The Role of Variety-Seeking Buying Behavior in Shaping Hedonic and Utilitarian Value in Cosmetics

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Abstract

In recent years, cosmetics are inevitably the primary needs of everyone, especially women. Cosmetics are basically used to enhance beauty, alter attractiveness and not to mention, boost confidence and get better treatment in social interactions. Women try different cosmetic products to see which ones give a better modification to their facial appearance. Several factors were taken into consideration by women in buying cosmetic products, followed by their motivations behind their purchase decision. This quantitative study examines how satisfaction in cosmetics shopping can be attained through Effects on the hedonic and useful value of purchasing behavior in the search for variety. The data collection method used a non-probabilistic sampling technique with a sampling method, according to its convenience. The study of the Structural Equations Model was carried out using the Smart PLS 3.0, carried out on 100 surveyed women who bought cosmetics. According to this study, the purchasing behavior to search for the variety has significant effects on both hedonic value and availability. According to the result, the purchasing behavior in search of the variety has a positive impact on the hedonic value. In addition, a negative relationship is observed between purchasing behavior and useful value for the search for the variety. The results also showed that hedonic and useful values have a significantly positive impact influence on satisfaction.

Keywords: Buying Behavior, Cosmetics Shopping, Hedonic Value, Satisfaction, Utilitarian Value, Variety-Seeking.

In recent years, cosmetics are inevitably the primary needs for everyone, especially women. Cosmetics are basically used to enhance beauty, alter attractiveness and not to mention, boost confidence and get better treatment in social interactions (Golalizadeh et al., 2024). Besides of improving facial appearance and alter attractiveness, cosmetics are effective at

achieving better social perceptions, for example appearing more competent, trustworthy, prestigious and dominant.

The Asia Pacific is the region with the highest beauty market value in 2016 with $141 billion. For years, U.S., Korea, and Japan cosmetics brands are highly popular in Indonesia for their quality and brand strength, supported by the rising popularity of e-commerce which facilitates the consumers to reach the products faster. Indonesia also imported $ 1.12 billion of cosmetics product in 2015 from countries such as U.S, France, Japan, South Korea, and China (Virgiawan et al., 2024). Indonesia is the largest Moslem populated country, thus promotes the rise of Halal cosmetics brands such as Wardah remarkably. Meanwhile, local cosmetic brands are mostly represented by Wardah, Mustika Ratu, and Martha Tilaar.

The importance of research on consumer buying behavior such as variety-seeking should be deeply studied. The previous study by Kristina & Kuswahyuning (2020) considers variety-seeking buying as common buying behavior escalated from stimulus factor that leads consumers to try new products. Variety seeking is a phenomenon where decision-makers tend to choose and seek a more diverse set of alternatives or variations under certain circumstances (Rai & Tripathi, 2020). Consumers who are satiated and bored are provided with various selections available tend to make them seek variety in buying cosmetics relative to their previous purchase.

Compared to useful value, hedonic value is more subjective and individualistic. It also offers a framework for measuring offer selection and analyzing consumer behavior based on emotional needs, such as fun, pleasure, play, freedom, increased arousal, escape from reality, and others (Vergura et al., 2020). In general, consumers receive useful value for the purchase of the necessary products and, at the same time, acquire a hedonic value associated with the pleasure of the shopping experience itself.

Relationship between buying behavior, hedonic and useful value and satisfaction in market research have not been widely discussed. Furthermore, it is important to determine which of the shopping values are significantly affecting variety-seeking buying behavior in attaining consumers' satisfaction in consumer behavior and marketing literature.

Literature Review

Variety-Seeking Buying Behavior

Variety-seeking consumers are likely to be either innovator and early adopters because they are simultaneously seeking new experiences and ideas, regardless of the outcome of the purchase. However, early majority can also reflect variety-seeking as they are more rational in selecting products and consider the varieties available before purchasing. In addition, Kwan et al. (2019) stated that high variety-seeking consumers are likely to purchase products with an abundance features and functions, and low variety-seeking consumers are likely to stick with their existing brands and products.

Shopping Value

Shopping value is an evaluation by consumers that elicits positive emotions or fulfills their needs (Tanveer et al., 2022). It encompasses the entire shopping experience, not just product acquisition. Chen et al. (2024) define value as a consumer's overall judgment of benefits and sacrifices. According to Prakash et al. (2024), values in consumer behavior arise from the perceived benefits related to a product's physical characteristics, associated services, utilities, technical support, price, sacrifices, and quality.

Hedonic Value

Hedonic value, focused on emotional arousal, entertainment, and a pleasant shopping experience, is defined by Liang et al. (2022) as "perceived leisure or entertainment and emotional indulgence during shopping processes." This concept is supported by Jan et al. (2019), who found that consumers seek not

only products but also the emotional benefits of enjoyable and exciting shopping experiences. Hedonic value arises from high arousal pleasure related to visual appearance and style and is ingrained in modern culture's pursuit of joy and instant gratification. As customer preferences change, the relevance of hedonic value grows, influencing marketing strategies to appeal to consumers' emotional desires.

Utilitarian Value

Utilitarian value, as defined by Golalizadeh & Ranjbarian (2023), refers to the perceived quality and effective task fulfillment derived from a product's functional and physical performance. Unlike hedonic value, which focuses on emotional satisfaction, utilitarian value emphasizes a product's functionality during consumption. Key motivators for utilitarian purchases include convenience, variety, quality, reasonable pricing, efficiency, and ease of acces. This value is rational and practical, addressing problem-solving needs rather than recreational desires. Utilitarian shoppers prioritize functionality and instrumental benefits over emotional gratification, viewing shopping to achieve specific, practical outcomes.

Satisfaction

Customer satisfaction is crucial for business success, as satisfied customers are the primary source of profit. Satisfaction is defined as the pleasant emotion resulting from comparing a product's performance with expectations (Al Amin et al., 2023). Satisfied customers not only make repeat purchases but also act as advocates, sharing their positive experiences and reaching potential consumers. This positive word-of-mouth, essential in-service marketing, leads to customer retention and repurchase intentions. Therefore, customer satisfaction is a key determinant of repeat sales, positive word-of-mouth, and customer loyalty.

The Relationship between Variables

Based on the literature explained above, below are relationship between purchasing behavior and hedonic and useful value for the search for variety, as well as the relationship between hedonic value and useful value with satisfaction.

The Relationship between Variety-Seeking Buying Behavior with Hedonic and Utilitarian Value

Research by Achsan & Hidayanto (2023) found a positive relationship between variety-seeking tendencies and both utilitarian and hedonic values, which enhance these values. Azevedo & Azevedo (2023) noted that utilitarian buying motives include convenience, variety, quality, and reasonable pricing. Consumers seek variety particularly when a product offers high hedonic value, linked to exploratory behavior in hedonic consumption. Modern consumers focus significantly on hedonic and experimental consumption, valuing the shopping process over the product performance. Variety-seeking behavior enhances shopping excitement and pleasure, thus affecting hedonic shopping value. De Hooge et al. (2022) suggested that hedonic and utilitarian motives can stimulate variety-seeking behavior based on intrinsic (hedonic) or extrinsic (utilitarian) values. Therefore, innovative product presentation and promotion impact both utilitarian and hedonic values, influencing consumer reactions and shopping behavior. Based on this reasoning, the following hypotheses are offered,

H1: Variety-seeking buying behavior will influence hedonic value.

H2: Variety-seeking buying behavior will influence utilitarian value.

The Relationship between Hedonic and Utilitarian Value and Satisfaction

It Shoujie et al. (2023) found that utilitarian and hedonic values are positively linked to user satisfaction, playing a crucial role in enhancing it. Past studies have shown that both values equally influence shopping satisfaction, with the ability to manipulate these values to increase consumer satisfaction. Studies have also specifically analyzed the influence of hedonic value and utilitarian value on customer satisfaction. According to Khan & Salim (2021),

consumer perception and judgment of value lead to preferences, increasing behavioral intentions in buying processes such as value, quality, and satisfaction. Supapon & Sukhawatthanakun (2023) emphasize the importance of enhancing both values to boost customer satisfaction. Alhalalmeh et al. (2022) found that hedonic aspects play a greater role in customer satisfaction than utilitarian value. Suvattanadilok (2020) observed that hedonic and utilitarian values mediate clothing satisfaction, leading to a more pleasant and satisfying shopping experience. Therefore, the following hypotheses are offered.

H3: Hedonic value will influence cosmetics shopping satisfaction.

H4: Utilitarian value will influence cosmetics shopping satisfaction.

Hypothesis Model

Based on the hypotheses mentioned above, the hypothesis model is presented based on research conducted by Irani and Hanzaee (2011).
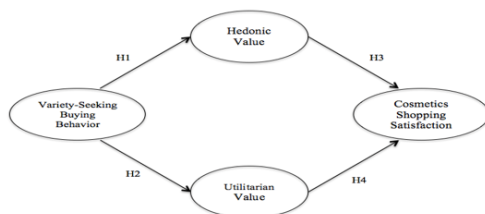

Figure 1: Hypothesis Model
Source: Irani and Hanzaee (2011)

Methodology

The research strategy used to meet the research objectives and to answer the problem statement of the study is by using survey research. The survey will be arranged as an online questionnaire to obtain the primary data, which can gather large numbers of quantitative data. The subject of this research will be female consumers aged 18 to above 40 years old who have experiences in cosmetics shopping. The target population for this study consisted of female shoppers who have experienced in

cosmetic shopping of global brands. The population is difficult to know, therefore it is indefinite. Since the population of cosmetics users is indefinite, hence the sample subject for this research will be determined to 100 respondents. Sample size was determined using the Baggio (2011) formula, and rule of thumb by Brandimarte (2011) who proposed that the appropriate sample size is larger than 30 and less than 500.

The following figure is the research model used in this research study. The model represents the unification of variables and operational indicators which are going to be analyzed in this research. There is one exogen variable (Variety-Seeking Buying Behavior), and three endogen variables (Hedonic Value, Utilitarian Value, and Satisfaction) observed in a reflective construct:
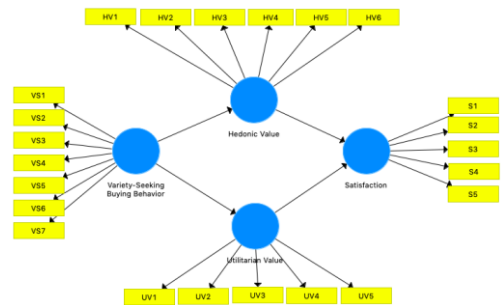

Figure 2: Research Model
Source: Processed Data (2024)

The primary data of this research was collected from online self-administered questionnaire using Google Form. Questionnaire design is very fundamental in conducting research as it affects the result of the study significantly, using a structured technique of series of questions written or verbal. Each respondent was asked to recall previous cosmetics shopping experience and evaluate to the extent which the variables might confirm or disconfirm her utilitarian and hedonic expectations.

Data Analysis

The data is then analyzed via Structural Equation Modelling (SEM) techniques to validate the theoretical model. To analyze the data obtained, the researcher uses partial least squares (PLS) with Smart PLS 3.0 to capture, edit, transform, and process the valid responses. Getting a feel for the data is also necessary for getting the data ready for analysis by checking the central tendency and dispersion of each variable in this study.

Hypothesis Test

According to Canela et al. (2019), hypothesis testing is an analysis made to explain the variance in the dependent variable. The t statistic test is then used in this research to test a hypothesis on a single mean of the sample drawn from the population. The critical t value for a two-tailed test is 1.96. In most business research, a 95% confidence level is accepted with denoted significance level as $p \leq 0.05$.

Outer Model

For the convergent validity, the outer loading factors and Average Variance Extracted (AVE) are calculated. Based on the rule of thumb, the five indicators did not reach the standard of athe rule of thumvb (>0.6) and are invalid loading factors, such as VS6, VS7, HV1, HV6, UV4, and UV5. While for Variety-Seeking Buying Behavior and Utilitarian Value have not met the discriminant validity criterion, with AVE values of 0.477 and 0.431.

Validity Test

The convergent validity with reflective indicators are measured by assessing the factor loadings and average variance extracted (AVE). Based on the results of primary data obtained through online questionnaires, initially there were 23 indicators tested from the research model. Unfortunately, there are six indicators namely VS6, VS7, H1, H6, UV4 and UV5 which did not meet the loading factors criterion. Two more indicators were removed, namely VS5 and UV1, because the model had not met the validity (AVE) criterion. Meanwhile, UV5 was then included again in the model which finally the outer model meets its validity criterion.

The figure 4.9 shown below is the valid research model consisting of 16 indicators: Variety-seeking buying behavior with 4 indicators, Hedonic Value with 4 indicators, Utilitarian Value with 3 indicators, and Satisfaction with indicators, shown with the loading factors.
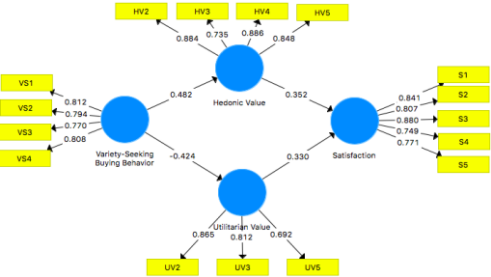

Figure 3: Loading Factors
Source: Processed Data (2024)

Results and Discussion

Table 1: Outer Loadings & Average Variance Extracted (AVE) Results

Dimension	Indicator	Factor Loadings	AVE	Result
Variety-Seeking Buying Behavior	VS1	0.812	0.634	Valid
	VS2	0.794		Valid
	VS3	0.770		Valid
	VS4	0.808		Valid
Hedonic Value	HV2	0.884	0.706	Valid
	HV3	0.735		Valid
	HV4	0.886		Valid
	HV5	0.848		Valid

Utilitarian Value	UV2	0.865	0.629	Valid
	UV3	0.812		Valid
	UV5	0.692		Valid
Satisfaction	S1	0.841	0.658	Valid
	S2	0.807		Valid
	S3	0.880		Valid
	S4	0.749		Valid
	S5	0.771		Valid

Source : Processed Data (2024)

For the Average Variance Extracted (AVE) results on the final version of the research model, as seen on the table 4.5 above, the value for each construct are greater than 0.50, which means the convergent validity for each variable have met the validity criterion.

Discriminant validity test is done by comparing the square root of AVE with the construct. The diagonal is the AVE root square value, and below is the construct correlation value.

Table 2: Discriminant Validity Test Results II

	Hedonic Value	Satisfaction	Utilitarian Value	Variety-Seeking Buying Behavior
Hedonic Value	0.841			
Satisfaction	0.245	0.811		
Utilitarian Value	-0.325	0.215	0.793	
Variety-Seeking Buying Behavior	0.482	0.015	-0.424	0.796

Source: Processed Data (2024)

Based on the results shown on table 4.6 shows that the values of each AVE square root (Hedonic x Hedonic), (Satisfaction x Satisfaction), (Utilitarian Value x Utilitarian Value), (Variety-Seeking Buying Behavior x Variety-Seeking Buying Behavior) are higher than the correlation value horizontally and vertically, hence it can be determined that the model is valid since it has met discriminant validity.

Reliability Test

A reliability test is done to indicate whether the primary data measured are stable, consistent, and without bias. This research used PLS-SEM by using Smart PLS 3.0 software to measure the reliability of the construct. The most common technique to test reliability is by analyzing the value of Cronbach's Alpha, with the results for exploratory research classified as reliable if greater than 0.6. According to Hancock et al. (2018), in reliability testing, the coefficient score is ranging between 0 and 1. If the Cronbach's Alpha value is close to the value of 1, it means the result has a high reliability.

Table 3: Reliability Test Results II

Variables	Cronbach's Alpha Value	Composite Reliability	Result
Variety-Seeking Buying Behavior	0.808	0.905	Reliable
Hedonic Value	0.862	0.905	Reliable
Utilitarian Value	0.699	0.835	Reliable
Satisfaction	0.870	0.874	Reliable

The results for the reliability test for the variables in this research model are all admitted as reliable with Cronbach's alpha value above the minimum acceptable score of 0.6 for exploratory research. Most of the variables' Cronbach's alpha were above 0.8, thus indicating the constructs have good reliability constructs. Satisfaction is the construct with the highest consistency of 0.862, and the construct with the lowest consistency is the Utilitarian Value with 0.699. In conclusion, each variable is admitted as valid and reliable to be used in this research, error-free, and demonstrating very consistent results.

Based on the results for composite reliability, it can be concluded that the results for internal consistency reliability of this study are defined as "satisfactory", as the results are all above 0.80, with variety-seeking buying behavior and hedonic value both scored 0.905, satisfaction scored 0.874, and utilitarian value scored 0.835.

Inner Model

The second component of the Structural Equation Model is the structural model or inner model. The proposed model consists of one exogeneous variable (variety-seeking buying behavior), and three endogenous variables (hedonic value, utilitarian value, and satisfaction). Having established the validity and reliability of the measurement model, the next stage is to measure the structural model using Smart PLS 3.0 software. The researcher tested the t-statistics for hypothesis testing and R^2 (R-squared) value by running PLS Algorithm and Bootstrapping. The purpose is to indicate whether the null hypothesis should be rejected and accept the alternate hypothesis.

Table 4: R2 Test Results

Variables	R-Square
Hedonic Value	0.232
Utilitarian Value	0.180
Satisfaction□□	0.157

Source: Processed Data (2024)

R2 Test

Coefficient determination or R^2 (R-squared) is to determine how strong and accurate the model is, and its independent variable can explain the dependent variables in the research model (Ghozali, 2015). Referring to results, R^2 value of hedonic value is 0.232, which means Variety-Seeking Buying Behavior as a variable is able to explain Hedonic Value for 23.2%. The rest of the percentage 76.8% (100% - 23.2%) are explained by other variables outside of this research, and not explained by the regression model. Moreover, the Utilitarian Value R^2 result is 0.180. The value shows that Variety-Seeking Buying Behavior can explain Utilitarian Value as a variable for 18%, and the other 82% is explained by other variables outside of this research study. Meanwhile, the Satisfaction R^2 result is 0.157, meaning that the Hedonic and Utilitarian Value as variables can explain Satisfaction for 15.7%. Although all 3 models are admitted as "weak", variety-seeking buying behavior has the highest influence on hedonic value or the highest R^2. Whereas for consumer behavior studies, according to Hair et al (2011), if the results of R^2 values of 0.20 would be considered as high.

T-Statistic Test

In compliance with Hair et al. (2011), the structural model was also evaluated based on the path coefficient from the bootstrapping calculation to see the t-statistics results. As the most indispensable part in a research, the four developed hypothesis can be found supported from the hypothesis testing if the t-values are above 1.96 (α=0.05) with P value less than 0.05. From the results shown in Table 4.6, the T-statistics values for all four variables are greater than 1.96 with p value <0.05. Therefore, it is concluded that the path model relationship are significanct, and alternative hypotheses are accepted.

Table 5: T-Statistic Test Results

Path	Original Sample	Sample Mean	STD	T-Statistic	P-Value	Hypothesis
Variety Seeking Buying Behavior □ Hedonic Value	0.482	0.496	0.083	5.819	0.000	H1 Accepted
Variety Seeking Buying Behavior □□Utilitarian Value	-0.424	-0.431	0.090	4.725	0.000	H2 Accepted
Hedonic Value □ Satisfaction□□	0.352	0.355	0.096	3.666	0.000	H3 Accepted
Utilitarian Value □ Satisfaction□□	0.330	0.334	0.112	2.930	0.004	H4 Accepted

Source: Processed Data (2024)

H1: Variety-seeking buying behavior will influence hedonic value.

The first hypothesis, which aims in proving "Variety-seeking buying behavior will influence hedonic value". As seen from table 4.6, the effect of variety-seeking buying behavior towards hedonic value is significant with t-statistic 5.819>1.96, with p-value of 0.000. Moreover, the original sample value is 0.482, which indicates the positive relationship between the two variables as posited in the previous study by Zhao et al. (2022).

H2: Variety-seeking buying behavior will influence utilitarian value.

The second hypothesis wants to prove that "Variety-seeking buying behavior will influence utilitarian value". Referring to the t statistic value, the result indicates that the value is higher than the critical t-value 4.725>1.96 with p-value 0.000, it can be concluded that variety-seeking buying behavior has significant influence on utilitarian value. However, the original sample value is -0.424, hence the relationship between the two variables yielded a significantly negative relationship.

H3: Hedonic value will influence cosmetics shopping satisfaction

Hypothesis 3 stated that "Hedonic value will influence cosmetics shopping satisfaction". The hypothesis testing result was With the positive relationship between the hedonic value and satisfaction with the purchase of cosmetics, showing the value of the t-statistic of 3.666, it is significant above the critical value t of 1.96, with a value of 0.004 p and the value of the original sample, valued at 0.352 p. Therefore, it can be concluded that the third hypothesis is protected.

H4: Utilitarian value will influence cosmetics shopping satisfaction

The last hypothesis, H4 is to prove the influence of utilitarian value on cosmetics shopping satisfaction. The result of t-statistics of 2.930 which is far above the critical t-value 1.96 with p-value of 0.000, hence the result supports the hypothesis to be significant. The original sample value of 0.330 proves that the variables have a positive relationship. Hence, it can be concluded that the forth or the last hypothesis is supported.

Specific Indirect Effects

The research model in this study indicates the mediation effect by analyzing the specific indirect effects in bootstrapping method using Smart PLS 3.0. According to Baron and Kenny (in Ghozali, 2015), to analyze the Structural Equation Modelling (SEM) with mediation effect, where the relationships between exogen and endogen constructs are mediated, each model has to be significant with t-statistics over 1.96. The table below states the significancy of mediation effect in this research study.

Table 6: Specific Indirect Effects Results for Mediation Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
VSBT □HV □ SATIS	0.170	0.176	0.057	2.974	0.003
VSBT □UV □SATIS	-0.140	-0.144	0.060	2.328	0.019

Discussion

The hypothesis testing above showed that all four of hypotheses are supported and three out of four hypothesis have positive relationships. However, one of the hypotheses has a significant negative relationship between the variables.

The Effect of Variety-Seeking Buying Behavior towards Hedonic Value

The hypothesis testing result for the first hypothesis found the effect Purchasing behavior is significant in the search for varieties of hedonic value. In the same vein, the finding indicates that the purchasing behavior to search for the variety has a positive impact on the hedonic value and bets on the previous discovery. This means that respondents, as variety seekers, have a high hedonic motivation to buy cosmetics.

Variety-seeking buying behavior is a trend. consumer to alternate between the different selections of the same item, or the quest for diversity in choosing products, as variety-seeking display broader risk and freedom-seeking. Varieties of cosmetics product categories potentially lead customers in trying different brands and types. Liang et al. (2023) highlighted that availability of new product varieties and assortments, Due to the friendliness of sales staff and emotional buying environments, with regular information about promotions and product information, shopping activities are more useless and enjoyable.

The hypothesis is also supported by the respondents' profile, 46% of the respondents mostly use cosmetics daily, which means they are heavy cosmetics users. Increase in disposable income also affects the variety-seeking buying behavior and hedonic consumptions of consumers. They would want to upgrade their products to experience better varieties.

The Effect of Variety-Seeking Buying Behavior towards Utilitarian Value

The Variety-seeking buying behavior does not have a positive influence towards the utilitarian value of cosmetics shopping. Unlike the prior research by Al-Dmour et al. (2024) in Iran, suggested that Manto and Shirt shopping are evaluated by variety seekers providing high utilitarian value. The negative relationship between the two variables in this research study suggests that variety-seekers evaluate cosmetics shopping as providing low utilitarian value. Great product diversity in cosmetics does not affect shopping efficiency. The result indicates that the respondents are likely to buy the things they don't need, leading to hedonic shopping. As a matter of fact, utilitarian consumers pay more attention to efficiency, benefits, worth and utilities. But the results show that their purchase were not based on utilitarian motivation in variety-seeking buying behavior in cosmetcs shopping.

The Effect of Hedonic Value towards Cosmetics Shopping Satisfaction

The current finding indicates that the third hypothesis has a significant, with positive influence between both variables, supporting the previous finding by Vrtana & Krizanova (2023). Hedonic value is concerned with the emotional benefits of pleasant experience gained from shopping experience. The positive relationship indicates that hedonic value enhances high satisfaction in cosmetics shopping, as the consumers generate excitement and the enjoyment from the cosmetic hunt. Also based on previous studies indicate that customer satisfaction is significantly influenced by hedonic value. Furthermore, in prior study bythey found that hedonic aspects play a greater

role in customer satisfaction than utilitarian value.

The Effect of Utilitarian Value towards Cosmetics Shopping Satisfaction

Based on the results, the hypothesis testing result indicates that the effect of utilitarian value on cosmetics shopping satisfaction is both significant and positive. The significant relationship indicates that satisfaction for is a response due to high utilitarian value in cosmetics shopping. Several previous studies by Adam & Lahay (2023), and Aimon & Zulvianti (2023), support the findings that utilitarian value is positively linked to user satisfaction, and plays a crucial role to enhance satisfaction, supported by the hypothesis in this research.

Utilitarian value is described as more logical and in terms of information collection, because consumers are work-oriented and rational. when purchasing a product. While according to Amiruddin et al. (2023), satisfaction is described as a post-purchase experience that focuses in terms of its functional performance, and the consumption experience was at least meet the expectations of consumers. On that account, when a consumer succeeds to fulfill their shopping task and experience the performance of the product, the consumers will feel satisfied and their attitude toward the product become favorable.

Conclusion

This research study conceptualizes and empirically investigates Effects of the purchase on a hedonic value and useful to seek variety, on the satisfaction of the purchase of cosmetics. The results show that consumers' perception of the variety's search behavior has a significant and positive impact on hedonic value in cosmetics shopping. As consumers exhibit more variety-seeking behavior, their hedonic motivations increase, leading to greater enjoyment and satisfaction from the novelty and variety of cosmetics products. In contrast, variety-seeking behavior negatively impacts utilitarian value, suggesting that an increased focus on variety diminishes the functional and practical benefits perceived by consumers.

Moreover, Hedonic and useful values have been found to have a positive and positive impact on cosmetics purchase satisfaction. Therefore, improving these values can lead to higher levels of consumer satisfaction. The study also identifies hedonic and useful values as intermediate variables to look for variety between behavior and purchase satisfaction. Hedonic value reinforces the positive relationship between search satisfaction and variety the enjoyment derived from variety increases overall satisfaction. Conversely, utilitarian value mediates this relationship negatively, implying that a focus on practical benefits reduces the satisfaction derived from variety.

Theoretically, This analysis helps to understand consumer behavior, highlighting various roles. hedonic and utilitarian values in shaping shopping satisfaction. Practically, the findings suggest that marketers should emphasize the hedonic aspects of cosmetics to cater to variety-seeking consumers and enhance their shopping experience. The significant impact of these values on satisfaction underscores the importance of balancing both hedonic and utilitarian elements in product offerings and marketing strategies. This research provides valuable insights for future studies on consumer behavior, emphasizing the need to consider both emotional and practical aspects of consumer preferences to optimize satisfaction and loyalty in the cosmetics industry.

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