Factors Influencing Generation Z's Apparel Purchasing Decisions Towards Livestream Shopping in Bangkok, Thailand

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Abstract

Purpose: This study aims to evaluate the factors influencing generation Z on apparel purchasing decision towards livestream shopping. The five factors were used in this study which included perceived usefulness, trust, perceived quality, influencer, and perceived enjoyment. This study conducted in Bangkok, Thailand using non-probability method based on convenience and snowball method by distributing electronic questionnaires via Microsoft forms. The total of 420 samples used in this study are generation Z who born between 1997 to 2009, lived in Bangkok for 1 year, and have experience in livestream shopping within 1 year. In the research result, it showed that perceived usefulness has no significant influence on purchase decision, and there is not a significant influence of trust on purchase decision as well. However, there are 3 factors which have positive relationship with purchase decision. The result showed that perceived quality influences on purchase decision, influencer indicates a positive influence on purchase decision. Lastly, there is a significant influence of perceived enjoyment on purchase decision towards livestream shopping. Together, these three independent variables could explain 13.5% of the variation in purchase decision towards livestream shopping, with perceived enjoyment having the most significant influence on purchase decision towards livestream shopping at 24.8%.

Keywords: Livestream Shopping, Perceived Usefulness, Trust, Perceived Quality, Influencer, Perceived Enjoyment.

1. Introduction

In the evolving area of e-commerce and digital marketing after covid-19 pandemic, a remarkable trend has emerged, attracting the attention of Generation Z in Thailand, Live commerce. This innovative merging of live streaming and online shopping has been considered as the way consumers engage with the brand and product, providing an immersive and interactive virtual shopping experience.

Generation Z, referred to as Gen Z, is the consumers born between mid-1990s and early 2010s, representing an important portion of Thailand's population. This generation is recognized to be technologically-savvy, preference for authenticity, and desire for instant gratification (Ipsos, 2022). Therefore, Live commerce has seamlessly aligned with their personal. According to data from YouGov RealTime Omnibus which is an international online research data and analytics technology UK company in 2022, it is revealed that the current user of livestream on Tiktok and Instragram platform is higher across younger consumers, especially in Gen Z, where more than 76% and 87% are on Tiktok and instragram respectively. Moreover, the top activity from generation z spending time on the online platform is watching live broadcasts, such as from online sellers (37 percent), following the influencers (36 percent) and follow the news. Consumer users also consider that the platform could help them to find the interesting information, watching entertainment, and the smallest proportion of users using it for content posting.

Live commerce has become increasingly popular in Thailand industry with well-known brands utilizing it as an essential marketing and sales channel. While Thailand e-commerce market is already flourishing, live commerce goes beyond by combining entertainment and shopping on a platform.

In recent years, apparel trends have grown up and remained a high proportion area with large number of international and domestic investments in Thailand. According to the apparel market in Thailand report in 2022, The market was 216,420 Million Baht which increase average of 7 percent from last year (2021) and is projected to grow 6% per year from 2023 until 2027, especially in online channel, it has 20.5 percent point growth from 2017 to 2022, while the offline channel continually decreased by 79.5%. Moreover, the apparel category searched by Generation Z in Thailand has 55 percent of total categories towards online platforms. (Euromonitor, 2023).

Therefore, this study aims to focus on the factors influencing Generation Z's apparel purchasing decisions toward livestream shopping in Bangkok, Thailand. The purpose of this study is to examine the factors influencing customer apparel purchase decisions toward live-stream shopping. Thus, the objective is to understand the relationship between the related factors and purchase decisions while users are using the live stream for shopping.

1.1. Research Objectives

There are 2 research objectives which are

- To describe the apparel purchase decision toward live stream shopping in Generation Z.

- To describe the factors influencing on purchasing decision toward live stream shopping in Generation Z.

2. Literature Review

2.1. Purchase Decision

According to the previous study, the purchase decision of customers is defined as the way in which customers conscientiously consider the aspects of a certain product, brand, and service, choose and buy the products that can meet the customer needs (Liu, Z.C., &Bai, J.,1999).

As claimed by Tan (2017), the purchase decision stages in traditional e-commerce, started with the needs of customers, searching for the information, and then making the purchase decision. Compared to the live streaming e-commerce model, it rearranges the primary structure of purchase decision stages by using the social influencer, live streaming e-commerce and other online platforms.

2.2. Live Streaming Shopping

Live Streaming shopping is a technology of e-commerce integrated with the actual-time reaction between live streamer and viewer (Cai & Wohn, 2019). Live streaming shopping is a part of online activities and transactions which related to live streaming platforms. Live streaming platform consists of live streaming technology and tools which enhance the virtual environment that offers a sudden response, entertainment, social activities and businesses. In term of environment, there is necessary space to build a virtual space for host to stream and offers the respondent channel to watch and interact with the host. (Xu, 2020). The main component of live streaming shopping is the "live streamer", who has influenced people to follow on during live time and is the content creator who attracts the number of followers.

2.3. Perceived Usefulness

As claimed by Lim et al.'s (2016), perceived usefulness refers to how customers perceived a product to be useful in their perception. From the perspective of online channels, perceived usefulness can be described as the feeling that customers can increase the value and benefit when they are shopping whether by using an application, website, or platform. There are several advantages that relate to the perceived value on online purchasing. They can maximize time savings, cost during shopping and transaction (Phetnoi et al., 2021) In addition, perceived usefulness can be described as consumers feel that technological assistance and performance can be enhanced (Saripah, Putri, and Darwin, 2016). The perception

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of perceived usefulness as the basis for the assumption customers' acceptance of technological tools, which perceived usefulness has significant impact on online shopping decision (Hsu, Lin and Chiang, 2013).

2.4. Influencer

In the fashion market, purchase decisions from customers are affected by product information from many references such as blog reviews, celebrities, online, and advertising. Moreover, fashion purchase is required more detailed attachment from customers. Now, social influencers, KOL, celebrities, bloggers, and reviewers are defined as " The most dynamic force in fashion marketplace" They can influence customer purchasing decisions based on their experience, capability, and position, and are often realized to be experts in their area by customers. Social influencers have a big deal of influence on customer purchasing decisions and can impact which trend does become and must-have fashion items since customers tend to duplicate their way and believe that they are the professionals within product areas. Therefore, most of the customers are influenced by social influencers. (Siti, 2020).

2.5. Enjoyment

The factor that can affect customer purchasing decisions towards live streaming shopping is Enjoyment. This can make the customers get when shopping online with they can also enjoy the favorableness of their home. Research from Childers (2001), illustrated that the enjoyment effects on purchase decisions towards online channel. Nowadays, customers do not only get goods or services from online channel, but also can perceive a source of enjoyment. Enjoyment is claimed as the customer feeling of fun, interesting, and excitement during shopping (Kim & Ammeter, 2018). Enjoyment also impacted on customer trust. The study of Rouibah et al (2016) reveals that perceived enjoyment significantly affects customer trust. When people feel fun, interested, and excited with something during shopping, resulting in increasing trust.

2.6. Trust

Trust has always been a crucial element in affecting customer purchasing decision. Trust has emerged role in e-commerce, especially in transactions as customers would not purchase from online channels if they do not trust the seller. (Kim, Ferrin, & Rao, 2008). Nonetheless, trust that arises in online shopping occurs because customers cannot validate the product directly (Dachyar & Banjarnahor, 2017). Trust becomes a factor that needs to be reviewed by the seller since it is involved with the customer purchase decisions (Tanjung, Elfa, & Andreas, 2018). Customers who believe or trust purchasing decision (Murwatiningsih & Apriliani, 2013). Customers decide to buy the products from the online channel as the sellers are reliable (Putra, Rochman & Noermijati, 2017). The higher trust will increase in the seller will decide to purchase the products (Irawan, 2018).

2.7. Product Quality

As claimed by Kotler (2001), product quality is described as the attribute of products and services that have the capability to satisfy the stated or customer needs. It is also the ability of products to function effectively and it is a necessary element for marketing areas to advertise and sell the products (Kotler & Keller, 2012). Therefore, product quality can be summarized as the function of products to meet customer requirements. It included the product characteristics of permanence, reliability, accuracy, utilization, and other elements. According to Wijaya et al. (2022), product quality is the overall integration of product traits which are outcomes from marketing, engineering, and production, that produce the product to meet customer expectations.
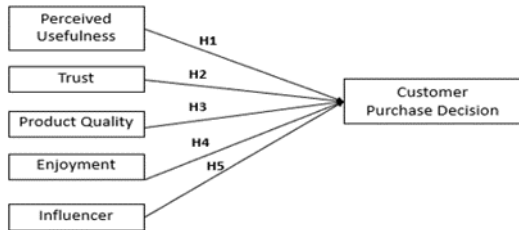
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Figure 1: Conceptual Framework

Due to increasing number of submissions, rigorous blind peer review process of minimum 3 referees, and an issue of publication space in each issue, the average overall time from submission of the manuscript to publication and print from now on takes 2-3 months. AUIR Journal accepts submissions on a rolling basis, and publish accepted articles on the first-in first-out method. Electronic submission

3. Research Hypothesis

According to the proposed conceptual framework, theresearcher determines six hypotheses to identify the factors of perceived usefulness, trust, product quality, perceived enjoyment, and influencer influencing purchasing decisions towards Livestream shopping.

• H1: Perceived usefulness has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand.

• H2: Trust has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand.

• H3: Product quality has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand.

• H4: Influencer has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand.

• H5: Perceived enjoyment has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand.

4. Research Methodology

The researcher designed only electronic questionnaires through online survey form as it is convenience for interviewee and data collection. The researcher also had contacted to distribute the survey to reliable respondents in Z' generation from Bangkok, Thailand. Snowball and convenience sampling method were contributed for sample selection. To begin with, Cronbach's Alpha was used to determine the questionnaire's reliability and measuring items in the questionnaire whether it is unclear or not. A small group of more than 40 samples were conducted a pilot to ensure the questionnaire's reliability and to see that any uncertainty about measuring items in the questionnaires. Secondly, the multiple regression (MLR) was used to analyze the effect of each independent variable on dependent variable. The researcher conducted this study through individual sending survey to respondents and reliable person that has experience in live streaming shopping within 1 year, therefore the survey would be collected from working space, online shopping community, institution, and others which has the Z's generation with the sample of 420 respondents to ensure that the number of samples was significant and sufficient in case there are some error in data which is collected.

4.1 Result of Reliability Test

Table 1: The Value of Reliability Analysis of Each Item

Variables/Measurement Items	No. of Items	Cronbach's Alpha	Strength of Association
Perceived Usefulness	5	0.746	Acceptable
Trust	4	0.775	Acceptable
Product Quality	5	0.704	Acceptable
Influencers	5	0.793	Acceptable
Enjoyment	5	0.797	Acceptable
Purchase Decision	5	0.908	Excellent

The results supported the constructs' internal consistency, showing that the questionnaire is reliable enough for respondents to be utilize to value must be 0.60 or above to be considered acceptable.

5. Result of the study

According to 420 respondents who passed the part of the screening question section from the questionnaires that were conducted through an online channel by the researcher.

A total of 420 respondents who were born between1997-2009, live in Bangkok, Thailand for 1 year, and hadexperience in live shopping. According to data collection, the result presented demographic factors which included gender, age, education degree, spending on live shopping per month, frequency of live shopping, and the most online channel to visit. The largest proportion of respondents are female 57.4 percent, and the range of age between 24-26 years, accounting for 55 percent. 86 percent of total respondents have Bachelor's degree. Most of respondents spend about 3,000-5,000 baht per month on online shopping and have the frequency of shopping 4 days per week as the percentage of 43.6 and 40.5 subsequently.

From table 2, adjusted R square value is 0.141 which can interpret that 14.1 percent of the variation influence on purchase decision toward live streaming shopping in Bangkok, Thailand which can be described as perceived usefulness, trust, product quality, influencer, andenjoyment. Nevertheless, there are another 85.9 percent of the variation influence on purchase decision towards live streaming shopping in Bangkok, Thailand which can be explained by another independent variable.

Table 2 - Model summary from Multiple linear regression

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.389ᵃ	.151	.141	.77382

a. Predictors: (Constant), Enjoyment, Perceived usefulness, Influencer, Trust, Product quality

Table 3 - ANOVA from Multiple linear regression

Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	43.981	5	8.796	14.690	.000ᵇ
	Residual	247.304	413	.599		
	Total	291.285	418			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Enjoyment, Perceived usefulness,

Table 4 – Multiple Linear Regression Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	Perceived usefulness	0.134	0.099	0.062	1.348	0.178	0.981	1.019
	Trust	0.103	0.066	0.088	1.558	0.12	0.638	1.568
	Product Quality	0.171	0.083	0.117	2.055	0.041	0.635	1.574
	Influencer	0.122	0.043	0.131	2.84	0.005	0.97	1.031
	Enjoyment	0.299	0.059	0.241	5.097	0	0.921	1.085

a. Dependent Variable: Purchase Decision

According to 4 table, the significant value or p-value used to analyze whether the factors are statistically significant on the purchase decision or not. The significant value of five variables has three variables which are product quality, influencer, and enjoyment which are less than 0.05, so they can imply that product quality, influencer, and enjoyment have a significant influence on purchase decision. In contrast, the variable of perceived usefulness and trust are not significant influence on purchase decision toward live streaming shopping.

Table 5 – Model summary from Multiple linear regression

(2nd round)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.376ᵃ	.141	.135	.77547

a. Predictors: (Constant), Enjoyment, Influencer, Poduct quality

Table 6 - ANOVA from Multiple linear regression

(2nd round)

Model		Sum of Squares	DF	Mean Square	F	Sig.
1	Regression	41.168	3	13.723	22.820	.000ᵇ
	Residual	250.162	416	.601		
	Total	291.331	419			

a. Dependent Variable: Purchase Decision

b. Predictors: (Constant), Enjoyment, Influencer, Product quality

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Table 7 – Multiple Linear Regression Result (2nd round)

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.047	.321		3.267	.001		
	Product quality	.255	.068	.174	3.760	.000	.960	1.042
	Influencer	.126	.043	.135	2.921	.004	.971	1.030
	Enjoyment	.307	.058	.248	5.283	.000	.936	1.069

a. Dependent Variable: Purchase Decision

According to 5 table, the second-round result presented that adjusted R square value is 0.135 which can interpret that 14.1 percent of the variation influence on purchase decision toward live streaming shopping in Bangkok, Thailand which can be described as perceived usefulness, trust, product quality, influencer, and enjoyment. Nevertheless, there are another 85.9 percent of the variation influence on purchase decision towards live streaming shopping in Bangkok, Thailand which can be explained by another independent variable.

According to 7 table, the significant value or p-value used to analyze whether the factors are statistically significant on the purchase decision or not. The significant value of product quality, influencer, and enjoyment which are less than 0.05, so they can imply that product quality, influencer, and enjoyment have a significant influence on purchase decision towards live streaming shopping in Bangkok, Thailand.

Moreover, the beta of standardized coefficient or (β) of three independent variables, first of addition unit is product quality presented the influence towards purchase decision will increase 17.4 percent at β value is equal 0.174. Second, a single addition of unit is influencer showed the influence on purchase decisions will increase by 13.5 percent at β value is equal to 0.135. Lastly, the single addition of unit enjoyment showed the influence on purchase decisions will increase by influence on purchase decisions will increase by 24.8 percent at β value is equal to 0.248.

6. Discussion and Conclusion

The result presented that the most of generation Z who have experience in live shopping in Bangkok, Thailand concerned about enjoyment in term of shoppingenvironment the most and purchase decision toward liveshopping had relationship with

three variables which were perceived quality, influencer, and enjoyment and

two variables that had not relationship with dependent variable which were perceived usefulness and trust.

Hypothesis 1 (H1): Perceived usefulness has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand

Based on the data collection of perceived usefulness influencing on purchase decision towards livestream shopping in Bangkok, Thailand. Researcher found that the significant level is 0.178 which is higher than 0.05, so it could imply that perceived usefulness has no significant influence on purchase decision. This result can describe that most of respondents were not concerned about the perceived usefulness, especially in term of shopping effectiveness. Some online platforms are not friendly-users interface, leading to complexity and time wasting which result in bad experience for online shopping.

According to Holbrook and Batra (2001), the study found that perceived usefulness might not have influenced on purchase decision as this cognition determines the effect, resulting in customer behavior. Therefore, development of cognition would be induced on individual understanding of simulation, leading to respond for affective reactions. However, Zhou and Feng (2017), found that perceived usefulness would influence on perceived enjoyment which can influence on purchase decision toward livestreaming shopping.

Hypothesis 2 (H2): Trust has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand

Referring to the result of this study, the collected data presented that trust has no significant influenced on purchase decision towards livestream shopping in Bangkok, Thailand because the significant value is more than 0.05. From the survey, respondents are most concerned on the information provided from livestream that is not plentiful and sufficient as online platform may have fake review and not clarify its content and information. This result also could be supported by Tang and chi

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(2005) in their research which found that there was no significant effect of trust on the purchase decision to shop online as customers who have already trust and familiar with online shopping, they do not directly do transaction because they are concerned some other factor first such as promotion or after services.

Hypothesis 3 (H3): Perceived quality has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand

According to the result, perceived quality has an influence on purchase decision towards livestream shopping in Bangkok, Thailand. The significant value is 0.041 which is less than 0.05, therefore it would be implied that influenced on dependent variables. To support this result, the study from Nugraheni el at (2022), they also found that perceived quality has significant influence on live shopping in Tiktok. This study showed that perceived quality has advantage in term of product high quality for customers.

Hypothesis 4 (H4): Influencer has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand

Referring to the result form survey, influencers have significant influenced on purchase decision towards livestream shopping. The significant value is 0.005 which is lower than 0.05 so this can clarify that influencer has a significant influence on purchase decision. The result can be explained that influencers have influenced on customers while they shop on live streaming channel. The apparel customers like fashion trend seekers are influenced by bloggers, celebrities or brand ambassadors, and they are defined as the most powerful force in the fashion market as they can impact purchase decisions based on their experiences, ability, and position (Siti & Setyo, 2020)

Hypothesis 5 (H5): Perceived enjoyment has significant influence Generation Z's apparel purchasing decisions towards livestream shopping in Bangkok, Thailand

According to the survey result, there was a significant influence of perceived enjoyment on purchase decision. The significant value is <0.001

which can be concluded that perceived enjoyment has a significant influenced on purchase decision. Most of respondents agreed that live streaming channel can provided interesting and lively environment for shopping. This is in line with previous studies. Perceived enjoyment has been examined to influence on purchase decision (Childers et al., 2001). According to study from Ha and Stoel (2009), it showed that perceived enjoyment has influenced on purchase decision as customer who enjoy website ate more likely to purchase at the site.

6.1. Recommendation

Factors Influencing apparel purchasing decisions towards livestream shopping are be realized by online sellers. As digital era, customers purchase more via online channels and are familiar with online platform, especially in Z generation. Therefore, this study is suitable for online sellers to understand the factors that can influence customer purchase decision towards live streaming channel.

However, according to the result from this study, 14.1 percent of the variation influence on purchase decision which can be described as perceived usefulness, trust, product quality, influencer, and enjoyment. Nevertheless, there are another 85.9 percent of the variation influences on purchase decision towards live streaming shopping which can be explained by another independent variable so online sellers would be more concerned this issue before applied in practices.

The recommendation from this study for apparel's online sellers through livestreaming channel, as the result of this study, there are 3 variables which influence on customer purchase decision towards livestream shopping. These variables are perceived quality, influencer, and perceived enjoyment. Three variables have relationship with purchase decision, especially in perceived enjoyment. Perceived enjoyment has the highest value of beta which can determine the dependent variable. This is the variable which the online sellers should take focus on this area. Most of respondents agreed that shopping environment can influence them on purchase decision towards livestreaming so online sellers should create content or environment which can draw customer attention and enjoy while they are watching on live. Moreover, building engaging

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environment such as lucky draw activity would help customers feel enjoy and decide to purchase the product. In term of perceived quality, most of respondents are concerned about product variety and up to date fashion. Therefore, online seller would source the products in various design, colors, or sizes which reach to customer demand. Lastly, influencer is the one of factors that influenced on customer decision. Influencer can influence the customer opinion and perception so online sellers would hire the appropriate influencer to review their products for leading and convincing customers to purchase the products. However, trust is not the factors which

influence on purchasing decisions towards online platforms due to online fraud and payment risk so the seller should consider this issue and build trust for their customers by creating the high security system and protecting customers' privacy data to enhance customer trust and confidence through online shopping experience.

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