

Purchase Intention in Live Streaming Shopping : Investigating the Effect of Hedonic Value on Purchase Intention with Emotional Pleasure as Mediation and Trust as Moderation

Wiry Utami^{1*}, Howardi Visza Adha²

¹Management Department, Universitas Bung Hatta, Indonesia

²Entrepreneur Department, Universitas Baiturrahmah, Indonesia

Abstract

The purpose of this study is to examine how hedonic value influences purchase intention in the setting of live streaming purchasing on Shopee in Padang City. Emotional pleasure is the mediating variable, and trust is the moderating variable. Data was gathered quantitatively by surveying 185 respondents who had never made a purchase using Shopee's live streaming function. PLS-SEM (Partial Least Squares Structural Equation Modelling) was used to analyse the data. The findings show that purchasing intention is significantly influenced by hedonic value and emotional pleasure. Furthermore, the relationship between hedonic value and purchase intention is mediated by emotional pleasure. Trust, however, has no discernible moderating influence on the relationship between hedonic value and purchase intention. While indicating that trust might not be a moderating factor in this particular situation, these findings emphasise the significance of improving consumers' hedonic experiences and emotional pleasure to boost purchase intention in live streaming commerce.

Keywords: purchase intention; hedonic value; emotional pleasure; trust

Received: June 30th, 2025

Revised: July 26th, 2025

Accepted: July 30th, 2025

**Corresponding author: wiryutami@bunghatta.ac.id*

Introduction

The development of digital technology has driven a transformation in people's consumption patterns. Consumer preferences have shifted significantly in the increasingly advanced digital era, especially in the e-commerce sector. One of them is the phenomenon of online shopping through live-streaming platforms. Online shopping, primarily through live streaming, is increasingly popular and growing rapidly among consumers. Live streaming shopping is a technology based sales method that allows consumers to interact directly with sellers through live broadcasts on e-commerce platforms. Live streaming shopping is a significant marketing strategy because it can provide a shopping experience that involves consumers emotionally and functionally, encouraging purchase intention.

This live streaming shopping trend continues to increase along with the growth of e-commerce platforms. One e-commerce platform that is in great demand by consumers in live streaming shopping is Shopee live. Shopee live is aggressively integrating the live streaming feature of shopping to increase online shopping sales. This phenomenon shows that consumers want to buy products for functional needs and because of the emotional and entertainment experiences, they enjoy when watching live streaming. As research in this area develops, it will be important to fully understand the benefits and influencing factors of live streaming shopping to understand its impact on purchase intention.

Hedonic value represents a key contributing factor that influencing consumer behavior and shopping intention on online shopping platforms. Hedonic value is a non-functional motivation in

shopping activities, such as emotion, satisfaction, and a sense of adventure. According to To Liao C. & Lin T. H., (2007) hedonic value is generally related to entertainment, happiness, or pleasure consumers feel during online shopping. Hedonic value is likewise associated with the sense of emotional fulfillment consumers gain when using the shopping platform, such as the pleasure of the visual experience, interaction with the host, and other entertainment elements. Consumers who feel high hedonic value tend to have a more enjoyable experience, which can ultimately encourage the intention to purchase the products offered. Hedonic value is one of the main elements influencing consumer behavior in online shopping, especially in live streaming shopping. Hedonic value is also often associated with aesthetics, entertainment, and emotional pleasure that influencing consumer interest in purchasing. In live streaming shopping, this element is often reflected in interactive content, an enjoyable atmosphere, and high involvement between sellers and consumers. Previous research has shown that hedonic value significantly influences purchase intention, which reflects the tendency of consumers to buy a product or service.

In addition, emotional pleasure also influences intention to buy in live streaming shopping. Emotional pleasure reflects consumers positive feelings during the shopping experience, such as feeling happy, satisfied, or entertained. Research shows that positive emotional experiences, such as pleasure and satisfaction can increase consumer purchase intention (Dong, 2024; Q. Zhang, 2024). Emotional pleasure also refers to the positive feelings and enjoyment experienced by consumers while interacting with a product, service, or shopping environment. Feelings of happiness during live streaming sessions tend to enhance consumers' likelihood of intending to buy the featured product. Frequently, this influence operates through consumers' emotional responses, particularly emotional pleasure. Accordingly, this study considers emotional pleasure as a mediating variable to illustrate how hedonic value can indirectly influence purchase intention by generating positive emotional experiences.

Trust plays a crucial role in strengthening the link between hedonic value and purchase intention. It reflects consumers' confidence in the reliability and credibility of the live-streaming host, as well as in the quality of the products presented. As highlighted by Putri, (2023), trust among potential customers plays a pivotal role in live-streaming commerce, particularly in driving purchase decisions. Within this framework, trust functions as a moderating variable that amplifies the influence of hedonic value on purchase intention. Consumers with higher levels of trust are more inclined to translate their hedonic experiences into purchase intentions. Specifically, in the context of hedonic value's impact on purchase intention, trust acts as a reinforcing element especially when consumers feel secure and assured about the credibility of the e-commerce platform. This study is based on Ajzen's Theory of Planned Behaviour (TPB), which holds that three fundamental elements influence behavioural intention: perceived behavioural control, attitude towards the behaviour, and subjective norms (Ajzen, 1991). Within this study's framework, hedonic value and emotional pleasure correspond to positive attitudes toward consumption experiences, whereas trust enhances perceived control and consumer confidence in decision-making processes. By incorporating TPB, this investigation seeks to establish a comprehensive theoretical foundation to elucidate the interplay between affective and cognitive factors in the formation of purchase intention.

Even though live streaming purchasing is becoming more and more popular, there are still few empirical research that examine how hedonic value affects purchase intention. Furthermore, few researchers have considered trust as a moderating factor in this linkage. Understanding this complexity is important to help companies design more effective marketing strategies and create shopping

experiences that meet consumer expectations. By optimizing elements of hedonic value and emotional pleasure, as well as building trust, business actors can create a more attractive shopping experience and encourage consumers to buy their products. Thus, this study has wide ranging practical implications in addition to being academically valuable. Adding to this context, the study's objectives Using emotional pleasure as a mediator and trust as a moderator, this study examines the impact of hedonic value on purchase intention in live streaming shopping. This research extends and adapts the models proposed by Shah Alam et al., (2024) and W. Zhang et al., (2023) are expanded upon and modified in this study. Given the speed at which technology is developing, it is anticipated that the findings will further the theory and practice of digital marketing.

Literature Review

Purchase Intention

Purchase intention has emerged as a central theme in marketing research due to its significant link with actual purchase behaviour. It often denotes a consumer's stated probability of executing a future purchase and serves as an important indicator for marketers to forecast sales and evaluate promotional strategies (Al-Harbi N., 2021; Barber D., 2013; Wu Yeh G. & Hsiao C., 2011). It describes the probability or inclination of a person to decide to buy a particular good or service in the near future. Purchase intention, which reflects a consumer's readiness to make a purchase choice based on their evaluation of the goods, is theoretically a key sign for forecasting actual purchasing behaviour. Moreover, in the context of modern marketing particularly within digital environments such as e-commerce and live streaming platforms purchase intention is increasingly influenced by interactive experiences and emotional engagement during the buying process. Consequently, purchase intention is not solely based on rational evaluation of the product, but also encompasses psychological and social elements that can significantly motivate consumers to complete a purchase transaction.

Hedonic Value

Hedonic value influences consumer purchase intention in various contexts, especially online shopping. Hedonic value pertains to the sense of pleasure, enjoyment, and emotional fulfillment that consumers derive from a product or service (Santo Alzira, 2021). Hedonic value is a non functional motivation in shopping activities, such as emotion, satisfaction, and a sense of adventure. According to To Liao C. & Lin T. H., (2007) hedonic value is the entertainment, happiness, or pleasure consumers feel during online shopping. Customers' emotional reactions are greatly heightened by their judgements of hedonic value, which also promotes receptive attitudes and future propensities to try new goods or services. Prior research has demonstrated that, in the context of online buying, hedonic value significantly influences customer purchase intention (Ryu Han H. & Jang S., 2010). In addition, Gan W., (2017) showed that hedonic value has a substantial impact on consumer satisfaction, which can affect purchase intention in social commerce. This is in accordance with the results reported in prior studies of W. Zhang et al., (2023) which stated that hedonic value positively impacts on purchase intention.

Emotional Pleasure

Emotional pleasure represents a key concept in the study of consumer behavior, influencing purchase intention in various contexts. It refers to the positive feelings and enjoyment experienced by consumers during interactions with products, services, or shopping environments (Utami et al., 2025). Emotional pleasure refers to the extent to which an individual experiences feelings of happiness and

joyful (W. Zhang et al., 2023). A fundamental aspect of emotional pleasure in consumer behavior is its relationship with the shopping environment. Research by Shang Ma H. Wang C. & Gao L., (2023) showed that pleasure perceived in online and offline shopping environments positively correlates with consumer purchase intention. In addition, emotional pleasure has been shown to mediate the effects of various marketing strategies on purchase intention. For example, a study Zhou Huang J. Wu K. Huang X. Kong N. & Campy K. S., (2021) on live streaming e-commerce highlighted that emotional marketing can effectively drive pleasure on consumer purchase intention. Similarly, Ryu Han H. & Jang S., (2010) demonstrated that hedonic value significantly influences behavioural intentions. As a result, emotional plays a significant role in determining consumer purchase intention, which is impacted by personal psychological constructs, marketing tactics, and environmental circumstances.

Trust

When it comes to live streaming, trust plays a significant role in how viewers and broadcasters interact as well as how customers make judgements about what to buy. A person's faith in the reliability and honesty of the broadcaster or platform is known as trust. According to Putri, (2023) the trust of potential customers plays a crucial role in live streaming, especially in encouraging impulsive purchases. In this context, interactions during live streaming, such as lobbying and negotiation, also contribute to forming audience trust (Leonindhira, 2024). In live streaming, broadcasters who can provide accurate and transparent information are more likely to build audience trust. In addition, previous positive experiences with the platform or broadcaster can also increase trust (Islam, 2023). Trust in live streaming results from various factors, including the broadcaster's credibility, social interaction, and user experience. Building this trust is essential for broadcasters and platforms to drive audience engagement and increase conversion rates in an e-commerce context.

Relationship Between Hedonic Value and Purchase Intention

High hedonic value in the live streaming shopping experience can increase consumer purchase intention. This is consistent with findings from studies showing that positive online shopping experiences, including entertainment and social interaction, can increase consumers' desire to make purchases (Siswanto, 2024; Padilah, 2024; Wijaya, 2024). Furthermore, the influence of hedonic value on purchase intention can also be understood through the features available in live streaming. The interactive features and experiences offered during live streaming sessions can increase consumers' perceptions of the value they get, both utilitarian and hedonic. According to Asante, (2023) also shows that the experience in live streaming can increase the hedonic gratification consumers feel, which can drive their purchase intention. Therefore, it is hypothesised that in the situation of live streaming purchasing, hedonic value positively influences purchase intention. It is anticipated that an increase in hedonic value will improve consumers' propensity to buy. Based on this explanation, the following hypothesis can be formulated.

H1: Hedonic Value has a Positive Effect on Purchase Intention

Relationship Between Emotional Pleasure and Purchase Intention

A number of interconnected factors can be used to explain how emotional pleasure affects purchase intention in live streaming. Customers' emotional enjoyment during live-streaming sessions is crucial in influencing their propensity to buy. Studies have shown that positive emotions, such as enjoyment and satisfaction, are strong predictors of consumers' willingness to buy (Dong, 2024; Q.

Zhang, 2024). In this context, high emotional pleasure can create a strong urge to purchase, especially when consumers feel emotionally connected to the content presented (Dong, 2024; Q. Zhang, 2024). Furthermore, the interactions during live streaming can also strengthen the relationship between emotional pleasure and purchase intention. High levels of emotional pleasure in this situation can increase buyers' intentions to make a purchase. Therefore, in the context of live streaming-based purchasing experiences, emotional enjoyment increases purchase intention. Based on the explanation, the following hypothesis can be formulated:

H2: Emotional Pleasure has a Positive Influence on Purchase Intention

The Relationship Between Hedonic Value and Emotional Pleasure

Hedonic value also plays a role in increasing emotional pleasure. Hedonic value is also closely related to the emotional pleasure of online shopping (Ratnawati, 2023). The emotional pleasure consumers feel during the live streaming session can be triggered by direct interaction with the host, attractive offers, and a pleasant atmosphere (Ratnawati, 2023). In addition, the influence of hedonic value on emotional pleasure in live streaming can be explained through several interrelated aspects. Hedonic value in the shopping experience through live streaming is closely related to consumers' emotional pleasure. Research shows that hedonic value, including entertainment, aesthetics, and personal satisfaction, can enhance positive emotional experiences during live-streaming sessions (Kolondam Reynaldi E. Darmawan K. & Setiowati R., 2023; Li Jiang Y. & Chang L., 2022). Existing literature reveals that positive consumer experiences in live streaming can create intense emotional pleasure, which contributes to consumer purchasing decisions (Padilah, 2024; Anisa N., 2022). This indicates that consumers' emotional pleasure increases with the hedonic value they perceive. Based on this explanation, the following hypothesis can be formulated:

H3: Hedonic Value has a Positive Effect on Emotional Pleasure

Relationship between Hedonic Value and Purchase Intention with Emotional Pleasure as a Mediator:

Emotional pleasure plays a mediating role in the effect of hedonic value on consumers' intention to purchase. Research shows that positive experiences resulting from hedonic value can increase emotional pleasure, ultimately driving purchase intention (W. Zhang et al., 2023; Siswanto, 2024; Padilah, 2024). This aligns with the findings (Li Jiang Y. & Chang L., 2022; Putri, 2023), which state that emotional pleasure mediates the influence of hedonic value on purchase intention in live streaming. Research shows that good interaction between streamers and viewers can increase positive emotional experiences, which drives purchase intention (Li Jiang Y. & Chang L., 2022; Putri, 2023). Thus, a pleasant experience during a live-streaming session can increase emotional pleasure, contributing to purchase intention (Shang Ma H. Wang C. & Gao L., 2023). Based on this explanation, the following hypothesis can be formulated:

H4: Hedonic Value has a Positive Effect on Purchase Intention with Emotional Pleasure as a Mediator

Relationship Between Hedonic Value and Purchase Intention with Trust as Moderation

The association between hedonic worth and purchase intention is strengthened by the moderating effect of trust. Customers are more likely to maximise their hedonic experiences without worrying about risk or security when they have faith in e-commerce platforms, which increases their propensity to buy. Hedonic value and trust can work together to affect purchase intention when used

in moderation. The impact of hedonic value on purchase intention can be amplified by consumer trust in live streaming platforms and presenters. Research shows that high trust can increase the effectiveness of hedonic value in driving purchase intention (Shah Alam et al., 2024; Beils, 2023; Ratnawati, 2023). Research by Gan W., (2017) also shows that consumer trust in live streaming platforms can strengthen the influence of hedonic value on emotional pleasure. Research (Shah Alam et al., 2024; Calvin, 2024) shows that consumer trust in live streaming platforms can strengthen the influence of hedonic value on purchase intention. A live-streamed shopping experience with a high hedonic value can boost customers' propensity to buy. Therefore, customers are more likely to be open to the hedonic value supplied when they have a high degree of trust, which increases their propensity to buy. Based on this explanation, the following hypothesis can be formulated:

H5: The Influence of Hedonic Value and Purchase Intention with Trust as Moderation

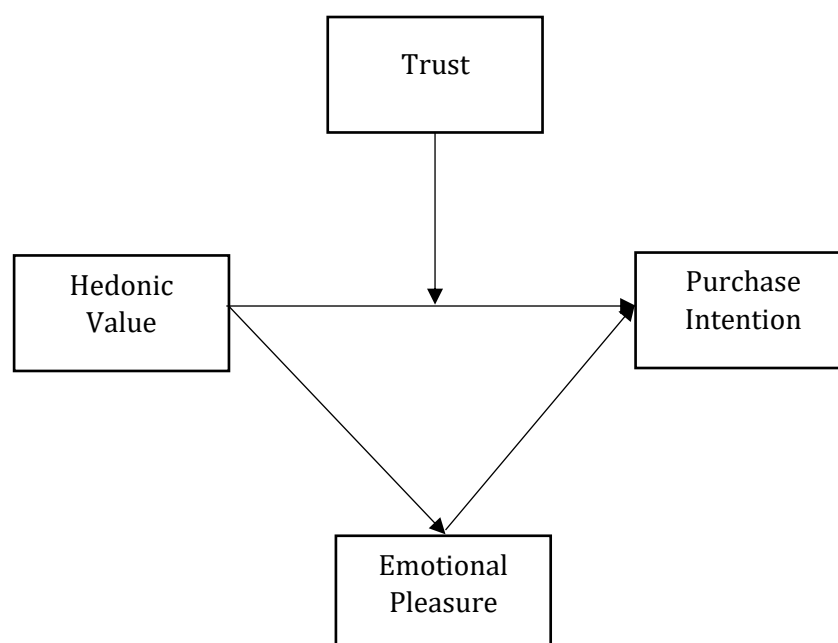


Figure 1. Theoretical Framework

Methods

Population and Sample

The participants in the study included all those who engage with and watch live shopping on the Shopee platform. Data were collected from consumers who participated in and viewed live shopping on the Shopee platform. The technique used in the sampling approach is purposive sampling. The sample size in this study is 185 respondents. From the 185 responders, 57.8% were female and 42.2% were male. Most of the people who responded were in their 17-20 years (49.7%), followed by those aged 21-30 years (25.4%) and 31-40 years (13.5%). Most of the people who responded had completed high school (62.7%), while lesser percentages held a Bachelor's Degree (16.8%), a Master's Degree (18.9%), and a Doctoral Degree (1.6%). The predominant monthly expenditure category was Rp 0-1,000,000 (37.3%), followed by Rp. 1,000,001 – Rp. 2,500,000 (32.4%), while only 14.6% reported expenditures over Rp. 5,000,000.

Measurement

Hedonic value is the independent variable in this study, trust is the moderating variable, emotional pleasure is the mediating variable, and purchase intention is the dependent variable. The questionnaire uses a five-point Likert scale and has 17 items that represent five constructs that were modified from earlier research.

Table 1. Measurement Indicator

No	Variable	Measurement question items	References
1	Hedonic Value	– Throughout the Shoppe live streaming experience, I experienced the exciting feeling of buying the thing I was viewing. – I experienced a sense of adventure when I bought a product after watching it on Shopee live streaming. – When I watched Shoppe live, I loved getting engrossed with the fascinating new product. – The time I spent online buying the product I saw on Shoppe live video was genuinely delightful when compared to other options.	(W. Zhang et al., 2023)
2	Emotional Pleasure	– Angry-satisfied – Unhappy-happy – Dissatisfied-very pleased – Sad-joyful – Disappointed-delighted	(W. Zhang et al., 2023)
3	Trust	– I believe for live streaming on the Shopee platform. – I have trust in the quality of products offered on Shopee live streaming. – The Shopee platform offers an effective after-sales service facilities. – Live streaming on the Shopee platform is legally protected.	(Shah Alam et al., 2024).
4	Purchase Intention	– I will soon buy the necessary items from this livestream shopping. – I am likely to recommend this live streaming shopping experience to my friends, family, and peer – The necessary items from this livestream shopping will be repurchased. – It is likely that I will make a purchase from this live streaming shopping experience	(W. Zhang et al., 2023)

Source: Processed data (2025)

Data Analysis Technique

The analysis consisted of two main stages: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). In the first stage, the constructs utilised in the study are evaluated for validity and reliability, and in the second stage, the conceptual model's proposed links between latent variables are assessed.

Outer Model Analysis

The Loading Factor, Composite Reliability (CR), and Average Variance Extracted (AVE) for each latent variable in the study are used to evaluate the outer model, as indicated in Tables 2 and 3. The analysis results show that, except for HV3 and T4, all of the indicators included in the study have loading factor values greater than 0.70, showing acceptable convergent validity. Each construct's Average Variance Extracted (AVE) values are greater than the required minimum of 0.50, indicating that the latent constructs, not error, account for a sizable portion of the variance in the indicators.

Tabel 2. Loading Factor

Indicator	Loading Factor	Indicator	Loading Factor
HV1	0,900	T1	0,863
HV2	0,906	T2	0,900
HV4	0,803	T3	0,841
EP1	0,753	PI1	0,774
EP2	0,813	PI2	0,855
EP3	0,891	PI3	0,870
EP4	0,859	PI4	0,830
EP5	0,856	PI5	0,831

Source: Processed data (2025)

Tabel 3. Cronbach Alpha, Composite Reliability, AVE

Variable	Cronbach Alpha	Composite Reliability	AVE
Hedonic Value	0,839	0,904	0,758
Emotional Pleasure	0,892	0,920	0,698
Trust	0,838	0,902	0,754
Purchase Intention	0,889	0,919	0,693

Source: Processed data (2025)

The measuring model satisfies the requirements for empirical research, according to the reliability and construct validity evaluations. Every construction exhibits Cronbach's Alpha values that are higher than the accepted threshold of 0.70, indicating strong internal consistency. Trust had the lowest dependability score (0.838), while Emotional Pleasure had the highest (0.892), both of which fall within acceptable bounds. Accordingly, all constructions with Composite Reliability (CR) ratings above the 0.70 cutoff point confirm adequate construct dependability. Adequate convergent validity is indicated by Average Variance Extracted (AVE) values for each construct that are higher than the necessary cutoff of 0.50. These results support the use of the measuring model in the subsequent structural model analysis by confirming that it demonstrates strong validity and reliability.

Inner Model Analysis

The analysis of the inner model is assessed through the coefficient of determination (R-squared). The following are the results of the R-squared test (Table 4):

Table 4. Coefficient of Determination

	R-Squared	Adjusted R-Squared
Emotional Pleasure	0,113	0,108
Purchase Intention	0,453	0,441

Source: Processed data (2025)

Different degrees of effect that the independent variables have on the dependent variables in the model are revealed by the Coefficient of Determination (R-Squared) analysis results. The R-Squared value of 0.113 for the emotional pleasure construct suggests a rather weak explanatory power, as the independent variables only explain around 11.3% of the variance in emotional pleasure. A greater influence is indicated by the R-Squared value of 0.453 for buy intention, which indicates that the independent factors account for approximately 45.3% of the variance in purchase intention.

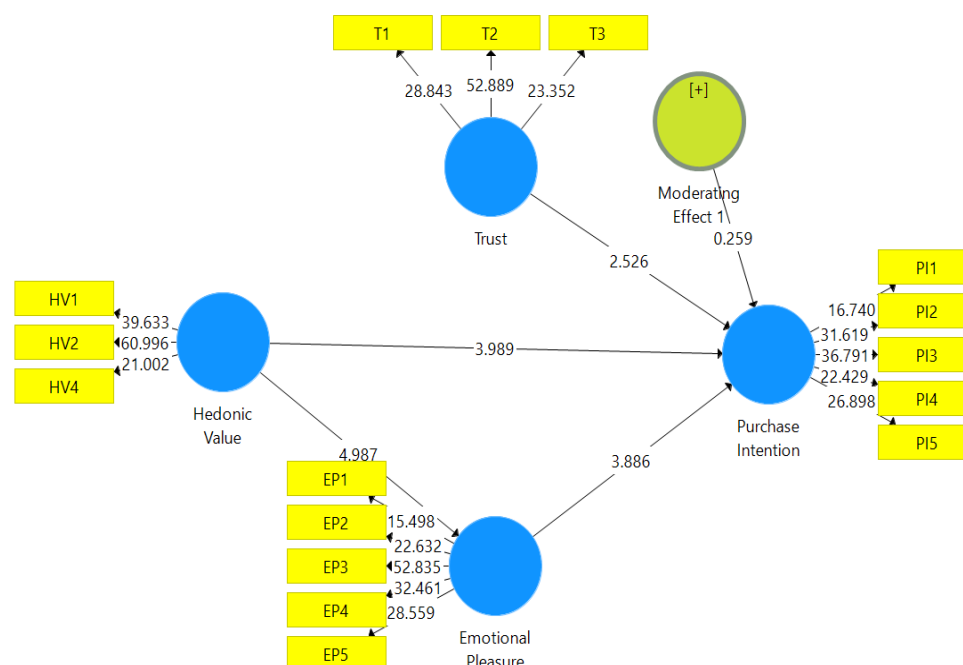
Results and Discussion

Hypothesis testing was performed with Smart PLS, with findings assessed by Original Sample (O), T-statistics, and P-values. The route coefficient values elucidate the direction and magnitude of the interactions among latent constructs. The majority of the proposed pathways exhibited statistical significance at the 5% threshold, evidenced by t-values exceeding 1.96 and p-values below 0.05.

Table 5. Hypothesis Testing Result

Hypothesis	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Values	Conclusion
H1: Hedonic Value -> Purchase Intention	0,335	0,320	0,084	3,989	0,000	Supported
H2: Emotional Pleasure -> Purchase Intention	0,288	0,279	0,074	3,886	0,000	Supported
H3: Hedonic Value -> Emotional Pleasure	0,335	0,336	0,067	4,987	0,000	Supported
H4: Hedonic Value -> Emotional Pleasure -> Purchase Intention	0,096	0,095	0,034	2,838	0,005	Supported
H5: Trust x Hedonic Value -> Purchase Intention	0,025	0,041	0,097	0,259	0,796	Not Supported

Source: Processed data (2025)



Hedonic value's direct effect on purchasing intention is evaluated by Hypothesis 1 (H1). The findings demonstrate a statistically significant link with a p-value of 0.000 and a T-statistic of 3.989. An increase in hedonic value is positively and meaningfully associated with a higher level of purchase intention, as indicated by the original sample value of 0.335. As a result, H1 is accepted. This result aligns with earlier studies that highlight how hedonic value shapes customer behaviour, especially in online retail environments. Hedonic value, which has the power to significantly influence consumer intentions, is a reflection of the pleasure, delight, and emotional fulfilment that come from purchasing. Hedonic value was found by Santo A., (2021) to be a significant determinant of online purchase intention. Likewise, Wu et al., (2018) found that hedonic value plays a major role in the development of purchase intentions. These findings are corroborated by research by Gan W., (2017) and W. Zhang et al., (2023), which likewise showed a favourable correlation between hedonic value and purchase intention.

The impact of emotional pleasure on purchase intention is examined in the second hypothesis (H2). The analysis shows that the association is statistically significant at the 5% threshold, with a T-statistic of 3.886 and a p-value of 0.000. The initial sample coefficient of 0.288 indicates that heightened emotional enjoyment among customers correlates with an increased intention to purchase. Emotional pleasure significantly and positively influences purchase intention, Emotional pleasure, often elicited by well designed marketing stimuli, enhances consumers' purchase intentions. For instance, Shang Ma H. Wang C. & Gao L., (2023) demonstrate that in an e-commerce live streaming context, consumers' pleasure perceptions triggered by background elements such as color and music positively correlate with purchase intention. The result also consistent with W. Zhang et al., (2023) that emotional pleasure has positive effect on purchase intention. So, When consumes will feel satisfied, happy and enjoy in live shopping, so they are willing to buy. Therefore H2 is supported.

The third hypothesis (H3) investigates the potential influence of hedonic value on emotional enjoyment. With a p-value of 0.000 and a T-statistic value of 4,987, the test findings demonstrate that this association is highly significant at the 1% level. Hedonic value has a strong positive effect on emotional pleasure, according to the original sample value of 0.335%. This means that consumers experience more emotional pleasure the higher the hedonic value they perceive.

Thus, H3 is confirmed. The notion that hedonic value positively shapes emotional pleasure is well supported across diverse consumer contexts. Hedonic value defined as the extent to which a product, service, or experience provides sensory stimulation, amusement, and personal gratification, has been consistently shown to induce positive emotional states. Empirical evidence reveals that individuals with high trait hedonism tend to report more intense and frequent positive emotional states, thereby confirming the predictive capacity of hedonic value in determining emotional pleasure these findings collectively highlight that hedonic value functions not merely as a descriptive metric of service quality but as an influential antecedent of emotional pleasure across various consumption frameworks.

The relationship between hedonic value and purchase intention is examined in the fourth hypothesis (H4), which looks at the mediating role of emotional pleasure. According to the test results, this association is statistically significant at the 1% level, with a T-statistic value of 2,838 and a p-value of 0,005. The results indicate that emotional enjoyment acts as a mediator in the link between hedonic value and purchase intention, with an initial sample value of 0.096. Hedonic value which encompasses dimensions of fun, aesthetics, and sensory pleasure, is posited to directly enhance consumers' willingness to buy. For instance, Dian & Sari, (2024) empirically demonstrated that hedonic value significantly influences purchase intention, affirming that consumers' experiential needs are met by products or services that emphasize pleasure. Examining how emotional pleasure functions as a mediator between hedonic value and purchasing intention yields a more complex picture. Studies conducted in various contexts indicate that emotional gratification serves as both an immediate result of being exposed to hedonic stimuli and an intermediary factor that strengthens purchase intention. To put it another way, Hedonic Value indirectly affects Purchase Intention by increasing the emotional satisfaction that customers receive. Thus, H4 is supported.

When trust is included as a moderating variable in the context of live-streaming commerce, the results of hypothesis testing for H5 show that hedonic value does not significantly moderate purchase intention. The statistical results do not support the model's original claim that trust could strengthen the relationship between hedonic value and purchase intention. The study's p-value of 0.796 and T-statistic of 0.259, which are below the crucial threshold of 1.96, indicate that the moderating effect is

not statistically significant. As a result, H5 is not supported. This suggests that the degree to which hedonic value and purchase intention are correlated is unaffected by consumer faith in the platform. The hedonic experience by itself does not necessarily raise the likelihood of a purchase, even though consumers perceive the live streaming site as trustworthy. In this context, trust has no effect on how hedonic value influences buyers' inclinations to buy.

Conclusions

By investigating the impact of hedonic value on purchase intention with emotional pleasure acting as a mediator and trust as a moderator this study considerably improves our understanding of buy intention in live streaming. The findings that hedonic value and emotional enjoyment have a direct impact on purchase intention provide marketers with important information to help them develop more effective strategies to increase consumer purchasing intents. This study adds to the body of research on the role of emotional pleasure as a mediator in the relationship between hedonic value and purchase intention; trust, on the other hand, was not shown to moderate this relationship.

These findings enrich existing theories regarding consumer purchasing intention. For businesses, these findings can be applied to efforts aimed at increasing sales and product development. By understanding the importance of hedonic value and emotional pleasure, companies can develop products and customer experiences that not only fulfill functional needs but also engage the emotional dimension of consumers, thereby enhancing purchase intention. Future research could also incorporate contextual or cultural factors that might influence the observed outcomes, recognizing that individual differences or market variations can affect the measurement of emotional pleasure and purchase intention. Furthermore, comparative analyses across different industry sectors or product categories might give more detailed information about the causes of purchase intention within more specific contexts.

References

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Al-Harbi N., A. and B. (2021). Can opinion leaders through instagram influence organic food purchase behaviour in saudi arabia? *Journal of Islamic Marketing*, 13(6), 1312–1333. <https://doi.org/10.1108/jima-08-2019-0171>
- Anisa N., D. and M. (2022). Pengaruh user generated content dan e-wom pada aplikasi tik-tok terhadap purchase intention produk fashion. *Jurnal Sinar Manajemen*, 9(2), 207–218. <https://doi.org/10.56338/jsm.v9i2.2610>
- Asante, I. (2023). Exploring the motivating factors for using live-streaming and their influence on consumers' hedonic well-being: the mediating effect of psychological engagement. *Psychology and Marketing*, 41(1), 27–44. <https://doi.org/10.1002/mar.21881>
- Barber D., N. and T. (2013). Experimental approach to assessing actual wine purchase behavior. *International Journal of Wine Business Research*, 25(3), 203–226. <https://doi.org/10.1108/ijwbr-2012-0013>

- Beils, Z. (2023). Mempengaruhi online purchase intention dengan trust sebagai variabel intervening pada pelanggan marketplace di batam. *JWM (Jurnal Wawasan Manajemen)*, 11(2), 156–165. <https://doi.org/10.20527/jwm.v11i2.239>
- Calvin, N. (2024). Pengaruh ewom, trust, dan perceived hedonic value terhadap minat beli konsumen pada produk e-commerce. *Jurnal Manajerial Dan Kewirausahaan*, 6(1), 80–91. <https://doi.org/10.24912/jmk.v6i1.28574>
- Dian, R. R., & Sari, A. Y. (2024). How the Role of Emotional Pleasure Mediates the Value of Shopee Live. *Santhet (Jurnal Sejarah Pendidikan Dan Humaniora)*, 8(2), 2494–2503. <https://doi.org/10.36526/santhet.v8i2.4708>
- Dong, Y. (2024). Beyond the screen: how affection drives impulsive purchases in livestreaming e-commerce. *International Journal of Applied Economics Finance and Accounting*, 18(1), 168–179. <https://doi.org/10.33094/ijaefa.v18i1.1338>
- Gan W., C. and W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4), 772–785. <https://doi.org/10.1108/intr-06-2016-0164>
- Islam, F. (2023). Pengaruh travel dan airline apps terhadap preferensi sudut pandang psikologi dan perilaku konsumen. *Skyhawk Jurnal Aviasi Indonesia*, 3(2), 253–263. <https://doi.org/10.52074/skyhawk.v3i2.134>
- Kolondam Reynaldi E. Darmawan K. & Setiowati R., Y. (2023). The influence of utilitarian, hedonic, and e-service quality on consumer satisfaction toward e-grocery. *Indonesian Journal of Multidisciplinary Science*, 2(6), 2668–2679. <https://doi.org/10.55324/ijoms.v2i6.465>
- Leonindhira, A. (2024). Interaksi lobi dan negosiasi dalam pemasaran live streaming media sosial tiktok: studi kasus keputusan pembelian parfum @pucelleid. *PJISE*, 1(3), 10. <https://doi.org/10.47134/pjise.v1i3.2579>
- Li Jiang Y. & Chang L., G. (2022). The influence mechanism of interaction quality in live streaming shopping on consumers' impulsive purchase intention. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.918196>
- Padilah, I. (2024). Pengaruh live streaming shopping dan ulasan online terhadap purchase intention produk erigo di kota bandung pada aplikasi tiktok. *Bandung Conference Series Business and Management*, 4(1), 719–728. <https://doi.org/10.29313/bcsbm.v4i1.11788>
- Putri, N. (2023). Pengaruh interactivity terhadap trust, perceived enjoyment, dan impulsive buying intention di shopee live. *Economic and Education Journal (Ecoducation)*, 5(3), 303–316. <https://doi.org/10.33503/ecoducation.v6i1.3810>
- Ratnawati, R. (2023). Pengaruh discount, live streamer, dan customer trust terhadap impulse buying pada live streaming commerce. *TECHBUS*, 1(1), 15–22. <https://doi.org/10.61245/techbus.v1i1.6>
- Ryu Han H. & Jang S., K. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant industry. *International Journal of Contemporary Hospitality Management*, 22(3), 416–432. <https://doi.org/10.1108/09596111011035981>
- Santo A., P. and M. (2021). Determinants of the online purchase intention: hedonic motivations, prices, information and trust. *Baltic Journal of Management*, 17(1), 56–71. <https://doi.org/10.1108/bjm-04-2021-0140>

- Santo Alzira, P. E. M. (2021). Determinants of the Online Purchase Intention: Hedonic Motivations, Prices, Information and Trust. *Baltic Journal of Management*, 17(1), 56–71. <https://doi.org/10.1108/bjm-04-2021-0140>
- Shah Alam, S., Ahmed, S., Ahmad Kokash, H., Shahed Mahmud, M., & Zafrin Sharnali, S. (2024). Utility and hedonic perception- Customers' intention towards using of QR codes in mobile payment of Generation Y and Generation Z. *Electronic Commerce Research and Applications*, 65. <https://doi.org/10.1016/j.elerap.2024.101389>
- Shang Ma H. Wang C. & Gao L., Q. (2023). Effects of background fitting of e-commerce live streaming on consumers' purchase intentions: a cognitive-affective perspective. *Psychology Research and Behavior Management*, 16, 149–168. <https://doi.org/10.2147/prbm.s393492>
- Siswanto, E. (2024). Pengaruh live streaming, advertising dan affiliate marketing terhadap minat beli di shopee. *Jurnal Ekonomi Bisnis Manajemen Dan Akuntansi (Jebma)*, 4(1), 1–11. <https://doi.org/10.47709/jebma.v4i1.3329>
- To Liao C. & Lin T. H., P. L. (2007). Shopping motivations on the internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12), 774–787.
- Utami, W., Wati, L., Dwi Putri, T., & Surayya Ismayanti, R. (2025). The role of shopping enjoyment on online impulse buying with browsing as mediating and brand awareness as moderating. *Jurnal Apresiasi Ekonomi*, 13(1), 16–28.
- Wijaya, G. (2024). Perspektif consumer behavior theory dalam meningkatkan repurchase intention eminacomestic melalui shopee live. *Value Jurnal Manajemen Dan Akuntansi*, 19(1), 105–122. <https://doi.org/10.32534/jv.v19i1.5060>
- Wu, W., Huang, V. Q., Chen, X., Davison, R. M., & Hua, Z. (2018). Social Value and Online Social Shopping Intention: The Moderating Role of Experience. *Information Technology and People*, 31(3), 688–711. <https://doi.org/10.1108/itp-10-2016-0236>
- Wu Yeh G. & Hsiao C., P. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal (Amj)*, 19(1), 30–39. <https://doi.org/10.1016/j.ausmj.2010.11.001>
- Zhang, Q. (2024). Consumers purchase intention in live-streaming e-commerce: a consumption value perspective and the role of streamer popularity. *Plos One*, 19(2), e0296339. <https://doi.org/10.1371/journal.pone.0296339>
- Zhang, W., Zhang, W., & Daim, T. U. (2023). Investigating consumer purchase intention in online social media marketing: A case study of Tiktok. *Technology in Society*, 74. <https://doi.org/10.1016/j.techsoc.2023.102289>
- Zhou Huang J. Wu K. Huang X. Kong N. & Campy K. S., M. (2021). Characterizing Chinese consumers' intention to use live e-commerce shopping. *Technology in Society*, 67. <https://doi.org/10.1016/j.techsoc.2021.101767>