

The Role of Hedonic and Utilitarian Value Moderation in the Relationship Between Advertising Value and Purchase Intention: A Study of iPhone and Samsung Smartphone Consumers

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Abstract

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The development of digital technology and the increasing use of premium smartphones such as the iPhone and Samsung indicate that this phenomenon is occurring among various groups in Indonesia. However, the high prices of these products are relatively significant compared to the average income of the population. This phenomenon suggests that consumers' purchasing decisions are not solely influenced by rational considerations but also by psychological factors and value perceptions formed through the products themselves. This study aims to analyze the influence of advertising value on purchase intention among iPhone and Samsung smartphone consumers, as well as to examine the role of hedonic and utilitarian values as moderating variables in this relationship. The research employs a quantitative approach with an explanatory research design. The population consists of consumers and prospective consumers of iPhone and Samsung smartphones in two cities in East Java, namely Surabaya, Malang, Kediri, Madiun, and Blitar. The sampling technique uses purposive sampling with a total of 250 respondents. Advertising value is measured using indicators of valuable, useful, and important, while purchase intention is measured through indicators of probability, consideration, willingness to buy, and performance purchase. Hedonic and utilitarian values serve as moderating variables to determine the extent to which consumers' psychological orientations can strengthen or weaken the influence of advertising value on purchase intention. This research is expected to contribute theoretically to the development of consumer behavior literature and advertising effectiveness, as well as provide practical implications for companies in designing marketing strategies that are more aligned with consumer characteristics.

INTRODUCTION

The development of information and communication technology has changed various aspects of people's lives, including the way they communicate, work, shop, and interact. One of the most influential innovations is the smartphone, which now serves not only as a means of communication, but also as a means of accessing banking services, education, entertainment, electronic commerce, and various other digital activities. Data from the Ministry of Communication and Information of the Republic of Indonesia shows that smartphone users in Indonesia reach 167 million people or around 89% of the total population, while Newzoo (2022) estimates that this number has reached 192.15 million users. In the global smartphone market, Apple through the iPhone and Samsung through the Galaxy series consistently dominate the premium segment (flagship). Based on GoodStats data (2024), the iPhone is the best-selling smartphone in the world with a sales share of 4.4%, while Samsung is in second place with 1.9%.

In Indonesia, the flagship products of the two brands are marketed at relatively high prices, such as the iPhone 15 Pro Max starting from IDR 21,000,000.00 and the Samsung Galaxy S24 Ultra starting from IDR 19,900,000.00. The dominance of these two brands is not only supported by high sales, but also by technological innovation, design quality, and user experience that are standard in the premium smartphone industry.

The main phenomenon in this study is the paradox of purchasing power in Indonesia. Data from *finance.detik.com* (2024) shows that the average income of the Indonesian people is US\$ 344 per month or around IDR 5,300,000, while the price of flagship smartphones ranges from IDR 19,000,000 to IDR 22,000,000. This means that the average consumer needs to allocate income for about four to five months to buy a unit of flagship smartphone. This gap is increasingly visible when compared to other countries. The people of the United States only need about four to five business days to buy the latest iPhone, while the Malaysian people need about 24 business days. On the other hand, Indonesian people need around 87–95 full working days (Katadata, 2024). This condition raises questions about the reason why Indonesian consumers still have the intention to buy flagship smartphones even though the price is relatively far above the average purchasing power.

Table 1. Revenue Comparison

Country	Average Revenue per Month	Estimated Working Days
United States	US\$ 6,455 ($\pm$ Rp 99.4 million)	4–5 business days
Indonesia	US\$ 344 ($\pm$ IDR 5.3 million)	87–95 business days

Source: *finance.com* (2024)

However, the limited purchasing power does not stop Indonesian consumers from interested in owning flagship smartphones. Data from Consumer Intelligence Research Partners (CIRP, 2023) shows that Android users in Indonesia have continued to switch to iPhones over the past ten years, with an increasing trend of between 10 to 15 percent per year. This shift is not driven by a drop in iPhone prices, but rather by a strong psychological push that encourages consumers to keep trying to own the premium device regardless of existing financial limitations.

The phenomenon of iPhone dominance in the second-hand smartphone market also strengthens this paradox. According to Counterpoint Research research (2022), refurbished iPhones control 49 percent of the global used phone market share, up from 44 percent in 2021. Samsung followed in second place with a share of 26 percent. The fact that used iPhone products still dominate the global market consistently indicates that the value of the iPhone brand does not just survive, but is even able to beat all competing brands even in used condition. Consumers who can't afford a new iPhone are also willing to look for refurbished alternatives to still be able to experience the experience and social status associated with owning the device.

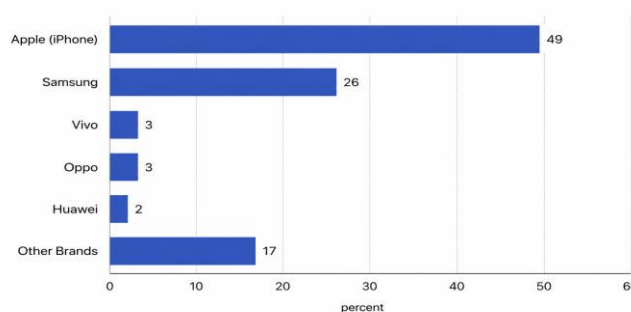


Figure 1. Global Used Smartphone Market Share in 2022

Source: Counterpoint Research via Katadata (databoks.katadata.co.id)

The paradoxical phenomenon of purchasing power cannot be explained only through a rational economic perspective, so a psychological approach to consumer behavior is needed. Babin et al. (1994) explain two dimensions of consumer value, namely hedonistic value and utilitarian value. Hedonistic values relate to the emotional pleasure, psychological satisfaction, social prestige, and self-identity gained from the use of flagship smartphones. In digital marketing, this value is also influenced by the visual experience and emotional appeal of the ad (Larasatie et al., 2023). In contrast, utilitarian values emphasize functional benefits such as camera quality, performance, battery life, system security, and completeness of product information in ads. Both values can appear at the same time, such as in Apple's ecosystem that provides functional benefits through service integration while creating a sense of exclusivity for its users.

The hedonistic and utilitarian values that encourage consumers to buy flagship smartphones are influenced by the role of advertising in shaping consumer perception. In this study, the concept of *advertising value* from Ducoffe (1995) was used, which is defined as the subjective evaluation of consumers of advertising value through three indicators, namely *valuable*, *useful*, and *important*. The higher the advertising value that consumers feel, the more likely it is to have purchase intent. Apple and Samsung implement different advertising strategies. Apple emphasizes more emotional aspects such as lifestyle, creativity, and self-identity related to hedonistic values, while Samsung emphasizes more product specification and benefit information related to utilitarian values. Previous research has shown different results regarding the effect of *advertising value* on *purchase intent*. Several studies have found a positive influence (Alalwan, 2018; Martins et al., 2019; Hussain et al., 2022), while other studies have shown no direct influence (Tsang et al., 2004; Dix et al., 2012; Disastra et al., 2019). These differences indicate that there are other factors that affect the relationship.

The uniqueness of this study lies in the use of hedonistic values and utilitarian values as moderation variables. Consumers with a hedonistic orientation tend to be more responsive to the emotional and visual elements of advertising, while utilitarian consumers pay more attention to the information and credibility aspects of advertising. This study integrates *Advertising Value theory* from Ducoffe (1995), *Purchase Intention* from Gazley et al. (2015) and He & Qu (2018), as well as hedonistic and utilitarian value theory from Babin et al. (1994) and Larasatie et al. (2023) to understand the effectiveness of flagship smartphone advertising in Indonesia.

METHODS

This study uses a quantitative approach with an *explanatory research* design that aims to analyze the influence of *Advertising Value* on *Purchase Intention*, as well as test the role of *Hedonic*

Value and *Utilitarian Value* as moderation variables in iPhone and Samsung smartphone consumers.

The research was carried out in five cities in East Java Province, namely Surabaya, Malang, Kediri, Madiun, and Blitar in the October 2025 period. The study population is consumers and potential consumers of iPhone and Samsung smartphones that meet the research criteria. Because the number of populations is not known for sure (*infinite population*), the determination of the number of samples uses the approach of Hair et al. (2010), namely the number of indicators multiplied by 10. With a total of 25 indicators, a sample of 250 respondents was obtained.

The sampling technique used *non-probability sampling* with the *purposive sampling* method. Respondents' criteria include: (1) at least 17 years old, (2) are consumers or prospective consumers of iPhone and Samsung, (3) have seen iPhone or Samsung smartphone advertisements on social media, (4) use reviews or advertising information as consideration for purchases, and (5) reside in Surabaya, Malang, Kediri, Madiun, or Blitar.

The data used consists of primary data and secondary data. Primary data was obtained through the distribution of online questionnaires using Google Forms, while secondary data was obtained from scientific journals, books, and other relevant literature sources. Variable measurements used a five-point Likert scale, ranging from a score of 1 (*strongly disagree*) to a score of 5 (*strongly agree*).

The test of the research instrument included a validity test using *Pearson Correlation* and a reliability test using *Cronbach's Alpha* with a minimum limit of 0.60. All items are declared valid and reliable. Data analysis was carried out using SPSS version 29 through descriptive statistical analysis, classical assumption tests (normality, multicollinearity, and heteroscedasticity), linear regression analysis, *Moderated Regression Analysis* (MRA), determination coefficient (R^2) test, F test, and t test.

RESULTS AND DISCUSSION

Results

Based on the analysis of data collected from 250 iPhone and Samsung smartphone users in East Java, the findings indicate that Advertising Value, Hedonic Value, and Utilitarian Value play important roles in shaping consumers' Purchase Intention. Prior to hypothesis testing, all research instruments met the requirements of validity and reliability, and successfully passed the classical assumption tests. Therefore, the regression model was considered appropriate for further analysis.

The first hypothesis was tested using regression analysis to examine the effect of Advertising Value on Purchase Intention. The results revealed that Advertising Value has a positive and significant effect on Purchase Intention. In addition, both Hedonic Value and Utilitarian Value also contributed positively to consumers' purchase intentions.

Table 2. Regression Results of the Effect of Advertising Value on Purchase Intention

Variabel	B	Std. Error	Beta	t	Sig.
(Constant)	3.988	1.293	-	3.085	.002
Advertising Value	.288	.102	.199	2.828	.005
Hedonic Value	.155	.047	.250	3.305	.001
Utilitarian Value	.230	.062	.267	3.743	<.001

Source: Processed Data (2026)

Based on Table 1, Advertising Value has a coefficient of 0.288 with a significance value of 0.005 (<0.05), indicating that the higher the perceived value of an advertisement, the higher the consumers' purchase intention toward flagship smartphones. Utilitarian Value demonstrated the strongest direct effect ($\beta = 0.267$), followed by Hedonic Value ($\beta = 0.250$) and Advertising Value ($\beta = 0.199$).

Furthermore, a Moderated Regression Analysis (MRA) was conducted to determine whether Hedonic Value and Utilitarian Value strengthen the relationship between Advertising Value and Purchase Intention.

Table 3. Moderated Regression Analysis (MRA) Results

Coefficients ^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	36.349	4.936		7.364	<,001
	ADVERTISIN G VALUE	-2.850	.471	-1.973	-6.056	<,001
	HEDONIK VALUE	-.142	.173	-.228	-.820	.413
	UTILITARIAN VALUE	-.701	.275	-.812	-2.549	.011
	X1M	.030	.015	1.278	1.977	.049
	X2M	.084	.025	2.137	3.443	<,001

Source: Processed Data (2026)

The results presented in Table 2 show that the interaction variable between Advertising Value and Hedonic Value (X1M) has a significance value of 0.049 (<0.05), indicating that Hedonic Value significantly moderates the relationship between Advertising Value and Purchase Intention. This means that consumers with a stronger hedonic orientation tend to exhibit higher purchase intentions when exposed to advertisements perceived as valuable.

Moreover, the interaction variable between Advertising Value and Utilitarian Value (X2M) obtained a significance value of <0.001 and a coefficient of 0.084. This finding demonstrates that Utilitarian Value also significantly moderates the relationship between Advertising Value and Purchase Intention. Furthermore, the moderating effect of Utilitarian Value is stronger than that of Hedonic Value, as reflected by its larger interaction coefficient.

To assess the model's explanatory power regarding Purchase Intention, the coefficient of determination and model fit tests were performed.

Table 4. Coefficient of Determination and F-Test Results

Model	R	R Square	Adjusted R Square	Std. Error
Regresi Berganda	0,632	0,400	0,393	2,679

(tanpa moderasi)				
MRA	0,708	0,502	0,491	2,451
(dengan moderasi)				
Peningkatan (ΔR^2)	+0,076	+0,102	+0,098	–

Source: Processed Data (2026)

Based on Table 3, the R Square value of 0.400 indicates that Advertising Value, Hedonic Value, and Utilitarian Value collectively explain 40.0% of the variance in Purchase Intention, while the remaining 60.0% is explained by factors outside the research model. The F-value of 49.119 with a significance level of <0.001 indicates that the model is statistically significant and suitable for explaining the relationships among the variables under investigation.

Overall, the findings confirm that Advertising Value has a positive effect on Purchase Intention. This effect becomes stronger when consumers possess higher levels of both hedonic and utilitarian orientations. However, Utilitarian Value emerged as the more dominant moderator compared to Hedonic Value, suggesting that functional benefits and the usefulness of advertising information are the most influential factors in shaping consumers' purchase intentions toward flagship smartphones.

Discussion

The Influence of Advertising Value on Purchase Intent

The results of the first hypothesis test of this study state that Advertising Value has a positive and significant effect on the Purchase Intention of iPhone and Samsung Flagship smartphone consumers. Based on the results of the t-test in multiple linear regression analysis, the Advertising Value coefficient value was 0.288, the t-value was 2.828, and the significance value was 0.005 which was smaller than $\alpha = 0.05$. Thus, H1 was accepted: Advertising Value has proven to have a positive and significant effect on the Purchase Intention of iPhone and Samsung smartphone consumers in the East Java region.

These findings mean that every one unit increase in consumer perception of Advertising Value will result in a 0.288 unit increase in their Purchase Intention against iPhone and Samsung Flagship smartphones, assuming other variables are constant. The average Advertising Value value in this study is 3.70 which is in the Good category, reflecting that consumers generally perceive the ads of the two brands as valuable, useful, and important advertisements of the three original indicators developed by Ducoffe (1995) and used as measurements in this study.

Theoretically, these findings are in line with the framework of the Theory of Planned Behavior put forward by Ajzen (1991) as the grand theory of this research. Ajzen (1991) explained that behavioral intention is influenced by attitudes toward behavior, subjective norms, and perceived behavioral control. In the context of this study, Advertising Value that is perceived as high by consumers functions to form a positive attitude towards advertisements and advertised products. This positive attitude further encourages the formation of buying intentions. The relevance of the Theory of Planned Behavior in this study lies in the ability of this theory to explain

how advertising value shapes consumers' attitudes towards a product, which ultimately influences their purchase intention (Ajzen, (1991) (Martins et al. (2019).

Of the three Advertising Value items measured using Ducoffe's (1995) original indicators, item X1.3 which measures the important dimension obtained the highest mean value of 3.752, followed by item X1.2 which measures the useful dimension with a mean of 3.689, and item X1.1 which measures the valuable dimension with a mean of 3.664. The high score on the important dimension indicates that consumers of flagship smartphones in East Java view iPhone and Samsung advertisements primarily as a relevant and decisive source of information in the pre-purchase evaluation process. Ducoffe (1995) asserts that advertising perceived as important by consumers reflects a high level of cognitive engagement, where advertising does not simply function as entertainment but actually influences consumer purchase decision considerations.

These H1 findings are in line with Alalwan's (2018) research in the International Journal of Information Management which used the PLS-SEM quantitative approach on 411 respondents in Jordan, finding that advertising value formed by informativeness, entertainment, credibility, and interactivity has a positive and significant effect on consumer purchase intent on social media. Furthermore, the strongest relevance was found in a study by Martins et al. (2019) in the Journal of Business Research that specifically examined the context of smartphone advertising. Using the PLS-SEM approach on 303 respondents in Portugal, it was found that advertising value has a positive and significant effect on the purchase intention of smartphone consumers.

Hussain et al. (2022) in *Frontiers in Psychology* who examined 286 respondents also found that advertising value has a significant effect on purchase intention through value co-creation, with the dimensions of entertainment and interactivity as the strongest predictors of advertising value. Hasbullah et al. (2023) in the International Journal of Academic Research in Business and Social Sciences using the extended Ducoffe model found that the three main variables of advertising value, namely informativeness, entertainment, and irritation, have a direct and significant effect on consumers' sustainable purchase intentions. Karamchandani et al. (2024) in the Journal of Creative Communications, directly validated the use of three Ducoffe items (valuable, useful, important) that were identical to this study, and found that advertising value had a significant effect on brand attitude, which further influenced the purchase intention of smartphone consumers.

In the Indonesian context, the findings of hypothesis 1 are consistent with the results of Wibowo et al.'s (2021) research in the Journal of Asian Finance, Economics and Business which examined 350 consumers in Indonesia using the SEM approach, and proved that advertising value is a significant predictor of consumer purchase intention in the context of mobile advertising in Indonesia. These contextual findings are very important because they show that the relationship between advertising value and purchase intention found in this study is not only a phenomenon that applies in foreign markets, but is also consistently verified in the context of the Indonesian digital market.

It's important to note that some previous studies have found that the influence of advertising value on purchase intent isn't always direct. Tsang et al. (2004) in the International Journal of Electronic Commerce with a sample of 386 respondents in Taiwan found that advertising value does not have a direct and significant effect on purchase intention, because the effect is fully mediated by attitude toward advertising. Dix et al. (2012) in the Journal of Research in Interactive Marketing also found that advertising value does not have a direct and significant effect on purchase intention, where all of its influence is channeled through attitude mediation, both on Facebook and television platforms. Disastra et al. (2019) in *Advances in Social Science*,

Education and Humanities Research which researched 200 consumers in Indonesia emphasized that advertising value does not have a direct and significant effect on purchase intention in Indonesia, and advertising attitudes must be present as a mediator for the relationship to be significant.

The difference between the findings of this study and those of Tsang et al. (2004), Dix et al. (2012), and Disastra et al. (2019) can be explained by several contextual factors. First, this study was conducted on flagship smartphone consumers which are products with a very high level of consumer involvement, so consumers tend to process advertising information more directly and connect to purchase intent without the need for long attitude mediation. Second, the demographic characteristics of this research sample, which are dominated by consumers aged 21–30 years (78.8%) are the digital generation who are very familiar with advertising content on social media platforms such as Instagram, TikTok, and YouTube, so they tend to respond to advertising value more directly. Third, the very high level of ad exposure in this sample, where 99.2 percent of respondents had seen a smartphone ad and 40 percent had seen it more than five times, created a familiarity that drove a direct conversion from perception of ad value to purchase intent.

The Role of Hedonistic Value Moderation

The second hypothesis (H2) in this study states that Hedonistic Value positively moderates the relationship between Advertising Value and Purchase Intention, so consumers with higher hedonistic values will show stronger Purchase Intention when exposed to high advertising value. Based on the results of Moderated Regression Analysis (MRA), the interaction variable X1M representing the interaction between Advertising Value and Hedonistic Value obtained a coefficient value of 0.030, a *t* value of 1.977, and a significance value of 0.049 which is smaller than $\alpha = 0.05$. Thus, Hypothesis 2 accepted Hedonistic Value was proven to significantly moderate the relationship between Advertising Value and Purchase Intention of iPhone and Samsung smartphone consumers in East Java.

A positive interaction coefficient ($\beta = 0.030$) indicates that the moderation that occurs is reinforceful, the higher the hedonistic value a consumer has, the stronger the influence of advertising value on their purchase intention. This finding was also supported by a significant increase in the R Square value from 0.400 in the multiple regression model to 0.502 in the MRA model, which is an increase of 10.2 percent which shows that the existence of the moderation variable makes an additional substantive contribution in explaining the variation in Purchase Intention of flagship smartphone consumers.

The average Hedonic Value value in this study of 3.77 is the highest among the four variables studied, which is higher than Advertising Value (3.70), Utilitarian Value (3.70), and Purchase Intention (3.75). This indicates that the hedonistic orientation of flagship smartphone consumers in East Java is quite strong and dominant. Item M1.8 which measures the overall shopping experience recorded the highest mean of 3.876, which confirms that the holistic experience dimension of the shopping process is the most strongly felt hedonistic aspect by respondents, in line with the conceptualization of Babin et al. (1995) who stated that hedonistic value is centered on the overall experience and enjoyment felt during the shopping process.

In this study, the hedonistic value moderation mechanism in the relationship between advertising value and purchase intention works through two mutually reinforcing pathways. First, the affective pathway, hedonistic consumers process ads that are valuable not only cognitively, but also emotionally, so that the impact of advertising value on purchase intent is multiplied. This is

in line with the conception of Hirschman and Holbrook (1982) who assert that hedonistic consumption is concerned with the use of multisensory, fantasy, and emotive aspects of the individual's experience of interacting with products. Hedonistic consumers who feel emotional satisfaction from advertising tend to have a more positive perception of all aspects of the product including quality, prestige, and exclusivity which ultimately strengthens their purchase intent. Second, in the context of flagship smartphones, hedonistic values are manifested in the form of the social prestige of flagship smartphone ownership, aesthetic satisfaction from premium design, and a sense of exclusivity from a closed and selective ecosystem. Hedonistic consumers use premium smartphones as an expression of identity and social status, so the high advertising value of iPhone or Samsung ads is not just a validation of the functional quality of the product, but a confirmation that the product deserves to be part of the self-image they have built.

The findings of hypothesis 2 are in line with the research of Ogiemwonyi et al. (2023) found that quality advertising that produces high advertising value significantly reduces consumer skepticism of premium brands through increased value perception, including hedonistic value. This mechanism is very important because it confirms that high perceived advertising value not only builds cognitive confidence about product quality, but also strengthens consumers' affective and emotional responses, especially for hedonistic consumers who are more sensitive to the emotional dimension of marketing communication.

Shanmugavel (2023) found that hedonistic motivation significantly affects the strength of consumer response to advertising value. Consumers with higher hedonistic motivation showing stronger purchase intention when exposed to high advertising value. Although in Shanmugavel's (2023) study hedonistic value was positioned as a direct predictor, rather than as a moderator, the findings confirm that consumers' hedonistic orientation fundamentally changes the way they respond to advertising value, consistent with the role of moderation found in this study.

Kim and Lee (2024) confirm that hedonistic advertising messages are significantly more effective than utilitarian messages in increasing consumers' perceived luxuriousness and willingness to buy, especially on new and immersive advertising platforms. Innovative consumers respond more strongly to hedonistic messages. In the context of this study, iPhone and Samsung flagship smartphones are products that inherently have a strong hedonistic association of exclusivity, prestige, and premium aesthetics so that consumers with high hedonistic values naturally respond to advertisements of the two brands with greater intensity of purchase intent.

Putri et al. (2025) found that hedonistic values significantly increase purchase intent through the emotional pleasure pathway, namely through the emotional satisfaction felt by consumers from advertising content that entertains, inspires, and arouses aspirations. Consumers who get emotional satisfaction from advertising content show higher purchase intent. The Indonesian context of the study by Putri et al. (2025) is very relevant because it shows that the hedonistic moderation mechanism found in this study is not only a phenomenon that applies in foreign markets, but is also verified in the context of Indonesian digital consumers who are the population of this study.

Dam Tri Cuong (2025) found that hedonistic values have a stronger influence than utilitarian values in influencing purchase intentions, with significant results at $p < 0.01$. These findings confirm that in the modern digital environment, the emotional and experiential dimensions of a product or advertisement are more dominant in driving purchase intent than mere functional considerations.

Li et al. (2025) found that hedonic motivation has a significant effect indirectly on purchase intention through performance expectancy as a mediator. This means that hedonistic consumers who are exposed to high-value ads first build a positive perception of the product's performance value, which is then converted into stronger purchase intent. These findings suggest that the hedonistic pathway in shaping purchase intent involves a complex interaction between affective responses and cognitive evaluation, rather than merely simple emotional processes, consistent with the moderation mechanisms identified in this study.

Zhang, Zhou, and Liu (2025) found that in the group of users with high levels of involvement (stickiness), the dimensions of enjoyment and emotional appeal became the most dominant predictors of hedonistic value in influencing purchase intent. Consumers who actively engage with digital content including smartphone advertising content on Instagram, TikTok, and YouTube tend to exhibit a stronger hedonistic value response, which in turn results in higher purchase intent. The implications of these findings are particularly important in the context of this study, given that 40 percent of respondents admitted to seeing smartphone ads more than five times, indicating high engagement with iPhone and Samsung digital ad content.

In the demographic context of this study, the dominance of female respondents (60%) and the age group of 21–30 years (78.8%) provided additional dimensions that strengthened the findings of hypothesis 2. Shreenivas and Iswarya (2025) found that in female consumers, the influence of hedonistic values on purchase intent tends to be greater than in male consumers. This is consistent with the findings of Babin et al. (1995) that hedonistic values are centered on the emotional pleasure and psychological satisfaction obtained from the shopping process itself, a dimension that is generally higher in female consumers. The age group of 21–30 years that dominated the sample (78.8%) was in a phase of life where self-identity, social status, and self-expression through the products consumed were psychologically important, a condition that was directly related to the hedonistic value that was the moderation variable in this study.

Overall, hypothesis 2 confirms that hedonistic value is not just a passive psychographic variable, but rather an active moderator that significantly strengthens the relationship between advertising value and purchase intention. Hedonistic-oriented flagship smartphone consumers, namely consumers who enjoy the shopping process, seek emotional satisfaction from premium products, and use consumption as an expression of identity as defined by Babin et al. (1995) and Larasatie et al. (2023) will respond to high-value iPhone and Samsung advertisements with greater purchase intent intensity. Thus, an advertising strategy that explicitly activates the consumer's hedonistic dimension through emotional narratives, premium lifestyle imagery, and aspirational content that identifies users with exclusive social groups will have a double effect, increasing the perceived advertising value while maximizing the conversion of the advertising value into stronger purchase intent.

The Role of Utilitarian Value Moderation

The third hypothesis (H3) in this study states that Utilitarian Value positively and significantly moderates the relationship between Advertising Value and Purchase Intention, so that consumers with higher utilitarian values will show stronger Purchase Intention when exposed to high advertising value. Based on the results of Moderated Regression Analysis (MRA), the interaction variable X2M which represents the interaction between Advertising Value and Utilitarian Value obtained a coefficient value of 0.084, a t-value of 3.443, and a significance value of < 0.001 which is much smaller than $\alpha = 0.05$. Thus, H3 is accepted with a stronger level of

significance than hypothesis 2. Utilitarian value has proven to be very significant in moderating the relationship between Advertising Value and Purchase Intention of iPhone and Samsung smartphone consumers in East Java.

The positive interaction coefficient at X2M ($\beta = 0.084$) indicates that the moderation that occurs is reinforceful, the higher the utilitarian value a consumer has, the stronger the influence of advertising value on their purchase intention. Moreover, the amount of the X2M moderation coefficient (0.084) is numerically almost three times the amount of the X1M moderation coefficient for the Hedonistic Value (0.030). This indicates that in the context of flagship smartphone consumers in East Java, the moderation effect of the Utilitarian Value is greater than the moderation effect of the Hedonistic Value, even though the two moderations are equally significant and in a positive direction. These findings are in line with the Standardized Coefficients Beta in the multiple regression model which shows that Utilitarian Value ($\beta = 0.267$) has a greater direct influence on Purchase Intention than Hedonic Value ($\beta = 0.250$) and Advertising Value ($\beta = 0.199$).

Babin et al. (1995) define utilitarian value as the value that consumers perceive based on how effectively and efficiently the shopping process helps them achieve their rational and pre-planned purchase goals. Utilitarian values are fully oriented towards the optimal achievement of functional objectives of obtaining the right product, with the appropriate quality, at a rational price, and in an efficient time. Consumers with a high utilitarian orientation evaluate each advertisement based on the relevance and usefulness of the information presented to meet their specific functional needs. When advertising value is valued highly, that is, advertising is perceived as valuable, useful, and important, utilitarian consumers integrate the information into a planned and rational decision-making process, resulting in a more decisive and easier conversion to actual purchase Babin et al. (1995).

Solomon (2002) emphasized that utilitarian consumers buy products mainly based on the functional benefits that can be provided. Utilitarian satisfaction is extrinsic from the results achieved, not from the shopping process itself. Utilitarian consumers evaluate advertisements based on the relevance and quality of the information presented, assess product claims based on their credibility and completeness, and make purchase decisions based on rational calculations of the value obtained relative to financial sacrifices. In the context of flagship smartphones, utilitarian values are manifested in consumer evaluation of functional aspects that can be measured objectively, namely camera quality for photography and content creation purposes, the latest processor performance to support multitasking and gaming, all-day battery life for uninterrupted productivity, integrated system security for personal data protection and digital financial transactions, and seamless ecosystem integration Sync between devices and apps. Ads that successfully communicate these functional advantages in a credible and informative manner will generate higher advertising value in the eyes of utilitarian consumers, which in turn results in stronger purchase intent Owusu Kwateng et al. (2021).

Karamchandani et al. (2024) prove that advertising value measured by three Ducoffe items (valuable, useful, important) has a significant effect on consumer brand attitude and purchase intention in the context of smartphone advertising. The study also confirmed that 'useful' items had the highest loading factor among Duffe's three items in measuring advertising value in the context of smartphones. This finding is particularly important because the 'useful' item is a direct representation of the utilitarian dimension in advertising value, confirming that for utilitarian consumers, the perception of 'useful' of an advertisement is the strongest predictor of advertising

value that ultimately shapes purchase intent. The synergy between the dominant utilitarian dimension in advertising value and the strong utilitarian orientation in consumers is what results in a double resonance and a greater moderation effect.

Mohd et al. (2024) found that credibility ($\beta = 0.338$, $p < 0.001$) was the strongest predictor of purchase intention of mobile advertising, followed by informativeness and relevance with the model explaining 62.3 percent of variance purchase intention ($R^2 = 0.623$). These three dimensions of credibility, informativeness, and relevance are direct representations of utilitarian values in the context of digital advertising, utilitarian consumers prioritize ads that convey information that is trustworthy, relevant to their needs, and useful in the product evaluation process. The synergy between the utilitarian dimensions of advertising value and the utilitarian orientation of consumers is what produces a stronger moderation effect than hedonistic moderation in this study.

Li et al. (2025) found that for utilitarian consumers, the informational dimension of advertising value how useful and how relevant the information presented in advertising is the most determining factor in shaping purchase intent. Larasatie et al. (2023) explain that utilitarian values in shopping behavior reflect consumer orientation driven by practical goals and logical reasoning in finding solutions to their needs, where utilitarian consumers tend to carefully evaluate the cost and benefit aspects of each consumption decision. Such consumers not only passively receive information from high-value ads, but actively integrate them into planned purchase calculations resulting in a more efficient conversion of advertising value into purchase intent.

Owusu Kwateng et al. (2021) found that utilitarian values are the main driver of smartphone purchase intent among young consumers, where consumers evaluate smartphone brands primarily based on brand quality and functional prestige. Owusu Kwateng et al. (2021) assert that smartphone manufacturers that manage to communicate these functional advantages credibly and informatively through their advertising will generate higher advertising value in the eyes of utilitarian consumers, which in turn results in stronger purchase intent. These findings confirm that utilitarian value is not just a secondary factor in the context of smartphone purchases, but rather a substantial moderator that applies across consumer segments.

In the demographic context of this study, the dominance of the Private Employee group (38%) as the largest employment segment provides an additional dimension that strengthens the findings of hypothesis 3. Private employees generally evaluate smartphones based on business utility and long-term investment value, multitasking capabilities, system reliability, application integration, productivity, which reflects a strong utilitarian orientation. The fact that 72.8 percent of respondents have monthly expenses of less than Rp 5 million but still use a flagship smartphone worth Rp 10-25 million also indicates a strong utilitarian rationale behind the purchase decision, where consumers justify the financial sacrifice by arguing that a durable, reliable, and multifunctional flagship smartphone is a more efficient long-term investment than buying a mid-range smartphone that is more efficient than buying a mid-range smartphone more often replaced. Item M2.5 which measures the accuracy of shopping decisions recorded the highest mean (3,768), confirming that consumer confidence in the rationality of purchasing decisions was a central element of the utilitarian orientation of the respondents in this study.

There is an interesting finding from this analysis, although the average utilitarian value (3.70) is slightly lower than the hedonistic value (3.77) in the sample, the utilitarian moderation effect ($\beta = 0.084$) is substantially greater than the hedonistic moderation effect ($\beta = 0.030$). This condition can be explained through the argument that in the context of high-involvement products such as flagship smartphones, utilitarian consumers apply stricter and more structured evaluation

standards. When ads pass these rigorous evaluation standards and are perceived as high value, utilitarian consumers' buying intent reactions become more responsive and measurable than hedonistic consumers who tend to respond more emotionally to the same advertising value.

Overall, the confirmation of hypothesis 3 with a very strong level of significance ($p < 0.001$) confirms that utilitarian values are a very effective moderator in the relationship between advertising value and purchase intention in the context of flagship smartphones in Indonesia. Advertising strategies that explicitly communicate functional advantages, information credibility, and product relevance will result in greater purchase intent in utilitarian consumers. As such, iPhone and Samsung marketing teams need to ensure that their ad content is not only emotionally appealing to activate hedonistic value, but also rich in credible and relevant functional information to activate utilitarian value as these two approaches are empirically proven to produce complementary moderation effects and reinforce the conversion of advertising value into higher purchase intent.

Based on the overall results of this study, it can be concluded that the three hypotheses of this study are accepted. Advertising Value measured using three original indicators by Ducoffe (1995) has been proven to have a positive and significant effect on the Purchase Intention of iPhone and Samsung smartphone consumers in East Java (H1). Hedonistic values as defined by Babin et al. (1994) and operationalized through the Larasatie et al. (2023) indicator have been shown to positively and significantly moderate the relationship (H2), meaning that consumers with a higher hedonistic orientation who enjoy the shopping process as an emotional experience and use consumption as an expression of identity convert advertising value into purchase intent with greater intensity through affective resonance mechanism. Utilitarian values as defined by Babin et al. (1995) and operationalized through the Larasatie et al. (2023) indicator have also been shown to moderate positively and significantly even with greater effect power (H3) which means that consumers with a strong utilitarian orientation integrate advertising value into rational calculations of planned purchases, resulting in a more responsive and measurable amplification of purchase intent. These findings are generally consistent with the predictions of the Theory of Planned Behavior (Ajzen, 1991) and the Advertising Value model of Ducoffe (1995), while also providing empirical contributions that show that hedonistic values and utilitarian values function as active moderators that significantly change the strength of the relationship between the perception of advertising value and the purchase intention of consumers of flagship smartphones in Indonesia.

CONCLUSION

Based on the results of the study, it can be concluded that Advertising Value has a positive and significant effect on the Purchase Intention of iPhone and Samsung smartphone consumers. The higher the Advertising Value perceived by consumers, the greater their intention to purchase the products. In addition, Hedonic Value has been proven to positively and significantly moderate the relationship between Advertising Value and Purchase Intention. The analysis indicates that consumers with higher levels of hedonic value tend to respond more favorably to the value conveyed through advertisements, thereby strengthening the influence of Advertising Value on Purchase Intention. On the other hand, Utilitarian Value has also been found to positively and significantly moderate this relationship. Furthermore, the moderating effect of Utilitarian Value is stronger than that of Hedonic Value. These findings suggest that consumers with a high utilitarian orientation place greater emphasis on the practical benefits and usefulness communicated in advertisements, which in turn increases their purchase intention. Therefore, both Hedonic Value

and Utilitarian Value strengthen the influence of Advertising Value on Purchase Intention, with Utilitarian Value providing the more dominant moderating effect.

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