Interdisciplinary Academic and Research Journal, 5 (2), March-April 2025
Old ISSN 2774-0374: New ISSN 2985-2749
Website: https://so03.tci-thaijo.org/index.php/IARJ/index

The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming

Narupon Sengsuebphol
Faculty of Business Administration, Panyapiwat Institute of Management, Thailand
E-mail: naruponsen@pim.ac.th, ORCID ID: https://orcid.org/0009-0009-8573-5332
Received 12/09/2024 Revised 30/09/2024 Accepted 30/10/2024

Abstract

Background and Aims: Generation Z is highly engaged with social media platforms like YouTube, Instagram, and TikTok, making them a key target for influencer marketing, particularly within the fitness content niche. This study aims to investigate how influencer marketing and live-streaming impact Generation Z's viewing decisions across these platforms. Given the growing influence of social media on health-related behaviors, this research fills a gap by examining these effects in Thailand, where few studies have explored this relationship.

Methodology: The study employed a purposive sampling method to collect data from 253 young adults in Thailand with experience in social media commerce and fitness content consumption. Logistic regression analysis was used to assess the influence of two independent variables—influencer marketing and live-streaming—on the likelihood of viewing fitness content across YouTube, Instagram, and TikTok.

Results: Influencer marketing significantly increased the likelihood of viewing fitness content on all platforms, with odds ratios between 1.99 and 3.13. On the other hand, live-streaming did not show a significant effect on YouTube or Instagram, while on TikTok, it hurt viewing decisions, with an odds ratio of 0.505. This unexpected result suggests platform-specific behaviors.

Conclusion: The study highlights the strong influence of influencer marketing on fitness content engagement among Generation Z and the more complex role of live-streaming. These findings offer actionable insights for marketers and contribute to existing literature by exploring region-specific behaviors in Thailand, paving the way for future research on platform-specific influencer strategies.

Keywords: Influencer Marketing; Influencer Live-streaming; Viewing Decision; Fitness Content

Introduction

The rise of social media has transformed the landscape of marketing, particularly through the emergence of influencer marketing and live-streaming, which have become pivotal in shaping consumer behavior among Generation Z. This demographic, characterized by their digital nativity and active engagement on platforms such as YouTube, Instagram, and TikTok, exhibits unique viewing preferences influenced by the content they consume. According to a

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

recent survey, YouTube is the most widely used social media platform globally, with over 97% of respondents stating they have used it. This trend is particularly strong among Gen Z, with 96% of them reporting YouTube usage. In Thailand, the majority of social media users are between 19 and 26 years old, comprising 30% of the total population. The primary driver for social media usage in Thailand is staying connected with others, particularly while watching sports, which accounts for 27% of all social media activities (Dixon, 2023; OOSGA, 2023).

In addition to their high social media usage, a significant portion of Gen Z is highly focused on fitness. Approximately 48% of Gen Z adults exercise several times per week, while an additional 25% do so several times per month, placing them above the general population in terms of fitness activity. Over 40% of Gen Z reports using gyms regularly, and a similar percentage owns or has access to home fitness equipment (McKinsey & Company, 2024; CivicScience, 2022).

Influencers, who have cultivated trust and credibility within their niches, play a crucial role in this dynamic, particularly in fitness content. Research indicates that the trustworthiness of influencers significantly enhances viewer engagement, ultimately impacting the viewing decisions of Gen Z audiences (Johnson & Lee, 2022). Moreover, the type of content shared—ranging from fitness tutorials to lifestyle vlogs—further influences viewer attraction and retention (Kim, 2023).

As social media platforms evolve, the integration of live-streaming has introduced a new layer of interaction, allowing influencers to engage with their audience in real-time, fostering a sense of community and enhancing the perceived authenticity of the content (Chen, 2022). This interactive format not only motivates viewers to participate in fitness activities but also creates a shared experience that traditional content formats often lack.

Despite the well-documented prevalence of social media usage among Generation Z, there remains a notable research gap concerning the specific impact of influencer marketing and live-streaming on their viewing decisions for fitness content. While existing studies have explored the general effects of social media on consumer behavior, the unique dynamics of fitness content consumption among this demographic in Thailand have yet to be thoroughly examined. This study aims to fill that gap by investigating how influencer marketing and live-streaming shape the viewing preferences of Generation Z, particularly on platforms like YouTube, Instagram, and TikTok.

The theoretical framework for this research is grounded in social influence theory, which posits that individuals are significantly affected by the opinions and behaviors of others, particularly in social contexts. In the realm of fitness content, influencers serve as pivotal figures who can sway the perceptions and choices of their followers. By uncovering the preferences and viewing habits of Generation Z in Thailand, this research will provide valuable

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

insights for marketers and content creators to devise more effective strategies to engage this influential group, ultimately enhancing their connection to the fitness sector in Thailand.

Objectives

1) To examine the demographic characteristics and social media usage patterns of Generation Z in Thailand, with a focus on their consumption of fitness and health content.

2) To investigate the probability of influencer marketing on the viewing decisions of Generation Z in Thailand for fitness and health content on social media platforms.

3) To explore the probability of influencer live-streaming on the viewing decisions of Generation Z in Thailand for fitness and health content on social media platforms.

Literature Review

Social Influence Theory and Fitness Content Engagement

Social Influence Theory explains how individuals' behaviors and decisions are shaped by social cues, categorized into conformity, compliance, and obedience (Cialdini & Goldstein, 2004). This theory is particularly relevant in fitness content consumption among Generation Z, as influencers significantly shape viewers' motivations to adopt healthier lifestyles. Research shows that fitness influencers, through personal content, can drive engagement and behavior change by creating relatable, aspirational content (Hwang & Zhang, 2018). Platforms like Instagram and TikTok amplify this influence by fostering real-time interactions through live-streaming, enhancing community and loyalty (Katz & Lazarsfeld, 1955).

Recent studies underscore the role of social influence in fitness content. Chou et al. (2022) found that influencers who share personal fitness transformations are particularly effective in motivating Gen Z to follow similar routines, reinforcing the power of conformity and compliance in behavioral change. This highlights how social influence can shape fitness-related content consumption, guiding marketers to strategically engage Generation Z (Freberg et al., 2011).

Influencer Marketing and Gen Z Behavior

Influencer marketing is a key factor shaping Generation Z's viewing decisions on platforms like YouTube, Instagram, and TikTok (Smith, 2021). Trust and credibility of influencers play a major role in Gen Z's engagement, aligning with Social Influence Theory, which explains how social interactions and cues from trusted figures influence behavior (Johnson & Lee, 2022; Cialdini & Goldstein, 2004). Recent research supports this, with Hwang et al. (2023) finding that relatable fitness influencers can increase Gen Z's motivation and participation in fitness activities, especially when influencers are seen as authentic.

The rise of pre-video content marketing has further evolved influencer marketing, where influencers generate anticipation by promoting products before video releases, enhancing

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

engagement (Martinez, 2023). However, limited research exists on how these strategies influence fitness-related decisions, particularly in regions like Thailand, highlighting a gap this study aims to address.

Live-Streaming and Engagement

The rise of live-streaming has significantly increased engagement with fitness content, as real-time interaction enhances the perceived authenticity of influencers (Chen, 2023). Live-streaming allows for dynamic engagement, where influencers can respond to questions or comments in real-time, creating a personal connection with their audience. This aligns with Social Influence Theory, as real-time interaction strengthens the social bond between influencers and their viewers, increasing the likelihood of behavioral changes (Hwang et al., 2023). For example, platforms like Twitch and TikTok have leveraged live-streaming to create a space where fitness influencers host live workout sessions, blending entertainment with exercise (Brown & Lee, 2022). These sessions foster a sense of community, encouraging participants to adopt the fitness behaviors demonstrated by influencers. Chou et al. (2022) found that viewers who regularly participate in live-stream fitness sessions were more likely to engage in physical activities and follow the influencer's health recommendations, further confirming the effectiveness of live-streaming in shaping fitness habits.

Despite the growing importance of live-streaming, there remains a research gap regarding its specific impact on fitness content consumption among Gen Z, particularly within the Thai context. This study seeks to explore how real-time engagement affects fitness-related decision-making and how influencers can effectively leverage live-streaming to promote healthier lifestyles.

Platform-Specific Influences

Social media platforms uniquely shape Generation Z's engagement with fitness content. According to Social Influence Theory, individuals' behaviors are influenced by their social environments (Cialdini & Goldstein, 2004). On YouTube, influencers impact early stages of the customer journey through long-form content, such as detailed workout tutorials, which build trust and strengthen bonds with viewers (Milam, 2023; Ratwatte & Mattacola, 2023).

Instagram is more focused on visual and aspirational content. Fitness influencers use high-quality photos and videos of routines and transformations to captivate Gen Z, who are driven by visual inspiration (Fairhurst, 2023; Mayoh & Jones, 2020).

TikTok thrives on short-form, rapidly consumable content. Its algorithm curates personalized fitness content, enhancing exposure and engagement, aligning with Uses and Gratifications Theory, which explains how users seek quick entertainment, education, or social connections (Shi & Chung, 2022; Nazarov, 2023).

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

Interdisciplinary Academic and Research Journal, 5 (2), March-April 2025
Old ISSN 2774-0374: New ISSN 2985-2749
Website: https://so03.tci-thaijo.org/index.php/IARJ/index

Despite these platform-specific influences, research on cross-platform dynamics, particularly in non-Western contexts like Thailand, is limited. This study aims to fill this gap by exploring how these platform features affect Gen Z's fitness content consumption.

Conceptual Framework

This study aims to explore the probability of viewing decisions being influenced by influencer marketing and influencer live-streaming across three different platforms: YouTube, Instagram, and TikTok. While previous studies have established a relationship between trust and credibility of influencers and their impact on Generation Z's engagement (Johnson & Lee, 2022), the specific probability of viewing decisions driven by influencer marketing and live-streaming remains underexplored. To address this gap, the conceptual framework for this study has been developed as follows:

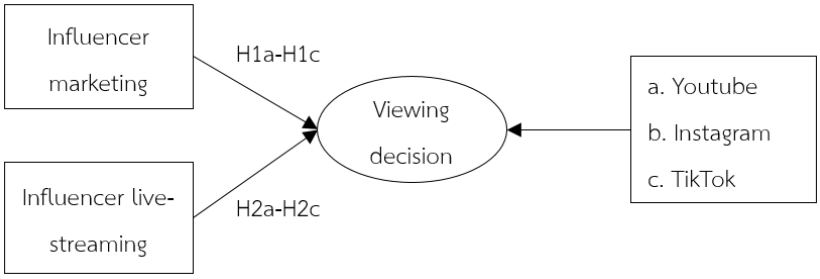

Figure 1 Conceptual Framework

Hypothesis development

Hypothesis 1: Influencer marketing positively influences the probability of Generation Z in Thailand deciding to view fitness content on YouTube.

Hypothesis 2: Influencer live-streaming positively influences the probability of Generation Z in Thailand deciding to view fitness content on YouTube.

Hypothesis 3: Influencer marketing positively influences the probability of Generation Z in Thailand deciding to view fitness content on Instagram.

Hypothesis 4: Influencer live-streaming positively influences the probability of Generation Z in Thailand deciding to view fitness content on Instagram.

Hypothesis 5: Influencer marketing positively influences the probability of Generation Z in Thailand deciding to view fitness content on TikTok

Hypothesis 6: Influencer live-streaming positively influences the probability of Generation Z in Thailand deciding to view fitness content on TikTok.

Methodology

1. Data Collection

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

Data collection for this study was conducted between March and April 2024, targeting young adults in Thailand with internet access and experience in social media commerce (s-commerce). Due to limited background information on the population, purposive sampling was chosen as the sampling method.

A total of 264 responses were initially collected. After data screening for eligibility (e.g., excluding those under 18 or without social media shopping experience), 11 responses were excluded, resulting in a final sample size of 253 participants. The sample size exceeded the minimum requirement of 100 participants, as suggested by Field (2013), who recommends at least 50 cases per predictor variable for logistic regression analysis. With two predictor variables (influencer marketing and live-streaming), this sample size of 253 was deemed more than sufficient to ensure robust statistical power, further reducing the risk of bias.

2. Scale development

To test our conceptual model and hypotheses, we conducted a quantitative web-based survey with participants in Thailand. The questionnaire was divided into three key sections. The first section gathered sociodemographic data, including gender, age, education, occupation, and income. The second section focused on participants' opinions regarding how influencer marketing and influencer live-streaming affect their viewing decisions on social media platforms. The third section explored participants' engagement with social media, specifically examining their interaction and viewing habits across different platforms. We incorporated three constructs into the questionnaire, measured using established scales from the literature. These measurement items were adapted to align with our study's focus and were validated through an expert review process. Three specialists in social media influencer marketing, after being informed of the study's objectives, independently reviewed the instruments. They assessed each item's Item-Objective Congruence (IOC) using a scale of +1 for meeting criteria, 0 for neutral, and -1 for not meeting criteria. The IOC acceptance threshold was set at 0.5 or higher (Turner & Carlson, 2003), with items scoring below this being revised or excluded. To ensure the questionnaire's reliability, a pilot test was conducted with 30 randomly selected participants. Cronbach's alpha was calculated to determine the internal consistency of the questionnaire. Responses for an independent variable, which are influencer marketing and influencer live-streaming, were collected using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) (Likert, 1932). The dependent variable is scaled as 1 if the user chooses to “view” fitness and health content on any of the three platforms, and 0 if the user chooses “not to view” the content.

3. Reliability of the Data Collection Tool

The reliability of the questionnaire was assessed using SPSS 29, with Cronbach's Alpha calculated for each of the 2 factors measured in the study. According to Hair et al. (2013), a value above 0.7 is considered an indicator of internal consistency of the constructs in the study

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

4. Data analysis and statistics used

The research employed descriptive statistics and logistic regression analysis to evaluate consumer behavior and viewing decisions regarding influencer marketing and live-streaming in fitness content.

Descriptive statistics were used to summarize and describe the characteristics of the data collected from respondents.

Logistic regression analysis was applied to understand the factors influencing viewing decisions from influencer marketing and live-streaming on fitness content across different platforms. This statistical method is particularly effective for predicting categorical outcomes (e.g., viewed or not viewed) based on one or more predictor variables.

Results

Part 1: Respondents' profile

The respondent sample primarily consists of young adult females aged 21-30, making up 73.9% of the participants. While a significant portion of respondents identify as female (64%), there is also a notable representation of males (27.3%) and individuals who identify as LGBTQ+ (8.7%). The majority of respondents are within the 18-30 age range, with a smaller proportion (26.1%) being aged 18-20. In terms of education, the sample is well-educated, with 92.4% holding bachelor's degrees and 7.6% having completed high school. Regarding monthly income, the majority of respondents (58%) earn between 10,001 and 20,000 THB, indicating a concentration in the lower-middle income range. Approximately 40% earn less than or equal to 10,000 THB, while smaller percentages earn higher incomes.

Part 2: Data Analysis and Results

This section will present the findings from the logistic regression analysis conducted on the collected data. The analysis aimed to investigate the impact of influencer marketing and live-streaming on the viewing decisions of Generation Z for fitness content across YouTube, Instagram, and TikTok.

1. Reliability test

Table 1 Results of reliability tests

Construct	Mean	S.D.	Cronbach's Alpha
1. Influencer Marketing (IM)	4.26	.586	.856
1.1 Influencer content helps me learn about products before I buy them.	4.34	.656	.798
1.2 I feel more informed about a product after seeing an influencer review it.	4.34	.627	.816

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

Construct	Mean	S.D.	Cronbach' s Alpha
1. 3 Influencer content provides valuable insights into product features and benefits.	4.29	.699	.813
1. 4 I trust influencer reviews to be a reliable source of product information.	4.08	.812	.840
2. Influencer live-streaming (ILS)	4.21	.607	.891
2. 1 I am more likely to be swayed by an influencer's recommendation if they clarify it during live- streaming and showcase proven results.	4.20	.697	.865
2.2 Influencers can give real-time demonstrations after comments have been asked during livestreaming.	4.25	.680	.867
2. 3 Influencer endorsements in live- streaming feel more authentic than traditional advertising.	4.19	.688	.855
2. 4 Seeing influencers use a product during live-streaming makes me curious about trying it myself.	4.22	.731	.852

As summarized in Table 1, the calculated Cronbach's Alpha values ranged from .798 to .891, demonstrating satisfactory internal consistency for all constructs. This is further supported by none of the reliability estimates falling below the recommended threshold of 0.70 (Hair et al., 2013). These results provide evidence that the questionnaire effectively captures the intended constructs with a high degree of internal consistency

2. multicollinearity and linearity

For multicollinearity, Spearman's rho correlation matrix was used in the binomial logistic regression. The result shows that the correlation coefficients range between .467 and .712, which can be considered a moderate correlation between the independent variables (Ratner, 2009). In the context of multicollinearity, Spearman's correlation coefficients above ±0.80 are often flagged as problematic because the independent variables are too highly correlated, potentially leading to unstable estimates in a regression model.

The Box & Tidwell (1962) test was used to check the assumption that there must be a linear relationship between any continuous independent variables and the logit transformation of the dependent variable. The results were non-significant, indicating that the assumption of linearity in binary logistic regression was met.

3. Logistic Regression Analysis

The researchers analyzed two independent variables that influence the decision to view fitness content on three social media platforms: YouTube, Instagram, and TikTok. The results of the logistic regression analysis are presented separately for each platform.

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

Platform 1: YouTube

Table 2 Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	8.445	2	.015*
	Block	8.445	2	.015*
	Model	8.445	2	.015*

*P< .05

Table 2 shows the Omnibus Tests of model coefficients that influencer marketing and live- streaming are significant predictors of viewing decisions for fitness content among Generation Z. The overall model is significant at a .015 level, indicating that the independent variables collectively contribute significantly to predicting the outcome. The significance of the step, block, and model is identical with Chi- square equal 8. 445, suggesting that the combined effect of influencer marketing and live-streaming is significant in influencing viewing decisions.

Table 3 Cox & Snell and Nagelkerke and Hosmer and Lemeshow Test

Model Summary				Hosmer and Lemeshow Test			
Step	- 2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square	Step	Chi-square	df	Sig.
1	357.522a	.031	.042	1	10.432	7	.165

*P< .05

Table 3 presents the results of the Cox & Snell R Square, Nagelkerke R Square, and the Hosmer and Lemeshow Test. The Nagelkerke R Square value is .042, indicating that the model explains between 4.2% of the variance in the dependent variable. Although these values are relatively low, they suggest that the independent variables, influencer marketing and influencer live-streaming, have a modest explanatory power regarding the viewing decision for fitness content. The Hosmer and Lemeshow Test, which assesses the goodness of fit for the logistic regression model, yields a Chi- square value of 10. 432 with 7 degrees of freedom and a significance level (Sig.) of .165. Since the p-value is greater than .05, the test indicates that the model fits the data well, as there is no significant difference between the observed and predicted values. According to Hair et al. (2017), a non-significant Hosmer and Lemeshow Test supports the model's adequacy in representing the data, suggesting that the logistic regression model is appropriate for the given data set.

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

Table 4 Results of logistic regression analysis of factors that influence viewing decision in fitness content on YouTube.

Variable	B	S.E.	Wald	df	Sig.	Exp(B)
Influencer marketing (IM)	.891	.334	7.126	1	.008**	2.437
Influencer live-streaming (ILS)	-.449	.319	1.982	1	.159	.638
Constant	-1.889	.967	3.814	1	.051	.151

*P< .05, **P< .01

Table 4 presents the results of a logistic regression analysis that examines the impact of influencer marketing (IM) and influencer live-streaming (ILS) on the viewing decisions for fitness content on YouTube. The coefficient (B) for influencer marketing (IM) is .891, with a standard error (S.E.) of .334. The Wald statistic is 7.126, with a significance level (Sig.) of .008, indicating that this factor has a statistically significant effect on viewing decisions at the 0.01 level. The Exp(B) value, or odds ratio, is 2.437, suggesting that for every one-unit increase in the influence of marketing efforts by influencers, the odds of a viewer deciding to watch fitness content on YouTube increase by approximately 2.44 times.

In contrast, the coefficient (B) for influencer live-streaming (ILS) is -.449, with a standard error of .319. The Wald statistic is 1.982, and the significance level is .159. This p-value indicates that influencer live-streaming does not have a statistically significant impact on the viewing decision at the conventional levels of significance (e.g., 0.05). The Exp(B) value is .638, which would suggest a decrease in the odds of viewing decisions associated with influencer live-streaming, but since it is not significant, this effect cannot be reliably interpreted.

Table 5 Prediction of fitness content viewing decisions

Observed		Not view	View	Percentage Correct
Youtube	Not view	78	53	59.5
	View	59	74	55.6
Overall Percentage				57.6

Table 5 presents the accuracy rate of the model to predict specificity, that the percentage of not-view cases observed to fall into the non-target category, which is "Not view". The true negative rate demonstrated that the model correctly predicted 59.5%. On the other hand, the sensitivity of this model, which correctly predicted cases observed who decide to view the social media platform on YouTube, is 55.6%. The overall percentage is 57.6% means that the model could predict the occurred events moderately.

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

Interdisciplinary Academic and Research Journal, 5 (2), March-April 2025
Old ISSN 2774-0374: New ISSN 2985-2749
Website: https://so03.tci-thaijo.org/index.php/IARJ/index

Platform 2: Instagram

Table 6 Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	7.472	2	.024*
	Block	7.472	2	.024*
	Model	7.472	2	.024*

*P< .05

Table 6 represents the goodness of fit that the model could describing the data. The result shows that Omnibus Tests have a significant level at 0.05. This shows that there is a significant improvement in fit, hence, the model is showing a good fit.

Table 7 Cox & Snell and Nagelkerke and Hosmer and Lemeshow Test

Model Summary				Hosmer and Lemeshow Test			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square	Step	Chi-square	df	Sig.
1	347.271a	.126	.196	1	6.108	7	.527

*P< .05

Table 7 shows the result of the model summary. As a result, Nagelkerke R Square is .196, which means that the viewing decision in fitness content on the Instagram platform could be explained by influencer marketing and influencer live-streaming 19.6%, while the Hosmer and Lemeshow Test has a .527 insignificant level, indicating that the model adequately fits the observed data.

Table 8 Results of logistic regression analysis of factors that influence viewing decision in fitness content on Instagram.

Variable	B	S.E.	Wald	df	Sig.	Exp(B)
Influencer marketing (IM)	.686	.335	4.198	1	.040*	1.985
Influencer live-streaming (ILS)	-.335	.324	1.068	1	.301	.715
Constant	-1.041	.975	1.141	1	.285	.353

*P< .05

Table 8 illustrates that influencer marketing has a significant level (Sig.) of .040, indicating that this factor has a statistically significant effect on viewing decisions at the 0.05 level. The odd ratio is 1.985, suggesting that for every one-unit increase in the influence of marketing

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

efforts by influencers, the odds of a viewer deciding to watch fitness content on Instagram increase by approximately 1.99 times.

However, influencer live-streaming has no statistically significant influence on viewing decisions in fitness content on Instagram.

Table 9 Prediction of fitness content viewing decisions

Observed		Not view	View	Percentage Correct
Instagram	Not view	8	94	7.8
	View	6	156	96.3
Overall Percentage				62.1

Table 9 shows that the model could predict the correct outcome of viewing fitness content on the Instagram platform is 96.3% and the prediction that consumers would not view the fitness content on the Instagram platform is 7.8%. Therefore, logistic regression could predict events of view or non-view decision at an overall percentage of 62.1%, which means that the model could have an error rate of 37.9%.

Platform 3: TikTok

Table 10 Omnibus Tests of Model Coefficients

		Chi-square	df	Sig.
Step 1	Step	10.719	2	.005*
	Block	10.719	2	.005*
	Model	10.719	2	.005*

*P< .05, **P< .01

Table 10 shows the result of Omnibus Tests with significance at 0.005, so the result demonstrates that the model is statistically significant at the 0.01 level, which means that the model is showing a good fit.

Table 11 Cox & Snell and Nagelkerke and Hosmer and Lemeshow Test

Model Summary			
Step	-2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	316.422a	.040	.056

Hosmer and Lemeshow Test			
Step	Chi-square	df	Sig.
1	4.403	7	.732

*P< .05

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

In table 11, -2 Log likelihood equal to 316.422, Cox & Snell R^2 equal to .040, and Nagelkerke R^2 equal to .056, or the model could describe the data equal to 5.6%. However, the Hosmer and Lemeshow Test has a .732 insignificant level, indicating that the model adequately fits the observed data.

Table 12 Results of logistic regression analysis of factors that influence viewing decision in fitness content on TikTok.

Variable	B	S.E.	Wald	df	Sig.	Exp(B)
Influencer marketing (IM)	1.141	.367	9.644	1	.002**	3.129
Influencer live-streaming (ILS)	-.684	.341	4.025	1	.045*	.505
Constant	-2.816	1.080	6.793	1	.009**	.060

*P< .05, **P< .01

Table 12 presents that the coefficient (B) for influencer marketing (IM) is 1.141, with a standard error (S.E.) of .367. The Wald statistic is 9.644, with a significance level (Sig.) of .002, indicating that this factor has a statistically significant positive influence on viewing decisions. However, the Exp(B) value, or odds ratio, is 3.129, meaning that for every one-unit increase in the influence of marketing efforts by influencers, the odds of a viewer deciding to watch fitness content on TikTok increase by approximately 3.13 times.

Similarly, influencer live-streaming has a .045 p-value of indicates that influencer live-streaming has a statistically significant impact on the viewing decision, but its relationship is negative. The Exp(B) value is .505, which implies that an increase in live-streaming activities by influencers decreases the odds of a viewing decision by approximately 50.5%.

The constant term has a coefficient of -2.816, with a significance level of .009, and an Exp(B) of .060, suggesting very low baseline odds of making a viewing decision when both independent variables are zero. This indicates that both influencer marketing and live-streaming play significant roles in influencing TikTok viewing decisions, though in opposite directions.

Table 13 Prediction of fitness content viewing decisions

Observed		Not view	View	Percentage Correct
TikTok	Not view	0	57	.0
	View	0	207	100.0
Overall Percentage				78.4

Table 13 shows the model's sensitivity (true positive rate) for predicting fitness content viewing on TikTok is 100%, as it correctly predicted all 207 users who viewed the content.

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

However, the model failed to predict non-viewers, resulting in 0% specificity. Despite this, the overall accuracy stands at 78.4%, driven entirely by its perfect identification of viewers.

Table 14 Logistic regression results summary

Platform	Predictor	Coefficient	P-value	Odds Ratio	Result
YouTube	Influencer Marketing (IM)	0.891	.008*	2.437	Supported
	Influencer Live-Streaming (ILS)	-0.449	.159	0.638	Not supported
Instagram	Influencer Marketing (IM)	0.686	.040*	1.985	Supported
	Influencer Live-Streaming (ILS)	-0.335	.301	0.715	Not supported
TikTok	Influencer Marketing (IM)	1.141	.002**	3.129	Supported
	Influencer Live-Streaming (ILS)	-0.684	.045*	0.505	Supported

*P< .05, **P< .01

Discussion

The findings of this study provide valuable insights into the viewing decisions of Generation Z in Thailand concerning fitness content on YouTube, Instagram, and TikTok. Respondent's profile reveals that the majority of respondents are young adult females aged 21-30, who possess a well-educated background and predominantly fall within the less than or equal to 10,000 THB income range. This demographic profile is consistent with existing literature that highlights Generation Z's active engagement with social media platforms, particularly within the fitness niche.

The results of the analysis, which employs logistic regression analysis, identify influencer marketing as a significant factor influencing the probability of viewing decisions of this demographic across all three platforms. The results indicate that influencer marketing markedly increases the likelihood of Generation Z viewers engaging with fitness content on YouTube, Instagram, and TikTok. However, the study presents a more complex relationship regarding influencer live-streaming. While live-streaming does not significantly impact the probability of viewing decisions on YouTube and Instagram, it exhibits a negative correlation on TikTok, suggesting that greater live-streaming efforts may deter viewers. These findings align with the literature review that emphasizes the importance of influencer credibility and the nature of content in shaping viewer engagement. Trustworthiness and the type of content shared are crucial in attracting Generation Z audiences (Johnson & Lee, 2022; Kim, 2023). However, the negative impact of live-streaming on TikTok contrasts with the literature suggesting that live-streaming enhances viewer engagement and fosters community (Chen, 2022). This discrepancy may point to unique characteristics of the TikTok platform or specific preferences of the Thai Generation Z audience, warranting further exploration.

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

In summary, this study underscores the pivotal role of influencer marketing in shaping fitness content consumption among Generation Z in Thailand, while also highlighting the nuanced effects of live-streaming across different platforms. This divergence from existing literature suggests that while live-streaming may enhance engagement in some contexts, it may not universally appeal to all platforms or demographics.

Implications

First, platform developers, YouTube should continue to leverage its strength in long-form, high-quality video content to enhance influencer marketing strategies, as findings indicate that this format significantly influences viewing decisions among Generation Z (Johnson & Lee, 2022). Instagram, on the other hand, should maintain its focus on visually appealing photos and filters rather than live features, given that the results show influencer marketing drives engagement without the necessity of live-streaming (Fairhurst, 2020). TikTok is on the right path, as it effectively caters to Generation Z with both pre-recorded videos and live-streaming options, aligning with the literature that emphasizes the platform's appeal to this demographic (Shi & Chung, 2022).

Second, for brands aiming to advertise fitness-related products, TikTok represents a prime opportunity to reach Generation Z effectively. Brands should consider collaborating with both paid influencers and those utilizing live-streaming features, as these strategies have been shown to enhance viewer engagement and potentially boost sales (Huang & Copel, 2020). Leveraging TikTok's unique content consumption model can create a dynamic advertising approach that resonates with this audience.

Lastly, consumers now have the flexibility to choose among various platforms for viewing fitness content, each offering distinct characteristics that cater to different preferences. This research indicates that YouTube excels in detailed tutorials, Instagram thrives on aesthetic visuals, and TikTok provides a blend of short-form and live content, allowing users to select the platform that best fits their viewing habits (Zilka, 2023). This diversity empowers consumers to engage with fitness content in ways that align with their individual preferences and lifestyles.

Recommendation

Future studies should investigate the influence of emerging technologies, such as virtual reality and augmented reality, on fitness content engagement among Generation Z and their potential to enhance user experiences. In addition, research should delve into the cultural factors that shape Generation Z's fitness content consumption in Thailand, providing a more nuanced understanding of their motivations and interests.

Citation:
Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

References

Box, G. E. P., & Tidwell, P. W. (1962). Transformation of the independent variables. *Technometrics, 4*(4), 531–550. https://doi.org/10.2307/1266288

Brown, A., & Lee, M. (2022). The role of live-streaming in influencer marketing: Engaging Gen Z with fitness content. *Journal of Digital Marketing, 35*(2), 115-127. https://doi.org/10.1016/j.digmkt.2022.04.005

Chen, L. (2022). The role of live-streaming in influencer marketing. *Journal of Digital Marketing, 15*(3), 45-60.

Chen, Y. (2022). The impact of live-streaming on health communication: A case study of wellness influencers. *Journal of Digital Health, 15*(2), 145-160.

Chen, Y. (2023). Real-time engagement through live-streaming: A new frontier for fitness influencers. *Social Media Studies, 42*(3), 187-198. https://doi.org/10.1080/1369118X.2023.1210398

Chou, P., Lee, K., & Wang, H. (2022). Impact of social media influencers on health behavior: A focus on Generation Z. *Journal of Health Communication, 27*(1), 45-60. https://doi.org/10.1080/10810730.2022.1981725

Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology, 55*(1), 591-621. https://doi.org/10.1146/annurev.psych.55.090902.142015

CivicScience. (2022). Gen Z fitness trends & statistics: 7 health trends among Gen Z. *CivicScience.* https://civicscience.com/gen-z-fitness-trends-statistics

Dixon, S. J. (2023). Share of Generation Z internet users in selected countries who use social media as of 2023. *Statista.* https://www.statista.com/statistics/1446950/gen-z-internet-users-social-media-use/

Fairhurst, A. (2023). Visual aesthetics in influencer marketing: Instagram's role in promoting fitness content. *Journal of Visual Communication, 29*(1), 33-49. https://doi.org/10.1080/1477596X.2023.1145192

Fairhurst, K. E. (2020). A phenomenological photovoice exploration of female exercisers' experiences of their body in fitness center environments. *Master's Thesis: Virginia Commonwealth University.* https://doi.org/10.33915/ETD.7546

Field, A. (2013). *Discovering statistics using IBM SPSS Statistics*. (4th ed.). SAGE Publications.

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review, 37*(1), 90-92. https://doi.org/10.1016/j.pubrev.2010.11.001

Hair Jr., J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: Updated guidelines on which method to use. *International Journal of Multivariate Data Analysis, 1*(2), 107-123.

Citation: Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results, and higher acceptance. *Long Range Planning, 46*(1-2), 1-12. https://doi.org/10.1016/j.lrp.2013.01.001

Huang, O., & Copel, L. (2020). Gen Z, Instagram influencers, and hashtags' influence on purchase intention of apparel. *Academy of Marketing Studies Journal, 24*(1), 1-15.

Hwang, J., & Zhang, C. (2023). The influence of authenticity in fitness influencer marketing: Applying Social Influence Theory. *International Journal of Social Media and Influencer Marketing, 6*(4), 62-75. https://doi.org/10.1108/IJSMIM-05-2023-0028

Hwang, J., & Zhang, Q. (2018). The impact of social media influencers on purchasing decisions: The mediating role of consumer trust. *Journal of Retailing and Consumer Services, 43*, 1-11. https://doi.org/10.1016/j.jretconser.2018.01.008

Johnson, R., & Lee, S. (2022). Trust and credibility in influencer marketing: A Gen Z perspective. *International Journal of Marketing Studies, 14*(2), 112-128.

Johnson, R., & Lee, T. (2022). Influencer authenticity and viewer motivation in health content. *International Journal of Health Communication, 27*(4), 321-335.

Katz, E., & Lazarsfeld, P. F. (1955). *Personal influence: The part played by people in the flow of mass communications.* Free Press.

Kim, T. (2023). Content types and viewer engagement among Generation Z. *Journal of Social Media Research, 10*(1), 25-38.

Likert, R. (1932). *A technique for the measurement of attitudes*. Archives of Psychology.

Martinez, R. (2023). Pre-video content marketing strategies: Influencer collaborations and their impact on Gen Z engagement. *Marketing Insights Quarterly, 19*(2), 78-88. https://doi.org/10.1108/MIQ-04-2023-0035

Mayoh, J., & Jones, I. (2020). Young people's experiences of engaging with fitspiration on Instagram: A gendered perspective. *Journal of Medical Internet Research, 22*(8), e17811. https://doi.org/10.2196/17811

McKinsey & Company. (2024). Mind the gap: Gen Zers are obsessed with wellness. *McKinsey & Company.* https://www.mckinsey.com/industries/consumer-packaged-goods/our-insights/mind-the-gap-gen-zers-are-obsessed-with-wellness

Milam, A. J. (2023). Consumer engagement with fitness influencers on YouTube. In *Proceedings of the International Conference on Digital Marketing* (pp. 55-70). https://doi.org/10.1007/978-981-19-9099-1_26

Nazarov, V. (2023). TikTok's algorithmic success: Personalized feeds and engagement in Gen Z fitness content. *Social Media Review*, 9(1), 25-40. https://doi.org/10.1177/0894439323113120

OOSGA. (2023). Social media usage in Thailand. *OOSGA*. https://oosga.com/social-media/tha/

Citation: Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: https://doi.org/10.60027/iarj.2025.281617

Ratner, B. (2009). The correlation coefficient: Its values range between +1/−1, or do they? *Journal of Targeting, Measurement and Analysis for Marketing, 17*(2), 139–142. https://doi.org/10.1057/jt.2009.5

Ratwatte, R., & Mattacola, J. (2023). Long-form fitness content on YouTube: The evolution of fitness influencers. *Journal of Health and Social Behavior, 64*(1), 72-88. https://doi.org/10.1177/0022146523110016

Shi, Y., & Chung, H. (2022). Uses and gratifications of short-form video content: TikTok's role in Gen Z fitness engagement. *Media Psychology, 24*(3), 211-228. https://doi.org/10.1037/med0000394

Smith, J. A., & Fieldsend, M. (2021). Interpretative Phenomenological Analysis. *In P. M. Camic (Ed.), Qualitative Research in Psychology: Expanding Perspectives in Methodology and Design (pp. 147-166).* American Psychological Association. https://doi.org/10.1037/0000252-008

Turner, R. C., & Carlson, L. (2003). Indexes of item-objective congruence for multidimensional items. *International Journal of Testing, 3*(2), 163-171. https://doi.org/10.1207/S15327574IJT0302_5

Zilka, G. C. (2023). Gen Z self-portrait: Vitality, activism, belonging, happiness, self-image, and media usage habits. *Issues in Informing Science and Information Technology, 20*, 83-96. https://doi.org/10.28945/5139

Citation: Sengsuebphol, N. (2025). The Probability of Viewing Decisions on Fitness and Health Channels on Social Media Platforms among Generation Z in Thailand: The Role of Influencer Marketing and Influencer Live-Streaming. Interdisciplinary Academic and Research Journal, 5 (2), 905-922; DOI: **https://doi.org/10.60027/iarj.2025.281617**