



The Impact of Consumer Values on Repurchase Intention: A Cross-Cultural Comparison Between China and Indonesia on the TikTok Platform

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Abstract. This paper explores the consumer values that motivate Chinese and Indonesian consumers to make repeat purchases on mobile commerce platforms, especially TikTok. A quantitative research design was used to collect data through a questionnaire survey, and the subjects were Generation Z and Millennials in both countries who had purchased products on TikTok Shop. At the same time, SmartPLS4 was used to test the collected data. The results show that emotional value is the most important consumption factor for Chinese and Indonesian consumers, while functional value is particularly important for Indonesian consumers. Different value preferences may be related to cultural factors. The influence of social, cognitive, and conditional values on continued purchases is not significant. The conclusion supports the applicability of consumer value theory in mobile commerce and provides practical insights for marketers. By adjusting marketing strategies to align with the dominant value orientation of each market, companies can increase consumer loyalty and stimulate continued purchase intention

Keywords: Consumption Value, Repurchase Intention, Mobile Commerce, TikTok

1 Introduction

1.1 Background to The Study

Mobile commerce has rapidly evolved into a primary channel through which consumers discover and purchase products online. This shift is propelled by widespread smartphone usage, which enables users to shop anytime, anywhere, as well as by the integration of entertainment, personalization, and multiple payment methods on platforms like TikTok. In China where advanced infrastructures and innovative features such as live-stream shopping are extensively adopted mobile commerce penetration stands at around 76%, demonstrating robust consumer readiness [1]. In contrast, Indonesia, with roughly 66% internet penetration, experiences technological disparities yet

holds the largest worldwide user base on TikTok, illustrating untapped business potential and a rapidly expanding digital market [2].

Despite these compelling opportunities, consumer values can diverge significantly across cultural contexts, affecting how they engage in post-adoption behaviors on mobile commerce platforms [3]. For instance, functional benefits, such as ease of use and convenience, may resonate differently depending on societal norms and infrastructural constraints. Emotional and social values, such as enjoyment of short video content or the influence of online communities, may similarly be shaped by local cultural attitudes. Such variations become particularly relevant when comparing large and demographically diverse nations like China and Indonesia both global powerhouses in terms of population and online user growth.

Most existing research either analyzes single-country cases or provides high-level examinations of similarities and differences between Western and Eastern contexts, while fewer studies look closely at two separate Asian markets [4];[5]. This disparity is significant since both China and Indonesia constitute large and rapidly expanding consumer markets that vary in important respects, including their internet infrastructure, cultural values, and the depths of their markets. Examining these differences can provide important insights into how cultural differences affect consumer purchasing decisions, especially in the area of m-commerce. In this regard, this study utilizes the Theory of Consumption Value [6] to determine which value dimensions functional, emotional, conditional, social, and epistemic drive continuous purchase intentions among Chinese and Indonesian TikTok users. By doing so, it seeks to elucidate the interplay between intrinsic motivations (like novelty-seeking or enjoyment) and extrinsic motivations (like efficiency or social influence) within these two cultural contexts. Ultimately, the study aims to advance understanding of post-adoption behavior in mobile commerce, enabling businesses to tailor strategies more effectively and leverage cultural strengths in each market.

2 Literature Review

Mobile commerce has become a dominant channel for online shopping, driven by factors such as enjoyment, usefulness, information quality, and visual appeal. Consumers make purchase decisions based on both utilitarian (practical) and hedonic (emotional) motivations. As competition intensifies and switching between platforms becomes easier, retaining users through continuous engagement known as post-adoption behavior has become essential. Consumers now evaluate mobile commerce platforms through various perceived values influenced by design, convenience, enjoyment, and social interaction.

Perceived value was once viewed as a simple trade-off between benefits and costs, focusing mainly on functional aspects such as efficiency and price. However, more recent research highlights its multidimensional nature, incorporating experiential and emotional factors that influence consumer satisfaction and loyalty. This broader understanding acknowledges that consumers derive value not only from utility but also from enjoyment, curiosity, and social connections.

The Theory of Consumption Values [6] provides a comprehensive framework for understanding these motivations, categorizing perceived value into five dimensions: functional, social, emotional, epistemic, and conditional. Functional value relates to efficiency and convenience, such as easy navigation and quick payments on TikTok Shop. Social value stems from how purchases enhance social identity or group belonging. Emotional value arises from positive feelings like pleasure or enjoyment during shopping. Epistemic value captures curiosity and the desire for novelty, reflected in users' interest in new or innovative content. Conditional value depends on specific circumstances, such as discounts, location-based offers, or time-limited promotions that encourage purchase decisions.

Cultural context further shapes how these values influence consumer behavior. Although the Theory of Consumption Values applies universally, cultural differences such as collectivism and uncertainty avoidance affect which values consumers prioritize. For example, China and Indonesia, while both in Asia, display unique attitudes toward mobile commerce adoption and loyalty. Factors such as social influence, technological accessibility, and local customs lead consumers in each country to perceive value differently, making cultural understanding essential for platform marketers seeking to foster long-term engagement.

From this framework, the study proposes five hypotheses: (H1) Functional value positively influences continuous purchase intention by improving convenience and efficiency; (H2) Social value enhances ongoing purchase behavior through perceived status and belonging; (H3) Emotional value encourages repeat purchases by providing enjoyable and immersive experiences; (H4) Epistemic value strengthens continued use through novelty and learning opportunities; and (H5) Conditional value increases repeat purchase intention by leveraging situational features like personalized recommendations or time-sensitive offers. Collectively, these dimensions are theorized to function independently yet interactively, shaping how consumers form lasting preferences for mobile commerce platforms such as TikTok Shop.

3 Methodology

This study employs a quantitative research design to systematically examine how five dimensions of perceived value functional, social, emotional, epistemic, and conditional affect continuous purchase intention in mobile commerce. This approach enables precise statistical testing through methods such as Structural Equation Modeling (SEM) and regression analysis to determine the strength and significance of each relationship. Drawing from established constructs in prior research, the study uses Likert-scale surveys to capture respondents' perceptions and purchase intentions, ensuring objectivity and comparability across cultural contexts like Indonesia and China.

In this study, cultural context is operationalized at the national level by comparing two distinct countries, China and Indonesia, which differ in cultural dimensions such as collectivism, uncertainty avoidance, and power distance as identified by Hofstede

[7][8][9]. Rather than measuring cultural values at the individual level, country membership serves as a proxy for broader socio-cultural differences. This approach is consistent with prior cross-national comparative studies in consumer research.

The questionnaire was carefully adapted to the TikTok Shop environment based on validated scales from previous studies. Functional value focuses on ubiquity, referring to continuous and flexible access, and convenience, related to time and effort savings, as these better represent the unique nature of mobile commerce. Items were sourced from [10] for ubiquity, [11] for convenience and epistemic value, [12] [13] for social and emotional values, [14] for conditional value, and for continuous purchase intention. All items were contextualized to TikTok Shop and rated on a five-point Likert scale ranging from strongly disagree to strongly agree. The questionnaire consisted of three sections: screening questions to ensure respondents had purchased from TikTok Shop, demographic questions such as age and education, and the main measures capturing perceived values and continuous purchase intentions.

The research targeted users of Douyin in China and TikTok in Indonesia, both operated by ByteDance and leading platforms in their respective regions. Indonesia holds the largest share of TikTok Shops globally, while Douyin dominates social commerce revenue in China. The sample focused on Generation Z and Millennials aged 16 and above, as they are the primary users of TikTok and possess purchasing autonomy. Only participants with prior purchasing experience on TikTok Shop were included to ensure data relevance and accuracy. This sample design enhances the reliability of responses and supports meaningful cross-cultural comparisons between the two markets.

For data analysis, the study applied Partial Least Squares Structural Equation Modeling (PLS-SEM), an advanced statistical technique well-suited for exploratory research and smaller samples. The analysis followed a two-stage process, first evaluating the measurement model to confirm reliability and validity, then examining the structural model to test the hypothesized relationships among latent variables. Bootstrapping, a non-parametric resampling technique using 5,000 subsamples, was employed to assess the significance of path coefficients. Measurement model assessment included factor loadings, Cronbach's alpha, Composite Reliability, Average Variance Extracted (AVE), the Fornell-Larcker criterion, and the Heterotrait-Monotrait (HTMT) ratio. Structural model evaluation involved path coefficients (β), coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2) to determine the explanatory and predictive power of the model. Hypotheses were supported if the relationships were statistically significant at $p < 0.05$, and comparisons were made between the Indonesian and Chinese samples to identify potential differences in the predictors of continuous purchase intention. Overall, this methodology ensures empirical rigor and provides a robust framework for understanding the determinants of repeat purchasing behavior in mobile commerce across two culturally distinct markets.

4 Results

4.1 Descriptive Analysis

In Indonesia, most respondents are between 23 and 27 years old (50 out of 88) and hold an undergraduate degree (60 respondents). This points to a demographic dominated by young adults who have completed some level of higher education, suggesting a potentially tech-savvy audience comfortable with digital platforms. A notable secondary group includes those aged 16 to 22 (23 individuals), indicating that mobile commerce is also popular among even younger consumers. While fewer respondents fall within the older age brackets of 28 to 34 (5 individuals) and 35 to 43 (10 individuals), it still demonstrates some diversity in the sample. Overall, the high concentration of undergraduate degree holders implies a relatively well-educated user base in Indonesia.

In the Chinese sample (94 respondents), the majority also consist of younger individuals, but with a slightly broader range of higher education levels. Specifically, 42 participants are between 16 and 22, and 36 are between 23 and 27. Notably, postgraduate degree holders form a significant subset (37), which is proportionally higher than in the Indonesian group. For instance, 23 to 27-year-olds with postgraduate qualifications represent a sizable proportion (28). This demographic profile featuring many respondents at advanced academic stages suggests a well-educated consumer base that is likely both curious about and capable of navigating new online retail environments. The dominance of younger adults overall in both countries indicates that millennials and Gen Z audiences play a central role in shaping mobile commerce trends.

4.2 Internal Consistency Reliability

Table 1. Internal Consistency [2] Reliability Measurement Model (Indonesia and China).

Construct	Indonesia		China	
	Cronbach's Alpha	Composite Reliability	Cronbach's Alpha	Composite Reliability
Functional	0.738	0.833	0.704	0.818
Social	0.825	0.891	0.840	0.902
Emotional	0.841	0.902	0.858	0.913
Epistemic	0.817	0.890	0.714	0.829
Conditional	0.722	0.877	0.744	0.883
CPI	0.881	0.927	0.910	0.944

Table 1 presents Cronbach's Alpha and Composite Reliability (CR) for the six constructs (Functional, Social, Emotional, Epistemic, Conditional, and Continuous Purchase Intention) in both Indonesia and China. In both samples, each construct exceeds the widely accepted benchmark of 0.70 for Cronbach's Alpha and CR, indicating strong internal consistency. For instance, Functional in Indonesia registers Alpha and CR values of 0.738 and 0.833, respectively, while in China those values are 0.704 and 0.818 both sufficient to conclude that the measurement items reliably capture the underlying functional dimension. Similar patterns are observed for Social, Emotional, Epistemic,

Conditional, and CPI, each demonstrating robust reliability. Notably, CPI exhibits particularly high internal consistency, with Indonesia reporting Cronbach's Alpha = 0.881 and CR = 0.927, and China showing Alpha = 0.910 and CR = 0.944. These results collectively confirm that the measurement scales for both countries are reliable, albeit with minor variations likely attributed to cultural or linguistic nuances.

4.3 Indicator Reliability

Table 2. Indicator Reliability Measurement Model (Indonesia and China)

Construct	Measurement Items	Indonesia		China	
		Outer Loading	AVE	Outer Loading	AVE
Functional	FU1	0.828	0.557	0.653	0.530
	FU2	0.804		0.788	
	FU3	0.670		0.767	
	FU4	0.669		0.697	
Social	SC1	0.893	0.732	0.861	0.755
	SC2	0.805		0.882	
	SC3	0.866		0.863	
Emotional	EM1	0.891	0.755	0.834	0.778
	EM2	0.910		0.898	
	EM3	0.802		0.912	
Epistemic	EP1	0.826	0.730	0.848	0.619
	EP2	0.882		0.721	
	EP3	0.855		0.786	
Conditional	CO1	0.904	0.781	0.842	0.790
	CO2	0.864		0.933	
CPI	CPI 1	0.874	0.809	0.888	0.848
	CPI 2	0.933		0.945	
	CPI 3	0.889		0.929	

Table 2 presents the outer loadings and Average Variance Extracted (AVE) for each construct's measurement items, comparing Indonesia and China. In both samples, Functional value items generally surpass the 0.65 loading mark, although two items (Functional 3 and 4 in Indonesia, Functional 1 and 4 in China) lie slightly below the 0.70 threshold. However, their proximity to 0.70 and the acceptable AVE values (0.557 for Indonesia and 0.530 for China) suggest they still contribute meaningfully to the construct.

For the Social construct, all item loadings exceed 0.80 in both Indonesia and China, and both samples achieve high AVE (0.732 for Indonesia and 0.755 for China). This indicates that each item reliably measures the underlying social dimension of consumer value. Similarly, Emotional items show strong factor loadings most above 0.80 and robust AVE values (0.755 in Indonesia and 0.778 in China), reinforcing that emotional facets are captured consistently.

In terms of Epistemic value, all items load above 0.70 in Indonesia (0.826, 0.882, 0.855), resulting in an AVE of 0.730, whereas China's loadings (0.848, 0.721, 0.786) yield a lower AVE (0.619), although still above the recommended 0.50 threshold. The

Conditional construct follows suit: each item carries strong loadings in both contexts exceeding 0.84 and AVE is notably high (0.781 in Indonesia, 0.790 in China), suggesting that situation-specific benefits and features resonate with respondents across both countries.

Finally, Continuous Purchase Intention (CPI) shows particularly high outer loadings (all above 0.87) and AVE values (0.809 for Indonesia, 0.848 for China), confirming that the scale items coherently measure respondents' likelihood to keep purchasing on the platform. Overall, these findings highlight that while minor variations exist between Indonesia and China, each construct demonstrates acceptable indicator reliability and convergent validity, with most items comfortably meeting or nearing established loading criteria.

4.4 Discriminant Validity

The HTMT values in both Indonesia and China remain below the recommended threshold of 0.85, indicating that all constructs achieve satisfactory discriminant validity and thus measure conceptually distinct dimensions. In the Indonesian sample, the strongest correlation is between Conditional and Epistemic (0.846), which approaches 0.85 yet does not exceed it, suggesting these two constructs are closely linked but still differentiate adequately. Another relatively high correlation occurs between CPI and Functional (0.761), implying a notable but distinct association. At the other end of the spectrum, Social and Epistemic (0.303) show the lowest correlation, signaling a clear distinction between these constructs.

In the Chinese sample, the highest correlation is between Emotional and Functional (0.829), indicating that these dimensions share some overlap without compromising their uniqueness. The weakest correlation, observed between CPI and Epistemic (0.176), underscores that continued purchase intentions and novelty-seeking motivations remain largely independent constructs in this setting. These results consistently affirm that the measurement model succeeds in capturing separate facets of consumer behavior for both Indonesia and China.

4.5 R square

The R^2 and adjusted R^2 values in the table offer insights into how much variance in Continuous Purchase Intention (CPI) is explained by the proposed model in each country. In Indonesia, an R^2 of 0.537 means that 53.7% of the variance in CPI can be accounted for by functional, social, emotional, epistemic, and conditional values, a figure typically interpreted as moderate to high explanatory strength. The adjusted R^2 of 0.509 remains close to this value, indicating that adding these predictors provides meaningful explanatory power without causing overfitting. By contrast, in China, the R^2 of 0.339 suggests that only 33.9% of CPI variance is explained by the same set of predictors, reflecting a weaker explanatory level. The adjusted R^2 of 0.301 similarly signals that while the model captures some influential factors in Chinese consumers' repeat purchase decisions, a larger portion of CPI variance remains unexplained, pointing to potential cultural or contextual elements not incorporated in the current framework.

4.6 Path Coefficient

Table 3. Path Coefficient [3] (Indonesia and China)

	Indonesia			China		
	Beta	t-value	p-value	Beta	t-value	p-value
Conditional → CPI	-0.067	0.647	0.517	0.162	1.568	0.117
Emotional → CPI	0.430	3.338	0.001	0.417	2.962	0.003
Epistemic → CPI	0.050	0.388	0.698	-0.160	1.257	0.209
Functional → CPI	0.426	4.404	0.000	0.184	1.362	0.173
Social → CPI	-0.010	0.132	0.895	0.014	0.122	0.903

Table 3 compares the path coefficients (β), t-values, and p-values for each consumption value's influence on Continuous Purchase Intention (CPI) in Indonesia and China. Generally, a p-value below 0.05 indicates a statistically significant relationship.

In Indonesia, Emotional value ($\beta = 0.430$, $p = 0.001$) and Functional value ($\beta = 0.426$, $p = 0.000$) each show strong positive and statistically significant effects on CPI. This suggests that both the utilitarian aspects (e.g., convenience, efficiency) and the affective/emotional dimensions (e.g., enjoyment, pleasure) are key motivators for repeat purchases in Indonesian consumers. By contrast, the relationships involving Conditional ($p = 0.517$), Epistemic ($p = 0.698$), and Social ($p = 0.895$) values do not reach significance, indicating they are less critical in sustaining continued purchase behavior within this sample.

For China, only Emotional value ($\beta = 0.417$, $p = 0.003$) emerges as a significant driver of CPI. This result points to the importance of affective experiences, such as entertainment or positive emotional responses, in influencing Chinese consumers' repeated purchasing decisions. Functional value ($p = 0.173$), Epistemic value ($p = 0.209$), Conditional value ($p = 0.117$), and Social value ($p = 0.903$) do not exhibit statistically significant effects, implying that these dimensions are comparatively less influential in shaping long-term purchase intentions among Chinese respondents.

5 Discussion

This study is grounded in the Theory of Consumption Values [6], which posits that consumer choice behavior is driven by five independent value dimensions: functional, social, emotional, epistemic, and conditional values. The theory suggests that these dimensions may operate simultaneously but vary in importance depending on context.

The findings partially support the theoretical framework. Emotional value emerged as a significant predictor of continuous purchase intention in both China and Indonesia, reinforcing [6] argument that affective responses play a central role in consumption decisions. This suggests that even in technologically advanced mobile commerce environments, hedonic motivations remain fundamental drivers of repeat purchasing behavior.

However, functional value was significant only in Indonesia, indicating that the relative importance of utilitarian value may depend on contextual and infrastructural conditions. This finding extends [6] theory by demonstrating that while value dimensions

are theoretically independent, their practical influence may be moderated by cultural and market maturity differences.

The non-significant effects of social, epistemic, and conditional values suggest that not all theoretical dimensions exert equal influence in post-adoption stages of mobile commerce. This may imply that certain consumption values are more influential during initial adoption rather than in sustaining long-term repurchase intention.

6 Conclusion

6.1 Conclusion

The study explores how various consumption values affect continuous purchase intention in mobile commerce within Indonesia and China. Findings reveal that Indonesian consumers emphasize both functional (e.g., convenience, accuracy) and emotional values, whereas Chinese consumers primarily prioritize emotional value. These distinctions are influenced by cultural traits such as uncertainty avoidance and collectivism.

Overall, emotional value is the key factor driving repeat purchases in both countries, while functional value is uniquely significant in Indonesia. Other values social, epistemic, and conditional show minimal impact. The results suggest that marketers and platform developers should balance practical functionality with engaging user experiences to encourage loyalty and satisfaction in culturally diverse markets.

6.2 Limitations and Future Research

The study's main limitation is its small sample size and the exclusion of cultural variables from the model, which narrows its generalizability. Future research should use larger samples and integrate individual-level cultural analyses, as supported by prior studies [15][16].

The model explains only 30–50% of the variance in continuous purchase intention, implying other influential factors remain unexplored. Future work should examine additional or moderating variables and compare different mobile commerce platforms to test the consistency of these findings across contexts.

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