LIVE STREAMING INFLUENCES CONSUMER'S PURCHASE INTENTION IN SOCIAL COMMERCE

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by

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ABSTRACT

People nowadays utilise social media to communicate and browse the internet in their leisure time. Furthermore, individuals are utilising social media as a kind of entertainment in their spare time. As information technology has advanced, live streaming commerce has emerged as a new sort of e-commerce activity. Although live-stream shopping is becoming increasingly popular in Malaysia, little study has been undertaken to explore the elements that motivate customers to purchase via live-stream. This research looks at how live broadcasting affects purchase intention (PI) in social commerce. Based on the S-O-R framework, this study's response included price promotion, promotion time limit, visual appeal, and consumer-streamer interaction. In this study, the target respondents are West Malaysian internet users who have seen a live-stream video about a product or service on social media. The data collected will be analyzed using the SPSS version to verify the statistical data analysis. These findings also showed that managers of live streaming e-commerce should improve price promotion, promotion time limit, visual appeal, and consumer-streamer interaction to increase consumers' reported delight.

Keywords: Malaysia, live-streaming commerce, purchase intention, S-O-R framework, social media, price promotion, promotion time limit, visual appeal, consumer-streamer interaction, West Malaysian

CHAPTER 1: INTRODUCTION

1.1   BACKGROUND OF THE STUDY

Live streaming e-commerce is one kind of e-commerce that uses live streaming as a marketing channel (Zhou & Tong, 2022). Commercial applications of information technology have led to a wide range of changes in the commercial landscape, and the customer experience has evolved away from limited offline stores to online channels (Hoyer, W. D., Kroschke, M., Schmitt, B., Kraume, K., & Shankar, V, 2020). In 2019, the novel coronavirus pandemic shocked the world. Consumers were urged to use internet shopping due to the closure and social isolation. In addition, due to the impact of the pandemic, the sales of physical stores declined, which stimulated retailers to market their products through live webcasts. Because of its robust interactive features, live streaming e-commerce is more alluring to advertisers than traditional e-commerce. (Liu, F., Wang, Y., Dong, X., & Zhao, H, 2022).

Live streaming has many names, including live sales, live shopping, live e-commerce, and so on. A person demonstrates and promotes products in live streaming and, at the same time, provides viewers with various ways to buy products during the broadcast, for example, through product links on e-commerce platforms or sending orders to WhatsApp numbers. More specifically, live streaming commerce describes the integration of interactive video with online purchases and sales. If done well, it allows customers to buy goods through a live broadcast without having to leave the live broadcast. Think of it as on-site shopping that turns the audience into buyers. For example, these live streaming videos are frequently seen on popular social media sites like Facebook and Instagram as well as e-commerce sites like Taobao, Lazada, and Shopee.

According to statistics reported on the Oppotus website in August 2021, in the last three months, a growing number of consumers have admitted to shopping via livestreams (Oppotus, 2021). Compared with the fourth quarter of 2020, Livestream shopping increased by 53% at the beginning of 2021, while in the fourth quarter of 2020, only 15% of people made purchases through live streaming shopping. MCO 2.0 has been credited with this increase, which kept people at home under lockdown for the second time that year. While operations could not continue as normal during the lockdown, livestream shopping gave businesses a chance to draw clients and stay alive. The percentage of people making livestream shopping purchases held steady at 22% during the second quarter of 2021. People prefer to stay at home and keep safe

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as a result of MCO 3.0's introduction. Additionally, it implies that Malaysians tolerate this tendency, potentially even repeat customers who were happy with earlier live transactions.

PAST 3 MONTHS LIVESTREAM SHOPPING PURCHASERS
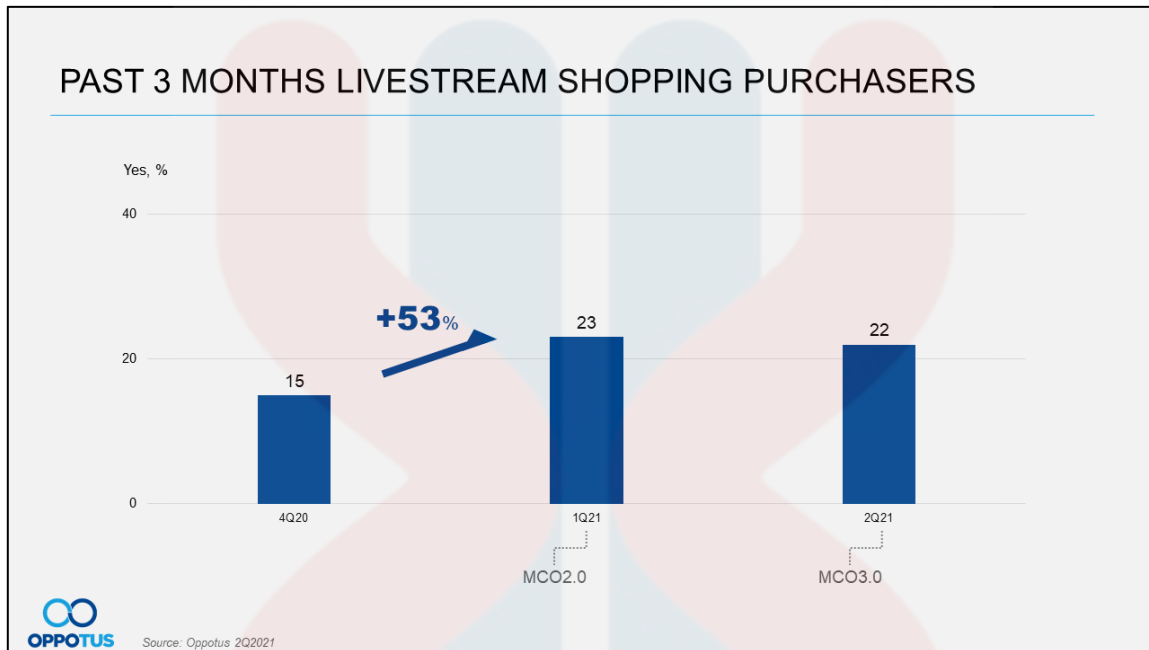
Source: Oppotus 2Q2021

Figure 1.1: Past 3 Months Livestream Shopping Purchasers During Lockdown in Malaysia

In general, the average age of l;ivestream shoppers is 32 years old. The proportion of people between the ages of 18-24 and 25-34 is the highest, at 32%. Social media is increasingly widely used by Generation Z and Millennials, and many of them are accustomed to viewing live broadcasts or previously recorded broadcasts featuring particular influencers. Therefore, they prefer the real-time interaction with brands and retailers provided by live broadcasts, thus enhancing their purchasing enthusiasm. It can be noted that the older people are, the less likely they are to participate in live shopping. People over 45 years old only account for 13% of live shoppers. They are wary of new marketing techniques and favour classic brick-and-mortar establishments with personal interaction. Some of them might not be accustomed to live broadcasts and require some time to become comfortable with its features.

Regarding gender, women account for 55% of live shoppers, while men account for 45%. Women usually buy more goods than men and enjoy the entertainment brought by the experience of shopping and watching goods through live broadcasts. Contrarily, males are more inclined to stick with the traditional method of purchasing and purchase everything they need from an online store as long as the vendors and goods are attractive. Malays account for 57% of livestream shoppers, followed by Chinese (32%) and Indians (10%), which is more or

less in line with Malaysia's general ethnic demographics, indicating that livestream shopping can most likely be said to be equally popular amongst all Malaysians regardless of race (Oppotus, 2021).
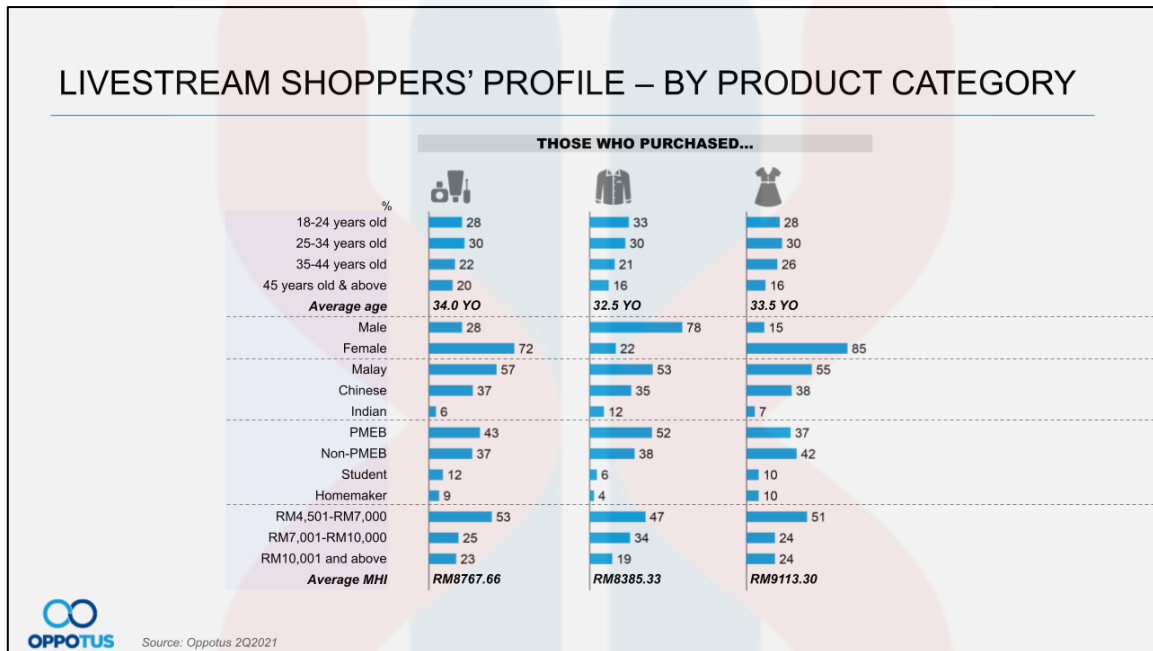
Source: Oppotus 2Q2021

Figure 1.2: Livestream Shoppers' Profile in Malaysia

1.2   PROBLEM STATEMENT

Livestream shopping originally gained popularity in China, which has the most online consumers in the world. Influencers or Key Opinion Leaders (KOLs) participate in live shows via an app where they debate, demonstrate, and test out various products for their followers. People who watch these live programmes enjoy the enjoyment provided by engaging 8 hosts, as well as the opportunity to have any reservations they may have about the product addressed right away. Statista predicts that the e-commerce business will continue to grow in popularity in the foreseeable future (Statista, 2020). According to Retail Touchpoints, Coresight Research 2020 research predicted that the US live streaming market will reach $11 billion in 2021, nearly double its value in 2020. The market is expected to be worth $35 billion in sales by 2024 (3.3% of all US ecommerce).

The combination of live streaming and e-commerce is thriving. However, it is unknown how live streaming influences customer purchase intention (PI) in online markets. As a result, according to this study, PI, which stands for customers' subjective willingness and desire intensity to accept and acquire goods or services, is the component that has the greatest direct impact on how users behave when making purchases. This is mostly seen in customers' readiness to accept and use live streaming e-commerce. Individuals favour live streaming of items over traditional forms of e-commerce in their purchasing behaviour. Furthermore, PI influences one's readiness to promote items or services to friends and relatives (Dhingra, Gupta, & Bhatt, 2020).

This research study focused on Malaysian consumers from West Malaysia. The ownership of a mobile device and a smartphone among Malaysian adults was approximately 96% and 71%, respectively, with a total of 20.6 million active internet users. It was also discovered that around 47% of Malaysians use their mobile devices to shop online, which is higher than the global average of 44%. Online buyers are typically younger than traditional buyers. Despite the fact that older generations are now online in greater numbers than in the past, young people continue to dominate the online population. According to Kim and Ammeter (2008), the younger generation not only comprehends e-commerce better than the older generation, but they also process website information five times faster. This generation is technologically advanced since they grew up in the information age and are used to using the media on a regular basis. It is thought to be the largest group of people who use the Internet to shop.

Malaysia generated RM1.8 billion in online retail transactions in 2011, a 70% increase over the previous year (Marketing Interactive.com, 2011). Malaysian Communications and Multimedia Commission (MCMC, 2015) anticipates that Malaysia's online retail sales would exceed Frost & Sullivan's 6.1% prediction (RM22.6 billion) by 2020. The estimate is driven by higher disposable incomes and increased broadband penetration. It also makes up the majority of Malaysia's Internet users in terms of age (Com Score, 2009). This meant that there were major elements influencing online impulsive purchasing behaviour, particularly during live streaming. Online streaming material, in collaboration with influencers, played a critical part in raising brand recognition and spreading business information, ultimately contributing to online consumer happiness. As a result, it would be useful to investigate the elements that influence consumers' propensity to purchase things while live streaming.

Due to the rise in social media channel subscriptions, "live" content has become increasingly popular, and the entertainment industry and the technology that supports it have undergone fast transformation. As a result, live streaming content created by business owners (or even influencers) on the internet emerged to offer real-time synchronous video to engage existing customers because simply utilising social media platforms for sales was no longer adequate. A thorough theorization of the factors that determine the relationship between behavioural and live streaming buy intention is still absent, despite an increase in research studies on the actual and behavioural intention of live streaming shopping. Live streaming was a crucial marketing tactic for such entrepreneurs. Simultaneously, a Kemp (2020) survey found that Between April 2019 and January 2020, younger clients, who make up the majority of social media users worldwide, can easily watch live streaming through their mobile applications while also participating in other activities (Digital 2020: Indonesia, 2020). This implied that such business owners and managers were more likely to formalise their approach to giving their audiences the best experiences and interacting with both current and potential customers.

The aim of this research is to examine how live streaming affects purchase intention (PI) in social commerce. Based on existing literature, four elements are proposed to influence live streaming purchase intention: price promotion, promotion time limit, visual appeal, and consumer-streamer interaction. The study opens with a review of the literature. The technique is then described, followed by the empirical findings and their consequences. Finally, it discusses the study's shortcomings and offers suggestions for further research.

1.3   RESEARCH QUESTIONS

In order to achieve the research objectives, the following research questions were formulated:

a. What is the relationship between price promotion and consumer's purchase intention in live streaming commerce among Malaysians in West Malaysia?

b. What is the connection between promotion time limit and consumer's purchase intention in live streaming commerce among Malaysians in West Malaysia?

c. What is the interrelation between visual appeal and consumer's purchase intention in live streaming commerce among Malaysians in West Malaysia?

d. What is the relevance between consumer-streamer interaction and consumer's purchase intention in live streaming commerce among Malaysians in West Malaysia?

1.4   RESEARCH OBJECTIVES

a. To determine the relationship between price promotion and consumer's purchase intention in live streaming commerce among Malaysians in West Malaysia.

b. To identify the connection between promotion time limit and consumer's purchase intention in live streaming commerce among Malaysians in West Malaysia.

c. To determine the interrelation between visual appeal and consumer's purchase intention in live streaming commerce among Malaysians in West Malaysia.

d. To identify the relevance between consumer-streamer interaction and consumer's purchase intention in live streaming commerce among Malaysians in West Malaysia.

1.5   SCOPE OF THE STUDY

This study will be undertaken on Malaysian consumers from West Malaysia. The states involved in West Malaysia are Kuala Lumpur, Selangor, Johor, Kedah, Kelantan, Melaka, Negeri Sembilan, Pahang, Perak, Perlis, Pulau Pinang, and Terengganu. According to Oppotus' poll on livestreaming purchasing Kuala Lumpur has the highest proportion of shoppers (43%), followed by Johor Bahru (26%), and Penang (23%). Kuantan has the lowest level of interest for livestream shopping, at only 8%. According to World Bank research, are the variables that prompted millennials to spend beyond their means (Ismail, 2020). As a result, they are more susceptible to impulsive purchases. In the new mode of online shopping, live streaming commerce, more than half of all purchasing behaviour is now characterised as impulsive, underscoring the vital importance of understanding consumer impulse purchase behaviour. (Xie & Luo, 2021). The study focused on how live streaming can influence online purchase intention of Malaysian consumers in West Malaysia via a Google Forms survey.

1.6   SIGNIFICANCE OF STUDY

This study is one of the most important, and it is used as a contribution to information researchers in the field of research to search for and study resources. This study was carried out in order to obtain research findings that may be useful for live streaming in terms of improving and implementing their e-commerce marketing plans and strategies. It also assists marketers and business owners in identifying the factors that influence customer purchase intentions on social media, allowing them to properly monitor their business and ensure that the firm is on the right management track. More importantly, this study may increase public awareness of live streaming users' purchase intentions in social commerce.

Determine the variables that influence consumer purchasing intentions in social commerce in West Malaysia with the goal of increasing online shopping knowledge among consumers. Despite the significant increase in online fraud incidents, many online shoppers, particularly Generation Y, prefer to purchase goods and services through online channels rather than traditional stores. As a result, it is critical to understand the manner and effectiveness of live streaming users' purchase intentions in social commerce in order to comprehend why they continue to bear the risk of purchasing online despite the fact that online fraud is on the rise.

Furthermore, the study of purchase intention is essential for researchers because it can help them expand their research resources in the future. Furthermore, this study is significant because purchase intention is an important factor for the researcher in determining how this purchase intention is applied to customers. Furthermore, it is important for students to understand that this study can be used as a reference material for students when completing their projects.

1.7   DEFINITION OF TERM

Table 1.1: Definition of Term

Term	Definition	Sources
Price Promotion	Direct price discounts and indirect pricing preferences are the two primary varieties of price promotion. Direct price discounts, such as discounts, coupons, full reductions, etc., involve lowering the sales price of items directly in order to give consumers price concessions. Providing additional money that is distinct from the initial price of the good, such as extra gifts, raffle prizes, and confirmation of product quality, are examples of indirect pricing preferences.	Liu (2016)
Promotion Time Limit	Time pressure is closely tied to the perception of opportunity loss that results from people postponing purchases or making decisions in time-sensitive situations. People will become concerned and feeling a sense of urgency if they believe they have lost an opportunity.	Payne, & Grey. (1996)
Visual Appeal	Sensory marketing may have an impact on customer behaviour if it alters consumers' perceptions, assessments, and emotions.	Mathwick, Malhotra, & Rigdon. (2001)

Consumer-Streamer Interaction	Interpersonal interaction is the exchange of information, feelings, and meaning between two or more individuals using both spoken and nonverbal clues.	Zhao, Wang, & Zhou. (2015)

1.8   ORGANIZATION OF THE PROPOSAL

This study is focusing on the live streaming influences consumer's purchase intention in social commerce. Besides that, the questionnaire was tried to identify the fusion of live streaming and e-commerce is booming and it remains unclear how live streaming affects consumers purchase intention (PI) in online markets.

In chapter 1, the journal has given an overview of the topic being researched, which is the background of the study, problem statement, research questions, research objectives, the scope of the study, the significance of the study, the definition of the term, and the organization of the proposal. The chapter will provide of the research methodology which is the quantitative data collection to carry out of this research.

In Chapter 2, it is demonstrated that the section titled "Literature Review" will conduct research on the introduction, underlying theory, prior studies, hypotheses statement, conceptual framework, and summary. Gifts, lotteries, product quality assurance, etc. are examples of indirect price preference on live streaming influences consumer's purchase intention in social commerce such as price promotion, promotion time limit, visual appeal and consumer-streamer interaction.

Chapter 3 will analyse introduction, research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, the procedure for data analysis, and summary. The research will be focusing on how live streaming influences consumer`s purchase intention in social commerce, which is on price promotion, promotion time limit, visual appeal and consumer-streamer interaction.

CHAPTER 2: LITERATURE REVIEW

2.1   INTRODUCTION

Purchase intention is a topic that every researcher should emphasise because it is very appealing to other researchers. This topic's research factors to investigate how live streaming influences purchase intentions (PI) in social commerce. In recent times, consumers often buy goods online due to their busy schedules. It mixes live streaming video experience with online shopping experience to give customers access to commodities-related video content to influence their purchase decisions and promote the completion of transactions between buyers and sellers (Yang & Lee, 2018). The majority of customers prefer to make purchases while shopping live on apps like Shoppe Live, Tiktok Live, Facebook Live, and others. This study was carried out by referring to previous studies' journals and articles as a guide when carrying out this study. Furthermore, the relevant theoretical framework will be used in this study so that the new conceptual framework and the related development hypotheses can be examined in greater depth.

2.2   UNDERPINNING THEORY

Woodworth (1929) developed the stimulus-organism-response model (S-O-R) as an alternative to the basic stimulus-response model, which was first described by (Pavlov, 1927). The S-O-R model, as depicted in Figure 2.1, is made up of three separate components: the stimulus, the organism, and the response. This component controls all behaviour that occurs as a result of an occurrence. Skinner (1935) described input plus reaction are "components of behaviour with environment," and sudden changes in an individual's environment can upset their psychological and emotional stability, leading to changes in behaviour (Robert & John, 1982). The stimulus is described as "the effect that arouses the individual" (Jacoby, 2002). According to Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001), stimulation is "the effect that arouses the individual."

| **Stimulus** |
| The influence of live streaming in social media. |

↓

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Organism
Internal emotional responses of the consumers.

↓

Response
The intention of consumers to purchase.
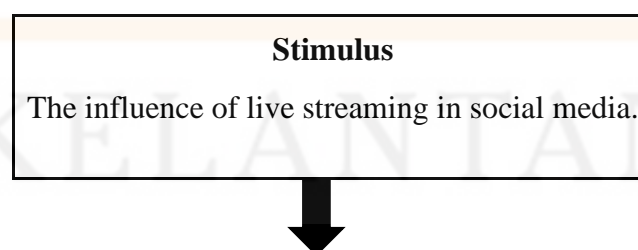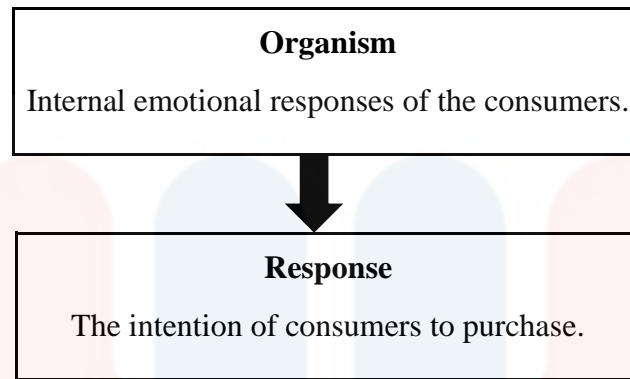
Source: Woodworth (1929)

Figure 2.1: Theoretical framework of the study.

In the context of the study, the stimulus refers to features of live streaming that impact the emotional and psychological state of the customer, which in turn influences their behaviour and intentions. An organism, according to Bagozzi's 1986 definition, is "internal processes and structures that intervene between external inputs and the ultimate actions, reactions, or responses emitted." The intermediate processes and structures are activities connected to seeing, feeling, thinking, and the physiological condition of the body. An organism, according to Fu, S., Chen, X., & Zheng, H. (2020), is "the internal processes and effects of the stimuli, frequently modulating the relationship between stimulus and response." The word "organism" refers to the consumer's desire to react to the live streaming on social media and reflects the internal feeling and psychological process that happens after being exposed to the stimuli. In the context of this research, "organism" refers to the consumer's desire to react. Within the framework of the paradigm, "response" refers to the individual's final behavioural outcome, which may be either good or negative (Robert & John, 1982). The goal of this study is to look at consumers' intents, repercussions, and changes occurring as a result of their accessibility to live streaming content through social media.

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2.3   PREVIOUS STUDY

2.3.1   PURCHASE INTENTION

Social networking platforms' trust mechanisms are still in their infancy, while e-commerce platforms are more interactive, visible, and professional. In live streaming commerce, we may choose the two dependent variables by utilising engagement to characterise consumer behavioural reactions to interactivity and buy intents to define consumer behavioural responses to visualisation, entertainment, and professionalisation. The study offers managerial implications for platforms, retailers, and broadcasters and expands on past theoretical research on live streaming commerce.

"Intention reflects a person's present behavioural orientation toward partaking in a certain activity and it demonstrates a sense of personal success toward that behaviour," according to the definition (Hagger M. S., Chatzisarantis, N. L. & Biddle, S. J., H., 2002). The word "purchasing intention" is crucial in advertising, and authors in the literature have studied and investigated it in numerous contexts. Axelrod (1968) studies buy intention in combination with other mindset evaluations used to predict shopping behaviour.

According to Jamieson & Bass (1989) and Schiffman and Kanuk (2009), the best indicator and recommendation obtained through marketing or from other consumers have the most affect when making the decision either to purchase a particular item. According to Mirabi, V., Akbariyeh, H. & Tahmasebifard, H. (2015), purchasing intention is a complex process that is linked to customer behaviour, perception, and mindsets, making it a useful tool for forecasting the buying process. Furthermore, Armstrong and Kotler (2011) contend that purchasing intent develops prior to the customer making the final purchasing intention.

Depends on the many understandings of purchasing purpose by the writers. The word "purchasing intention" is crucial in advertising, and authors in the literature have studied and investigated it in numerous contexts. According to Dehghani and Tumer (2015), price, perceived quality, and value are just a few of the internal and external elements that have an impact on purchase intention.

Based on the writers' various definitions and ideas of purchase purpose. Acquire intent could be defined like a consumer's intention to purchase a specific item and under some conditions. According to Dehghani and Tumer (2015), a number of internal and external factors, including price, perceived value, and quality, have an impact on purchasing intention.

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2.3.2 PRICE PROMOTION

Price promotion is a popular strategy for advertising in daily life. It can take two forms: the first is direct price discounting, which entails offering customers price breaks by directly reducing the selling price of products, as with discounts, coupons, complete discounts, and other offers. The other is indirect price preference, which is when extra benefits are provided in addition to the initial price of the items, such as extra presents, raffle prizes, assurances of the quality of the product, and others. It is an indirect price preference. Zhao and Luo (2008) analyzed the marketing initiatives of Taobao and other e-commerce websites were summarised, and eight popular promotion strategies on e-commerce platforms, including discounts, special prices, raffles, coupons, bulk discounts, freight discounts, flash sales, and restricted promotions, were also covered. Direct price promotion in e-commerce live streaming typically consists of the following: discounts, coupons, full price reductions, cash back, shopping vouchers, temporary low prices, and others. Furthermore, other indirect price reductions include bonuses, lotteries, and so forth.

2.3.3 PROMOTION TIME LIMIT

Scholars' studies mainly include two viewpoints on the sources of time pressure: one is that time pressure comes from time limitation. According to Ariely and Zakay (2001), time pressure brought on by time limits would further influence changes in each person's psychological and emotional state. A short time pressure has little effect on the consumer's emotions and decisions because each consumer believes that the time pressure is closely related to the perception of opportunity cost, which affects the consumer's emotions and decisions.

The promotion time limit was one of the issues he had. Due to a lack of knowledge, consumers will have misconceptions about a time limit promotion that is invalid. However, the purchase intention of the promotion could be impacted, though, if a time limit promotion is released with enough authentic information. Promotion Time limit can influence purchase intention in live streaming has a positive response because consumers can make their decision by simply looking at their device. There are several examples of how the promotion time limit can affect the purchase intention of Chinese companies using live streaming, specifically Taobao live. Ecological Streaming Development Report (Taobao Live Stream and Taobao, 2019) has found that vendors in Taobao live have been able to reach over 100 billion Yuan in sales in 2018.

2.3.4 VISUAL APPEAL

According to the Cambridge Dictionary, visual appeal is commonly employed in terms such as beauty or aesthetic selection, which is dependent on a specific user desire. The phrase "visual appeal" has a subjective connotation that is determined by the individual giving their opinion. To counteract this subjectivity, the study must employ broadly agreed definitions of the subjective words. Katrina stated that the initial impression of aesthetic attractiveness is the most significant in e-commerce. It's all about the looks in live broadcasting. According to 93% of buyers, the most crucial factor in deciding whether to buy something is its outward appearance. Furthermore, because they dislike the overall aesthetics, 52% of customers leave the websites and never come back. And, as she noted earlier, initial impressions are important – 42% of e-commerce buyers base their entire view of a site only on its design (Katrina, 2019).

2.3.5 CONSUMER-STREAMER INTERACTION

According to Zendehdel, M., Paim, L. H., & Osman, S. B. (2015), a person with a more positive attitude is more prone to purchasing online. Accordingly, streamer interaction has a vital role in shaping behaviour that contributes to online shopping. Furthermore, in the context of online purchasing, customers with a more positive attitude are thought to be more inclined to purchase as a group. Other than that, a set of ideas about brand's attributes may influence the attitude of consumers to have an experience which can be good or bad. These traits are judged to know the consumer's degree of satisfaction which highly rated attributes serve as criterion for customer selection and have a large effect on attitude development of consumers. The degree to which a customer loves or hates a certain brand is defined as consumer of streamer interaction. Furthermore, consumers who have previously purchased and approached E-commerce will have a more favourable view regarding online purchasing (Vu, H. T., Hoang, C. D., & Le, H. H. T., 2019). Numerous prior research has shown that attitude is a significant element influencing the online buying behaviour.

2.4   HYPOTHESES STATEMENT

Four hypotheses have been advanced to research the correlation among the independent variables (price promotion, promotion time limit, visual appeal, and customer-streamer interaction) and the dependent variables (consumer's purchase intention). First, price promotion on consumer's purchase intention. In the process of shopping, many factors affect buyers' impulse purchases. However, the most likely factor is price incentive because the price is essential in buyers' shopping decisions, mainly for price-sensitive buyers. Second, in live streaming commerce, using time-limited promotion is one of the ways to stimulate consumers. Consumers must decide quickly on a purchase intention in a constrained window of time. Therefore, time pressure will specifically impact consumer's impulse buying desire.

Third, when consumers shop online, information like photographs, videos, outfit fittings, and cosmetic experiments offered by retailers can pique their curiosity, create positive associations in their minds, and motivate them to make a purchase. Last but not least, in live streaming commerce, user engagement enhances users' impulsive purchasing decisions by positively influencing users' pleasure perception. In addition, Customers can engage with streamers in real-time, learn about the features and quality of products, and then decide which ones to buy. Hence, we propose the following hypotheses:

a. Price promotion has a significant positive impact on consumers' purchase intention in live streaming commerce.

b. Promotion time limit has a significant positive impact on consumers' purchase intention in live streaming commerce.

c. Visual appeal has a significant positive impact on consumers' purchase intention in live streaming commerce.

d. Consumer-streamer interaction has a significant positive impact on consumers' purchase intention in live streaming commerce.

2.5   CONCEPTUAL FRAMEWORK

Independent Variables
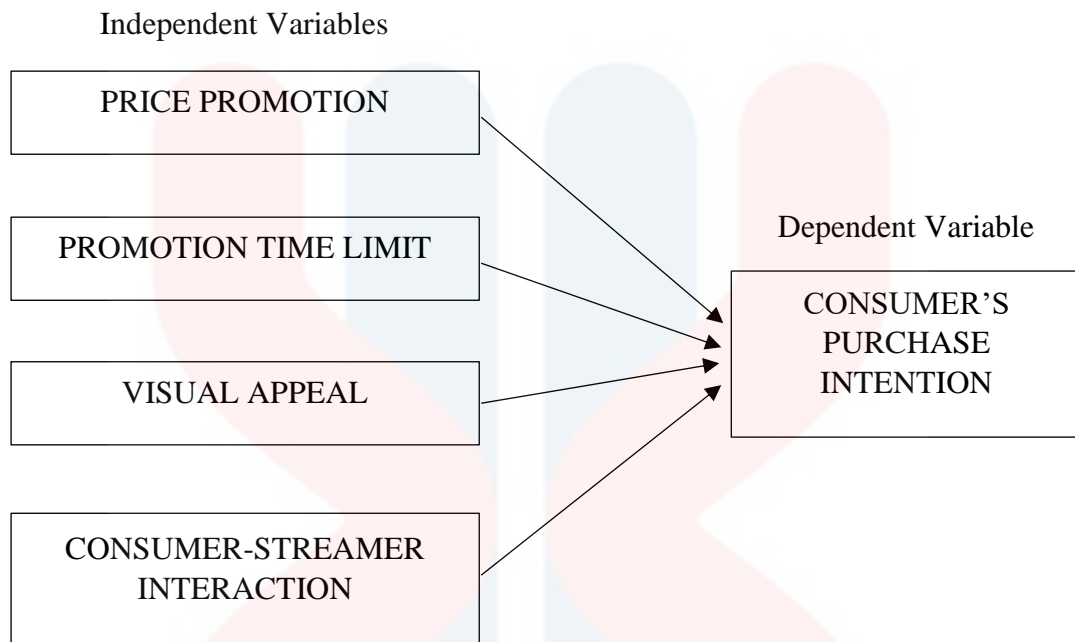
Figure 2.2: Conceptual Framework

Based on the S-O-R model, the factors influencing the Malaysia consumers' purchase intention of live streaming e-commerce in West Malaysia could be hypothesized as follows (Figure 2.2). The independent variables are four factors including price promotion, promotion time limit, visual appeal and consumer-streamer interaction. While, dependent variable is the consumer's purchase intention.

2.6   SUMMARY/CONCLUSION

To summarise, the literature review that was pertinent to the earlier investigated components was examined in this section. The proposed theoretical framework was created based on a review of the literature. The researchers examined the relationship between all of the dependent variables of purchase intention and the four independent variables in this study, which were price promotion, promotion time limit, visual appeal, and consumer-streamer interaction. These four independent variables that affect purchasing intention were agreed upon by the researchers. The methods used to determine the results of this study are covered in the chapter after.

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CHAPTER 3: RESEARCH METHODS

3.1   INTRODUCTION

This chapter will explain about research methods in more detail about previous studies on the topics discussed in chapter 2. This methodology is carried out to answer the research objectives in chapter 1 to achieve the research objectives. Research design, the creation of questionnaires, conducting surveys, gathering data, and using the Statistical Package for the Social Sciences (SPSS) or data analysis are all examples of research methodologies.

3.2   RESEARCH DESIGN

This study aimed to Malaysian consumers that influences purchase intention in the setting of live-stream shopping in West Malaysia. Due to time constraints, this research is cross-sectional, meaning that data is only collected once at a specific time with no follow-up required (Mann, 2003). A quantitative technique is employed because it is appropriate for studying respondents' opinions on behavioural components such as purchasing intention and purchase behaviour (Amaratunga, Baldry, Sarshar & Newton, 2002). It is a method of gathering and analysing data that use numbers and figures (Bryman, 2012). One way is to conduct surveys using a questionnaire, which allows researchers to elicit information by asking questions and receiving responses. In numerous Malaysian states, a questionnaire survey has been used to collect data. This gives them more privacy and makes them less invasive, which eventually boosts the rate of cooperation from responders. Furthermore, it is quite basic, uncomplicated, and time-consuming (McClelland, 1994).

3.3   DATA COLLECTION METHODS

The process of gathering organized data on the target variables is known as the data collection method. Primary data and secondary data are the two main categories into which data can be separated. For this study, data will be gathered via an online questionnaire survey and primary data will be used. In order to gather information from West Malaysian consumers who have live streaming shopping experience on social media commerce platforms like TikTok, Facebook, and Instagram in West Malaysia, this research is quantitative in nature and uses an online self-administration questionnaire.

3.4   STUDY POPULATION

For this research, the population in this study will be residents from West Malaysia. Malaysia's population is projected to expand by 0.2% annually, from 32.6 million in 2021 to 32.7 million in 2022. From 2022 to 2021, the population growth rate dropped from 1.09% to 1.13%. It is because the number of non-citizens dropped from 2.6 million (2021) to 2.4 million (2022). In 2022, the male population exceeded the female population by 17 million and 15.7 million respectively. The higher proportion of men is because there are more men among non-citizens. Among the 30.2 million citizens, the population of Bumiputera has increased from 69.6% in 2021 to 69.9% in 2022. However, the population of Chinese and Indian decreased to 22,8% (23.0% in 2021) and 6.6% (6.7% in 2021) respectively. Others remain at 0.7% (Department of Statistics Malaysia, 2022).

In 2022, Selangor will have the highest population composition, which is 7,088,775, followed by Johor (4,051,780) and Perak (2,533,716). The following highest population composition was found in Kedah and Kuala Lumpur, with 2,185,517 and 1,961,833 respectively. The population composition of Kelantan is 1,835,019, Pulau Pinang 1,751,488, Pahang 1,619837, Negeri Sembilan 1,219,445, and Terengganu 1,192,397. The lowest population composition was found in Perlis and Melaka, with 290,462 and 1,012,321 respectively (Latest on 20 December 2022). However, in 2021, Malacca's population for the first time exceeded 1 million. On average, the population density of Malaysia is 99 people per square kilometer. The highest population density in the country is in Kuala Lumpur, which has 8,045 people per square kilometer, followed by W.P. Putrajaya (2,418 people) and Penang (1,656 people). The least densely populated state is Pahang, which has a population density of just 45 people per square kilometer in Malaysia (Department of Statistics Malaysia, 2022).

3.5   SAMPLE SIZE

The phrase that is always used for sample sizes is statistical studies and market research, and it will be ideal when a group of researchers creates surveys for a significant number of respondents. This sample size is one of the research methods designed for a huge population.

Residents in the 12 states chosen as responders for this study will acquire population statistics. The 12 states of the population in the environment have become the response for this research. The sample's ineptitude, excessive size, or failure to attain the aim are all factors that might impact the quality of the sample data and the resolution of a research.

According to Krejcie and Morgan, related table 3.1 the number of samples used in this study is 384 respondents (Krejcie & Morgan, 1970). The total questionnaire for this study was 384 questionnaires for respondents. The total number of questionnaires distributed for this study was 384. The identical questionnaire will be presented to all of the residents spread above, totalling 384 target samples of the questionnaire. Residents from West Malaysia will be involved in the distribution of questionnaires to the community.

Table 3.1: Determining the sample size of the sample for the population in West Malaysia.

Table for Determining Sample Size of a Known Population									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384
Note: N is Population Size; S is Sample Size						Source: Krejcie & Morgan, 1970			

Source: Krejcie & Morgan, 1970

3.6   SAMPLING TECHNIQUES

Both probability sampling and non-probability sampling are general categories for sampling techniques. A sampling strategy is a random and representative sample of the population. This study chose to use non-probability sampling that's purposive sampling. A purposive sampling is a random consumer of live streaming and representative sample of the population. Research studies, in contrast, frequently concentrate on a sample size and try to analyse an actual incidence instead of making data assumptions about the general public. (Lamm & Lamm, 2019). The researchers will determine whether live streaming benefits customers' purchase intentions in West Malaysia's social media and simply provide an online questionnaire for their responses. On average, respondents chose since they were in the right place and at the right times.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

A research instrument is a piece of equipment used to collect, quantify, and analyse information from study participants. Essentially, this study will analyse each data set using a pilot test and an online questionnaire.

3.7.1 QUESTIONNAIRE DESIGN

Respondents will be divided into three parts to respond to this study. Section A requires a response concerning student demographic information, which includes gender, age, ethnicity, state, education level, occupation, number of times in live streaming shopping experience, weekly watch live hours, and monthly spending on live streaming.

Section B discussed the dependent variable which is the purchase intention, and Section C questions addressed the independent variables, price promotion, promotion time limit, visual appeal, and consumer-streamer interaction. Yoo and Gretzel (2011) propose that we utilise five-point likert measures in our questionnaire for this study. Every scale item was scored 1 when the vocal statement "strongly disagree" was used, and 5 when the verbal word "strongly agree" was used. The researchers recommended utilising a five-point Likert scale in this study because it would improve response rate and response quality while addressing the issue of irritability among patient responders (Sachdev, S. B., & Verma, H. V., 2004). The less prominent the distinction, the less accurate the answer of your participants.

Table 3.2: Five-Point Likert Scale

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

3.7.2 PILOT TEST

A pilot test of the questionnaire was to identify potential problems in the research procedure. A small number of people who complete and evaluate an instrument can provide input that researchers might use to make modifications to the instrument. Questionnaire was given to 30 respondents of Malaysian in West Malaysia to test the validity of the questionnaire. The result of the pilot test was analyzed by using reliability analysis, the result showed it was reliable.

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3.8   MEASUREMENT OF THE VARIABLES

To explore each variable on the scale, the researchers will gather and analyse data to help develop the statistical inference test. This online questionnaire employs nominal, ordinal, and interval measurement scales (Likert-scale). The surveys were divided into three (3) sections: respondents' demographic profile in section A, dependent variable questions in section B, and independent variable questions in section C.

3.8.1   NOMINAL SCALE

A nominal scale is used for qualitative variables, which means that numbers are only employed in this context to categorise or identify items. This is the most fundamental and inexpensive sort of measuring. Responses on a nominal scale are simply named or categorised.

The nominal scale is used in section A questionnaires to determine each respondent's demographic profile. To analyse the target respondents, gender, age, ethnicity, education level, occupation, weekly watch live hours and monthly spending on live streaming are all measured on a nominal scale using questionnaires.

3.8.2   ORDINAL SCALE

An ordinal variable is a form of quantitative variable that takes values in a defined order or rank. It belongs to the second measurement level and the nominal variable as a subset. Items on the scale are listed from least to most agree in descending order of level of satisfaction. Ordinal scales, as opposed to nominal scales, allow comparisons of the levels of the dependent variable in two subjects. The Likert scale was one of the most prevalent scales utilised in this study. The Likert scale of 1 to 5 (strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5) is used to determine how strongly the assertions agree or disagree. As a result, the Likert scale was used to evaluate each item in sections B and C of this questionnaire.

3.9   PROCEDURE FOR DATA ANALYSIS

Data evaluation involves thoroughly examining every detail of the records gathered or provided while comparing facts using logical and analytical reasoning. When a study experiment is conducted, some steps are used. In this study, the researcher will use the SPSS version to verify the statistical data analysis. To produce tables and pie charts for data entry and analysis, use the program-based window SPSS. The researcher will gather data for this study's data analysis and perform frequency analyses, descriptive analyses, correlation analyses, and reliability analyses.

3.9.1   DESCRIPTIVE ANALYSIS

This study makes use of descriptive analysis since it is able to accurately reflect the features of a very large quantity of data that has been gathered (Salkind, 2010). Furthermore, by analysing the demographic characteristics of samples, this analytical approach allows for the transformation of raw data into the display of numerical facts. Therefore, the researcher has to measure the central tendency which are mean, mode, median and standard deviation.

3.9.2   RELIABILITY ANALYSIS

The aim of the reliability test is to confirm that the programme is dependable, that it fulfils the purpose of the analysis for a set period of time in a certain environment, and that it is capable of performing error-free operations. The closer the Alpha to 1 of the Cronbach's Alpha value, the greater the dependability consistency.

Table 3.3: Rules of thumb about Cronbach's Alpha

Cronbach's Alpha Coefficient	The Strength of Association
< 0.6	Poor
0.6 - < 0.7	Moderate
0.7 - < 0.8	Good
0.8 - < 0.9	Very Good
0.9	Excellent

Source: Hair, J.F., Babin, Money, A.H. & Samouel (2003)

The rules of thumb for Cronbach's Alpha are shown in Table 3.3. When the coefficients are less than 0.6, the strength of link is poor. When the values are between zero.6 and less than 0.7, there is very little energy of affiliation. If the values are 0.7 or less than 0.8, it indicates

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that the electricity of affiliation is appropriate. A value between 0.8 and much less than 0.9 indicates a very good energy of affiliation, whereas 0.9 indicates a first-rate energy of affiliation.

3.9.3 PEARSON'S CORRELATION

In this study, the researcher intends to apply Person's Correlation to determine the degree of linear correlation between two variables, which is between dependent variable and independent variables. The researcher used Pearson's Correlation because he or she feels it is the simplest and most accurate approach available compared to others. The table showed the magnitude relationship of Pearson's Correlation.

Table 3.4: The Magnitude Relationship of Pearson's Correlation.

Pearson's Correlation Value, r	Magnitude Relationship
0.90 – 1.00	Very High Positive
0.70 – 0.90	High Positive
0.50 – 0.70	Moderate
0.30 – 0.50	Low Positive
0.00 – 0.30	Negligible Correlation

Source: Zakaria Jaadi (2019)

3.10   SUMMARY/CONCLUSION

There are two forms of qualitative and quantitative research: descriptive research and experimental research. Primary data and secondary data are the two main categories into which data can be separated. The term that is always used for sample sizes is statistical studies and research of a market and it will be perfect when a group of researchers make surveys for large respondents. This sample size is one of the ways of research made for a large population. There are several things that can affect the quality of the sample data and the resolution of a research is the sample's incompetence, and excessive size or do not reach the target. In general, sampling techniques can be divided into two types: probability sampling and non- probability sampling technique. Sampling technique is a sample that samples selected must be random and represent the population. The sample size being made available, the research funding, and the significance of the study. After creating a sampling frame, its researcher could use a computer programme that generates random numbers to choose a sample from the sampling frame. However, techniques for non-probability sampling are often used in case study and qualitative research designs. The researcher will gather data for this study's data analysis and perform frequency analyses, descriptive analyses, correlation analyses, and reliability analyses.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter summarises the results of the data analysis procedure described in the previous chapter. The data collection was carried out with the help of the Statistical Package for Social Science (SPSS). This analysis examines the relationship between dependent and independent variables. For this study, the variables were investigated using the method which is preliminary analysis, demographic analysis, descriptive analysis, validity and reliability analysis, normality test, Pearson's correlation and Hypothesis testing. Preliminary analysis of the decision process and document that evaluates the determination of resource classification found in consumer respondents in Malaysia. The data from the respondents' demographic profile sample was analysed using descriptive analysis. Demographic analysis was used to evaluate a gender, age, ethnicity, state, education level, occupation, evaluate the live streaming shopping, weekly watch live hours and monthly spending on live streaming. The validity and reliability analysis is performed to analyse the measuring scale's properties and the elements that comprise the scale revealed in replies. Pearson's correlation was used to determine the importance of the relationship between purchase intent, price promotion, promotion time limit, visual attractiveness, and consumer-streamer interaction among Malaysian consumers. Finally, hypothesis was utilised to generate assumptions about demographic parameters to be tested in SPSS among Malaysian customers.

4.2 PRELIMINARY ANALYSIS

Preliminary analysis makes sense about the pilot test for this review. A pilot test is required for the research to determine whether the questionnaire was comprehended by the respondents. Furthermore, the pilot test is intended to assess the survey's performance and applicability before it is deployed in real-world data collecting. As indicated by Söderberg, Tillmar, Johansson, Wernvik, Jönsson & Druid (2010), the sample size ought to be at least 30 to approve the test. Cronbach's Alpha coefficient was assessed to check the viability of the survey utilising 30 respondents who needed to finish the survey.

Table 4.1: Reliability Test Coefficient Alpha from Overall Reliability (Pilot Test)

Variables	No. Of Items	Cronbach's Alpha
Consumer's Purchase Intention	6	0.763
Price Promotion	6	0.863
Promotion Time Limit	6	0.816
Visual Appeal	6	0.906
Consumer-Streamer Interaction	6	0.865

According to the table above, the overall reliability for dependent and independent variables achieved 0.7, which is higher than Cronbach's Alpha. The table illustrates the reliability of the dependent and independent variables for the pilot test for 30 questionnaires gathered. Consumer's Purchase Intention, Price Promotion, Promotion Time Limit, Visual Appeal, and Consumer's Purchase Intention all have appropriate Cronbach's Alpha values of 0.763, 0.863, 0.816, 0.906, and 0.865 for this study. This questionnaire is reliable to utilise for this research since the variables obtained 0.7 or above. As a consequence, the reliability has demonstrated that the responder comprehended the questions in the questionnaire, and the questionnaire has been approved.

4.3 DEMOGRAPHIC PROFILE OF RESPONDENTS

The purpose of demographic analysis is to gather and examine information regarding the fundamental traits of a certain group. It is frequently used as a tool in business marketing to ascertain the most effective manner to connect with clients and assess their behaviour. Demographics are statistical data that describe the population and its characteristics. The demographic research using variables like age, race, and gender is called a demographic analysis. Socioeconomic information expressed statistically, such as employment, education, and income, is referred to as demographic data. In this study, the factors include the respondent's gender, age, ethnicity and state. The socio-economic information includes education level, occupation, experience of live streaming shopping, weekly watch live hours and monthly spending on live streaming.

4.3.1 GENDER

Table 4.2: Demographic Profile by Gender

Respondent Profile	Classification	Frequency N = 384	Percentage (%)
Gender	Male	137	35.7
	Female	247	64.3
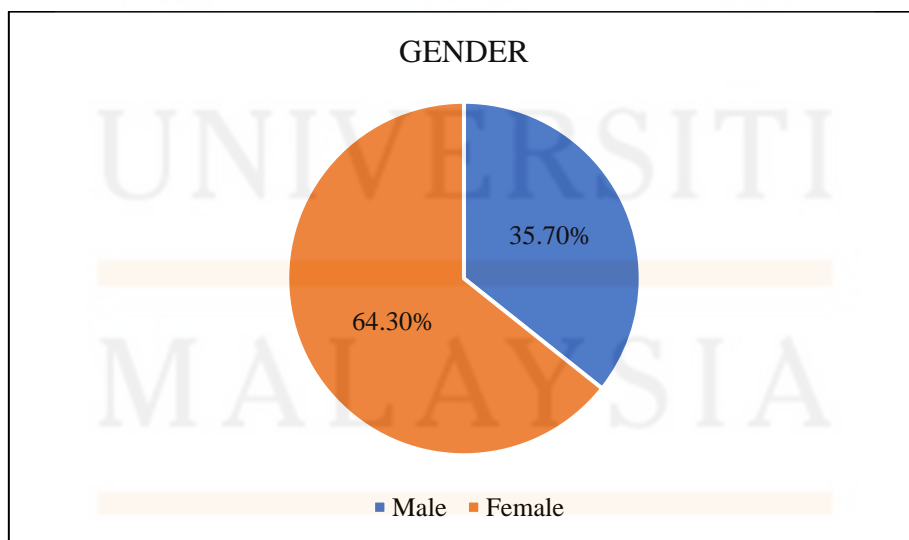
Figure 4.1: Chart by Gender

Table 4.2 and Figure 4.1 showed that the result of the frequency and percentage of respondents based on gender. The highest percentage of respondent by gender are female which

is 64.30% or 247 respondents. However, the second higher percentage by gender are male with 35.70% or 137 respondents.

4.3.2 AGE

Table 4.3: Demographic Profile by Age

Respondent Profile	Classification	Frequency N = 384	Percentage (%)
Age	Under 18 years old	1	0.3
	19 – 30 years old	228	59.4
	31 – 40 years old	142	37.0
	41 – 50 years old	12	3.1
	Above 51 years old	1	0.3
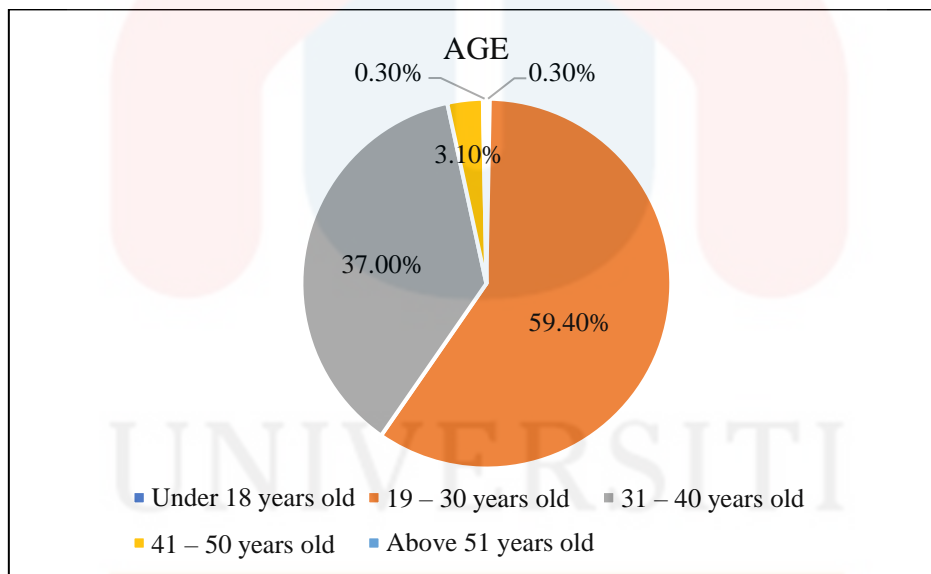
Figure 4.2: Chart by Age

Table 4.3 and Figure 4.2 showed that the result of the frequency and percentage of respondents based on age. The highest percentage of respondent by age are between 19 – 30 years old, which is 59.40% or 228 respondents. The second highest percentage is between 31 – 40 years old, which is 37% or 142 respondents followed by 41 – 50 years old with 3.10% or 12 respondents. The lowest percentage of respondent by age has get two category with the same percentage, which is under 18 years old and above 51 years old (0.3% or 1 respondents).

4.3.3 ETHNICITY

Table 4.4: Demographic Profile by Ethnicity

Respondent Profile	Classification	Frequency N = 384	Percentage (%)
Ethnicity	Malay	243	63.3
	Chinese	90	23.4
	Indian	50	13.0
	Others	1	0.3
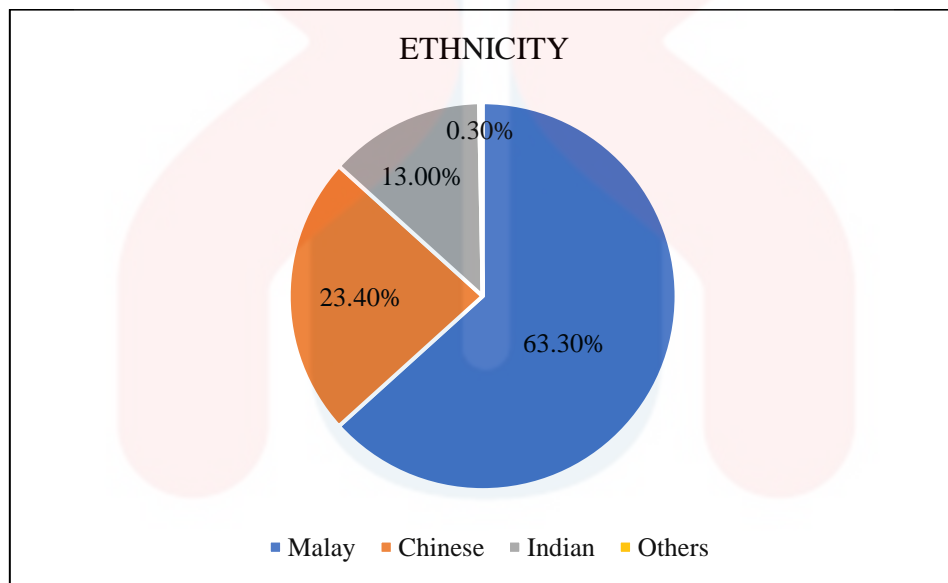
Figure 4.3: Chart by Ethnicity

Table 4.4 and Figure 4.3 showed that the result of the frequency and percentage of respondents based on ethnicity. The highest percentage of respondent by ethnicity are Malay, which is 63.3% or 243 respondents. The second highest percentage is Chinese, which is 23.4% or 90 respondents followed by Indian with 13% or 50 respondents. The lowest percentage of respondent by ethnicity are others, which is 0.3% or 1 respondents.

4.3.4 STATE

Table 4.5: Demographic Profile by State

Respondent Profile	Classification	Frequency N = 384	Percentage (%)
State	Kuala Lumpur	35	9.1
	Selangor	39	10.2
	Johor	53	13.8
	Kedah	32	8.3
	Kelantan	34	8.9
	Melaka	35	9.1
	Negeri Sembilan	35	9.1
	Pahang	29	7.6
	Perak	20	5.2
	Perlis	23	6.0
	Pulau Pinang	24	6.3
	Terengganu	25	6.5
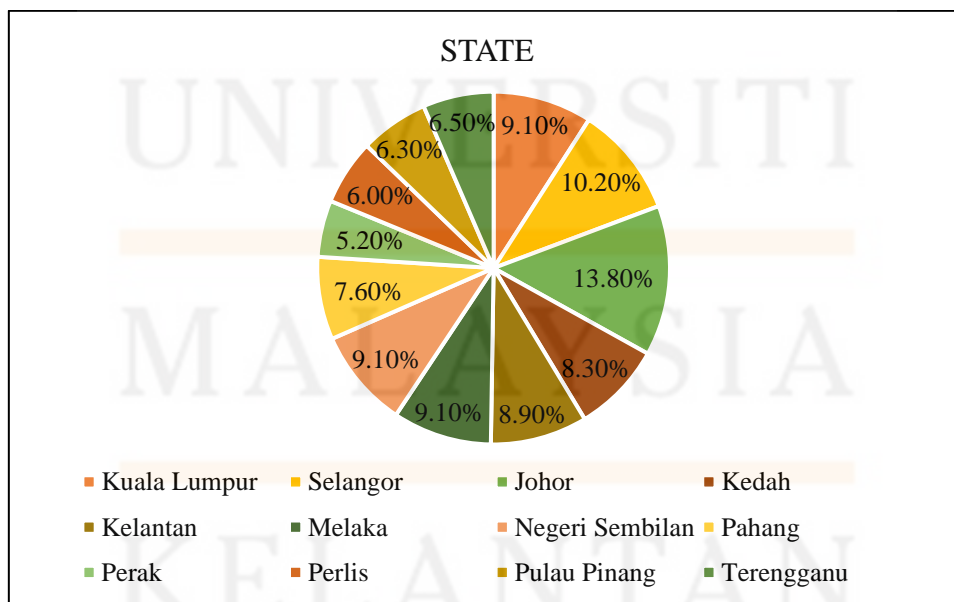
Figure 4.4: Chart by State

Table 4.5 and Figure 4.4 showed that the result of the frequency and percentage of respondents based on state. The highest percentage of respondent by state are Johor, which is 13.8% or 53 respondents. The second highest percentage is Selangor, which is 10.2% or 39 respondents. The third highest percentage had three states with the same percentage and frequency, which is Kuala Lumpur, Melaka, and Negeri Sembilan with 9.1% or 35 respondents. Kelantan had 8.9% or 34 respondents in 384 respondents, followed by Kedah (8.3% or 32 respondents) and Pahang (7.6% or 29 respondents). The lowest percentage of respondent by state are Perak, which is 5.2% or 20 respondents, followed by Perlis (6.0% or 23 respondents), Pulau Pinang (6.3% or 24 respondents), and Terengganu (6.5% or 25 respondents).

4.3.5 EDUCATION LEVEL

Table 4.6: Demographic Profile of Education Level

Respondent Profile	Classification	Frequency N = 384	Percentage (%)
Education Level	High school or less	17	4.4
	Diploma	64	16.7
	Bachelor's Degree	247	64.3
	Master's Degree	47	12.2
	PHD	9	2.3
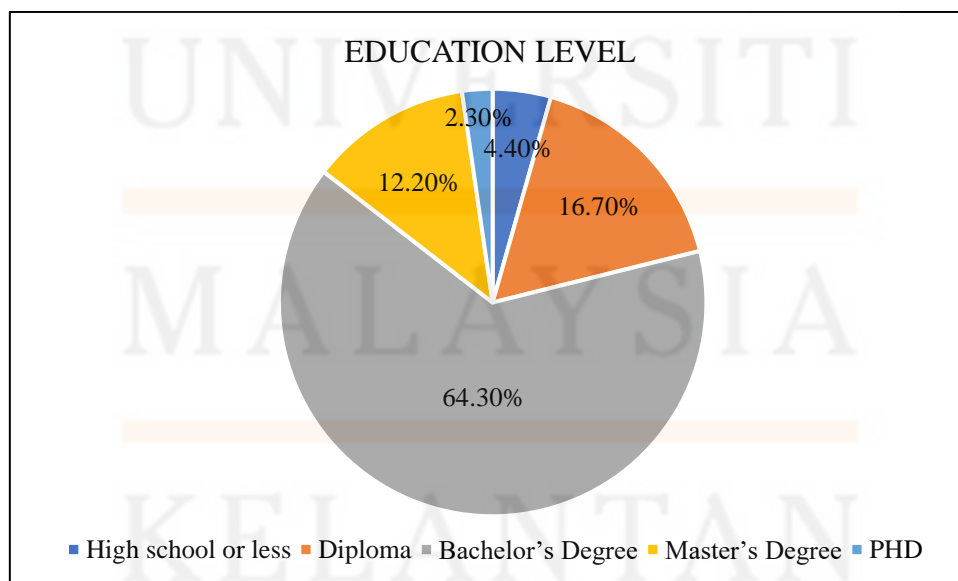
Figure 4.5: Chart by Education Level

Table 4.6 and Figure 4.5 showed that the result of the frequency and percentage of respondents based on education level. The highest percentage of respondent by education level are Bachelor's Degree, which is 64.3% or 247 respondents. The second highest percentage is Diploma, which is 16.7% or 64 respondents followed by Master's Degree with 12.2% or 47 respondents. The lowest percentage of respondent by education level are PHD, which is 2.3% or 9 respondents followed by High school or less with 4.4% or 17 respondents.

4.3.6 OCCUPATION

Table 4.7: Demographic Profile of Occupation

| Respondent Profile	Classification	Frequency N = 384	Percentage (%)
Occupation	Student	170	44.3
	Office worker	108	28.1
	Self-employed	95	24.7
	Others	11	2.9
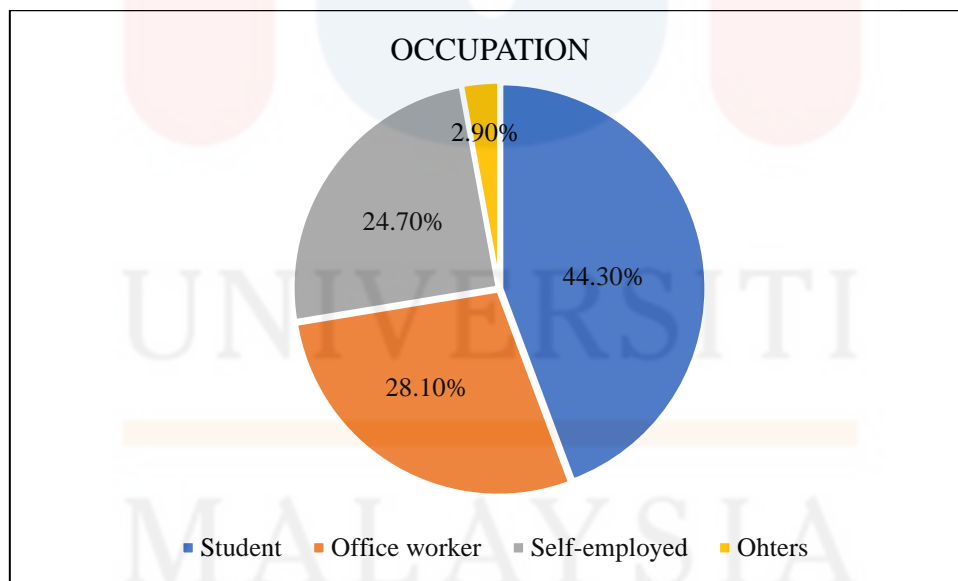
Figure 4.6: Chart by Occupation

Table 4.7 and Figure 4.6 showed that the result of the frequency and percentage of respondents based on occupation. The highest percentage of respondent by occupation are student, which is 44.3% or 170 respondents. The second highest percentage is office worker, which is 28.1% or 108 respondents followed by self-employed with 24.7% or 95 respondents. The lowest percentage of respondent by occupation are others, which is 2.9% or 11 respondents.

4.3.7 DID YOU HAVE ANY LIVE STREAMING SHOPPING EXPERIENCE BEFORE THIS?

Table 4.8: Demographic Profile by Live Streaming Shopping Experience

Respondent Profile	Classification	Frequency N = 384	Percentage (%)
Did you have any live streaming shopping experience before this?	1 – 3 times	211	54.9
	4 – 6 times	143	37.2
	7 – 9 times	19	4.9
	> 10 times	11	2.9
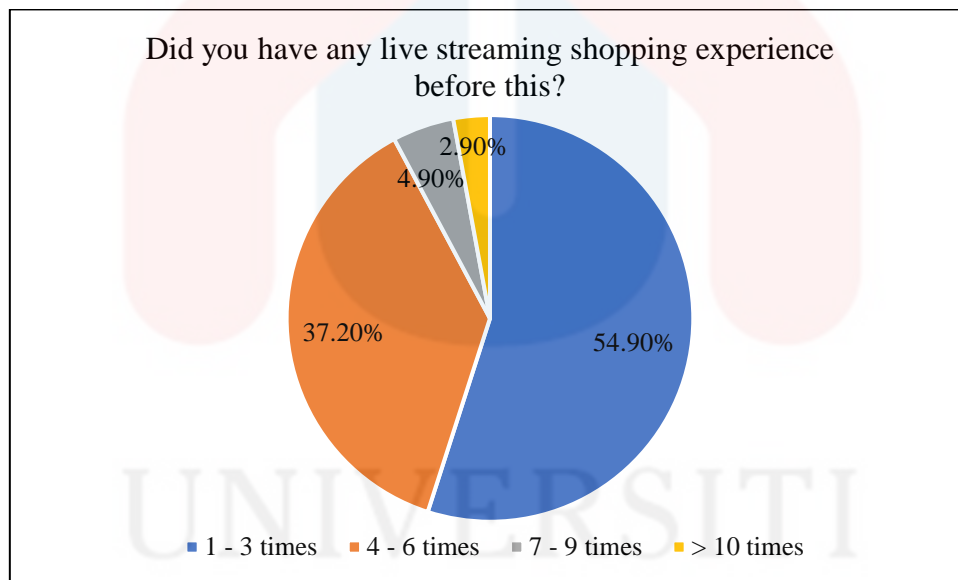
Figure 4.7: Chart by Live Streaming Shopping Experience

Table 4.8 and Figure 4.7 showed that the result of the frequency and percentage of respondents based on live streaming shopping experience. The highest percentage of respondent by live streaming shopping experience are 1 – 3 times, which is 54.9% or 211 respondents. The second highest percentage is 4 – 6 times, which is 37.2% or 143 respondents followed by 7 – 9 times with 4.9% or 19 respondents. The lowest percentage of respondent by live streaming shopping experience are > 10 times, which is 2.9% or 11 respondents.

4.3.8 WEEKLY WATCH LIVE HOURS

Table 4.9: Demographic Profile by Weekly Watch Live Hours

Respondent Profile	Classification	Frequency N = 384	Percentage (%)
Weekly Watch Live Hours	< 5 hours	311	81.0
	6 – 10 hours	59	15.4
	11 – 15 hours	11	2.9
	16 – 20 hours	3	0.8
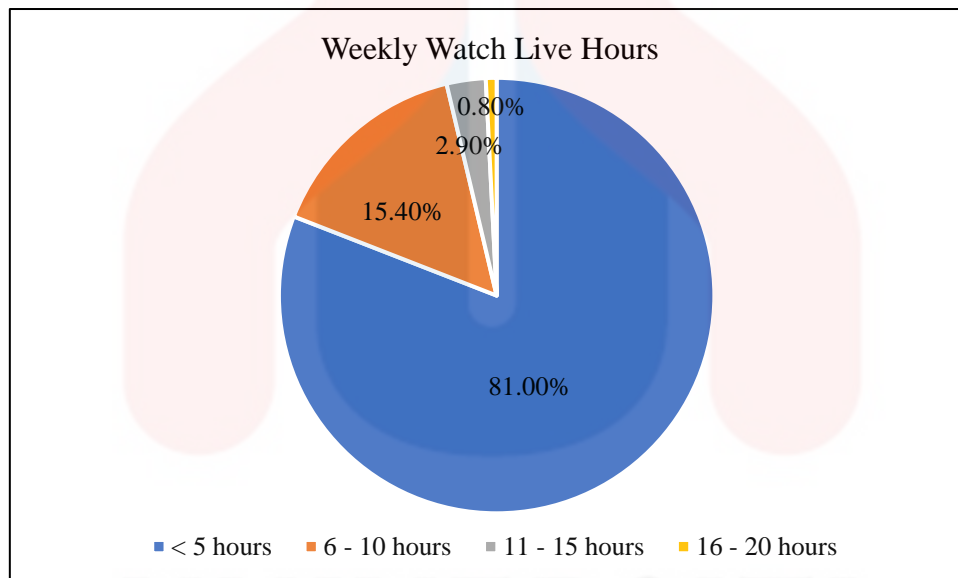
Figure 4.8: Chart by Weekly Watch Live Hours

Table 4.9 and Figure 4.8 showed that the result of the frequency and percentage of respondents based on weekly watch live hours. The highest percentage of respondent by weekly watch live hours are < 5 hours, which is 81% or 311 respondents. The second highest percentage is 6 – 10 hours, which is 15.4% or 59 respondents followed by 11 – 15hours with 2.9% or 11 respondents. The lowest percentage of respondent by weekly watch live hours are 16 – 20 hours, which is 0.8% or 3 respondents.

4.3.9 MONTHLY SPENDING ON LIVE STREAMING

Table 4.10: Demographic Profile by Monthly Spending on Live Streaming

Respondent Profile	Classification	Frequency N = 384	Percentage (%)
Monthly Spending on Live Streaming	< RM 1000	143	37.2
	RM 1001 – RM 3000	87	22.7
	RM 3001 – RM 5000	88	22.9
	> RM 5000	66	17.2
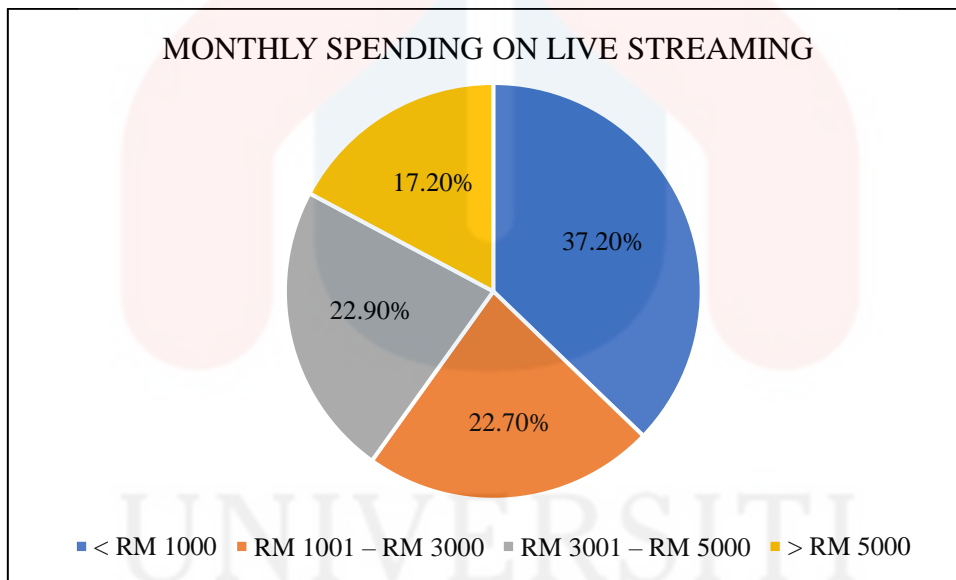
Figure 4.9: Chart by Monthly Spending on Live Streaming

Table 4.10 and Figure 4.9 showed that the result of the frequency and percentage of respondents based on monthly spending on live streaming. The highest percentage of respondent by monthly spending on live streaming are < RM 1000, which is 37.2% or 143 respondents. The second highest percentage is RM 3001 – RM 5000, which is 22.9% or 88 respondents followed by RM 1001 – RM 3000 with 22.7% or 87 respondents. The lowest percentage of respondent by monthly spending on live streaming are > RM 5000, which is 17.2% or 66 respondents.

4.4   DESCRIPTIVE ANALYSIS

The study's findings have been published in order to identify the mean for each variable for descriptive analysis. There were five variables, one of which was dependent variable (Consumer Purchase Intention) and four of which were independent variables (Price Promotion, Promotion Time Limit, Visual Appeal and Consumer-Streamer Interaction). The mean for each variable was examined by the researcher.

4.4.1   OVERALL MEAN SCORE FOR VARIABELS

The overall mean score and standard deviation of variables and sub factors were calculated using a five-point Likert scale, with a strongly disagree 1, a disagree 2, a neutral 3, an agree 4, and a strongly agree 5. The range of the mean score is shown in the table below.

Table 4.11: The Overall Mean Score on Each Variable and Dimension

Part	Dimension	Mean	Std. Deviation	N
B	**Dependent Variable**	3.7839	0.78081	384
	Consumer's Purchase Intention	3.7839	0.78081	384
C	**Independent Variables**	3.8817	0.63026	384
	Price Promotion	4.0122	0.72713	384
	Promotion Time Limit	3.7235	0.90370	384
	Visual Appeal	3.8976	0.80012	384
	Consumer-Streamer Interaction	3.8937	0.77543	384

According to Table 4.11, the dependent variable had a high mean score (M=3.7839, SD=0.78081). Aside from independent factors, high mean scores (M=3.8817, SD=0.63026) were validated. Overall, the four independent variables obtained extremely satisfying mean scores of 4.0122 (SD=0.72713), 3.7235 (SD=0.90370), 3.8976 (SD=0.80012), and 3.8937 (SD=0.77543).

4.4.2 DESCRIPTIVE ANALYSIS FOR DEPENDENT VARIABLE

Table 4.12: Descriptive Statistics of Consumer's Purchase Intention

No.	Consumer's Purchase Intention	Mean	Std. Deviation (SD)	N
1.	I did not plan it at all until I went into the live streaming room and decided to buy it.	4.03	0.914	384
2.	I bought the product without thinking it through at all.	3.68	1.103	384
3.	I was completely influenced by the mood of the moment when I made the purchase.	3.88	1.004	384
4.	In the process of shopping, I have a strong desire to buy some goods that I would not have intended to buy.	3.74	1.044	384
5.	I buy things recommended by the anchor without careful consideration.	3.63	1.129	384
6.	I will be unsatisfied if I do not buy something I like in the e-commerce livestreaming.	3.75	1.009	384

The descriptive analysis was displayed in Table 4.12. Consumer Purchase Intention, which also includes five questions. It displays the mean of respondents' responses on the consumer purchase intention factor variable on a Five-Likert scale. The purchase intention factor had an average value of 3.785. Table 4.12 showed the means for the dependent variable with the highest mean score, 4.03, for respondents who did not plan it until they entered the live streaming room and chose to buy it. This might be because they did not intend to buy at first, but viewing the live streaming piqued their interest in purchasing the product. Meanwhile, the lowest mean score is 3.68, indicating that they feel anything they wish to buy will be carefully considered.

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4.4.3 DESCRIPTIVE STATISITCS FOR INDEPENDENT VARIABLES

Table 4.13: Descriptive Statistics of Price Promotion

No.	Price Promotion	Mean	Std. Deviation (SD)	N
1.	I am easily attracted by price promotions.	4.15	0.838	384
2.	The price discount in the broadcast room makes me feel very generous.	4.01	0.883	384
3.	The price promotion gave me a strong impulse to buy.	3.99	0.932	384
4.	When buying goods, I like to buy promotional goods in the broadcast room.	3.95	0.926	384
5.	I was tempted by the low price of products in livestreaming.	3.96	0.926	384
6.	The stronger the discount, the easier it is to make me want to buy.	4.01	0.934	384

Based on Table 4.13, the descriptive analysis of Price Promotion consists of six questions. It depicts the mean of respondents' responses on the price promotion factor variable using a Five-Point Likert scale ranging from 3.95 to 4.15. The average mean for price promotion factor in table 4.13 was 4.01167. To elucidate, the mean for question 1 where the respondents acquired that the price promotion may easily draw them was 4.15 (SD=0.838) which was the highest mean score. The mean or question 4 where the lowest mean, 3.95 (SD=0.926), the respondent will buy items in live streaming when they conduct sales. The mean or question 2 where respondents felt generous due to the price reduction in the broadcast room was 4.01 (SD=0.883). The mean of the third question, where the price promotion gave them a strong desire to buy, was 3.99 (SD=0.932). For question 5, they were enticed by the inexpensive price of livestreaming products, which averaged 3.96 (SD=0.926). Finally, the mean for question 6, where the greater the discount, the simpler it was to persuade them to buy was 4.01 (SD=0.934).

Table 4.14: Descriptive Statistics of Promotion Time Limit

No.	Promotion Time Limit	Mean	Std. Deviation (SD)	N
1.	I feel that the sale time of the broadcast room is usually relatively short.	3.73	1.077	384
2.	I feel like I have less times to decide whether to buy a sale or not.	3.70	1.079	384
3.	I have a feeling that the sales deadline for the seckill product will run out very soon.	3.76	1.013	384
4.	The closer to the end of the time-limited sale promotion, the more time pressure will push me to buy as soon as possible.	3.77	1.020	384
5.	I feel like I'm snapping up sales right before the deadline.	3.67	1.036	384
6.	I worried about limited time.	3.72	1.083	384

Table 4.14 displayed the descriptive analysis of the promotion time limit factor, which consists of six questions. It depicts the mean of respondents' responses on the promotion time limit variable using a Five-Point Likert scale ranging from 3.67 to 3.77. The average mean for promotion time limit factor in Table 4.14 was 3.725. To elaborate, the mean for question 1, where respondents believe that the sale time of the broadcast room is usually relatively short, was 3.73 (SD=1.077). The mean of question 2, where they believe they have less time to decide whether to buy a sale or not, was 3.70 (SD=1.079). The mean for question 3 was 3.76 (SD=1.013), indicating that they believe the sales deadline for the seckill product will be reached very soon. The highest mean of question 4 was 3.77 (SD=1.020), where the closer to the conclusion of the time-limited sale offer, the more time pressure will urge them to buy as soon as feasible. The mean for item 5, where respondents believe they are closing deals immediately before the deadline, was 3.67 (SD=1.036). Finally, the mean for question 6, where respondents were concerned about time constraints, was 3.72 (SD=1.083).

Table 4.15: Descriptive Statistics of Visual Appeal

No.	Visual Appeal	Mean	Std. Deviation (SD)	N
1.	Streamers make a clear presentation of the products for sale.	3.90	0.985	384
2.	The way the streamers present the products is very attractive.	3.90	0.955	384
3.	The overall visual effect of the live streaming room is very good.	3.91	0.941	384
4.	I like the overall layout of the live streaming room.	3.89	0.922	384
5.	Streamers show me plenty of pictures and videos, which are visually pleasing.	3.84	0.986	384
6.	Streamers provide me with plenty of pictures and videos, which display visually pleasing designs.	3.93	0.940	384

According to Table 4.15, descriptive examination of visual appeal variables includes six questions. It displays the mean of respondents' responses on the visual appeal factor variable on a 5-point Likert scale ranging from 3.84 to 3.93. Table 4.15's average mean for social impact factor was 3.895. To elaborate, the mean of question 1, in which the streamers clearly offer things for sale, was 3.90 (SD=0.985). The mean of question 2, where the streamers offer the items in an appealing manner, was 3.90 (SD=0.955). The mean of question 3 was 3.91 (SD=0.941), indicating that the overall visual impression of the live streaming room is extremely good. The mean for question 4 (respondents enjoy the general arrangement of the live streaming room) was 3.89 (SD=0.922). The mean for question 5 was 3.84 (SD=0.986), where streamers offer a lot of aesthetically appealing photographs and movies. Finally, the highest mean was 3.93 (SD=0.940) for question 6, where the streamers provide me with plenty of pictures and videos, which display visually pleasing designs.

Table 4.16: Descriptive Statistics of Consumer-Streamer Interaction

No.	Consumer-Streamer Interaction	Mean	Std. Deviation (SD)	N
1.	Streamer is very happy to communicate with me.	3.89	0.950	384
2.	Streamers give corresponding feedback to my inquiries.	3.88	0.948	384
3.	I get a lot of good advice from streamers.	3.87	0.938	384
4.	Streamer(s) adapted their sales pitch very much to customers' interests.	3.91	0.914	384
5.	Streamer(s) talked with customers about their objections in a detailed manner.	3.86	0.950	384
6.	When presenting products and services, the streamer responded very individually to the customer's requirements.	3.94	0.929	384

The descriptive study of the consumer-streamer interaction factor comprises six items, as shown in Table 4.16. It displays the mean of respondents' responses on the consumer-streamer interaction factor variable on a five-point scale ranging from 3.86 to 3.94. Table 4.16's average mean for the consumer-streamer interaction factor was 3.892. To be more specific, the mean for question 1 was 3.89 (SD=0.950), indicating that the streamer is highly delighted to engage with them. The mean of question 2, where the streamers react to my questions, was 3.88 (SD=0.948). The mean for question 3 was 3.87 (SD=0.938), where they get a lot of helpful advice from streamers. The mean for question 4, where streamers tailored their sales presentation to clients' interests, was 3.91 (SD=0.914). The mean for question 5, which streamers discussed consumers' complaints in depth, was 3.86 (SD=0.950). Finally, the highest mean for question 6 was 3.94 (SD=0.929), while promoting products and services, the streamer answered extremely specifically to the customer's expectations.

4.5   VALIDITY AND RELIABILITY TEST

Table 4.17: Result Test of Reliability

Variables	Number Of Items (N)	Cronbach's Alpha Coefficient	Reliability Level
Consumer's Purchase Intention	6	0.848	Very Good
Price Promotion	6	0.889	Very Good
Promotion Time Limit	6	0.929	Excellent
Visual Appeal	6	0.915	Excellent
Consumer-Streamer Interaction	6	0.907	Excellent

The validity and reliability test were described as the measurement used to ensure that the scores are error-free. The main research instrument was subjected to reliability assessment using Cronbach's alpha. There were five scales with five items each, and the study revealed that all scales satisfied the dependability criteria since their Alpha values were more than 0.7. Based on the results of the investigation, the conclusion reached here is that this questionnaire comprises scales with the requisite internal consistency. In general, the questionnaire is trustworthy. As a consequence, the information gathered from the questionnaire will be useful and reliable.

4.6   NORMALITY TEST

Table 4.18: Result Test of Normality

Variables	Skewness	Kurtosis	Result
Consumer's Purchase Intention	-0.455	-0.260	Normal distributed
Price Promotion	-0.695	0.313	Normal distributed
Promotion Time Limit	-0.528	-0.387	Normal distributed
Visual Appeal	-0.647	-0.040	Normal distributed
Consumer-Streamer Interaction	-0.531	-0.202	Normal distributed
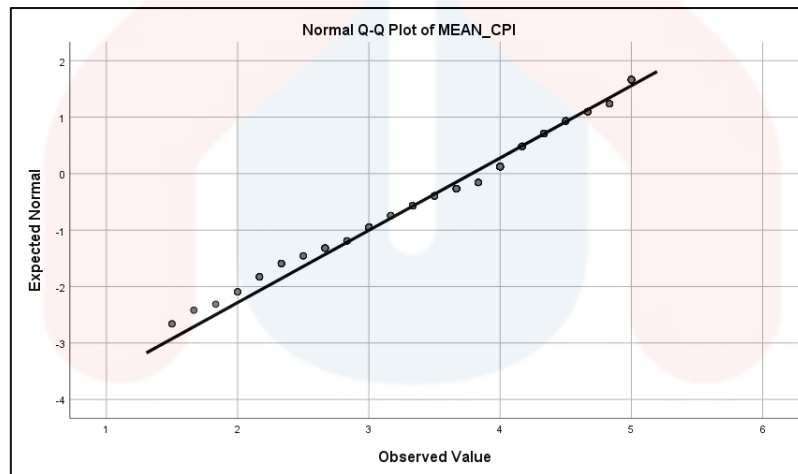
Figure 4.10: Scatter Plot for DV (Consumer's Purchase Intention)
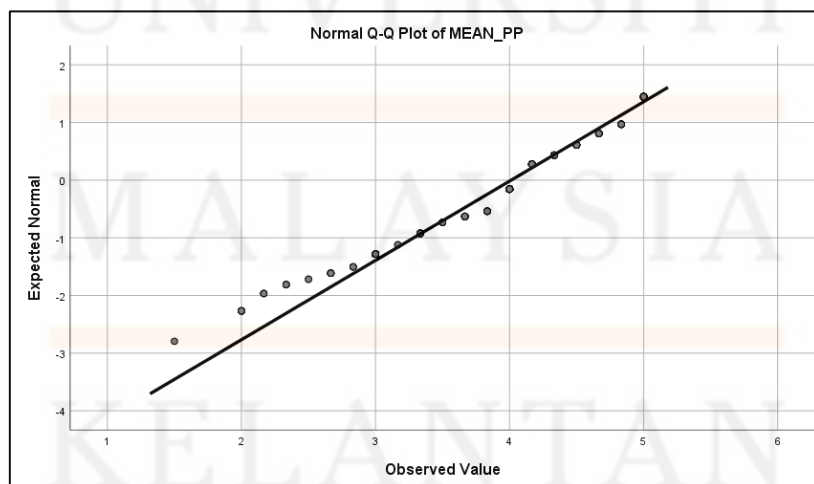
Figure 4.11: Scatter Plot for IV 1 (Price Promotion)
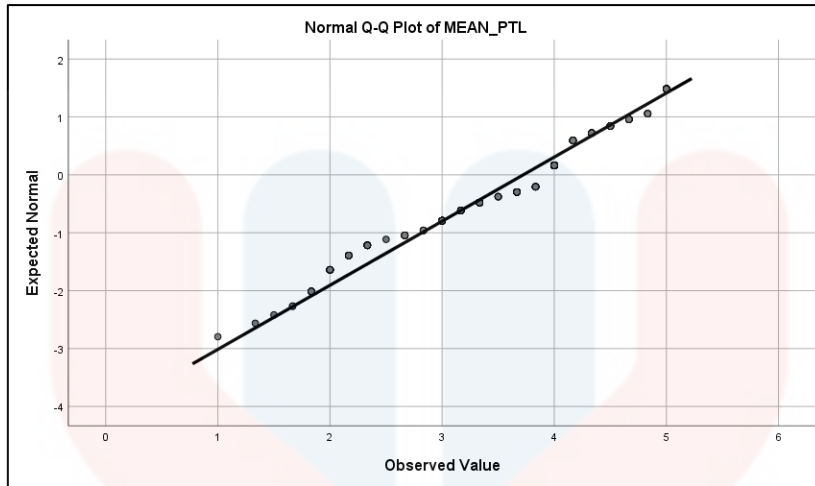
Figure 4.12: Scatter Plot for IV 2 (Promotion Time Limit)
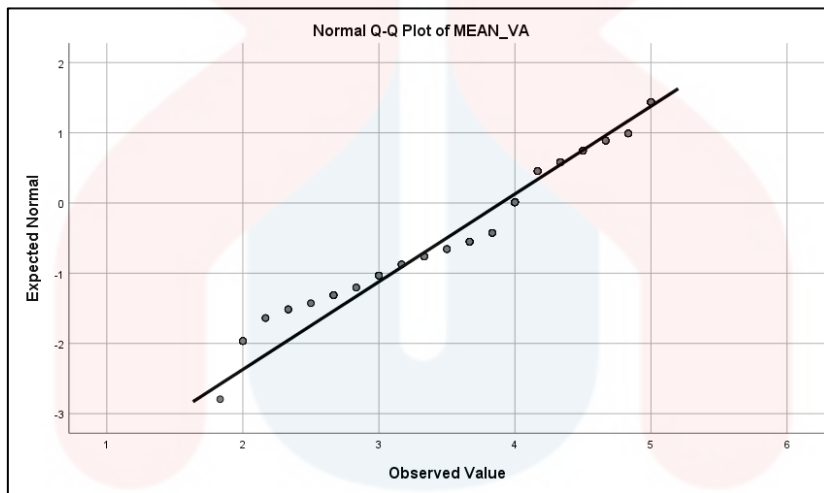
Figure 4.13: Scatter Plot for IV 3 (Visual Appeal)
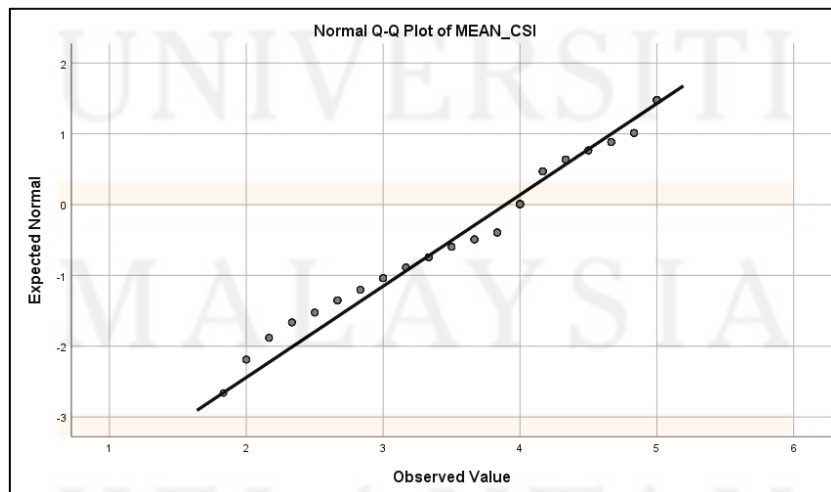
Figure 4.14: Scatter Plot for IV 4 (Consumer-Streamer Interaction)

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The table above showed the normality test findings from this study. SPSS's normality tests were performed using the asymmetry and kurtosis values between -2 and +2 are regarded as acceptable for proving a normal univariate distribution (George & Mallery, 2010). According to Hair et al. (2010) and Bryne (2010), data is classified normal if the skewness has been between -2 and +2 and the kurtosis is in between -7 and +7. The value of significance of all variables, which are, consumer purchase intention, price promotion, promotion time limit, visual appeal and consumer-streamer interaction is less than 1 in the normality test, as evidenced by the findings provided above. As a result, the test was used in this investigation since the data was normally distributed.

4.7   PEARSON'S CORRELATION

The statistical test statistic known as Pearson's correlation coefficient is used to assess the correlation or link between two continuous variables. Because it is based on covariance, it is regarded as the best method for determining the correlation between variables of interest. It provides details on the size of the association or correlation as well as the relationship's direction. The researchers employed Pearson's correlation coefficient to pinpoint the significant association between the dependent variable (Consumer's purchase intention in live streaming commerce) and independent variables (Price promotion, Promotion time limit, Visual appeal, Consumer-streamer interaction) among West Malaysians. Table 4.19 showed the result of Pearson's Correlation Coefficient between dependent and independent variables.

Table 4.19: Pearson's Correlation Result Between Variables

		Consumer's Purchase Intention	Price Promotion	Promotion Time Limit	Visual Appeal	Consumer-Streamer Interaction
Consumer's Purchase Intention	Pearson Correlation	1	.543**	.452**	.411**	.451**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
Price Promotion	Pearson Correlation	.543**	1	.422**	.588**	.573**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
Promotion Time Limit	Pearson Correlation	.452**	.422**	1	.329**	.562**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
Visual Appeal	Pearson Correlation	.411**	.588**	.329**	1	.500**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Consumer-Streamer Interaction	Pearson Correlation	.451**	.573**	.562**	.500**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

4.8 HYPOTHESES TESTING

4.8.1 RELATIONSHIP BETWEEN PRICE PROMOTION AND CONSUMER'S PURCHASE INTENTION

H1: Price promotion has a significant positive impact on consumer's purchase intention in live streaming commerce.

Table 4.20: Relationship between price promotion and consumer's purchase intention

		Price Promotion	Consumer's Purchase Intention
Price Promotion	Pearson Correlation	1	.543**
	Sig. (2-tailed)		.000
	N	384	384
Consumer's Purchase Intention	Pearson Correlation	.543**	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.20 showed that there is a significant relationship between price promotion and consumer's purchase intention among West Malaysian. It is because the p-value is 0.000 which less than α=0.05. While, the Pearson Correlation Coefficient value is 0.543 which explained the moderate relationship between price promotion and consumer's purchase intention. Therefore, H1 is accepted.

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4.8.2 RELATIONSHIP BETWEEN PROMOTION TIME LIMIT AND CONSUMER'S PURCHASE INTENTION

H2: Promotion time limit has a significant positive impact on consumer's purchase intention in live streaming commerce.

Table 4.21: Relationship between promotion time limit and consumer's purchase intention

		Promotion Time Limit	Consumer's Purchase Intention
Promotion Time Limit	Pearson Correlation	1	.452**
	Sig. (2-tailed)		.000
	N	384	384
Consumer's Purchase Intention	Pearson Correlation	.452**	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.21 showed that there is a significant relationship between promotion time limit and consumer's purchase intention among West Malaysian. It is because the p-value is 0.000 which less than α=0.05. While, the Pearson Correlation Coefficient value is 0.452 which explained the low positive relationship between promotion time limit and consumer's purchase intention. Therefore, H2 is accepted.

4.8.3 RELATIONSHIP BETWEEN VISUAL APPEAL AND CONSUMER'S PURCHASE INTENTION

H3: Visual appeal has a significant positive impact on consumer's purchase intention live streaming commerce.

Table 4.22: Relationship between visual appeal and consumer's purchase intention

		Visual Appeal	Consumer's Purchase Intention
Visual Appeal	Pearson Correlation	1	.411**
	Sig. (2-tailed)		.000
	N	384	384
Consumer's Purchase Intention	Pearson Correlation	.411**	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.22 showed that there is a significant relationship between visual appeal and consumer's purchase intention among West Malaysian. It is because the p-value is 0.000 which less than $\alpha=0.05$. While, the Pearson Correlation Coefficient value is 0.411 which explained the low positive relationship between visual appeal and consumer's purchase intention. Therefore, H3 is accepted.

4.8.4 RELATIONSHIP BETWEEN CONSUMER-STREAMER INTERACTION AND CONSUMER'S PURCHASE INTENTION

H4: Consumer-streamer interaction has a significant positive impact on consumer's purchase intention in live streaming commerce.

Table 4.23: Relationship between consumer-streamer interaction and consumer's purchase intention

		Consumer-Streamer Interaction	Consumer's Purchase Intention
Consumer-Streamer Interaction	Pearson Correlation	1	.451**
	Sig. (2-tailed)		.000
	N	384	384
Consumer's Purchase Intention	Pearson Correlation	.451**	1
	Sig. (2-tailed)	.000	
	N	384	384

Table 4.23 showed that there is a significant relationship between consumer-streamer interaction and consumer's purchase intention among West Malaysian. It is because the p-value is 0.000 which less than $\alpha=0.05$. While, the Pearson Correlation Coefficient value is 0.451 which explained the low positive relationship between consumer-streamer interaction and consumer's purchase intention. Therefore, H4 is accepted.

4.9   SUMMARY / CONCLUSION

In chapter four, all of the research tests were carried out using the SPSS software to provide data analysis results. Preliminary analysis, demographic analysis, descriptive analysis, validity and reliability analysis, normalcy test, Pearson's analysis, and hypothesis testing are all carried out using the acquired data. That is the strategy used to determine the relationship between the independent and dependent variables in order to identify how live streaming effects customer purchase intention in social commerce. In chapter five, the findings of the link between independent variables and dependent variables in research live streaming effects consumer buy intention in social commerce will be explained thoroughly deeply.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1   INTRODUCTION

This chapter discussed the research and explained the results of the research output, which were explained in chapter 4. The important findings, hypothesis, implications of the study, limits of the study, recommendations for future research, and overall conclusion of the study were discussed.

5.2   KEY FINDINGS

The primary goal of this research is to determine the association between price promotion, promotion time limit, visual appeal, consumer-streamer interaction, and consumer's purchase intention among West Malaysians. Based on the findings in Chapter 4, the researchers agreed that price promotion, promotion time limit, visual appeal, and consumer-streamer interaction all have an impact on consumer's purchase intention in social commerce. Table 5.1 summarises the findings in connection to the aims of determining the relationship between price promotion, promotion time limit, visual appeal, and consumer-streamer interaction to the elements influencing the consumer's purchase intention in social commerce. The Pearson's Correlation Coefficient was used to calculate the outcome of the important results. The researchers discovered that all hypotheses were accepted based on these findings.

Table 5.1: Findings of The Result

Hypotheses	Result	Findings of Data Analysis
H1: Price promotion has a significant positive impact on consumers' purchase intention in live streaming commerce.	r = 0.543** p = 0.000 Moderate	H1 is accepted
H2: Promotion time limit has a significant positive impact on consumer's purchase intention in live streaming commerce.	r = 0.452** p = 0.000 Low Positive	H2 is accepted
H3: Visual appeal has a significant positive impact on consumer's purchase intention live streaming commerce.	r = 0.411** p = 0.000 Low Positive	H3 is accepted
H4: Consumer-streamer interaction has a significant positive impact on consumer's purchase intention in live streaming commerce.	r = 0.451** p = 0.000 Low Positive	H4 is accepted

5.3   DISCUSSION

5.3.1   PRICE PROMOTION

H1: Price promotion has a significant positive impact on consumers' purchase intention in live streaming commerce.

From the Table 5.1, the Pearson Correlation Coefficient for H1 showed the moderate relationship between price promotion and consumer's purchase intention with the value $r = 0.543$ among West Malaysians. Therefore, the hypotheses can be accepted because the p-value is 0.000 which less than $\alpha=0.05$. It is also showed the significant relationship between price promotion and consumer's purchase intention because the p-value less than 0.05. The price promotion was showed moderately higher than the other factors. This indicates that price promotions during the purchasing process were more likely to encourage consumers to make a purchase. Price promotion affects purchase intention more than other influencing factors in the live streaming commerce environment. Because they were more sensitive to price reductions, customers were more likely to want to purchase more commodities as a result of the drop in commodity prices.

5.3.2   PROMOTION TIME LIMIT

H2: Promotion time limit has a significant positive impact on consumers' purchase intention in live streaming commerce.

From the Table 5.1, the Pearson Correlation Coefficient for H2 showed the low positive relationship between promotion time limit and consumer's purchase intention with the value $r = 0.452$ among West Malaysians. Therefore, the hypotheses can be accepted because the p-value is 0.000 which less than $\alpha=0.05$. It is also showed the significant relationship between promotion time limit and consumer's purchase intention because the p-value less than 0.05. The promotion time limit was showed low positively than the other factors. This means that the promotion time limit in the purchase process was less likely to stimulate consumers' purchase intention. Due to the impulsiveness and self-inconsistency of consumers, during the short promotion period, consumers would had time pressure, which may lead to impulsive buying behaviour. If miss the promotion time and lose the opportunity to buy goods at discount prices, consumers will have regrets. In order to prevent, regret, consumers will have the desire to buy impulsively.

5.3.3 VISUAL APPEAL

H3: Visual appeal has a significant positive impact on consumers' purchase intention in live streaming commerce.

From the Table 5.1, the Pearson Correlation Coefficient for H3 showed the low positive relationship between visual appeal and consumer's purchase intention with the value $r = 0.411$ among West Malaysians. Therefore, the hypotheses can be accepted because the p-value is 0.000 which less than $\alpha=0.05$. It is also showed the significant relationship between visual appeal and consumer's purchase intention because the p-value less than 0.05. The visual appeal was showed low positively than the other factors. This means that the visual appeal in the purchase process was less likely to stimulate consumers' purchase intention. Consumers will be visually affected by display items like apparel fittings and cosmetics trials through streamers, which will also raise customer demand and purchasing behaviour.

5.3.4 CONSUMER-STREAMER INTERACTION

H4: Consumer-streamer interaction has a significant positive impact on consumers' purchase intention in live streaming commerce.

From the Table 5.1, the Pearson Correlation Coefficient for H4 showed the low positive relationship between consumer-streamer interaction and consumer's purchase intention with the value $r = 0.451$ among West Malaysians. Therefore, the hypotheses can be accepted because the p-value is 0.000 which less than $\alpha=0.05$. It is also showed the significant relationship between consumer-streamer interaction and consumer's purchase intention because the p-value less than 0.05. The consumer-streamer interaction was showed low positively than the other factors. This means that the consumer-streamer interaction in the purchase process was less likely to stimulate consumers' purchase intention. The interaction among consumers and streamers can improve consumers' mood, make them feel happy, and then increase their purchase intention.

5.4   IMPLICATIONS OF THE STUDY

The study sought to determine how live broadcasting affects consumer purchase intentions in social commerce. The study has ramifications for researchers, sellers and owned businesses, and students. The increasingly popular live streaming platform will benefit and benefit all parties, as well as provide some information about the importance of buying intention. If merchants, business owners, and even broadcasters are aware of purchase intent, it is possible that they will put more effort into their live broadcasting in order to increase profits. It is quite likely that they will be able to meet the preferences and demands of consumers if they have knowledge regarding buying intention.

Aside from that, business owners must be worried about their clients' buying intentions. Due to the fact that individuals in Malaysia are unable to carry out their everyday activities as usual during the covid-19 pandemic phase, live streaming is one of the most popular platforms during that era. The buying intention to spend on e-commerce is increasing as a result of live streaming. A company's purchase purpose is critical. This is because, in order to match the desires and demands of users, businesses must be creative and original in their products and live streaming. This may enhance consumers' purchase intent. Furthermore, it might have a beneficial impact on their organisation and offer extremely significant revenues in a short period of time. Furthermore, it might have a beneficial impact on their business and offer very large revenues in a short period of time.

Furthermore, past research on customer purchase intent in live streaming is severely weak in approach, particularly in Malaysia. Researchers and students can benefit from a complete study that includes an introduction, literature review, research methodologies, data analysis, and conclusions and discussion.

5.5 LIMITATIONS OF THE STUDY

First, the researcher explains the limitations associated with the research issue. This manifests itself in the form of limits related to the scope of the investigation. Despite the fact that this issue appeared to be relatively relevant and fitting for the type of study done, the breadth in this case was too small. The researcher concentrated on a specific city in a specific state in West Malaysia.

Second, the researcher addresses the data limitations. The researcher desired to conduct the study using a large number of secondary sources to supplement the primary materials acquired. However, extremely specific secondary sources were unavailable because nearly little study on this same issue had previously been conducted. Many research have been conducted that are connected to but not specifically on the issue. As a result, the literature used here was not extremely specific, but rather broad in scope.

Third, the researcher explains a constraint related to the study tool used for data collecting. The questionnaire helps in data collecting. Although this proved to be an excellent instrument, the researcher discovered flaws in the study data acquired using it owing to its lack of comprehensiveness and qualitative qualities. The study also clearly lacks a qualitative data gathering approach, which would have resulted in considerably richer data.

5.6 RECOMMENDATIONS / SUGGESTION FOR FUTURE RESEARCH

The first thing that needs to be changed about the way data is collected for future research is that the questionnaire should not be the only method used; instead, another data collection method, preferably one that is semi-structured interviews, should be used. The incorporation of qualitative and quantitative data into the research process will result in the collection of much higher-quality information, as well as more reliable conclusions drawn from the research.

The second piece of advice that academics may provide for the direction of future study is to broaden the range of thoughts and considerations that customers take into account when deciding whether or not to make a purchase related to live streaming. This is due to the fact that the responder will have a greater number of options to choose from when making their decision, and they will not restrict themselves to the gap that we supply just. For instance, we

may ask responders to record their thoughts in the space provided in the following question. As a result, people are free to express their thoughts about the matter.

5.7   OVERALL CONCLUSION OF THE STUDY

To summarise, this study seeks to determine how live streaming affects consumer's purchase intentions in social commerce among West Malaysians. The preceding research in Chapters 1–3 were mostly concerned with determining how live streaming may influence customer purchase intentions in social commerce. As a result, the researcher offered the theoretical foundation of this study in Chapter 2 based on the S-O-R model. In addition, the researcher conducts a literature analysis on all of the dependent variables of consumer purchase intention and four independent factors in these studies, which were price promotion, promotion time limit, visual appeal, and consumer-streamer interaction. According to the result in Chapter 4, all of the dependent variables of consumer purchase intention and the four independent factors in these studies, which were price promotion, promotion time limit, visual appeal, and consumer-streamer interaction, were connected.

The total number of respondents for this study is 384 people who have prior experience with live streaming and have agreed to participate in answering the questionnaire. The researcher evaluates the results of the questionnaire that was provided to the respondents in Chapter 4, and the findings have already been addressed. The author of this chapter makes substantial use of descriptive statistics, the reliability test, and the Pearson's Correlation Coefficient.

The last chapter, Chapter 5, provides a summary of the findings based on the data analysis that was performed. As a consequence, the findings reveal that live streaming can affect consumer purchase intention in West Malaysians through four major relationships: price promotion, promotion time limit, visual appeal, and consumer purchase intention. All of the factors have a substantial relevance to the study's title of live streaming commerce influences consumer's purchase intention in social commerce.

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TITLE:

LIVE STREAMING INFLUENCES CONSUMER'S PURCHASE INTENTION IN SOCIAL COMMERCE

QUESTIONNAIRE FORM

Assalamualaikum and Greetings to all,

Dear Respondents,

We are the final year students of the programme Bachelor of Entrepreneurship (Commerce) with Honour (SAK), Faculty of Entrepreneurship and Business (FEB), Universiti Malaysia Kelantan (UMK). This questionnaire was distributed as part of our final year project in order to conduct a research on "Live Streaming Influences Consumer's Purchase Intention In Social Commerce." The questionnaires will take about 5 to 10 minutes. All the information in this questionnaire will be kept confidential and used for academic purpose only. We would like to thank you for spending your time by giving kind cooperation and fair responses.

This survey was prepared by:

Muhammad Firdaus Helmi bin Shafee

Nur Ilyana Syafiqah binti Zulkifli

Nurulezzah binti Zolkafli

Tan Eng Ping

PART A: DEMOGRAPHIC

INSTRUCTION: PLEASE TICK (/) ON THE APPROPRIATE ANSWER.

ARAHAN: SILA TANDA (/) PADA JAWAPAN YANG SESUAI.

1. Gender / Jantina

   Male / Lelaki   (   )

   Female / Perempuan   (   )

2. Age / Umur

   Under 18 years old / Bawah 18 tahun   (   )

   19 – 30 years old / 19 – 30 tahun   (   )

   31 – 40 years old / 31 – 40 tahun   (   )

   41 – 50 years old / 41 – 50 tahun   (   )

   Above 51 years old / Berumur 51 tahun ke atas   (   )

3. Ethnicity / Etnik

   Malay / Malayu   (   )

   Chinese / Cina   (   )

   Indian / India   (   )

   Others / Lain-lain   (   )

4. State / Negeri

   Kuala Lumpur   (   )

   Selangor   (   )

   Johor   (   )

   Kedah   (   )

   Kelantan   (   )

   Melaka   (   )

   Negeri Sembilan   (   )

   Pahang   (   )

   Perak   (   )

   Perlis   (   )

   Pulau Pinang   (   )

   Terengganu   (   )

5. Education Level / Tahap Pendidikan

High school or less / Sekolah Menegah atau kurang   (   )

Diploma / Diploma   (   )

Bachelor's Degree / Ijazah Sarjana Muda   (   )

Master's Degree / Ijazah Sarjana   (   )

PHD / Ijazah Kedoktoran   (   )

6. Occupation / Pekerjaan

Student / Pelajar   (   )

Office worker / Kerja pejabat   (   )

Self-employed / Bekerja sendiri   (   )

Others / Lain-lain   (   )

7. Did you have any live streaming shopping experience before this? / Adakah anda mempunyai pengalaman membeli-belah penstriman langsung sebelum ini?

Yes / Ya   (   )

No / Tidak   (   )

8. Weekly Watch Live Hours / Jam tonton langsung mingguan

< 5 hours / < 5 jam   (   )

6 – 10 hours / 6 – 10 jam   (   )

11 – 15 hours / 11 – 15 jam   (   )

16 – 20 hours / 16 – 20 jam   (   )

> 21 hours / > 21 jam   (   )

9. Monthly Spending on Live Streaming / Perbelanjaan bulanan untuk penstriman langsung

< RM 1000   (   )

RM 1001 – RM 3000   (   )

RM 3001 – RM 5000   (   )

> RM 5000   (   )

PART B

Please indicate your degree of agreement on the following statements by choosing the numbers given ranging:

Sila nyatakan tahap persetujuan anda pada pernyataan berikut dengan memilih nombor yang diberikan:

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

DEPENDENT VARIABLES: CONSUMER'S PURCHASE INTENTION / NIAT MEMBELI PENGGUNA

1.	I did not plan it at all until I went into the live streaming room and decided to buy it. Saya tidak merancang sama sekali sehingga saya masuk dalam penstriman langsung dan memutuskan untuk membelinya.	1	2	3	4	5
2.	I bought the product without thinking it through at all. Saya membeli produk itu tanpa memikirkannya sama sekali.	1	2	3	4	5
3.	I was completely influenced by the mood of the moment when I made the purchase. Saya benar-benar dipengaruhi oleh mood ketika saya membuat pembelian.	1	2	3	4	5
4.	In the process of shopping, I have a strong desire to buy some goods that I would not have intended to buy.	1	2	3	4	5

	Dalam proses membeli-belah, saya mempunyai keinginan yang kuat untuk membeli beberapa barangan yang saya tidak akan berniat untuk membeli.					
5.	I buy things recommended by the anchor without careful consideration. Saya membeli perkara yang disyorkan oleh penstrim tanpa pertimbangan yang teliti.	1	2	3	4	5
6.	I will be unsatisfied if I do not buy something I like in the e-commerce livestreaming. Saya tidak akan berpuas hati jika saya tidak membeli sesuatu yang saya suka dalam penstriman langsung e-dagang.	1	2	3	4	5

PART C

INDEPENDENT VARIABLES:

i) PRICE PROMOTION / PROMOSI HARGA

1.	I am easily attracted by price promotions. Saya mudah tertarik dengan promosi harga.	1	2	3	4	5
2.	The price discount in the broadcast room makes me feel very generous. Diskaun harga dalam siaran membuatkan saya berasa sangat bermurah hati.	1	2	3	4	5
3.	The price promotion gave me a strong impulse to buy. Promosi harga memberi saya dorongan yang kuat untuk membeli.	1	2	3	4	5
4.	When buying goods, I like to buy promotional goods in the broadcast room. Apabila membeli barang, saya suka membeli barang promosi dalam siaran.	1	2	3	4	5
5.	I was tempted by the low price of products in livestreaming. Saya tergoda dengan harga produk yang rendah dalam penstriman langsung.	1	2	3	4	5
6.	The stronger the discount, the easier it is to make me want to buy. Lagi kuat diskaun, lagi senang nak buat saya nak beli.	1	2	3	4	5

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ii) PROMOTION TIME LIMIT / HAD MASA PROMOSI

1.	I feel that the sale time of the broadcast room is usually relatively short. Saya merasakan bahawa masa jualan dalam siaran biasanya agak singkat.	1	2	3	4	5
2.	I feel like I have less times to decide whether to buy a sale or not. Saya rasa saya kurang masa untuk membuat keputusan sama ada untuk membeli jualan atau tidak.	1	2	3	4	5
3.	I have a feeling that the sales deadline for the seckill product will run out very soon. Saya merasakan bahawa arikh akhir jualan untuk produk seckill akan habis tidak lama lagi.	1	2	3	4	5
4.	The closer to the end of the time-limited sale promotion, the more time pressure will push me to buy as soon as possible. Semakin hampir ke penghujung promosi jualan terhad masa, semakin banyak tekanan masa akan mendorong saya untuk membeli secepat mungkin.	1	2	3	4	5
5.	I feel like I'm snapping up sales right before the deadline. Saya rasa seperti saya akan meningkatkan jualan sejurus sebelum arikh akhir.	1	2	3	4	5
6.	I worried about limited time. Saya bimbang tentang masa yang terhad.	1	2	3	4	5

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iii) VISUAL APPEAL / DAYA TARIKAN VISUAL

1.	Streamers make a clear presentation of the products for sale. Penstrim membuat persembahan yang jelas tentang produk untuk dijual.	1	2	3	4	5
2.	The way the streamers present the products is very attractive. Cara penstrim mempersembahkan produk sangat menarik.	1	2	3	4	5
3.	The overall visual effect of the live streaming room is very good. Kesan visual keseluruhan dalam penstriman langsung adalah sangat baik.	1	2	3	4	5
4.	I like the overall layout of the live streaming room. Saya suka susun atur keseluruhan dalam penstriman langsung.	1	2	3	4	5
5.	Streamers show me plenty of pictures and videos, which are visually pleasing. Penstrim menunjukkan kepada saya banyak gambar dan video, yang menarik secara visual.	1	2	3	4	5
6.	Streamers provide me with plenty of pictures and videos, which display visually pleasing designs. Penstrim memberikan saya banyak gambar dan video, yang memaparkan reka bentuk yang menarik secara visual.	1	2	3	4	5

iv) CONSUMER-STREAMER INTERACTION / INTERAKSI PENGGUNA-PENSTRIM

1.	Streamer is very happy to communicate with me. Penstrim sangat gembira untuk berkomunikasi dengan saya.	1	2	3	4	5
2.	Streamers give corresponding feedback to my inquiries. Penstrim memberikan maklum balas yang sepadan kepada pertanyaan saya.	1	2	3	4	5
3.	I get a lot of good advice from streamers. Saya mendapat banyak nasihat yang baik daripada penstrim.	1	2	3	4	5
4.	Streamer(s) adapted their sales pitch very much to customers' interests. Penstrim sangat menyesuaikan jualan mereka dengan minat pelanggan.	1	2	3	4	5
5.	Streamer(s) talked with customers about their objections in a detailed manner. Penstrim bercakap dengan pelanggan tentang bantahan mereka secara terperinci.	1	2	3	4	5
6.	When presenting products and services, the streamer responded very individually to the customer's requirements. Apabila mempersembahkan produk dan perkhidmatan, penstrim bertindak balas secara individu kepada keperluan pelanggan.	1	2	3	4	5

WEEKLY / TASK	1	3	4	6	7	8	9	12	14	15
Identify research title	■									
Finding 3 main articles	■									
Briefing with our SV related to research project		■								
Start writing for chapter 1			■							
Start writing for chapter 2			■							
First correction chapter 1 and 2			■							
Start writing for chapter 3			■							
First correction chapter 3			■	■						
Second correction chapter 1, 2, 3				■	■					
Submission of full report final year research project 1					■					

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Task									
Presentation final year research project 1						X			
Data Collection						X	X		
Start writing for chapter 4 and 5							X	X	
Chapter 4 and 5 submission								X	
First correction chapter 4 and 5								X	
Turnitin check								X	
Submission of full report final year research project								X	
Presentation final year research project									X