



ISSN: 2617-6548

URL: www.ijirss.com



Hedonic value and its influence on consumers: Systematic literature review

 Asih Kurnianingsih^{1*},  Hendy Tannady²,  Rhian Indradewa³,  Regina.Deka Sofia⁴

^{1,2,3,4}University of Esa Unggul, Jakarta, Indonesia.

Corresponding author: Asih Kurnianingsih (Email: asihryanda9@student.esaunggul.ac.id)

Abstract

This study aims to systematically identify, synthesize, and analyze the role of hedonic value in influencing consumer behavior across various contexts between 2010 and 2024. Using a systematic literature review (SLR) method guided by the PRISMA protocol, 63 open access articles from the Scopus database were selected and thematically analyzed. The findings reveal five main research streams: the influence of hedonic value on satisfaction and loyalty, the integration of hedonic and utilitarian values, the role of sensory elements, the influence of cultural and demographic contexts, and the application of digital and immersive technologies. The review highlights that hedonic value is a multidimensional and evolving concept that significantly shapes consumer emotional experiences. Despite its growing relevance, research gaps remain, particularly in methodological approaches, cross-cultural studies, and attention to digital native consumers. This study concludes that hedonic value contributes meaningfully to consumer satisfaction, loyalty, and emotional attachment, and suggests that marketers should design strategies that enhance emotional and sensory engagement, especially in digital consumption environments.

Keywords: Consumer behavior, Customer loyalty, Hedonic value, Impulsive purchasing, Utilitarian value.

DOI: 10.53894/ijirss.v8i5.9175

Funding: This research was self-funded by the authors as part of a doctoral dissertation project in the field of Marketing Management. No external institutional or commercial funding was involved in conducting this study.

History: Received: 26 June 2025 / Revised: 29 July 2025 / Accepted: 31 July 2025 / Published: 7 August 2025

Copyright: © 2025 by the authors. This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).

Competing Interests: The authors declare that they have no competing interests.

Authors' Contributions: All authors contributed equally to the conception and design of the study. All authors have read and agreed to the published version of the manuscript.

Transparency: The authors confirm that the manuscript is an honest, accurate, and transparent account of the study; that no vital features of the study have been omitted; and that any discrepancies from the study as planned have been explained. This study followed all ethical practices during writing.

Publisher: Innovative Research Publishing

1. Introduction

In recent decades, hedonic value has become a major focus in consumer behavior studies because it reflects the emotional aspects and subjective pleasure experienced during consumption. Unlike utilitarian value, which is functional in nature, hedonic value emphasizes emotional satisfaction, aesthetics, and personal enjoyment. Studies such as Purwanto and Kuswandi [1] show that enjoyable consumption experiences have a significant impact on satisfaction and purchasing decisions, particularly for non-essential products such as fashion and entertainment. With the advancement of digital

technology, hedonistic value has become increasingly important in shaping modern consumer behavior. Consumers now seek emotionally stimulating experiences through visual, auditory, olfactory, and digital atmospheric interactions. In the context of online shopping, sensory elements have been proven to enhance the perception of hedonistic value [2]. This shift marks a transition from functional orientation to meaningful emotional experiences [3].

However, there remain gaps in the literature. First, there is no consistency in measuring hedonic value across cultural contexts. Second, most studies focus on short-term impacts on satisfaction rather than long-term loyalty. Third, there is a lack of research exploring the role of technologies such as live streaming, virtual reality, and digital interactivity in creating hedonic value [4, 5]. Previous studies such as Babin et al. [6] and Rahimdel et al. [7] have provided important conceptual foundations, but their approaches remain fragmented and limited to specific contexts. Therefore, a systematic mapping of the literature over the past 15 years is necessary to summarize trends, identify gaps, and provide direction for future research. This study aims to identify the main streams in hedonic value studies from 2010 to 2024 and explore crucial issues that have not been widely addressed, such as cultural differences, methodological approaches, and the role of technology in shaping hedonic consumption experiences.

2. Literature Review

Hedonic value refers to the emotional value and subjective pleasure that consumers experience during the process of consuming a product or service. This value extends beyond functional and utilitarian aspects and is more closely related to sensations, aesthetics, emotional satisfaction, and enjoyable experiences [8]. In the context of modern marketing, hedonic value has become an important element because consumers are now increasingly seeking unique and emotionally engaging experiences, not just efficient products. Experiences such as store atmosphere, hedonic value refers to the emotional value and subjective pleasure felt by consumers during the consumption process, encompassing aspects such as aesthetics, sensations, and emotional satisfaction that go beyond the basic functions of a product [8]. In modern marketing, this value has become increasingly important as consumers now place greater emphasis on emotionally engaging experiences from store atmosphere, visuals, and sound to digital interactivity. [3]. Research shows that hedonic value drives positive behaviors such as loyalty, repurchase intent, and consumer engagement, particularly in digital environments [9]. This provides a competitive advantage for brands by fostering long-term emotional connections [10, 11].

Hedonistic values are subjective and influenced by perceptions and socio-cultural contexts, making consumers both creators and recipients of meaning in consumption experiences [4, 12]. Therefore, effective marketing strategies must be able to understand consumers' emotional preferences to create truly memorable experiences.

3. Research Methodology

This study used the Systematic Literature Review (SLR) method with the PRISMA approach to compile a systematic, transparent, and replicable literature review [12]. The process was carried out through four main stages: identification, screening, eligibility assessment, and inclusion. Articles were collected from the Scopus database using keywords such as “hedonic value,” “hedonic analysis,” and “social status,” within the time frame of 2010–2024. The ultimate goal is to compile a comprehensive literature synthesis as a foundation for developing theories and strategies for consumer-based emotional experience marketing in the digital age [13]. The use of a single primary database ensures consistency in selection and data validity. The selection process was conducted in accordance with the PRISMA guidelines. The initial identification stage using the keywords “hedonic value,” “hedonic analysis,” and “social status” yielded 9,693 documents. After screening based on the “Business Management” category and “article” document type, 293 articles remained. Next, in the eligibility stage, articles relevant to the topic, written in English, empirically based, and available in open access were selected. Ultimately, 63 articles met all criteria and were analyzed further.

The articles were classified thematically based on focus, methodology, and theoretical contribution, resulting in five main streams:

1. Hedonic Value and Consumer Loyalty
2. Integration of Hedonic–Utilitarian Value
3. The Role of Sensory Elements
4. Cultural and Demographic Context
5. Digital Marketing Strategies and Immersive Technology

This classification forms a systematic literature map and reveals the directions and gaps in research for further studies on hedonic value in digital marketing.

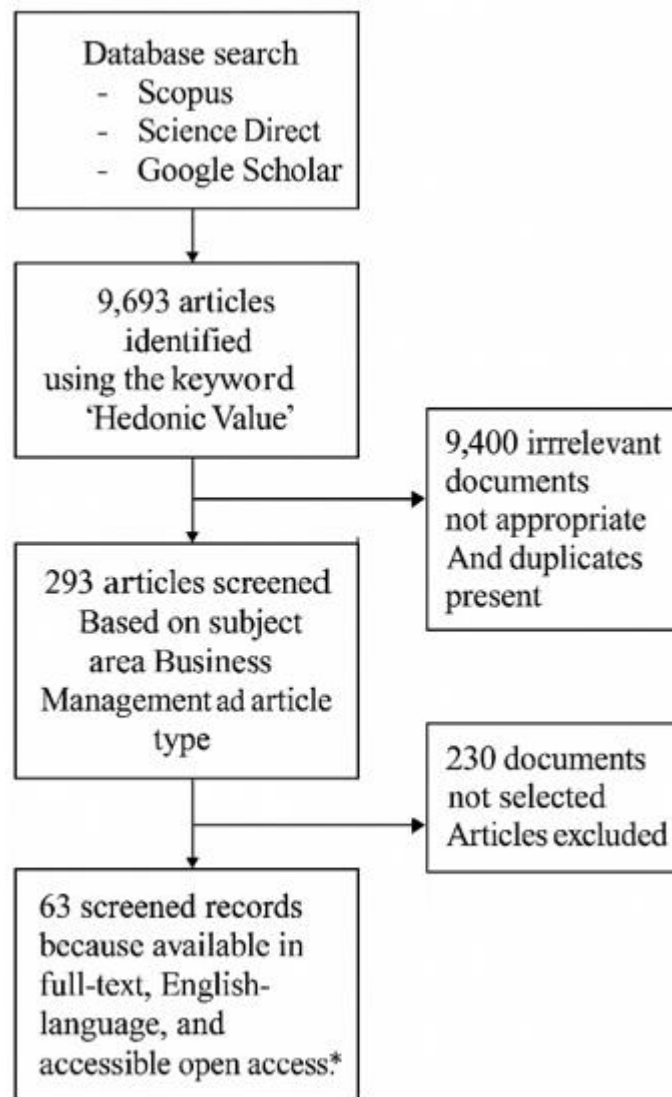


Figure 1.
PRISMA Screening Flow.

4. Results and Discussion

Of the 63 articles analyzed in this study, the distribution based on journal quartile rankings shows that most publications come from high-reputation journals. A total of 23 articles were published in journals included in the Q1 quartile, reflecting that the topic of hedonic value has become an important concern in various well-known journals in the fields of marketing, consumer behavior, and digital economics. Additionally, 14 articles were published in Q2 journals, indicating high scientific quality and the reliability of the findings presented. Meanwhile, 11 other articles originated from Q3 journals, and 8 articles were published in Q4 journals. The remaining 7 articles did not have a quartile classification because they originated from new journals or were not yet indexed by quartile. This distribution indicates that research on hedonic value has gained widespread recognition within the academic community, particularly from journals that apply strict selection criteria and rigorous peer-review processes. The dominance of articles from Q1 and Q2 journals reinforces the position of hedonic value as a topic that is not only practically relevant but also makes a strong theoretical contribution to understanding consumer behavior in an increasingly competitive and interconnected digital era.

4.1. Article Selection Process (PRISMA Flow Diagram)

The article selection process was carried out systematically using the PRISMA approach. Based on the publication trend graph from 2003 to 2025, there has been a significant increase in the number of articles discussing hedonic value, especially in the last decade. Initially, the number of publications was still very low, ranging from 1 to 5 documents per year during the 2003–2010 period. However, since 2013, a steady increase has been observed, marked by spikes in 2016 and 2020. The peak in publications occurred in 2024, with a total of over 40 articles, reflecting the surge in academic interest in this topic alongside the growth of e-commerce, digital behavior, and interactive marketing technology. This data indicates that studies on hedonic value in consumer behavior have become a key focus in scientific literature and have experienced rapid development over the past five years. This phenomenon reinforces the need for a systematic literature review to identify the direction of theoretical development, methodology, and practical contributions from previous research.

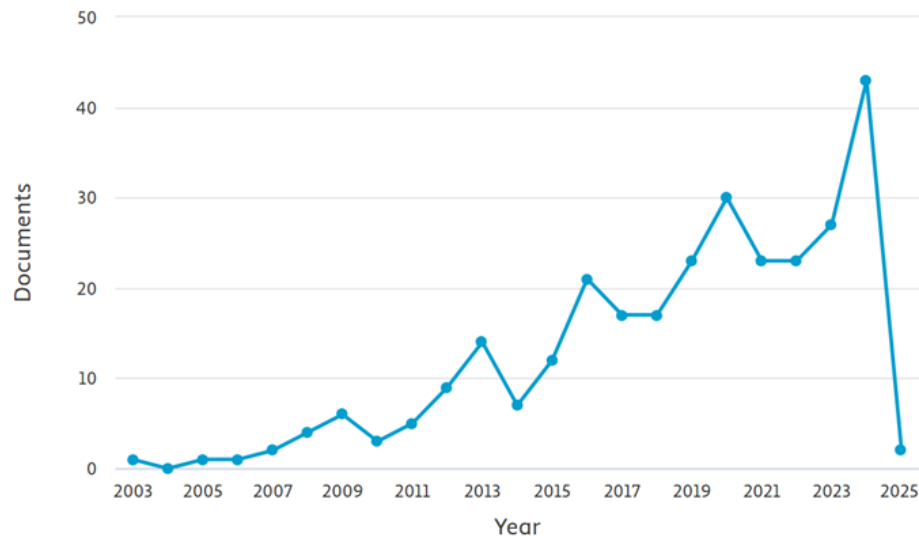


Figure 2.
Article Publication Trend.

4.2. Publishers and Citations

Of the total 63 articles analyzed in this systematic review, it was found that publications on the topic of hedonic value were spread across various reputable scientific publishers. Elsevier is noted as the publisher with the highest number of articles, totaling 15 articles, with a total of 1,200 citations. Elsevier's dominance in these publications indicates that the topic of hedonic value has garnered significant attention from leading journals in the fields of management, consumer psychology, and digital marketing. Other publishers that have made significant contributions include Taylor & Francis with 10 articles (950 citations), Springer with 8 articles (800 citations), and Emerald, which published 7 articles with 600 citations. Meanwhile, publishers such as MDPI, SAGE, and Cogent OA also contributed to the dissemination of literature related to hedonic value, although the number of articles was relatively smaller. This distribution indicates that research on hedonic value holds high appeal among interdisciplinary academics and has become an important part of contemporary scientific discourse.

Table 1.
List of Publishers and Number of Citations.

No.	Publisher Name	Number of Articles	Number of Citations
1.	Elsevier	15	1200
2.	Taylor and Francis Cow d	10	950
3.	Springer	8	800
4.	Emerald	7	600
5.	Inside Science	5	350
6.	MDPI	4	290
7.	Cogent OA	4	250
8.	SAGE	3	230
9.	Wiley	2	180
10.	Others	5	400

Elsevier's dominance as the leading publisher indicates that research on hedonic value has gained a strong foothold in prestigious journals with rigorous peer review systems. Other publishers such as Taylor & Francis, Springer, and Emerald are also key channels for disseminating scientific findings related to hedonic value, particularly in the context of consumer behavior, tourism, the digital economy, and marketing technology. Meanwhile, contributions from publishers like Cogent OA and MDPI indicate the opening of publication opportunities for more diverse approaches, including exploratory and multidisciplinary studies. The high number of citations in articles from these various publishers indicates that hedonic value is not only a theoretical topic but also highly applicable, relevant to current consumer trends, and frequently referenced in subsequent research across various disciplines. With widespread publication and high citation rates, it can be concluded that the topic of hedonic value has gained global scientific recognition and has become an important part of the discourse in modern consumer behavior studies.

4.3. Distribution of Articles by Author's Country

From an analysis of the authors' countries of origin in the 63 articles reviewed, it was found that research on hedonic value was most frequently published by academics from the United Kingdom, followed by South Korea, Australia, and Vietnam. Indonesia itself ranked fifth, indicating that this topic is quite popular in both local and global contexts Figure 3.

This indicates that studies on hedonic value have developed across countries, reflecting the global relevance of this topic in consumer behavior.

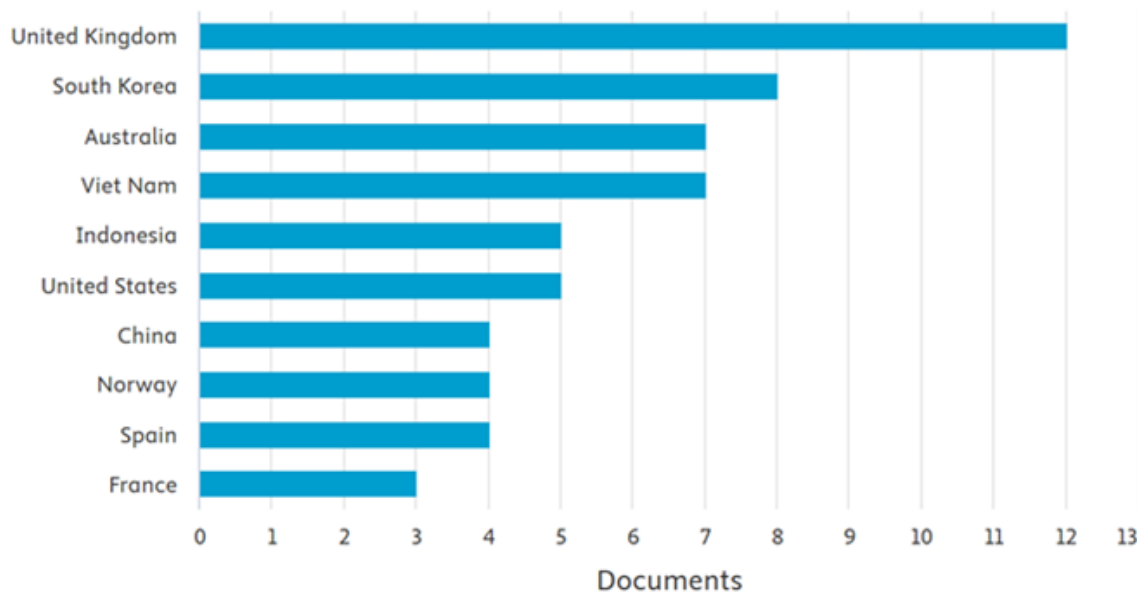


Figure 3.
Article Selection.

4.4. Research Topic Focus

From a thematic analysis of the 63 articles, five main research streams were identified in the study of hedonic value in consumer behavior:

1. **The Influence of Hedonic Value on Consumer Satisfaction and Loyalty**
Articles in this category highlight the relationship between emotional experiences in consumption and consumer satisfaction, repurchase intention, and loyalty [9].
2. **Integration of Hedonic and Utilitarian Value**
Studies in this stream show that hedonic value interacts dynamically with functional value in creating a holistic consumption experience [3].
3. **The Role of Sensory Elements in Building Hedonic Value**
Elements such as aroma, sound, color, and texture are considered to significantly contribute to shaping perceptions of hedonic value, both in physical and digital experiences [2].
4. **The Influence of Cultural and Demographic Context**
Some articles discuss how culture, age, and other consumer characteristics influence perceptions of hedonic value [14].
5. **Adapting Digital Marketing Strategies to Hedonic Value**

Studies in this stream examine how digital technologies such as e-commerce, live streaming, and virtual reality are used to enhance consumers' emotional experiences [4, 11].

However, most research is still dominated by quantitative approaches. Few studies have explored cultural, age, or gender aspects of FOMO experiences, despite these variables potentially significantly influencing the intensity and form of FOMO.

4.5. Research Gap

Although studies on hedonic value have grown rapidly in the last decade, there are still several research gaps that have not been explored in depth. Based on a systematic review of 63 scientific articles, the following gaps have been identified:

1. **Tendency to Focus on the Retail and E-commerce Sectors**
Most studies are still centered on conventional shopping environments and e-commerce, particularly in the fashion, beauty, and retail sectors. Other sectors, such as education, digital health, experience-based tourism, and metaverse-based technology, are rarely explored as contexts for the application of hedonic value.
2. **Lack of Cross-Cultural Approaches**
Many studies use a homogeneous approach from a single country or culture. However, perceptions of hedonic value are greatly influenced by cultural background, social values, and local norms. Cross-national or cross-ethnic studies remain very limited, especially in Southeast Asia, the Middle East, and Africa.
3. **Limitations of Qualitative and Mixed Methods**
Most studies employ quantitative survey-based methods. Qualitative approaches, such as in-depth interviews, digital ethnography, or netnography, are still infrequently used to explore the emotional and symbolic meanings of hedonistic values subjectively. Mixed methods have also not been fully utilized as an alternative approach to

comprehensively capture the consumer experience.

4. Few Studies Distinguish Between Dimensions of Trust

In previous studies, trust has been primarily researched as a single construct without distinguishing between trust in streamers and trust in products, which are increasingly relevant in the context of live streaming commerce. However, both have different influences on hedonic value and impulsive purchase intent.

5. Lack of Exploration of Generation Z and Digital Native Consumers

There are still few studies that specifically examine preferences and perceptions of hedonic value among Generation Z or young consumers who grew up in a digital ecosystem. Meanwhile, this group is the primary target of experience-based and highly interactive marketing strategies.

6. The Concept of Digital Hedonism Has Not Been Systematically Developed

Concepts such as digital hedonism, gamification of consumption experiences, and immersive marketing in the context of virtual reality, live streaming, or artificial intelligence have not been extensively studied as new forms of hedonistic value in the Society 5.0 era.

4.6. Theoretical Implications

The results of a systematic literature review of 63 scientific articles on hedonic value in consumer behavior contribute significantly to the development of theories in the fields of marketing and consumer psychology. Specifically, these findings emphasize the importance of the emotional dimension in consumer decision-making processes, which were previously often reduced to rational and functional utilitarian approaches.

1. These findings strengthen Consumer Behavior Theory by demonstrating that emotions, pleasure, and subjective experiences play a central role in shaping consumer preferences and loyalty. Hedonic value is proven not only to trigger impulsive purchases but also to serve as a long-term emotional bridge between consumers and brands.
2. The integration of Hedonic and Utilitarian Value Theory is highly relevant. Consumers today not only expect products to be functionally beneficial but also to provide emotional and aesthetic enjoyment. This opens the door for the development of new models that balance rational and affective values simultaneously within a single conceptual framework.
3. Findings from various studies reinforce the role of Customer Loyalty Theory, particularly how enjoyable experiences can strengthen affective bonds that lead to brand loyalty. Consumers who are emotionally engaged during the consumption process are more likely to have the intention to repurchase and recommend the product to others.
4. Sensory Influence Theory is becoming increasingly relevant in the context of digital marketing. The analyzed articles show that sensory elements such as visuals, sounds, and even simulations of aroma and texture (through immersive technology) can effectively shape perceptions of high hedonic value, even in non-physical environments like e-commerce or live streaming.
5. From the perspective of Perceived Value Theory, hedonic value enriches our understanding of how consumers evaluate a product comprehensively. In many cases, emotional value perceptions can even override price considerations or functional benefits; consumers are willing to pay more for an enjoyable and satisfying experience.

5. Conclusion

This study concludes that hedonic value plays an important role in shaping consumer behavior, particularly in the context of modern marketing that emphasizes emotional experiences. Findings from 63 articles analyzed show that hedonic value is closely related to customer satisfaction, loyalty, and repurchase intention. This value not only provides momentary pleasure but also creates a strong emotional bond between consumers and the brand. In the digital context, such as e-commerce and live streaming, sensory and interactive elements have proven to enhance hedonic value and contribute to overall customer satisfaction. Hedonic value does not stand alone but interacts synergistically with utilitarian value, thereby creating a more holistic consumption experience. The combination of both serves as a crucial foundation for designing marketing strategies that are not only functional but also emotional and customer-experience oriented. In general, research trends on hedonic value have shown a significant increase since 2010, with a surge in publications in 2024. This reflects the high academic interest in this topic, particularly in response to marketing challenges in the digital and experiential era. However, a deeper and more contextual understanding is needed, especially in addressing cultural, demographic, and technological variations.

This study has several limitations that should be noted. First, although the article selection process was conducted systematically based on the PRISMA method, this study only used English-language articles available in open access format. This may limit the scope of the literature, especially from local or non-English studies that may have relevant contributions but are not accessible through the databases used. Second, the analysis in this study is thematic and qualitative, without being complemented by a quantitative meta-analysis that could provide a statistical overview of the strength of the relationships between variables. Therefore, further research combining a systematic review and meta-analysis approach is highly recommended to strengthen the existing findings. Third, the focus of this study is still limited to the relationship between hedonistic values and several key variables such as satisfaction, loyalty, and purchase intent. Potential relationships with other variables such as lifestyle, personal motivation, and social influence have not been extensively explored. Further studies with a broader scope of variables will enrich our understanding of the dynamics of consumer behavior influenced by emotional aspects.

References

- [1] P. Purwanto and K. Kuswandi, "Effects of flexibility and interactivity on the perceived value of and satisfaction with e-commerce (evidence from Indonesia)," *Market-Trziste*, vol. 29, no. 2, pp. 139-159, 2017. <https://doi.org/10.22598/mt/2017.29.2.139>
- [2] T. P. Vo, M. D. Tran, and T. M. C. Ly, "The relationship between new product creativity components and purchase intention and the mediating impact of perceived values: A study of consumers in Ho Chi Minh city," *Cogent Business & Management*, vol. 9, no. 1, p. 2112357, 2022. <https://doi.org/10.1080/23311975.2022.2112357>
- [3] E. Adi *et al.*, "Utilitarian value and hedonic value: Empirical evidence of purchase intention at Soekarno-Hatta International Airport," *Uncertain Supply Chain Management*, vol. 12, no. 3, pp. 1681-1692, 2024. <https://doi.org/10.5267/j.uscm.2024.3.013>
- [4] B. Simamora and E. X. Syanne, "Investigating the features of sales promotions: Conceptualization and empirical evidence," *International Review of Management and Marketing*, vol. 14, no. 3, pp. 5-17, 2024. <https://doi.org/10.32479/irmm.15992>
- [5] B. T. Khoa and T. T. Huynh, "How does anxiety affect the relationship between the customer and the omnichannel systems?," *Journal of Theoretical and Applied Electronic Commerce Research*, vol. 18, no. 1, pp. 130-149, 2023. <https://doi.org/10.3390/jtaer18010007>
- [6] B. J. Babin, W. R. Darden, and M. Griffin, "Work and/or fun: Measuring hedonic and utilitarian shopping value," *Journal of Consumer Research*, vol. 20, no. 4, pp. 644-656, 1994. <https://doi.org/10.1086/209376>
- [7] A. Rahimdel, M. J. Seo, M. R. Irwin, and K. H. Nuechterlein, "Changes in inflammation are related to depression and amount of aerobic exercise in first episode schizophrenia," *Early Intervention in Psychiatry*, vol. 15, no. 1, pp. 213-216, 2021. <https://doi.org/10.1111/eip.12946>
- [8] J.-W. Kang and Y. Namkung, "The role of service quality attributes and perceived value in us consumers' impulsive buying intentions for fresh food e-commerce," *Journal of Theoretical and Applied Electronic Commerce Research*, vol. 19, no. 3, pp. 1893-1906, 2024. <https://doi.org/10.3390/jtaer19030093>
- [9] N. O. Omigie, H. Zo, A. P. Ciganek, and S. Jarupathirun, "Understanding the continuance of mobile financial services in Kenya: The roles of utilitarian, hedonic, and personal values," *Journal of Global Information Management*, vol. 28, no. 3, pp. 36-57, 2020. <https://doi.org/10.4018/JGIM.2020070103>
- [10] P. Thaichon, S. Quach, and J. Surachartkumtonkun, "Intention to purchase at a fast food store: Excitement, performance and threshold attributes," *Asian Journal of Business Research*, vol. 9, no. 1, pp. 81-101, 2019. <https://doi.org/10.14707/ajbr.190057>
- [11] M. A. A. Faruq, M. R. Bassalamah, D. Sudaryanti, and N. N. Azizah, "Hedonic values and utilitarian values to improve behavioral intentions and consumer satisfaction on product," *Aptisi Transactions on Technopreneurship*, vol. 5, no. 3, pp. 319-333, 2023. <https://doi.org/10.34306/att.v5i3.345>
- [12] D. Moher, A. Liberati, J. Tetzlaff, and D. G. Altman, "Preferred reporting items for systematic reviews and meta-analyses: The PRISMA statement," *Journal of Clinical Epidemiology*, vol. 62, no. 10, pp. 1006-1012, 2009. <https://doi.org/10.1016/j.jclinepi.2009.06.005>
- [13] D. Tranfield, D. Denyer, and P. Smart, "Towards a methodology for developing evidence-informed management knowledge by means of systematic review," *British Journal of Management*, vol. 14, no. 3, pp. 207-222, 2003. <https://doi.org/10.1111/1467-8551.00375>
- [14] K. V. Iyer and M. Mallika, "A generational study on self-referential advertising: How it affects attitude toward brands," *Innovative Marketing*, vol. 19, no. 4, pp. 40-53, 2023. [https://doi.org/10.21511/im.19\(4\).2023.04](https://doi.org/10.21511/im.19(4).2023.04)