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CONNECTING CONSUMER VALUE AND BEHAVIOURAL INTENTION IN TIKTOK LIVE STREAMING: THE ROLE OF STREAMER CHARACTERISTICS

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Abstract. *Along with current technological developments, live streaming is present as a popular activity and entertainment that is in great demand by online users. Previous researchers have examined the effect of streamer characteristics on consumer value perceptions in influencing consumer purchase intentions. Most of the previous research focused on consumer purchase intention. Departing from this research gap, this study aims to analyze the relationship between consumer perceived value and consumer behavioral intentions in TikTok live streaming through the role of streamer characteristics. The constructs used are streamer characteristics consisting of (beauty, humor, warmth, passion, and expertise), consumer value consisting of (hedonic value and utilitarian value), and behavioral intention consisting of (watching intention and gift-giving intention). The data analysis technique uses Structural Equation Modeling (SEM) with SmartPLS 4.0 software by testing 450 respondents who are live-streaming TikTok users. The results of the study show that beauty, humor, and warmth have a significant effect on encouraging consumer hedonic values, while passion and expertise have a significant effect on encouraging consumer utilitarian values. Then hedonic values and utilitarian values have a significant influence in encouraging watching intentions and gift-giving intentions in live streaming. This research also provides theoretical and practical contributions, making it useful for streamers/sellers in increasing consumer behavioral intentions on TikTok live streaming.*

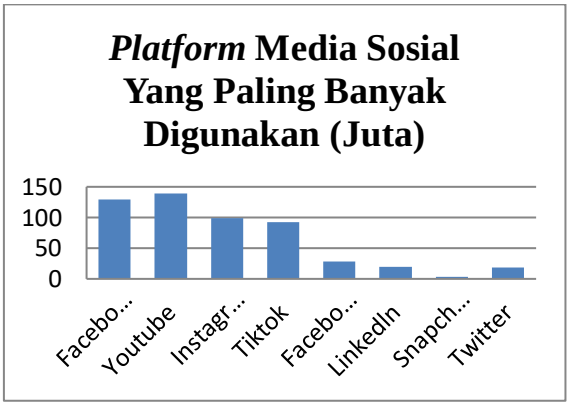
Keywords: *Live Streaming 1, Streamer Characteristics 2, Behavioral Intentions 3, Consumer Value 4, TikTok 5*

Introduction

In recent years, the popularity of live streaming has continued to increase and has been in great demand by online users. With the increasing popularity of live streaming, more and more online users are starting to spend a lot of time and money on these platforms (Zhang & Ren, 2022). Live streaming is a new form of e-commerce, which contains unique features such as interactivity and authenticity (Cai et al., 2018). Viewers who feel this direct presence will consider other people important in terms of interacting and possibly influencing their behavior (Silaban et al., 2022). By combining live streaming and e-commerce, live streaming has formed new commerce and created a new shopping method, namely live streaming e-commerce (Guo et al., 2022). Unlike traditional online shopping, e-commerce live streaming has more social features and allows real-time interaction between viewers and streamers. There are live-streaming platforms that are currently

popular and in demand by consumers, including Instagram, YouTube, Facebook, TikTok, and others. Of the various existing platforms, TikTok is one of the most popular live-streaming platforms currently (Olvera et al., 2021)

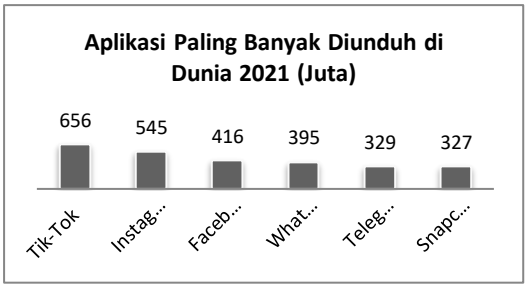
TikTok is a short video-based social media application that allows for creative and interesting video content to be shared (Hayes, et al., 2020) such as challenge videos, voice manipulation or lipsync, dancing, singing, and many more. At the beginning of 2022 there were 191.4 million social media users in Indonesia or the equivalent of 68.9% of the total population, and of the total existing social media users, TikTok had 92.07 million users aged 18 years and over at the beginning of 2022 (source: datareportal, 2022). This places TikTok in fourth place as the social media with the most users in Indonesia as seen in Figure 1.1. Even though TikTok is not in first place as the platform with the most users in Indonesia, TikTok has become one of the fastest-growing short video platforms in the world (Kaye et al., 2021). Launched in 2016 and continuing to experience unstoppable growth, in just five years, TikTok has amassed more than 1 billion global users who spend an average of 854 minutes each month on the application (Mileva, 2022).



Source: Datareportal, 2022

Figure 1.
Ranking of the most widely used social media in Indonesia

One of the reasons TikTok users in Indonesia are increasing is because the platform provides a new way to interact with followers, and tends to easily go viral on the internet. There are many opportunities in the Indonesian TikTok market due to the high number of daily active users. At first, TikTok was only popular for its short videos and entertainment, but as time went by, the TikTok application was not only used to upload creative videos but developed into one of the live streaming platforms that are in great demand today. TikTok is a short video-based application that was launched in 2016, and became the most downloaded application in 2021, surpassing several applications under Meta holding, namely Instagram, Facebook, and WhatsApp, with a total of 656 million downloads, making it a phenomenal global social networking application (Li, 2021) as shown in Figure 1.2.



Source: Apptopia, 2021

Figure 2.
App Ranking Based on Top Downloads

The increasingly popular use of TikTok is proven by the high number of TikTok downloads, and this can be used as an opportunity for marketing and promotion. Not to forget, the emergence of streamers who play an important role in carrying out live streaming activities. As content creators, streamers are at the core of live-streaming activities. Streamers can broadcast live and receive feedback from viewers around the world (Zhao et al., 2018). At the same time, users not only watch live videos but also participate in

various interactions such as sending messages, sharing emotions, interacting with other users, and giving virtual gifts to streamers (Li & Peng, 2021). TikTok live streaming provides real interaction between the streamer and the audience and creates a close relationship. Live streaming has been widely adopted as a new way to sell products or services (Guo et al., 2022). With various existing live-streaming content categories such as fashion, beauty, gaming, mukbang, sports, daily life, and so on, viewers can choose the content categories they like and interact with the streamer. Currently, watching live streaming has become a popular activity and entertainment (Guo et al., 2022).

As the main role in live streaming activities, the characteristics of streamers can directly decide whether consumers are willing to watch their live streams, make purchases, and give virtual gifts to streamers. Characteristics of streamers include (beauty, humor, warmth, passion, and expertise). Where the attractiveness aspect is associated with hedonic consumers and the competency aspect is identical to utilitarian consumers (Guo et al., 2022). As a new form of social media, live streaming has provided opportunities for viewers to communicate and socialize with streamers (Guo et al., 2022).

Previous researchers have emphasized the importance of streamers in live streaming (Hou et al., 2020; Park & Lin, 2020). Guo et al. (2022), in their research, divided the characteristics of streamers from three aspects (attractiveness, competence, and communication style) and examined their influence on streamer popularity and consumer behavioral intentions in e-commerce live streaming. Several previous studies have mostly focused on consumer purchase intentions in live streaming. Cai et al. (2018), used utilitarian and hedonic motivation as a theoretical framework and combined the technology acceptance model to investigate how perceived value motivation influences live-streaming shopping behavior. Sun et al., (2019), using the perspective of affordability and customer involvement, investigated how live streaming influences consumer purchase intentions in e-commerce. Based on previous research, researchers found a research gap in the platforms used and final behavioral intentions. If previous researchers examined live streaming platforms in general, this research will focus on the TikTok live streaming platform. Previous research mostly focused on consumer purchase intentions, so this research will focus on viewing intentions and intentions to give virtual gifts to streamers. To fill this research gap, this research will examine the role of streamer characteristics (beauty, humor, warmth, passion, and expertise) on consumer value (hedonic and utilitarian) and their relationship to behavioral intention (intention to watch and intention to give gifts) on TikTok live streaming.

This research is aimed at finding out the relationship between consumer perceived value and consumer behavioral intentions in watching TikTok live streaming, through the role of streamer characteristics. Where the role of streamer characteristics (beauty, humor, warmth, passion, and expertise) is assumed to influence or encourage consumers' perceived value (hedonic and utilitarian) thereby leading to consumer behavioral intentions (watching intentions and gift-giving intentions). The research object focuses on TikTok live streaming users in

Indonesia and the research constructs are analyzed using Structural Equation Modeling (SEM) to test the influence and relationship of each construct. Therefore, the end of this research aims to contribute to the role of streamer characteristics on consumer value to form viewing intentions and intentions to give gifts to streamers on TikTok live-streaming.

Research Methodology

This research is quantitative research with an exploratory research design which aims to analyze constructs related to the research topic. The analytical tool used in this research is SmartPLS 4.0 software with a minimum sample target of 360 respondents. The modeling used is based on structural equation modeling (SEM). This research uses primary data in an online survey by distributing questionnaire forms. All indicators of this research construct are operated in the form of a Likert scale with indicators adopted from several relevant previous studies. Measurement for respondents' answers used a 7-choice Likert scale consisting of 1 = Strongly Disagree, 2 = Disagree, 3 = Slightly Agree, 4 = Neutral, 5 = Slightly Agree, 6 = Agree, 7 = Strongly Agree. The research objects are users of the TikTok live-streaming application.

The population used in this research is all users of the TikTok live-streaming application in Indonesia. Determination of the sample using the Non-probability Sampling technique with the Purposive Sampling method. The sample size in this study was determined based on the criteria of Hair et al. (2010) using the formula number of respondents (n) = 10 × (number of items). The number of items used for each construct is beauty 3 items, humor 4 items, warmth 4 items, passion 5 items, expertise 4 items, hedonic value 4 items, utilitarian value 4 items, watching intention 4 items, and gift-giving intention 4 items. The total number of items used was 36 items, so the minimum number of respondents used was 360 respondents (10 × 36 items). However, in this study, researchers collected more than the minimum number of respondents to avoid invalid and biased answers which were later deleted, thereby reducing the minimum number of respondents. Therefore, researchers plan to collect up to 450 respondents for this research.

Hypothesis testing was carried out through a structural equation modeling (SEM) approach as data analysis using Smart-PLS 4.0 software. SEM is considered the standard in analyzing cause and effect to test the relationship between variables (Hair et al., 2011). In carrying out data analysis with SEM, a path model is needed which can be used as a diagram to display the relationship between the variables being tested. Next, the analysis stage consists of evaluating the measurement model and structural model.

Results and Discussion (14pt)

From the online survey conducted, responses were collected from 450 respondents. Respondent information is summarized in Table 1 containing demographic characteristics. The gender proportion of women shows a higher percentage, namely 66.7%, and the percentage of men is 33.3%. The age range is dominated by 55.3% of respondents aged 18-25 years with single status of 73.8% of respondents. Based on educational background, the majority of

respondents had high school or equivalent status, 63.6%. In employment, undergraduate students dominate as much as 36.1%. For the experience of watching TikTok live streaming, it is dominated by the experience of 1-3 months as much as 52.9%, of the category of TikTok live streaming content watched is dominated by the fashion content category as as 31.8%. Monthly purchases are dominated by the less than 2 times purchase category at 58.7%.

Table 1.
Respondent Demographics

Measure	*Items*	Frequency	Percentage
Gender	Man	150	33.3%
	Woman	300	66.7%
Age	Under 18 Years	84	18.7%
	18-25 Years	249	55.3%
	26-35 Years	56	12.4%
	36-50 Years	40	8.9%
	Over 50 Years	21	4.7%
Status	Marry	118	26.2%
	Bachelor	332	73.8%
Level of education	High School Equivalent	286	63.6%
	Bachelor	159	35.3%
	Masters	4	0.9%
	Doctor	1	0.2%
Work	Student/Students (Senior High School or equivalent)	111	24.7%
	Student	161	35.8%
	Businessman	32	7.1%
	Employees (Government and Private)	114	25.3%
	Housewife	32	7.1%
Experience watching TikTok live streaming	1-3 Months	238	52.9%
	4-6 Months	95	21.1%
	7-9 Months	42	9.3%
	10-12 Months	75	16.7%
Categories of watched TikTok Live Streaming content	Fashion	143	31.8%
	Gaming	54	12%
	Beauty product	57	12%
	Mukbang	32	7.1%
	Questions and Answers (Q&A)	7	1.6%
	Talents	5	1.1%
	Daily Life	17	3.8%
	Sports/Sports	46	10.2%
	Learning	56	12.4%
	Music	33	7.3%
Monthly Purchases	Less than 2 times	264	58.7%
	2-3 times	151	33.6%
	4-9 times	16	3.6%
	More than 9 times	19	4.2%

Source: Processed data, 2023

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Table 2.
Results Of Construct Validity, Convergence, And Internal Consistency

Construct	*Items*	*Outer Loadings* (OL)	*Cronbach's Alpha* (CA)	*Composite Reliability*(CR)	*Average Variance Extracted (AVE)*
Beauty (BE)	BE1	0.939	0.927	0.928	0.873
	BE2	0.930			
	BE3	0.933			
Humor (HU)	HU1	0.927	0.949	0.949	0.866
	HU2	0.931			
	HU3	0.932			
	HU4	0.933			
Warmth (WA)	WA1	0.917	0.936	0.936	0.838
	WA2	0.918			
	WA3	0.913			
	WA4	0.915			
Passion (PA)	PA1	0.878	0.944	0.945	0.818
	PA2	0.914			
	PA3	0.915			
	PA4	0.919			
	PA5	0.896			
Expertise (EX)	EX1	0.917	0.951	0.952	0.872
	EX2	0.937			
	EX3	0.941			
	EX4	0.940			
Hedonic Value (HV)	HV1	0.885	0.935	0.936	0.837
	HV2	0.923			
	HV3	0.928			
	HV4	0.923			
Utilitarian Value (UV)	UV1	0.916	0.946	0.946	0.860
	UV2	0.922			
	UV3	0.931			
	UV4	0.940			
Watching Intention (WI)	WI1	0.916	0.950	0.950	0.870
	WI2	0.954			
	WI3	0.950			
	WI4	0.910			
Gift-Giving Intention (GI)	GI1	0.958	0.968	0.968	0.912
	GI2	0.955			
	GI3	0.963			
	GI4	0.943			

Note: OL, outer Loading ≥ 0.7; CA, Cronbach Alpha ≥ 0.7; CR, Composite Reliability ≥ 0.7; AVE, Avarage Variance Extracted ≥ 0.5

Source: Processed data, 2023

Table 3.
Fornell-Lacker Criterion

Construct	BE	EX	G.I	H.V	H.U	P.A	UV	WA	WI
Beauty	**0.934**								
Expertise	0.543	**0.934**							
Gift-Giving Intention	0.633	0.424	**0.955**						
Hedonic Value	0.624	0.617	0.660	**0.915**					
Humor	0.661	0.581	0.593	0.757	**0.931**				
Passions	0.679	0.675	0.614	0.734	0.751	**0.904**			
Utilitarian Value	0.634	0.731	0.636	0.762	0.694	0.752	**0.927**		
Warmth	0.655	0.662	0.613	0.733	0.778	0.766	0.732	**0.915**	
Watching Intention	0.690	0.525	0.835	0.779	0.649	0.703	0.712	0.690	**0.933**

Note: diagonal and bold values are AVE squared values

Table 4.
Heterotrait-Monotrait (HTMT)

Construct	BE	EX	G.I	H.V	H.U	P.A	UV	WA	WI
Beauty	-								
Expertise	0.579	-							
Gift-Giving Intention	0.667	0.442	-						
Hedonic Value	0.670	0.656	0.693	-					
Humor	0.704	0.612	0.618	0.803	-				
Passions	0.726	0.712	0.643	0.781	0.794	-			
Utilitarian Value	0.677	0.771	0.663	0.810	0.732	0.795	-		
Warmth	0.703	0.702	0.644	0.784	0.826	0.815	0.778	-	
Watching Intention	0.735	0.553	0.870	0.826	0.683	0.743	0.751	0.732	-

Note: threshold of HTMT, ≤ 0.85, strong, ≤ 0.90, weak

Table 5.
Cross Loading Matrix

Construct	BE	EX	G.I	H.V	H.U	P.A	UV	WA	WI
BE1	**0.939**	0.526	0.599	0.601	0.649	0.662	0.635	0.652	0.659
BE2	**0.930**	0.528	0.552	0.565	0.589	0.620	0.579	0.592	0.608
BE3	**0.933**	0.470	0.620	0.581	0.612	0.620	0.562	0.592	0.667
EX1	0.522	**0.917**	0.398	0.569	0.539	0.621	0.653	0.582	0.498
EX2	0.522	**0.937**	0.391	0.577	0.528	0.624	0.692	0.617	0.486
EX3	0.496	**0.941**	0.381	0.568	0.546	0.641	0.692	0.641	0.490
EX4	0.491	**0.940**	0.413	0.592	0.558	0.633	0.694	0.633	0.488
GI1	0.610	0.420	**0.958**	0.619	0.557	0.589	0.611	0.588	0.806
GI2	0.609	0.392	**0.955**	0.651	0.586	0.584	0.623	0.607	0.800
GI3	0.598	0.388	**0.963**	0.652	0.563	0.589	0.592	0.569	0.829
GI4	0.598	0.419	**0.943**	0.598	0.556	0.581	0.601	0.578	0.750
HU1	0.624	0.533	0.532	0.707	**0.927**	0.699	0.620	0.719	0.582
HU2	0.616	0.534	0.535	0.683	**0.931**	0.699	0.608	0.704	0.599
HU3	0.612	0.559	0.585	0.714	**0.932**	0.694	0.678	0.745	0.627
HU4	0.608	0.536	0.554	0.712	**0.933**	0.706	0.677	0.728	0.608

Construct	BE	EX	G.I	H.V	H.U	P.A	UV	WA	WI
HV1	0.567	0.626	0.575	**0.885**	0.714	0.673	0.751	0.704	0.657
HV2	0.572	0.567	0.603	**0.923**	0.690	0.675	0.693	0.660	0.714
HV3	0.552	0.535	0.578	**0.928**	0.674	0.649	0.656	0.658	0.725
HV4	0.592	0.535	0.656	**0.923**	0.693	0.688	0.692	0.663	0.753
PA1	0.624	0.591	0.569	0.656	0.662	**0.878**	0.652	0.690	0.660
PA2	0.627	0.622	0.561	0.679	0.690	**0.914**	0.677	0.719	0.637
PA3	0.621	0.619	0.551	0.659	0.695	**0.915**	0.700	0.696	0.626
PA4	0.601	0.635	0.547	0.668	0.683	**0.919**	0.704	0.701	0.625
PA5	0.600	0.583	0.549	0.658	0.667	**0.896**	0.665	0.659	0.636
UV1	0.629	0.692	0.599	0.738	0.658	0.717	**0.916**	0.683	0.675
UV2	0.580	0.678	0.530	0.656	0.619	0.675	**0.922**	0.655	0.626
UV3	0.595	0.656	0.614	0.722	0.652	0.708	**0.931**	0.683	0.680
UV4	0.548	0.686	0.611	0.707	0.645	0.686	**0.940**	0.694	0.657
WA1	0.613	0.628	0.568	0.680	0.731	0.742	0.692	**0.917**	0.630
WA2	0.587	0.576	0.584	0.659	0.694	0.694	0.645	**0.918**	0.659
WA3	0.619	0.645	0.514	0.662	0.727	0.700	0.686	**0.913**	0.597
WA4	0.582	0.577	0.579	0.682	0.698	0.670	0.659	**0.915**	0.642
WI1	0.651	0.521	0.747	0.743	0.631	0.668	0.678	0.666	**0.916**
WI2	0.640	0.483	0.787	0.746	0.611	0.661	0.654	0.646	**0.954**
WI3	0.646	0.449	0.806	0.721	0.606	0.643	0.656	0.616	**0.950**
WI4	0.638	0.505	0.773	0.695	0.572	0.652	0.668	0.646	**0.910**

Note: values in bold indicate construct cross loadings

The initial stage of validity and reliability testing is carried out by comparing each outer loading value which must be greater than 0.7 (Hair et al., 2017). The results obtained in Table 4.3 show that the construct validity has been met. In the second stage, an evaluation was carried out using an Average Variants Extracted (AVE) value greater than 0.5 (Hair et al., 2017). Table 2 shows that the AVE value meets the requirements. In the next stage, the internal consistency of the construct is measured using Cronbarch's Alpha (CA) value and the Composite Reliability (CR) value, which is above 0.7 (Hair et al., 2017). The results obtained show that the constructs contained in the research have strong internal consistency for each item. Thus, internal consistency is achieved.

Discriminant validity testing is carried out using three approaches, namely the first is the Fornell-Lacker Criterion. This approach evaluates that the square roots of the AVE value are greater than the inter-construct correlation value. Thus, discriminant validity using the Fornell-Lacker Criterion approach has been met (Fornell et al., 1981).

The heterotrait-monotrait (HTMT) approach is a new, comprehensive approach to evaluating discriminant validity by determining an HTMT value ≤ 0.85 (Hanseller et al., 2015). From the results obtained, all HTMT values for each construct are smaller than 0.85 as shown inTtable 4. Thus, this research has a strong discriminant validity category.

The cross-loadings matrix approach, with the assumption that discriminant validity can be fulfilled when the factor loading value of a construct's items is greater than the correlation coefficient of other constructs. Table 5 shows the results of the cross-loading matrix test. Where all constructs have factor loadings that are greater than the correlation coefficients of other constructs. Therefore, each construct has good discriminant validity.

Table 6.
R Square Value (R2)

Construct	R-square (R2)
Gift-Giving Intention	0.478
Hedonic Value	0.636
Utilitarian Value	0.657
Watching Intention	0.640

Source: Processed data, 2023

The results of structural modeling in Table 6 show that the gift-giving intention construct has a value of R2 = 0.478. The value of this construct is explained from the path coefficients of hedonic value and utilitarian value. The hedonic value construct has a value of R2 = 0.636. The value of this construct is explained from the path coefficients of beauty, humor, and warmth. The utilitarian value construct has a value of R2 = 0.657. The value of this construct is explained from the coefficients of the passion and expertise paths. The watching intention construct has a value of R2 = 0.640. The value of this construct is explained from the path coefficients of hedonic value and utilitarian value. So this research model was identified as viable with the endogenous construct having an R2 value greater than 0.1 (Falk & Miller, 1992).

Table 7.
Model Fit

Fit Models	Mark	Conclusion
SRMR	0.089	Rejected
d_ULS	5,223	Accepted
d_G	1,088	Accepted
Chi-square	2519.222	Accepted
NFI	0.880	Accepted

Note: SRMR < 0.05 or < 0.08; NFI approaches the value of 0.95

Source: Processed data, 2023

Using model fit criteria, model fit criteria are said to be met when the Standardized Root Mean Square Residual (SRMR) value is less than 0.05 or less than 0.08 (Hu & Bentler, 1999). Then, the Normed-fit Index (NFI) can be accepted when the NFI value approaches 0.95. For d_ULS and d_G it is based only on the boostrap results of appropriate model fit measures and allows interpretation of the results. From the results obtained, table 7 shows that each model fit criterion is SRMR = 0.089, which means it does not meet the criteria, namely less than 0.05 or 0.08, so the SRMR value is rejected. The NFI value = 0.080 is close to the value of 0.95, so it is acceptable.

Table 8.
Summary of Hypothesis testing

Hypothesis	Path Coefficients	t-Statistics	p-Values	Conclusion
H1 BE→HV	0.141***	2,787	0.005	Supported
H2 HU→HV	0.418***	6,314	0,000	Supported
H3 WA→HV	0.316***	4,409	0,000	Supported
H4 PA→UV	0.474***	5.114	0,000	Supported
H5 EX→UV	0.412***	4,388	0,000	Supported
H6 HV→WI	0.564***	8,093	0,000	Supported
H7 HV→GI	0.419***	5,932	0,000	Supported
H8 UV→WI	0.282***	4,074	0,000	Supported
H9 UV→GI	0.316***	4,658	0,000	Supported

Note: T-statistics > 1.96 and P-Values < 0.05 (***p<0.001, highly significant,**p< 0.01, moderate significant; *p< 0.05, low significant

The results of hypothesis testing in Table 8 are evaluated by comparing the T-value and P-value. The T-value > 1.96 and P-value < 0.05 state that hypothesis testing can be supported or accepted. Then, the P-value was categorized as highly significant (***p < 0.001); moderate significant (**p < 0.01), and low significant (*p < 0.05). From these results, it was found that beauty, humor, and warmth had a significant effect on the hedonic value, so that, H1, H2, and H3 were supported (β=0.141; β=0.418; and β=0.316; t =2.787; t =6.314 and t = 4,409, respectively), with categories H1 moderate

significant and H2, H3 highly significant. Passion and expertise significantly influence utilitarian value. So H4 and H5 are supported (β=0.474 and β=0.412; t =5.114 and t = 4.388, respectively), with the highly significant category. Furthermore, the influence of hedonic value on watching intention and gift-giving intention is significant, so H6 and H7 are supported (β=0.564 and β=0.419; t =8.093 and t = 5.932, respectively), with the highly significant category. Finally, utilitarian value has a significant effect on watching intention and gift-giving intention, so that H8 and H9 are supported (β=0.282 and β=0.316; t =4.074 and t = 4.658, respectively), with the highly significant category.

Conclusion

The conclusions in this research will contain the influence of streamer characteristics on hedonic and utilitarian consumers in forming behavioral intentions to watch and give gifts. Based on this, the conclusions that can be drawn are as follows:

1. Beauty influential in encouraging consumer hedonic value. which means that the prettier a streamer is in live streaming, the more hedonic value felt by consumers. Thus, the streamer's physical attractiveness/beauty aspect is needed to encourage consumers' hedonic value.
2. Humor has a significant effect in encouraging consumer hedonic value. This means that hedonic consumers tend to watch live-streaming streamers because the streamer has humor/funniness that can make viewers laugh or feel happy.
3. Warmth significant influence in encouraging hedonic value. The results show that when streamers show a good, friendly, and trustworthy attitude during live streaming, it can stimulate the hedonic value felt by consumers.
4. Passions significant influence in encouraging utilitarian value. This means that the feeling of enthusiasm shown by the streamer during the live streaming can encourage consumer utilitarian value.
5. Expertise has a significant influence in encouraging utilitarian value, it can be concluded that the knowledge, skills, and competencies possessed/demonstrated by streamers are important factors in encouraging the perceived utilitarian value of consumers.
6. Hedonic value has a significant effect in encouraging watching intention, the results show that the more entertaining and enjoyable the live-streaming content displayed by the streamer, the more hedonic consumers' viewing intention will be.
7. Hedonic value significant influence in encouraging gift-giving intention. In conclusion, the more interesting and enjoyable the live streaming displayed by the streamer will encourage hedonic consumers in their gift-giving behavioral intentions.
8. Utilitarian value has a significant effect in encouraging watching intention. This finding shows that the more useful the live streaming content displayed by the streamer will encourage consumer utilitarian viewing intentions.
9. Utilitarian value significant effect on gift-giving intention. This means that the more useful and useful the live streaming content offered is, the more

it will encourage utilitarian consumers to carry out their intention to give in live streaming.

Research limitations and suggestions for further research. First, this research only focuses on consumers' perceptions of hedonic and utilitarian value towards predictors that explain behavioral intentions, namely viewing behavior and gift-giving. Therefore, it is important for future researchers to further investigate other predictors that can explain behavioral intentions. Second, this research only focuses on identifying research constructs, so it is hoped that the dimensions of each construct need to be investigated further in future research. This research also only focuses on streamer characteristics that influence consumer value and thus form behavioral intentions. So, it is hoped that future researchers will further identify the real behavior and use of different social media. This research uses the concept of customer value as a basic theory to identify behavioral intentions. It is hoped that future researchers can carry out further research using different theories.

Furthermore, streamers on TikTok live streaming are advised to pay more attention to the characteristics of the streamer. Where the characteristics of the streamer directly influence consumer value and behavioral intentions. Beauty, humor, and warmth can explain hedonic consumers while passion and expertise can explain utilitarian consumers. So the characteristics of the streamer are a very important factor in influencing hedonic and utilitarian consumers so as to form viewing behavior intentions and gift-giving behavior intentions.

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