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“Internationalization of the Three Pillars of Higher Education through Academic Collaboration, Industrial Partnerships, and Global Community Empowerment”

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THE INFLUENCE OF EASE OF USE, HEDONIC VALUE, AND UTILITARIAN VALUE ON PURCHASE INTENTION IN SOCIAL COMMERCE

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ABSTRAK

The rapid development of social commerce has transformed online shopping from merely a functional transaction into an immersive social experience. This study aims to examine the influence of ease of use on purchase intention through a dual-path mechanism involving hedonic value and utilitarian value. Using a quantitative explanatory approach, data were collected through an online questionnaire distributed to 150 social commerce users in Indonesia selected using purposive sampling techniques. Data analysis was conducted using Structural Equation Modeling-Partial Least Squares (SEM-PLS) with SmartPLS 4.0. The results indicate that four hypotheses were accepted while one hypothesis was rejected. Ease of use was found to have a positive and significant effect on hedonic value and purchase intention, but no significant effect on utilitarian value. Meanwhile, both hedonic value and utilitarian value positively and significantly influenced purchase intention. Furthermore, the indirect effect test confirmed the strong mediating role of hedonic value in the relationship between ease of use and purchase intention. These findings highlight that technological convenience serves as a key driver that should be transformed into emotional satisfaction and functional benefits to convert user visits into transactions. Therefore, platform developers are encouraged to synchronize navigation simplicity with interactive features to create a shopping ecosystem that is both enjoyable and efficient.

Keywords: Ease of Use, Hedonic Value, Purchase Intention, Utilitarian Value, Social Commerce.

INTRODUCTION

The rapid development of digital technology over the last decade has driven fundamental changes in consumption patterns and consumer shopping behavior. Social media, which initially functioned as a medium for communication and information sharing, has now evolved into an integrated transaction platform known as social commerce. Through the integration of visual features, real-time two-way interaction, and increasingly simplified payment systems, social commerce offers a more immersive



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and participatory shopping experience compared to conventional e-commerce models. This transformation places user experience as a key element in shaping consumers' perceptions, attitudes, and purchasing decisions (Yusnara & Soepatini, 2023).

Social media platforms offering the best social commerce experience worldwide in 2024

Social media offering the best social commerce experience worldwide 2024

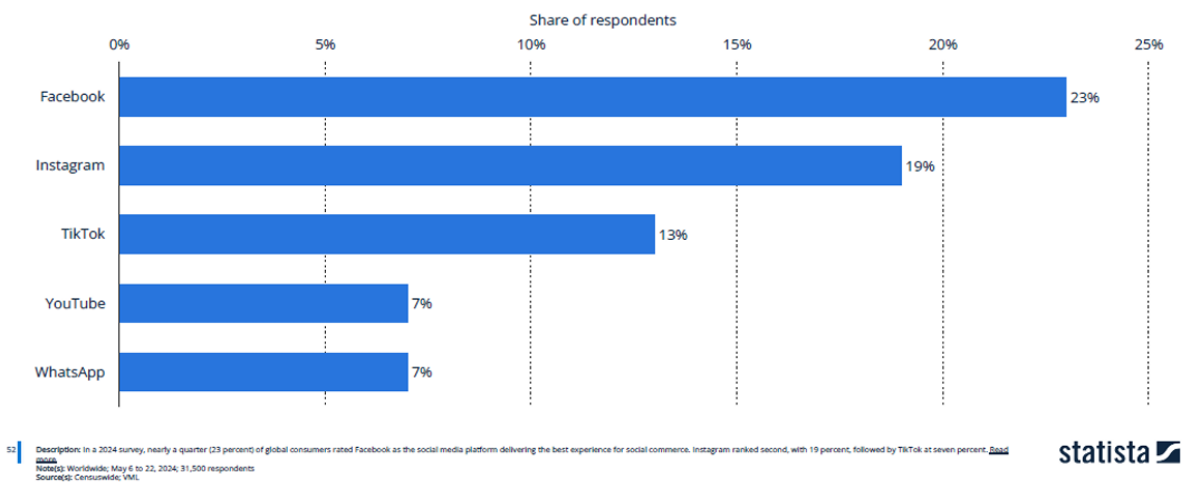


Figure 1. The Leading Social Media Platforms for Social Commerce in 2024

Global data indicate that social media platforms such as Facebook, Instagram, and TikTok dominate social commerce practices and have become consumers' primary choices for online shopping activities. The dominance of these platforms suggests that the success of social commerce is not solely determined by the availability of products or promotional activities, but is also strongly influenced by the platform's ability to provide systems that are easy to use, intuitive, and well integrated with users' social activities. This finding confirms that ease of use is a fundamental factor in shaping consumers' positive perceptions toward social commerce platforms (Đur & Radenkovi, 2022). Within digital platform usage, ease of use plays a crucial role in determining consumers' convenience and continuity of platform engagement. User-friendly interfaces, straightforward navigation, and simplified transaction procedures allow consumers to interact efficiently without encountering significant cognitive effort.



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In contrast, overly complex systems may trigger frustration, decrease exploratory behavior, and eventually reduce consumers' intention to purchase. Accordingly, ease of use should not only be viewed from a technical perspective, but also as a fundamental component in shaping an overall positive user experience (Emma, 2025).

Moreover, the convenience offered by the platform plays an important role in shaping consumers' hedonic value. (Ye et al., 2023). Consumers who perceive the system as easy to use are more likely to enjoy the process of content exploration and interactive shopping experiences. The sense of enjoyment and positive emotions generated during the interaction strengthen the hedonic value perceived by consumers. Therefore, ease of use functions as a catalyst for the emergence of emotional engagement (Zirena-bejarano et al., 2023).

In addition to shaping hedonic value, ease of use also influences the utilitarian value perceived by consumers. Utilitarian value is associated with functional benefits, such as time efficiency and transaction convenience. A platform that is easy to use enables consumers to accomplish their purchasing goals more quickly, thereby enhancing their perception of functional value (Jones et al., 2006). This indicates that ease of use has a dual role: creating an enjoyable emotional experience while simultaneously providing tangible functional benefits. Both hedonic value and utilitarian value are considered important determinants in the formation of purchase intention (Rijo, 2025). When consumers perceive a balance between enjoyment and practical benefits, their tendency to make a purchase becomes stronger.

However, despite its massive growth potential, real-world phenomena indicate the existence of complex behavioral dynamics. A research gap remains, as several previous studies have demonstrated inconsistencies regarding which factor plays a

more dominant role in driving purchase intention. For example, a study conducted by Chandra (2022) emphasized that in visually oriented platforms, hedonic value tends to be more dominant, whereas Wongkitrungrueng & Assarut (2020) found that utilitarian value remains the primary driver among consumers with high levels of digital literacy. These findings indicate the need to reexamine the integration of both values within a single research model in order to better understand their relationship with system ease of use.



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The urgency of this study is also driven by the transformation of social commerce features, which increasingly adopt gamification and live-streaming elements. These features are designed to enhance ease of use; however, they often create ambiguity and complexity for users. Cuong (2025) argued that ease of use directly validates utilitarian value through time efficiency. In contrast, Yasser (2023) highlighted that in the context of live commerce, seamless social interaction is more effective in developing hedonic value due to the sense of real-time connectedness experienced by users. The differing emphasis between functional benefits and emotional satisfaction creates a discussion space regarding how ease of use mediates these two values.

The novelty of this study lies in its attempt to position ease of use as an antecedent that simultaneously triggers two distinct cognitive and affective pathways. Previous studies have often separated technical aspects, such as ease of use, from personal value dimensions. However, referring to the findings of Juliana et al., (2020) there is a need to understand how technological simplification can simultaneously be transformed into economic value (utilitarian) and entertainment value (hedonic). Drawing upon the Technology Acceptance Model and Consumption Value Theory (Low et al., 2020), this study attempts to address the existing literature gap concerning the internal consumer mechanisms that are often overlooked in traditional e-commerce studies.

Furthermore, one of the major challenges in today’s social commerce environment is the high rate of shopping cart abandonment despite platforms being increasingly easy to use. This phenomenon indicates that ease of use alone is insufficient if it cannot be transformed into perceived value. Chen & Yang (2021) argued that when platforms focus excessively on convenience while neglecting the aspect of enjoyment, purchase intention tends to stagnate. Conversely, Firlyani & Millanyani (2023) found that excessive entertainment elements without clear navigation can reduce utilitarian

value. Therefore, examining the influence of ease of use on both hedonic and utilitarian value is essential in determining optimal strategies for converting user visits into actual transactions.

Through the integration of these variables, this study is expected to provide both theoretical and practical contributions to the development of digital marketing



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strategies. Considering the continuously evolving landscape of social commerce, understanding how technological convenience interacts with consumer psychology has become a critical factor in determining competitive advantage (Sari, 2026). This study aims to empirically examine whether purchase intention is more strongly driven by efficient functional satisfaction or by enjoyable shopping experiences, both of which ultimately depend on how the technology is utilized by users.

LITERATURE REVIEW

The concept of ease of use was first systematically introduced by Davis (1989) through the Technology Acceptance Model. Ease of use is defined as the degree to which an individual believes that using a particular system requires minimal effort. In the development of digital technology studies, this concept is no longer narrowly understood as merely technical convenience, but has evolved into a broader perception regarding how intuitive, easy to learn, and comfortable a system is for its users (Saoula et al., 2023). This perception of convenience plays an important role in shaping users' attitudes toward a system and influences their decisions to continuously adopt and use technology. In the context of digital platforms and social commerce, ease of use reflects the simplicity of interface navigation, the clarity of information flow, and the straightforwardness of transaction processes (Cuong, 2023). A properly designed platform enables users to navigate and utilize its features effortlessly, minimizing cognitive strain during the interaction process. This becomes increasingly important within social commerce settings, where consumer interactions are highly dynamic and time sensitive. As a result, any complexity or inconvenience in system usage may interrupt the shopping experience and weaken consumers' intention to complete a purchase.

Along with the increasing emphasis on user experience, consumer behavior studies have identified hedonic value as one of the key dimensions in consumption evaluation. Holbrook (1982) emphasized that consumption is not solely rational and utilitarian in nature, but also involves aspects of fantasy, emotion, and enjoyment. Hedonic value represents the feelings of pleasure, comfort, and emotional satisfaction experienced by consumers during the consumption process, including when interacting with digital platforms (Banerjee et al., 2025). In the context of social commerce, hedonic value emerges through visually appealing designs, interactive



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content, and shopping experiences that resemble social and entertainment activities. The ease of system usage enables consumers to enjoy all available features without experiencing frustration, thereby strengthening positive emotional experiences. Therefore, ease of use functions as a major supporting factor in the formation of hedonic value, as user friendly systems create opportunities for consumers to become more emotionally engaged with the platform.

In contrast, utilitarian value represents the rational and functional dimension of the consumption experience. Babin et al. (1994) explained that utilitarian value is associated with efficiency, usefulness, and consumers' success in achieving their purchasing goals. Consumers tend to evaluate whether a platform helps them obtain product information quickly, save time, and simplify decision making and transaction processes (Kusumawardani et al., 2026). In social commerce practices, utilitarian value is strongly influenced by the perceived ease of system use. A user-friendly platform enables consumers to browse products, compare alternatives, and complete transactions efficiently. Ease of use not only contributes to emotional aspects, but also serves as a primary determinant in the formation of rational functional value. This indicates that ease of use plays a strategic role in enhancing the overall quality of the shopping experience.

Purchase intention is an important construct in consumer behavior studies because it reflects an individual's psychological readiness to make a purchase. Fishbein & Ajzen (1975) explained that intention is the closest predictor of actual behavior. In the digital context, purchase intention is formed through an evaluation process involving both rational considerations and emotional responses toward the experience of using a system. Within social commerce, purchase intention is influenced by the combination of hedonic value and utilitarian value perceived by consumers (Jones et al., 2006). When consumers simultaneously experience enjoyment, convenience, and functional benefits, their tendency to make a purchase becomes stronger. Therefore, understanding the relationship between ease of use, perceived value, and purchase intention is essential for explaining the psychological mechanisms underlying purchasing decisions in the increasingly competitive social commerce environment.

Arghashi & Yuksel (2022) (2022) stated that technology which becomes almost “invisible” due to its simplicity can stimulate a sense of flow, where users feel



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enjoyment and entertainment during the interaction process. This argument is supported by the findings of Ramdani et al., (2025); Kumaran et al., (2024) who found that the simplification of shopping systems directly enhances emotional satisfaction. Additional empirical support from Astiti & Imbayani, (2023); Wicaksono & Maharani (2020) confirmed that entertainment elements within digital platforms can only be perceived as hedonic value when users feel they have full control without technical obstacles that may cause frustration.

Furner (2021) explained that the ease of accessing information on social media reduces search costs, which constitute a major component of utilitarian value. Studies conducted Frita & Jayanti (2024); Nazri et al., (2024) demonstrated that perceived ease of use significantly contributes to the achievement of shopping goals with minimal effort. Qi & Lunyai (2025) emphasized that the practical usefulness of a system can only be optimally perceived when users believe that the system does not require substantial effort, thereby reinforcing the proposition that ease of navigation serves as the foundation of utilitarian value.

Mariyana et al., (2023) found that the enjoyment gained from exploring shopping-related content can stimulate consumers' desire to own a product in order to maintain the positive feelings they are experiencing. This finding is consistent with the study conducted by Aljabari et al., (2023) which stated that within digital social interactions, entertainment aspects are more influential in shaping purchase intention than merely price promotions. Furthermore, Arghashi & Yuksel (2022) demonstrated that when consumers feel entertained and emotionally comfortable on a platform, they tend to develop greater confidence in making purchases because they associate the products with enjoyable experiences.

Kusumawardani et al., (2026) argued that high utilitarian value, such as time efficiency and easy access to information, directly validates consumers' decisions to proceed with checkout. Support from Savastano et al., (2024) indicates that functional benefits remain the dominant factor for task oriented consumers. Furthermore, the findings of Rijo (2025) and Akmal & Nurlaela (2025) reinforce the argument that purchase intention will be strongly established when consumers perceive that a social commerce platform genuinely provides practical solutions and convenience in fulfilling their functional needs without significant obstacles.



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The integration of these four variables illustrates a dual-path mechanism in the formation of purchase intention. Ease of use acts as an initial trigger that simultaneously supplies momentum to both the cognitive pathway (utilitarian value) and the affective pathway (hedonic value). The research gap addressed through the development of these hypotheses lies in the understanding that purchase intention in social commerce does not emerge in isolation, but rather results from the orchestration of technological convenience transformed into values perceived by users.

Based on the theoretical review and findings from previous studies, this study formulates the following hypotheses:

H1: Ease of Use has a positive effect on Purchase Intention.

H2: Ease of Use has a positive effect on Hedonic Value.

H3: Ease of Use has a positive effect on Utilitarian Value.

H4: Hedonic Value has a positive effect on Purchase Intention.

H5: Utilitarian Value has a positive effect on Purchase Intention.

RESEARCH METHODOLOGY

This study employed a quantitative approach with an explanatory research design to examine the causal relationships and predictive strength among ease of use, hedonic value, utilitarian value, and purchase intention variables. The population of this study consisted of social commerce platform users in Indonesia who had interacted and conducted shopping activities through social media platforms. The sampling technique applied was purposive sampling, with the criterion that respondents must have completed at least one transaction within the last six months to ensure that their evaluation of the system reflected actual and recent experiences. The total sample size was determined to be 150 respondents.

Data were collected through a structured online questionnaire using a five-point Likert scale (1 = Strongly Disagree; 5 = Strongly Agree). Ease of use was measured using indicators related to navigation simplicity, interface clarity, and transaction process simplicity. Hedonic value was measured through indicators of enjoyment, entertainment, and emotional satisfaction. Utilitarian value was assessed using indicators of time efficiency, ease of information access, and practical usefulness. Meanwhile, purchase intention was measured through indicators of transactional intention, referential intention, and purchase preference priority.



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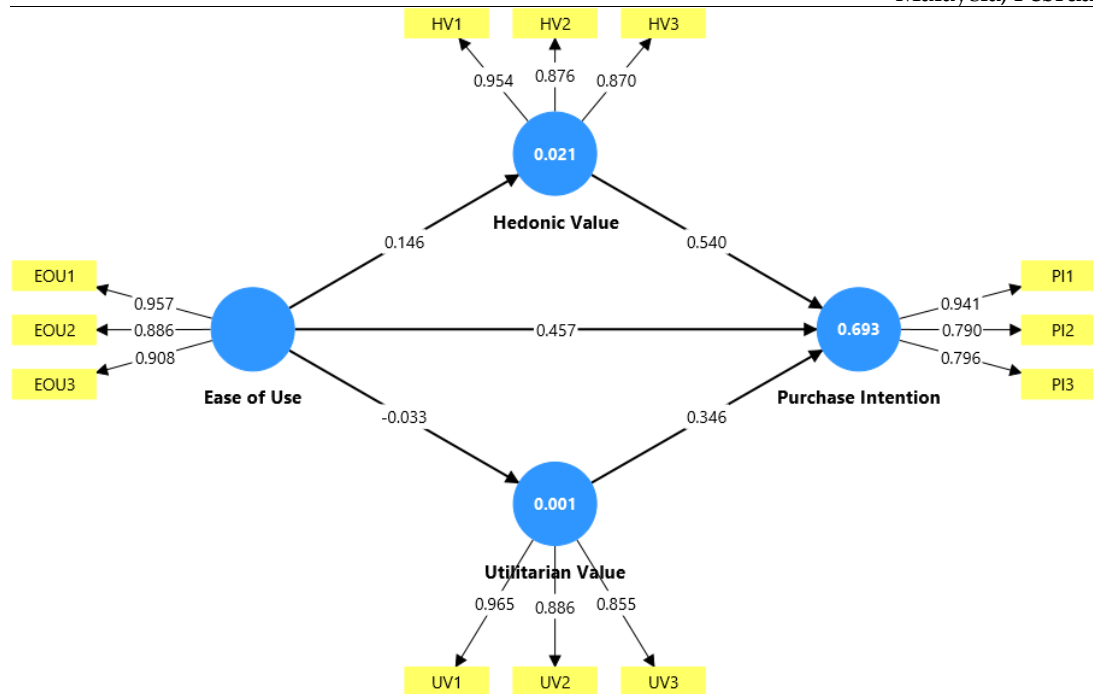
Data analysis was conducted using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) method with the assistance of SmartPLS software (Hair et al., 2014). The analysis was carried out through two stages of evaluation:

1. Measurement Model Evaluation (Outer Model). This stage aimed to assess the validity and reliability of the research instruments. Convergent validity was evaluated based on factor loading values (> 0.70) and the Average Variance Extracted ($AVE > 0.50$). Discriminant validity was assessed using the Fornell-Larcker criterion or the Heterotrait-Monotrait Ratio ($HTMT < 0.90$). Reliability was evaluated through Composite Reliability (CR) and Cronbach's Alpha values, both of which were required to exceed 0.70.
2. Structural Model Evaluation (Inner Model). After the measurement model was confirmed to be valid and reliable, the structural model evaluation was conducted to test the proposed hypotheses (H1-H5). Significance testing was performed using the bootstrapping procedure to examine the t-statistics values (> 1.96) and p-values (< 0.05). In addition, the coefficient of determination (R^2) was evaluated to measure the extent to which the variance of the dependent variables could be explained by the independent variables.

RESULT AND DISSUSION

The measurement evaluation (*Outer Model*)

The measurement model evaluation was conducted to ensure that each construct possessed adequate validity and reliability prior to hypothesis testing. In SEM-PLS, this evaluation includes convergent validity, discriminant validity, and construct reliability assessments.



Gambar 2. Estimasi Model Pengukuran

1. Convergent Validity Test

Convergent validity was evaluated based on factor loading values and the Average Variance Extracted (AVE). Based on the data processing results using SmartPLS, all indicators associated with the variables of Ease of Use, Hedonic Value, Utilitarian Value, and Purchase Intention demonstrated factor loading values above 0.70. In addition, the AVE values for all constructs exceeded the recommended threshold of 0.50. These results indicate that each indicator possesses a high level of accuracy in representing the constructs being measured.

Table 1. Outer Loading

	Outer loadings
EOU1 <- Ease of Use	0.957
EOU2 <- Ease of Use	0.886
EOU3 <- Ease of Use	0.908
HV1 <- Hedonic Value	0.954
HV2 <- Hedonic Value	0.876



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HV3 <- Hedonic Value	0.870
PI1 <- Purchase Intention	0.941
PI2 <- Purchase Intention	0.790
PI3 <- Purchase Intention	0.796
UV1 <- Utilitarian Value	0.965
UV2 <- Utilitarian Value	0.886
UV3 <- Utilitarian Value	0.855

2. Discriminant Validity Test

The discriminant validity test was conducted to ensure that each construct was empirically distinct from the other constructs. In this study, discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT) criterion. The analysis results revealed that all HTMT values among the variables were below 0.90. Therefore, it can be concluded that all constructs in this model demonstrate good discriminant validity and effectively represent different dimensions.

Table 2. Heterotrait-Monotrait Ratio (HTMT)

	Heterotrait-monotrait ratio (HTMT)
Hedonic Value <-> Ease of Use	0.158
Purchase Intention <-> Ease of Use	0.584
Purchase Intention <-> Hedonic Value	0.712
Utilitarian Value <-> Ease of Use	0.037
Utilitarian Value <-> Hedonic Value	0.048
Utilitarian Value <-> Purchase Intention	0.373

3. Construct Reliability Test

The reliability test was conducted to measure the internal consistency of the instrument. Based on Table 2, the values of Cronbach's Alpha and Composite Reliability (CR) for all variables were above the recommended threshold of 0.70 (Ghozali & Latan, 2018).

Table 3. The Result of Reliability Test and AVE

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Ease of Use	0.906	0.945	0.841
Hedonic Value	0.883	0.903	0.811



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Purchase Intention	0.800	0.881	0.715
Utilitarian Value	0.887	0.947	0.816

Structural Model Evaluation (Inner Model)

After the measurement model was confirmed to meet the validity and reliability criteria, the next step involved evaluating the structural model to examine the relationships among the constructs. The testing procedure was conducted using bootstrapping with 5,000 sub-samples to obtain the t-statistics and p-values.

Table 4. Hypotheses Testing Result

	Original sample (O)	T statistics (O/STDEV)	P values
Ease of Use -> Purchase Intention	0.457	9.942	0.000
Ease of Use -> Hedonic Value	0.146	2.761	0.040
Ease of Use -> Utilitarian Value	-0.033	0.357	0.361
Hedonic Value -> Purchase Intention	0.540	13.346	0.000
Utilitarian Value -> Purchase Intention	0.346	8.871	0.000

1. Direct Effect Hypothesis Testing

Based on Table 4, the relationship between Ease of Use and Purchase Intention (H1) showed a path coefficient of 0.457. The t-statistics value of 9.942 > 1.96 and the p-value of 0.000 < 0.05 indicate that the hypothesis was accepted, meaning that system ease of use significantly increases purchase intention. The relationship between Ease of Use and Hedonic Value (H2) produced a path coefficient of 0.146. With a t-statistics value of 2.761 > 1.96 and a p-value of 0.040 < 0.05, the hypothesis was accepted, indicating that system ease of use significantly enhances users' emotional satisfaction. Meanwhile, the relationship between Ease of Use and Utilitarian Value (H3) showed the lowest coefficient, namely -0.033, indicating that Ease of Use had no significant effect on Utilitarian Value, as evidenced by the t-statistics value of 0.357 < 1.96 and the p-value of 0.361 > 0.05. The relationship between Hedonic Value and Purchase Intention (H4) demonstrated a positive effect of 0.387, supported by a t-statistics value of 13.346 > 1.96 and a p-value of 0.000 < 0.05. This finding confirms that shopping enjoyment positively drives consumers' purchase



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intention. Furthermore, the relationship between Utilitarian Value and Purchase Intention (H5) showed a positive effect of 0.424, as indicated by the t-statistics value of $8.871 > 1.96$ and the p-value of $0.000 < 0.05$. This result suggests that functional benefits remain a major consideration in consumers' transaction decisions.

2. Indirect Effect Testing

To examine the mediating roles of Hedonic Value and Utilitarian Value, an indirect effect analysis was conducted. This analysis aimed to determine whether Ease of Use could influence Purchase Intention through the mediation of perceived values.

Table 5. Indirect Effect Test Results (Mediation)

	Original sample (O)	T statistics (O/STDEV)	P values
Ease of Use -> Hedonic Value -> Purchase Intention	0.079	2.801	0.037
Ease of Use -> Utilitarian Value -> Purchase Intention	-0.011	0.347	0.365

Based on Table 5, the mediation analysis revealed a significant indirect effect of Ease of Use on Purchase Intention through Hedonic Value, as indicated by a coefficient value of 0.079, a t-statistics value of $2.801 > 1.96$, and a p-value of $0.037 < 0.05$. This finding implies that the ease of using the platform can be transformed into purchase intention through the pleasurable experiences perceived by consumers. Meanwhile, the indirect effect of Ease of Use on Purchase Intention through Utilitarian Value was found to be insignificant, as reflected by a coefficient value of -0.011, a t-statistics value of $0.347 < 1.96$, and a p-value of $0.365 > 0.05$. These results indicate that the mediating role of Utilitarian Value was not supported in this study.

Discussion

The analysis results revealed that Ease of Use has a positive and significant direct effect on Purchase Intention, indicating that the higher the level of system usability on social commerce platforms, the stronger consumers' intention to make purchases. This finding suggests that ease of navigation, interface clarity, and the simplicity of



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transaction processes are crucial elements that directly encourage prospective buyers to engage in transactions. Within today’s fast paced digital ecosystem, consumers tend to avoid platforms that require substantial mental effort or cognitive burden. When a shopping system is designed in such a way that the process from product discovery to payment completion (checkout) can be carried out with minimal obstacles, it reduces the psychological barriers that often cause consumers to abandon their purchasing intentions. These findings support the Technology Acceptance Model, which posits that perceived ease of use is a primary driver of behavioral intention. In the context of social commerce, system usability provides users with a sense of control. The efficiency perceived during interactions with platform features validates consumers’ beliefs that purchasing through the platform is a practical and convenient choice. This result is consistent with the findings of Saoula et al., (2023); Technological convenience is therefore not merely perceived as a technical aspect, but also as a form of digital service capable of transforming consumer interest into actual behavioral intention in the form of purchase intention.

The analysis results further demonstrate that Ease of Use has a positive and significant effect on Hedonic Value. Within the social commerce landscape, convenience is not solely a technical matter, but also an enabler of enjoyment. When users are no longer burdened by confusing navigation systems, they are more likely to achieve a state of flow, characterized by deep engagement with the platform’s entertaining content. Smooth interactions with features such as interactive filters and intuitive short-video scrolling minimize cognitive barriers, allowing the recreational aspects of the platform to become more dominant. These findings validate the theoretical perspective proposed by Arghashi & Yuksel, (2022); Andrina et al., (2022) who argued that a simple interface design serves as the primary foundation for creating an enjoyable and non-exhausting shopping experience. Ease of Use is therefore not only related to operational efficiency, but also to the creation of a “safe space” in which consumers can freely express themselves and seek entertainment. When every swipe and click feels precise and responsive, users tend to associate the platform with positive emotional experiences.

Ease of Use was found to have no significant effect on Utilitarian Value. This finding indicates that the ease of operating a system or navigating a social commerce platform interface does not automatically enhance consumers’ perceptions of the platform’s



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functional benefits or practical usefulness. This result is consistent with the findings of Aljabari et al., (2023); Guo & Li, (2022).

Hedonic Value was found to be a strong driver of Purchase Intention. This finding explains the phenomenon that, within social commerce environments, purchasing behavior is often stimulated by positive moods and entertainment rather than solely by urgent needs. The enjoyment experienced while watching live streaming sessions or viewing creative product reviews generates positive impulsivity among consumers. In this context, consumers are not merely purchasing products, but are also “buying” the enjoyable experiences offered by the platform. These findings support the argument proposed Wongkitrungrueng & Assarut (2020) who stated that emotional value acts as a catalyst that transforms passive viewers into active buyers through emotional engagement.

Utilitarian Value was also found to play an important role in influencing Purchase Intention. Although entertainment aspects may initially attract consumers’ attention, their final purchasing decisions remain grounded in rational considerations. The platform’s effectiveness in providing price information, product quality details, and convenient payment processes offers consumers a sense of security and functional assurance. As emphasized by Aoun Barakat et al., (2021); Kang & Park-poaps (2011) purchase intention will remain low if the platform is perceived as merely entertaining while failing to provide transactional convenience. This implies that functional benefits constitute an essential requirement for sustaining long-term purchase intention.

Comprehensively, this study offers a new perspective on the psychological mechanisms of digital consumers within the social commerce ecosystem. Contrary to the common assumption regarding the dual-path mechanism, the findings demonstrate that Ease of Use functions as a single antecedent that exclusively strengthens the affective pathway (Hedonic Value), but does not automatically activate the cognitive pathway (Utilitarian Value). This suggests that, within the context of social media, ease of use is interpreted by users more as a source of enjoyment and exploration comfort rather than solely as a tool for functional efficiency.

The novelty of these findings indicates that, in order to compete effectively in the social commerce market, platform providers can no longer rely solely on navigation



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simplicity to build utilitarian value, as such value is now perceived as a basic requirement independent of system usability. Without ease of use, hedonic value

becomes constrained, ultimately disrupting consumers’ emotional engagement. In contrast, utilitarian value remains an independent driver of purchase intention that must be developed through alternative strategies, such as improving information quality and enhancing transaction feature reliability.

The integration between technological convenience that stimulates enjoyment (hedonic value) and the consistent fulfillment of practical benefits (utilitarian value) represents two distinct yet complementary pathways. The successful conversion of consumer interest into actual purchase intention in today’s digital era depends on marketers’ ability to synchronize a seamless and enjoyable shopping experience with reliable functional performance, even though both dimensions are driven by different motivational factors within consumers’ minds.

CONCLUSION

This study concludes that Ease of Use serves as the primary foundation that specifically stimulates consumers’ emotional value (Hedonic Value) within social commerce platforms. Intuitive and easily navigable platforms have been proven to reduce users’ cognitive burden, thereby creating opportunities for enjoyable and entertaining shopping experiences. Without system simplicity, interactive features embedded within social media platforms may fail to be transformed into positive hedonic value perceptions, ultimately weakening consumers’ emotional engagement with the platform.

Contrary to the initial assumption, the analysis results reveal that system ease of use does not automatically enhance Utilitarian Value. This finding indicates that, for today’s digital consumers, ease of use is already perceived as a basic requirement, meaning that functional value is more strongly determined by feature effectiveness and information quality rather than merely operational simplicity. Nevertheless, purchase intention continues to be formed through two distinct pillars: entertainment aspects stimulated by system usability and functional efficiency that remains a major rational consideration before consumers complete transactions.

The success of social commerce therefore highly depends on platform developers’ ability to differentiate feature development strategies. Investments in navigation



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simplicity and interface design should primarily focus on strengthening enjoyable shopping experiences (hedonic value), while functional value (utilitarian value) should be enhanced through improving system reliability and product information accuracy. The synchronization between enjoyable technological convenience and tangible functional solutions represents the key strategy for minimizing shopping barriers and increasing consumers' purchase intention in today's increasingly competitive digital era.

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