



Factors Influencing Customer Preferences and Behavior: A Comparative Study Between TikTok Shop and Shopee Live Among High School Students in Bangkok

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ABSTRACT

This study explores and compares the factors influencing customer preferences and behaviors between TikTok Shop and Shopee Live among high school students in Bangkok. The research uses a mixed-methods approach combining surveys, focus groups, and interviews to identify the key determinants that drive these students' shopping choices on these platforms. By examining demographic and psychographic characteristics, user experiences, and the impact of marketing strategies, the study will provide a comprehensive understanding of how high school students in Bangkok interact with TikTok Shop and Shopee Live. The findings will offer valuable insights for e-commerce platforms and marketers to enhance engagement strategies and optimize user experiences tailored to this demographic.

Keywords: customer preferences, consumer behavior, TikTok shop, Shopee live, e-commerce, social media shopping, user experience, teen shopping trends, online shopping behavior

INTRODUCTION

The rise of e-commerce has been one of the most significant shifts in consumer behavior over the past decade, with Southeast Asia emerging as one of the fastest-growing regions for online retail. Within this space, live shopping platforms like TikTok Shop and Shopee Live have redefined how consumers interact with products and sellers (McKinsey & Company, 2021). Live shopping, also known as social commerce, blends real-time product demonstrations, interactive chat features, and instant purchasing options, creating an engaging shopping experience that closely mirrors in-person retail (Wongkitrungrueng & Assarut, 2020). This dynamic allows sellers to capitalize on impulse buying, while consumers enjoy greater interaction and engagement during their purchasing journey.

TikTok Shop, launched in 2021, leverages its global presence as a leading social media platform, combining the entertainment value of TikTok's short-form videos with e-commerce functionality. It has gained significant popularity, especially among younger consumers who are already active on TikTok (Cheng, 2022). The platform's use of influencers, who provide live product demonstrations, reviews, and endorsements, plays a critical role in driving sales, as users often trust peer recommendations more than traditional advertising (Park & Lin, 2021). Shopee Live, on the other hand, benefits from Shopee's well-established position in the Southeast Asian e-commerce market. It offers a more traditional e-commerce experience but



enhances it with live streaming features, frequent flash sales, and aggressive promotional campaigns (Statista, 2023).

For high school students in Bangkok, live shopping has become an attractive option due to its convenience, entertainment value, and the opportunity to engage with influencers they follow. Gen Z consumers, who value personalized experiences and instant gratification, are particularly drawn to platforms like TikTok Shop and Shopee Live (Smith, 2022). However, the factors that influence their platform preference—such as pricing, product variety, usability, and marketing strategies—remain underexplored, making this study both timely and relevant.

OBJECTIVES AND SCOPE OF THE RESEARCH

Research Problem:

Despite the rapid adoption of live shopping platforms, there is limited research on the factors influencing customer preferences and behaviors, especially among high school students, who represent a significant portion of Gen Z consumers. Understanding the preferences of high school students is crucial, as they are early adopters of technology and trendsetters for future consumer behavior (Smith, 2022). The two leading platforms in this space, TikTok Shop, and Shopee Live, have emerged as direct competitors, offering different features, marketing strategies, and user experiences. While TikTok Shop leverages its social media presence and influencer partnerships, Shopee Live benefits from its well-established e-commerce infrastructure and frequent promotions (Statista, 2023).

Objectives:

1. **Identify Key Factors** influencing high school students' preferences for TikTok Shop and Shopee Live.
2. **Compare Customer Behavior** of High School Students on TikTok Shop and Shopee Live.
3. **Evaluate User Experience** on TikTok Shop and Shopee Live regarding interface usability, ease of navigation, and overall satisfaction.
4. **Analyze the Effectiveness of Marketing Strategies** employed by TikTok Shop and Shopee Live, including discounts, promotions, and personalized offers.

Scope:

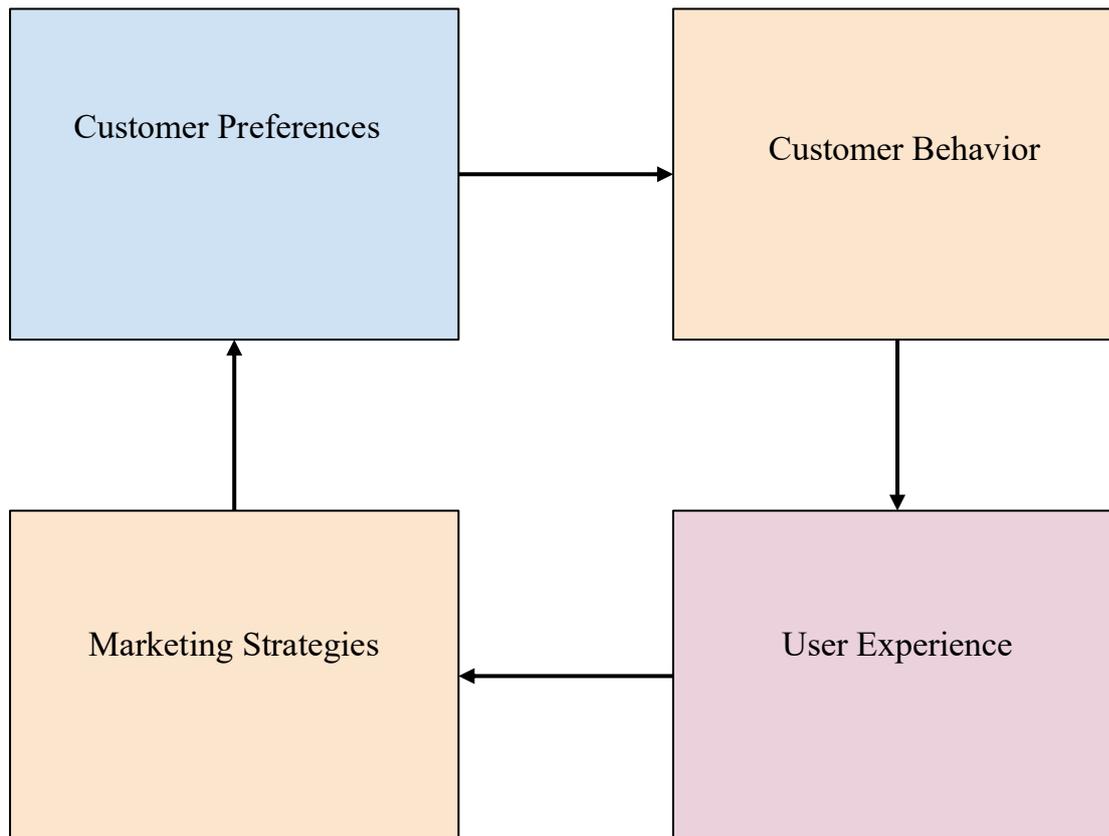
1. **Target Population:** The research focuses on Bangkok's high school students, covering male and female students aged 13-20.
2. **Geographical Scope:** The study is geographically limited to Bangkok, Thailand.
3. **Platforms:** The research will compare two specific e-commerce platforms: TikTok Shop and Shopee Live.

CONCEPTUAL FRAMEWORK

This study examines the factors influencing high school students' preferences and behaviors on TikTok Shop and Shopee Live by focusing on four key constructs: customer preferences, customer behavior, user experience, and marketing strategies. Customer preferences refer to students' platform choices based on features such as product variety, pricing, and promotions (Park & Lin, 2021). Customer behavior involves purchasing patterns, frequency of use, and engagement with live shopping sessions (Wongkitrungrueng & Assarut, 2020). The user

experience examines the usability, interface satisfaction, and ease of navigation of both platforms (Cheng, 2022). Lastly, marketing strategies involve analyzing the effectiveness of discounts, promotions, and influencer partnerships in driving engagement and sales (Smith, 2022). The framework will compare and analyze how these factors interplay to influence students' purchasing decisions on TikTok Shop and Shopee Live, highlighting the nuances in user behavior between the two platforms. Insights from this study will contribute to the growing literature on social commerce and its impact on Gen Z consumers.

Figure 1: Conceptual Framework



CUSTOMER PREFERENCES

Customer preferences refer to the factors that influence consumers' platform choice, product selection, and purchasing decisions. In the context of e-commerce platforms like TikTok Shop and Shopee Live, preferences among high school students are shaped by a combination of product variety, pricing, and promotional strategies. Research has shown that younger consumers, particularly Gen Z, tend to favor platforms that offer diverse product options and exclusive items that align with their personal tastes and social identity (Smith, 2022). For high school students, the appeal of live shopping often comes from the ability to discover new products while engaging in an interactive and entertaining experience.

Pricing and promotions also play a crucial role in shaping customer preferences. High school students, who often have limited purchasing power, are highly responsive to discounts and promotional offers. Platforms like Shopee Live frequently use flash sales, vouchers, and bundle deals to attract this demographic, making it a preferred choice for students seeking value for money (Wongkitrungrueng & Assarut, 2020). TikTok Shop, on the other hand, leverages its



social media ecosystem to offer exclusive discounts through influencer partnerships, further enhancing its appeal to young consumers who follow and trust influencers for product recommendations (Cheng, 2022).

Another critical factor influencing customer preferences is the platform's ability to provide a personalized shopping experience. High school students are drawn to platforms that use algorithms to suggest products based on their browsing history and preferences (Park & Lin, 2021). This personalized approach, combined with real-time interaction during live shopping events, enhances the overall shopping experience and makes the consumer feel more connected to the product and the seller. Therefore, customer preferences among high school students are driven by a combination of product variety, pricing strategies, and personalized shopping experiences that create value and engagement.

CUSTOMER BEHAVIORS

Customer behavior refers to the actions, decisions, and patterns exhibited by consumers when interacting with products or services. In the context of live shopping platforms like TikTok Shop and Shopee Live, customer behavior among high school students involves several key aspects, including frequency of usage, purchasing patterns, and engagement with live content. High school students, being digital natives, frequently engage with these platforms not only for purchasing but also for entertainment and social interaction (Smith, 2022). They tend to follow live streams hosted by influencers or sellers they trust, which significantly impacts their decision to buy products during or immediately after live shopping sessions (Wongkitrungrueng & Assarut, 2020).

Impulse buying is another characteristic of customer behavior on live shopping platforms. The immediacy of live product demonstrations, combined with limited-time discounts and flash sales, drives students to make spontaneous purchases (Park & Lin, 2021). Additionally, high school students' engagement with live streams is driven by interactive features such as chat rooms, where they can ask questions and receive instant responses from sellers. These interactions create a sense of community and immediacy, making the shopping experience more engaging. Overall, customer behavior among high school students on TikTok Shop and Shopee Live is influenced by the frequency of engagement, the interactive nature of the platform, and the persuasive tactics employed during live streams.

E-COMMERCE AND LIVE SHOPPING TRENDS

Review of global and regional trends in live shopping.

Live shopping, also known as live commerce, is a rapidly growing global trend, blending entertainment with real-time shopping experiences. Originating in China with platforms like Taobao Live, live shopping has transformed the e-commerce landscape, engaging customers through interactive and dynamic content. In 2020, the live shopping market in China was valued at approximately \$170 billion and is projected to grow significantly (Chen et al., 2021). Major global platforms, including TikTok, Facebook, and Instagram, have adopted live shopping features, making the trend more accessible to international audiences (Lu, 2021).

Globally, live shopping thrives on its unique ability to combine social media influence with e-commerce. Influencers, who act as hosts or brand ambassadors, engage directly with consumers

through live streams, creating a sense of urgency and exclusivity with limited-time offers and real-time feedback (Sun & Zhang, 2022). This trend resonates particularly well with younger audiences such as Gen Z, who value interactive and immersive shopping experiences. The success of live shopping is also fueled by the growth of mobile e-commerce, with platforms optimizing mobile interfaces for a seamless shopping experience (Smith, 2022).

In Southeast Asia, live shopping has also gained significant traction, with Thailand emerging as a key player. In Thailand, platforms like Shopee Live and Lazada Live are leading the live shopping market, offering flash sales and exclusive discounts through live events. According to Statista, the number of live shopping users in Thailand grew by 20% in 2021, driven primarily by increased mobile internet penetration and digital-savvy consumers (Wongkitrungrueng & Assarut, 2020). Thailand's live shopping landscape is heavily influenced by the use of influencers and social media integration, particularly on platforms like TikTok, which has tailored its features to local consumer preferences.

Live shopping is a growing trend globally and regionally, with Thailand reflecting the wider Southeast Asian appetite for interactive e-commerce. The fusion of entertainment and shopping, paired with mobile technology and influencer culture, is driving the continued rise of live shopping across regions.

Overview of live shopping features on TikTok Shop and Shopee Live

Live shopping features on TikTok Shop and Shopee Live have redefined how consumers engage with e-commerce, blending entertainment with real-time shopping. Globally, TikTok Shop offers a unique combination of short videos and live streams, where influencers and sellers demonstrate products in real time. TikTok Shop leverages its vast user base and the viral nature of its content to promote products. Key features include real-time interaction with viewers through comments, instant purchasing options via clickable links, and limited-time offers to create urgency (Cheng, 2022). These features foster a sense of community, encouraging impulsive purchasing and brand loyalty.

Shopee Live, on the other hand, integrates live streaming with its e-commerce marketplace, allowing sellers to directly showcase products while interacting with viewers. Globally, Shopee Live offers features like in-stream vouchers, flash sales, and gamification elements such as lucky draws and quizzes (Wongkitrungrueng & Assarut, 2020). These features are designed to enhance customer engagement and incentivize immediate purchases. Additionally, Shopee's real-time data analytics allow sellers to tailor their live streams based on viewer demographics, improving personalization and user satisfaction.

In Thailand, both platforms have adapted their features to meet local consumer preferences. TikTok Shop in Thailand incorporates local influencers to host live shopping events, which resonates well with Gen Z consumers who value influencer opinions (Sun & Zhang, 2022). These live sessions often include interactive giveaways and real-time product demonstrations, making the shopping experience highly engaging. Shopee Live in Thailand similarly uses localized flash sales and influencer partnerships, but it also emphasizes community engagement through interactive features like live polls and chat interactions during streams.

Overall, both platforms leverage their core live shopping features—real-time interaction, influencer engagement, and exclusive promotions—to attract a global and Thai audience,



adapting their strategies to suit regional preferences and behaviors.

CUSTOMER PREFERENCES IN DIGITAL SHOPPING

Factors influencing customer preferences in e-commerce.

Customer preferences in e-commerce are shaped by various factors that affect their decision-making processes and overall shopping experience. One major factor is **website usability and design**, which encompasses the ease of navigation, aesthetic appeal, and mobile compatibility of an e-commerce site. Research indicates that users are more likely to prefer and return to platforms that offer a seamless and intuitive shopping experience (Lemon & Verhoef, 2016). A well-designed website enhances user satisfaction and can significantly influence purchasing decisions.

Product variety and availability also play a crucial role in shaping customer preferences. Consumers are drawn to platforms that offer a wide range of products and brands, allowing them to find exactly what they are looking for. Studies show that extensive product offerings can increase customer loyalty and retention, as shoppers appreciate the convenience of one-stop shopping (Bendle, 2020).

Another critical factor is **pricing strategies**. Competitive pricing, discounts, and promotions are essential in attracting and retaining customers. E-commerce platforms that provide clear information about pricing, special offers, and loyalty rewards are more likely to influence customer choices. The perception of value for money, bolstered by attractive deals and transparent pricing, directly impacts customer satisfaction and purchasing behavior (Grewal et al., 2021).

Customer service and support also significantly impact customer preferences. Efficient, responsive, and accessible customer service builds trust and can enhance the shopping experience. Positive interactions with customer support can lead to increased customer satisfaction and repeat business (Homburg, Koschate, & Hoyer, 2006).

Finally, **reviews and ratings** provide social proof that influences purchasing decisions. Customers rely on feedback from other buyers to gauge product quality and seller reliability, making reviews a critical factor in shaping their preferences (Cheung & Thadani, 2012).

The role of product variety, pricing, trust, and convenience in customer decision-making.

Product variety, pricing, trust, and convenience are pivotal factors influencing customer decision-making in e-commerce. **Product variety** significantly impacts consumer choice, as a diverse range of options allows customers to find products that best meet their needs and preferences. According to Zhang et al. (2022), a broad product assortment enhances customer satisfaction and encourages repeat purchases by offering greater choice and personalization.

Pricing is another critical factor. Competitive pricing strategies, including discounts and promotions, play a key role in attracting customers. As noted by Grewal et al. (2021), consumers are highly sensitive to price variations and seek platforms that offer value for money and transparent pricing.

Trust is essential in e-commerce, influencing both initial purchases and long-term loyalty.



Trust can be built through secure payment options, clear return policies, and reliable customer service (Sweeney, Soutar, & Mazzarol, 2021). Consumers are more likely to engage with platforms that demonstrate reliability and security.

Convenience, including ease of navigation and efficient delivery options, also affects decision-making. A seamless shopping experience, characterized by intuitive interfaces and fast shipping, enhances customer satisfaction and fosters loyalty (Verhoef et al., 2021).

CONSUMER BEHAVIOR AMONG YOUNGER AUDIENCES

Exploration of the shopping behavior of Gen Z and high school students in Thailand

The shopping behavior of Gen Z and high school students in Thailand reflects a unique blend of digital engagement and social influence. This demographic, characterized by their extensive use of smartphones and social media, displays distinct preferences in their shopping habits. High school students and Gen Z in Thailand are increasingly turning to e-commerce platforms and social media for their shopping needs, driven by the convenience and variety offered online (Cheung & Thadani, 2020). Platforms like TikTok Shop and Shopee Live are particularly popular, as they combine entertainment with shopping, allowing users to interact with influencers and participate in live sales events (Wongkitrungrueng & Assarut, 2020).

A study by Jang and Ko (2021) highlights that this group values instant gratification and prefers shopping experiences that offer immediate rewards and engagement. Live shopping features, such as real-time interactions and exclusive deals, cater to these preferences by providing a dynamic and interactive shopping environment. Additionally, social influence plays a significant role, with high school students often seeking recommendations from peers and online influencers, impacting their purchase decisions (Hwang & Lee, 2022).

The role of social media, influencers, and peer influence on customer behavior.

Social media, influencers, and peer influence significantly shape customer behavior in the digital age. **Social media platforms** such as Instagram, TikTok, and Facebook are pivotal in influencing consumer decisions by providing spaces for interaction, content sharing, and product discovery. These platforms facilitate brand engagement and customer interaction through user-generated content, reviews, and direct feedback, which can affect purchasing decisions (Kapoor et al., 2021).

Influencers play a crucial role in shaping consumer behavior. They act as intermediaries between brands and consumers, leveraging their reach and credibility to promote products. Influencers create content that resonates with their followers, often leading to higher trust and engagement compared to traditional advertising (Freberg et al., 2022). Their recommendations and endorsements are perceived as more authentic, which can drive consumer purchases and foster brand loyalty.

Peer influence also significantly impacts consumer behavior. High school students and young adults often seek validation from their social circles when making purchasing decisions. According to a study by Zhang and Chen (2021), consumers are more likely to trust and follow recommendations from friends and family or online peers rather than traditional advertising. Peer influence is amplified through social media, where users share their experiences and opinions, further influencing their network's buying behavior.



USER EXPERIENCE IN E-COMMERCE

Importance of interface usability, ease of navigation, and overall user satisfaction in online shopping.

Interface usability, ease of navigation, and overall user satisfaction are critical components in the success of online shopping platforms. **Interface usability** refers to how effectively users can interact with a website or app. A well-designed interface allows users to accomplish their tasks with minimal effort and confusion. According to Nielsen and Budiu (2012), usability encompasses aspects like readability, visual appeal, and intuitive controls, which are crucial for retaining users and ensuring a smooth shopping experience. Websites with poor usability can frustrate users, leading to increased bounce rates and decreased sales.

Ease of navigation is another vital factor influencing user satisfaction. Effective navigation systems enable users to find products and complete transactions quickly and efficiently. Research by Venkatesh and Bala (2008) highlights that user-friendly navigation structures significantly enhance the shopping experience by reducing the time and effort needed to locate desired items. This ease of access contributes to higher user engagement and a lower likelihood of cart abandonment.

Overall user satisfaction is the ultimate measure of an online shopping platform's effectiveness. Satisfaction is influenced by various elements, including interface design, navigation ease, and the efficiency of the shopping process. Studies by Kim and Stoel (2004) have shown that a positive user experience leads to higher customer satisfaction, which in turn enhances customer loyalty and encourages repeat business. Satisfied users are more likely to recommend the platform to others, amplifying the positive impact on the platform's reputation and success.

MARKETING STRATEGIES IN LIVE SHOPPING

The impact of discounts, promotions, personalized offers, and live streaming on customer engagement and sales.

Discounts, promotions, personalized offers, and live streaming are powerful tools in e-commerce that significantly impact customer engagement and sales. **Discounts and promotions** attract customers by providing immediate financial incentives. Research by Kumar and Shah (2021) shows that well-structured discount strategies can enhance customer acquisition and retention by creating a sense of urgency and increasing perceived value. Promotional offers, such as limited-time sales and bundle deals, encourage consumers to make purchases they might otherwise delay or avoid.

Personalized offers leverage data to tailor marketing messages and deals to individual customer preferences. This approach improves customer engagement by making interactions more relevant and meaningful. According to a study by Arora et al. (2021), personalized marketing strategies increase customer satisfaction and loyalty by addressing specific needs and interests, leading to higher conversion rates and repeat purchases.

Live streaming has emerged as a dynamic tool for engaging customers in real-time. It combines entertainment with shopping, allowing brands to showcase products interactively and



address customer inquiries instantaneously. Research by Zhang et al. (2022) indicates that live streaming enhances customer engagement by providing an immersive shopping experience, fostering a sense of community, and driving impulse purchases. The interactive nature of live streaming creates opportunities for real-time feedback and personalized interactions, which can boost sales and strengthen customer relationships.

RESEARCH METHODOLOGY

Research Design

This research employs a quantitative approach to conduct a comparative study between TikTok Shop and Shopee Live, focusing on their impact on customer preferences and behavior among high school students in Bangkok. The study utilizes structured surveys to collect numerical data on various factors, including user engagement, purchase behavior, and satisfaction levels.

Validity is ensured through pre-testing the survey instrument and using validated scales where available. This research design aims to provide robust, empirical insights into how TikTok Shop and Shopee Live influence high school students' shopping behaviors and preferences.

Target Population and Data Collection Methods

The target population for this study comprises high school students in Bangkok, aged 13-20, who are active users of TikTok Shop and Shopee Live. To gather comprehensive data on their preferences, behaviors, and experiences with these platforms, online questionnaires are utilized. These questionnaires are designed to capture detailed information regarding students' shopping habits, engagement with platform features, and overall satisfaction with each service.

Sampling involves determining an appropriate sample size to ensure statistical significance in comparisons between the two platforms. Using a stratified random sampling method, the study selects participants from a diverse range of high schools across Bangkok. This approach ensures that the sample accurately reflects various demographic segments and educational backgrounds, providing a representative overview of high school students' online shopping behaviors. The sampling strategy aims to achieve a balanced distribution of responses, facilitating robust analysis and meaningful comparisons between TikTok Shop and Shopee Live.

Data Analysis Techniques

The study employs quantitative data analysis using statistical software such as SPSS to thoroughly examine the collected survey data. Descriptive statistics, including mean, median, mode, and standard deviation, are used to summarize and describe the central tendencies and variability of the respondents' preferences, behaviors, and experiences with TikTok Shop and Shopee Live. Inferential statistical techniques, such as t-tests and ANOVA, are utilized to determine whether there are statistically significant differences between the two platforms regarding user engagement, satisfaction, and other key metrics. These techniques allow for hypothesis testing and enable the identification of patterns and relationships within the data. By applying these statistical methods, the analysis provides a comprehensive understanding of how different factors influence customer behavior and preferences, offering valuable insights for the comparative evaluation of the two platforms.

RESULTS AND ANALYSIS

The data collection was conducted among High school students in Bangkok. The total number of participants is 180 students and the socio-economic background of this group of participants are in the table below.

Table 1: The Socio-Economic Background

Age	Under 15 years old (%)	15-16 years old (%)	17-18 years old (%)	Over 18 years old (%)
	18 (10%)	60 (33.33%)	36 (12%)	66 (36.7%)
Gender	Male (%)	Female (%)	Prefer not to say (%)	
	75 (41.7%)	84 (46.7%)	21 (11.7%)	
Current Education	Under grade 10 (%)	Grade 10 (%)	Grade 11 (%)	Grade 12 (%)
	21 (11.7%)	54 (30%)	39 (21.7%)	66 (36.7%)
The frequency of Shopping behavior	Never (%)	Rarely (once a month or less) (%)	Occasionally (2-3 times a month)	Frequently (once a week or more) (%)
	3 (1.7%)	87 (48.3%)	57 (31.7%)	33 (18.3%)
The average monthly spending	Less than 500 THB (%)	500-1000 THB (%)	1000-2000 THB (%)	More than 2000 THB (%)
	72 (40%)	60 (33.33%)	30 (16.7%)	18 (10%)

Key Factors Influencing Preferences (Objective 1)

This study found that the top 5 factors influencing high school students' preferences between TikTik Shop and Shopee Live are (Figure 2);

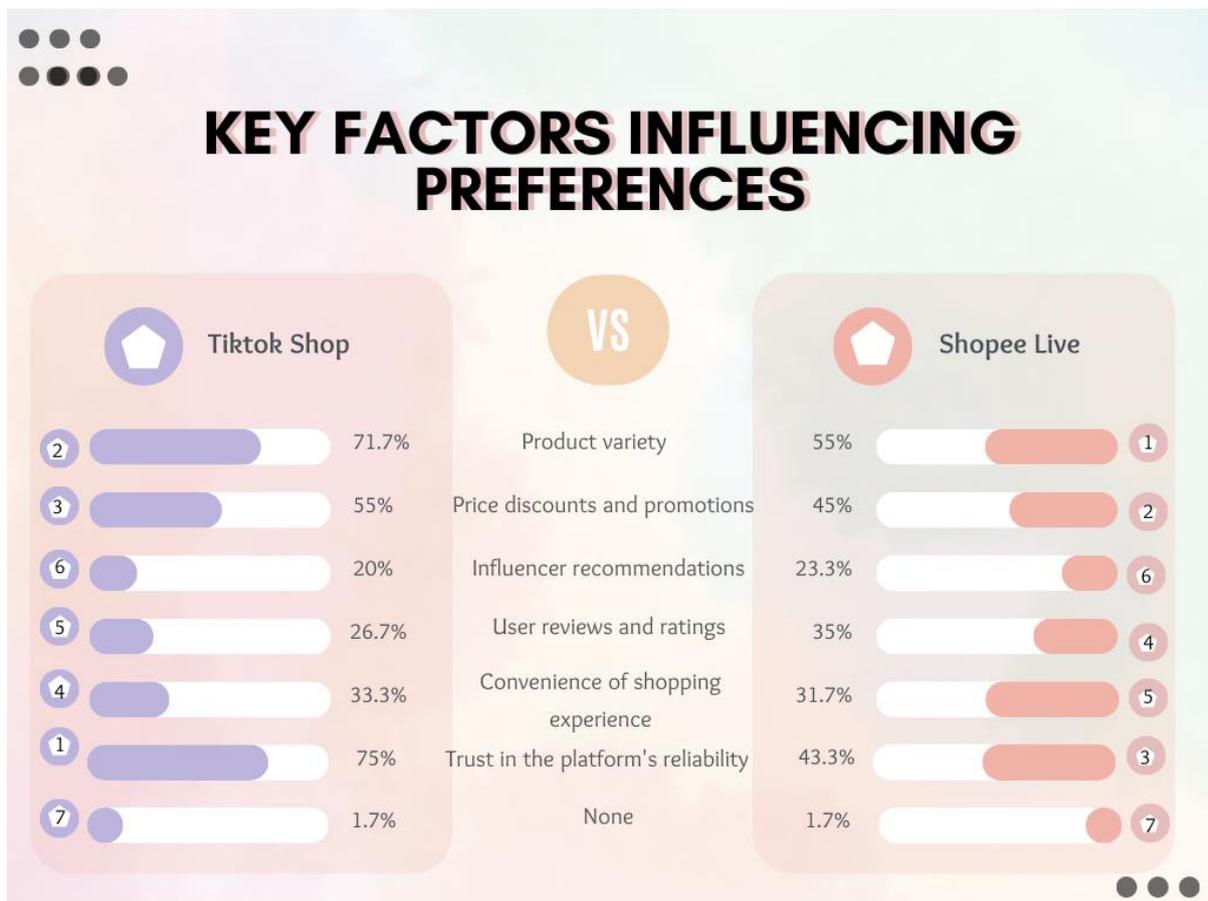
1) TikTok Shop: Trust in the platform's reliability (75%), Product variety (71.7%), Price discounts and promotion (55%), Convenience in the shopping experience (33.33%), and User reviews and ratings (26.7%).

2) Shopee Live: Product variety (55%), Price discounts, and promotions (45%), Trust in the platform's reliability (43.3%), User reviews and ratings (35%), and Convenience in the

shopping experience (31.7%).

Comparing TikTok Shop and Shopee Live, the study found the common factors for these top 5 as; Trust in the platform's reliability, Price discounts and promotion, Convenience in the shopping experience, and User reviews and ratings.

Figure 2: Key Factors Influencing Customer's Preferences: TikTok vs Shopee.



The analysis of high school students' preferences between TikTok Shop and Shopee Live highlights several key factors that influence their choices. **Trust in the platform's reliability** emerges as the most significant factor for TikTok Shop, with 75% of respondents identifying it as crucial, while it ranks lower for Shopee Live at 43.3%. This indicates that students feel more confident in TikTok Shop's ability to deliver a secure and reliable shopping experience. On the other hand, **product variety** plays a larger role in influencing preferences for Shopee Live (55%) than TikTok Shop (71.7%), though it remains a top factor for both platforms. **Price discounts and promotions** are important for both, but TikTok Shop has a slight edge in this area, suggesting that its pricing strategies might be more appealing to students. **User reviews and ratings and convenience in the shopping experience** are common influential factors across both platforms, though they rank slightly higher for Shopee Live, reflecting the growing importance of peer feedback and ease of navigation in shaping purchasing decisions. Overall, while both platforms share similar influential factors, TikTok Shop leads in reliability and pricing, whereas Shopee Live excels in product variety and user-driven content.

Comparison of Customer Behavior (Objective 2)

This study found that the highest percentage of customer behavior in the frequency of buying the products of TikTok Shop and Shopee Live is the same as “Once a month” (TikTok Shop 53.3% and Shopee Live 48.3%) followed by once a week (TikTok Shop 25% and Shopee Live 23.3%) and once a year (TikTok Shop 13.3% and Shopee Live 20%).

Figure 3: The Comparison of Customer Behavior on the frequency of buying products from both platforms



The analysis of customer behavior in this study reveals that the majority of high school students engage with both TikTok Shop and Shopee Live every month, with 53.3% of users purchasing from TikTok Shop and 48.3% from Shopee Live. This suggests that both platforms are part of regular, though not frequent, shopping habits for this demographic, likely driven by product promotions or social media influences that encourage monthly spending. The second-highest frequency of purchases is once a week (TikTok Shop 25% and Shopee Live 23.3%), indicating a smaller group of more active shoppers who may be more engaged with time-sensitive promotions or enjoy frequent browsing. Interestingly, a significant proportion of students report purchasing from both platforms only once a year (TikTok Shop 13.3% and Shopee Live 20%), which may suggest either sporadic interest, reliance on special occasions like sales, or a lack of necessity to shop online regularly. This distribution indicates that while TikTok Shop slightly edges out Shopee Live in monthly and weekly engagement, both platforms attract a diverse range of purchasing behaviors, from casual to frequent shoppers.

Moreover, This study also found that the top three types of products that customers purchased

from both platforms are 1) Fashion and clothing (73/3%) 2) Toys and hobbies (70%) 3) Beauty and skincare products (60%).

Figure 4: The Comparison of Customer Behavior on the type of products purchased

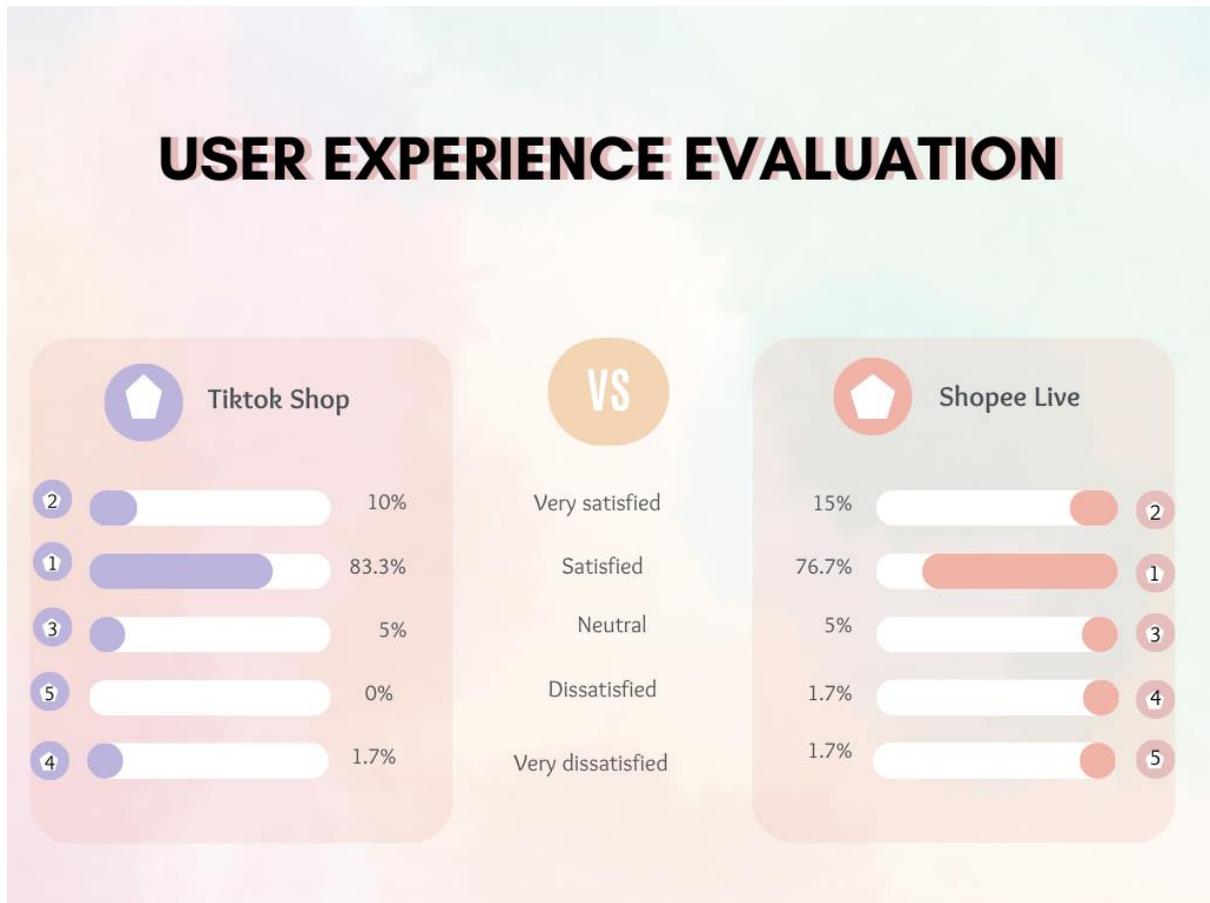


The analysis of the types of products high school students purchase from TikTok Shop and Shopee Live reveals a strong preference for **fashion and clothing**, with 73.3% of respondents indicating it as their top choice. This suggests that both platforms are popular destinations for apparel, likely driven by trends, influencer recommendations, and the visually engaging nature of fashion products on live shopping platforms. The second most popular category, **toys and hobbies** (70%), indicates a significant interest in recreational and leisure items, reflecting the younger demographic's inclination toward entertainment and hobbies. Finally, **beauty and skincare products** were purchased by 60% of respondents, underscoring the growing interest in personal care among high school students. These top three product categories highlight the versatility of both TikTok Shop and Shopee Live in catering to diverse consumer interests, from fashion and self-expression to hobbies and personal care. Moreover, the high engagement with these categories suggests that live shopping formats effectively showcase visually appealing products, encouraging spontaneous purchases among younger consumers.

User Experience Evaluation (Objective 3)

This study found that the majority of participants showed that they were satisfied with both TipTok Shop and Shoppe Live (83.3% and 76.7%).

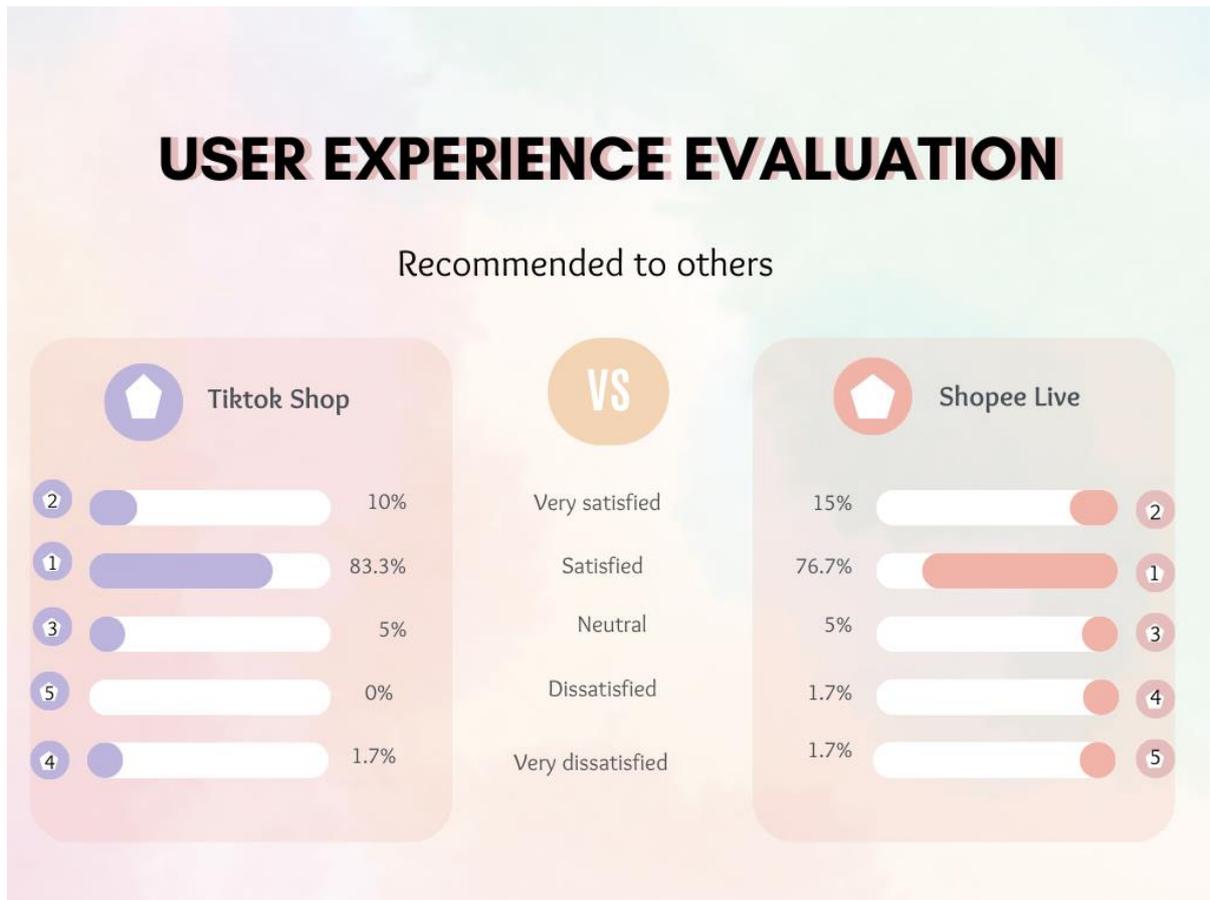
Figure 5: The Summary of User Experience Evaluation toward TikTok Shop and Shopee Live



The study's findings demonstrate that a significant majority of high school students express satisfaction with both Tiktok Shop (83.3%) and Shopee Live (76.7%), indicating that both platforms are largely meeting the expectations of their young users. Tiktok Shop shows a slightly higher satisfaction rate, suggesting it may offer a more engaging or seamless shopping experience, possibly due to its integration of social media features like influencers and live-streaming, which resonate with younger demographics. Meanwhile, Shopee Live also maintains a strong satisfaction level, though slightly lower, indicating that it still performs well in areas such as product variety, pricing, and convenience but may face challenges in certain aspects like platform trust or user interface compared to Tiktok Shop. The high overall satisfaction rates suggest that both platforms are successfully capturing and retaining the interest of Gen Z shoppers through their unique live shopping features, promotions, and interactive shopping experiences.

Moreover, the participants also have the same results on user experience evaluation and would like to share and recommend both platforms to their friends and family. The result is that they are likely to recommend the platform to their friends (76.6% and 81.7%).

Figure 6: The Summary of User Experience Evaluation: recommended to others



The study further reveals that high school students not only have positive user experiences with both TikTok Shop and Shopee Live, but they are also highly likely to recommend these platforms to friends and family, with **81.7%** willing to recommend Shopee Live and **76.6%** for TikTok Shop. This suggests a strong level of satisfaction and trust in both platforms, as personal recommendations are a key indicator of customer loyalty and confidence in a service. The slightly higher recommendation rate for Shopee Live may reflect a particular appeal, such as better product variety or user engagement. However, the minimal difference indicates that both platforms are performing well in terms of user experience, likely due to factors such as ease of use, product accessibility, and engaging shopping features. The willingness to share these platforms also highlights the role of **social influence** in promoting e-commerce platforms among younger consumers, reinforcing the platforms' ability to foster positive word-of-mouth marketing within peer networks.

Effectiveness of Marketing Strategies (Objective 4)

This study found that the top three marketing strategies for TikTok Shop are 1) Discounts and promotions (73.3%) 2) Ease of use (56.7%) and 3) Variety of products (50%), for Shopee Live 1) Discounts and promotions (51.5%) 2 and 3) Variety of products and Ease of use with the same percentage of (50%).

Figure 7: The Summary of Effectiveness of Marketing Strategies



The study highlights that **discounts and promotions** are the most influential marketing strategy for both TikTok Shop (73.3%) and Shopee Live (51.5%), showing that price incentives play a crucial role in attracting young consumers to these platforms. TikTok Shop's higher percentage suggests it may offer more appealing or frequent deals, making it more attractive to cost-conscious high school students. For Shopee Live, **product variety** and **ease of use** are equally significant (50%), emphasizing that a broad selection of products and a seamless user experience are key to retaining users. Similarly, TikTok Shop also ranks **ease of use** (56.7%) and **variety of products** (50%) as important factors, though ease of use is slightly more critical. This suggests that while both platforms are competitive in offering a wide range of products and simple navigation, TikTok Shop's edge in promotions makes it more compelling for students looking for bargains, whereas Shopee Live's balanced focus on product variety and user experience maintains its appeal. Overall, both platforms need to prioritize these marketing strategies to stay relevant to their young audience, with TikTok Shop benefiting from emphasizing discounts and Shopee Live from enhancing product diversity and usability.

DISCUSSION

Interpretation of Key Findings

The key findings from the study reveal several critical factors that influence high school students' preferences and behavior on TikTok Shop and Shopee Live. **Discounts and promotions** emerged as the most important factor for both platforms, though TikTok Shop leads with a higher percentage (73.3%), indicating that price-driven incentives have a



significant influence on customer behavior, especially among budget-conscious students. TikTok Shop's success in using discounts and promotions may explain why it has a slightly higher satisfaction and recommendation rate compared to Shopee Live, as younger customers are particularly drawn to deals and cost savings when making purchasing decisions.

Another important factor is **product variety**, which ranked high for both platforms (TikTok Shop 50%, Shopee Live 50%). This demonstrates that customers value having access to a wide range of options, allowing them to explore and purchase different products, which influences their preference for a platform. While both platforms perform similarly in this area, **ease of use** stands out more for TikTok Shop (56.7%) than Shopee Live (50%), suggesting that TikTok's user-friendly interface and seamless shopping experience are slightly more appealing, particularly in a fast-paced, mobile-first environment.

In terms of **customer behavior**, the study found that the most frequent buying pattern on both platforms is "once a month," with TikTok Shop slightly leading in weekly purchases (25% vs. 23.3% for Shopee Live). This implies that while both platforms have loyal customers, TikTok Shop has a slight edge in encouraging more frequent purchases, potentially due to its integration of social media and influencer-driven content, which continuously engages users.

Finally, **user experience** was highly rated for both platforms, with the majority of respondents expressing satisfaction and a strong likelihood to recommend the platforms to others (Shopee Live 81.7%, TikTok Shop 76.6%). This indicates that despite some differences in marketing strategies and customer behavior, both platforms are successful in delivering an overall positive shopping experience, effectively capturing and retaining their young user base.

Implications for E-commerce Platforms

The findings of this study offer valuable insights for TikTok Shop and Shopee Live on how to enhance user experience and satisfaction, particularly for high school students. Improving **interface usability** and **ease of navigation** is crucial, as younger users prefer platforms that allow for quick, seamless interactions. E-commerce platforms should focus on optimizing their mobile interfaces, ensuring fast load times, intuitive design, and personalized shopping experiences. Enhancing live-streaming features to make the buying process more interactive and enjoyable could further increase user engagement, encouraging repeat usage.

Marketing strategies tailored to high school students should emphasize **personalization, promotions, and influencer partnerships**. Since younger consumers are highly influenced by social media and peer opinions, platforms can increase customer loyalty by leveraging influencers who resonate with this demographic. Offering **exclusive discounts** for student shoppers and creating campaigns around **gamified promotions** could drive higher engagement. Additionally, **targeted ads** based on user preferences and behavior analytics will provide a more personalized shopping experience, increasing conversion rates. By applying these insights, TikTok Shop and Shopee Live can improve their appeal to high school students and enhance overall customer retention and sales performance.

Contribution to Existing Literature

This study contributes to the growing body of literature on live shopping by offering a deeper understanding of the preferences and behaviors of younger demographics, specifically high school students in Bangkok. While previous research has explored live shopping trends in

broader contexts, this study narrows the focus to a critical and highly digital age group—Gen Z—who are increasingly shaping the future of e-commerce. By examining factors such as user experience, marketing strategies, and platform-specific features, the study provides nuanced insights into how live shopping appeals to younger consumers and what drives their purchasing decisions.

Additionally, this research adds comparative insights specific to **TikTok Shop and Shopee Live** within the **Thai market**, offering a localized perspective that is relatively underexplored in global literature. By comparing the effectiveness of these platforms in engaging Thai high school students, the study highlights the role of cultural and regional influences in shaping consumer behavior in live shopping environments. These insights are valuable not only for academic discourse but also for marketers and platform developers looking to refine their strategies for younger, tech-savvy users in Thailand and similar markets.

CONCLUSIONS

Summary of Key Findings

The study identified several key factors influencing customer preferences and behavior on TikTok Shop and Shopee Live. **Discounts and promotions** emerged as the most significant drivers for both platforms, with TikTok Shop leading at **73.3%** compared to Shopee Live's **51.5%**, highlighting the importance of cost-saving incentives for high school students. **Product variety** and **ease of use** were also crucial, ranking equally at **50%** for Shopee Live, while TikTok Shop showed a slightly higher preference for ease of use (**56.7%**).

In terms of customer behavior, the most frequent purchasing pattern for both platforms was "**once a month**", with TikTok Shop having a slight lead in weekly purchases. This indicates that TikTok Shop might be more successful in encouraging regular engagement, possibly due to its integration of social media and influencer-driven content.

Regarding **user experience**, both platforms scored high in customer satisfaction, with a majority of participants willing to recommend TikTok Shop (**76.6%**) and Shopee Live (**81.7%**) to friends and family. Despite slight differences in marketing strategies and purchase frequency, both platforms are successful in maintaining a positive user experience, with TikTok Shop excelling in promotions and Shopee Live offering a balanced approach to variety and usability.

Research Limitations

While this study offers valuable insights into the preferences and behaviors of high school students in Bangkok regarding TikTok Shop and Shopee Live, it is important to acknowledge certain limitations. First, the **sample size** may not fully represent the entire population of high school students in Bangkok, as some schools or demographic segments may have been underrepresented. Although efforts were made to ensure a diverse sample, the results may not be generalizable to all high school students in the city or beyond, potentially limiting the external validity of the findings.

Additionally, **geographical constraints** may influence the results, as the study focuses solely on Bangkok. Consumer preferences and behaviors in other regions of Thailand might differ



due to varying cultural, economic, or infrastructural factors. The study's findings may not accurately reflect trends in rural or suburban areas where e-commerce habits could be distinct from those in an urban environment.

Lastly, limitations in the **data collection process**, such as reliance on self-reported questionnaires, could introduce biases such as social desirability bias or recall bias. Respondents may have over- or under-reported their shopping habits, leading to potential inaccuracies in the data. These factors should be considered when interpreting the study's conclusions.

Suggestions for Future Research

Future research could expand upon this study by exploring live shopping preferences and behaviors across a wider demographic spectrum, including **other age groups** beyond high school students. Examining how younger children, university students, and older consumers engage with platforms like TikTok Shop and Shopee Live could offer a more comprehensive view of live shopping trends in Thailand and beyond. Additionally, expanding the geographical scope to include rural, suburban, or international contexts would provide insights into how location-specific factors influence e-commerce behaviors.

Further studies could also delve deeper into the **specific features** that shape customer engagement, such as the **role of influencers** and **live-streaming functions**. As influencers play an increasingly important role in driving purchasing decisions, particularly among younger consumers, future research could focus on the effectiveness of different influencer strategies, including content styles, follower demographics, and interaction quality. Additionally, investigating the impact of **real-time live streaming**, including the role of host personalities, interactive features, and real-time discounts, could shed light on the psychological triggers that drive immediate purchases. This more granular exploration would contribute to understanding the mechanics of live shopping and inform platform developers and marketers seeking to enhance customer engagement.

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