

Tourist Shopping Behavior in Thailand: The Role of Live Shopping, Lifestyle, and Jastip Adoption

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ABSTRACT

Objectives: This study aims to examine how Live Shopping Engagement, Consumer Lifestyle, and Thai Local Product Attractiveness Influence Tourist Shopping Behavior, with Jastip Adoption acting as a mediating variable in the context of tourism in Thailand. The study addresses the growing phenomenon of digitally mediated tourist shopping beyond physical destination visits.

Methodology: A quantitative explanatory approach was employed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). Data were collected through an online survey of 218 respondents who had experience purchasing Thai local products via live shopping and jasa titip (jastip). Measurement and structural models were evaluated to test direct and mediating effects among variables.

Findings: The results Jastip Adoption has a strong positive and significant effect on Tourist Shopper Behavior ($\beta = 0.905$, $p < 0.001$). Consumer Lifestyle has the strongest effect on Jastip Adoption ($\beta = 0.387$, $p < 0.001$), followed by Thai Local Product Attractiveness ($\beta = 0.305$, $p < 0.001$) and Live Shopping Engagement ($\beta = 0.212$, $p = 0.002$). Jastip Adoption also serves as an important mediating mechanism linking these antecedents to shopping behavior.

Conclusion: The findings demonstrate that tourist shopping behavior in Thailand is increasingly shaped by digital interaction, lifestyle orientation, and intermediary services rather than physical presence alone. This study contributes to the literature by integrating live shopping, lifestyle, and jastip adoption into a unified framework of digital shopping tourism and offers practical insights for tourism stakeholders and local product marketers.

Keywords: Consumer Lifestyle; Jastip Adoption; Live Shopping; Thailand Tourism; Tourist Shopping Behavior.

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INTRODUCTION

The development of digital technology has driven changes in global consumer shopping behavior, including in the context of tourism, where tourist shopping activities are no longer entirely dependent on physical presence at destinations. The integration of digital platforms, real-time interactions, and modern consumer lifestyles has given rise to new, increasingly complex, and cross-border tourist shopping patterns. Tourists can now explore, evaluate, and purchase destination-specific products through various digital channels, even before or after traveling. Advances in digital technology have expanded the space and time of tourist consumption so that shopping activities are no longer limited to physical experiences at destinations but have become part of a continuous consumption process across all stages of the trip (pre-trip, on-site, and post-trip) (Do et al., 2020; Zhang & Prebensen, 2025).

The development of digital technology and tourism experiences has expanded the meaning of tourist shopping behavior from merely shopping activities at tourist locations to consumption practices mediated by technology, virtual experiences, and social networks, where digital interactions play an important role in shaping preferences and purchasing decisions (Apasrawirote & Yawised, 2022; Zhu et al., 2021). In this context, live shopping and personal shopping services (jastip) emerged as adaptations to consumer needs for convenience, product authenticity, and time and cost efficiency. Previous research confirms that live streaming commerce can provide real-time interaction, product visualization, and social presence, increasing consumer engagement and trust, ultimately driving purchasing behavior (Apasrawirote & Yawised, 2022; Hossain et al., 2023; Lu et al., 2023).

Thailand is a prominent country in the phenomenon of personal shopping (jastip) and has a high level of buyer interest. Thailand is known as a tourist destination and regional shopping center with various local products that are sought after by consumers across the world. Thailand is developing as a major shopping destination in Southeast Asia, especially for tourists interested in fashion, cosmetics, traditional foods, and local products with high cultural value. Tourist shopping activities in Thailand are no longer limited to physical visits to shopping centers or traditional markets but are increasingly evolving toward digital-based shopping behaviors on social media, live shopping, and ultimately purchasing through personal shopping (jastip). Jastip is an informal intermediary practice where individuals purchase products abroad at the request of other consumers and have them delivered back to their home country, thus connecting tourism travel activities with cross-border digital consumption.

The jastip (personal shopping) phenomenon in Thailand is growing due to the rise of live shopping on social media platforms like Instagram Live, TikTok Live, and Shopee Live. In this practice, jastip agents or tourists in Thailand broadcast live products in real time, explaining product details and interacting directly with potential buyers. Live shopping allows consumers to gain a visual, interactive, and contextual experience with local Thai products without having to physically be present at the destination. Previous research confirms that live shopping behavior can increase consumer engagement through interactivity, informativeness, and social presence, ultimately driving purchase interest and impulse buying (Apasrawirote & Yawised, 2022; Huo et al., 2023; Lim et al., 2026; Saffanah et al., 2023).

Within the consumer behavior framework, jastip adoption is a key mechanism that connects live shopping exposure and lifestyle preferences with actual shopping behavior (J. Chen & Liao, 2022; Hossain et al., 2023; Liu et al., 2022). Studies on live streaming commerce confirm that consumer engagement (live shopping engagement) built through real-time interaction, product visualization, and two-way communication plays an important role in

increasing purchasing interest and purchasing decisions (B. Chen et al., 2022; Li et al., 2022; Yu et al., 2025). In the context of tourism, live shopping can expand the travel experience by enabling tourists and consumers across borders to virtually “experience” local destinations and products without a physical presence.

In line with this, consumer behavior emphasizes that lifestyle preferences are a crucial determinant in shaping modern consumption patterns. A digital lifestyle characterized by an orientation toward convenience, speed, flexibility, and authentic experiences encourages consumers to adopt shopping channels that align with their daily values and activities (Indriastuti et al., 2024; Lestari et al., 2025; Li et al., 2022). Prior studies indicate that consumers with digital and experience-oriented lifestyles are more receptive to interactive shopping formats, such as live shopping, as these formats satisfy both functional requirements and offer hedonic and symbolic benefits (Lim et al., 2026). In the context of shopping tourism, tourists' lifestyles can influence how they search for information, evaluate products, and make purchasing decisions, both during and after the trip (Paraman et al., 2022; Zhu et al., 2021).

On the other hand, tourist shopping behavior tends to emphasize shopping activities at the destination location, purchasing souvenirs, or tourist shopping satisfaction (Dong et al., 2024). Meanwhile, live shopping research is more often associated with impulse buying and short-term engagement without directly linking it to the tourism consumption system (B. Chen et al., 2022; Lim et al., 2026; Paraman et al., 2022). Thus, there is a research gap regarding understanding how live shopping and lifestyle interact through the adoption of Jastip in shaping tourist shopping behavior, especially in popular destinations such as Thailand. This study aims to examine how live shopping engagement and consumer lifestyle influence tourist shopping behavior, with Jastip adoption serving as a mediating variable. Based on the literature on live streaming commerce, consumer behavior, and digital tourism, this study not only expands the context of the study of live shopping to the practice of Jastip across countries but also positions Jastip as a behavioral conversion mechanism that bridges digital engagement and tourist shopping decisions.

Research Contribution

This study offers both theoretical and practical contributions to the literature on digital tourism and cross-border consumer behavior. Theoretically, the study extends tourist shopping behavior beyond conventional destination-based purchasing by integrating Live Shopping Engagement, Consumer Lifestyle, Thai Local Product Attractiveness, and Jastip Adoption into a unified framework. More specifically, it conceptualizes Jastip Adoption as a behavioral conversion mechanism through which digital engagement, lifestyle orientation, and destination-specific product attractiveness are translated into tourist shopping behavior. This perspective extends existing live-streaming commerce and tourism shopping research by explaining how destination-related consumption can occur across geographical boundaries without requiring consumers to be physically present at the destination.

Practically, the study provides insights for personal shoppers (jastipers), local Thai product businesses, live-shopping sellers, and tourism destination stakeholders. The findings can support the development of more interactive live-shopping strategies, strengthen the visibility and attractiveness of Thai local products, and improve the professionalism of personal shopping services. For destination stakeholders, integrating local products, live-shopping content, and trusted intermediary services may provide an alternative channel for extending destination-related consumption beyond tourists' physical visits.

LITERATURE REVIEW

Tourist Shopping Behavior

Tourist shopping behavior is a series of decisions and actions taken by tourists when searching for, evaluating, and purchasing products during a trip. In tourism literature, shopping is no longer seen as an additional activity but rather as an important component or even the primary purpose of travel (shopping tourism), especially when tourists are interested in products with unique qualities and symbolic value that are difficult to obtain in their home country (Dong et al., 2024; Lim et al., 2026). Previous research shows that tourist shopping behavior is influenced by various factors such as product quality perceptions, social norms, shopping intentions, and destination characteristics, which ultimately determine shopping intensity, types of products purchased, and tourist spending (Dong et al., 2024; Zhang & Prebensen, 2025). Thus, tourist shopping behavior plays a strategic role in increasing the competitiveness of destinations while making a significant contribution to the local economy.

As digital technology has improved, the way tourists shop has changed from only shopping at their destination to shopping before, during, and after their trip. Previous research shows that digital interactions, virtual experiences, and social networks increasingly influence tourists' shopping decisions, including through real-time and interactive live shopping formats (Apasrawirote & Yawised, 2022; Huo et al., 2023; Ni & Ueichi, 2024). In addition, the modern consumer lifestyle that is oriented towards convenience, efficiency, and authentic experiences also encourages tourists to adopt alternative shopping channels such as personal shopping services (jastip), which allow access to destination-specific products without physical presence (Lim et al., 2026). Therefore, tourist shopping behavior in the context of digital tourism is not only influenced by destination and product factors but also by digital engagement and intermediary mechanisms that bridge the tourism experience with actual consumption behavior.

Live Shopping in Tourism Context

Live shopping is a form of innovation in digital commerce that integrates live streaming, real-time interaction, and shopping activities into one immersive consumption experience (B. Chen et al., 2022; Hossain et al., 2023). In the context of tourism, live shopping not only functions as a sales channel but also as a medium for representing destinations and local products virtually (Saffanah et al., 2023). Previous research shows that live shopping can increase consumer engagement through elements of interactivity, social presence, and information transparency, which ultimately strengthens trust and purchasing interest (Apasrawirote & Yawised, 2022; Zhu et al., 2021). In addition, live shopping allows tourists and potential tourists to experience destination-based shopping indirectly, thereby expanding the boundaries of space and time for tourism consumption (Lim et al., 2026; Ni & Ueichi, 2024). Thus, live shopping acts as a bridge between the tourism experience and the shopping decision, even when tourists are not physically present at the destination.

In digital tourism, live shopping is increasingly considered part of the tourist shopping behavior ecosystem, which is influenced by emotional, cognitive, and social factors (Lu et al., 2023; Ni & Ueichi, 2024). Prior studies indicate that participation in live shopping facilitates actual purchases via mechanisms including enhanced perceptions of information quality, simplified product evaluation, and heightened impulse buying (Apasrawirote & Yawised, 2022; Hossain et al., 2023). In the context of shopping tourism, live shopping becomes increasingly relevant when combined with intermediary practices such as personal shopping services

(jastip), where live broadcasts are used to validate the authenticity of local products and build consumer trust across countries.

Consumer Lifestyle

Consumer lifestyle describes an individual's lifestyle patterns as reflected in the activities, interests, and opinions that shape preferences and consumption behavior (He & Jin, 2024; Paraman et al., 2022). In consumer behavior and tourism literature, lifestyle is understood as an important determinant that influences how tourists plan trips, choose destinations, and carry out consumption activities, including shopping (Hossain et al., 2023; Huo et al., 2023; Ni & Ueichi, 2024; Zhu et al., 2021). Previous research shows that tourists with hedonic, experience-oriented, and trend-conscious lifestyles tend to make shopping an integral part of the tourism experience, not just a functional activity (B. Chen et al., 2022; Liu et al., 2022; Ni & Ueichi, 2024). Lifestyle also plays a role in determining tourists' sensitivity to the symbolic value of products, such as authenticity, exclusivity, and cultural identity of destinations, which ultimately shape the intensity and patterns of tourist spending (Dong et al., 2024; Kim, 2023; Lu et al., 2023).

Previous research shows that consumers with a digital lifestyle are more responsive to innovations such as live shopping and tend to adopt alternative shopping channels that can save time and reduce physical barriers (Apasrawirote & Yawised, 2022; Lim et al., 2026; Saffanah et al., 2023). In the context of tourism, this lifestyle encourages tourists to remain engaged in consuming destination products even when not physically present, including through personal shopping (jastip) practices. Thus, consumer lifestyle not only influences shopping intentions and preferences but also plays a key role in driving the adoption of digital-based shopping mechanisms and intermediaries, further shaping tourist shopping behavior in the era of cross-border and technology-based tourism.

Jastip Adoption

Jastip adoption, or more commonly known as personal shopping, is a consumer's decision to use an intermediary to obtain products that are not easily accessible directly, either due to geographic limitations, time constraints, or market distribution. In international literature, the practice of Jastip exhibits conceptual parallels with personal shopper platforms, functioning as an on-demand service model that connects consumers with individuals who serve as buyers and shippers of products (Zhen et al., 2022). Previous research shows that the adoption of personal shopper services is influenced by perceptions of convenience, speed of service, and the ability of the platform or intermediary to reduce shopping friction compared to conventional retail channels (Goh et al., 2022; Stalidis et al., 2023; Zhen et al., 2022). In the context of tourism, jastip functions as an alternative mechanism to overcome the limitations of shopping at destinations, such as short visit times, baggage restrictions, and the risks of carrying products on cross-country trips.

In previous research, the adoption behavior of intermediary services such as trust, risk perception, and suitability with consumer lifestyle were key factors that drove the adoption of jastip (Do et al., 2020; Wongkitrungrueng & Assarut, 2020; Zhen et al., 2022). Consumer behavior that adopts personal shopper services tends to consider service and guarantees of product authenticity, information transparency, and cost and time efficiency (Stalidis et al., 2023; Zhen et al., 2022). In the digital shopping and tourism ecosystem, jastip (personal shopping service) becomes increasingly relevant when combined with live shopping, where live broadcasts are used to validate products, build trust, and reduce uncertainty before

purchase. Thus, jastip adoption not only reflects the adoption of logistics or intermediary services but also acts as a conversion mechanism that bridges digital engagement (live shopping engagement) and consumer lifestyle preferences into actual tourist shopping behavior.

Hypothesis and Research Framework

Live Shopping Engagement and Jastip Adoption

Live shopping engagement reflects consumers' cognitive, emotional, and behavioral involvement in real-time digital shopping activities. Interactive features, product demonstrations, immediate communication, and social presence allow consumers to evaluate products more effectively while reducing uncertainty during the purchasing process. Previous studies have demonstrated that interactivity and engagement in live streaming commerce strengthen consumer trust, perceived usefulness, and purchase-related responses (*Apasrawirote & Yawised, 2022; Hossain et al., 2023; Wongkitrungrueng & Assarut, 2020*). In tourism-related live shopping, these mechanisms become particularly relevant because consumers depend on real-time visualization and information to assess destination-specific products that cannot be directly inspected.

In the context of cross-border shopping, live shopping can also reduce geographical and informational barriers between consumers and personal shoppers. Through live broadcasts, jastipers can demonstrate product authenticity, explain product characteristics, communicate prices, and respond directly to consumer questions. Such interactions may increase consumers' willingness to rely on personal shopping services as an alternative purchasing channel. Accordingly, greater engagement with live-shopping activities is expected to encourage the adoption of jastip services.

H1: Live Shopping Engagement has a positive effect on Jastip Adoption.

Live Shopping Engagement and Tourist Shopper Behavior

Live-shopping environments provide consumers with product information, entertainment, social interaction, and real-time product visualization, which can stimulate shopping responses. Studies of livestream commerce show that interactive digital experiences can strengthen purchase intention and actual purchasing behavior by increasing social presence, emotional engagement, and consumers' confidence in product evaluation (*Chen et al., 2022; Hossain et al., 2023; Saffanah et al., 2023*). In tourism, live shopping further enables consumers to experience destination-related products virtually and maintain their connection with destination consumption beyond physical travel.

As consumers become more actively involved in live-shopping sessions, their exposure to destination-specific products and shopping stimuli also increases. Such engagement can encourage purchase frequency, spending, repeat purchases, and other forms of tourist shopping behavior. Therefore, live shopping engagement is expected to directly influence tourist shopping behavior.

H2: Live Shopping Engagement has a positive effect on Tourist Shopper Behavior.

Consumer Lifestyle and Jastip Adoption

Consumer lifestyle represents patterns of activities, interests, preferences, and consumption orientations that influence how individuals select products and shopping channels. Contemporary consumers increasingly value convenience, flexibility, efficiency, digital accessibility, and experience-oriented consumption (*Indriastuti et al., 2024; Paraman et al., 2022*). Consumers whose lifestyles are highly integrated with digital technology are more

receptive to alternative shopping mechanisms that reduce geographical and temporal constraints.

Jastip corresponds with these lifestyle orientations by enabling consumers to obtain destination-specific products without directly visiting the destination or conventional retail channels. Personal shopping services provide convenience, access, and flexibility while maintaining consumers' connection with products associated with travel destinations. Therefore, consumers with stronger digital-, convenience-, and experience-oriented lifestyles are expected to demonstrate higher adoption of jastip services.

H3: Consumer Lifestyle has a positive effect on Jastip Adoption.

Consumer Lifestyle and Tourist Shopper Behavior

Lifestyle has long been recognized as an important determinant of consumer decision-making because individuals tend to choose products and consumption experiences that correspond with their values, interests, and preferred ways of living. Within tourism, lifestyle orientations influence tourists' destination choices, consumption preferences, shopping intensity, and responses to products with symbolic or experiential value (*Dong et al., 2024; Ni & Ueichi, 2024*).

Consumers characterized by trend-seeking, hedonic, experience-oriented, and digitally oriented lifestyles may be particularly attracted to destination-related shopping because local products offer functional, experiential, and symbolic benefits. Moreover, digitally oriented consumers can continue purchasing destination products before, during, and after travel. Consequently, consumer lifestyle is expected to influence tourist shopping behavior directly.

H4: Consumer Lifestyle has a positive effect on Tourist Shopper Behavior.

Thai Local Product Attractiveness and Jastip Adoption

Local products represent an important component of tourism consumption because they embody destination uniqueness, cultural authenticity, symbolic value, and memorable travel experiences. Product characteristics such as uniqueness, authenticity, quality, limited availability, and cultural value can increase consumers' desire to obtain products associated with a particular destination (*Dong et al., 2024; Zhang & Prebensen, 2025*).

Thai local products may be particularly attractive to consumers when similar products are difficult to obtain outside Thailand. Limited availability creates a geographical accessibility gap that can be addressed through personal shopping services. Jastip enables consumers to access attractive destination-specific products without physically traveling to Thailand. Therefore, the stronger consumers perceive the attractiveness of Thai local products, the greater their propensity to adopt jastip services.

H5: Thai Local Product Attractiveness has a positive effect on Jastip Adoption.

Thai Local Product Attractiveness and Tourist Shopper Behavior

Product attractiveness is an important driver of tourist shopping because tourists frequently seek products that reflect the identity, authenticity, and distinctiveness of destinations. Unique and culturally meaningful local products can provide both functional value and symbolic value, thereby strengthening consumers' motivation to purchase destination-related products (*Dong et al., 2024; Lim et al., 2026*).

In the Thai tourism context, local products such as fashion items, cosmetics, traditional foods, souvenirs, and culturally distinctive products may encourage consumers to increase their purchasing activities because these products offer qualities that are perceived as difficult to

substitute outside the destination. Consequently, favorable perceptions of Thai local product attractiveness are expected to strengthen tourist shopping behavior.

H6: Thai Local Product Attractiveness has a positive effect on Tourist Shopper Behavior.

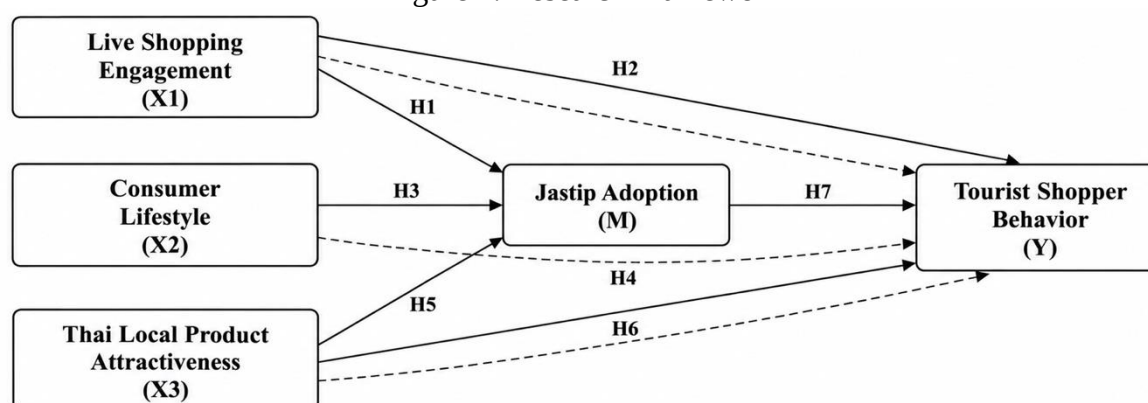
Jastip Adoption and Tourist Shopper Behavior

Jastip adoption represents consumers' acceptance and use of personal shopping services as an intermediary mechanism for obtaining products across geographical boundaries. Personal shopper services can reduce barriers associated with distance, product accessibility, transaction complexity, and physical travel while providing consumers with greater convenience and access to destination-specific products (Zhen et al., 2022). Within digital tourism consumption, jastip therefore represents more than a logistics service; it enables destination-related consumption to continue independently of consumers' physical presence.

When consumers perceive jastip services as useful, convenient, trustworthy, and capable of reducing purchasing risk, they are more likely to use these services repeatedly and incorporate them into their shopping practices. Jastip adoption can therefore translate consumers' interest in destination products into actual shopping activities, including purchasing, spending, repeat purchasing, and recommendation behavior. Accordingly, Jastip Adoption is expected to have a direct positive influence on Tourist Shopper Behavior.

H7: Jastip Adoption has a positive effect on Tourist Shopper Behavior.

Figure 1. Research Framework



METHOD

Research design

This study uses an explanatory quantitative design to test the causal relationship between constructs in the conceptual model, namely the influence of Live Shopping Engagement (X1), Consumer Lifestyle (X2), and Thai Local Product Attractiveness (X3) on Tourist Shopper Behavior (Y) through Jastip Adoption (M) as a mediating variable. The analysis of the relationship between constructs was carried out using Structural Equation Modeling–Partial Least Squares (SEM-PLS) because it is suitable for predictive models, involves latent constructs, and allows direct mediation testing in one structural model.

Data collection method

Data were collected from 218 Indonesian consumers who had purchased Thai local products through personal shopping services (jastip) and had been exposed to or interacted with

live-shopping content related to Thai products. The questionnaire was distributed online via Google Forms in 2025 using a purposive sampling technique, as respondents were required to have relevant experience with personal shopping services (jastip) and purchasing Thai products. Screening questions were included at the beginning of the questionnaire to ensure suitability for the respondents' characteristics.

Table 1. Demographic Profile of Respondents

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Female	142	65.1
	Male	76	34.9
Age	18–24 years	71	32.6
	25–34 years	89	40.8
	35–44 years	40	18.3
	≥45 years	18	8.3
Residence	Greater Jakarta (Jabodetabek)	119	54.6
	Java outside Greater Jakarta	63	28.9
	Outside Java	36	16.5
Frequency of purchasing Thai products via jastip during the past 12 months	1–2 times	79	36.2
	3–5 times	91	41.7
	More than 5 times	48	22.0

Table 1 presents the demographic characteristics of the 218 respondents included in the study. The sample was predominantly female (65.1%), while male respondents accounted for 34.9%. In terms of age, most respondents were between 25–34 years (40.8%), followed by those aged 18–24 years (32.6%), indicating that the sample was largely composed of young adult consumers who are familiar with digitally mediated shopping. All respondents were Indonesian consumers, with more than half residing in the Greater Jakarta area (54.6%). Regarding shopping frequency, 41.7% reported purchasing Thai products through jastip three to five times during the previous 12 months, while 22.0% had made such purchases more than five times. Overall, the profile indicates that the respondents had relevant experience with Thai-product jastip services and were therefore appropriate for examining digitally mediated cross-border shopping behavior.

Measurement of variables and Instrument Development

The measurement items used in this study were adapted from previously validated instruments and relevant literature to ensure conceptual validity and suitability for the research context. The original items were reviewed and contextually adapted to reflect Indonesian consumers' experiences of purchasing Thai local products through personal shopping services (jastip) and engaging with live shopping. Specifically, wording referring to general online shopping, live-streaming commerce, or tourism shopping was modified where necessary to explicitly refer to Thai local products, live shopping, and jastip services, while preserving the conceptual meaning of the original constructs.

As the target respondents were Indonesian consumers, the questionnaire was administered in Bahasa Indonesia. Measurement items originally developed in English were translated into Bahasa Indonesia and subsequently reviewed against the original English version to ensure semantic and conceptual equivalence. Particular attention was given to terminology related to *live shopping*, *jastip*, and Thai local products because these terms represent context-specific consumption practices. Minor wording adjustments were made to improve clarity, readability, and cultural relevance without altering the theoretical meaning of the items.

The variable measurements in this study were compiled based on a review of relevant literature and previously tested research instruments, with the aim of ensuring conceptual validity and appropriateness for the research context. All constructs were operationalized using reflective indicators representing the main dimensions of each variable and measured through a structured questionnaire with a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The following variable measurements were used in the study:

Table 2. Operationalization Variables

Variable	Dimension
Live Shopping Engagement (X1) (Apasrawirote & Yawised, 2022; Huo et al., 2023; Lim et al., 2026; Wongkitrungrueng & Assarut, 2020)	Interactivity, Informativeness, Shoppertainment, Social Presence, Authenticity Cues, Emotional Engagement
Consumer Lifestyle (X2) (Dong et al., 2024; Lim et al., 2026; Zhang & Prebensen, 2025)	Digital-Oriented Lifestyle, Convenience Orientation, Hedonic Consumption Orientation, Trend & Novelty Seeking, Experience-Oriented Lifestyle, Value-Conscious Lifestyle
Thai Local Product Attractiveness (X3) (Dong et al., 2024; Lim et al., 2026)	Uniqueness, Cultural Authenticity, Perceived Quality, Limited Availability, Price-Value Attractiveness, Symbolic Value
Jastip Adoption (M) (Dong et al., 2024; Lim et al., 2026; Wongkitrungrueng & Assarut, 2020; Zhen et al., 2022)	Perceived Usefulness, Perceived Ease of Use, Trust in Jastiper, Risk Reduction, Continuance Intention, Channel Preference
Tourist Shopper Behavior (Y) (Dong et al., 2024; Lim et al., 2026; Zhang & Prebensen, 2025)	Purchase Frequency, Spending Level, Basket Size, Impulse Buying, Repeat Purchase Behavior, Word-of-Mouth Intention

Data analysis technique

Data analysis in this study used Structural Equation Modeling-Partial Least Squares (SEM-PLS) with the help of SmartPLS software. Evaluation of the measurement model was carried out by examining the outer loadings, followed by construct reliability testing and average variance extracted (AVE) values, as well as hypothesis testing.

RESULTS AND DISCUSSION

Results

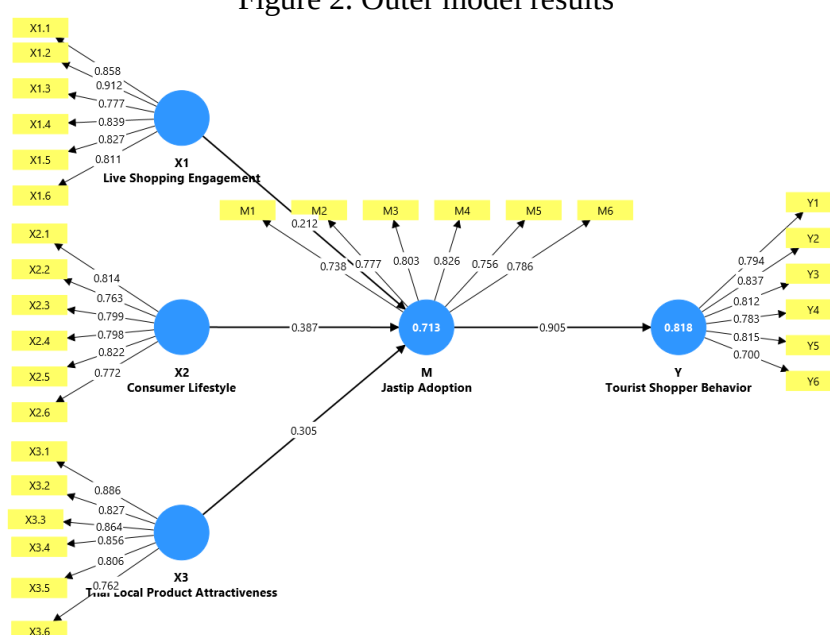
This study was conducted with 218 respondents who had experience purchasing local Thai products through personal shopping services (jastip) and/or participating in live shopping activities related to Thai products. Descriptively, the results show that respondents tend to have a high level of engagement in live shopping, lifestyle preferences that align with digital consumption, and positive perceptions of the attractiveness of local Thai products. This reflects changes in tourist shopping behavior that are no longer limited to physical visits to destinations but are increasingly mediated by digital interactions and intermediary mechanisms. These descriptive findings align with previous research that confirms that engagement in live shopping and digital lifestyle orientation play a significant role in encouraging the adoption of alternative shopping channels and expanding the space and time of tourist consumption (Apasrawirote & Yawised, 2022; Hossain et al., 2023; Kautish et al., 2023; Lim et al., 2026; Lu et al., 2023). In addition, positive perceptions of the uniqueness and authenticity of local Thai products indicate that tourist spending remains driven by the symbolic value of the destination, as expressed in shopping tourism literature which places local products as a key

factor in shaping tourist shopping behavior (Apasrawirote & Yawised, 2022; Huo et al., 2023; Ni & Ueichi, 2024; Zhang & Prebensen, 2025).

Outer Model

Outer model evaluation is conducted to assess the extent to which the indicators used can represent the latent construct validly and reliably. According to (Hair et al., 2014), outer loading value of 0.70 or higher indicates that the indicator has an adequate contribution to explaining the variance of the latent construct, while a value between 0.60 and 0.70 is acceptable for exploratory or model-development research. The following are the results obtained from the outer model:

Figure 2. Outer model results



Source: author's data processing results, 2026

The outer model evaluation results show that all indicators in each construct have adequate outer loading values, which are above the recommended minimum limit of 0.70. In the Live Shopping Engagement construct, the outer loading values of the indicators ranged from 0.777 to 0.912, indicating that these indicators can represent respondents' involvement in live shopping activities strongly and consistently. The highest loading value is found in indicators that reflect aspects of involvement and attention to live shopping content.

Furthermore, in the Consumer Lifestyle construct, all indicators showed outer loading values between 0.763 and 0.822, indicating that these indicators validly reflect consumer lifestyles in the context of digital consumption and travel spending. The relatively stable variation in loading values indicates that the lifestyle dimensions used, such as comfort orientation, trends, and experiences, have a balanced contribution in shaping the consumer lifestyle construct.

For the Thai Local Product Attractiveness construct, the outer loading values of the indicators ranged from 0.762 to 0.886, reflecting respondents' strong perceptions of the attractiveness of Thai local products. Indicators with high loading values indicate that the

uniqueness, quality, and authenticity of local products are important elements in shaping the perceived attractiveness of destination products.

The Jastip Adoption construct as a mediating variable showed excellent results, with indicator outer loading values ranging from 0.738 to 0.826. This indicates that the indicators used, such as preference for Jastip use, dependency, and continuation intention, consistently reflect the level of adoption of Jastip services by respondents.

Finally, for the Tourist Shopper Behavior construct, the outer loading values of the indicators range from 0.700 to 0.837, indicating that these indicators adequately describe tourist shopping behavior, including purchasing tendencies, spending, and repurchase intentions. Overall, the results of the outer model test indicate that all constructs have met the convergent validity criteria, with indicators having good representation power for their respective latent constructs. With these criteria met, the measurement model is declared suitable to proceed to the inner model evaluation stage and structural hypothesis testing.

Validity and Reliability

After the outer model test, the next step is validity and reliability testing to ensure that the measurement instruments used in this study are not only able to represent the latent constructs accurately but also consistently measure the same concept. According to (Hair et al., 2017), fulfillment of validity and reliability criteria is the main prerequisite before the structural model is analyzed, because good measurement quality will determine the accuracy and reliability of the interpretation of the relationship between constructs in SEM-PLS. The following is a table of validity and reliability tests.:

Table 3. Validity and Reliability Test

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
M_Jastip Adoption	0.872	0.874	0.904	0.611
X1_Live Shopping Engagement	0.915	0.918	0.934	0.703
X2_Consumer Lifestyle	0.884	0.886	0.912	0.632
X3_Thai Local Product Attractiveness	0.912	0.913	0.932	0.696
Y_Tourist Shopper Behavior	0.880	0.882	0.909	0.626

Source: author's data processing results, 2026

The results of the validity and reliability tests indicate that all constructs in the research model meet the measurement criteria recommended in SEM-PLS analysis. Based on Table 2, the Cronbach's alpha values for all variables are above the minimum limit of 0.70, indicating good internal consistency. In addition, the composite reliability values for all constructs also exceed 0.70, indicating that the indicators used can measure the constructs consistently. The results of the convergent validity test are indicated by the Average Variance Extracted (AVE) value, which indicates that all constructs have an AVE value above 0.50, so that each construct can explain more than 50% of the variance of its indicators. Based on the test results, the measurement instrument used in this study is valid and reliable and is suitable for use in testing the structural model and further analysis of relationships between constructs (Hair et al., 2017).

Discriminant Validity

Discriminant validity was assessed using the Heterotrait–Monotrait ratio (HTMT) to determine whether the latent constructs in the measurement model were empirically distinct from one another. Following the recommended criterion for PLS-SEM assessment, HTMT values below 0.90 indicate adequate discriminant validity among conceptually related constructs. The following are the results of the discriminant validity test:

Table 4. Discriminant Validity Assessment Using the HTMT Criterion

	M_Jastip Adoption	X1_Live Shopping Engagement	X2_Consumer Lifestyle	X3_Thai Local Product Attractiveness	Y_Tourist Shopper Behavior
M_Jastip Adoption					
X1_Live Shopping Engagement	0.83				
X2_Consumer Lifestyle	0.88	0.85			
X3_Thai Local Product Attractiveness	0.89	0.84	0.89		
Y_Tourist Shopper Behavior	0.84	0.82	0.85	0.83	

Source: author's data processing results, 2026

The results table 3, the HTMT values ranged from 0.82 to 0.89, with all construct pairs remaining below the threshold of 0.90. Specifically, the HTMT values between Jastip Adoption and Live Shopping Engagement, Consumer Lifestyle, Thai Local Product Attractiveness, and Tourist Shopper Behavior were 0.83, 0.88, 0.89, and 0.84, respectively. The remaining inter-construct values were also within the acceptable range, including Live Shopping Engagement–Consumer Lifestyle (0.85), Live Shopping Engagement–Thai Local Product Attractiveness (0.84), Live Shopping Engagement–Tourist Shopper Behavior (0.82), Consumer Lifestyle–Thai Local Product Attractiveness (0.89), Consumer Lifestyle–Tourist Shopper Behavior (0.85), and Thai Local Product Attractiveness–Tourist Shopper Behavior (0.83).

These results indicate that discriminant validity was established across all constructs in the revised measurement model, suggesting that Live Shopping Engagement, Consumer Lifestyle, Thai Local Product Attractiveness, Jastip Adoption, and Tourist Shopper Behavior capture empirically distinguishable concepts. Although several HTMT values, particularly those involving Consumer Lifestyle, Thai Local Product Attractiveness, and Jastip Adoption, are relatively close to the 0.90 threshold, they remain within the recommended criterion. Therefore, the measurement model demonstrates adequate construct distinctiveness and is considered appropriate for subsequent structural model and hypothesis testing.

Structural Model Evaluation (Inner Model)

Following the assessment of the measurement model, the structural model was evaluated to examine its explanatory power, predictive relevance, effect sizes, and model fit. The assessment included the coefficient of determination (R^2) for the endogenous constructs, predictive relevance (Q^2), effect size (f^2), and the Standardized Root Mean Square Residual (SRMR). These criteria provide complementary information regarding the model's ability to explain and predict the endogenous constructs and the relative contribution of each exogenous construct.

The coefficient of determination (R^2) was used to assess the proportion of variance in the endogenous constructs explained by their respective predictors. Predictive relevance was subsequently evaluated using the Q^2 value, where values greater than zero indicate that the model has predictive relevance for a particular endogenous construct. In addition, f^2 was examined to determine the contribution of each predictor to the explained variance of the endogenous construct. As a complementary measure of approximate model fit, SRMR was also evaluated, with values below 0.08 generally indicating an acceptable model fit.

Table 5. Structural Model Evaluation

Assessment	Construct/Model	Value
R^2	Jastip Adoption	0.719
R^2	Tourist Shopper Behavior	0.816
Q^2	Jastip Adoption	0.453
Q^2	Tourist Shopper Behavior	0.557
SRMR	Estimated Model	0.062

The structural model evaluation demonstrates strong explanatory and predictive performance. The R^2 value for Jastip Adoption was 0.719, indicating that Live Shopping Engagement, Consumer Lifestyle, and Thai Local Product Attractiveness collectively explain 71.9% of the variance in Jastip Adoption. Meanwhile, the R^2 value for Tourist Shopper Behavior was 0.816, indicating that the predictors included in the structural model explain 81.6% of its variance. The predictive relevance assessment further showed Q^2 values of 0.453 for Jastip Adoption and 0.557 for Tourist Shopper Behavior. Since both Q^2 values are greater than zero, the model demonstrates predictive relevance for both endogenous constructs, with particularly strong predictive capability for Tourist Shopper Behavior. In addition, the SRMR value of 0.062 is below the recommended threshold of 0.08, indicating an acceptable approximate model fit. Overall, these results suggest that the proposed structural model demonstrates substantial explanatory power, satisfactory predictive relevance, and acceptable model fit in explaining Jastip Adoption and Tourist Shopper Behavior in the context of purchasing Thai local products through personal shopping services.

Table 6. Effect Size (f^2)

Relationship	f^2
Live Shopping Engagement → Jastip Adoption	0.061
Consumer Lifestyle → Jastip Adoption	0.184
Thai Local Product Attractiveness → Jastip Adoption	0.112
Live Shopping Engagement → Tourist Shopper Behavior	0.036
Consumer Lifestyle → Tourist Shopper Behavior	0.126
Thai Local Product Attractiveness → Tourist Shopper Behavior	0.074
Jastip Adoption → Tourist Shopper Behavior	0.392

The effect-size analysis indicates that the predictor constructs contribute to the endogenous variables at different magnitudes. Live Shopping Engagement showed a small effect on Jastip Adoption ($f^2 = 0.061$), while Consumer Lifestyle demonstrated a medium effect ($f^2 = 0.184$), indicating a relatively greater contribution to explaining Jastip Adoption. Thai Local Product Attractiveness showed a small effect on Jastip Adoption ($f^2 = 0.112$). With respect to Tourist Shopper Behavior, Live Shopping Engagement ($f^2 = 0.036$), Consumer

Lifestyle ($f^2 = 0.126$), and Thai Local Product Attractiveness ($f^2 = 0.074$) demonstrated relatively small direct effect sizes. In contrast, Jastip Adoption exhibited the largest effect on Tourist Shopper Behavior ($f^2 = 0.392$), indicating that Jastip Adoption plays a substantial role in explaining variations in Tourist Shopper Behavior. Overall, the effect-size results reinforce the central role of Jastip Adoption within the proposed structural model.

Hypothesis Testing

After the measurement model is declared valid and reliable, the next step is to test the research hypothesis through an evaluation of the structural model (inner model). Hypothesis testing aims to assess the strength and direction of the causal relationships between constructs within the research model. The following are the results of the research hypothesis testing:

Table 7. Hypothesis Testing

Hypothesis	Relationship	Path Coefficient (β)	t-statistic	p-value
H1	Live Shopping Engagement → Jastip Adoption	0.212	3.171	0.002
H2	Live Shopping Engagement → Tourist Shopper Behavior	0.191	3.138	0.002
H3	Consumer Lifestyle → Jastip Adoption	0.387	5.685	<0.001
H4	Consumer Lifestyle → Tourist Shopper Behavior	0.350	5.669	<0.001
H5	Thai Local Product Attractiveness → Jastip Adoption	0.305	4.084	<0.001
H6	Thai Local Product Attractiveness → Tourist Shopper Behavior	0.276	4.069	0.000
H7	Jastip Adoption → Tourist Shopper Behavior	0.905	55.760	0.000

Source: author's data processing results, 2026

The hypothesis testing results demonstrate that all seven proposed relationships are positive and statistically significant. Live Shopping Engagement has a positive and significant effect on Jastip Adoption ($\beta = 0.212$, $t = 3.171$, $p = 0.002$), thereby supporting H1, and significantly influences Tourist Shopper Behavior ($\beta = 0.191$, $t = 3.138$, $p = 0.002$), supporting H2. Consumer Lifestyle shows a positive and significant effect on Jastip Adoption ($\beta = 0.387$, $t = 5.685$, $p < 0.001$), supporting H3, as well as on Tourist Shopper Behavior ($\beta = 0.350$, $t = 5.669$, $p < 0.001$), supporting H4. Similarly, Thai Local Product Attractiveness positively influences Jastip Adoption ($\beta = 0.305$, $t = 4.084$, $p < 0.001$), supporting H5, and Tourist Shopper Behavior ($\beta = 0.276$, $t = 4.069$, $p < 0.001$), supporting H6. Finally, Jastip Adoption has a positive and statistically significant effect on Tourist Shopper Behavior ($\beta = 0.905$, $t = 55.760$, $p < 0.001$), providing support for H7. Overall, all proposed hypotheses (H1–H7) are empirically supported, indicating that Live Shopping Engagement, Consumer Lifestyle, and Thai Local Product Attractiveness contribute both to the adoption of jastip services and to Tourist Shopper

Behavior, while Jastip Adoption demonstrates a particularly strong association with Tourist Shopper Behavior.

Discussion

The findings reveal that tourist shopping behavior in the Thai context is increasingly shaped by the interaction between digital engagement, consumer lifestyle, destination-specific product attractiveness, and intermediary adoption. More importantly, the results extend existing tourist shopping research by demonstrating that destination-related consumption does not necessarily require consumers to be physically present at the destination. Previous studies have predominantly conceptualized tourist shopping as consumption occurring during destination visits or as an extension of tourists' on-site experiences (Dong et al., 2024; Zhang & Prebensen, 2025). In contrast, the present findings suggest that digital interaction and personal shopping intermediaries enable the consumption of destination-specific products to transcend geographical and temporal boundaries. This implies a shift from place-dependent tourist shopping toward digitally mediated destination consumption, in which consumers can participate in the commercial dimension of a tourism destination without being physically present. Such a finding broadens the conceptual boundary of tourist shopping behavior from an activity embedded primarily within travel to a continuous consumption process that can occur before, during, and after physical travel.

Particularly important theoretical finding concerns the role of Jastip Adoption. Jastip Adoption has the strongest relationship with Tourist Shopper Behavior ($\beta = 0.905$, $p < 0.001$) and the largest effect size ($f^2 = 0.392$), while the three antecedent variables have comparatively smaller direct effect sizes on Tourist Shopper Behavior. This pattern suggests that live-shopping exposure, lifestyle orientation, and product attractiveness alone may not be sufficient to translate consumer interest into destination-related purchasing behavior. Instead, jastip provides the behavioral conversion mechanism through which digitally generated interest becomes actionable consumption. This extends the role of intermediary services beyond logistics or purchasing convenience, as emphasized in personal shopper research (Zhen et al., 2022), by positioning intermediary adoption as part of the behavioral architecture of digital tourism consumption. Theoretically, this finding connects technology-enabled service adoption with cross-border consumer behavior: consumers first perceive value in destination products and digital shopping experiences, but the availability and acceptance of an intermediary channel reduces geographical, transactional, and accessibility barriers that would otherwise constrain actual purchasing behavior.

The findings regarding Live Shopping Engagement provide another theoretical refinement. Although Live Shopping Engagement significantly influences both Jastip Adoption and Tourist Shopper Behavior, its effect sizes are relatively small ($f^2 = 0.061$ and $f^2 = 0.036$, respectively). This finding provides a more nuanced interpretation than studies that primarily associate livestreaming engagement with immediate purchase responses or impulse buying (Cheng & Chen, 2022; Huo et al., 2023; Saffanah et al., 2023). Rather than functioning primarily as a direct trigger of purchasing behavior, live shopping in the jastip context may operate as an information-rich and authenticity-verification interface. Real-time product demonstrations, interaction with jastipers, price information, and visual evidence of shopping locations can reduce information asymmetry and increase consumers' willingness to rely on an intermediary. Thus, the contribution of live shopping may lie less in directly generating high shopping intensity and more in enabling consumers to evaluate destination products and facilitate their transition toward jastip adoption. This distinction extends livestream commerce

research from a stimulus–purchase perspective toward an engagement–intermediation–consumption mechanism in cross-border tourism shopping.

Consumer Lifestyle also provides an important theoretical insight. Among the three antecedents, Consumer Lifestyle has the strongest relationship with Jastip Adoption ($\beta = 0.387$, $p < 0.001$) and a medium effect size ($f^2 = 0.184$), compared with Live Shopping Engagement and Thai Local Product Attractiveness. This suggests that jastip adoption is not simply a technological response to live-shopping exposure or an opportunistic response to attractive Thai products; rather, it is embedded in consumers' broader patterns of convenience seeking, digital orientation, trend consciousness, and experience-oriented consumption. This extends previous lifestyle research by indicating that lifestyle can shape not only what consumers purchase, but also which cross-border access mechanism they adopt. In other words, jastip may increasingly represent a lifestyle-compatible consumption channel for consumers who expect immediate, flexible, digitally mediated access to geographically distant products. This helps explain why destination consumption can continue independently of actual travel.

Thai Local Product Attractiveness also significantly influences both Jastip Adoption and Tourist Shopper Behavior, demonstrating that digital intermediation does not eliminate the importance of destination-specific product value. The uniqueness, cultural authenticity, perceived quality, limited availability, and symbolic value incorporated into the construct remain important drivers of cross-border consumption. However, the present study adds an important qualification to conventional destination-product research. Product attractiveness generates greater behavioral value when consumers have an effective mechanism for overcoming geographical inaccessibility. Thus, the attractiveness of Thai local products and jastip adoption can be understood as complementary components of destination consumption: product attractiveness creates the desire to acquire destination-specific goods, whereas jastip provides the access mechanism through which that desire can be converted into purchasing behavior. This suggests that destination competitiveness in the digital era may depend not only on producing distinctive local products but also on creating digital and intermediary ecosystems that make those products accessible beyond the physical destination.

Taken together, these findings suggest a broader theoretical transition from tourist shopping as place-bound consumption to tourist shopping as digitally extended destination consumption. The significant direct effects of Live Shopping Engagement, Consumer Lifestyle, and Thai Local Product Attractiveness indicate that digital, individual, and product-related factors remain relevant; however, the particularly strong role of Jastip Adoption indicates that intermediary adoption represents an important mechanism connecting these antecedents with actual shopping behavior. Consequently, the study extends existing tourism shopping and livestream commerce perspectives by introducing jastip as a form of cross-border consumption infrastructure rather than merely an informal purchasing service. This perspective helps explain how destination products can circulate through digitally mediated consumer networks even when consumers are geographically separated from the destination.

Managerial Implications

The findings provide practical implications for jastip businesses, live-shopping platforms, local product businesses, and destination managers. Jastip businesses should strengthen service professionalism by providing transparent pricing, product authenticity verification, clear ordering procedures, responsive communication, and reliable delivery tracking to reduce consumer uncertainty and build trust. Live-shopping platforms and sellers should move beyond entertainment-oriented engagement by emphasizing real-time product information, authenticity

cues, transparent prices, consumer reviews, and trusted transaction mechanisms that can convert engagement into actual purchases. For destination managers and Thai local product businesses, live shopping and jastip can be strategically integrated into digital destination marketing through authentic product curation, digital storytelling, verified local-product labels, and collaboration with credible jastipers and content creators. These strategies can expand Thai local products' access to international consumers while maintaining their cultural identity and positioning live shopping and jastip as complementary channels for digital destination marketing, local-product internationalization, and tourism consumption beyond physical visits.

CONCLUSION

The results of the study indicate that current tourist shopping behavior is no longer limited to shopping activities at destination locations but has shifted to a consumption process mediated by digital interactions, lifestyle preferences, and intermediary mechanisms based on personal shopping services. Empirical findings confirm that Jastip adoption plays a key factor and is the most dominant mediator in shaping tourist shopping behavior, while live shopping engagement, consumer lifestyle, and the attractiveness of local Thai products are proven to have significant influences both directly and indirectly. Thus, this study confirms that the growing practice of Jastip in Thailand is an integral part of the contemporary digital tourism and shopping tourism ecosystem.

Theoretically, this study extends technology adoption and cross-border consumer behavior perspectives by positioning Jastip Adoption as a behavioral conversion mechanism between digitally generated consumption stimuli and actual tourist shopping behavior. Rather than treating technology-enabled intermediary adoption merely as an outcome of perceived usefulness, convenience, or accessibility, the findings demonstrate that Jastip Adoption functions as an intervening mechanism through which Live Shopping Engagement, Consumer Lifestyle, and Thai Local Product Attractiveness are translated into destination-related purchasing behavior. This finding extends conventional technology adoption perspectives by showing that adoption in cross-border tourism consumption is not an endpoint but a mechanism that facilitates subsequent consumer behavior. At the same time, the study enriches cross-border consumer behavior theory by demonstrating how intermediary adoption reduces geographical, transactional, and accessibility barriers, enabling consumers to participate in destination-related consumption without physical presence. Accordingly, the study proposes an engagement–adoption–consumption mechanism, in which digital engagement, lifestyle orientation, and destination-product attractiveness generate consumption motivation, while Jastip Adoption provides the intermediary pathway through which such motivation is converted into actual tourist shopping behavior.

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