

The Effect of Utilitarian, Hedonic, and Social Values on Behavioral Outcomes through Consumer Trust

Consumer Values in
Live Streaming
Commerce

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ABSTRACT

Live streaming e-commerce is rapidly transforming digital retail, yet the psychological drivers of consumer behavior in emerging markets like Indonesia. This study investigates consumer behavior in Indonesia's live streaming e-commerce by examining how utilitarian, hedonic, and social values shape trust toward products and streamers, ultimately driving purchase intention and consumer engagement. Using the theory of consumption values integrated with trust-based models, data from 350 active live commerce consumers were analyzed with PLS-SEM via SmartPLS 4.0. The findings reveal that utilitarian, hedonic, and social values significantly enhance trust, which in turn strongly predicts purchase intention and consumer engagement. The model explains 52.5% of trust, 33.2% of purchase intention, and 21.8% of engagement variance, highlighting trust's mediating role in linking consumption values to behavioral outcomes. The results emphasize the need for live commerce strategies that combine efficiency, entertainment, and community to cultivate trust, thereby boosting both immediate sales and long-term engagement. The study offers original contributions by being the first comprehensive empirical test in Indonesia applying consumption values and trust frameworks in live commerce.

Keywords: Consumer Engagement, Consumer Trust, Hedonic Value, Live Streaming E-Commerce, Purchase Intention, Social Value, Utilitarian Value.

ABSTRAK

Live streaming e-commerce berkembang pesat dan mengubah lanskap ritel digital, namun mekanisme psikologis yang mendorong perilaku konsumen di pasar berkembang seperti Indonesia. Penelitian ini menelaah perilaku konsumen dalam konteks live streaming e-commerce di Indonesia dengan menguji bagaimana nilai utilitarian, hedonik, dan sosial memengaruhi kepercayaan konsumen terhadap produk maupun streamer, yang selanjutnya berdampak pada niat beli dan keterlibatan konsumen. Kerangka penelitian mengintegrasikan Theory of Consumption Values dengan model berbasis kepercayaan dalam perdagangan digital menggunakan pendekatan Partial Least Squares-Structural Equation Modeling (PLS-SEM). Data kuantitatif dikumpulkan melalui survei daring terhadap 350 konsumen Indonesia yang aktif mengikuti siaran live commerce pada

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Januari 2025. Hasil analisis menunjukkan bahwa nilai utilitarian, hedonic, dan sosial berpengaruh positif signifikan terhadap kepercayaan konsumen. Selanjutnya, kepercayaan terbukti menjadi prediktor kuat niat beli dan keterlibatan konsumen. Model menjelaskan 52.5% varians kepercayaan, 33.2% varians niat beli, dan 21.8% varians keterlibatan konsumen. Analisis mediasi menegaskan peran sentral kepercayaan dalam menyalurkan pengaruh nilai konsumsi terhadap hasil perilaku. Secara praktis, temuan ini menekankan pentingnya merancang pengalaman live streaming yang menggabungkan efisiensi, hiburan, dan interaksi sosial guna membangun kepercayaan.

Kata kunci: Keterlibatan Konsumen, Kepercayaan Konsumen, Nilai Hedonik, E-Commerce streaming langsung, Niat Pembelian, Nilai Sosial, Nilai Utilitarian.

INTRODUCTION

The digital transformation of the retail industry has precipitated the emergence of live streaming e-commerce as a revolutionary paradigm in online shopping experiences. This innovative format seamlessly integrates real-time video broadcasting with immediate transactional capabilities, creating immersive and interactive shopping environments that transcend traditional e-commerce limitations (Chen & Lin, 2018). Within the Indonesian market context, live streaming commerce adoption has demonstrated exponential growth trajectories, with 83.7% of digital consumers having engaged with live commerce broadcasts, positioning Indonesia as a vanguard market in Southeast Asia's digital commerce evolution (McKinsey Global Institute, 2023).

Platform ecosystems, including Shopee Live, TikTok Shop, and Instagram Live Shopping, have fundamentally transformed traditional e-commerce landscapes by facilitating bidirectional real-time communication between merchants and consumers. This phenomenon has generated complex digital ecosystems wherein psychological, social, and technological factors converge to influence consumer behavioral patterns in unprecedented ways (Cai et al., 2023; Chen et al., 2023).

Despite live streaming commerce's rapid proliferation, scholarly understanding of the psychological mechanisms driving consumer behavior within these contexts remains nascent, particularly within emerging markets characterized by distinct cultural and socioeconomic attributes. Previous Western market investigations have identified factors such as social presence, parasocial interactions, and perceived authenticity as purchase intention determinants (Xu et al., 2020). However, research within Asian contexts, specifically Indonesia, with its pronounced collectivist cultural characteristics, remains substantially underexplored.

A notable research gap persists in the literature concerning the integration of the Theory of Consumption Values with trust-based models in live streaming commerce (Sheth et al., 1991). Most prior studies have examined technological features or individual value dimensions in isolation, neglecting to explore how multiple values jointly shape trust formation and behavioral outcomes (Lu et al., 2021). For instance, Febriyanti and Irmawati (2024) demonstrated that hedonic and social values significantly affect trust, whereas utilitarian value showed no effect, highlighting inconsistency in the role of different value dimensions. Moreover, existing research predominantly focuses on purchase intention as the primary outcome, with limited attention to consumer engagement, an equally critical construct for understanding long-term brand-consumer relationships (Hollebeek et al., 2019).

This gap underscores the urgency of developing an integrative framework that accounts for multiple value dimensions, trust as a mediating mechanism, and broader behavioral outcomes such as engagement. Addressing this void is essential for advancing theoretical understanding of consumer decision-making in digital commerce and for guiding practitioners to design value-driven strategies that foster sustainable trust and loyalty within the rapidly expanding live streaming commerce sector. This study explores how utilitarian, hedonic, and social values shape consumer trust in live streaming e-

commerce and how that trust, in turn, affects purchase intention and engagement. It develops an integrative model that connects the Theory of Consumption Values with trust theory, empirically testing trust's mediating role through advanced statistical modeling. The research also broadens the understanding of consumer engagement as a multidimensional construct in live streaming contexts. The findings offer strategies for optimizing live streaming performance through values-based approaches, provide trust-building frameworks for digital commerce, and deliver cultural insights relevant to multinational enterprises in Indonesia. Methodologically, the study validates Indonesian-language instruments for live streaming research and demonstrates the application of PLS-SEM in complex mediation models involving multiple predictors.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

Factor Influencing Consumer Trust

Live streaming e-commerce represents an evolutionary advancement from traditional e-commerce toward social commerce 3.0, incorporating real-time interaction, social influence mechanisms, and immersive experiential elements (Wang et al., 2023), while differing from static platforms by enabling direct, temporal shared experiences between consumers, sellers, and peers (Kim & Park, 2023). Drawing on media richness theory (Daft & Lengel, 1986), it achieves the highest media richness through integrated visual cues, immediate feedback, personal focus, and natural language, thereby reducing information asymmetry and uncertainty to facilitate trust formation. Similarly, social presence theory (Short et al., 1976) highlights the enhanced perception of others' presence in live streaming compared to traditional e-commerce (Li et al., 2022), which fosters psychological ownership, emotional attachment, and ultimately purchase intention (Zhang et al., 2023).

The Theory of Consumption Values (TCV) proposed by Sheth et al. (1991) outlines five dimensions influencing consumer choice, namely functional, social, emotional, epistemic, and conditional, with this study focusing on utilitarian (functional) value, encompassing benefits like information acquisition, convenience, price advantages, and product authenticity verification through live streaming features such as demonstrations, Q&A, and immediate feedback that reduce search costs and risks; hedonic (emotional) value, involving enjoyment, entertainment, stimulation, and escapism via gamification, contests, and positive experiences that enhance brand attachment and loyalty; and social value, capturing belonging, identity expression, and peer influence facilitated by virtual communities and interactions (Babin & Darden, 1995; Arnold & Reynolds, 2003; Thomson et al., 2005; Overby & Lee, 2006; Bridges & Florsheim, 2008; Park & Kim, 2022; Wang & Yu, 2023). Trust, defined as willingness to accept vulnerability based on positive expectations of seller behavior, is complex in live streaming due to dual targets (streamers and products), comprising cognitive trust from competence, integrity, and benevolence, and affective trust from emotional bonds, both fostered by real-time multi-sensory interactions (Mayer et al., 1995; McAllister, 1995; McKnight et al., 2002; Ba & Pavlou, 2002; Gefen et al., 2003; Johnson & Grayson, 2005; Zhang et al., 2023). Utilitarian, hedonic, and social values serve as key antecedents of trust, with utilitarian building cognitive trust, hedonic promoting affective trust, and social reinforcing it via social proof and identification (Sirdeshmukh et al., 2002; Vukadin et al., 2018).

The relationship between utilitarian value and trust is grounded in rational choice theory and consumer behavior research (Pavlou, 2003). In live streaming e-commerce, consumers efficiently access product details, compare prices, and finalize transactions with minimal effort. Real-time demonstrations and Q&A reduce the information asymmetries common in online commerce. Information processing theory (Berger & Calabrese, 1975) explains this process: accurate information, transparent pricing, and efficient service diminish uncertainty about seller competence and product quality, thereby strengthening trust (Zhang et al., 2023). Empirical studies confirm that completeness, accuracy, and timeliness of information significantly predict trust in live

streaming contexts, where synchronous communication and immediate problem-solving further enhance the perceived usefulness-trust link (Chen et al., 2022).

The hedonic value-trust relationship is supported by the affect infusion, which holds that positive emotions shape evaluations of the sellers and products model (Forgas, 1995). Live streaming delivers hedonic value through entertainment, interactivity, and social enjoyment beyond transactional benefits (Vukadin et al., 2018). Emotional contagion theory suggests streamers' charismatic behavior induces positive emotions that enhance trust via halo effects (Hatfield et al., 1994; Chen & Lin, 2018). Such enjoyment fosters emotional bonds, signaling authenticity and concern for consumers. Positive psychology further argues that positive emotions broaden cognition and build trust propensity, making consumers more receptive and less skeptical of sellers (Fredrickson, 2001).

The social value-trust link draws from social identity theory and social proof (Tajfel & Turner, 1979; Cialdini, 2009). Participation in live streaming enhances self-concept, community affiliation, and status (Xu et al., 2022), with identification strengthening ties to sellers (Liao et al., 2023). Social presence theory adds that the perception of others' presence in live streaming heightens attachment and reduces social distance (Short et al., 1976; Ming et al., 2021). Finally, social proof shows that visible peer engagement and satisfaction act as cues reinforcing seller reliability and product quality (Cialdini & Goldstein, 2004; Wang et al., 2023).

H1: Utilitarian value has a positive influence on consumer trust.

H2: Hedonic value has a positive influence on consumer trust.

H3: Social value has a positive influence on consumer trust.

Trust, Purchase Intention, and Consumer Engagement

The trust-purchase intention relationship is among the most consistently validated findings in e-commerce research, supported across platforms and cultures. The theory of reasoned action and the theory of planned behavior explain this link by positioning beliefs and attitudes as central determinants of intentions (Fishbein & Ajzen, 1975; Ajzen, 1991). In online commerce, trust repeatedly emerges as a decisive factor shaping purchase decisions across varied contexts.

Risk reduction theory further highlights trust's role in mitigating uncertainties related to product quality, financial security, and seller opportunism. Trust acts as a psychological assurance, lowering perceived risks and removing barriers to purchase intention (Chen et al., 2020). From a transaction cost economics perspective, trust reduces the need for extensive monitoring and verification. In live streaming, it streamlines decision-making by minimizing cognitive effort and simplifying evaluations (Xu et al., 2020). Empirical findings consistently show trust as a strong predictor of purchase intention, and in live streaming contexts, it also mediates the impact of streamer characteristics on consumer behavior (Hossain et al., 2023). Real-time interaction further reinforces this dynamic by providing immediate validation of trust.

Trust is also foundational for engagement. Relationship marketing theory and customer engagement frameworks underscore trust as essential for building long-term consumer-firm relationships (Morgan & Hunt, 1994; Bowden, 2009). Social exchange theory emphasizes that trust fosters reciprocal behaviors, encouraging consumers to contribute time, effort, and advocacy beyond transactions (Blau, 1964). Psychological safety theory suggests that trust enables authentic participation by reducing fears of exploitation or embarrassment (Kahn, 1990). Customer engagement literature consistently identifies trust as an antecedent to active behaviors, from content sharing to community participation (Hollebeek et al., 2014). In live streaming, real-time interaction, community building, and co-creation amplify this link, offering multiple avenues for trust validation and strengthening the move from passive viewing to active engagement (Zhang et al., 2023).

H4: Consumer trust has a positive influence on purchase intention.

H5: Consumer trust has a positive influence on consumer engagement.

Trust as a Mediating Variable

Trust serves as a critical mediating mechanism in live streaming e-commerce, channeling the effects of perceived consumption values, namely utilitarian, hedonic, and social, into behavioral outcomes such as purchase intention and consumer engagement (Wu & Huang, 2023). Drawing from the stimulus-organism-response (SOR) framework, consumption values act as external stimuli that foster trust as an internal organism state, ultimately driving responses like buying decisions and active participation (Wongkitrungrueng & Assarut, 2020). Specifically, utilitarian value enhances cognitive trust through functional benefits and risk reduction, while hedonic value promotes affective trust via emotional enjoyment, and social value strengthens trust through community belonging and social proof (Wu & Huang, 2023). Empirical evidence indicates that trust partially or fully mediates these relationships to purchase intention, as higher trust lowers perceived risks and reinforces confidence in streamers and products (Guo et al., 2021; Liu et al., 2022).

Extending to consumer engagement, trust plays a pivotal mediating role by transforming value perceptions into sustained interactions, such as commenting, sharing, and community involvement (Wongkitrungrueng & Assarut, 2020). In live streaming contexts, symbolic (social) value often exerts both direct and indirect effects via trust on engagement, whereas utilitarian and hedonic values influence engagement sequentially through trust in products and sellers (Wongkitrungrueng & Assarut, 2020). This mediation is particularly pronounced in social commerce, where trust bridges perceived values to long-term relational behaviors beyond immediate transactions (Guo et al., 2021).

H6: Consumer trust mediates the relationship between utilitarian value and purchase intention.

H7: Consumer trust mediates the relationship between hedonic value and purchase intention.

H8: Consumer trust mediates the relationship between social value and purchase intention.

H9: Consumer trust mediates the relationship between utilitarian value and consumer engagement.

H10: Consumer trust mediates the relationship between hedonic value and consumer engagement.

H11: Consumer trust mediates the relationship between social value and consumer engagement.

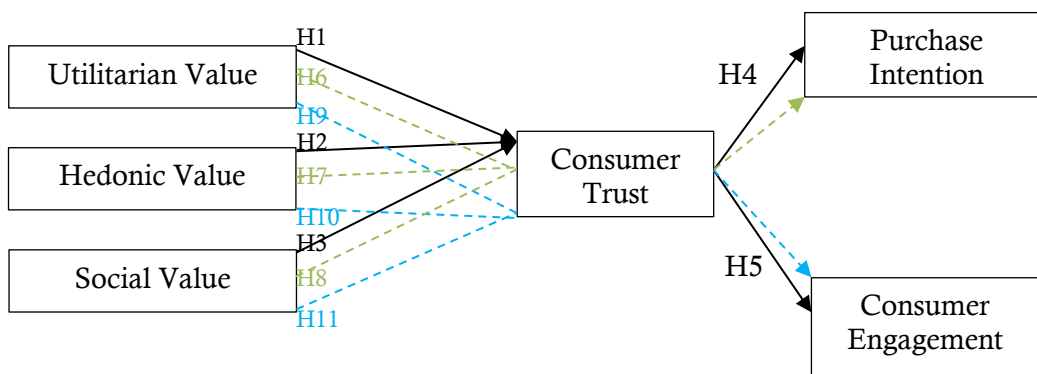


Figure 1. Research Framework

Based on Figure 1, the research framework posits that consumer trust acts as a central mediating mechanism in live streaming e-commerce, linking perceived consumption

values to behavioral outcomes. Utilitarian, hedonic, and social values are proposed as direct antecedents that positively influence trust (H1–H3), capturing the functional benefits, emotional enjoyment, and social interactions derived from live sessions. Trust, in turn, directly drives purchase intention by mitigating perceived risks and building confidence in streamers and products (H4), as well as consumer engagement by promoting active participation, content sharing, and community involvement (H5). Furthermore, trust mediates the relationships between each consumption value (utilitarian, hedonic, and social) and both purchase intention (H6–H8) and consumer engagement (H9–H11), emphasizing its pivotal role in transmitting the effects of value perceptions to immediate transactional behaviors and long-term relational engagement in this interactive digital context.

RESEARCH METHODS

This study applies a cross-sectional quantitative design using an online survey targeting Indonesian e-commerce consumers with live streaming commerce experience in the past three months. The sampling frame was developed through online shopping communities on Instagram, Twitter, Facebook, and WhatsApp. Purposive sampling was applied with inclusion criteria: age ≥ 18 , at least three live streaming commerce experiences within three months, prior interaction (comment/like) or purchase, and Indonesian residency. Sample size estimation with G-Power 3.1.9.7 ($f^2 = 0.15$, power = 0.95, $\alpha = 0.05$) indicated a minimum of 322 respondents; accounting for non-response and data cleaning, the target sample was set at 400. Constructs were operationalized through a literature review and expert validation by three marketing academics and two e-commerce practitioners. All constructs used reflective models with 7-point Likert scales (1 = Strongly Disagree, 7 = Strongly Agree) to ensure statistical power and discriminant validity (Hair et al., 2019). Table 1 presents the validated measurement scales.

Table 1. Measurement Scales

Construct	Measurement Items	Source
Utilitarian Value	<ol style="list-style-type: none"> 1. Live streaming provides comprehensive and accurate product information 2. Purchase decisions are more efficient through live streaming 3. Live streaming helps to find products with optimal pricing 4. Product demonstrations in live streaming are highly informative 	Overby and Lee (2006); Bridges and Florsheim (2008)
Hedonic Value	<ol style="list-style-type: none"> 1. Watching live streaming constitutes an enjoyable experience. 2. Feel entertained while following live streaming commerce. 3. Live streaming provides exciting shopping experiences. 4. Enjoying interactions with streamers and other viewers. 	Babin and Darden (1995); Childers et al. (2001)
Social Value	<ol style="list-style-type: none"> 1. Participating in live streaming reflects my social status. 2. Feeling like part of a community when following live streaming. 3. Live streaming helps to express my personal identity. 4. Shopping through live streaming enhances my image among others. 	Sweeney and Soutar (2001); Wang and Yu (2023)
Trust	<ol style="list-style-type: none"> 1. Believing the streamer is honest in product presentation. 2. The streamer is reliable in providing information. 3. Confident that products sold match their descriptions. 4. This live streaming platform provides transaction security guarantees. 	Gefen and Straub (2004); Kim et al. (2008)

Construct	Measurement Items	Source
	5. Trusting the shopping process through this live streaming	
Purchase Intention	<ol style="list-style-type: none"> 1. Intending to purchase products offered in this live streaming. 2. The probability of purchasing this product is very high. 3. Considering live streaming as a purchase channel in the future. 	Dodds et al. (1991); Chen and Chang (2003)
Consumer Engagement	<ol style="list-style-type: none"> 1. Actively interact (like, comment, share) during live streaming. 2. Following streamer/brand accounts after watching live streaming. 3. Discussing live streaming with friends or family members. 4. Providing feedback or reviews after watching live streaming 	Hollebeek et al. (2014); Dessart et al. (2015)

Table 1 presents the measurement scales used in this study, encompassing six key constructs: utilitarian value, hedonic value, social value, trust, purchase intention, and consumer engagement. The utilitarian value construct, adapted from Bridges and Florsheim (2008) as well as Overby and Lee (2006), measures consumers' perceptions of the practical benefits of live streaming commerce. It includes items such as the comprehensiveness and accuracy of product information, the efficiency of purchase decisions, the ability to find optimally priced products, and the informativeness of product demonstrations. The hedonic value construct, drawn from Babin and Darden (1995) and Childers et al. (2001), reflects the emotional and experiential enjoyment derived from live streaming activities. Measurement items include feelings of enjoyment, entertainment, excitement during shopping, and pleasure from interactions with streamers and other viewers. The social value construct, based on Sweeney and Soutar (2001) and Wang and Yu (2023), captures the social and identity-related benefits of live streaming participation. Items measure perceptions of enhanced social status, a sense of community belonging, self-expression, and improved personal image through shopping in live streaming contexts.

The trust construct, adapted from Gefen and Straub (2004) and Kim et al. (2008), assesses consumers' confidence in the honesty, reliability, and security of live streaming transactions. The indicators include trust in the streamer's honesty and information reliability, belief that products match their descriptions, perceived transaction security, and overall trust in the shopping process through live streaming. The purchase intention construct, sourced from Dodds et al. (1991) and Chen and Chang (2003), measures consumers' likelihood of buying products offered during live streaming. It includes intentions to purchase, perceived probability of purchase, and consideration of live streaming as a future shopping channel. Finally, the consumer engagement construct, based on Hollebeek et al. (2014) and Dessart et al. (2015), captures consumers' behavioral and participatory involvement in live streaming. Items reflect actions such as interacting during live sessions (liking, commenting, sharing), following streamers or brand accounts, discussing live streaming content with others, and providing feedback or reviews afterward.

A pilot study involving 45 respondents was conducted to assess face validity, content validity, and initial reliability. Content Validity Index (CVI) exceeded 0.80 for all items, while Cronbach's α values for all constructs exceeded 0.75, indicating reliable and valid instrumentation. Primary data collection was executed over four weeks (January 2025) through online questionnaires using Google Forms. Quality control measures included

Attention check questions to identify inattentive responses, response time monitoring (responses under 5 minutes were eliminated), and straight-lining detection to identify inconsistent response patterns.

Data analysis employed a two-stage approach. First, measurement model assessment for reliability and validity evaluation, and structural model assessment for hypothesis testing. Partial Least Squares Structural Equation Modeling (PLS-SEM) was selected due to a prediction-oriented approach suitable for theory development, robustness to non-normal data distributions, and the capability to handle complex models with multiple mediators (Hair et al., 2019). Common Method Bias (CMB) was assessed using Harman's Single Factor Test, Common Latent Factor (CLF) Method, and Marker Variable Technique. Measurement model evaluation employed established criteria: Internal Consistency (Cronbach's $\alpha > 0.70$, Composite Reliability > 0.70), Convergent Validity (Average Variance Extracted > 0.50 , Factor Loadings > 0.70), Discriminant Validity (HTMT < 0.85 , Fornell-Larcker criterion). Structural model assessment encompassed: Collinearity Assessment (VIF < 5.0), Path Coefficient Significance (5,000 bootstrap subsamples), Effect Size (f^2 values), Predictive Relevance (Q^2 values), Model Fit (SRMR < 0.08 , NFI > 0.90).

RESULTS

From 400 distributed questionnaires, 367 responses were obtained (response rate = 91.8%). Following data cleaning and screening procedures, 350 valid responses were retained for final analysis. Table 1 shows the respondent characteristics.

Table 2. Respondent Characteristics

Category	Sub Category	Percentage (%)
Gender	Female	64
	Male	36
Age	19-29 years	55
	30-39 years	30
	≥ 40 years	15
Education	High school	25
	Diploma	20
	Bachelor's degree	45
Monthly Income	Postgraduate	10
	< Rp 3 million	20
	Rp 3–6 million	35
	Rp 6–10 million	30
Platform Used	> Rp 10 million	15
	Shopee Live	58
	TikTok Live	25
	Instagram Live	12
Viewing Frequency	Others	5
	>3 times weekly	35
	1–3 times weekly	40
Product Category	1–3 times monthly	25
	Fashion and accessories	45
	Beauty and cosmetics	30
	Electronics	15
	Home and living	10

Demographic characteristics revealed: Gender distribution of 64% female and 36% male; Age composition of 55% aged 19-29 years, 30% aged 30-39 years, and 15% aged ≥ 40 years; Educational attainment including 45% bachelor's degree holders, 25% high school graduates, 20% diploma holders, and 10% postgraduate degree holders; Monthly income distribution of 35% earning Rp 3-6 million, 30% earning Rp 6-10 million, 20% earning <Rp 3 million, and 15% earning >Rp 10 million. Platform usage patterns indicated 58% Shopee Live utilization, 25% TikTok Live, 12% Instagram Live, and 5% other platforms. Live streaming viewing frequency comprised 35% viewing >3 times

weekly, 40% viewing 1-3 times weekly, and 25% viewing 1-3 times monthly. Product categories included Fashion & accessories (45%), Beauty & cosmetics (30%), Electronics (15%), and Home & living (10%).

Harman’s Single Factor Test demonstrated that the largest factor explained 38.2% of total variance (below the 50% threshold), indicating CMB does not constitute a serious threat. The Common Latent Factor (CLF) method yielded an average substantively explained variance of 73.8% versus an average method-based variance of 26.2%, confirming minimal CMB effects. Marker variable analysis revealed correlations between marker and substantive variables ranging from 0.08-0.15 (non-significant), validating the absence of significant CMB.

Table 3. Reliability and Validity Assessment

Construct	Items	Cronbach’s α	rho_A	Composite Reliability	Average Variance Extracted	\sqrt{AVE}
Utilitarian Value	4	0.847	0.849	0.896	0.683	0.826
Hedonic Value	4	0.889	0.891	0.922	0.747	0.864
Social Value	4	0.825	0.832	0.883	0.654	0.809
Trust	5	0.912	0.915	0.933	0.735	0.857
Purchase Intention	3	0.878	0.879	0.924	0.802	0.896
Consumer Engagement	4	0.863	0.869	0.906	0.707	0.841

Table 3 presents comprehensive reliability and validity assessment results, demonstrating that all constructs satisfy established reliability criteria with Cronbach’s α and CR values exceeding 0.70. Convergent validity is confirmed through AVE values exceeding 0.50 and factor loadings ranging from 0.78-0.92. Discriminant validity is established through the Fornell-Larcker criterion (\sqrt{AVE} exceeds inter-construct correlations) and HTMT ratios below 0.85 for all construct pairs.

Table 4. Structural Model Assessment and Hypothesis Testing

Hypothesis	Path	B	SE	t-value	95% CI	f ²	Decision
H1	Utilitarian Value → Trust	0.254	0.085	2.988	[0.087, 0.421]	0.089	Yes**
H2	Hedonic Value → Trust	0.301	0.087	3.460	[0.130, 0.472]	0.125	Yes***
H3	Social Value → Trust	0.334	0.086	3.884	[0.165, 0.503]	0.156	Yes***
H4	Trust Value → Purchase Intention	0.572	0.070	8.171	[0.435, 0.709]	0.489	Yes***
H5	Trust Value → Consumer Engagement	0.458	0.080	5.725	[0.301, 0.615]	0.265	Yes***

*Note: * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$ (two-tailed test)

Model Fit: SRMR = 0.072, NFI = 0.911, $\chi^2/df = 2.84$

Table 4 presents comprehensive structural model assessment and hypothesis testing results, revealing that all hypothesized relationships receive empirical support. Utilitarian value ($\beta = 0.254$; $p < 0.01$), hedonic value ($\beta = 0.301$; $p < 0.001$), and social value ($\beta = 0.334$; $p < 0.001$) demonstrate significant positive relationships with trust. Trust emerges as a robust predictor of both purchase intention ($\beta = 0.572$; $p < 0.001$) and consumer engagement ($\beta = 0.458$; $p < 0.001$). R² values indicate the model explains 52.5% of trust variance, 33.2% of purchase intention variance, and 21.8% of consumer engagement variance. Q² values (Trust = 0.361, Purchase Intention = 0.245, Consumer Engagement = 0.141) confirm predictive relevance.

Table 5. Indirect Effects and Mediation Assessment

Mediation Path	Indirect Effect	SE	t-value	p-value	95% CI	Mediation Type
Utilitarian Value → Trust → Purchase Intention	0.145	0.052	2.788	0.005**	[0.043, 0.247]	Full Mediation
Hedonic Value → Trust → Purchase Intention	0.172	0.055	3.127	0.002**	[0.064, 0.280]	Partial Mediation
Social Value → Trust → Purchase Intention	0.191	0.058	3.293	0.001***	[0.077, 0.305]	Partial Mediation
Utilitarian Value → Trust → Consumer Engagement	0.116	0.044	2.636	0.008**	[0.030, 0.202]	Full Mediation
Hedonic Value → Trust → Consumer Engagement	0.138	0.047	2.936	0.003**	[0.046, 0.230]	Full Mediation
Social Value → Trust → Consumer Engagement	0.153	0.051	3.000	0.003**	[0.053, 0.253]	Full Mediation

Table 5 presents comprehensive mediation analysis results, demonstrating trust’s significant mediating role in transmitting consumption values’ effects to behavioral outcomes. For purchase intention, hedonic and social values exhibit partial mediation (direct effects remain significant), while utilitarian value demonstrates full mediation (direct effect becomes non-significant). For consumer engagement, all values demonstrate full mediation through trust.

DISCUSSION

The results of this study provide both theoretical and practical contributions to understanding consumer behavior in live streaming commerce. Integrating the Theory of Consumption Values with trust theory highlights how utilitarian, hedonic, and social values jointly shape trust, which in turn drives purchase intention and engagement. Among the three, social value showed the strongest effect ($\beta = 0.334$), followed by hedonic ($\beta = 0.301$) and utilitarian value ($\beta = 0.254$). Trust explained 52.5% of the variance, underscoring its central mediating role. Notably, trust fully mediated the link between values and engagement, while it partially mediated the relationship with purchase intention, suggesting different behavioral mechanisms.

These findings challenge dominant Western perspectives that emphasize utilitarian considerations as primary drivers of online behavior. Instead, Indonesian consumers appear more strongly influenced by social connections, reflecting a collectivist orientation where group affiliation and peer recognition are central. This aligns with social identity theory by Tajfel and Turner (1979) and cultural frameworks such as Hofstede’s dimensions, which emphasize the weight of community belonging in collectivist contexts. Previous work also supports this pattern, as Sari et al. (2022) and Febriyanti and Irmawati (2024) found that hedonic and social values significantly affect trust and purchase intention. At the same time, the results reinforce trust’s role as a universal mechanism in digital commerce, consistent with meta-analyses like Kim and Peterson (2017). By demonstrating that multiple value dimensions converge to explain trust formation, this study advances the literature beyond single-antecedent approaches and expands trust-based models within digitally mediated environments.

Cultural context provides an important lens for interpreting these results. The dominance of social value contrasts with findings from individualistic cultures, where functional efficiency typically outweighs relational or emotional factors. In Indonesia, peer validation, community participation, and collective recognition strongly guide decision-making. This explains why utilitarian benefits alone do not directly translate into purchase behavior unless credibility is first established through trust. Such patterns indicate higher uncertainty avoidance in digital transactions and reinforce the importance of trust as a prerequisite to action. Cross-national comparisons suggest that strategies effective in Western markets such as emphasizing product features and price transparency may not achieve similar impact without parallel efforts to foster social connectedness in collectivist settings.

For practice, the findings yield clear guidance. First, holistic value orchestration is essential: live streaming platforms must integrate functional efficiency, entertainment, and community engagement rather than focusing on isolated dimensions. Utilitarian strategies should emphasize transparent demonstrations, responsive support, and structured information delivery, but their effectiveness hinges on credibility. Hedonic value requires engaging content, interactive features, and storytelling that sustain attention while fostering emotional ties. Social value, given its strongest impact, should be amplified through community-driven initiatives such as peer testimonials, user-generated content, exclusive groups, and recognition systems that reinforce belonging. Trust remains the cornerstone of success in live streaming commerce. Firms must implement systematic trust-building protocols spanning transparency initiatives, consistent service delivery, risk mitigation, and authentic communication. For SMEs, this means prioritizing community-based engagement strategies that deliver maximum behavioral returns with limited resources (Djohan et al., 2025). For multinational corporations entering Indonesia and similar collectivist markets, the findings underscore the need to localize strategies by emphasizing social connectivity and relational trust over purely functional appeals.

This study contributes by demonstrating that live streaming commerce success rests less on technological features or price competitiveness than on building trust through integrated value creation tailored to cultural context. By situating consumer behavior within Indonesia's collectivist orientation, it challenges universal assumptions in Western-derived models and advances understanding of digital marketing in emerging markets. The results not only strengthen theoretical frameworks by integrating value and trust perspectives but also offer practical strategies for businesses seeking to compete in this rapidly evolving digital landscape.

CONCLUSION

This investigation successfully addresses a significant theoretical gap by integrating Theory of Consumption Values with trust-based frameworks within Indonesia's live streaming e-commerce context. The empirical findings demonstrate that utilitarian, hedonic, and social values collectively explain 52.5% of trust variance, with trust subsequently driving both purchase intention (33.2% variance explained) and consumer engagement (21.8% variance explained).

The research contributes to theoretical advancement in several ways. First, it validates the cultural specificity of value hierarchies, revealing social value dominance ($\beta = 0.334$) in Indonesia's collectivist context a finding that challenges Western literature's typical utilitarian value primacy. Second, it establishes trust as a central mediating mechanism that transforms perceived values into behavioral outcomes through distinct pathways. Third, it expands traditional purchase intention models by incorporating consumer engagement, providing a holistic perspective on live streaming effectiveness beyond transactional metrics.

This study highlights that success in live streaming commerce depends on integrating utilitarian efficiency, hedonic entertainment, and social connectivity, with trust as the key mediator driving consumer behavior. Trust-building through transparency, consistency, and authentic communication amplifies value creation, while cultural adaptation is crucial in collectivist markets like Indonesia. For SMEs, the framework offers practical guidance in prioritizing community-centered strategies. The research contributes by integrating TCV and trust theory, validating instruments, applying advanced PLS-SEM, and revealing cultural contingencies in digital consumer behavior. Limitations include the cross-sectional design, reliance on self-reports, and urban-focused sampling, suggesting the need for longitudinal, behavioral, and geographically diverse studies. Future research should disaggregate trust dimensions, explore interaction effects, capture temporal dynamics, and examine the role of emerging technologies and cross-cultural contexts in shaping consumer trust and engagement.

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