

## REFERENCES

- Abalo, J., Varela, J., & Manzano, V. (2007). Importance values for Importance–Performance Analysis: A formula for spreading out values derived from preference rankings. *Journal of Business Research*, *60*(2), 115–121.
- Allua, S., & Thompson, C. (2009). Inferential Statistics. *Air Medical Journal*, *28*, 168–171. <https://doi.org/10.1016/j.amj.2009.04.013>
- Amrhein, V., Greenland, S., & McShane, B. (2019). Scientists rise up against statistical significance. *Nature*, *567*(7748), 305–307.
- Amrhein, V., Trafimow, D., & Greenland, S. (2019). Inferential statistics as descriptive statistics: There is no replication crisis if we don't expect replication. *The American Statistician*, *73*(sup1), 262–270.
- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2020). The future of social media in marketing. *Journal of the Academy of Marketing Science*, *48*(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Arnold, M. J., & Reynolds, K. E. (2003). Hedonic shopping motivations. *Journal of Retailing*, *79*(2), 77–95. [https://doi.org/10.1016/S0022-4359\(03\)00007-1](https://doi.org/10.1016/S0022-4359(03)00007-1)
- Arul Rajan, K. (2020). Influence of hedonic and utilitarian motivation on impulse and rational buying behavior in online shopping. *Journal of Statistics and Management Systems*, *23*(2), 419–430.
- Assael, H. (2005). *Consumer Behavior A Strategic Approach (2005 Indian)*. Dreamtech Press.
- Atcharyachanvanich, K., Okada, H., & Sonehara, N. (2008). Exploring factors effecting the continuance of purchasing behavior in internet shopping: extrinsic benefits and intrinsic benefits. *IPSJ Digital Courier*, *4*, 91–102.
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). *Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value*.
- Bai, Y., Li, T., & Zheng, C. (2022). Is there any value in the online reviews of remedial satisfied customers? An empirical study in the hospitality industry. *Journal of Retailing and Consumer Services*, *64*, 102804. <https://doi.org/10.1016/J.JRETCONSER.2021.102804>
- Barakat, S., Boddington, M., & Vyakarnam, S. (2014). Measuring entrepreneurial self-efficacy to understand the impact of creative activities for learning innovation. *International Journal of Management Education*, *12*(3), 456–468. <https://doi.org/10.1016/j.ijme.2014.05.007>
- Barnes, J. G. (2002). Secrets of customer relationship management: It's all about how you make them feel. (*No Title*).

- Batra, R., & Ahtola, O. T. (1991). Measuring the hedonic and utilitarian sources of consumer attitudes. *Marketing Letters*, 2, 159–170.
- Bigné, J. E., Andreu, L., & Gnoth, J. (2005). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*, 26(6), 833–844. <https://doi.org/https://doi.org/10.1016/j.tourman.2004.05.006>
- Boksberger, P. E., & Melsen, L. (2011). Perceived value: A critical examination of definitions, concepts and measures for the service industry. In *Journal of Services Marketing* (Vol. 25, Issue 3, pp. 229–240). <https://doi.org/10.1108/08876041111129209>
- Bridges, E., & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: The online experience. *Journal of Business Research*, 61(4), 309–314. <https://doi.org/https://doi.org/10.1016/j.jbusres.2007.06.017>
- Brucks, M., Dufwenberg, M., Ganesan, S., Janiszewski, C., Jing, X., Liu, Y., Liu, Y., Luan, S., Nielsen, J., Charles, J., Chen, Y., Wang, Q. I., & Xie, J. (2011). Online Social Interactions: A Natural Experiment on Word of Mouth Versus Observational Learning. *Journal of Marketing Research*, XLVIII, 238–254.
- C. Hopkinson, G., & Pujari, D. (1999). A factor analytic study of the sources of meaning in hedonic consumption. *European Journal of Marketing*, 33(3/4), 273–294. <https://doi.org/10.1108/03090569910253053>
- Chen, B. S., Yuan, C. H., Yin, B., & Wu, X. Z. (2021). Positive Emotions and Entrepreneurial Intention: The Mediating Role of Entrepreneurial Cognition. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.760328>
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77(4), 511–535.
- Cohen, J. (1992a). Statistical power analysis. *Current Directions in Psychological Science*, 1(3), 98–101.
- Cohen, J. (1992b). Statistical Power Analysis. *Current Directions in Psychological Science*, 1(3), 98–101. <https://doi.org/10.1111/1467-8721.ep10768783>
- Csikszentmihalyi, M. (n.d.). *Flow: The Psychology of Optimal Experience Flow-Identity (Positive Psychology) View project “LEADERSHIP AND FLOW”: A RESEARCH PROGRAM (Chapter10) View project Flow-The Psychology of optimal experience*. <https://www.researchgate.net/publication/224927532>
- Cui, X., Li, Y., Li, X., & Fang, S. (2023). Livestream e-commerce in a platform supply chain: A product-fit uncertainty reduction perspective. *International Journal of Production Economics*, 258, 108796. <https://doi.org/https://doi.org/10.1016/j.ijpe.2023.108796>

- Cyr, D., Bonanni, C., Bowes, J., & Ilsever, J. (2005). Beyond trust: Web site design preferences across cultures. *Journal of Global Information Management (JGIM)*, 13(4), 25–54.
- Darley, W. K., Blankson, C., & Luethge, D. J. (2010). Toward an integrated framework for online consumer behavior and decision making process: A review. *Psychology & Marketing*, 27(2), 94–116.
- de Oliveira Santini, F., Ladeira, W. J., & Sampaio, C. H. (2018). Tourists' perceived value and destination revisit intentions: The moderating effect of domain-specific innovativeness. *International Journal of Tourism Research*, 20(3), 277–285. <https://doi.org/10.1002/jtr.2178>
- Dwivedi, Y. K., Kapoor, K. K., & Chen, H. (2015). Social media marketing and advertising. *The Marketing Review*, 15(3), 289–309. <https://doi.org/10.1362/146934715x14441363377999>
- El-Adly, M. I., & Eid, R. (2017). Dimensions of the perceived value of malls: Muslim shoppers' perspective. *International Journal of Retail and Distribution Management*, 45(1), 40–56. <https://doi.org/10.1108/IJRDM-12-2015-0188>
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2003). Empirical testing of a model of online store atmospherics and shopper responses. *Psychology & Marketing*, 20(2), 139–150.
- Filo, K., Lock, D., & Karg, A. (2015). Sport and social media research: A review. *Sport Management Review*, 18(2), 166–181. <https://doi.org/10.1016/J.SMR.2014.11.001>
- Garson, G. D. (2016). Partial Least Squares (PLS-SEM): 2016 Edition. *Statistical Associates Pub-Lishing, Asheboro*.
- Graa, A., & Dani, el K. M. (2012). Application of stimulus & response model to impulse buying behavior of Algerian consumers. *Serbian Journal of Management*, 7(1), 53–64.
- Haibba Abbasi. (2017). *MARKETING STRATEGIES OF COKE: AN OVERVIEW BY I HABIBA ABBASI*. [www.kaavpublications.org](http://www.kaavpublications.org)
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use “PLS-SEM or CB-SEM: updated guidelines on which method to use.” In *Organizational*

*Research Methods, MIS Quarterly, and International Journal* (Vol. 1, Issue 2).

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019a). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019b). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019c). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019d). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>

Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. In *European Business Review* (Vol. 26, Issue 2, pp. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>

Hayu, R. S., Hidayat, R. F., Anggrawati, S., & Wiardi, A. H. (2023). The Effect of Hedonic and Utilitarian Values on Online Impulse Buying: Mediating Role of Browsing. *Journal of Madani Society*, 2(1), 17–25. <https://doi.org/10.56225/jmsc.v2i1.174>

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>

Herzallah, D., Muñoz-Leiva, F., & Liebana-Cabanillas, F. (2022). Drivers of purchase intention in Instagram Commerce. *Spanish Journal of Marketing - ESIC*, 26(2), 168–188. <https://doi.org/10.1108/SJME-03-2022-0043>

Hoffman, D. L., & Novak, T. P. (1996). Marketing in hypermedia computer-mediated environments: Conceptual foundations. *Journal of Marketing*, 60(3), 50–68.

- Holbrook, M. B., & Hirschman, E. C. (1982). *The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun*. <http://jcr.oxfordjournals.org/>
- Hsu, C. L., & Lu, H. P. (2004). Why do people play on-line games? An extended TAM with social influences and flow experience. *Information and Management*, *41*(7), 853–868. <https://doi.org/10.1016/j.im.2003.08.014>
- Hussain, S., Fangwei, Z., Siddiqi, A. F., Ali, Z., & Shabbir, M. S. (2018). Structural equation model for evaluating factors affecting quality of social infrastructure projects. *Sustainability*, *10*(5), 1415.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, *28*(2), 174–184. <https://doi.org/https://doi.org/10.1016/j.apmr.2022.07.007>
- Jasin, M., Sesunan, Y. S., Aisyah, M., Fatimah, C. E. A., & Azra, F. E. A. (2023). SMEs repurchase intention and customer satisfaction: Investigating the role of utilitarian value and service quality. *Uncertain Supply Chain Management*, *11*(2), 673–682. <https://doi.org/10.5267/j.uscm.2023.1.013>
- Johansson, A. C., & Zhu, Z. (2023). Reputational assets and social media marketing activeness: Empirical insights from China. *Electronic Commerce Research and Applications*, *61*, 101305. <https://doi.org/https://doi.org/10.1016/j.elerap.2023.101305>
- Jordan, P. W. (2000). *Designing pleasurable products: An introduction to the new human factors*. CRC press.
- Kankam, P. K. (2019). The use of paradigms in information research. In *Library and Information Science Research* (Vol. 41, Issue 2, pp. 85–92). Elsevier Ltd. <https://doi.org/10.1016/j.lisr.2019.04.003>
- Kemp, S. (2021, February 11). *Digital 2021: Indonesia*. © Kepios. All Rights Reserved. <https://datareportal.com/reports/digital-2021-indonesia>
- Kemp, S. (2023, February 9). *DIGITAL 2023: INDONESIA*. © Kepios. All Rights Reserved.
- Kim, D. Y., Lehto, X. Y., & Morrison, A. M. (2007). Gender differences in online travel information search: Implications for marketing communications on the internet. *Tourism Management*, *28*(2), 423–433. <https://doi.org/10.1016/j.tourman.2006.04.001>
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and applying research paradigms in educational contexts. *International Journal of Higher Education*, *6*(5), 26–41.

- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, *11*, 1–10. <https://doi.org/10.4018/ijec.2015100101>
- Kock, N., & Hadaya, P. (2018). *Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods*.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing, 17th Global Edition* (17th ed.).
- Kringelbach, M. L., & Berridge, K. C. (n.d.). *The Neuroscience of Happiness and Pleasure*.
- Lavuri, R., Jindal, A., & Akram, U. (2022). How perceived utilitarian and hedonic value influence online impulse shopping in India? Moderating role of perceived trust and perceived risk. *International Journal of Quality and Service Sciences*, *14*(4), 615–634. <https://doi.org/10.1108/IJQSS-11-2021-0169>
- Lee, S. M., & Chen, L. (2010). The Impact of Flow on Online Consumer Behavior. *Journal of Computer Information Systems*, *50*, 1–10. <https://doi.org/10.1080/08874417.2010.11645425>
- Lienggaard, B. D., Sharma, P. N., Hult, G. T. M., Jensen, M. B., Sarstedt, M., Hair, J. F., & Ringle, C. M. (2021). Prediction: Coveted, Yet Forsaken? Introducing a Cross-Validated Predictive Ability Test in Partial Least Squares Path Modeling. *Decision Sciences*, *52*(2), 362–392. <https://doi.org/10.1111/dec.12445>
- Liñán, F., Rodríguez-Cohard, J. C., & Rueda-Cantuche, J. M. (2011). Factors affecting entrepreneurial intention levels: A role for education. *International Entrepreneurship and Management Journal*, *7*(2), 195–218. <https://doi.org/10.1007/s11365-010-0154-z>
- Liu, F., Lim, E. T. K., Li, H., Tan, C. W., & Cyr, D. (2020). Disentangling utilitarian and hedonic consumption behavior in online shopping: An expectation disconfirmation perspective. *Information and Management*, *57*(3). <https://doi.org/10.1016/j.im.2019.103199>
- Liu, H. J., & Shiue, Y. C. (2014). Influence of Facebook game players' behavior on flow and purchase intention. *Social Behavior and Personality*, *42*(1), 125–133. <https://doi.org/10.2224/sbp.2014.42.1.125>
- Luo, Y., & Ye, Q. (2019). Understanding consumers' loyalty to an online outshopping platform: The role of social capital and perceived value. *Sustainability (Switzerland)*, *11*(19). <https://doi.org/10.3390/su11195371>

- Machleit, K. A., Eroglu, S. A., & Mantel, S. P. (2000). Perceived retail crowding and shopping satisfaction: What modifies this relationship? *Journal of Consumer Psychology*, 9(1), 29–42. [https://doi.org/10.1207/s15327663jcp0901\\_3](https://doi.org/10.1207/s15327663jcp0901_3)
- Man, S. S., Chan, A. H. S., Alabdulkarim, S., & Zhang, T. (2021). The effect of personal and organizational factors on the risk-taking behavior of Hong Kong construction workers. *Safety Science*, 136. <https://doi.org/10.1016/j.ssci.2020.105155>
- Memon, M. A., Ramayah, T., Cheah, J. H., Ting, H., Chuah, F., & Cham, T. H. (2021). PLS-SEM STATISTICAL PROGRAMS: A REVIEW. *Journal of Applied Structural Equation Modeling*, 5(1), i–xiv. [https://doi.org/10.47263/JASEM.5\(1\)06](https://doi.org/10.47263/JASEM.5(1)06)
- Meng, L. (Monroe), Duan, S., Zhao, Y., Lü, K., & Chen, S. (2021). The impact of online celebrity in livestreaming E-commerce on purchase intention from the perspective of emotional contagion. *Journal of Retailing and Consumer Services*, 63. <https://doi.org/10.1016/j.jretconser.2021.102733>
- Mihaly Csikszentmihalyi. (2008). *Flow: The Psychology of Optimal Experience*. New York: Harper.
- Mizik, N., & Jacobson, R. (2003). Value Creation and Value Appropriation / 63. In *Journal of Marketing* (Vol. 67).
- Mummalaneni, V. (2005). An empirical investigation of web site characteristics, consumer emotional states and on-line shopping behaviors. *Journal of Business Research*, 58(4), 526–532.
- Muninger, M. I., Hammedi, W., & Mahr, D. (2019). The value of social media for innovation: A capability perspective. *Journal of Business Research*, 95, 116–127. <https://doi.org/10.1016/j.jbusres.2018.10.012>
- Nakamura, J., & Csikszentmihalyi, M. (2003). *The construction of meaning through vital engagement*.
- Novak, T. P., Hoffman, D. L., & Yung, Y.-F. (2000a). Measuring the customer experience in online environments: A structural modeling approach. *Marketing Science*, 19(1), 22–42.
- Novak, T. P., Hoffman, D. L., & Yung, Y.-F. (2000b). Measuring the customer experience in online environments: A structural modeling approach. *Marketing Science*, 19(1), 22–42.
- O'Brien, H. L. (2010). The influence of hedonic and utilitarian motivations on user engagement: The case of online shopping experiences. *Interacting with Computers*, 22(5), 344–352. <https://doi.org/10.1016/j.intcom.2010.04.001>

- Overby, J. W., & Lee, E.-J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*, 59(10), 1160–1166. <https://doi.org/https://doi.org/10.1016/j.jbusres.2006.03.008>
- Ozkara, B. Y., Ozmen, M., & Kim, J. W. (2017a). Examining the effect of flow experience on online purchase: A novel approach to the flow theory based on hedonic and utilitarian value. *Journal of Retailing and Consumer Services*, 37, 119–131. <https://doi.org/10.1016/j.jretconser.2017.04.001>
- Ozkara, B. Y., Ozmen, M., & Kim, J. W. (2017b). Examining the effect of flow experience on online purchase: A novel approach to the flow theory based on hedonic and utilitarian value. *Journal of Retailing and Consumer Services*, 37, 119–131. <https://doi.org/10.1016/j.jretconser.2017.04.001>
- Parasuraman, A., & Grewal, D. (2000). The impact of technology on the quality-value-loyalty chain: a research agenda. *Journal of the Academy of Marketing Science*, 28(1), 168–174.
- Park, D. H., & Kim, S. (2008). The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews. *Electronic Commerce Research and Applications*, 7(4), 399–410. <https://doi.org/10.1016/j.elerap.2007.12.001>
- Penz, E., & Hogg, M. K. (2011). The role of mixed emotions in consumer behaviour: Investigating ambivalence in consumers' experiences of approach-avoidance conflicts in online and offline settings. *European Journal of Marketing*, 45(1/2), 104–132.
- Pongratte, L. J., Liu, J., Putri, M. D. P. W., & Paulin, A. (2023). The Effect of Promotion via TikTok Live Streaming on Consumers' Buying Interest in Clothing Products. *Open Journal of Social Sciences*, 11(04), 333–347. <https://doi.org/10.4236/jss.2023.114024>
- Pride, & Ferrell. (2016). Marketing. In *Cengage Learning* (2016th ed., pp. 4–23). <https://books.google.co.id/books?id=czFBBAAAQBAJ&lpg=PR5&ots=Ggw hPsQZBY&dq=marketing&lr&hl=zh-CN&pg=PR20#v=onepage&q&f=false>
- Rehman, A. A., & Alharthi, K. (2016). An introduction to research paradigms. *International Journal of Educational Investigations*, 3(8), 51–59.
- Richter, N. F., Hauff, S., Ringle, C. M., & Gudergan, S. P. (2022). The Use of Partial Least Squares Structural Equation Modeling and Complementary Methods in International Management Research. In *Management International Review* (Vol. 62, Issue 4, pp. 449–470). Springer Science and Business Media Deutschland GmbH. <https://doi.org/10.1007/s11575-022-00475-0>



- Ringle, C. M., Da Silva, D., & Bido, D. D. S. (2014). Modelagem de Equações Estruturais com Utilização do Smartpls. *Revista Brasileira de Marketing*, 13(2), 56–73. <https://doi.org/10.5585/remark.v13i2.2717>
- Ringle, C. M., Sarstedt, M., Sinkovics, N., & Sinkovics, R. R. (2023). A perspective on using partial least squares structural equation modelling in data articles. *Data in Brief*, 48. <https://doi.org/10.1016/j.dib.2023.109074>
- Rodríguez-Ardura, I., & Meseguer-Artola, A. (2019). Imagine, feel “there”, and flow! Immersive experiences on m-Facebook, and their affective and behavioural effects. *Information Technology & People*, 32(4), 921–947.
- Rodríguez-Ardura, I., Meseguer-Artola, A., & Fu, Q. (2023). The utilitarian and hedonic value of immersive experiences on WeChat: examining a dual mediation path leading to users’ stickiness and the role of social norms. *Online Information Review*. <https://doi.org/10.1108/OIR-04-2022-0208>
- Roller. (2023, September 23). *Gen Z Travel Trends & Statistics in 2023*. Genz. <https://www.roller.software/blog/gen-z-travel-trends-and-statistics>
- Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: A systematic review of the research. *Marketing Theory*, 7(4), 427–451. <https://doi.org/10.1177/1470593107083165>
- Sarkar, A. (2011). Impact of utilitarian and hedonic shopping values on individual’s perceived benefits and risks in online shopping. *International Management Review*, 7(1), 58.
- Sarstedt, M., Ringle, C. M., Henseler, J., & Hair, J. F. (2014). On the emancipation of PLS-SEM: A commentary on Rigdon (2012). *Long Range Planning*, 47(3), 154–160.
- Sekaran, U., & Bougie, R. (2019a). *Research Methods for Business: A Skill Building Approach* (Eighth Edi). John Wiley & Sons.
- Sekaran, U., & Bougie, R. (2019b). *Research Methods For Business, Enhanced eText* (8th ed.). Wiley.
- Sekaran, U., & Bougie, R. (2020). *RESEARCH METHOD FOR BUSINESS: A SKILL BUILDING APPROACH* (8th ed.). Wiley.
- Seligman, M. E. P. (2011). *Flourish: A visionary new understanding of happiness and well-being*. Simon and Schuster.
- Sen, S., & Nayak, S. (2022). Internal stimulus factors as antecedents of impulse buying: gap identification and future direction. *Vision*, 26(4), 423–430.
- Sharma, P. N., Liengard, B. D., Hair, J. F., Sarstedt, M., & Ringle, C. M. (2023). Predictive model assessment and selection in composite-based modeling using

- PLS-SEM: extensions and guidelines for using CVPAT. *European Journal of Marketing*, 57(6), 1662–1677. <https://doi.org/10.1108/EJM-08-2020-0636>
- Sherry Jr, J. F. (1990). A sociocultural analysis of a Midwestern American flea market. *Journal of Consumer Research*, 17(1), 13–30.
- Shilbury, D., Westerbeek, H., Quick, S., Funk, D., Karg, A., & Dickler, L. (2015). Strategic Sport Marketing. *Sport Management Review*, 18(4), 627–628. <https://doi.org/10.1016/j.smr.2014.09.004>
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J. H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019a). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/EJM-02-2019-0189>
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J. H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019b). Predictive model assessment in PLS-SEM: guidelines for using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/EJM-02-2019-0189>
- Sicilia, M., & Ruiz, S. (2007). The role of flow in web site effectiveness. *Journal of Interactive Advertising*, 8(1), 33–44.
- Sinden, J. A., & Worrell, A. C. (1979). Unpriced values. *Unpriced Values*.
- Statista. (2023). *Countries with the largest TikTok audience as of July 2023*.
- Sudaryanto, S., Courvisanos, J., Dewi, I. R., Rusdiyanto, R., & Yuaris, J. R. (2022). Determinants of purchase intention during COVID-19: A case study of skincare products in East Java. *Innovative Marketing*, 18(1), 181–194. [https://doi.org/10.21511/im.18\(1\).2022.15](https://doi.org/10.21511/im.18(1).2022.15)
- Tarka, P. (2017). The comparison of estimation methods on the parameter estimates and fit indices in SEM model under 7-point Likert scale. *Archives of Data Science*, 2(1), 1–16.
- To, P. L., Liao, C., & Lin, T. H. (2007). Shopping motivations on Internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12), 774–787. <https://doi.org/10.1016/j.technovation.2007.01.001>
- To, P.-L., Liao, C., & Lin, T.-H. (2007a). Shopping motivations on Internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12), 774–787. <https://doi.org/https://doi.org/10.1016/j.technovation.2007.01.001>
- To, P.-L., Liao, C., & Lin, T.-H. (2007b). Shopping motivations on Internet: A study based on utilitarian and hedonic value. *Technovation*, 27(12), 774–787.

- Tsao, W.-C., & Shao, Y.-W. (2018). How Is Flow Induced? From the Perspective of Online and Offline Channels. *International Journal of Marketing Studies*, 10(1), 11. <https://doi.org/10.5539/ijms.v10n1p11>
- Vieira, V., Santini, F. O., & Araujo, C. F. (2018a). A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing*, 35(4), 426–437. <https://doi.org/10.1108/JCM-08-2016-1914>
- Vieira, V., Santini, F. O., & Araujo, C. F. (2018b). A meta-analytic review of hedonic and utilitarian shopping values. *Journal of Consumer Marketing*, 35(4), 426–437.
- Voss, K. E., Spangenberg, E. R., & Grohmann, B. (2003). Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude. *Journal of Marketing Research*, 40(3), 310–320. <https://doi.org/10.1509/jmkr.40.3.310.19238>
- Vrechopoulos, A. P., O’keefe, R. M., Doukidis, G. I., & Siomkos, G. J. (2004). Virtual store layout: an experimental comparison in the context of grocery retail. *Journal of Retailing*, 80(1), 13–22.
- Wang, B., Xie, F., Kandampully, J., & Wang, J. (2022). Increase hedonic products purchase intention through livestreaming: The mediating effects of mental imagery quality and customer trust. *Journal of Retailing and Consumer Services*, 69, 103109. <https://doi.org/10.1016/j.jretconser.2022.103109>
- Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and Validation of Brief Measures of Positive and Negative Affect: The PANAS Scales. In *Journal of Personality and Social Psychology* (Vol. 54, Issue 6).
- Wu, L. L., Wang, Y. T., Wei, C. H., & Yeh, M. Y. (2015). Controlling information flow in online information seeking: The moderating effects of utilitarian and hedonic consumers. *Electronic Commerce Research and Applications*, 14(6), 603–615. <https://doi.org/10.1016/j.elerap.2015.09.002>
- Xia, Y., & Ha, H. Y. (2022). Do Online Reviews Encourage Customers to Write Online Reviews? A Longitudinal Study. *Sustainability (Switzerland)*, 14(8). <https://doi.org/10.3390/su14084612>
- Xin, B., Hao, Y., & Xie, L. (2023). Strategic product showcasing mode of E-commerce live streaming. *Journal of Retailing and Consumer Services*, 73, 103360. <https://doi.org/10.1016/j.jretconser.2023.103360>
- Zeithaml, V. A. (1988). *Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence*.

- Zhang, W., Zhang, W., & Daim, T. U. (2023). Investigating consumer purchase intention in online social media marketing: A case study of Tiktok. *Technology in Society*, 74, 102289. <https://doi.org/10.1016/j.techsoc.2023.102289>
- Zhou, R., & Tong, L. (2022). A Study on the Influencing Factors of Consumers' Purchase Intention During Livestreaming e-Commerce: The Mediating Effect of Emotion. *Frontiers in Psychology*, 13(May), 1–15. <https://doi.org/10.3389/fpsyg.2022.903023>
- Zhu, G., Jiang, S., & Li, K. (2022a). A moderated mediation mechanism underlying the impact of website telepresence on purchase intention — Evidence from Chinese female college student customers. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.902414>
- Zhu, G., Jiang, S., & Li, K. (2022b). A moderated mediation mechanism underlying the impact of website telepresence on purchase intention — Evidence from Chinese female college student customers. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.902414>

