that  $H_{a3}$  is accepted and  $H_{o3}$  is rejected, meaning that symbolic value has a significant partial influence on purchase decision (Y).

### F-Test (Simultaneous Test)

$F_{\text{count}} > F_{\text{table}}$  then  $H_{a4}$  in this study is accepted. To calculate the  $F_{\text{table}}$  value, the formula used is  $df_1 = (k - 1) = (4 - 1) = 3$ , and  $df_2 = (n - k - 1) = (96 - 3 - 1) = 92$ . This results in an  $F_{\text{table}}$  value of 3.10. The following table presents the results of the F-test (simultaneous):

**Table 7. Results of the F-Test (Simultaneous Test)**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1180,183	3	393,394	255,762	<,001 <sup>b</sup>
	Residual	141,508	92	1,538		
	Total	1321,690	95			
a. Dependent Variable: Purchase Decision						
b. Predictors: (Constant), Symbolic Value, Hedonic Value, Utilitarian Value						

*Source: Processed data (2025)*

B Based on Table 7, the F-test results show that the calculated  $F_{\text{count}}$  is greater than the  $F_{\text{table}}$  value, namely  $255.762 > 3.10$ , with a significance level of  $< 0.001$ , which is less than 0.05. This indicates that  $H_{a4}$  is accepted and  $H_{o4}$  is rejected, meaning that there is a significant influence of the utilitarian value variable (X1), hedonic value (X2), and symbolic value (X3) on purchase decisions (Y) in the Shopee Ladyfame Official Shop live streaming.

### Results of the Coefficient of Determination Test ( $R^2$ )

The following is the result of the coefficient of determination ( $R^2$ ) test in this study:

**Table 8. Results of the Coefficient of Determination Test ( $R^2$ )**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,945 <sup>a</sup>	,893	,889	1,24021
a. Predictors: (Constant), Utilitarian Value, Hedonic Value, dan Symbolic Value				
b. Dependent Variable: Purchase Decision				

*Source: Processed data (2025)*

Based on Table 8, the results of the coefficient of determination ( $R^2$ ) calculation in this study show that the correlation between utilitarian value, hedonic value, and symbolic value simultaneously is 0.945. This figure indicates a very strong relationship between purchase decisions in Shopee Ladyfame Official Shop's live streaming and the three independent variables (utilitarian value, hedonic value, and symbolic value). In addition, the coefficient of determination ( $R^2$ ), as shown by the adjusted R Square, is 0.893 or 89.3%. This means that 89.3% of purchase decisions in Shopee Ladyfame Official Shop's live streaming are influenced by the three independent variables in this study, while the remaining 10.7% are influenced by other factors not included in this research.

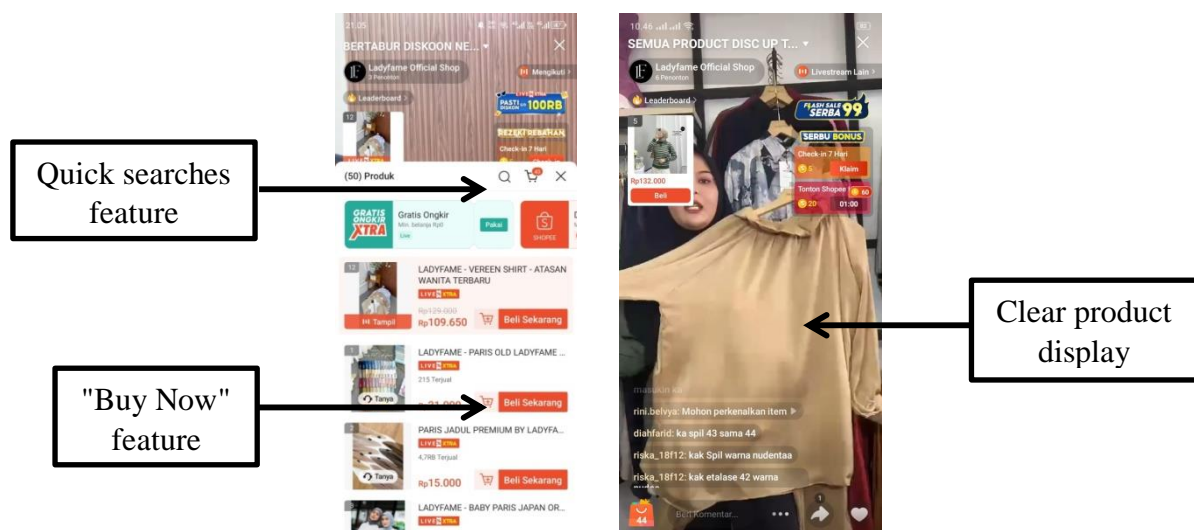


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## Discussion

### 1. The Effect of Utilitarian Value on Purchase Decision

Based on the research results, it was found that utilitarian value has a positive and significant effect on purchase decisions in Shopee Ladyfame Official Shop's live streaming. This indicates that consumers tend to make purchase decisions when they experience functional benefits such as ease of access, time efficiency, price affordability, and added value. This finding is supported by a significance value of 0.036 and a coefficient value of 0.092, which shows that each increase in utilitarian value is directly proportional to an increase in purchase decisions.



**Figure 2. Practical features and clear product visualization on Shopee Ladyfame live streaming**

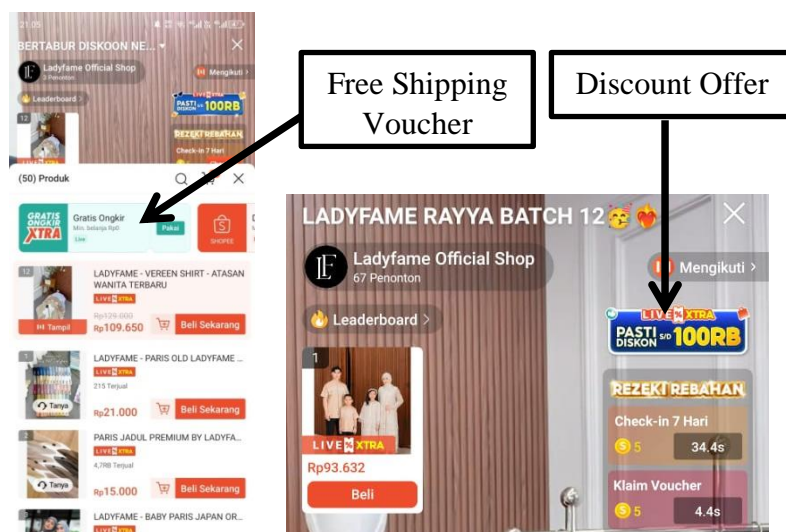
*Source: Screenshot from Shopee Ladyfame live streaming (2025)*

This result is consistent with the theory of customer perceived value as proposed by Zeithaml (1988), where consumers evaluate a product based on the comparison between the benefits gained and the sacrifices made. In this context, functional benefits offered by live streamingsuch as the "Buy Now" feature, quick searches feature, and clear product add to the positive perception of utilitarian value. This also aligns with consumer behavior theory by Kotler et al. (2022), which places utilitarian value in the domain of consumer psychology, particularly in the cognitive and motivational aspects that influence purchase decisions.

Furthermore, this research supports previous studies by Sulanjari & Tjahjaningsih (2023), Alfiansyah & Nurlinda (2023), and Nasution & Nasution (2023), which emphasized that rational orientation and efficiency strongly determine consumer preferences, especially on digital platforms such as live streaming. Therefore, enhancing utilitarian value through efficient, interactive, and informative live streaming strategies becomes key to encouraging consumers to make purchase decisions.

## 2. The Effect of Hedonic Value on Purchase Decision

Based on the research findings, hedonic value has the most significant influence on consumer purchase decisions in Shopee Ladyfame Official Shop's live streaming. Hedonic value, which includes pleasure, emotional satisfaction, and enjoyable shopping experiences during live streaming, has been proven to drive consumers especially younger generations such as students to make purchases. This finding is reinforced by a coefficient value of 0.270 and a high level of significance, indicating that the greater the pleasure experienced by consumers, the more likely they are to purchase the offered products.



**Figure 3. Attractive Discounts and Promotions on Shopee Ladyfame Live Streaming**

*Source: Screenshot from Shopee Ladyfame live streaming (2025)*

This finding is consistent with the theory of hedonic value as explained by Arnold & Reynolds (2003), and reinforced by the consumer behavior model of Kotler et al. (2022), in which consumer psychology especially emotional aspects greatly influences purchase decisions. In this context, hedonic value not only exists in the form of personal satisfaction but also in social activity and interaction during live streaming, such as attractive discounts and promotions which provide a positive emotional experience for consumers.

Moreover, this result aligns with the customer perceived value approach by Zeithaml (1988) and Holbrook & Hirschman (1982), who emphasized that consumers' perceptions of emotional benefits and enjoyable experiences are important components of purchase decisions. Therefore, marketing strategies that focus on creating enjoyable and interactive shopping experiences through live streaming are highly relevant in driving purchases, particularly among consumers who prioritize enjoyment and emotional engagement.

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### **3. The Effect of Symbolic Value on Purchase Decision**



**Figure 4. Host Shows Special Attention**

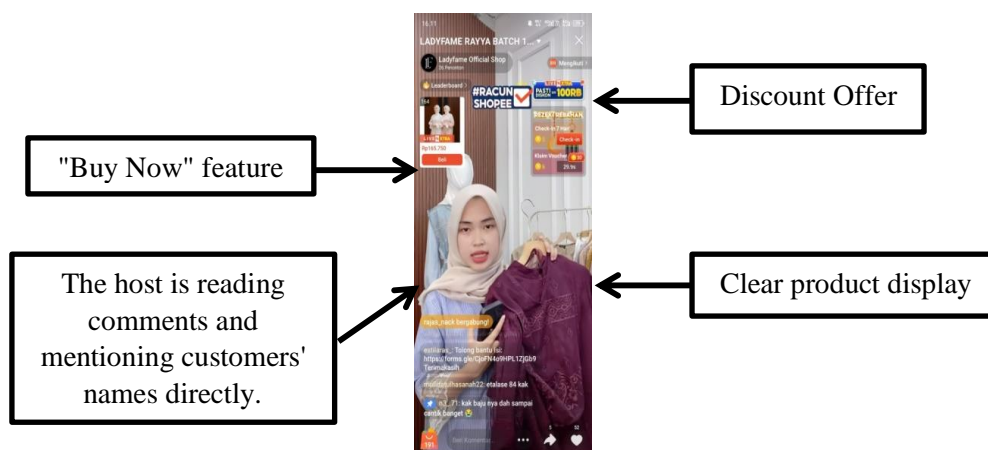
*Source: Screenshot from Shopee Ladyfame live streaming (2025)*

Based on the research findings, symbolic value is the most significant variable in influencing consumer purchase decisions in Shopee Ladyfame Official Shop's live streaming, with the highest coefficient value of 0.339 and a significance level of  $< 0.001$ . This indicates that the stronger the consumers feel symbolic value such as a sense of belonging, special treatment, social approval, and recognition from the seller the more likely they are to make a purchase. Consumers, especially students, feel valued when their names are mentioned by the host, receive direct appreciation, and are treated as part of the “Ladyfamely” community, creating strong emotional bonds and fostering loyalty.

These findings are in line with the customer perceived value theory by (Zeithaml, 1988), which emphasizes that consumer decisions are influenced not only by functional benefits but also by emotional and symbolic values. In this context, symbolic value is part of consumers' social characteristics in the consumer behavior model by Kotler et al. (2022), where social aspects such as identity and recognition play an important role in shaping purchase decisions. Additionally, this finding supports the view of Holbrook & Hirschman (1982), who state that consumption is also a form of self-expression and emotional experience.

### **4. The Effect of Utilitarian, Hedonic, and Symbolic Values on Purchase Decision**

Based on the research findings, utilitarian value, hedonic value, and symbolic value together have a significant effect on purchase decisions in Shopee Ladyfame Official Shop's live streaming, with an F significance value of  $< 0.001$  and an F-count of 255.762. The coefficient of determination ( $R^2$ ) of 0.893 or 89.3% indicates that the three independent variables have a very strong contribution to purchase decisions, with the remaining 10.7% influenced by other factors outside of this research. This finding aligns with Holbrook & Hirschman (1982) theory that value is not only viewed from a utilitarian perspective based on performance or product function but also includes experiential perspectives involving symbolic and hedonic elements.



**Figure 5. Features and Interface During Shopee Ladyfame Live Streaming**

*Source: Screenshot from Shopee Ladyfame live streaming (2025)*

Symbolic value has the most dominant influence on purchase decisions compared to utilitarian and hedonic values. This is reflected in live streaming features that support personal interaction between hosts and viewers, such as mentioning customer names and reading comments live, creating emotional closeness and a sense of appreciation. This finding supports the theory by Stathopoulou & Balabanis (2016) regarding the symbolic value dimension related to recognition and social benefits, and is consistent with Kotler et al. (2022) consumer behavior model, which shows that consumers' social and personal characteristics play an important role in the purchase decision-making process. The dominance of symbolic value shows that Ladyfame consumers are more motivated to buy when live streaming interactions reinforce their self-identity and build a positive image through personal connections with the brand.

## **Conclusion**

Based on the research findings, utilitarian, hedonic, and symbolic values have a positive and significant influence on purchase decisions in Shopee Ladyfame Official Shop's live streaming, both partially and simultaneously. Consumer purchase decisions are shaped by a complex combination of functional needs (efficiency and convenience), emotional pleasure (enjoyable and entertaining experiences), and social symbols (recognition and personal attachment to the brand or host). An interesting finding in this study is that utilitarian value contributes the least compared to hedonic and symbolic values, indicating that in the context of live streaming, emotional and social aspects are more dominant in driving consumer purchase decisions than purely functional benefits.

The value of this research lies in its contribution to understanding digital consumer behavior and developing more effective live streaming marketing strategies. However, this study is limited in the scope of variables examined and focuses on only one e-commerce platform. For future research, it is recommended to explore other variables such as trust in influencers, price perception, and streaming visual quality to enrich the research model. In addition, a deeper study of utilitarian value using a qualitative or mixed-methods approach

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could provide a more comprehensive understanding of how consumers perceive functional benefits in live streaming, thereby contributing more broadly to the development of utilitarian-based marketing strategies in the live shopping ecosystem.

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