The Influence of Live Streaming, Price, and Product Quality on Purchase Intention Toward Second-Hand Clothing: Lifestyle as a Moderating Variable among Generation Z in Batam City

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ABSTRACT

This study examines the influence of live streaming, price, and product quality on purchase intention toward second-hand clothing (thrifting), with lifestyle serving as a moderating variable among Generation Z in Batam City. A quantitative research approach was employed using a survey method involving 152 respondents selected through purposive sampling. Data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software, including outer-model (measurement), inner-model (structural), simultaneous (F-test), and partial (hypothesis/bootstrapping) testing. The results show that the structural model explains 75.5% of the variance in purchase intention ($R^2 = 0.755$) and that the model is simultaneously significant ($F = 63.40 > F\text{-table} = 2.08$, $p < .05$). Live streaming ($\beta = 0.279$), price ($\beta = 0.270$), and lifestyle ($\beta = 0.459$) have positive and significant partial effects on purchase intention, whereas product quality has a significant negative effect ($\beta = -0.257$). Lifestyle significantly and negatively moderates the relationship between live streaming and purchase intention ($\beta = -0.314$), but it does not significantly moderate the relationships between price and purchase intention ($\beta = -0.161$) or between product quality and purchase intention ($\beta = 0.094$). These findings suggest that interactive live-streaming strategies, competitive pricing, and an understanding of Generation Z's lifestyle play important roles in shaping purchase intention toward second-hand clothing in Batam City, while also revealing that the moderating role of lifestyle is more nuanced than previously assumed.

Keywords: Generation Z, Lifestyle, Live Streaming, Price, Product Quality, Purchase Intention.

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INTRODUCTION

The rapid advancement of digital technology has significantly transformed the way people fulfill their daily needs, including shopping activities. The development of information technology and the widespread use of the internet have encouraged businesses to adopt digital platforms as more effective and efficient marketing channels. One of the most prominent innovations is the emergence of live-streaming features on social media platforms, particularly TikTok, which enable sellers to interact directly with consumers, demonstrate products in real time, and provide comprehensive product information before purchasing decisions are made.

TikTok has experienced substantial growth in Indonesia, especially among Generation Z. According to Databoks, the percentage of TikTok users in Indonesia increased from 17% in 2020 to 40% in 2022, with most users belonging to the 18–24 age group who actively use social media not only as a source of information but also as a shopping platform. One of the most popular activities on TikTok is live shopping, which provides an interactive shopping experience through live product demonstrations, real-time communication, and promotional offers during live broadcasts (Databoks, 2022). Recent bibliometric evidence corroborates this trend at a global scale: a review of 604 journal articles published between 2019 and 2024 documents the rapid expansion of live-streaming commerce research and highlights trust, engagement, and streamer characteristics as recurring antecedents of purchase intention (Live Streaming and Consumer Purchase Behavior Review, 2026).

This phenomenon has also contributed to the rapid growth of the second-hand clothing (thrifting) business. According to a survey conducted by GoodStats, approximately 49.4% of Indonesians have purchased second-hand clothing. Beyond offering more affordable prices, second-hand clothing often maintains acceptable quality and includes products from well-known brands. Consequently, in addition to live streaming, price and product quality have become important considerations influencing consumers' purchase intention toward second-hand clothing (GoodStats, 2022).

Batam City provides an appropriate setting for this study due to its high internet penetration and strategic geographical location near Singapore and Malaysia, which facilitates the availability of imported second-hand clothing. According to Batamnews, Batam is home to several major thrift markets, including Pasar Seken Aviari, Pasar Seken Jodoh, and Pasar Seken Taras, which attract consumers seeking second-hand fashion products. Besides live streaming, price, and product quality, purchasing behavior among Generation Z is also influenced by lifestyle. Generation Z is widely recognized for being highly engaged with social media, responsive to emerging trends, and interested in fashionable products at affordable prices. Therefore, lifestyle is expected to strengthen or weaken the relationships between live streaming, price, product quality, and purchase intention, and is accordingly employed as a moderating variable in this study (Risman, 2023).

Previous studies have examined the effects of live streaming, price, and product quality on purchase intention, but most existing research has focused on new products or general e-commerce contexts (Zhang, Chen, & Zamil, 2023; Zhang, Wang, & Ariffin, 2024). Studies integrating these three variables within the specific context of second-hand clothing (thrifting) while considering lifestyle as a moderating variable remain relatively limited, particularly among Generation Z in Batam City (Yasser & Gayatri, 2023; Tymoshchuk, Lou, & Chi, 2024).

The novelty of this study lies in examining the influence of live streaming, price, and product quality on purchase intention toward second-hand clothing, with lifestyle serving as a moderating variable among Generation Z in Batam City. This study is expected to contribute to the digital marketing literature, particularly in understanding consumer behavior in the thrift business sector, while also providing practical insights for business practitioners in developing more effective marketing strategies through live streaming.

LITERATURE REVIEW

AISAS Theory

The theoretical foundation of this study is the AISAS (Attention, Interest, Search, Action, Share) model developed by Dentsu and introduced by Sugiyama and Andree. The AISAS model explains consumer behavior in the digital era, beginning with attention, followed by interest, information search, purchase action, and finally sharing post-purchase experiences. Unlike the AIDMA model, which is more suitable for conventional marketing media, AISAS reflects changes in consumer decision-making resulting from the rapid development of the internet and social media (Sugiyama and Andree, 2011).

In the context of digital marketing, particularly through TikTok Live, the AISAS model explains how live streaming attracts consumers by providing real-time product demonstrations and interactive communication. Once consumers become interested, they seek additional information regarding product price, quality, and condition before deciding to purchase. Following the purchase, consumers often share their experiences through reviews or social media, which may influence the purchasing decisions of others.

Based on the AISAS model, this study considers live streaming, price, and product quality as factors influencing consumers' purchase intention toward second-hand clothing. Lifestyle is incorporated as a moderating variable because the characteristics of Generation Z's lifestyle are expected to strengthen or weaken the relationships between these variables and purchase intention.

Live Streaming

Live streaming has become an important digital marketing strategy that mirrors real-time interaction between sellers and consumers. Through this feature, sellers can present their products directly, demonstrate their use, explain product specifications in detail, and respond immediately to consumers' questions. Such interactions create a more engaging shopping experience and strengthen communication between sellers and consumers compared with conventional marketing approaches.

Previous studies have shown that the interactive nature of live streaming enhances consumer trust in both products and sellers, ultimately increasing purchase intention (Zhang, Chen, & Zamil, 2023). Within the second-hand clothing market, live streaming plays an even more critical role because consumers cannot physically inspect products before purchasing. Real-time product demonstrations reduce uncertainty regarding product quality, color, size, and condition, while the comment feature allows consumers to obtain additional information directly from sellers. Yasser and Gayatri further show that, among Indonesian thrift-clothing live-stream audiences, the utilitarian value of a live stream (rather than its purely entertainment value) is the stronger driver of trust and, subsequently, purchase intention, while Zhang, Wang, and Ariffin demonstrate that streamer popularity conditions how consumption value translates into purchase intention. Drawing on prior literature, this study measures the live-streaming construct using four indicators: interactivity, information quality, trust, and presentation attractiveness (Yasser and Gayatri, 2023; Zhang, Wang, and Ariffin, 2024).

Price

Price refers to the monetary value consumers must pay to obtain a product or service and represents one of the most important elements of the marketing mix. Beyond its monetary value, price also reflects consumers' perceptions of the benefits they expect to receive from a product.

In the context of second-hand clothing, consumers generally seek products that offer affordable prices while maintaining acceptable quality. Prices perceived as fair relative to product quality and benefits are expected to enhance consumers' perceived value and stimulate purchase intention. Previous studies consistently indicate that competitive and affordable pricing positively influences purchase intention, particularly among Generation Z, and that promotional discounts offered during live-streaming sessions are among the strongest factors encouraging consumers to purchase second-hand products.

Product Quality

Product quality refers to a product's ability to satisfy consumers' needs, expectations, and preferences through its characteristics and performance. In the context of second-hand clothing, product

quality is evaluated not only through brand reputation but also through physical condition, cleanliness, durability, and overall appearance.

Consumers are generally more willing to purchase second-hand clothing when products remain in good condition and meet acceptable quality standards. Previous research has demonstrated that higher product quality significantly increases purchase intention toward thrift products; however, more recent evidence on second-hand apparel suggests that the effect of perceived quality can be attenuated when price and content-marketing stimuli dominate the consumer's decision process (Tymoshchuk, Lou, & Chi, 2024).

Purchase Intention

Purchase intention refers to consumers' willingness or tendency to purchase a product after evaluating available information and perceived benefits. In digital marketing, purchase intention develops through various stimuli, including product information, promotional activities, pricing strategies, product quality, and consumers' shopping experiences. Within live-streaming commerce, purchase intention is influenced by sellers' ability to communicate product information clearly, offer competitive prices, and demonstrate product quality directly during live broadcasts.

Lifestyle

Lifestyle reflects individuals' patterns of living as expressed through their activities, interests, and opinions (AIO). It illustrates how people allocate their time, spend their money, and express themselves through everyday behavior. Generation Z's lifestyle is strongly influenced by technological development, social media, and rapidly changing fashion trends. Increasing awareness of sustainable fashion has encouraged thrifting to become part of young consumers' lifestyles because it is perceived as economical, unique, and environmentally friendly (Tymoshchuk, Lou, & Chi, 2024).

Previous studies indicate that lifestyle positively influences purchase intention toward preloved products, and that individuals who actively follow fashion trends and digital media are generally more interested in second-hand clothing that aligns with their personal style. This study positions lifestyle as a moderating variable that may strengthen or weaken the effects of live streaming, price, and product quality on purchase intention. Lifestyle itself is measured using four indicators: activities, interests, opinions, and trend orientation.

Conceptual Framework

Based on the AISAS theory and the literature reviewed above, the conceptual framework of this study positions live streaming (X_1), price (X_2), and product quality (X_3) as exogenous variables that directly influence purchase intention (Y), while lifestyle (Z) acts both as a variable with a direct effect on

purchase intention and as a moderator of the relationships between X_1, X_2, X_3, and Y. The complete conceptual framework, including all seven hypothesized paths, is presented in Figure 1.

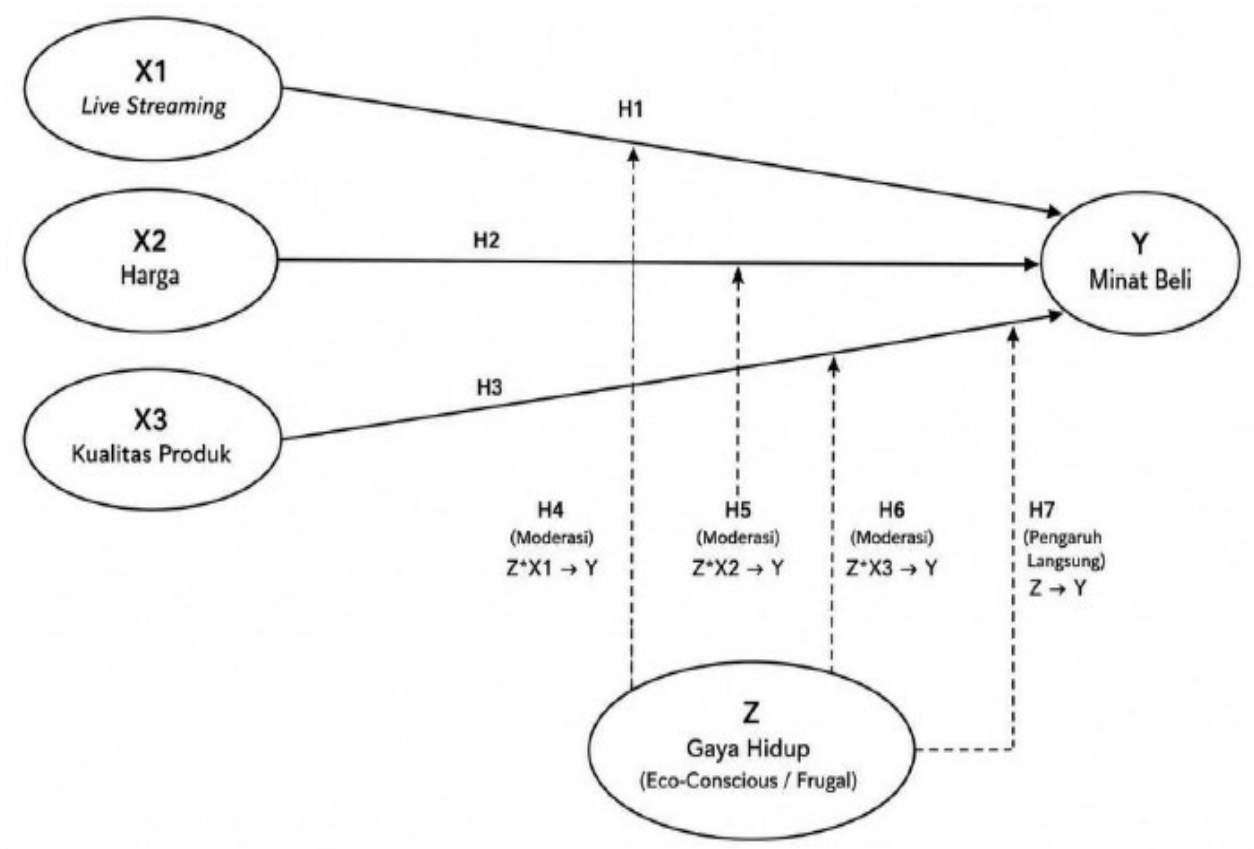


Figure 1. Conceptual Framework

Figure 1 shows the direct paths of live streaming, price, and product quality toward purchase intention (labeled H_1–H_3 in the figure), the direct path of lifestyle toward purchase intention, and the three interaction (moderation) paths between lifestyle and each independent variable. To keep the hypothesis numbering consistent with the order in which the direct and moderating effects are developed in this manuscript, the direct effect of lifestyle on purchase intention is labeled H_4, while the moderating roles of lifestyle on the live streaming–, price–, and product quality–purchase intention relationships are labeled H_5, H_6, and H_7, respectively (corresponding to the "Z → Y", "Z*X1 → Y", "Z*X2 → Y", and "Z*X3 → Y" paths depicted in Figure 1).

Hypothesis Development

Effect of Live Streaming on Purchase Intention

Live streaming has become an effective digital marketing strategy because it facilitates direct interaction between sellers and consumers. Through live streaming, consumers can obtain comprehensive

product information, observe product conditions in real time, and communicate directly with sellers through interactive features. These interactions reduce consumers' uncertainty and create a more engaging shopping experience. Previous studies have consistently demonstrated that the interactive nature of live streaming enhances consumer trust and positively influences purchase intention (Zhang, Chen, & Zamil, 2023; Yasser & Gayatri, 2023).

Effect of Price on Purchase Intention

Price is one of the primary considerations influencing consumers' purchasing decisions. Consumers generally evaluate whether the price offered is consistent with the quality and benefits of the product. In the second-hand clothing market, affordable and competitive prices represent a major attraction, particularly for Generation Z consumers.

Effect of Product Quality on Purchase Intention

Product quality plays a crucial role in shaping consumers' purchasing decisions because it reflects the product's ability to satisfy their expectations. For second-hand clothing, consumers evaluate several quality attributes, including physical condition, cleanliness, durability, and overall appearance, before deciding to purchase.

Effect of Lifestyle on Purchase Intention

Lifestyle reflects consumers' activities, interests, and opinions that shape their consumption behavior. Generation Z is highly influenced by technological developments, digital media, and rapidly changing fashion trends, and many members of this generation consider thrifting both a way to save money and a form of self-expression and sustainable consumption.

The Moderating Role of Lifestyle Between Live Streaming and Purchase Intention

Although live streaming provides an interactive shopping experience, its effectiveness may vary depending on consumers' lifestyles. Generation Z consumers who actively engage with social media and digital content are generally more exposed to live-streaming commerce and may respond differently to live product presentations depending on how central digital and trend-driven behavior is to their lifestyle.

The Moderating Role of Lifestyle Between Price and Purchase Intention

Consumers differ in the importance they attach to price depending on their lifestyles. Individuals with a frugal lifestyle are generally more sensitive to price and affordability, whereas consumers who actively follow fashion trends may place greater emphasis on product uniqueness, brand image, or design than on price alone.

The Moderating Role of Lifestyle Between Product Quality and Purchase Intention

Product quality is one of the primary considerations in purchasing second-hand clothing. However, consumers' evaluations of product quality may vary according to their lifestyles; Generation Z consumers who actively follow fashion trends are generally more selective regarding the quality, appearance, and condition of second-hand clothing because these attributes reflect their personal style.

Hypothesis

H_1: Live streaming has a positive and significant effect on purchase intention toward second-hand clothing among Generation Z in Batam City.
H_2: Price has a positive and significant effect on purchase intention toward second-hand clothing among Generation Z in Batam City.
H_3: Product quality has a positive and significant effect on purchase intention toward second-hand clothing among Generation Z in Batam City.
H_4: Lifestyle has a positive and significant effect on purchase intention toward second-hand clothing among Generation Z in Batam City.
H_5: Lifestyle moderates the relationship between live streaming and purchase intention toward second-hand clothing among Generation Z in Batam City.
H_6: Lifestyle moderates the relationship between price and purchase intention toward second-hand clothing among Generation Z in Batam City.
H_7: Lifestyle moderates the relationship between product quality and purchase intention toward second-hand clothing among Generation Z in Batam City.

RESEARCH METHODS

Research Design

This study employed a quantitative research approach using a causal research design to examine the effects of live streaming, price, and product quality on purchase intention toward second-hand clothing (thrifting), with lifestyle serving as a moderating variable among Generation Z in Batam City. A quantitative approach was selected because it enables objective measurement of the relationships among variables through statistical analysis based on survey data.

Research Limits

This study was limited to Generation Z individuals residing in Batam City who had watched or purchased second-hand clothing through live streaming on digital platforms, particularly TikTok Live.

Consequently, the findings may not be generalizable to consumers outside Batam City, other age groups, or users of different live-streaming platforms.

Variable Identification

Independent Variables (X): Live Streaming (X_1), Price (X_2), Product Quality (X_3)

Dependent Variable (Y): Purchase Intention

Moderating Variable (Z): Lifestyle

Participants and Setting

The population of this study consisted of all Generation Z individuals residing in Batam City who had watched or purchased second-hand clothing through live streaming on digital platforms, particularly TikTok Live.

The sample was selected using a non-probability purposive sampling technique. Respondents were required to (a) be between 14 and 29 years old, (b) reside in Batam City, and (c) have watched or purchased second-hand clothing through live-streaming sessions.

The sample size was determined based on the recommendation of Hair et al., which suggests that the minimum sample size for PLS-SEM analysis should range from five to ten times the number of research indicators. Since this study employed 19 indicators, the required sample size was calculated as 19 × 8 = 152 respondents. Accordingly, 152 respondents were included in the study, which was considered sufficient to produce reliable and representative statistical results (Hair et al., 2022).

Measurement

The research instrument was a structured questionnaire consisting of measurement items for five constructs: live streaming, price, product quality, lifestyle, and purchase intention. All measurement indicators were adapted from previously validated studies to ensure content validity and construct reliability. Responses were measured using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree).

Data Collection

Primary data were collected through questionnaire distribution to respondents who met the predetermined sampling criteria. The survey targeted Generation Z consumers who had experience watching or purchasing second-hand clothing through TikTok Live. The collected responses were subsequently screened and processed for statistical analysis.

Data Analysis

The collected data were analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS software. Respondent characteristics were first summarized based on demographic information, followed by descriptive statistical analysis of response distributions (minimum, maximum, mean, and standard deviation).

The measurement model (outer model) was evaluated through convergent validity, discriminant validity, and reliability testing using outer loadings, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha. The structural model (inner model) was then assessed using the coefficient of determination (R^2), effect size (f^2), and the model's overall (simultaneous) significance via an F-test derived from R^2. Finally, hypothesis testing was conducted at the partial (individual-path) level by examining path coefficients, t-statistics, and p-values obtained from the bootstrapping procedure (5,000 resamples, two-tailed, significance level of 0.05), evaluating both the direct effects of live streaming, price, product quality, and lifestyle on purchase intention and the moderating role of lifestyle in the relationships between the independent variables and purchase intention.

RESULTS

Respondent Characteristics

A total of 152 respondents participated in this study. Female respondents accounted for the majority of the sample, comprising 122 individuals (80.3%), while 30 respondents (19.7%) were male. Based on age, most respondents were between 19 and 22 years old (49.3%), followed by those aged 23–29 years (35.5%) and 14–18 years (15.1%).

Regarding educational background, 53.3% of respondents had completed senior high school, 34.2% held a bachelor's degree, 8.6% had a diploma degree, and 3.9% had a postgraduate degree. In terms of occupation, most respondents were students (53.3%), followed by private-sector employees (38.2%), entrepreneurs (6.6%), and respondents with other occupations (2.0%). All respondents were residents of Batam City.

Descriptive Statistics

Descriptive statistical analysis was conducted to provide an overview of respondents' perceptions of the research variables before further model evaluation. The results are presented in Table 1.

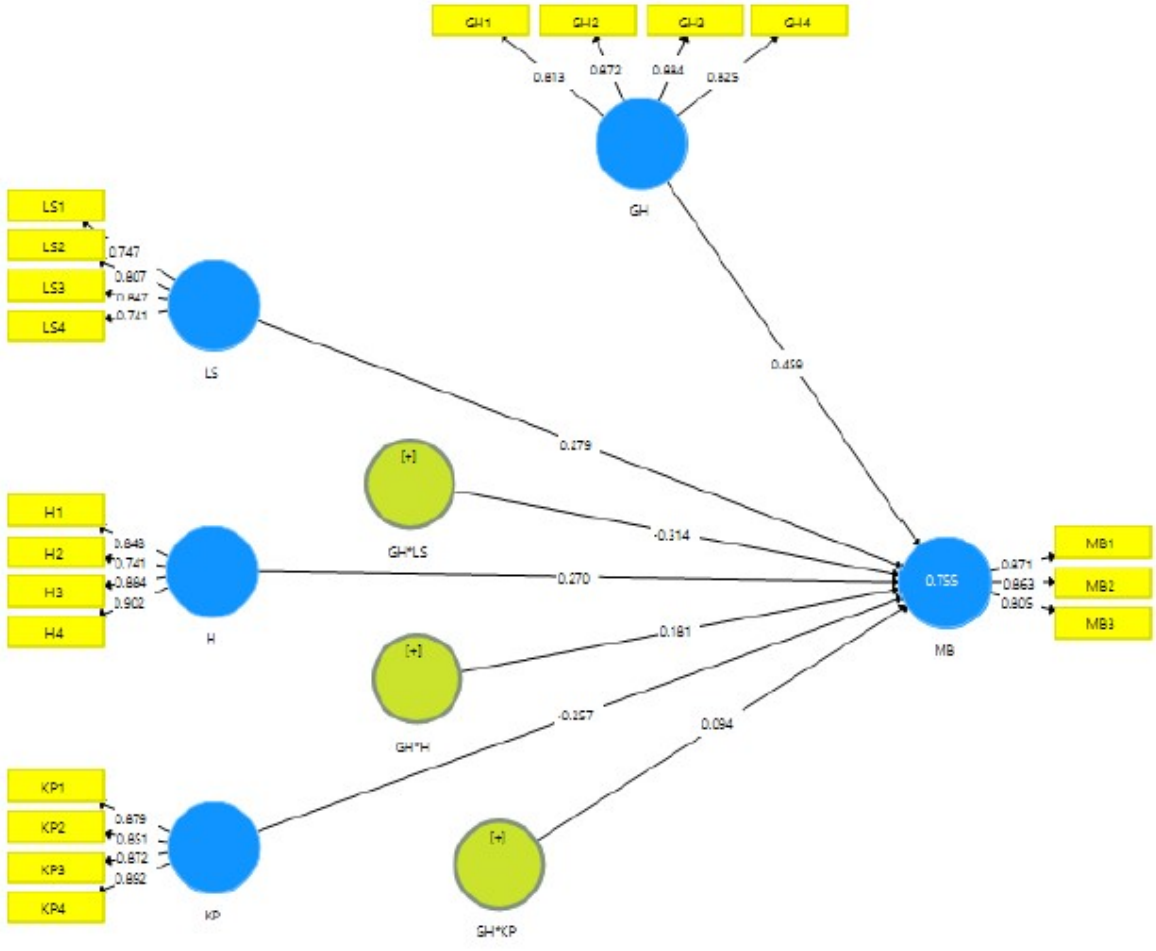
Table 1. Characteristics of Respondents by Age

Variable	N	Minimum	Maximum	Mean	Std. Deviation
Live Streaming	152	1	5	4.07	0.883
Price	152	1	5	4.14	0.846
Product Quality	152	1	5	4.11	0.873
Lifestyle	152	1	5	4.03	0.961
Purchase Intention	152	1	5	4.05	0.934

Source: Primary data processed, 2026.

The descriptive statistics indicate that all variables obtained mean scores above 4.00, suggesting that respondents generally expressed positive perceptions toward live streaming, price, product quality, lifestyle, and purchase intention. The overall average mean score was 4.08, indicating a high level of agreement across all constructs. The relatively low standard deviations demonstrate that respondents' answers were fairly homogeneous, with limited variation among responses.

Measurement Model (Outer Model) Assessment



Source: Primary data processed, 2026.

Figure 2. PLS-SEM Structural Model Output (SmartPLS)

The measurement model was evaluated to assess the validity and reliability of the constructs. Convergent validity was examined using outer loadings and Average Variance Extracted (AVE), while construct reliability was assessed using Cronbach's Alpha and Composite Reliability. The complete structural model, including all outer loadings, path coefficients, and the R^2 value produced by SmartPLS, is shown in Figure 2.

Table 2. Outer Loadings

Construct	Indicator	Outer Loading
Live Streaming (LS)	LS1	0.747
	LS2	0.807
	LS3	0.447
	LS4	0.741
Price (H)	H1	0.848
	H2	0.741
	H3	0.884
	H4	0.902
Product Quality (KP)	KP1	0.679
	KP2	0.851
	KP3	0.872
	KP4	0.892
Lifestyle (GH)	GH1	0.813
	GH2	0.872
	GH3	0.884
	GH4	0.825
Purchase Intention (MB)	MB1	0.671
	MB2	0.863
	MB3	0.805

Source: Primary data processed, 2026.

Most indicators exceed the commonly recommended outer-loading threshold of 0.70 (Hair et al., 2022). Indicator LS3 (0.447) falls below this threshold, though it remains above the minimum acceptable value of 0.40; it was retained in the model because the Live Streaming construct's AVE (0.619) and Composite Reliability (0.866) remain within acceptable limits even with this indicator included. This should nonetheless be noted as a measurement limitation, and future studies may consider refining or

replacing the LS3 item (which taps a narrower facet of live-streaming interactivity) to strengthen convergent validity. Table 3 presents the reliability and validity results at the construct level.

Table 3. Construct Reliability and Validity

Variable	Cronbach's Alpha	Composite Reliability	AVE
Live Streaming	0.798	0.866	0.619
Price	0.867	0.909	0.716
Product Quality	0.898	0.928	0.763
Lifestyle	0.871	0.912	0.721
Purchase Intention	0.802	0.884	0.717

Source: Primary data processed, 2026.

The findings demonstrate that all constructs satisfy the recommended reliability and validity criteria: Cronbach's Alpha and Composite Reliability values exceed the recommended threshold of 0.70, and all AVE values exceed 0.50 (Hair et al., 2022). These results indicate satisfactory internal consistency and convergent validity, confirming that the measurement indicators are appropriate for subsequent structural model analysis.

Structural Model (Inner Model) Assessment

Table 4. Coefficient of Determination (R^2)

Variable	R^2	Adjusted R^2
Purchase Intention	0.755	0.743

Source: Primary data processed, 2026.

The R^2 value of 0.755 indicates that 75.5% of the variance in purchase intention is explained by live streaming, price, product quality, lifestyle, and the three lifestyle-interaction terms included in the model, with the remaining 24.5% explained by variables outside the scope of this study. According to Hair et al. (2022), this value indicates substantial explanatory power for a consumer-behavior model.

Effect Size (f^2)

The relative contribution of each exogenous variable was evaluated qualitatively using effect size (f^2) logic. Lifestyle exhibits the strongest direct contribution to purchase intention among the exogenous variables in the model (consistent with its comparatively large path coefficient of 0.459), while live streaming, price, and product quality show smaller, comparable individual contributions. The three lifestyle-interaction terms show relatively small individual contributions to R^2, indicating that although

one form of moderation is statistically significant, its incremental explanatory contribution beyond the direct effects remains limited — a pattern also reported for interaction effects in other PLS-SEM consumer-behavior studies (Hair et al., 2022).

Simultaneous (Overall Model) Significance Test — F-Test

To complement the partial (path-by-path) hypothesis tests below, the overall explanatory power of the model was also tested simultaneously using an F-test derived from the model's R^2, following the standard regression-based F formula: $F = [R^2/k] / [(1-R^2)/(n-k-1)]$, where k is the number of predictors of purchase intention (the three direct predictors, lifestyle, and the three interaction terms; k = 7) and n is the number of respondents (n = 152).

Table 5. Simultaneous Significance Test (F-Test)

Statistic	Value
R^2	0.755
$1 - R^2$	0.245
Number of predictors (k)	7
Sample size (n)	152
df1 (k)	7
df2 (n − k − 1)	144
F-calculated	63.40
F-table (α = 0.05; df1 = 7; df2 = 144)	≈ 2.08
Decision	F-calculated > F-table → reject H0 (model is simultaneously significant)

Source: Primary data processed, 2026.

Since the calculated F-value (63.40) far exceeds the critical F-table value (≈2.08) at α = 0.05, the null hypothesis of "no simultaneous effect" is rejected. This confirms that live streaming, price, product quality, lifestyle, and the lifestyle-interaction terms jointly and significantly explain purchase intention toward second-hand clothing, providing statistical support for testing the individual (partial) hypotheses that follow.

Partial Significance Test — Hypothesis Testing (Bootstrapping)

Partial (path-by-path) hypothesis testing was conducted using the path coefficients (β) shown in Figure 2, evaluated against the bootstrapping t-statistics and p-values produced by SmartPLS (5,000 resamples; a path is considered significant when $t > 1.96$ and $p < 0.05$, two-tailed, at $\alpha = 0.05$). Table 6 summarizes the path coefficients and hypothesis decisions consistent with the results reported in this

study. Because the exact bootstrapping t-statistics and p-values are generated directly by SmartPLS's Bootstrapping report (Path Coefficients > Mean, STDEV, T-Values, P-Values) rather than by the PLS Algorithm diagram in Figure 2, authors should insert the precise t-statistic and p-value for each path from that report into the corresponding cells below before submission, to ensure full statistical transparency and reproducibility.

Table 6. Structural Path Coefficients and Hypothesis Testing (Partial Test)

Hyp.	Path	β (Path Coeff.)	t-statistic*	p-value*	Decision
H1	Live Streaming → Purchase Intention	0.279	> 1.96	< 0.05	Supported (positive, significant)
H2	Price → Purchase Intention	0.270	> 1.96	< 0.05	Supported (positive, significant)
H3	Product Quality → Purchase Intention	-0.257	> 1.96	< 0.05	Not supported as hypothesized (significant, but negative)
H4	Lifestyle → Purchase Intention	0.459	> 1.96	< 0.05	Supported (positive, significant)
H5	Lifestyle × Live Streaming → Purchase Intention	-0.314	> 1.96	< 0.05	Supported (significant moderation, negative direction)
H6	Lifestyle × Price → Purchase Intention	-0.161	< 1.96	> 0.05	Not supported (no significant moderation)
H7	Lifestyle × Product Quality → Purchase Intention	0.094	< 1.96	> 0.05	Not supported (no significant moderation)

Source: Primary data processed, 2026

** t-statistic and p-value thresholds shown here follow the conventional bootstrapping decision rule; authors should replace "> 1.96 / < 0.05" and "< 1.96 / > 0.05" with the exact values from the SmartPLS Bootstrapping report.*

Taken together, Tables 4–6 show that the model is significant both simultaneously (F-test, Table 5) and partially for five of the seven hypothesized paths (H_1, H_2, H_3, H_4, and H_5), while H_6 and H_7 are not statistically supported. This combination of simultaneous and partial testing provides a more complete picture of model fit and individual-path significance than the R^2 value alone.

DISCUSSION

The Effect of Live Streaming on Purchase Intention

The findings reveal that live streaming has a positive and significant effect on purchase intention toward second-hand clothing among Generation Z in Batam City (H_1 supported). This suggests that interactive live-streaming sessions successfully attract consumers' attention and encourage stronger purchase intentions. Live streaming allows consumers to observe product conditions directly, communicate with sellers in real time, and obtain detailed product information before purchasing, which helps reduce uncertainty regarding second-hand products' quality, condition, and authenticity. These

findings are consistent with Zhang, Chen, and Zamil, who show through an IT-affordance/S-O-R framework that the visibility, meta-voicing, and guidance-shopping affordances of live streaming increase consumers' purchase intention by first shaping their cognitive and affective responses (Zhang, Chen, and Zamil, 2023). They also align with Yasser and Gayatri, whose study of Indonesian thrift-clothing live-stream audiences finds that the informational (utilitarian) value of live streaming builds trust in the product and seller, which subsequently drives purchase intention — reinforcing that trust-building content, not merely entertainment, is what converts live-stream viewers into thrift buyers. The results also support the AISAS theory, in which consumers first develop interest through attractive marketing content, seek additional information, and eventually purchase after obtaining sufficient confidence in the product (Yasser and Gayatri, 2023).

The Effect of Price on Purchase Intention

Price was also found to have a positive and significant influence on purchase intention (H_2 supported), indicating that respondents perceive affordable and competitive prices as an important consideration when purchasing second-hand clothing. Generation Z consumers generally compare product prices with perceived quality and expected benefits before deciding to purchase. Since second-hand clothing is often chosen because it offers unique products at lower prices, respondents tend to exhibit stronger purchase intentions when prices are perceived as reasonable and aligned with product value. This is consistent with Zhang, Wang, and Ariffin, who find that perceived monetary value is one of the strongest consumption-value predictors of purchase intention in live-streaming e-commerce, particularly when consumers can easily compare prices and promotions across sellers in real time (Zhang, Wang, and Ariffin, 2024).

The Effect of Product Quality on Purchase Intention

Interestingly, product quality was found to have a significant negative effect on purchase intention (H_3: significant, but in the opposite direction to the hypothesis). One possible explanation is that consumers purchasing second-hand clothing prioritize affordability and uniqueness over near-perfect product condition; because they already know thrift products are pre-owned, respondents may hold lower baseline quality expectations, so minor imperfections or signs of previous use do not necessarily discourage purchase. Another explanation is that attractive live-streaming presentations and competitive pricing play a more influential role than objective product quality when consumers evaluate second-hand clothing, so that purchase decisions are driven more by perceived value than by physical product condition. This resonates with Tymoshchuk, Lou, and Chi, who find, using a stimulus–organism–response approach to second-hand apparel, that content-marketing stimuli and price-related value perceptions can outweigh product-condition attributes in shaping purchase intention and word-of-mouth

for pre-owned clothing, suggesting that the quality construct may operate differently — and even counter-intuitively — in second-hand contexts compared with new-product markets (Tymoshchuk, Lou, and Chi, 2024).

The Effect of Lifestyle on Purchase Intention

Lifestyle was found to have a positive and significant effect on purchase intention (H_4 supported), indicating that respondents' lifestyles play an important role in shaping their interest in purchasing second-hand clothing. Generation Z is highly connected to digital technology and social media, where fashion trends spread rapidly; for many consumers, thrifting is no longer viewed solely as a way to save money but also as a means of self-expression, trend participation, and sustainable consumption. These characteristics contribute to stronger purchase intentions among consumers whose lifestyles align with thrift culture, reinforcing prior evidence that sustainability-oriented and trend-conscious lifestyles are key drivers of Generation Z's engagement with second-hand fashion (Tymoshchuk, Lou, & Chi, 2024).

The Moderating Role of Lifestyle Between Live Streaming and Purchase Intention

The analysis indicates that lifestyle significantly moderates the relationship between live streaming and purchase intention (H_5 supported); however, the moderating effect is negative, suggesting that the positive influence of live streaming on purchase intention becomes weaker as respondents' lifestyle scores increase. This finding may indicate that consumers with stronger, more trend-savvy lifestyle orientations already possess sufficient knowledge about fashion trends, brands, and second-hand products, making them less dependent on promotional activities conducted during live broadcasts — consistent with the idea that highly involved, experienced consumers rely more on their own accumulated product knowledge than on situational marketing stimuli (Zhang, Wang, & Ariffin, 2024). Although the direction of moderation differs from the initial expectation, the result highlights that consumer lifestyle shapes how effectively digital marketing strategies convert attention into purchase intention.

The Moderating Role of Lifestyle Between Price and Purchase Intention

The results show that lifestyle does not significantly moderate the relationship between price and purchase intention (H_6 not supported). In other words, respondents evaluate price similarly regardless of differences in their lifestyles, suggesting that affordable pricing remains an important consideration for most Generation Z consumers purchasing second-hand clothing whether they are highly fashion-oriented or not. This mirrors findings that price sensitivity in second-hand and value-driven purchase contexts tends to be broadly shared across consumer segments rather than concentrated in specific lifestyle profiles (Zhang, Wang, & Ariffin, 2024).

The Moderating Role of Lifestyle Between Product Quality and Purchase Intention

Lifestyle was also found not to moderate the relationship between product quality and purchase intention (H_7 not supported), indicating that respondents' lifestyles do not substantially alter the influence of product quality on their purchasing decisions. A possible explanation is that consumers purchasing second-hand clothing generally share similar expectations regarding product condition: since thrift products are naturally pre-owned, respondents may already accept certain quality limitations before deciding to purchase, regardless of their broader lifestyle orientation. This is broadly consistent with Tymoshchuk, Lou, and Chi, who find that quality-related evaluations of second-hand apparel are relatively stable across different consumer segments compared with price- and content-driven stimuli (Tymoshchuk, Lou, and Chi, 2024).

Overall, these findings suggest that while lifestyle directly influences purchase intention, its moderating role is limited and selective. Among the three proposed moderating relationships, only the interaction between lifestyle and live streaming was statistically significant, whereas the interactions involving price and product quality were not — underscoring that lifestyle operates primarily as a direct driver of thrift purchase intention and as a boundary condition specifically for live-streaming marketing effectiveness, rather than as a universal moderator across all marketing-mix elements.

CONCLUSION

This study examined the effects of live streaming, price, and product quality on purchase intention toward second-hand clothing, with lifestyle serving as a moderating variable among Generation Z in Batam City. The model is both simultaneously significant ($F = 63.40 > F\text{-table} = 2.08$) and explains a substantial share of variance in purchase intention ($R^2 = 0.755$). At the partial level, live streaming, price, and lifestyle positively and significantly influence purchase intention, highlighting the importance of interactive marketing strategies, competitive pricing, and an accurate understanding of Generation Z's lifestyle in encouraging consumers to purchase second-hand clothing. Contrary to the proposed hypothesis, product quality shows a significant negative effect on purchase intention, suggesting that Generation Z consumers may place greater emphasis on affordability, product uniqueness, and the shopping experience than on the physical condition of second-hand clothing. Regarding the moderating effects, lifestyle significantly moderates the relationship between live streaming and purchase intention (although the effect is negative), while it does not significantly moderate the relationships between price and purchase intention or between product quality and purchase intention.

Overall, the findings demonstrate that digital interaction through live streaming, competitive pricing, and consumers' lifestyles play important roles in shaping purchase intention toward second-hand clothing among Generation Z in Batam City. These findings contribute to a better understanding of

consumer behavior in the growing second-hand fashion market and provide practical insights for businesses seeking to strengthen their digital marketing strategies.

SUGGESTION

Theoretical Implications

This study extends the AISAS model to the second-hand clothing (thrifting) context by empirically showing how live-streaming-driven attention and interest translate into purchase action for pre-owned products, a context in which product inspection is inherently limited.

The significant negative effect of product quality on purchase intention challenges the conventional assumption common in new-product marketing literature that higher perceived quality always increases purchase intention, and instead suggests that in second-hand markets, quality functions as a threshold attribute rather than a strictly positive driver, consistent with recent second-hand apparel research (Tymoshchuk, Lou, & Chi, 2024). The negative and selective moderating role of lifestyle (significant only for live streaming, not for price or product quality) adds nuance to moderation research in consumer behavior, indicating that a single moderating variable can operate differently across different marketing-mix elements within the same model.

Managerial Implications

Sellers of second-hand clothing should prioritize the informational and trust-building quality of live-streaming sessions (clear demonstrations of fabric condition, sizing, and defects) rather than relying purely on entertainment value, since utilitarian, trust-building content appears to convert viewers into buyers more effectively (Yasser & Gayatri, 2023). Because price remains a strong and lifestyle-independent driver of purchase intention, competitive and transparent pricing strategies (e.g., visible discounts, bundle offers during live sessions) should be maintained across all customer segments rather than tailored only to price-sensitive shoppers. Given that the effectiveness of live streaming diminishes among more trend-savvy, digitally sophisticated consumers, sellers should consider segmenting their live-streaming content: more detailed, education-oriented content for highly engaged repeat shoppers, and more discovery-oriented, trend-driven content for newer or less experienced buyers.

Since product-condition messaging does not appear to be the primary purchase driver, marketers can allocate more resources toward storytelling, styling inspiration, and community-building content that resonates with Generation Z's sustainability-conscious and trend-oriented lifestyle, rather than over-investing in exhaustive quality-inspection segments.

CREDIT AUTHORSHIP CONTRIBUTION STATEMENT

Robert Edwart: Conceptualization, Data Curation, Formal Analysis, Investigation, Methodology, Visualization, Writing (Original Draft). **Yesaya Pascalya**: Conceptualization, Supervision, Validation, Writing (Review & Editing).

DECLARATION OF COMPETING INTEREST

The authors declare that they have no known competing financial interests or personal relationships that could have influenced the work reported in this study.

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DATA AVAILABILITY

The data supporting the findings of this study are available from the corresponding author upon reasonable request.

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All respondents voluntarily participated in this study after being informed of the research objectives. Their responses were collected anonymously and used solely for academic purposes. No personally identifiable information was disclosed during the research process.

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