

The Influence of Media Platform Preferences for Live Sports Streaming on Sports Product Purchase Intention among Thai Consumers across Different Age Cohorts

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Abstract

This study investigates the influence of live sports streaming platform preferences on sports product purchase intentions among Thai consumers across varying age cohorts. Acknowledging that the rapid proliferation of digital sports broadcasting has fundamentally transformed audience accessibility, fan community interactions, and exposure to sports marketing, this research integrates the Uses and Gratifications Theory, the Theory of Planned Behavior, the Stimulus-Organism-Response model, and sports fan engagement literature. Through a quantitative survey administered to 400 active Thai consumers of digital sports streams, the study systematically examines how platform choice, user gratifications, technological features, and generational differences collectively shape consumer behavior. The empirical findings reveal that media platform preferences and associated platform characteristics significantly drive purchase intentions. Specifically, platform features acting as environmental stimuli exerted the strongest predictive effect, followed by platform gratifications and technology adoption factors. Furthermore, generational cohorts significantly moderated the relationship between platform gratifications and purchase intentions, demonstrating that younger consumers are more acutely driven by interactive and socially engaging platform experiences. Ultimately, these results underscore that modern live sports streaming platforms transcend traditional media channels to function as multifaceted commercial ecosystems that seamlessly integrate entertainment, fan identity, social participation, and consumer behavior.

Keywords: *Live Sports Streaming, Media Platform Preference, Sports Product Purchase Intention, Thai Consumers, Age Cohorts*

1. Introduction

Live sports streaming has become a major part of contemporary media consumption and has changed the relationship between audiences, sports organizations, media platforms, and commercial brands. Before the rise of digital streaming, sports viewing was mostly organized around television schedules and cable subscriptions. Viewers had limited control over where and how they watched live events. Today, platforms such as YouTube, Facebook Live, TikTok Live, TrueID, AIS Play, and official league applications allow audiences to watch games on smartphones, tablets, computers, and smart televisions. This transition reflects the broader shift from traditional broadcasting to networked and mobile media environments (Hutchins & Rowe, 2012).

This change is especially important in Thailand because sports fandom is widespread across generations. Thai consumers follow international leagues such as the English Premier League and the NBA, as well as national and regional sports including Muay Thai, volleyball, badminton, sepak takraw, and esports. However, different age cohorts may not consume sports in the same way. Younger audiences tend to value mobility, personalization, real-time interaction, and social sharing, while older audiences may place greater importance on stability, clarity, and familiar viewing environments. These generational differences are consistent with research showing that digital media habits vary by age, technological familiarity, and social experience (Katz & Crocker, 2021).

The commercial significance of live sports streaming is also increasing. Sports consumption is closely connected to fan identity, emotional involvement, and purchasing behavior. Fans often buy jerseys, footwear, team merchandise, equipment, and other sports products to express support for teams or athletes. Previous research explains that emotional attachment and psychological connection to sport can strengthen consumer loyalty and sport-related purchasing behavior (Funk & James, 2001; Trail & James, 2011). Therefore, the platform through which fans experience live sports may influence not only viewing satisfaction but also the intention to purchase sports products.

Platform characteristics can influence this process in different ways. Smooth streaming, clear visual quality, simple navigation, real-time comments, live reactions, and personalized content can increase enjoyment and involvement. In the Stimulus-Organism-Response model, such platform characteristics can be understood as external stimuli that shape users' emotional and cognitive states before influencing behavioral responses (Eroglu et al., 2001; Mehrabian & Russell, 1974). In live sports contexts, these responses may include continued platform use, fan community participation, and sports product purchase intention.

The relationship between media platform preference and purchase intention has important implications for both academic research and practical marketing. From an academic perspective, it connects media effects, sports consumption, consumer psychology, and digital commerce. From a practical perspective, it helps sports brands and streaming platforms understand how to design more effective content, advertising, and engagement strategies. Personalized advertising and interactive digital communication can increase consumer responsiveness when they are integrated naturally into the viewing experience (Jensen et al., 2022).

Despite the growing importance of digital sports streaming, there remains limited localized research examining how platform preferences influence sports product purchase intention among Thai consumers across different age cohorts. Many existing studies discuss digital media or sports marketing in broad contexts, but fewer studies connect specific streaming platform experiences with sports-related purchasing behavior in Thailand. This study addresses that gap by examining media platform preference as an independent variable and sports product purchase intention as the dependent variable, while also considering platform gratifications, platform features, technology adoption factors, and generational cohort influences.

The study is grounded in several theoretical perspectives. Uses and Gratifications Theory explains why audiences actively choose platforms based on needs such as entertainment, convenience, information, and social interaction (Katz et al., 1974; Rubin, 2002). The Theory of Planned Behavior explains how attitudes, social norms, and perceived behavioral control shape purchase intention (Ajzen, 1991; Fishbein & Ajzen, 2010). The Stimulus-Organism-Response model explains how platform features influence internal responses and behavioral outcomes (Mehrabian & Russell, 1974). Sports consumption and fan engagement literature further explains why emotional attachment and fan identity can encourage sport-related consumption (Funk & James, 2001; Wann, 2006).

2. Objectives

The objectives of this study are:

- 1) to examine the media platform preferences for live sports streaming among Thai consumers across different age cohorts;
- 2) to analyze the relationship between media platform preferences for live sports streaming and sports product purchase intention among Thai consumers across different age cohorts;
- 3) to investigate the influence of media platform preferences for live sports streaming on sports product purchase intention among Thai consumers across different age cohorts.

Based on these objectives, five hypotheses were proposed. H1 states that media platform preference has a significant influence on sports product purchase intention among Thai consumers. H2 states that platform gratifications have a significant effect on sports product purchase intention. H3 states that platform features as stimuli have a significant effect on sports product purchase intention. H4 states that technology adoption factors have a significant effect on sports product purchase intention. H5 states that generational cohort influences moderate the relationship between platform gratifications and sports product purchase intention.

These objectives and hypotheses were designed to examine both general and specific relationships. The first objective describes how Thai consumers across generations choose live sports streaming platforms. The second objective examines whether platform preference and purchase intention move together statistically. The third objective investigates whether platform-related variables can predict purchase intention and whether generational differences change the strength of these relationships. This structure allows the study to connect descriptive media habits with inferential evidence about consumer behavior.

3. Materials and Methods

3.1 Research Design

This study employed a quantitative survey research design to examine how media platform preferences for live sports streaming influence sports product purchase intention among Thai consumers across age cohorts. A quantitative approach was appropriate because the research objectives required measurement of variable levels, statistical relationships, and predictive effects. The research design followed survey-based media and consumer behavior studies in which standardized questionnaire items are used to collect comparable responses from a large sample.

The independent variables included Streaming Platform Type, Platform Gratifications, Platform Features as Stimuli, and Technology Adoption Factors. The dependent variable was Sports Product Purchase Intention. Generational Cohort was included as a moderating variable to examine whether the relationship between platform-related variables and purchase intention differed across age groups. This design was consistent with the conceptual framework developed from Uses and Gratifications Theory, the Theory of Planned Behavior, the Stimulus-Organism-Response model, Generational Cohort Theory, Sports Consumption Theory, and the Sports Fan Engagement concept.

3.2 Population and Sample

The population consisted of Thai consumers across different age cohorts who engage with live sports streaming through digital platforms. The study included Generation Z, Generation Y, Generation X, and Baby Boomers because each group represents different levels of technological familiarity and different patterns of sports media consumption. Respondents were required to watch or have access to live sports through platforms such as YouTube, Facebook Live, TrueID, AIS Play, TikTok Live, AIS Playbox, smart TV applications, and official league applications.

The sample consisted of 400 valid respondents. This sample size was determined using Yamane's formula at a 95% confidence level and a 5% margin of error for a large estimated population (Yamane, 1967). The use of 400 respondents was appropriate for descriptive statistics, reliability analysis, factor analysis, correlation analysis, regression analysis, and moderation analysis. The sample included respondents from different age cohorts, employment groups, income levels, and viewing backgrounds.

3.3 Sampling and Research Instrument

The study used non-probability sampling by combining purposive sampling and volunteer sampling. Purposive sampling was appropriate because participants needed to meet specific criteria related to Thai nationality, age group, and live sports streaming experience. Volunteer sampling was used because the questionnaire was distributed through online channels where sports viewers were likely to be active, including social media groups and online communities. Screening questions were used to confirm that respondents actively watched live sports through digital media platforms before they proceeded to the full questionnaire.

The research instrument was a structured online questionnaire developed from the conceptual framework and relevant theories. The questionnaire contained five parts. The first part screened respondent eligibility. The second part collected demographic information. The third part measured media platform preference. The fourth part measured sports product purchase intention. The fifth part allowed respondents to provide additional suggestions. The measurement items were designed to reflect theoretical concepts from Uses and Gratifications Theory, the Stimulus-Organism-Response model, the Theory of Planned Behavior, and sports fan engagement research (Ajzen, 1991; Brodie et al., 2011; Katz et al., 1974; Mehrabian & Russell, 1974).

All main measurement items used a five-point Likert scale ranging from 1 (very low or strongly disagree) to 5 (highest or strongly agree). Mean scores were interpreted using five levels: 4.21-5.00 as highest, 3.41-4.20 as high, 2.61-3.40 as moderate, 1.81-2.60 as low, and 1.00-1.80 as very low. This interpretation scheme was applied consistently to descriptive results.

3.4 Data Analysis

Data were analyzed using descriptive statistics, reliability and validity analysis, Pearson correlation analysis, multiple regression analysis, and moderation analysis. Descriptive statistics were used to summarize demographic characteristics and the overall level of the main variables. Cronbach's alpha was used to assess

internal consistency. The Kaiser-Meyer-Olkin measure and Bartlett's Test of Sphericity were used to evaluate the suitability of the data for factor analysis. Pearson correlation analysis was applied to examine the strength and direction of relationships between the independent variables and sports product purchase intention.

Multiple regression analysis was used to test whether platform-related variables significantly predicted sports product purchase intention. The regression model included Streaming Platform Type, Platform Gratifications, Platform Features as Stimuli, and Technology Adoption Factors as predictors. Moderation analysis was used to examine whether Generational Cohort changed the relationship between platform gratifications and purchase intention. These analytical procedures were selected because they directly corresponded to the study objectives and hypotheses.

4. Results and Discussion

4.1 Results

4.1.1 Descriptive Results of Demographic Information

The results of this study were organized according to respondent profile, descriptive findings, reliability and validity results, correlation results, regression results, and moderation analysis. The analysis was based on 400 valid responses collected from Thai consumers who actively watched live sports through digital media platforms.

Regarding the respondent profile, the sample was largely composed of younger and economically active individuals. Male respondents represented the majority at 55.75%, while female respondents accounted for 44.25%. In terms of age distribution, Generation Z (aged 18–24) formed the largest group at 36.75%, followed by Generation Y, indicating that most respondents were highly familiar with digital media environments. Educationally, the most common level was high school or vocational certification, accounting for 38.5% of the sample. In terms of employment status, full-time employees constituted the largest group at 35.25%, reflecting a population with stable income and potential purchasing power.

In relation to media consumption behavior, smartphones were the dominant device used for watching live sports, accounting for 61.75% of respondents. This highlighted the critical role of mobile accessibility in Thailand's digital sports streaming ecosystem. Viewing frequency data showed that watching live sports was integrated into respondents' regular routines, with the largest group (33.25%) watching one to two times per week, while a considerable proportion engaged more frequently.

With respect to sports preferences, football emerged as the most frequently watched sport, accounting for 65.5% of responses. It was followed by a mix of international and local sports, including Muay Thai, basketball, esports, volleyball, badminton, and sepak takraw. This diversity indicated that the sample captured a broad spectrum of sports interests, making it appropriate for analyzing how media platform preferences influenced sports product purchase intention.

4.1.2 Descriptive Results of Main Variables

The descriptive analysis indicated that media platform preference among respondents was at a moderate level, with an overall mean score of 2.72. Among the evaluated items, the highest-rated statement reflected that using a preferred streaming platform allowed respondents to feel more connected to other viewers and sports communities. This suggested that social connectivity was a key perceived benefit of live sports streaming platforms. Other dimensions, including entertainment value, interactivity, and personalization, were also rated at moderate levels. This pattern implied that Thai consumers evaluated platforms based on a combination of functional features and social engagement opportunities rather than relying on a single dominant factor.

Similarly, sports product purchase intention was observed at a moderate level, with an overall mean of 2.90. The most highly rated item indicated that engaging with live streaming features—such as commenting, sharing, and reacting—encouraged respondents to purchase sports-related products. This finding highlighted the role of interactive media features in bridging audience engagement and consumer behavior. In addition, respondents moderately agreed that purchasing sports products enhanced their viewing experience, served as a way to express fan identity, and supported teams or athletes.

Overall, these descriptive findings suggested that Thai consumers exhibited balanced and multi-dimensional decision-making patterns. Platform preference was shaped by a mix of entertainment, usability, social

interaction, and technological familiarity. Likewise, purchase intention was influenced by a combination of cognitive attitudes, emotional involvement, identity expression, and interactive engagement. This supported the argument that a multi-factor analytical approach was more appropriate than a single-variable explanation.

4.1.3 Reliability and Validity Results

The reliability analysis demonstrated that the measurement scales used in this study had strong internal consistency. The Cronbach's alpha coefficient for media platform preference was 0.884, while the value for sports product purchase intention was 0.885. Both values exceeded the commonly accepted threshold of 0.70, indicating high reliability. This confirmed that the items within each construct consistently measured the same underlying concept and were suitable for further statistical analysis.

Validity testing further supported the robustness of the measurement model. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.956, which fell within the "excellent" range and indicated that the dataset was highly appropriate for factor analysis. Additionally, Bartlett's Test of Sphericity was statistically significant at $p < 0.001$, confirming that the correlation matrix was not an identity matrix and that meaningful relationships existed among variables.

The total variance explained by the extracted factors was 50.671%, which was considered acceptable in social science research contexts. Furthermore, the rotated component matrix showed that all factor loadings exceeded the threshold of 0.50, providing strong evidence of construct validity. Taken together, these results confirmed that the measurement instruments used in this study were both reliable and valid, thereby supporting the credibility of subsequent correlation, regression, and moderation analyses.

4.1.4 Correlation Results

Table 1 Pearson Correlation Results

Relationship	Correlation	Direction	Meaning
X1 and Y	$r = 0.545, p < 0.01$	Positive	Streaming platform type was related to higher purchase intention.
X2 and Y	$r = 0.665, p < 0.01$	Positive	Platform gratifications strongly related to purchase intention.
X3 and Y	$r = 0.741, p < 0.01$	Positive	Platform features had the strongest relationship with purchase intention.
X4 and Y	$r = 0.667, p < 0.01$	Positive	Technology adoption factors strongly related to purchase intention.
W and Y	$r = -0.314, p < 0.01$	Negative	Older cohorts reported lower purchase intention.

Table 1 showed that all platform-related independent variables were significantly and positively related to Sports Product Purchase Intention (Y). Streaming Platform Type (X1) was moderately correlated with purchase intention. Platform Gratifications (X2) and Technology Adoption Factors (X4) showed strong positive relationships with purchase intention. Platform Features as Stimuli (X3) demonstrated the strongest positive correlation, indicating that technical and interactive platform features were especially important in shaping consumer responses.

Generational Cohort (W) was negatively correlated with sports product purchase intention, suggesting that older respondents tended to report lower purchase intention. Generational Cohort (W) also showed negative correlations with platform-related variables, indicating that older respondents were generally less responsive to digital streaming features and gratifications. This pattern provides initial evidence that age-based differences are meaningful in the relationship between platform preference and purchase intention.

4.1.5 Regression and Moderation Results

Table 2 Regression Analysis Results

Predictor	B	Beta	Sig.	Interpretation
X1	0.055	0.084	0.030	Significant but comparatively weak effect
X2	0.215	0.254	<0.01	Significant positive effect
X3	0.334	0.370	<0.01	Strongest significant effect
X4	0.182	0.223	<0.01	Significant positive effect
Model R ²	0.638		<0.01	Model explained 63.8% of variance

Table 2 confirmed that the platform-related variables significantly predicted sports product purchase intention. The model was statistically significant and explained 63.8% of the variance in purchase intention. This indicates that Streaming Platform Type (X1), Platform Gratifications (X2), Platform Features as Stimuli (X3), and Technology Adoption Factors (X4) collectively formed a strong explanatory model for understanding sports-related purchase intention among Thai consumers.

Among the predictors, Platform Features as Stimuli (X3) had the strongest standardized effect. This indicates that streaming quality, interactivity, personalization, and user experience were the most influential factors in predicting purchase intention. Platform Gratifications (X2) and Technology Adoption Factors (X4) also had significant effects, suggesting that emotional satisfaction, social connection, convenience, accessibility, and technological confidence contribute to purchasing motivation. Streaming Platform Type (X1) showed a weaker but still significant effect, meaning that the general choice of platform matters, but the quality and gratification of the experience are more powerful.

Table 3 Moderation Analysis Results

Variable	Coefficient	SE	p	Interpretation
X2	0.7679	0.0648	<0.001	Strong positive direct effect
W	0.2551	0.0959	0.0081	Significant direct effect
X2 x W	-0.1357	0.0321	<0.001	Significant negative moderation
Interaction ΔR^2	0.0233		<0.001	Interaction added explanatory power

Table 3 further demonstrated that Generational Cohort (W) significantly moderated the relationship between Platform Gratifications (X2) and Sports Product Purchase Intention (Y). The interaction term between Platform Gratifications (X2) and Generational Cohort (W) was negative and statistically significant. This means that the positive effect of platform gratifications on purchase intention became weaker as the generational level increased. In practical terms, younger consumers were more strongly influenced by entertainment, social interaction, and platform enjoyment than older consumers.

4.2 Discussion

The findings supported Uses and Gratifications Theory because Thai consumers' platform choices were linked to entertainment, convenience, social interaction, and information-related benefits. The moderate level of media platform preference suggested that consumers evaluated platforms based on multiple gratifications rather than a single factor. This was consistent with the argument that audiences actively selected media to satisfy personal and social needs (Katz et al., 1974; Rubin, 2002). In this study, social connection received the highest platform preference score, showing that live sports streaming was not only an individual viewing activity but also a community-based media experience.

The findings also supported the Stimulus-Organism-Response model. Platform features such as streaming quality, interactivity, personalization, and ease of use acted as external stimuli. These stimuli influenced internal states such as enjoyment, involvement, satisfaction, and perceived platform value, which then contributed to sports product purchase intention. The strong correlation and regression effect of platform features as stimuli confirmed that the technical and interactive environment of a platform could meaningfully shape consumer behavior (Eroglu et al., 2001; Mehrabian & Russell, 1974).

The Theory of Planned Behavior was also relevant to the findings. Positive attitudes toward sports products, social influence from fan communities, and perceived behavioral control in using digital platforms all helped explain why consumers formed purchase intentions. When viewers felt that sports products were

worthwhile, socially meaningful, and easy to purchase through digital channels, their intention became stronger. This interpretation was consistent with the view that behavioral intention was shaped by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991; Fishbein & Ajzen, 2010).

The moderation findings supported generational differences in digital media behavior. Younger consumers were more responsive to platform gratifications than older consumers, reflecting their stronger familiarity with interactive and mobile-oriented media environments. This result was consistent with studies showing that younger cohorts were more comfortable with digital platforms, personalization, and social media-based communication (Katz & Crocker, 2021). Older consumers still engaged with live sports streaming, but they tended to value stability, clarity, and simple navigation more than constant interaction.

The findings also supported Sports Consumption Theory and the sports fan engagement concept. Sports product purchase intention was connected to emotional involvement, team identification, fan identity, and interactive participation. This reflected previous arguments that sports fans consumed products not only for functional reasons but also to express identity, loyalty, and belonging (Funk & James, 2001; Wann, 2006). Digital streaming environments may have intensified these processes because fans could comment, react, share content, and encounter promotional messages while watching live events.

From a practical perspective, the results suggested that streaming platforms and sports marketers should have prioritized platform quality and interactive engagement. Since platform features as stimuli had the strongest effect, platforms should have improved video clarity, streaming stability, interface design, and cross-device compatibility. They should also have developed features such as live statistics, instant replay, multi-angle viewing, fan polls, live chats, reaction buttons, and personalized recommendations. These features could have increased emotional involvement and made viewers more receptive to sports-related products.

These results also implied that the commercial value of live sports streaming should have been understood as a process rather than a single outcome. Viewers first chose platforms that matched their media habits and expectations. They then experienced different levels of enjoyment, convenience, social presence, and technical satisfaction. These experiences gradually shaped attitudes toward sports products and influenced whether product messages were perceived as relevant or persuasive. This interpretation was consistent with the Theory of Planned Behavior, which emphasized that behavioral intention developed through attitudes, social norms, and perceived control (Ajzen, 1991; Fishbein & Ajzen, 2010).

The importance of interactive engagement was particularly meaningful in the sports context because fandom was often expressed socially. When consumers commented during live events, shared reactions, or followed community discussions, they were not only watching the game but also performing their identity as sports fans. This social performance could have increased the symbolic value of jerseys, equipment, and fan merchandise. In this sense, purchase intention became connected to belonging and self-expression, which was consistent with sports consumption and fan identification research (Funk & James, 2001; Wann, 2006).

At the same time, the findings suggested that platform design should not have been separated from marketing strategy. Smooth video quality, accessible interfaces, personalized recommendations, and real-time interaction might have strengthened emotional involvement and reduced barriers between viewing and purchasing. From the Stimulus-Organism-Response perspective, these platform features operated as stimuli that shaped internal responses before producing behavioral outcomes (Eroglu et al., 2001; Mehrabian & Russell, 1974). Therefore, marketers should have treated platform experience as part of the consumer journey rather than as a neutral delivery channel.

The generational pattern found in this study further indicated that one marketing strategy might not have worked equally well for all consumers. Younger viewers may have responded more strongly to mobile accessibility, community interaction, and personalized product exposure because these features matched their digital habits. Older viewers may have required simpler navigation, clearer product information, and stronger trust cues before forming purchase intention. This supported the view that age cohorts differed in media expectations and digital behavior (Katz & Crocker, 2021).

In addition, the moderate level of overall platform preference suggested that Thai consumers may have still been in a transitional stage of live sports streaming adoption. While digital platforms were widely available, not all consumers treated them as complete replacements for traditional viewing experiences. Some may have used digital platforms mainly for convenience, highlights, or secondary viewing, while continuing to rely on television or familiar services for major games. This mixed pattern helped explain why streaming platform type had a weaker effect than platform features and gratifications. The value of the platform appeared to depend less

on whether it was digital or traditional and more on whether it delivered a satisfying, stable, and socially meaningful viewing experience.

The results also showed that purchase intention was connected to repeated exposure and participation within the streaming environment. When viewers spent more time with sports content, they encountered more team stories, athlete images, sponsorship messages, and fan discussions. These repeated cues may have gradually normalized sports product consumption as part of fandom. For this reason, streaming platforms should not only have focused on one-time advertisements but also designed continuous engagement paths that connected live matches, highlights, community content, and product recommendations. Such an approach could have made purchasing feel like a natural extension of the viewing experience rather than an isolated commercial interruption.

For sports organizations, the findings highlighted the need to coordinate media distribution and merchandise strategy. If younger fans were concentrated on social and mobile platforms, teams and brands may have benefited from short, interactive, and visually engaging product promotions during live events. If older fans preferred reliable and easy-to-use platforms, promotional messages should have emphasized product quality, authenticity, official licensing, and simple purchasing steps. By matching communication style with platform preference and age cohort, sports organizations could have improved both audience satisfaction and commercial effectiveness.

Finally, this study suggested that future platform development should have balanced innovation with accessibility. Advanced functions such as personalized recommendations, real-time statistics, multi-angle viewing, and social interaction could have increased engagement, but these functions should have remained easy to understand and use. If features became too complicated, they might have reduced perceived behavioral control and discouraged some users from participating. Therefore, a user-centered design approach was necessary to ensure that platform innovation supported, rather than interrupted, the emotional flow of live sports consumption.

The results also suggested that marketing strategies should have been segmented by age cohort. Younger consumers may have responded well to influencer campaigns, social media challenges, gamified rewards, short-form video highlights, and interactive product links. Older consumers may have responded better to clear information, reliable service design, trusted brands, and simple purchasing processes. This age-based segmentation was important because digital confidence and media expectations differed across generations (Katz & Crocker, 2021).

Another practical implication concerned the integration of commerce into live sports streaming environments. Digital platforms could have shortened the distance between emotional engagement and purchasing action by providing product links, limited-time promotions, official merchandise recommendations, and personalized advertisements. However, these commercial features should have been integrated naturally so that they supported rather than interrupted the viewing experience. When advertising was personalized and relevant, it could have increased purchase intention in digital media environments (Jensen et al., 2022).

Overall, the discussion confirmed that media platform preference influenced sports product purchase intention through a combination of technological, psychological, social, and generational mechanisms. The findings showed that digital sports streaming platforms were no longer simple channels for broadcasting matches. They functioned as engagement ecosystems in which viewers watched, interacted, identified, and consumed. This was why platform design, user experience, and audience segmentation were essential for both sports communication and sports marketing in Thailand.

5. Conclusion

This study examined the influence of media platform preferences for live sports streaming on sports product purchase intention among Thai consumers across different age cohorts. Using 400 valid questionnaire responses, the study found that media platform preference, platform gratifications, platform features as stimuli, and technology adoption factors were all significantly associated with sports product purchase intention. The results support the theoretical assumption that media choice, platform experience, and consumer psychology are closely connected in digital sports environments (Ajzen, 1991; Katz et al., 1974; Mehrabian & Russell, 1974).

The correlation results confirmed significant positive relationships between all platform-related variables and sports product purchase intention. Platform Features as Stimuli showed the strongest relationship with purchase intention, followed by Technology Adoption Factors, Platform Gratifications, and Streaming Platform Type. These results indicate that consumers who evaluate streaming platforms more positively are more likely to

express stronger intention to purchase sports-related products. The results also show that platform quality and user experience are especially important in the digital sports environment.

The regression analysis confirmed that the independent variables significantly predicted sports product purchase intention. The model explained 63.8% of the variance in purchase intention, which demonstrates strong explanatory power. Among the predictors, Platform Features as Stimuli had the strongest effect, suggesting that technical and interactive platform characteristics play a central role in shaping consumer behavior. Platform Gratifications and Technology Adoption Factors also had significant effects, confirming that enjoyment, social connection, convenience, and digital confidence are important drivers of purchase intention.

The moderation analysis confirmed that generational cohort significantly moderated the relationship between platform gratifications and purchase intention. The effect of platform gratifications was stronger among younger consumers and weaker among older consumers. This finding shows that age-based media habits influence how consumers respond to live sports streaming experiences. Younger viewers are more likely to be influenced by interactive, mobile, and socially connected platform environments, while older viewers tend to place more value on stability, clarity, and familiarity.

All five hypotheses were supported. Media platform preference, platform gratifications, platform features as stimuli, and technology adoption factors all significantly influenced sports product purchase intention. Generational cohort also moderated the relationship between platform gratifications and purchase intention. These findings support the proposed conceptual framework and confirm that digital sports streaming environments can shape consumer attitudes, emotions, engagement behaviors, and purchasing intentions.

The study recommends that streaming platforms improve technical quality, strengthen interactive features, and personalize content to enhance user engagement. Sports marketers should integrate commerce naturally into streaming environments through product links, personalized offers, team merchandise campaigns, and influencer-based communication. However, these strategies should be adapted to different age cohorts. Younger consumers may respond strongly to interactive and social features, while older consumers may require clearer navigation, reliable quality, and trustworthy messaging.

Future research may expand this study by including additional variables such as brand trust, perceived value, fan loyalty, digital literacy, actual purchase behavior, and platform loyalty. Qualitative interviews or mixed-method research may also provide deeper insight into why consumers choose particular platforms and how emotional sports experiences influence purchasing decisions. Cross-cultural studies comparing Thai consumers with consumers in other countries may also strengthen the generalizability of the findings.

In conclusion, this study demonstrates that media platform preferences for live sports streaming significantly influence sports product purchase intention among Thai consumers across different age cohorts. Live sports streaming platforms have become important spaces where sports entertainment, social interaction, fan identity, digital advertising, and e-commerce converge. The findings provide useful implications for streaming platforms, sports marketers, sports organizations, and future researchers seeking to understand digital sports consumption in Thailand.

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