EXPLORING HOW LIVE STREAMING INFLUENCES THE INTENTION OF PURCHASE IN MALAYSIA

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LIST OF ABBREVIATIONS

RQ	Research Question
RO	Research Objectives
TAM	Technology Acceptance Model
IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for the Social Sciences
Std. Deviation / SD	Standard Deviation
RTI	Real-time Interaction
PE	Prior Experience
T	Trust
EOU	Ease of Use
IOP	Intention of Purchase
Sig.	Significance
df	Degrees of Freedom
n	Sample Size
N	Size of Sample
Asymp. Sig.	Asymptotic Significance / p- value

LIST OF SYMBOLS

X^2	Pearson's Chi-square
H_0	Null Hypothesis
H_1 / H_a	Hypothesis One / Alternatives Hypothesis
α	Alpha

ABSTRAK

Penstriman langsung menjadi salah satu pilihan pengguna dalam membuat pembelian dalam talian bagi mendapatkan segala keperluan dan sekurang-kurangnya sebulan sekali pembelian barangan runcit dilakukan. Sejak akhir tahun 2019, dunia dilanda wabak pandemik COVID-19 di mana ia memberi impak yang besar kepada orang ramai dan pelbagai Prosedur Operasi Standard (SOP) telah diperkenalkan oleh kerajaan. Ini telah menjejaskan niat pembelian dalam kalangan pengguna sehingga hari ini. Oleh itu, kajian ini dijalankan untuk memahami kesan penstriman langsung kepada niat pembelian dan objektif utama adalah untuk mengenal pasti hubungan antara empat pembolehubah tidak bersandar (berinteraksi masa nyata, pengalaman terdahulu, kepercayaan dan kemudahan penggunaan) dengan niat pembelian. Persampelan bola salji digunakan dalam pengumpulan data melalui soal selidik yang dibuat menggunakan Borang Google dan diedarkan melalui platform media sosial seperti aplikasi WhatsApp dan lain-lain. Seramai 150 responden terlibat dalam kajian ini yang terdiri daripada pengguna aktif dalam talian e-dagang di Malaysia. Ujian kebolehpercayaan, ujian normaliti, analisis korelasi spearman dilakukan menggunakan SPSS. Hasil kajian ini mendapati, terdapat hubungan yang positif antara pembolehubah bebas dan pembolehubah bersandar.

ABSTRACT

Live streaming is become one of the user's choices in making online purchases to get all the needs and at least once a month the purchase of groceries is done. Since, the end of 2019, the world has been hit by COVID-19 pandemic outbreak where it had a huge impact on people and various Standards Operational Procedure (SOP) have been introduced by the government. This has affected the intention of purchase among consumers until today. Therefore, this study was conducted to understand the effect of live streaming to the intention of purchase and the main objective is to identify the relationship between the four independent variables (real time interacting, prior experience, trust and ease of use) with intention of purchase. The snowball sampling is used in data collection through questionnaires that made using Google Forms and distributed through social media platforms such as WhatsApp apps and others. A total of 150 respondents were involved in this study which consists of active online users of e-commerce in Malaysia. The reliability test, normality test, spearman correlation analysis was performed using SPSS. The results of this study found that, there is a positive relationship between independent variables and dependent variable.

CHAPTER 1

INTRODUCTION

1.1 Background of the Study

We have decided to do research entitled "Exploring How Live Streaming Influences the Intention of Purchase in Malaysia". We have been a consumer with purchasing power so much longer than we probably realize. Over the years, we have developed a systematic way we choose among alternatives, even we are not aware of it. The consumer decision process refers to the actions taken by consumer before making a purchasing decision. The steps include recognition of needs and wants, information search, evaluation of choices, purchase and post-purchase evaluation. The consumer buying process is important because it will also enable seller to coordinate strategies in order to increase the consumer purchasing process.

In the past, the government urges the public to reduce their outdoor activities unless necessary and implemented work from home (WFH) policy since the Covid-19 pandemic hit Malaysia. Because of that, people don't need to go out as long as there is nothing important and stay at home. Nowadays, this policy has created a new behaviour where consumers prefer to shop from home rather than directly to the store. Lives stream has become one of the effective tools to help seller interact with customers and increase revenue. Moreover, from e-business to a new retail and live streaming because people tend to buy more online especially buying through lives streaming, Iisnawati et al. (2022).

In addition, before the pandemic Covid-19, the purchasing behaviour from consumers in the retailing industry has changed from physical stores buying behaviour to web based acquiring behaviour which means that the changing trend of consumer behaviour from shopping offline into smartphones. According to Hanjaya et al. (2019),

Southeast Asia: Malaysia, Thailand, Indonesia, Singapore, Vietnam and Philippines, is a mobile-first economy with more than 90% internet users are on smartphone and spending an average 3.6 hours per day on mobile internet, more than any other region in the world.

1.2 Problem Statement

We want to identify if the factors influence the Malaysia users buying decision through live stream. The covid-19 pandemic has hit the global health and the world economy hard. From an academic perspective, this creates a need to understand the purchasing and consumer behaviour changes during a pandemic of this magnitude since there is a lack of literature on this exact phenomenon. While many countries face lockdowns where businesses are closed following restriction, online purchasing and exploring behaviour of consumers gets increasingly more important. From a practical perspective, this creates a need to understand people's purchasing and consumer behaviour during a situation where people are encouraged not to go out if it is not necessary. There is a need to explore what affects consumer behaviour during the pandemic and understand what long-term effects it will have on online shopping. Marketer will also know how to present those products to customer best.

The corona virus infectious disease is one of nightmare for everyone. Over the last century, the world has been frequently touched by pandemics, and most countries has restricted social life and some even imposed partial or complete lockdown upon their citizens to control the rapid spread of the covid-19 virus within the country. However, in year 2022, Malaysia no longer imposes movement restrictions. Even when the quarantine ends, the covid-19 still exists until today but not as bad as before. Because of that, consumers still feel less safe and afraid to go out even though many shops are now operating as usual.

We also have found that, consumers are preferred buying online than offline purchases because consumers realize that the use of modern technology are better nowadays. Offline purchase typically offers a limited range of product and services to its consumers besides being time-consuming. For example, due to limited spaces in the warehouses and stores, it would be challenging for seller or vendors to stock up on each

item on the customer wish list. Because of that, consumers need to visit another store to seek for the item they want, so that it will take more time being spent on a single item, Aryani et al. (2021).

1.3 Research Question

RQ_1: Is there a relationship between live streaming real-time interaction and the intention of purchase?

RQ_2: Is there a relationship between live streaming prior experience and the intention of purchase?

RQ_3: Is there a relationship between live streaming trust and the intention of purchase?

RQ_4: Is there a relationship between live streaming ease-of-use and the intention of purchase?

1.4 Research Objectives

RO_1: To examine the relationship between live streaming real-time interaction and the intention of purchase.

RO_2: To examine the relationship between live streaming prior experience and the intention of purchase.

RO_3: To examine the relationship between live streaming trust and the intention of purchase.

RO_4: To examine the relationship between live streaming ease-of-use and the intention of purchase.

1.5 Scope of the Study

The general purpose of this study is to exploring how live streaming influences the intention of purchase in Malaysia. The research will examine all the factors that mostly influence consumer such as real time interacting, prior experience, trust, and ease-of-use. The population that are studying is consumer e-commerce. We are focussing on the Malaysian users. The duration of the study is about 3 months and the location of the study is in Malaysia.

1.6 Significance of Study

The results of this study are to find out about the influence of live streaming when purchasing online. Online services have become widely used for many purposes, with the most significant one being the rapid increase in online shopping. As the world becomes more connected, technology has become the go-to media for connecting consumers to the products they wish to purchase. In Malaysia, online purchasing is showing encouraging progress among consumers. The convenience of online shopping such as it is practicality has increased buyer's willingness to make online purchases. By understanding the needs of consumers, they will gain competitive advantages. Electronic commerce such as "Instagram" is thriving in Malaysia due to the advantages that can be enjoyed by consumers. Moreover, this study will discuss the effects of the influences of live streaming to the intention of purchase. Among the benefits of live streaming are providing customer satisfaction, cost saving, time saving, and unlimited time.

The customer satisfaction to the online services offered, it may have many facilities provided for the e-commerce users. For example, consumers can make better purchasing decisions by analysing and comparing several brands while keeping cost, colour, and quality. Based on reviews, feedback and ratings, consumers can investigate

the demand and dependability of a fashion on product. The payments are made online banking is the faster way and safe when customer dealing with seller. Besides that, online shopping can save time and energy when compared to traditional shopping methods. Its mean that consumer just sit at home and they don't have to manage their time to go shopping at offline store. The consumers can use technology quickly look up prices and related information. The consumers can save their cost when purchase during live streaming because they don't have to spend money to fill up the petrol or vehicle to go to the destination. The unlimited time it means that consumers can buy online at anywhere and anytime. The consumers no need to worry about the goods that they want to buy because long distance is not an obstacle or barrier for them to get an item they want. So that, relationship between customer and seller always connected. And importantly, this research will educate the consumer to decide whether the industry really fulfil its responsibilities to the community or just shows up to promote its business.

1.7 Definition of Term

1.7.1 Purchase Intention

According to Lee et al. (2019), purchase intention is the willingness of a customer to buy a certain product or service. Moreover, purchase intention also can be referred as 'what we think we will buy'. Accordingly, purchase intention can be used to quantify the tendency of a consumer to buy a product and the relationship between these two components is such that the stronger the purchase intention, and the greater a consumer's desire to purchase a product.

1.7.2 Live Streaming

Live streaming commerce is defined as the transmission of e-commerce activities and transactions over a live streaming platform. It is a marketing activity in which a live

streamer promotes items in real-time by using computers, mobile phones and other network term in as and then gives shopping links to assist purchases in a short time frame. Live streaming features allow the streamers to introduce the product, display the product function and other information, EY (2021).

1.8 Organization of the Proposal

In the chapter one, researcher had study about the research objective and question, problem statement and significant of the study. The rest of the chapters organized as follows. The second chapter presents it is all about literature review s by summarizing and describing of point of factors influence the intention purchase through live streaming e-commerce platform among Malaysian users. For example, it is about the theoretical models, hypotheses statement and conceptual framework.

CHAPTER 2

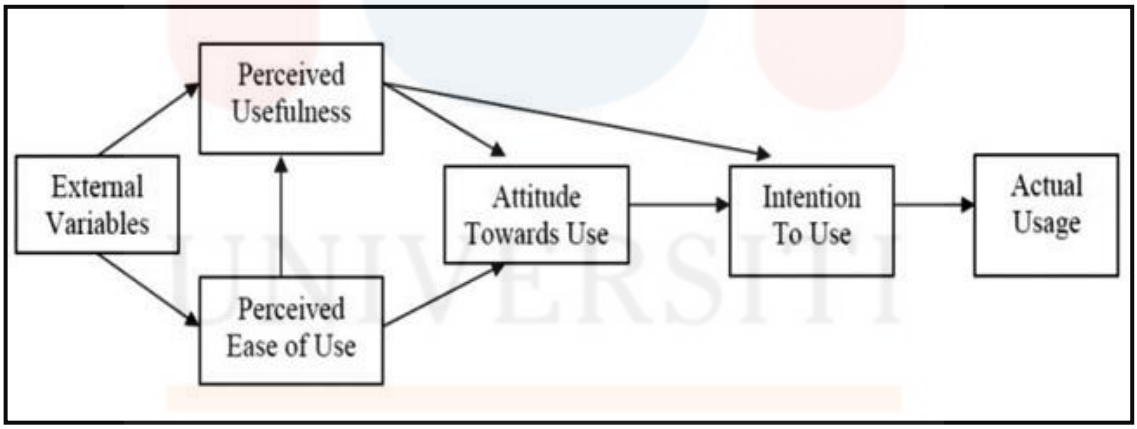
LITERATURE REVIEW

2.1 Introduction

In this chapter, researchers will conduct a review through literature review of exploring how live streaming influences the intention of purchase in Malaysia, the theoretical theory, theoretical framework and also hypothesis statements. According to The University of Edinburgh (2022), literature review is known as a piece of an academic writing that provides explanation related to topics in each respective fields, where it includes a critical evaluation of materials.

2.2 Underpinning Theory

2.2.1 Technology Acceptance Model (TAM)



Source: Davis (1989)

Figure 2.1: Theory of Technology Acceptance Model (TAM)

Researchers find that theory of the Technology Acceptance Model (TAM) purposed by Davis (1989) in above figure 2.1, is suitable for this study. Current research by Su and Li (2021), has stated that this theory is based on social psychology which studies the relationship between intrapersonal, emotional factors, and technology

application. While other researchers say, the TAM model composing four basic elements such as (1) user actual interaction with new technology; (2) users desire to try new technology; (3) user subjective perception of the usefulness of the technology employed; and (4) level of efforts put by technology user, to make use of new technologies (Tambun, Sitorus et al. 2020). Various studies have used the TAM model and show that it is a valid model to test an information system and recommend to new researchers related to the field to use the same theory (Trisnio and S.Kom 2016). The high use of an information system indicates that the information system is useful and easy to use (idtesis.com, 2018, as cited in Tambun, Sitorus et al. 2020).

While some info collected from online videos posted by QUT IFB101 (2015), this theory can be elaborate through perception or findings regarding to the technology's function value. Can be seen, the TAM model is the most frequently used among many researchers when it is related to information technology. In addition, as researchers initial understanding, it does not matter whether the technology is actually useful or easy to use, but what is more important is what is the perception of people about the technology itself. For instance, TikTok app at the early existence, the use of the application is considered something that is not worthwhile due to the prior used purpose that leads to bad things, that is, excessive videos that are not suitable for all ages. However, the TikTok application has successfully changes the perception into something that beneficial especially to entrepreneurs and small medium traders. Where the TikTok application has been improved into a social platform that support businesses via live streaming.

2.3 Previous Studies

2.3.1 Purchase Intention

Widely speaking, the current research especially in the field of commerce at this point is more focused on online purchase through e-commerce platforms, and one example is live-streaming sales. This has prompted researchers to do research on how live streaming influences the intention of purchase in Malaysia. According to MBA Skool Team (2021), purchase intent is literally the customer desire to buy and get on any goods or services. Recent findings of Cao, Ajjan, and Hong (2018), says customer satisfaction have positively influence the future purchase intention.

As time goes by, the introduction of technological developments such as sales through live-streaming in e-commerce platforms is becoming the norm for today's businesses including in Malaysia based on researchers' perspective. This can be supported by the statement of an organization of BDO (2020), where it mentioned that due to the occurrences of Covid-19, it has accelerated the digitalism process for many businesses, where almost all physical stores are unable to continue operating that day due to the lockdown. In addition, in a previous study carried out by Peña-García, Gil-Saura et al. (2020), they have reviewed an existing theory which are Theory of Planned Behavior TPB, Technology Acceptance Model TAM, and Diffusion of Innovation Theory DIT, and found that the theory is effective in predicting people behavior in various contexts which is can be applied for examined the customer intention in buying goods or certain services.

2.3.2 Real-time Interaction

Direct purchase in physical stores is one of method that has applied throughout the country for a long time, but with the development of world technology, Malaysia is

also following the pace like in other countries. As been state above, especially during and after the outbreak of the pandemic, the introduction and adaption of technology-based purchases such as in live-streaming sales are continued to be used. Stated by Moore (2022), the buying and selling structure, potential customer is can interacts with the live-seller in same real-time for example, allowing potential customers to engage and asking any question directly regarding the product and so on, not just instead of only looking without understanding the features of the product. It is likely same interaction happens when go to window shopping at the physical store, but only in here, there is still lack in some aspect in terms of lack of touch of the items, where there are still makes buyer less satisfaction because unable to evaluate itself on the quality of material as desired.

2.3.3 Prior Experience

Generally, anyone who has a good experience will definitely repeat it again if they have the opportunity. According to Ling, Chai, and Piew, 2010; Melis et al. 2015, as cited in Saha, Duarte et al. (2022), buyer behavior is influenced by past experiences. According to Flacandji and Krey 2020; Soopramanien 2011, as cited in Saha, Duarte et al. (2022), through a lot of experience in online shopping, enabling and facilitating a customer to distinguish and evaluate whether the next purchase that will be made leads to risk or offer good things like expectation. While, according to, Anic, Skare, and Kursan Milakovic 2019; de Kerviler, Demoulin, and Zidda 2016, as cited in Saha, Duarte et al. (2022), inexperience and lack of exposure to online purchases tend to raise concerns for instance worrying if personal information being leaked, or unauthorized use of credit cards occurring without knowledge. Some previous research also mentioned, inexperience shoppers also doubtful to trying buying online without any guidance from expert shoppers (Rose et al. 2012; Wan, Nakayama, and Sutcliffe 2012; Duarte and Costa e Silva 2020;

Bernard and Makienko 2012; Javadi et al. 2012; de Kerviler, Demoulin, and Zidda 2016, as cited in Saha, Duarte et al. 2022).

2.3.4 Trust

Buying online, especially from a foreign country, has potential for seller dishonesty towards customers, where, the buyer receives items that are not the same as seen on the store's page or do not meet expectations. According to Hsu and Hsu, 2014 as cited in Jadil, Rana et al. (2022), the concept of trust can be described as behavior that expresses either positive or negative feelings towards an online seller. Previous experience, researcher itself also has experience being cheated by online sellers. However, it is slightly different with live-streaming sales. Through live-streaming, potential customers can see the good or services directly and can ask questions if have queries and this is what reduces the potential for fraud in online sales. Dhingra, Gupta et al. (2020), have said that trust is a factor that influence the behavior or purchase intention of a customer. As expressed by Pavlou, 2003; Yousafzai, Pallister, and Foxall, 2003; Gefen and Straub, 2004; Wu and Cheng, 2005; Flavian and Guinaliu (2006), as cited in Ling, Lau et al. (2010), the trust held by seller plays an important role in creating a condition or situation that gives customers the confidence to repeat any online transaction in the future.

2.3.5 Ease of Use

At the initial stage of the launch of the introduction of live streaming sales into Malaysia, it is received a less than encouraging response. However, after the occurrence of Covid-19, the shift in the sales method has changed to the application of sales through live streaming. This has received positive response especially from categories of teenagers and adults, based on the observation from the researchers itself. The result

happens is due to the limitation cause by lockdown. In addition, introduction of online purchase especially by live streaming has bring convenience to most people, who cannot go window shopping. Statement by Easterbrook, 1995; Lohse and Spiller, 1999; Degeratu et al., 2000; Colwell et al., 2008; Berdnarz and Ponder, 2010, as cited in Arora and Aggarwal (2018), one of the factors that encourage a customer to adopt an online purchase is from the aspect of ease of use of the application itself.

2.4 Hypothesis Statements

***H*$_0^a$:** There is no relationship between live streaming real-time interaction and the intention of purchase.

***H*$_1^a$:** There is a relationship between live streaming real-time interaction and the intention of purchase.

***H*$_0^b$:** There is no relationship between live streaming prior experience and the intention of purchase.

***H*$_1^b$:** There is a relationship between live streaming prior experience and the intention of purchase.

***H*$_0^c$:** There is no relationship between live streaming trust and the intention of purchase.

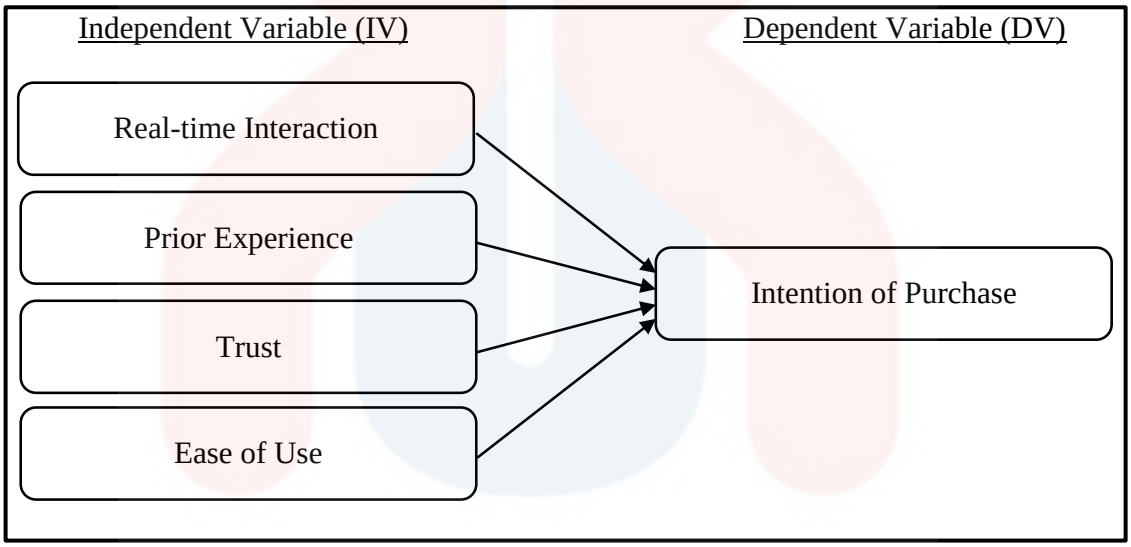
***H*$_1^c$:** There is a relationship between live streaming trust and the intention of purchase.

***H*$_0^d$:** There is no relationship between live streaming ease-of-use and the intention of purchase.

***H*$_1^d$:** There is a relationship between live streaming ease-of-use and the intention of purchase.

2.5 Conceptual Framework

Below in figure 2.2, it is an overview of the conceptual framework the result from our title of study entitled "Exploring How Live Streaming Influences the Intention of Purchase in Malaysia". For information, referring to the title of our study, there is a pairing of the keyword (live streaming) with an independent variable. Although there is not stated in our conceptual framework, it is the same as found in our RO's, RQ's, and Hypothesis statement.



Source: Develop from Research

Figure 2.2: The conceptual Framework

2.6 Summary

The research on this chapter was begin with the exposure on the literature review which about the intention of purchase as the dependent variable and followed by independent variables such as real-time interaction, prior experience, trust, and ease-of-use. It is also followed by the hypothesis statements and conceptual framework.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

The research methodology, or the processes for dealing with data that has been collected, analysed, and interpreted, is the subject of Chapter 3. This section will give a full overview of the steps that must be taken to finish the research project and will also explain the methodology that was used in this study. The most significant portion of the study effort is also known as this section. Overall, the research methods include an introduction, research design, data collection methods, study population, sample size and sampling techniques, research instrument development, measurement of the variables, and procedure for data analysis. This chapter will provide a clear view in the reader's mind of how the researcher carries out this thesis or study.

3.2 Research Design

This study is about how the researcher efficiently handles various research problems in a reasonably logical manner by combining various components of research by using the framework of techniques and methods (Adi Bhat, 2018). Research design is alienated into two groups namely; qualitative research and quantitative research. It serves as the guide for the data collection, measurement, and analysis processes. This study focuses on exploring how live streaming influences the intention of purchase in Malaysia.

According to Hohmann (2006), a quantitative approach is traditional, experimental and empirical advances to study natural phenomenon. He explains that quantitative methods are including surveys, laboratory experiments, econometrics and numerical methods like mathematical modelling. This study used quantitative research as it is more objective which explores and understands the correlation between the

independent variable “Real-time interacting, prior experience, trust, and ease of use”, and the dependent variable “intention of purchase”. In this research, primary data were collected and use.

3.3 Data Collection Methods

Data collection is the process of measuring and acquiring information on variables of interest to researchers to construct a method that will aid and enable them to answer research questions, analyse outcomes, and test a hypothesis. According to (Teaching, 2018), data collection is generally represented in charts, graphs, and tables that are simple for researchers. To answer the objective of this research paper, questionnaire forms were distributed to 150 Malaysians who use e-commerce platforms. The responses were collected and analysed using the Statistical Package for the Social Sciences (SPSS) programme after the questionnaires had been distributed. Survey websites, journal articles, published research, news items, and reports will all be used to get more accurate data to support this study.

3.3.1 Primary Data

This study developed new questions to determine how individuals feel about online user reviews. All respondents will be given a set of uniform questions and answer categories. For the conducted survey, the researcher is interested to collect data from targeted population on the aspect of behaviour, attitudes, observations and opinions toward the intention of purchase in Malaysia.

3.4 Study Population

A population as a collection of people who share at least one attribute that sets them apart from other people (Khan et al., 2006). In general, population refers to the entire group of a certain study topic (Sekaran, 2003). In this research, the target population is Malaysians in 2022 as many as 32.7 million people.

3.5 Sample Size

The sample size for this study is representative of the entire population. The sample is among the Malaysia population which is as much as 32.7 million people. The researchers focused primarily on Malaysian users of e-commerce platform. This is because, not all Malaysians use e-commerce platforms. Therefore, the target sample in this study was 150 respondent who use e-commerce platforms.

3.6 Sampling Techniques

In the purposive sampling technique, the sample was selected based on specific criteria that the author believed met the research objective (Hair et al., 2016). The person performing the research must target individuals who share the same viewpoint and are willing to share the necessary information (Etikan & Bala, 2017). The sampling method adopted in this study was the non-probability sampling method. Among the non-probability sampling method, the purposive sampling technique was implemented to target the sample. Purposive sampling's main goal is to concentrate on a population's interesting qualities in order to best address your research objectives. In addition, this technique is to collect respondent information that is easily accessible and generally. This is because the selected respondents use e-commerce platforms that can help the researcher to get more information.

3.7 Research Instrument Development

In this study, a questionnaire is used to collect data, using Google Forms as a research tool. Mostly, researchers use questionnaires to get responses from the target respondents. The questionnaire is used to collect data for this research. In empirical research, the questionnaire method is one of the most used methods for data collection. In addition, according to Ye, Liu et al. (2022), strict controls were implemented in this study to ensure the accuracy of the returned data. These include the design of the scale, the distribution of the questionnaire, and the collection of the returned data that comes from selected respondents to collect accurate and detailed primary data.

There are three parts to the questionnaire which are Section A, Section B, and Section C. Section A is the demographic profile, which consists of questions about gender, age, race, education level, occupation, personal monthly income level, the average frequency of live-streaming purchases, and average daily use of live-streaming. Section B, it is contained a question on the independent variables of the study, which is the real-time interaction, prior experience, trust, and ease-of-use. These four independent variables are divided into several part; B1, B2, B3, and B4. While for Section C, it is a dependent variable "intention of purchase". This method is used as a simple step for the researcher to prepare questions on these subtopics. The researcher uses this method because it is relatively cheap, quick, and efficient to obtain a large amount of information from a large group of people.

3.8 Measurement of the Variables

The measurement used in this study is a 5-point Likert scale. This measurement is easy to understand and requires less time and effort than scales with higher scores. It also allows respondents to be neutral rather than having to choose an answer that does not

encourage them to think further. A type of psychometric response scale in which respondents indicate their level of agreement with a statement usually in five items: (1) Strongly disagree, (2) Disagree, (3) Neutral, (4) Agree, and (5) Strongly agree. This measurement scale was developed to measure the factors that influence Malaysian users' purchase intention on a live-streaming e-commerce platform. The researcher prepared the questions based on the independent variables and dependent variable. The questions asked must be answered by the respondents using the correct measurement scale. In statistics, a measurement scale is used to qualify or quantify data variables. The measurement scale of the factors can be seen in Table 3.1.

Table 3.1: Measurement of Likert Scale

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1	2	3	4	5

Source: Rensis Likert (1932)

3.9 Procedure for Data Analysis

Data analysis is a process by which the researcher obtains enough data from the target subjects through the distribution of the questionnaire and converts it into meaningful information. The purpose of data analysis is to explain the data for better understanding, make it more detailed and draw conclusions. The cause of this observation is to collect records of approximately exploring how of live streaming influences the intention of purchase in Malaysia. For this look, around 150 respondents needed to answered to the questionnaire. Besides, this takes a look at the uses of IBM SPSS

Statistics tool, version 20, to run descriptive statistics, Chi-Square test, and Spearman correlation analysis for statistical evaluation.

3.9.1 Statistical Package for the Social Science (SPSS)

Statistical package deal for Social technological know-how (SPSS) has been utilized by various researchers for complicated statistical records analysis. It turned into developed for the management and statistical evaluation of social technological know-how statistics. To attain the actual statistics, the researcher used the IBM SPSS Statistics tool, version 20, to analyze the facts based on the questions that had been answered via the respondents through the Google form that distributed via social media such as Twitter, Facebook, and Instagram and Emails, respectively.

3.9.2 Descriptive Statistics

Descriptive statistics are used for quantitative description, representation of the entire population, and a sample of a population. It can provide simple summaries in measuring the results of the study and give a quick overview of the sample. Descriptive statistics are suitable for studies in which many respondents and many measurements are collected. Therefore, descriptive statistics were applied in this study to simplify large amounts of statistics with a simpler summary.

3.9.3 Spearman's Rank Correlation Coefficient

Correlation analysis to determine the degree of relationship between variables. It was used to assess the relationship between the dependent variables (intention of purchase) and the independent variables (real-time interaction, prior experience, trust, and ease of use), we used Spearman correlation analysis. The data obtained will be analyzed using the IBM SPSS Statistics tool, version 20. The Spearman rank correlation coefficient is a non-parametric measure of the relationship between variables, using rank to calculate

the correlation. Therefore, the Spearman correlation analysis will be used to evaluate the relationship between each variable.

3.9.4 Chi-Square Test

A chi-square ($\chi 2$) statistic is a test that measures how a model compares to determined statistics. A statistical hypothesis test is used in the evaluation of contingency tables whilst the pattern sizes are massive. Chi-square checks are regularly used to check hypotheses. The chi-rectangular statistic compares the dimensions of any discrepancies between the predicted results and the actual results, given the dimensions of the pattern and the type of variables inside the courting. If there is no association between two variables, they are independent.

3.10 Summary

As a conclusion, chapter three explained the research methodology which consists of the research design, data collection methods, study population, sample size, sampling techniques, research instruments development, measurement of the variables and data analysis procedures. Furthermore, questionnaire used for this research in order to collect the data to exploring how live streaming influence the intention of purchase in Malaysia, respectively. The next chapter focuses on the results of the collected data from the survey.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

The researcher presents the results of the research obtained from the data analysis in this chapter. This chapter included preliminary analysis, demographic characteristics of respondents, descriptive analysis, validity and reliability evaluation, normality test, and overall hypothesis testing. The results of the research data were obtained from 150 respondents. In order to record and evaluate 150 answers, the researchers used the IBM SPSS Statistics 20.

4.2 Preliminary Analysis

The pilot test is a test that must be completed before the investigator distributes the questionnaire to the target respondents. The pilot test has been done to 30 respondents before it was distributed to 150 respondents through online survey method.

Table 4.1: Rules of Thumb about Cronbach's Alpha Coefficient Size Table

Cronbach's Alpha	Strength of Association
<0.6	Poor
0.6 to <0.7	Moderate
0.7 to <0.8	Good
0.8 to <0.9	Very Good
0.9>	Excellent

Sources: Hair et al. (2003)

Table 4.2: Reliability Analysis

Variables	Cronbach's Alpha	N of Items	Strength
Real-time Interaction (IV)	0.927	5	Excellent
Prior Experience (IV)	0.958	5	Excellent
Trust (IV)	0.943	5	Excellent
Ease of Use (IV)	0.949	5	Excellent
Intention of Purchase (DV)	0.946	5	Excellent

Sources: Develop from research

Table showed the value of Cronbach's Alpha for independent variables and dependent variables in this study. According to the Table 4.2, all the variables were above the value of 0.6. Therefore, the questions in the questionnaire are reliable.

There were five questions were used in measuring the Intention of Purchase dependents variables. The Cronbach's Alpha result for this section's question was 0.946 which resulted Excellent. Thus, the coefficient obtained for the questions in Intention of Purchase variable were reliable.

Then, in measuring the Real-time Interaction independent variables. Five questions were used and the Cronbach's Alpha result for this section's question was 0.927 which indicated Excellent. Therefore, the coefficient obtained for these in Real-time Interaction variable were reliable.

Next, in measuring the Prior Experience independents variables. Five questions were used. The Cronbach's Alpha result for this section's question was 0.958 which resulted Excellent. Therefore, the coefficient obtained for these in Prior Experience variable were reliable.

In measuring the Trust independent variables. Five questions were used and the Cronbach's Alpha result for this section's question was 0.943 which resulted Excellent. Therefore, the coefficient obtained for these in Trust variable were reliable.

Lastly, in measuring the Ease-of-Use independent variables. Five questions were used and the Cronbach's Alpha result for this section's question was 0.949 which indicated Excellent. Therefore, the coefficient obtained for these in Ease-of-Use variable were reliable.

4.3 Demographic Profile of Respondents

In the section A it is about demographic profile of respondent. The sample consists of a total of 150 respondents. This part of investigation consists of information related to gender, age, race, education level, occupation, personal monthly income level, average shopping frequency online streaming and the average daily time watch live streaming involved in this research was summarized in the following tables.

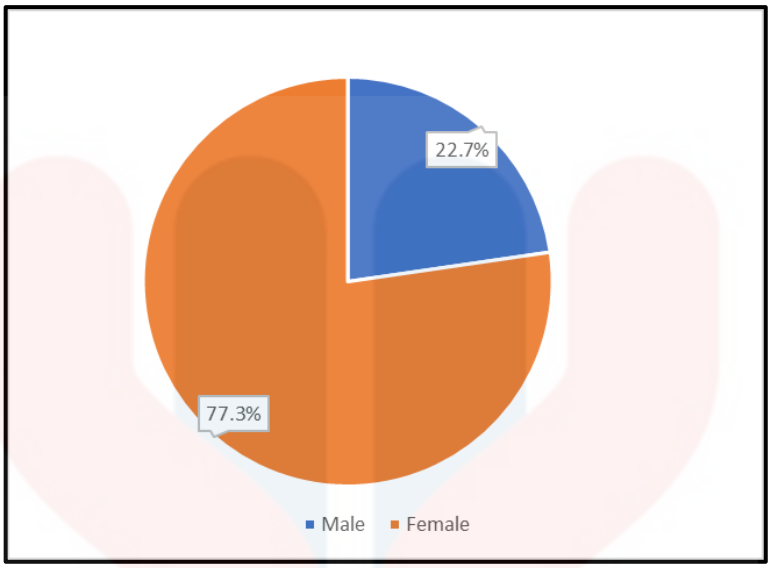
4.3.1 Gender

According to table 4.3, out of the 150 respondents, frequency of the females and males were 116 (77.3%), and 34 (22.7%), respectively.

Table 4.3: Respondent's Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	34	22.7	22.7	22.7
	Female	116	77.3	77.3	100.0
	Total	**150**	**100.0**	**100.0**	

Sources: Develop from research



Source: Develop from Research

Figure 4.1: Pie Chart of Respondent's Gender

4.3.2 Age

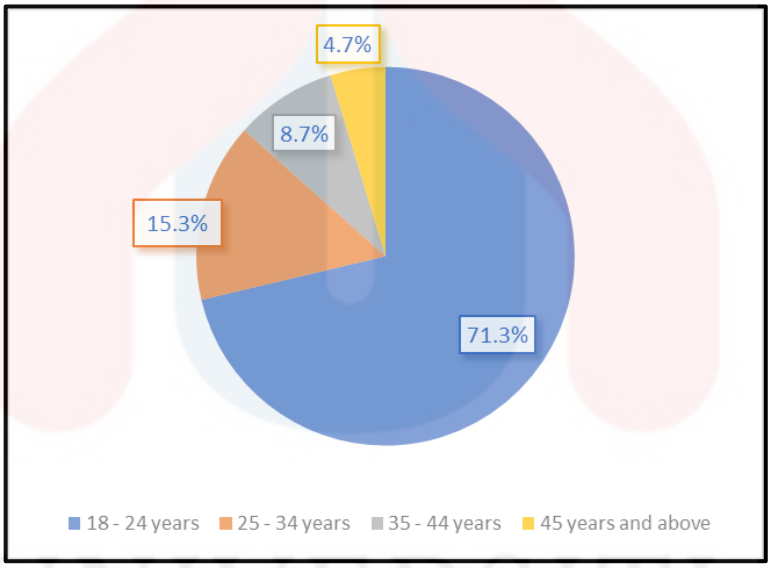
This research is focusing the respondent ages that start from 18 years old and above. The particular reason for circumstances is because we assume age under 18 years old is yet have some limitation, for instance, in terms of self-financial source whereas we assume if they by coincidence have done before or have an intention buying through live streaming, still, there needs guidance under their respective guardians.

Based on the table 4.4, it is shown a list range of ages. Out of the 150 respondents, majority of the respondents are from category 18 – 24 years old with a total of 107 respondents (71.3%). Continue by 25 – 34 years old with a total 23 respondents (15.3%) and ages from 35 – 44 years old with a total 13 respondents (8.7%). While, for the minority total of respondent are from ages 45 years and above with a total 7 respondents (4.7%).

Table 4.4: Respondent's Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 24 years	107	71.3	71.3	71.3
	25 - 34 years	23	15.3	15.3	86.7
	35 - 44 years	13	8.7	8.7	95.3
	45 years and above	7	4.7	4.7	100.0
	Total	**150**	**100.0**	**100.0**	

Sources: Develop from research



Source: Develop from research

Figure 4.2: Pie Chart of Respondent's Age

4.3.3 Race

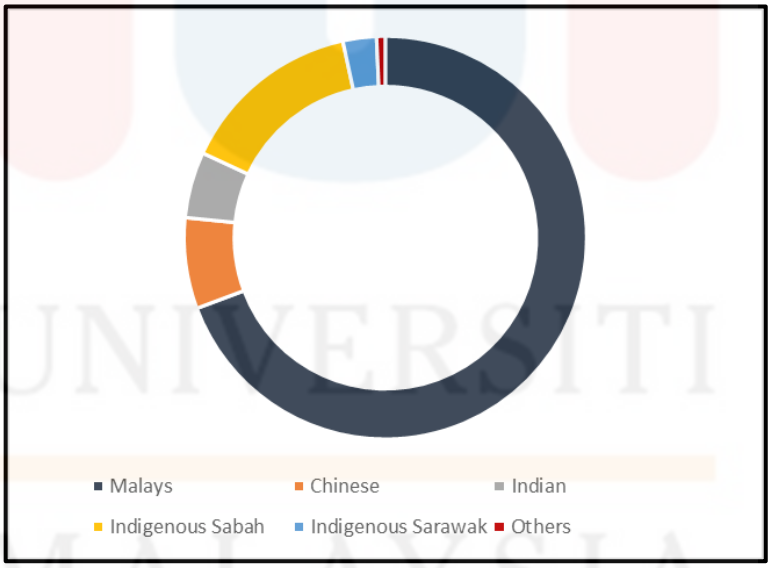
Based on the table 4.5, it is shown a list of races found in Malaysia which represent each of our respondents. Among the 150 respondents, majority of the respondents are mostly Malays with a total of 104 respondents (69.3%). Continue by races of Indigenous Sabah with a total 22 respondents (14.7%). Followed by Chinese with 11 respondents (7.3), and Indian numbers of respondents with a total 8 respondents (5.3%), followed by

Indigenous Sarawak with a total 4 respondents (2.7%). While for others, only represent 1 respondent (0.7%) with the least number among all respondents.

Table 4.5: Respondent's Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malays	104	69.3	69.3	69.3
	Chinese	11	7.3	7.3	76.7
	Indian	8	5.3	5.3	82.0
	Indigenous Sabah	22	14.7	14.7	96.7
	Indigenous Sarawak	4	2.7	2.7	99.3
	Others	1	.7	.7	100.0
	Total	**150**	**100.0**	**100.0**	

Sources: Develop from research



Source: Develop from research

Figure 4.3: Doughnut Chart of Respondent's Race

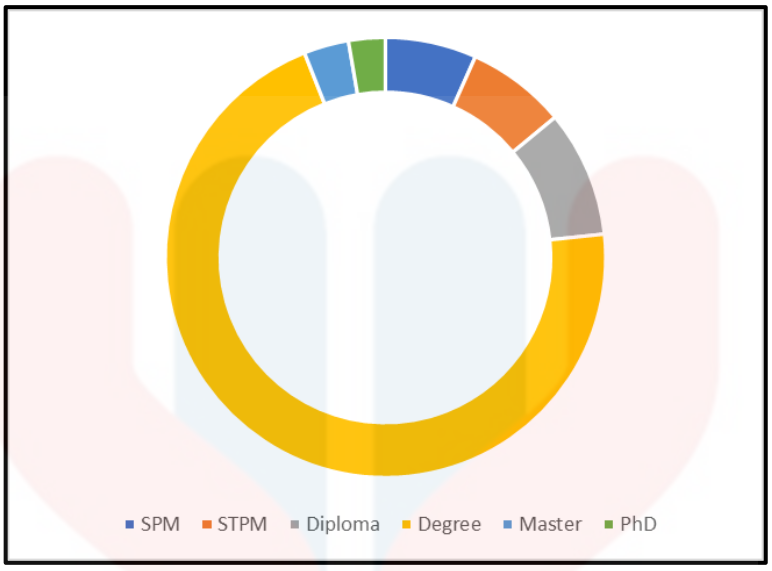
4.3.4 Educational Level

Based on the table 4.6, it is shown a list of educational levels in Malaysia which represent each of our respondents. Among the 150 respondents, the majority answered received are from respondents that has degree education background with a total of 106 respondents (70.7%) The particular reason for circumstances is maybe due to the environment whereas the researchers and the respondent have more network of relationship between each other. Continue by respondent from Diploma education background with a total 14 respondents (9.3%). Followed by respondent from STPM education background with a total 11 respondents (7.3%). While the number of respondents from SPM with a total 10 respondents (6.7%), followed by Master education background with 5 respondents (3.3%) and the least number from PhD education background with only 4 respondent (2.7%).

Table 4.6: Respondent's Educational Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SPM	10	6.7	6.7	6.7
	STPM	11	7.3	7.3	14.0
	Diploma	14	9.3	9.3	23.3
	Degree	106	70.7	70.7	94.0
	Master	5	3.3	3.3	97.3
	PhD	4	2.7	2.7	100.0
	Total	**150**	**100.0**	**100.0**	

Sources: Develop from research



Source: Develop from research

Figure 4.4: Doughnut Chart of Respondent's Educational Level

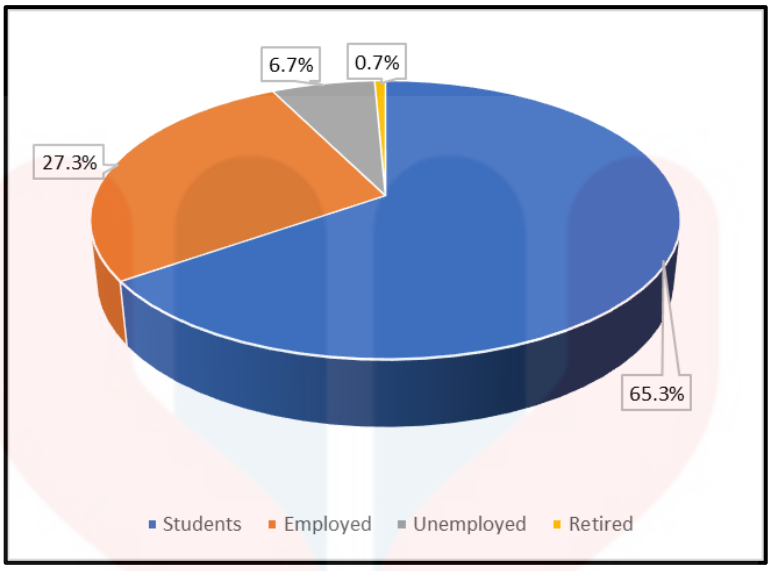
4.3.5 Occupation

Based on the table 4.7, it is shown a list of general occupation in Malaysia which represent each of our respondents. Among the 150 respondents, majority respondents are students with a total of 98 respondents (65.3%). Followed by respondent who was employed with total of 41 respondents (27.3%), unemployed respondents with total 10 respondent (6.7%). While the least number of respondents is retired with total only 1 respondent (0.7%).

Table 4.7: Respondent's Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Students	98	65.3	65.3	65.3
	Employed	41	27.3	27.3	92.7
	Retired	1	.7	.7	93.3
	Unemployed	10	6.7	6.7	100.0
	Total	**150**	**100.0**	**100.0**	

Sources: Develop from research



Source: Develop from research

Figure 4.5: Pie Chart of Respondent's Occupation

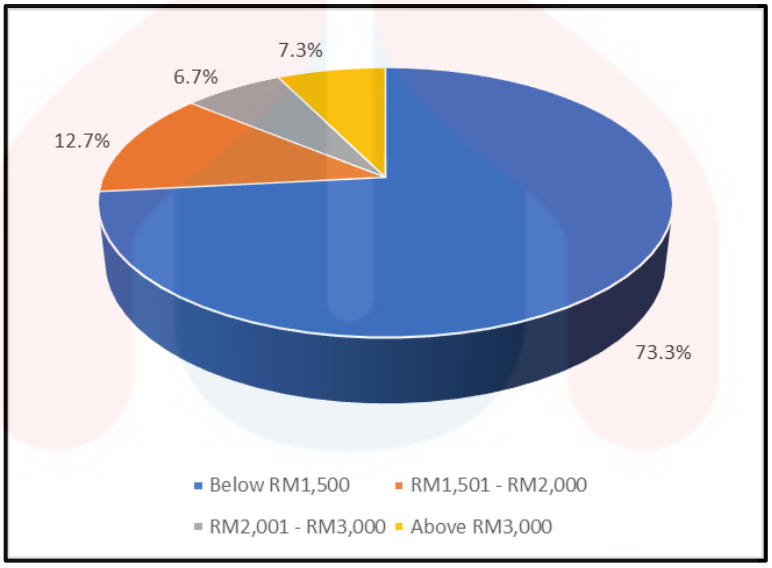
4.3.6 Personal Monthly Income Level

Based on the table 4.8, it is shown a list range of average personal monthly income levels in Malaysia which represent each of our respondents. Among the 150 respondents, majority respondents have salary amount below RM1,5000 with a total of 110 respondents (73.3%). The particular reason for circumstances is maybe due to the environment whereas the respondent majority are students, along the lines of above statement where students also the majority who have answered the most. Followed by respondent that has salary range RM1,501 – RM2,000 with a total 19 respondents (12.7%). The range salary above RM3,000 have total 11 respondent (7.3%) where have slightly difference with range salary RM2,001 – RM3,000 with number of total respondents are 10 respondents (6.7%).

Table 4.8: Respondent's Personal Monthly Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM1,500	110	73.3	73.3	73.3
	RM1,501 - RM2,000	19	12.7	12.7	86.0
	RM2,001 - RM3,000	10	6.7	6.7	92.7
	Above RM3,000	11	7.3	7.3	100.0
	Total	**150**	**100.0**	**100.0**	

Sources: Develop from research



Source: Develop from research

Figure 4.6: Pie Chart of Respondent's Personal Monthly Income Level

4.3.7 Average Shopping Frequency on Live Streaming

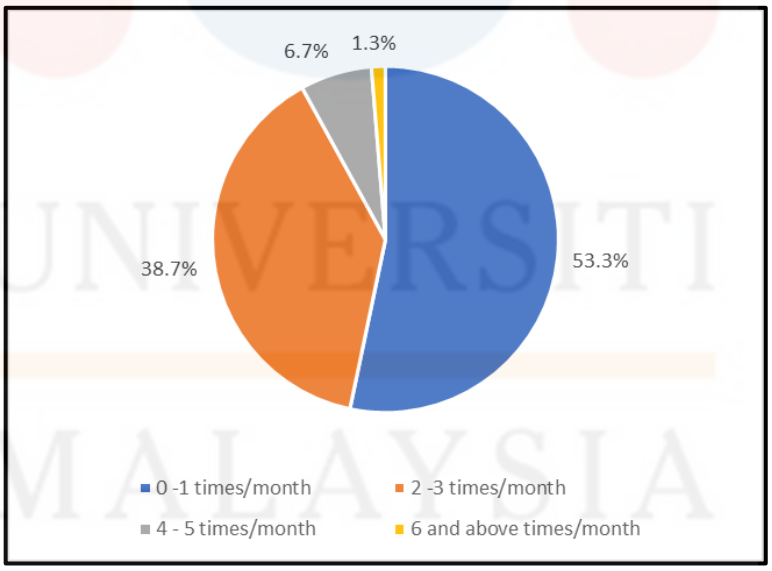
Based on the table 4.9, it is shown an average shopping frequency on live streaming of our respondents. Among the 150 respondents, majority respondents average shopping frequency is in 0 – 1 time per month with total 80 respondents (53.3%). While, the second higher number of respondents average shopping frequency on live streaming is 2 – 3 times pe month with total 58 respondent (38.7%). Followed by 10 respondents

where the average shopping frequency on live streaming is 4 – 5 times per month that represent (6.7%). While shown on the table, the much higher time consume, the least number of respondents, where only 2 respondents (1.3%) out of the rest that spending that 6 and above times per month on average shopping frequency on live streaming.

Table 4.9: Average Shopping Frequency on Live Streaming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 1 times/ month	80	53.3	53.3	53.3
	2 - 3 times/ month	58	38.7	38.7	92.0
	4 - 5 times/ month	10	6.7	6.7	98.7
	6 and above times/ month	2	1.3	1.3	100.0
	Total	**150**	**100.0**	**100.0**	

Sources: Develop from research



Source: Develop from research

Figure 4.7: Pie Chart of Respondent's Average shopping frequency on live streaming

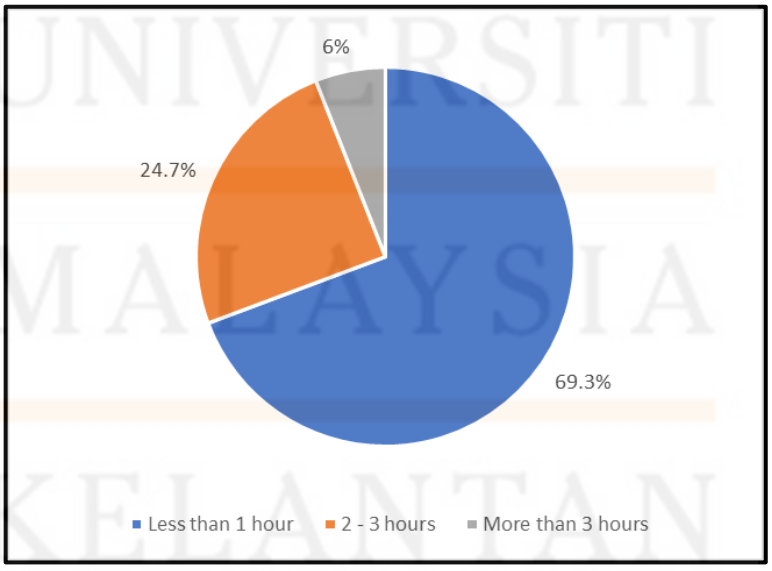
4.3.8 The Average Daily Time Watch Live Streaming

Based on the table 4.10, it is shown an average daily time watch live streaming of our respondents. Among the 150 respondents, majority respondents average daily time watch live streaming is less than 1 hour with total 104 respondents (69.3%). While, the second higher number of respondents average daily time watch live streaming is 2 – 3 hours with total 37 respondent (24.7%). While shown on the table, we can assume, if much higher time consuming, the least number of respondents, where only 9 respondents out of the rest that spending more than 3 hours on average daily time watch live streaming.

Table 4.10: The Average Daily Time Watch Live Streaming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hour	104	69.3	69.3	69.3
	2 - 3 hours	37	24.7	24.7	94.0
	More than 3 hours	9	6.0	6.0	100.0
	Total	**150**	**100.0**	**100.0**	

Sources: Develop from research



Source: Develop from research

Figure 4.8: Pie Chart of the respondent's Average Daily Time Watch Live Streaming

4.4 Descriptive Analysis

4.4 1 Dependent Variable and Independent Variables

Based on table 4.11, shown a 3 column such as N, Mean, and Standard Deviation. In here, N is representing to the number of valid observations for the variable, and in this study the N is 150 respondents. It is also shown the details of result of the mean and standard deviation for variables which is consisting the dependent variable and each independent variable. Through this descriptive statistic, we can see the highest mean value came from the Real-time Interaction, which the mean score was 3.92. This brings a meaning that respondents agreed more for this variable, while the lowest mean value came from the Trust variable with the mean score was 3.63. Here it shows the respondents are less agreed to this variable in this study.

Table 4.11: Dependent Variable (DV) and Independent Variable (IV)

	N	Mean	Std. Deviation
Real-time Interaction (IV)	150	3.9240	.75072
Prior Experience (IV)	150	3.6973	.85914
Trust (IV)	150	3.6307	.78535
Ease Of Use (IV)	150	3.8760	.75072
Intention Of Purchase (DV)	150	3.6587	.87976
Valid N (listwise)	**150**		

Sources: Develop from Research

4.4.2 Descriptive Statistic for Real-time Interaction

RTI in this study is a shortform terms for real-time interaction. Descriptive statistics for RTI reveal an overall mean score of 3.92 *(SD = 0.75)* referred at table 4.11.

This shows a positive perception of RTI amongst the respondents. Based on table 4.12, item number 4 had the highest mean value which are 4.05 *(SD = 0.88)*. It is shows that the respondents agreed the live streaming allows them to find desired information without having to call the seller. Other than that, the lowest mean value for this category is in item number 1, with the mean value 3.79 *(SD = 0.93)* whereby it allows them to participate in discussion with seller and other viewers. Therefore, this table showed the standard deviation is lower than 1, it is more likely demonstrate that the value is reliable. The particular reason for this circumstances is, standard deviation that no greater than plus or minus 2 SD, represent measurements that are closer to the true value.

Table 4.12: Descriptive Statistic for Real-time Interaction

	N	Mean	Std. Deviation
1. It allows me to participate in discussion with seller and other viewers.	150	3.79	.931
2. Live streaming allows me to interact with seller to receive information in any minute.	150	3.99	.827
3. Live streaming has interactive features to meet my needs.	150	3.92	.916
4. Live streaming allows me to find desired information without having to call the seller.	150	4.05	.881
5. The interaction with the seller on the live streaming is efficient.	150	3.87	.922
Valid N (listwise)	**150**		

Sources: Develop from Research

4.4.3 Descriptive Statistics for Prior Experience

PE in this study is a shortform terms for prior experience. Descriptive statistics for PE reveal an overall mean score of 3.69 *(SD = 0.85)* referred at table 4.11. This shows a positive perception of PE amongst the respondents. Based on table 4.13, item number 1

had the highest mean value which are 3.81 *(SD = 1.00).* It is shows that the respondents agreed purchase through live streaming on their previous experience is always successful delivered. Other than that, the lowest mean value for this category is in item number 4, with the mean value 3.59 *(SD = 1.09)* whereby they are never facing difficulties to get refund if suddenly have to cancelling orders through live streaming. Therefore, this table showed the standard deviation is 1, it is more likely demonstrate that the value is reliable. The particular reason for this circumstances is, standard deviation that no greater than plus or minus 2 SD, represent measurements that are closer to the true value.

Table 4.13: Descriptive Statistic for Prior Experience

	N	Mean	Std. Deviation
1. Purchase through live streaming on my previous experience is always successful delivered.	150	3.81	1.008
2. I'm never experienced fraud transactions in my previous purchase in live streaming.	150	3.71	1.101
3. In my previous experience, the received products or services is same as what has been displayed by the seller during live streaming.	150	3.69	.983
4. I'm never facing difficulties to get refund if suddenly have to cancelling orders through live streaming.	150	3.59	1.094
5. Based on my previous experienced, purchasing through live streaming are more convenience and less cost.	150	3.68	1.107
Valid N (listwise)	**150**		

Sources: Develop from research

4.4.4 Descriptive Statistics for Trust

T in this study is a shortform terms for Trust. Descriptive statistics for T reveal an overall mean score of 3.63 *(SD = 0.78)* referred at table 4.11. This shows a positive perception of PE amongst the respondents. Based on table 4.14, item number 1 & 4 had

same results as the highest mean among all items with value 3.69 but only different on their standard deviation, where item 1 is *(SD = 0.85),* while item 4 is *(SD = 0.91).* It is shows that the respondents agreed that live streaming are reliable and the infrastructure of live streaming is dependable. Other than that, the lowest mean value for this category also has two which is in item number 2 & 5, with the mean value of 3.55, but it has differences on their standard deviation, where item 2 is *(SD = 0.85),* while item 5 is *(SD = 0.95)* whereby regarding Sellers in live streaming are trustworthy and honest and Purchasing through live streaming offer secure personal privacy. Therefore, the overall result in the table showed the standard deviation is all below 1, it is more likely demonstrate that the value is reliable. The particular reason for this circumstances is, standard deviation that no greater than plus or minus 2 SD, represent measurements that are closer to the true value.

Table 4.14: Descriptive Statistic for Trust

	N	**Mean**	**Std. Deviation**
1. Live streaming are reliable.	150	3.69	.851
2. Sellers in live streaming are trustworthy and honest.	150	3.55	.856
3. The detail given and described by seller in live streaming is authentic.	150	3.66	.889
4. The infrastructure of live streaming is dependable.	150	3.69	.912
5. Purchasing through live streaming offer secure personal privacy.	150	3.55	.959
Valid N (listwise)	**150**		

Sources: Develop from Research

4.4.5 Descriptive Statistics for Ease of Use

EOU in this study is a shortform terms for Ease of use. Descriptive statistics for EOU reveal an overall mean score of 3.87 *(SD = 0.75)* referred at table 4.11. This shows a positive perception of PE amongst the respondents. Based on table 4.15, item number 5 had the highest mean value which are 3.99 *(SD = 0.84).* It is shows that the respondents agreed purchasing through live streaming is easy to adapt. Other than that, the lowest mean value for this category is in item number 2, with the mean value 3.82 *(SD = 0.81)* whereby purchase through live streaming is easy to navigate. Therefore, this table showed the standard deviation is below 1, it is more likely demonstrate that the value is reliable. The particular reason for this circumstances is, standard deviation that no greater than plus or minus 2 SD, represent measurements that are closer to the true value.

Table 4.15: Descriptive Statistic for Ease of Use

	N	Mean	Std. Deviation
1. Purchase through live streaming is easy to use.	150	3.88	.996
2. Purchase through live streaming is easy to navigate.	150	3.82	.812
3. Purchase through live streaming is effortless and not complicated.	150	3.85	.900
4. Transaction process on purchasing through live streaming are hassle-free.	150	3.84	.883
5. Purchasing through live streaming is easy to adapt.	150	3.99	.843
Valid N (listwise)	**150**		

Sources: Develop from Research

4.4.6 Descriptive Statistics for Intention of Purchase

IOP in this study is a shortform terms for Intention of Purchase. Descriptive statistics for IOP reveal an overall mean score of 3.65 *(SD = 0.87)* referred at table 4.11.

This shows a positive perception of IOP amongst the respondents. Based on table 4.16, item number 1 had the highest mean value which are 3.80 *(SD = 1.01)*. It is shows that the respondents agreed that they experience greater enjoyment in shopping through live streaming. Other than that, the lowest mean value for this category is in item number 4, with the mean value 3.51 *(SD = 0.96)* whereby it they will continue to buy products through live streaming. Therefore, this table showed it is more likely demonstrate that the value is reliable. The particular reason for this circumstances is, standard deviation that no greater than plus or minus 2 SD, represent measurements that are closer to the true value.

Table 4.16: Descriptive Statistic for Intention of Purchase

	N	Mean	Std. Deviation
1. I experience greater enjoyment in shopping through live streaming.	150	3.80	1.010
2. I will buy the products recommended by the live streaming.	150	3.61	.982
3. I have a good feeling about live streaming.	150	3.70	.925
4. I will continue to buy products through live streaming.	150	3.51	.968
5. I will like to recommend shopping through live streaming to my family and friends.	150	3.68	1.045
Valid N (listwise)	**150**		

Sources: Develop from Research

4.5 Validity and Reliability Test

In this research, the researchers used Cronbach's alpha in order to test or measure the reliability or internal consistency of the data. As stated in a subpart of 4.2 in the preliminary analysis, shows the pilot test result for the consistency data is resulting consistency, where the overall pre-result for all variables is excellent. While in this part the researchers will show the results of data reliability by using the actual data.

Based on table 4.17, the sample in this study is 150 respondents and overall result is showed in the direction of same consistency, where the strength of association of the all variables is above 0.70. In measuring, five items of questions were used in each variable. For variable intention of purchase, the Cronbach's alpha value is 0.93 which the reliability level is excellent. Continue with variable real-time interaction, the Cronbach's alpha value is 0.89 which the reliability level is very good. Next variable is prior experience, the Cronbach's alpha value is 0.87 which the reliability level is very good. Followed by variable trust, the Cronbach's alpha value is 0.92 which the reliability level is excellent. Last but not least, the variable ease of use, the Cronbach's alpha value is 0.89 which the reliability level is very good.

Table 4.17: Cronbach's Alpha Reliability Test with Actual Data

Variables	Cronbach's Alpha	N of Items	Strength
Real-time Interaction (IV)	0.894	5	Very Good
Prior Experience (IV)	0.870	5	Very Good
Trust (IV)	0.926	5	Excellent
Ease of Use (IV)	0.899	5	Very Good
Intention of Purchase (DV)	0.935	5	Excellent

Sources: Develop from Research

4.6 Normality Test

Generally, the assumption for normality is needed in order to checked a statistical procedure. Beside by running a normality test, it helps researchers to select which test that will be run either parametric test or non-parametric test. Foremost, our types of data are interval which using a Likert scale, then it is under a numerical data. Below is the test of normality, in order to validate if our data is definitely a not normal distributed.

Table 4.18: Normality Test

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	**df**	**Sig.**	**Statistic**	**df**	**Sig.**
Real Time Interaction	.120	150	.000	.936	150	.000
Prior Experience	.164	150	.000	.953	150	.000
Trust	.128	150	.000	.969	150	.002
Ease Of Use	.152	150	.000	.950	150	.000
Intention Of Purchase	.144	150	.000	.955	150	.000

a. Lilliefors Significance Correction

Sources: Develop from research

The above table 4.18 shows that our data is not normal distributed. This particular of circumstances is because, all of the sig. value from Kolmogorov-Smirnov for all variable is 0.00. Where, if the Sig. value smaller than 0.05, then it is a not-normal distributed. So then, the non-parametric test is our test. Normality test of Kolmogorov-Smirnov, can be referred if the sample n > 50. As our respondent total is 150 respondent and above those number so that, we can refer those.

4.7 Spearman's Rank Correlation Analysis

Spearman's correlation is often used to assess relationships involving ordinal variables. The output from SPSS can be interpret by referred according to the table 4.18 above, respectively.

Table 4.19: Rule of Thumb of Correlation and Coefficient

Correlation Coefficient	Interpretation
0.00 – 0.25	Very weak
0.26 – 0.50	Low correlation
0.51 – 0.75	Moderate correlation
0.76 – 0.99	High correlation
1.00	Very high correlation

Sources: Guilford and Fruchter (1973)

Table 4.20: The value of significance

The value of significance
If the significance value < 0.05, then the instrument is declared correlated.
If the significance value > 0.05, then the instrument is declared not correlated.

Sources: ScienceDirect

Based on the output in table 4.21, there is a significant relationship between variables Intention of purchase and Real-time interaction. The value of Sig. (2-tailed) is 0.00 which smaller than 0.05, it is indicate this instrument is correlated. While the correlation coefficient is 0.60 or moderate correlation. Therefore, the relationship between the two variables is unidirectional.

Next, there is a significant relationship between variables Intention of purchase and Prior experience. The value of Sig. (2-tailed) is 0.00 which smaller than 0.05, it is

indicate this instrument is correlated. While the correlation coefficient is 0.73 or moderate correlation. Therefore, the relationship between the two variables is unidirectional.

Furthermore, there is a significant relationship between variables Intention of purchase and Trust. The value of Sig. (2-tailed) is 0.00 which smaller than 0.05, it is indicate this instrument is correlated. While the correlation coefficient is 0.80 or high correlation. Therefore, the relationship between the two variables is unidirectional.

Last but not least, there is also a significant relationship between variables Intention of purchase and Ease of use. The value of Sig. (2-tailed) is 0.00 which smaller than 0.05, it is indicate this instrument is correlated. While the correlation coefficient is 0.71 or moderate correlation. Therefore, the relationship between the two variables is unidirectional.

Table 4.21: Spearman Rank Correlation Coefficient

			Real-Time Interaction	Prior Experience	Trust	Ease of Use	Intention of Purchase
Spearman's rho	**Real Time Interaction**	Correlation Coefficient	1.000	.598**	.593**	.603**	.602**
		Sig. (2-tailed)	.	.000	.000	.000	.000
		N	150	150	150	150	150
	Prior Experience	Correlation Coefficient	.598**	1.000	.697**	.667**	.732**
		Sig. (2-tailed)	.000	.	.000	.000	.000
		N	150	150	150	150	150
	Trust	Correlation Coefficient	.593**	.697**	1.000	.730**	.807**
		Sig. (2-tailed)	.000	.000	.	.000	.000

		N	150	150	150	150	150
	Ease of Use	Correlation Coefficient	.603**	.667**	.730**	1.000	.717**
		Sig. (2-tailed)	.000	.000	.000	.	.000
		N	150	150	150	150	150
	Intention of Purchase	Correlation Coefficient	.602**	.732**	.807**	.717**	1.000
		Sig. (2-tailed)	.000	.000	.000	.000	.
		N	**150**	**150**	**150**	**150**	**150**

**. Correlation is significant at the 0.01 level (2-tailed).

Sources: Develop from research

4.8 Chi-Square Test

4.8.1 Chi-Square Test Intention of Purchase and Real-time Interaction

Based on table 4.22, the Asymp. Sig. (2-sided) value is displayed 0.00. As the value of asymp. sig is smaller than 0.05, then there is a significant relationship between intention of purchase and real-time interaction. This can mean that someone's buying intention has a correlation with real-time interaction.

Table 4.22: Chi-Square Test IOP & RTI

	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	756.253[a]	306	.000
Likelihood Ratio	277.323	306	.879
Linear-by-Linear Association	65.705	1	.000
N of Valid Cases	**150**		

a. 341 cells (99.7%) have expected count less than 5. The minimum expected count is .01.

Sources: Develop from research

4.8.2 Chi-Square Test Intention of Purchase and Prior Experience

Based on table 4.23, the Asymp. Sig. (2-sided) value is displayed 0.00. As the value of asymp. sig is smaller than 0.05, then there is a significant relationship between intention of purchase and prior experience. This can mean that someone's buying intention has a correlation with prior experience.

Table 4.23: Chi-Square Test IOP & PE

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	662.463[a]	342	.000
Likelihood Ratio	309.666	342	.895
Linear-by-Linear Association	83.731	1	.000
N of Valid Cases	**150**		

a. 380 cells (100.0%) have expected count less than 5. The minimum expected count is .01.

Sources: Develop from research

4.8.3 Chi-Square Test Intention of Purchase and Trust

Based on table 4.24, the Asymp. Sig. (2-sided) value is displayed 0.00. As the value of asymp. sig is smaller than 0.05, then there is a significant relationship between intention of purchase and trust. This can mean that someone's buying intention has a correlation with trust.

Table 4.24: Chi-Square Test IOP & T

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	670.833[a]	306	.000
Likelihood Ratio	349.605	306	.043
Linear-by-Linear Association	86.261	1	.000
N of Valid Cases	**150**		

a. 341 cells (99.7%) have expected count less than 5. The minimum expected count is .01.

Sources: Develop from research

4.8.4 Chi-Square Test Intention of Purchase and Ease of Use

Based on table 4.25, the Asymp. Sig. (2-sided) value is displayed 0.00. As the value of asymp. sig is smaller than 0.05, then there is a significant relationship between intention of purchase and ease of use. This can mean that someone's buying intention has a correlation with ease of use.

Table 4.25: Chi-Square Test IOP & EOU

	Value	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi-Square	570.927[a]	288	.000
Likelihood Ratio	321.533	288	.085
Linear-by-Linear Association	68.597	1	.000
N of Valid Cases	**150**		

a. 322 cells (99.7%) have expected count less than 5. The minimum expected count is .01.

Sources: Develop from research

4.9 Hypothesis Testing

As mention from other previous chapter, which are chapter 2, this study has developed 4 hypothesise as the ultimate purpose of this study. All the hypothesis alternatives are supported.

Table 4.26: Hypothesis Testing

	Hypothesis	Sig. 2-tailed	Correlation Coefficient	Magnitude Relationship	Support or Rejects
H1	There is a relationship between live streaming real-time interaction and the intention of purchase.	0.000	.602	Moderate Correlation	Supported
H2	There is a relationship between live streaming prior experience and the intention of purchase.	0.000	.732	Moderate Correlation	Supported
H3	There is a relationship between live streaming trust and the intention of purchase.	0.000	.807	High Correlation	Supported
H4	There is a relationship between live streaming ease of use and the intention of purchase.	0.000	.717	Moderate Correlation	Supported

Sources: Develop from research

4.10 Summary

The study's findings, as reported in this chapter, are intended to demonstrate how the data was gathered by the researcher using a suitable approach. To make reading this study easier, all findings have been presented in an ordered arrangement. For ease of comprehension, findings have been given in the form of descriptions, graphs, and modest graphics. The findings will be discussed in further depth in the following chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

In this chapter has presents the conclusion of the overall findings. Where here will highlight how the results of this study could help new researchers or open new directions for the implementation of the same study but in a broader field. The researchers also mention some of the implications and constraints encountered while doing this study. Researchers also make some suggestions for further research.

5.2 Key Findings

The purpose of this study was to determine whether the independent variable (real-time interaction, prior experience, trust, and ease of use) had a relationship with the dependent variable (intention to purchase). As a result, the key finding of this study is that all components are connected. As stated previously in Chapter 4, the overall output result using Spearman's Rank Correlation Coefficient Method illustrates that there is a relationship between IV and DV. This corresponds to the researcher's initial predictions. As a result, the overall finding may be apparent more clearly in the discussion section.

5.3 Discussion

5.3.1 Real time Interaction

***H_0^a*:** There is no relationship between live streaming real-time interaction and the intention of purchase.

***H_1^a*:** There is a relationship between live streaming real-time interaction and the intention of purchase.

The p-value = 0.000, based on α = 0.05, **p-value < α.** Therefore, we reject H0. There is a relationship between live streaming real-time interaction and the intention of purchase.

5.3.2 Prior experience

***H*$_0^b$:** There is no relationship between live streaming prior experience and the intention of purchase.

***H*$_1^b$:** There is a relationship between live streaming prior experience and the intention of purchase.

The p-value = 0.000, based on α = 0.05, **p-value < α.** Therefore, we reject H0. There is a relationship between live streaming prior experience and the intention of purchase.

5.3.3 Trust

***H*$_0^c$:** There is no relationship between live streaming trust and the intention of purchase.

***H*$_1^c$:** There is a relationship between live streaming trust and the intention of purchase.

The p-value = 0.000, based on α = 0.05, **p-value < α.** Therefore, we reject H0. There is a relationship between live streaming trust and the intention of purchase.

5.3.4 Ease of use

***H*$_0^d$:** There is no relationship between live streaming ease-of-use and the intention of purchase.

***H*$_1^d$:** There is a relationship between live streaming ease-of-use and the intention of purchase.

The p-value = 0.000, based on α = 0.05, **p-value < α.** Therefore, we reject H0. There is a relationship between live streaming ease of use and the intention of purchase.

5.4 Implication of the Study

All the variables in this research have their benefits and effects on the overall of how the live streaming influences the intention of purchase. Therefore, it is essential to recognize the depth of each variable (real-time interaction, prior experience, trust and ease of use) in this research. With this research, related party could refer findings in this study further learn and explore in depth on these factors in why it can influence the intention of purchase.

5.5 Limitations of the Study

This study is not exempted from limitations. First, the limitation of this study is the difficulty of getting 150 respondents. A few residents in Malaysia were to reject the survey because they were less interested in answering the questionnaire. They also feel suspicious and worried that the researcher was to collect their private information and misuse it. They also felt that answering the questionnaire was a waste of their time. In addition, respondents appeared not to read the question carefully and answer it well. The sample size of this study can be said to be small compared to the population in Malaysia. Researchers need to open themselves up to more respondents to get more accurate results.

On the other hand, there have time constraints in this study. It means that the time for conducting this research is limited. The accuracy of the collected data will be affected due to the limited time. The limited time had been finite for the researcher to conduct better results in a complete data analysis process.

5.6 Suggestion for Future Research

Suggestions for future research ideas include trying to further extend and enlarge the types of research subjects in a different field. The second option is a continuing the study into a more proper investigation of device and streamer types. Not to mention, future researchers also can continue to look further into the effects of various levels and techniques of promotion tools in terms of international live-streaming e-commerce.

5.7 Overall Conclusion of the Study

The study was conducted to explore how live streaming influences the intention to purchase in Malaysia. The antecedents of adoption were observed to be real-time interaction, prior experience, trust, ease of use, and intention to purchase. All the initial assumptions of the hypothesis regarding rejecting the H0 become clear and supported based on this study's findings. Thus, researchers may assume these findings can help or give more understanding to the related party for instance seller or the consumer itself, to understand the trend or pattern of live streaming business nowadays.

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APPENDIX A- Draft of Questionnaires

EXPLORING HOW LIVE STREAMING INFLUENCES THE INTENTION OF PURCHASE IN MALAYSIA

Greetings to all dear respondent,

We are final year students from Faculty of Entrepreneurship and Business (FEB) Universiti Malaysia Kelantan (UMK). As a part of final year project (FYP), we are currently conducting research entitled "Exploring How Live Streaming Influences the Intention of Purchase in Malaysia". This survey requires an allocation around 5 to 10 minutes to answer whole question provided. Your participation is greatly appreciated to enable the collection of data related to the title of study to be implemented. The questionnaire has Three (3) section. Please answer all sections.

This questionnaire has Three (3) section. Please answer all sections.

Thank you for your valuable time, attention and cooperation.

If have any queries, gladly to contact us at;

Email: puspati.a19a0111@siswa.umk.edu.my

* **NOTE:** Your personal detail will not be exposed to the public as it is strictly used for research and academic purpose only.

SECTION A: DEMOGRAPHIC / DEMOGRAFI

Please read each statement and tick (/) on your answer.
Sila baca setiap kenyataan dan tandakan (/) pada jawapan anda.

1. Gender / *Jantina*
   - Male / *Lelaki*
   - Female / *Perempuan*
2. Age / *Umur*
   - 18 – 24 years / *tahun*
   - 25 – 34 years / *tahun*
   - 35 – 44 years / *tahun*
   - 45 years and above / *tahun dan ke atas*
3. Race / *Bangsa*
   - Malay / *Melayu*
   - Chinese / *Cina*
   - Indian / *India*
   - Indigenous Sabah / *Bumiputera Sabah*
   - Indigenous Sarawak / *Bumiputera Sarawak*
   - Others / *Lain-lain*
4. Educational Level / *Tahap pendidikan*
   - SPM
   - STPM
   - Diploma
   - Bachelor / *Ijazah Sarjana Muda*
   - Master / *Ijazah Sarjana*
   - PhD / *Doktor Falsafah*
5. Occupation / *Pekerjaan*
   - Student / *Pelajar*
   - Employed / *Bekerja*
   - Retired / *Pesara*
   - Unemployed / *Tidak bekerja*
6. Personal Monthly Income Level / *Pendapatan bulanan*
   - Below RM1,500
   - RM1,501 – RM2,000
   - RM2001 – RM3,000
   - Above RM3,000
7. Average shopping frequency on live streaming / *Purata kekerapan membeli belah di siaran langsung*
   - 0 – 1 times/month
   - 2 – 3 times/month
   - 4 – 5 times/month
   - 6 and above times/month
8. The average daily time watch live streaming / *Purata masa harian menonton siaran langsung.*
   - Less than 1 hour / *jam*
   - 2 – 3 hours / *jam*
   - More than 3 hours / *jam*

SECTION B: INDEPENDENT VARIABLE

Question in this section has divided into four (4) parts; B1, B2, B3, & B4 / *Soalan dibahagian ini telah dibahagikan kepada empat (4) bahagian; B1, B2, B3, & B4.*

B 1: Real-time Interacting (RTI) / *Berinteraksi Masa-nyata*

Please tick according to the scale for your answer.
Sila tanda mengikut skala pada jawapan anda.

Strongly Disagree *Sangat Tidak Setuju*	**Disagree** *Tidak Setuju*	**Nuetral** *Neutral*	**Agree** *Setuju*	**Strongly Agree** *Sangat Setuju*
1	2	3	4	5

MEASUREMENT SCALE / *SKALA UKURAN*	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
It allows me to participate in discussions with sellers and other viewers / *Ia membolehkan saya mengambil bahagian dalam perbincangan dengan penjual dan penonton lain.*					
Live streaming allows me to interact with sellers to receive information in any minute / *Penstriman langsung membolehkan saya berinteraksi dengan penjual untuk menerima maklumat dalam sebarang minit.*					
Live streaming has interactive features to meet my needs / *Penstriman langsung mempunyai ciri interaktif untuk memenuhi keperluan saya.*					
Live streaming allows me easily to find desired information without having to call the seller / *Penstriman langsung membolehkan saya mencari maklumat yang dikehendaki tanpa perlu menghubungi penjual.*					
The interaction with the seller on the live streaming ecommerce platform is efficient / *Interaksi dengan penjual pada penstriman langsung adalah cekap.*					

B 2: Prior Experience (PE) / *Pengalaman Terdahulu*

Please tick according to the scale for your answer.
Sila tanda mengikut skala pada jawapan anda.

Strongly Disagree *Sangat Tidak Setuju*	**Disagree** *Tidak Setuju*	**Nuetral** *Neutral*	**Agree** *Setuju*	**Strongly Agree** *Sangat Setuju*
1	2	3	4	5

MEASUREMENT SCALE / *SKALA UKURAN*	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
Purchase through live streaming on my previous experience, is always successfully delivered / *Pembelian melalui penstriman langsung pada pengalaman saya sebelum ini sentiasa berjaya dihantar.*					
I've never experienced fraud transactions in my previous purchase in live streaming / *Saya tidak pernah mengalami transaksi penipuan dalam pembelian saya sebelum ini dalam penstriman langsung.*					
In my previous experience, the received products or services is same as what has been displayed by the seller during live streaming / *Dalam pengalaman saya sebelum ini, produk atau perkhidmatan yang diterima adalah sama seperti yang telah dipaparkan oleh penjual semasa live streaming.*					
I'm never facing difficulties to get refund if suddenly have to cancelling orders through live streaming / *Saya tidak pernah menghadapi kesukaran untuk mendapatkan bayaran balik jika tiba-tiba terpaksa membatalkan pesanan melalui penstriman langsung.*					
Based on my previous experienced, purchasing through live streaming are more convenience and less cost. / *Berdasarkan pengalaman saya sebelum ini, pembelian melalui penstriman langsung adalah lebih mudah dan menjimatkan kos.*					

B 3: Trust (T) / *B 3: Kepercayaan*

Please tick according to the scale for your answer.
Sila tanda mengikut skala pada jawapan anda.

Strongly Disagree *Sangat Tidak Setuju*	**Disagree** *Tidak Setuju*	**Nuetral** *Neutral*	**Agree** *Setuju*	**Strongly Agree** *Sangat Setuju*
1	2	3	4	5

MEASUREMENT SCALE / *SKALA UKURAN*	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
Live streaming is reliable / *Penstriman langsung boleh dipercayai.*					
Sellers in live streaming are trustworthy and honest / *Penjual dalam penstriman langsung adalah boleh dipercayai dan jujur.*					
The detail given and described by sellers in live streaming is authentic / *Butiran yang diberikan dan diterangkan oleh penjual dalam penstriman langsung adalah sahih.*					
The infrastructure of live streaming is dependable / *Infrastruktur penstriman langsung boleh dipercayai.*					
Purchasing through live streaming offer secure personal privacy / *Pembelian melalui penstriman langsung menawarkan privasi peribadi yang selamat*					

B 4: Ease of use (EOU)/ *Kemudahan Penggunaan*

Please tick according to the scale for your answer.
Sila tanda mengikut skala pada jawapan anda.

Strongly Disagree *Sangat Tidak Setuju*	**Disagree** *Tidak Setuju*	**Nuetral** *Neutral*	**Agree** *Setuju*	**Strongly Agree** *Sangat Setuju*
1	2	3	4	5

MEASUREMENT SCALE / *SKALA UKURAN*	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
Purchase through live streaming is easy to use / *Pembelian melalui penstriman langsung adalah mudah untuk digunakan.*					
Purchase through live streaming is easy to navigate / *Pembelian melalui penstriman langsung adalah mudah untuk dinavigasi.*					
Purchase through live streaming is effortless and not complicated / *Pembelian melalui penstriman langsung adalah mudah dan tidak rumit.*					
Transaction process on purchasing through live streaming are hassle-free / *Proses transaksi pembelian melalui penstriman langsung adalah tanpa kerumitan.*					
Purchasing in live streaming is easy to adapt and learn / *Pembelian melalui penstriman langsung mudah disesuaikan.*					

SECTION C: DEPENDENT VARIABLE

C: Purchase Intention (PI) / *Niat Membeli*

Please tick according to the scale for your answer.
Sila tanda mengikut skala pada jawapan anda.

Strongly Disagree *Sangat Tidak Setuju*	**Disagree** *Tidak Setuju*	**Nuetral** *Neutral*	**Agree** *Setuju*	**Strongly Agree** *Sangat Setuju*
1	2	3	4	5

MEASUREMENT SCALE / *SKALA UKURAN*	**(1)**	**(2)**	**(3)**	**(4)**	**(5)**
I experience greater enjoyment in shopping through live streaming / *Saya mengalami keseronokan yang lebih besar dalam membeli-belah melalui penstriman langsung.*					
I will buy the products recommended by the live streaming / *Saya akan membeli produk yang disyorkan oleh penstriman langsung.*					
I have a good feeling about live streaming / *Saya mempunyai perasaan yang baik tentang penstriman langsung.*					
I will continue to buy product through live streaming / *Saya akan terus membeli produk melalui live streaming.*					
I would like to recommend live streaming to my family and friends / *Saya ingin mengesyorkan membeli-belah melalui penstriman langsung kepada keluarga dan rakan saya.*					

APPENDIX B – Gannt Chart

Items	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14
CHAPTER 1: INTRODUCTION														
Background of the study														
Problem Statement														
Research Question														
Research Objectives														
Scope of the Study														
Significance of Study														
Definition of Term														
Organization of the Proposal														
CHAPTER 2: LITERATURE REVIEW														
Introduction														
Underpinning Theory														
Previous Studies														
Hypotheses Statement														
Conceptual Framework														
Summary														
CHAPTER 3: RESEARCH METHODS														
Introduction														
Research Design														
Data Collection Methods														
Study Population														
Sample size														

Sampling Techniques														
Research Instrument Development														
Measurement of the Variables														
Procedure for Data Analysis														
Summary														
CHAPTER 4: DATA ANALYSIS AND FINDINGS														
Introduction														
Preliminary Analysis														
Demographic Profile of Respondents														
Descriptive Analysis														
Validity and Reliability Test														
Normality Test														
Hypotheses Testing • H1 • H2 • H3 • H4														
Summary														
CHAPTER 5: DISCUSSION AND CONCLUSION														
Introduction														
Key Findings														
Discussion • H1 • H2 • H3 • H4														
Implications of the Study														
Limitations of the Study														
Suggestion for Future Research														

Overall Conclusion of the Study														
References														
Appendix A														
Appendix B														