

## **Unveiling The Impact of Perceived Control, Hedonic and Utilitarian Values on Skincare Purchase Intent: Emotional Pleasure as A Mediator, Flow Experience As A Moderator For The Skintific Brand**

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### **ABSTRACT**

Analyze factors influencing consumer interest in Skintific beauty products in the Indonesian market: perceived behavioral control, hedonic value, utilitarian value, and emotional pleasure. A quantitative approach using a Google Form questionnaire was distributed to 324 respondents, focusing on variables like perceived behavioral control, hedonic value, utilitarian value, emotional pleasure, and purchase intention. The study found that hedonic value and perceived behavioral control do not significantly impact purchase intention. In contrast, utilitarian values and emotional pleasure positively influence purchasing decisions. Notably, perceived behavioral control positively impacts both hedonic and utilitarian values. Additionally, hedonic value positively affects emotional pleasure, emphasizing the importance of experiential enjoyment. However, utilitarian value does not contribute to emotional pleasure, suggesting a potential separation between practical benefits and emotional fulfillment in consumer decision-making. Consumer decisions for Skintific products are more influenced by utilitarian value and emotional pleasure than perceived behavioral control and hedonic value. Insights suggest the importance of control and value perception in shaping consumer behavior in the skincare industry. This information is valuable for marketing and product development strategies.

*Keywords: Perceived Behavioral Control; Purchase Intention; Hedonic Value; Utilitarian Value; Emotional Pleasure*

### **INTRODUCTION**

The introduction presents a comprehensive overview of Indonesia's beauty and cosmetic industry, highlighting its consistent growth and providing critical data from various sources such as Euromonitor and Badan Pusat Statistik (BPS). The introduction emphasizes the industry's robust performance, with the market expected to reach \$6.03 billion in 2019, a 9.61% growth in 2021, and a further increase to \$8.46 billion in 2022. The discussion then delves into the factors contributing to this growth, particularly the shifts in consumer behavior induced by the COVID-19 pandemic. The pandemic has increased focus on self-care as individuals engage in work-from-home setups, resulting in expanded opportunities for the cosmetic industry. The importance of the millennial demographic is highlighted, with their strong health awareness identified as a significant factor driving cosmetic consumption. The industry is adapting to this trend by targeting millennials and creating products aligned with their preferences, as evidenced by statements from the Chair of the Indonesian Cosmetic Companies Association (Perkosmi) and PT Mustika Ratu Tbk. Moreover, the introduction sheds light on societal beauty standards in Indonesia, emphasizing the aspiration for an ideal appearance, which includes fair skin. The text acknowledges the diversity of skin tones in Indonesia and how this perception fuels competition among women, leading to a high demand for skincare products. The Institute for Development of Economics and Finance data indicating that 50% of skin care products in Indonesian marketplaces are from China introduces a global dimension to the discussion. The introduction then introduces a specific brand, Skintific, highlighting its rapid rise in the Indonesian market since its introduction in August 2021. While Skintific has achieved a significant market share and ranked fifth in serum skincare sales, the introduction notes that it has yet to become the market

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leader, illustrating the competitive nature of the beauty industry. The concept of "intent to purchase" is introduced as a crucial factor in consumer decision-making, influenced by various aspects such as social media, specifically TikTok, and hedonic and utilitarian values. The introduction sets the stage for the empirical gap study by identifying potential gaps in existing research, particularly the need for more information on whether Skintific has become a market leader in the skincare industry. The constructed research variables hinted at understanding consumer behavior, emotional pleasure, and the impact of TikTok on purchasing decisions, which will be essential components of the study. In summary, the introduction effectively addresses the research problem, provides relevant data, establishes the significance of the research, identifies gaps in previous studies, and hints at the constructed research variables, preparing the reader for the following empirical study.

## LITERATURE REVIEW

### **Purchase Intention**

The concept of purchase intention is at the forefront of consumer behavior, representing the intricate process through which consumers contemplate their desire for a specific product or brand. It is intrinsically linked to attitudes and preferences as a pivotal indicator in decision-making and guiding consumers' purchasing inclination (Jamilah et al., 2022).

### **Perceived Behavioral Control**

In understanding consumer decision-making, the variable of perceived behavioral control becomes significant. This factor delves into how individuals assess the ease or difficulty of executing a particular action. Rooted in the Theory of Planned Behavior, perceived behavioral control influences consumers' intentions, with personal experiences and knowledge shaping their belief in their ability to carry out a specific behavior (Budiman & Andriani, 2019).

### **Hedonic Value**

The dimension of hedonic value uncovers a facet of consumer behavior driven by pleasure, joy, and emotional satisfaction. It extends beyond the rational aspects of shopping, highlighting consumers' pursuit of emotional experiences and entertainment rather than a straightforward transactional exchange. Hedonic consumption views shopping as a source of pleasure and relaxation, intertwining emotional satisfaction with purchasing decisions (Kussudyarsana & Indraswari, 2022).

### **Utilitarian Value**

On the other hand, utilitarian value reflects a more pragmatic approach to consumer behavior, focusing on a product's practical utility, efficiency, and functionality. Utilitarian consumers carefully evaluate a product's practical benefits, emphasizing cost-effectiveness and functionality in decision-making (Oh et al., 2019).

### **Emotional Pleasure**

Emotional pleasure emerges as a crucial variable, gauging how consumers experience happiness and satisfaction within a specific context, such as social media promotions. Positive emotions, as measured by emotional pleasure, mediate the complex relationship between environmental cues and consumer behavior, influencing their purchase intentions (Handayani et al., 2022).

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## Flow Experience

The variable of flow experience delves into the psychological realm, defining an optimal state where individuals are fully engaged and focused on an activity. In online shopping, the flow experience manifests as a subconscious, immersive state characterized by high concentration and satisfaction. Those who undergo a flow experience are more likely to be deeply involved and successfully navigate complex tasks, showcasing the impact of psychological states on consumer behavior (Sanjaya & Faiyah, 2022; Alexander & Layman, 2021).

## Research Model

This study adopts research conducted by Zhang et al., (2023) which recommends that further research can add the variable perceived behavioral control (PBC) as a model development in their research. So that the current research framework is as follows:

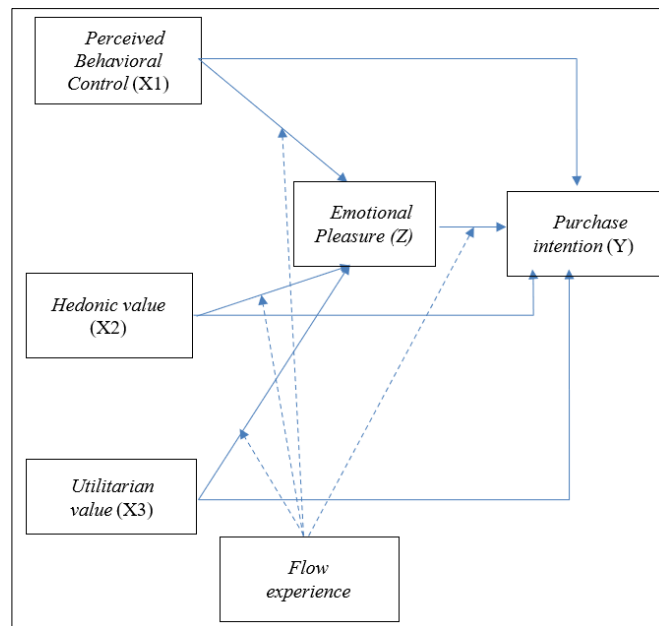


Figure 1. Conceptual framework for this research (2023)

## METHODOLOGY

This research adopts data collection methods using research instruments and applies quantitative or statistical data analysis with the aim of testing predetermined hypotheses (Sekaran & Bougie, 2020). In the category of quantitative research with a causal study approach, this research focuses on the cause-and-effect relationship between independent and non-independent variables. Hypothesis testing used a t-statistic test. The research subjects are consumers who have bought or used Skintific brand skin care products. The purpose of this research is to explain the phenomenon systematically and orderly. Six variables are studied, with purchase intention as the dependent variable, perceived behavioral control as the independent variable, and hedonic value, utilitarian value, emotional pleasure, and flow experience as mediating and moderating variables. The data collection method involves primary data through questionnaires using a Likert scale of 1 to 5 and secondary data obtained from journal articles, reports, and previously published documents (Sekaran & Bougie, 2020).

The characteristics of respondents in this study include gender, age, education level, and length

of time using TikTok.

**Table 1.** Respondent Profile

| Category  | Criteria                              | Frequency | Percentage |
|---|---------------------------------------|-----------|------------|
| Gender  | Male                                  | 53        | 19.0%      |
|   | Female                                | 226       | 81.0%      |
| Age   | 20 – 30 years old                     | 260       | 93.2%      |
|   | 31 – 40 years old                     | 19        | 6.8%       |
| Last Education  | High School / Vocational / Equivalent | 229       | 82.1%      |
|   | D3                                    | 4         | 1.4%       |
|   | S1                                    | 40        | 14.3%      |
| Marriage Status   | Married                               | 42        | 15.1%      |
|   | Unmarried                             | 235       | 84.2%      |
|   | Divorced                              | 2         | 0.7%       |
| Length of Time Using TikTok   | Less than one year                    | 28        | 10.0%      |
|   | 1-2 years                             | 88        | 31.5%      |
|   | 2-3 years                             | 69        | 24.7%      |
|   | More than three years                 | 94        | 33.7%      |
| How many times have you viewed Skintific's Tiktok content in 1 month? | 1-3 times                             | 185       | 66.3%      |
|   | 4-6 times                             | 83        | 29.7%      |
|   | 7-9 times                             | 11        | 3.9%       |
|   | More than nine times                  | 0         | 0.0%       |

## RESULTS AND DISCUSSION

### Result

#### Convergent Validity

The idea that construct measurements should correlate with each other is a requirement of convergent validity testing. Convergent validity tests evaluated in Smart PLS with these mirroring indicators can be seen from the magnitude of the loading factor value, which measures the construct through the correlation between the component scores/items and the construct score. The expected loading factor value is to exceed the number  $> 0.7$  or  $0.6$  as the minimum limit of the loading factor value. The following are the results of testing convergent validity in this study:

**Table 2.** Convergent Validity Test Results - Outer Loading

| Variable | Indicator | Outer Loading | Description |
|----------|-----------|---------------|-------------|
|----------|-----------|---------------|-------------|

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| Perceived Control    | Behavioral | PBC.01        | 0.890       | Valid |
|----------------------|------------|---------------|-------------|-------|
|                      |            | PBC.02        | 0.932       | Valid |
|                      |            | PBC.03        | 0.875       | Valid |
| Hedonic Value        |            | HV.01         | 0.920       | Valid |
|                      |            | HV.02         | 0.869       | Valid |
|                      |            | HV.03         | 0.895       | Valid |
|                      |            | HV.04         | 0.915       | Valid |
|                      |            | HV.05         | 0.888       | Valid |
| Utilitarian Value    |            | UV.01         | 0.774       | Valid |
|                      |            | UV.02         | 0.827       | Valid |
|                      |            | UV.03         | 0.807       | Valid |
|                      |            | UV.04         | 0.758       | Valid |
| Variable             | Indicator  | Outer Loading | Description |       |
|                      |            | UV.05         | 0.868       | Valid |
|                      |            | UV.06         | 0.771       | Valid |
| Emotional Pleasure   |            | EP.01         | 0.861       | Valid |
|                      |            | EP.02         | 0.898       | Valid |
|                      |            | EP.03         | 0.888       | Valid |
|                      |            | EP.04         | 0.914       | Valid |
|                      |            | EP.05         | 0.899       | Valid |
|                      |            | EP.06         | 0.831       | Valid |
| Flow Experience      |            | FE.01         | 0.821       | Valid |
|                      |            | FE.02         | 0.866       | Valid |
|                      |            | FE.03         | 0.794       | Valid |
|                      |            | FE.04         | 0.860       | Valid |
| Purchase Intention   |            | PI.01         | 0.918       | Valid |
|                      |            | PI.02         | 0.886       | Valid |
|                      |            | PI.03         | 0.865       | Valid |
|                      |            | PI.04         | 0.880       | Valid |
|                      |            | PI.05         | 0.875       | Valid |
| FE x HV -> FE x HV   |            |               | 1.000       | Valid |
| FE x PBC -> FE x PBC |            |               | 1.000       | Valid |
| FE x UV -> FE x UV   |            |               | 1.000       | Valid |
| FE x EP -> FE x EP   |            |               | 1.000       | Valid |

Based on Table 2, the outer loading value on all indicators is more than 0.700, so the convergent validity test is valid.

**Table 3.** Convergent Validity Test Results - AVE

| Variable | Indicator | AVE | Description |
|----------|-----------|-----|-------------|
|----------|-----------|-----|-------------|

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| Perceived Behavioral Control | PBC.01    | 0.808 | Valid       |
|------------------------------|-----------|-------|-------------|
|                              | PBC.02    |       |             |
|                              | PBC.03    |       |             |
| Hedonic Value                | HV.01     | 0.806 | Valid       |
|                              | HV.02     |       |             |
|                              | HV.03     |       |             |
|                              | HV.04     |       |             |
|                              | HV.05     |       |             |
| Utilitarian Value            | UV.01     | 0.643 | Valid       |
|                              | UV.02     |       |             |
|                              | UV.03     |       |             |
|                              | UV.04     |       |             |
|                              | UV.05     |       |             |
|                              | UV.06     |       |             |
| Variable                     | Indicator | AVE   | Description |
| Emotional Pleasure           | EP.01     | 0.779 | Valid       |
|                              | EP.02     |       |             |
|                              | EP.03     |       |             |
|                              | EP.04     |       |             |
|                              | EP.05     |       |             |
|                              | EP.06     |       |             |
| Flow Experience              | FE.01     | 0.698 | Valid       |
|                              | FE.02     |       |             |
|                              | FE.03     |       |             |
|                              | FE.04     |       |             |
| Purchase Intention           | PI.01     | 0.783 | Valid       |
|                              | PI.02     |       |             |
|                              | PI.03     |       |             |
|                              | PI.04     |       |             |
|                              | PI.05     |       |             |

Based on Table 3, the AVE value for all indicators is more than 0.500, so the convergent validity test is valid.

## **Discriminant Validity**

Discriminant Validity is carried out to ensure that the concept of each latent variable is different from other variables. The model has good Discriminant Validity if each loading value is the largest with other loading values on other latent variables. Discriminant validity in this study is measured by looking at the HTMT value. HTMT is the ratio of between-trait correlation to within-trait correlation. Hair et al., (2022) said that if the value in the table shows a value below 0.90, it is valid. The following is the HTMT test in this study.

**Table 4.** Discriminant Validity Test Results - HTMT

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| Variabel | EP    | FE    | HV    | PBC   | PI    | UV    | FE x HV | FE x PBC | FE x EP | FE x UV |
|----------|-------|-------|-------|-------|-------|-------|---------|----------|---------|---------|
| EP       |       |       |       |       |       |       |         |          |         |         |
| FE       | 0.593 |       |       |       |       |       |         |          |         |         |
| HV       | 0.748 | 0.597 |       |       |       |       |         |          |         |         |
| PBC      | 0.823 | 0.648 | 0.862 |       |       |       |         |          |         |         |
| PI       | 0.761 | 0.507 | 0.681 | 0.750 |       |       |         |          |         |         |
| UV       | 0.611 | 0.630 | 0.747 | 0.806 | 0.760 |       |         |          |         |         |
| FE x HV  | 0.040 | 0.185 | 0.073 | 0.177 | 0.125 | 0.126 |         |          |         |         |
| FE x PBC | 0.025 | 0.121 | 0.153 | 0.282 | 0.224 | 0.237 | 0.824   |          |         |         |
| FE x EP  | 0.188 | 0.169 | 0.054 | 0.083 | 0.057 | 0.054 | 0.812   | 0.776    |         |         |
| FE x UV  | 0.027 | 0.140 | 0.103 | 0.214 | 0.265 | 0.430 | 0.746   | 0.815    | 0.657   |         |

The HTMT test shows that all values are below 0.900, so the discriminant validity test is valid.

## Reliability

Reliability testing is done by comparing the Composite Reliability and Cronbach alpha values. Composite Reliability is used to measure the actual value of the reliability of a construct and is better at estimating the internal consistency of a construct. Cronbach Alpha is used to measure the lower limit of the reliability value of a construct. Reliability criteria can be seen from each construct's Composite Reliability and Cronbach Alpha values. Constructs have high reliability if they have a Composite Reliability above 0.70 and a Cronbach Alpha above 0.60.

**Table 5.** Reliability Test Results

| Variable                     | Cronbach's Alpha | Composite Reliability | Description |
|------------------------------|------------------|-----------------------|-------------|
| Emotional Pleasure           | 0.943            | 0.955                 | Reliable    |
| Flow Experience              | 0.858            | 0.902                 | Reliable    |
| Hedonic Value                | 0.940            | 0.954                 | Reliable    |
| Perceived Behavioral Control | 0.881            | 0.927                 | Reliable    |
| Purchase Intention           | 0.931            | 0.947                 | Reliable    |
| Utilitarian Value            | 0.888            | 0.915                 | Reliable    |

Table 5 above shows that the Cronbach alpha value on all variables is more than 0.60, and the composite reliability value is more than 0.70, so all variables are reliable.

## Discussion

### Theoretical Implications

Emotional pleasure is one of the most critical and significant value dimensions influencing consumer purchasing for skincare products. This is to the theory of value-based consumption, which states that the values obtained by consumers from the consumption experience of a product or service can cause

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positive or negative feelings that influence their purchasing decisions. Future researchers can test how other emotional factors, such as product quality, price, brand image, or product promotion, influence pleasure.

Utilitarian value is one of the dimensions of value that is relevant and significant in influencing consumer purchasing for skincare products. This is to the theory of planned behavior, which states that attitudes toward behavior are influenced by consumer beliefs about the benefits and disadvantages offered by a product or service. Future researchers can test how utilitarian value is influenced by other factors, such as perceived risk, perceived ease of use, or perceived usefulness.

## **Managerial Implications**

Based on the results of the analysis, it is known that emotional pleasure is the variable that contributes the most to the purchase intention of Skintific products. This shows that emotional pleasure needs to be considered, especially by the Skintific managerial team and sellers on TikTok social media, because when consumer emotional pleasure increases, consumer interest in buying Skintific products will also increase. Based on the results of descriptive statistical analysis, it is known that consumer feelings in the bored-entertained category are the indicators that get the lowest average answers. The seller can provide entertaining content to increase emotional pleasure without boring the audience. Thus, the emotional satisfaction obtained by the audience will increase, which is expected to increase purchase intention on the promoted product, Skintific.

The utilitarian value variable is the second variable with the most significant influence on the purchase intention of Skintific products. This shows that consumer utilitarian value needs to be considered, especially by the Skintific managerial team and sellers on TikTok social media. Utilitarian value is a task-oriented spending tendency, which means that consumer interest in using a product is based on the product's usefulness, properties, and practical functions due to the impulse of needs that must be met. The functional or utilitarian aspect is seen only as a means to an end, which comes from the function performed by the product. Consumers will pay attention to Skintific products' usefulness, nature, and practical functions. Therefore, sellers should be able to focus on content that contains detailed information about Skintific products. Thus, the utilitarian value obtained by the audience will increase, which is expected to increase purchase intention on the promoted product, Skintific.

## **CONCLUSION**

Several conclusions can be drawn based on the analysis of the research results. First, perceived behavioral control does not significantly affect purchase intention, rejecting the first hypothesis. Likewise, with the second, where hedonic value also has no significant effect on purchase intention, the second hypothesis is rejected. Meanwhile, the third hypothesis is proven correct because utilitarian value positively influences purchase intention. Similarly, the fourth hypothesis is accepted because emotional pleasure positively influences purchase intention. In addition, perceived behavioral control is proven to positively influence hedonic value (fifth hypothesis accepted) and utilitarian value (sixth hypothesis accepted). Hedonic value is also proven to influence emotional pleasure positively (the seventh hypothesis accepted), while utilitarian value has no positive effect on emotional pleasure (the eighth hypothesis rejected). Thus, the conclusion of this study provides a clear picture of the factors that influence purchase intention on Skintific brand skincare products.

Several suggestions that can be used as a reference for future researchers in refining or extending this research can be proposed. First, future researchers are advised to test the same conceptual model with a more extensive and diverse sample, involving variations in criteria such as hometown, age, gender,



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education level, and income. This step is expected to increase the generalizability and external validity of the research results. Furthermore, researchers can add variables relevant to perceived behavioral control, such as self-efficacy, perceived risk, perceived ease of use, and perceived usefulness, to deepen the understanding of the effect of perceived behavioral control on purchase intention. In addition, using the same conceptual model to test other products or services in the cosmetics industry, such as make-up, hair care, body care, or perfume, can provide a broader picture of the factors influencing consumer purchase intention in hedonic and utilitarian products or services. Finally, future researchers can enrich the approach using qualitative methods, such as in-depth interviews, participatory observation, or case studies, to gain more prosperous and detailed insights into consumers' experiences using Skintific skincare products and the factors influencing their purchasing behavior. By integrating these suggestions, future research can make a more comprehensive and contextual contribution to understanding consumer dynamics in the context of the skincare industry.

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