

Apparel Live Selling on Facebook: The Mediating Role of Satisfaction on Gen Z's Repurchase Intention

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ABSTRACT

The study investigated the live selling of apparel on Facebook as a form of entertainment that blends digital marketing with e-commerce. It examined how satisfaction mediates the effect of the factors associated with apparel live selling on Facebook on Gen Z's repurchase intention. A descriptive-casual method utilizing the Partial Least Square – Structural Equation Modelling (PLS-SEM) analyzed the results and tested the hypotheses from the data gathered from 371 respondents. Results showed that satisfaction partially moderates the causal relationship between the exogenous variables and repurchase intention. Researchers found that live sellers can create more value for customers and better serve them by focusing on important factors like product range, delivery speed, and customer service. The indirect effect of the factors influencing live selling on repurchase intention through customer satisfaction was significant. This means that part of the causal relationship between the factors of Live Selling and Gen Z's repurchase intention towards Facebook Live Selling was mediated by Satisfaction. The major contribution of this study is the identification of the six key factors that influence Gen Z customers' likelihood to repurchase an apparel brand found on Facebook through live selling. By highlighting the mediating role of customer satisfaction, this study reveals how retailers can increase loyalty and repeat purchases by focusing on providing customers with a positive shopping experience. Moreover, the study provides valuable insights into what makes Gen Z different and how marketers can tailor their products to appeal specifically to this important consumer group.

Keywords: Facebook live selling, Generation Z, Repurchase intention, Satisfaction.

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1. INTRODUCTION

Live-streaming shopping has emerged as a new online shopping method. Live-streaming platform sales are steadily increasing, and their market share is expanding rapidly worldwide (Wongkitrungrueng & Assarut, 2020). Users of live-streaming e-commerce accounted for 464 million of them, accounting for 44.9 percent of total internet users. With the growing number of live-streaming users, live-streaming platforms have evolved into a common sales channel and marketing strategy in the e-commerce market. Live-streaming e-commerce encompasses all industries' products and services, such as agricultural products, home appliances, life appliances, cosmetics, and so on, that activate the consumption potential and promote the resumption of production and rehabilitation during the COVID-19 pandemic (Chen & Quan, 2021).

Live streaming is an innovative type of social media engagement in which streamers are synchronously capable of transmitting multimedia content online to viewers. It includes content such as gaming, selling, or sharing (Yanzhou & Chin, 2021). Several recent studies have found that live-streaming shopping differs from traditional online shopping in several ways. First, in traditional internet purchasing, buyers can only see the goods through images and text. On the other hand, live-streaming shopping allows merchants to introduce, show, explain, and promote goods or services synchronously via live video, providing clients with more specific information about the products or services. Finally, by utilizing vital social influencers as hosts, live-streaming shopping encompasses entertaining different facets, allowing consumers to become more responsive to new products on the market in a stimulating environment. (Cai & Wohn, 2019; Sun et al., 2019).

According to global Internet user statistics, the Philippines ranks 16th with 39 million Internet users and third in Southeast Asia, alongside Indonesia and Vietnam. There is no doubt that Filipinos are among the most engaged and involved online users worldwide. As a result, it would not be surprising if the digital commerce industry thrives in the future.

Considering digitalization and the rise of social media in the Philippines with an estimated 86.7 million users as of January 2024, it is imperative to investigate the factors that affect the satisfaction and repurchase intention of Gen Z consumers who are into apparel live selling on Facebook. Gen Z's importance as the subject of this research is anchored on 2 reasons: 1. This generation is very technologically savvy and that includes social media; 2. Gen Z is 20% of the Philippine market, a significant number that cannot be ignored.

The results of this study offer valuable insights that can be applied across diverse national contexts. Given the global reach of social media platforms like Facebook, the role of live selling in influencing Gen Z's satisfaction and repurchase intention is likely to resonate similarly across countries with comparable social media penetration, digital shopping habits, and consumer behavior trends. Moreover, given the increasing convergence of live streaming with online retailing across multiple industries, the study's findings regarding Gen Z's satisfaction as a key driver of repurchase intention can be applied broadly to other sectors exploring live selling on digital platforms. This makes the study highly relevant not only to apparel brands but also to a wide array of companies leveraging live commerce models.

2. LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Real-time Interactivity

Interactivity is a beneficial element of live selling (Sun et al., 2019). Customers may ask questions and receive rapid responses. Live vendors enhance consumer involvement in online purchasing due to their engagement, visibility, and perceived realism. Live stream purchasing provides consumers with more information than typical internet buying due to the seller's real-time interaction. (Xu, 2019). On Facebook Live, the live salesperson interacts with and answers questions from the audience. Consumers connect with live merchants more naturally than YouTubers who follow a scripted script for recorded broadcasts.

Not only can the live vendor capture buyers' attention with extensive experience, but it also builds trust through quick presentation and responsiveness (Chen et al., 2019). Through customers' interaction on social media, interactivity results in brand loyalty (Coelho et al., 2018). Real-time interaction enhances customer experience, bringing customers closer to the vendor. Sellers that perform sales operations via live streaming can increase consumer conversion rates but also aid in precisely identifying customer wants and directing following manufacturing and marketing efforts.

H1: Interactivity affects the satisfaction of Gen Z customers in the live selling of apparel on Facebook

Price

Jianfeng (2019) study on college students revealed that purchasing behavior is favorably influenced by four categories of promotions: discounts, volume discounts, limited-time deals, and freebies. Online price discounts favorably affect customers' buying intentions. Wang et al. (2019) further demonstrate that pricing modifications may substantially impact customer satisfaction; the more suitable the price, the higher the impact on customer satisfaction. Most of the time, e-commerce live streaming provides consumers with more perks than any other buying channel, such as more discounts and more presents. If consumers think that a streamer gives additional benefits, their purchasing experience will be highly satisfying.

H2: Price affects the Satisfaction of Gen Z customers in live selling of Apparel on Facebook

Product

Product assortment refers to the availability of varied product qualities, types, and sizes for sale (Bauer et al., 2012). Product assortment provides customers with value regarding product diversity, size, and scope of selections, which positively impacts consumer confidence and purchasing intentions (Kautish & Sharma, 2019; Ladhari et al. (2019). According to Chinomona et al. (2013); Pham and Ton (2023), product quality favors customer trust and purchasing intent. Melewar et al. (2017) argue that uniqueness and trendiness are associated with repurchase intention. However, buying from small retailers, especially those without a physical store, is risky since customers may not receive products or fake, damaged, or low-quality products. As a result, customers trust individual resellers less than huge, well-established companies. Authentic product displays improve customer trust (Wei et al., 2019), authenticity helps customers perceive the merchant's honesty and reliability (Tong, 2017), and stimulates consumers' purchasing intention while product review positively influences purchase decisions (Muljadi et al., 2023). Some online sellers attempt to address client issues by allowing product returns, employing third-party payment processors, or accepting cash on delivery (Wongkitrungrueng et al., 2020).

H3: Product affects the Satisfaction of Gen Z customers in live selling of Apparel on Facebook.

Seller Responsiveness

Professionalism, credibility, and interactivity are three qualities of hosts that might increase consumers' purchasing intention (Liu et al., 2020). The hosts' experience, professional analysis, and detailed explanation while demonstrating the product's functionality will significantly mitigate the customers' perceived risk and increase their buying propensity (Huang, 2016). Authenticity in live selling derives from the anchor's presentation and demonstration of the product's look, performance, brand, quality, production process, and customer experience, reflecting consumers' desire for product knowledge. When customers perceive authenticity to be met, they experience intense feelings and are attracted to purchase. As a source of information, the host must possess credibility, professionalism, elegance and interaction, and expertise (Yang et al., 2021).

H4: Responsiveness of the seller affects the Satisfaction of Gen Z customers in live selling of Apparel on Facebook

Engagement

Engagement may be described as the customer's (or prospective customer's) degree of contact, connection with the brand or firm's offers, and services started by the business or consumer, thus, engagement includes actions unrelated to search, assessment, and purchase (Vivek et al., 2012) and all consumer-to-firm contacts along the customer journey, including consumer-to-consumer communications regarding the brand (Gummerus et al., 2012). Sometimes, clients may receive a response that dampens their desire to purchase or may not comprehend what the seller intends to say through pure words and sentences. In contrast, live streaming enables clients to ask inquiries via the bullet screen, to which vendors can promptly respond with videos. Thus, buyers and sellers can engage real-time (Chen et al., 2017). Streamers occasionally close the gap with their audience by broadcasting, chatting, or dining with them. During the live selling, games take place with viewers, or a raffle will be held to increase consumer engagement and produce a publicity benefit (Hilvert-Bruce et al., 2018) thus increasing satisfaction (Tuti & Sulistia, 2022).

H5: Engagement affects the Satisfaction of Gen Z customers in live selling of Apparel on Facebook

Live Schedule

Live selling is distinctive for each live seller, and consumers have yet to determine when they will sell their products. Live sellers have set schedules for selling various products. As a result, shoppers can only learn about a product and decide whether or not to buy it in live selling for a limited time. In their live selling, vendors communicate directly with consumers as market intermediaries. In other words, in live selling, streamers control the communication channel with customers, whereas merchants cannot exchange information with customers via live streaming in the presence of sellers (Wang et al., 2021). Live streaming, according to Zhang et al. (2020), also has a characteristic of authenticity because it is done live and there is no way to have it edited. Sustaining a posting schedule is also a wise idea to prevent being labeled "spam" and avoid being ignored by your audience (Madias & Szymkowiak, 2022). As Ho et al. (2022) emphasized, placement or the schedule influences satisfaction and purchase intention.

H6: Schedule affects the Satisfaction of Gen Z customers in live selling of Apparel on Facebook

Customer Satisfaction

When customers' expectations are met and their needs are met, they have a positive emotional response of joy and relief (Novianti et al., 2018). Customer satisfaction is defined as how a product's perceived performance matches a customer's expectations and the appraisal of a prior buying experience to fulfill the customer's demands (Kotler & Armstrong, 2012; Wijaya et al., 2018). Bounkhong and Cho (2017) claim that a consumer's evaluation of a product or service's satisfaction depends mainly on comparing their product and performance expectations. In addition, satisfied consumers are more likely to have repurchase intent if the service or product they got exceeded their expectations (Gao, 2019).

H7: Satisfaction affects the repurchase intention of Gen Z customers in live selling of Apparel on Facebook

All factors of consumer involvement substantially and favorably affect repurchase intent. Moreover, customer satisfaction mediates a portion of the link between customer engagement and repurchase intention (Roushdy & Ali, 2017). Customers may also recommend a product to others if they are pleased with its performance. As a result, other parties might also achieve the repurchase intention. Because of this, client satisfaction was included as a mediator variable in this study (Ilyas et al., 2020). Therefore, the study proposed the following:

H8: Satisfaction mediates the effect of Interactivity on the repurchase intention of Gen Z customers in the live selling of Apparel on Facebook

H9: Satisfaction mediates the effect of Price on the repurchase intention of Gen Z customers in the live selling of Apparel on Facebook

H10: Satisfaction mediates the effect of Product on the repurchase intention of Gen Z customers in the live selling of Apparel on Facebook

H11: Satisfaction mediates the effect of Responsiveness on the repurchase intention of Gen Z customers in the live selling of Apparel on Facebook

H12: Satisfaction mediates the effect of Engagement on the repurchase intention of Gen Z customers in the live selling of Apparel on Facebook

H13: Satisfaction mediates the effect of Schedule on the repurchase intention of Gen Z customers in the live selling of Apparel on Facebook

Repurchase Intention

An online repurchase intention, according to research, is "the subjective chance that a consumer (i.e., experienced customers) would continue to buy a product from the same online vendor." In other words, an online repurchase intention is a customer's desire to buy the same goods or services online from the same seller soon (Chiu et al., 2012). Product satisfaction drives consumers' desire to return and purchase from the same shop again. The likelihood of a customer making a subsequent purchase after expressing initial interest in purchasing something is known as repurchase intention (Adinata & Yasa, 2018). Consumers

create potential purchases that are always of greater worth than their original purchases if their initial purchasing experience is successful (Griffis et al., 2012). Unhappy customers may complain about the general functioning of the online platform (Lee & Cude, 2012), and their dissatisfaction is likely to impair their propensity to repurchase (Fang et al., 2011).

3. RESEARCH METHODOLOGY

This quantitative descriptive-correlational study focused on respondents meeting the following requirements: male and female, 18 to 25 years old, situated in the National Capital Region, Philippines. Raosoft computed the target sample population of 371 individuals with an error margin of 5% and a confidence level of 95%. Partial Least Square-Structural Equation Modeling (PLS-SEM) was utilized to examine the hypotheses regarding the significant effect of Apparel Live Selling on Facebook elements on satisfaction and desire to repurchase.

4. RESULTS AND DISCUSSION

Table 1. Demographic and Behavioristic Profiles of the Respondents

Demographic	Group	Frequency	Percentage
Sex	Female	254	68.5%
	Male	<u>117</u>	<u>31.5%</u>
		371	100%
Age	18 - 21	198	53.4%
	22 -25	<u>173</u>	<u>46.6%</u>
		371	100%
Have you ever purchased an apparel through a live selling on Facebook?	Yes	371	100%
	No	<u>0</u>	<u>0%</u>
		371	100%
How often do you purchase from live selling?	Daily	17	3.5%
	Weekly	34	6.9%
	2-3 times a week	43	8.7%
	2-3 times a month	99	20.1%
	Monthly	194	39.4%
	Never	<u>105</u>	<u>21.3%</u>
		492	100%

Based on the results, many of the respondents were female (68.5% or 241 out of 371). 53.4% of the respondents were from ages 18-21, 100% of the respondents have purchased an apparel with majority or 194 respondents doing monthly purchase from Facebook live.

Table 2. Square Roots of Average Variance Extracted (AVE) coefficients.

Latent Variables	Interactivity	Price	Product	Responsiveness	Engagement	Schedule	Satisfaction	Repurchase Intention
Interactivity	(0.891)							
Price	0.820	(0.867)						

Product	0.767	0.808	(0.852)				
Responsiveness	0.771	0.782	0.837	(0.863)			
Engagement	0.714	0.779	0.815	0.831	(0.839)		
Schedule	0.764	0.665	0.715	0.736	0.738	(0.809)	
Satisfaction	0.796	0.806	0.810	0.824	0.817	0.769	(0.818)
Repurchase Intention	0.721	0.751	0.721	0.751	0.721	0.751	0.721 (0.894)

Diagonal values are the square roots of AVE, and off-diagonals are inter-construct squared correlations.

Table 2 shows the correlations between latent variables and AVE coefficients, used to measure discriminant validity. For each variable, the square root of its average should be greater than any correlation. The results showed that the research instrument has a discriminant validity because all values on the main diagonal are more extensive than corresponding off-diagonal correlations. According to Fornell and Larcker (1981), if the main diagonal of a discriminant analysis matrix is higher than other off-diagonal elements, then each latent variable has acceptable discriminant validity. Discriminant validity ensures that statements accurately represent each latent variable. Moreover, it tests whether indicators related to one variable are associated with only that variable's statements.

Table 3. Square Roots of Average Variance Extracted (AVE) coefficients.

Measure	Estimate	Threshold	Interpretation
Average Path Coefficient	0.250, $p < .001$	$p < .05$	Significant
Average R-squared (ARS)	0.702, $p < .001$	$p < .05$	Significant
Average Full Collinearity VIF (AFVIF)	4.581	≤ 5.0	Acceptable
Tenenhous Goodness of Fit (GoF)	0.716	$\geq .36$	Large

Table 3 shows the most common model fit measures and was used to determine whether or not each component of the proposed structural model was acceptable. The most important evaluation criteria for the structural model are the significance levels of its Average Path Coefficients (APCs) and average R-squared values (ARS). This model's APC and ARS values are better than the range considered acceptable in statistical testing ($p < .05$). This indicates a good fit between the emerging model and actual data.

Table 4. Path coefficients with one segment and p-values

Path	Path Coeff	P-values	Effect Size	Effect Size Interpretation	Description	Decision
H1: Interactivity - Satisfaction	0.127	0.007	0.102	Small	Significant	Supported
H2: Price – Satisfaction	0.113	0.014	0.092	Small	Significant	Supported
H3: Product – Satisfaction	0.014	0.003	0.117	Small	Significant	Supported
H4: Responsiveness – Satisfaction	0.0198	<0.001	0.168	Medium	Significant	Supported
H5: Engagement - Satisfaction	0.0184	<0.001	0.157	Medium	Significant	Supported
H6: Schedule - Satisfaction	0.229	<0.001	0.186	Medium	Significant	Supported
H7: Satisfaction - Repurchase Intention	0.764	<0.001	0.583	Large	Significant	Supported

***0.02 - small, 0.15 - medium, 0.35 - large

Results revealed that interactivity has a significant positive effect on the satisfaction of respondents ($\beta = .127$, $f^2 = .102$, $p = 0.007$), as shown by its positive β -coefficient and the p-value of less than 0.05. This implies that as interactivity increases, the satisfaction of respondents will tend to increase therefore, **Hypothesis 1 is supported**. Interactivity affects the satisfaction of Gen Z customers in real-time live selling of apparel on Facebook. This result is consistent with the findings of Chen et al., (2019); Coelho et al., (2018) that interactivity enhances customer experience, bringing customers closer to the vendor.

On the other hand, the analysis found that price has a significant positive effect on the satisfaction of respondents ($\beta = .113$, $f^2 = .092$, $p = 0.014$), as shown by its positive β -coefficient and the p-value of less than 0.05. **Therefore, Hypothesis 2 is supported**. Price affects the satisfaction of Gen Z customers in real-time live selling of apparel on Facebook. This result is consistent with the findings of Wang et al. (2019) that price suitability can support customer satisfaction by helping customers feel that they are getting the most for their money.

As to the product, the results indicate that it has a significant positive effect on the satisfaction of respondents ($\beta = .140$, $f^2 = .117$, $p = 0.003$), as shown by its positive β -coefficient and the p-value of less than 0.05. **Therefore, Hypothesis 3 is supported**. The product affects the satisfaction of Gen Z customers in real-time live selling of apparel on Facebook. This result is consistent with the findings Kautish & Sharma (2019); Ladhari et al. (2019); Chinomona et al. (2013); Pham and Ton (2023); Melewar et al. (2017); Wei et al., (2019); Tong (2017); Muljadi et al. (2023) that product particularly assortment, quality, uniqueness, and trendiness is a major determinant of customer satisfaction.

For responsiveness, results revealed that it has a significant positive effect on the satisfaction of respondents ($\beta = .198$, $f^2 = .168$, $p = 0.001$), as shown by its positive β -coefficient and the p-value of less than 0.05. This implies that as responsiveness increases, the satisfaction of respondents will tend to increase. **Therefore, Hypothesis 4 is supported**. Responsiveness affects the satisfaction of Gen Z customers in real-time live selling of apparel on Facebook. This result is consistent with the findings of Liu et al. (2020); Huang (2016); Yang et al. (2021) that responsiveness influences the level of satisfaction experienced by customers such that the seller must be able to address the concerns of the buyers with credibility, professionalism, elegance and interaction, and expertise.

Engagement has a significant positive effect on the satisfaction of respondents ($\beta = .184$, $f^2 = .157$, $p = 0.001$), as shown by its positive β -coefficient and the p-value of less than 0.05. This implies that as engagement increases, the satisfaction of respondents will tend to increase. **Therefore, Hypothesis 5 is supported**. This result confirms the findings of Hilvert-Bruce et al., (2018) thus increasing satisfaction (Tuti & Sulistia, 2022) which have revealed that the degree to which customers are engaged affects their level of satisfaction.

Moreover, results revealed that schedule has a significant positive effect on the satisfaction of respondents ($\beta = .229$, $f^2 = .186$, $p = 0.001$), as shown by its positive β -coefficient and the p-value of less than 0.05 **which supports Hypothesis 6** that schedule affects the satisfaction of Gen Z customers in real-time live selling of apparel on Facebook. This result is consistent with the findings Ho et al. (2022), that placement will influence satisfaction.

Satisfied customers are inclined to make another purchase as shown by its positive β -coefficient and the p-value of less than 0.05. **Therefore, Hypothesis 7 is supported**. Satisfaction affects the Repurchase Intention of Gen Z customers in Real-Time Live selling of Apparel on Facebook. This result is consistent with the findings of Gao (2019) that consumers are more likely to have repurchase intent if the service or product they got exceeded their expectations.

Table 5. Effect for the path with two segments (Mediation Analysis)

Path	Total Effect	P-values	Direct Effect	P - Values	Indirect Effect	P-values	Description	Interpretation	Remark
H8: I - Sat - RI	0.733	<0.001	0.328	<0.001	0.405	<0.001	Significant	Partial Mediation	Supported
H9: P - Sat - RI	0.757	<0.001	0.402	<0.001	0.354	<0.001	Significant	Partial Mediation	Supported
H10: PD - Sat - RI	0.763	<0.001	0.412	<0.001	0.351	<0.001	Significant	Partial Mediation	Supported
H11: RS - Sat - RI	0.771	<0.001	0.44	<0.001	0.331	<0.001	Significant	Partial Mediation	Supported
H12: E - Sat - RI	0.797	<0.001	0.526	<0.001	0.271	<0.001	Significant	Partial Mediation	Supported
H13: SD - Sat - RI	0.696	<0.001	0.229	<0.001	0.467	<0.001	Significant	Partial Mediation	Supported

Note: Interactivity (I), Price (P), Product (PD), Responsiveness (RS), Engagement (E), Schedule (SD), Satisfaction (Sat), Repurchase Intention (RI)

Table 5 shows satisfaction's indirect and direct effect on the causal relationship between the factors of apparel live selling on Facebook and the repurchase intention of Gen Z customers. The total effect with the inclusion of satisfaction of interactivity, price, product, responsiveness, engagement, and schedule on the repurchase intention of Gen Z toward Facebook live selling are both significant. Moreover, the indirect effect of the independent variables on repurchase intention through satisfaction was also found to be significant. The results are based on paths and constructs with $p < .05$. The result is interpreted as partial mediation because the factors of apparel live selling on Facebook exert their influence through satisfaction. The factors of apparel live selling on Facebook directly influence repurchase intention without the mediating variable **therefore, Hypotheses 8 to 13 are supported.**

5. CONCLUSION

Based on the results, the following can be inferred:

- This study examined the live selling factors that motivate customers to watch and purchase apparel on Facebook live selling. The results showed the role of satisfaction as a mediator and its relationship between live selling factors and their influence on intentions to repurchase.
- The findings also revealed how the factors of apparel live selling on Facebook, including interactivity, price, product, responsiveness, engagement, and schedule, affect Gen Z customers' satisfaction.
- The findings that interactivity, price, product, responsiveness, engagement, and schedule significantly positively affect respondents' satisfaction are consistent with prior studies.
- Those who received the most likes and comments on their posts tended to have higher overall satisfaction with their social presence.

6. MANAGEMENT IMPLICATIONS

Based on the results of the study, here are several implications:

- The findings underscore the pivotal role of satisfaction as a mediator between live selling factors (e.g., interactivity, price, product quality) and Gen Z's repurchase intentions. Marketers should prioritize strategies that enhance customer satisfaction during live selling events to foster greater loyalty and increase the likelihood of repeat purchases. Companies should invest in improving customer experience during live streams by focusing on creating an engaging and seamless interaction that boosts

satisfaction. Offering personalized customer service and addressing consumer concerns in real-time can amplify this effect.

- The study highlights multiple factors in live selling, including interactivity, pricing, product quality, responsiveness, engagement, and the timing of live events—directly influence Gen Z’s satisfaction. Brands can leverage these factors to tailor their live selling strategies, ensuring a more impactful and enjoyable experience that resonates with this audience. To be specific:
 - Interactivity: Ensure that live selling sessions are interactive, with hosts responding to comments and engaging viewers actively, fostering a sense of community.
 - Price: Competitive pricing is crucial for Gen Z consumers. Offering exclusive discounts or time-limited promotions during live sessions can enhance perceived value and satisfaction.
 - Product Quality: Emphasize the quality and authenticity of the products being sold. Clear product demonstrations and detailed descriptions during live streams can strengthen trust and satisfaction.
 - Responsiveness: Responding promptly to customer queries during live sessions will improve satisfaction and reinforce the sense of a customer-centric brand.
 - Engagement: Creative, fun, and engaging content during the live selling event (such as giveaways, polls, or contests) can increase viewer interaction and satisfaction.
 - Schedule: Strategic scheduling of live selling events to match Gen Z’s online activity patterns (e.g., evening or weekend events) will help maximize engagement and satisfaction.
- Building customer loyalty through satisfaction. Satisfaction is not just a short-term goal but a key driver of long-term customer loyalty. The findings suggest that satisfied customers are more likely to repurchase, making it critical for brands to maintain a focus on creating positive, memorable experiences during live selling sessions. Develop loyalty programs or follow-up campaigns that reward repeat purchasers, building on the satisfaction generated during live selling events to nurture long-term relationships with Gen Z customers.

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