THE INFLUENCE OF E-COMMERCE LIVE STREAMING ON CUSTOMER PURCHASE INTENTION AMONG STUDENT IN UMK PENGKALAN CHEPA

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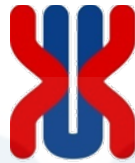NURUL NATASYA BINTI AZIZ (A20A1885)
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DEGREE OF
BACHELOR OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS
2024

UNIVERSITI
MALAYSIA
KELANTAN

The Influence of E-Commerce Live Streaming on Customer Purchase Intention Among Student in Umk Pengkalan Chepa

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A thesis submitted in fulfillment of the requirements for the degree of
Bachelor of Entrepreneurship (Commerce) with Honours

Faculty of Entrepreneurship and Business
UNIVERSITI MALAYSIA KELANTAN

2024

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LIST OF ABBREVIATIONS

DV	Dependent Variable
IV	Independent Variable
SPSS	Statistical Package for Social Science
UMK	University Malaysia Kelantan
FKP/FEB	Faculty of Entrepreneurship and Business

LIST OF SYMBOLS

%	Percent
>	More Than
<	Less Than
=	Equal
&	And
N	Population Size
H	Hypothesis
S	Sample Size

ACKNOWLEDGEMENT

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CHAPTER 1: INTRODUCTION

1.1 Background of the Study

E-commerce live streaming has become a popular and effective way for businesses to reach and engage with consumers (Jiang, 2022). It allows companies to showcase their products and services in real-time, providing a more immersive and interactive shopping experience for customers. This method allowing businesses to connect with their audience on a more personal level, answer questions in real-time, and build trust and credibility (Febriany et al., 2023). E-commerce live streaming also allows consumers to make informed purchasing decisions by providing them with valuable information and demonstrations of products (Li et al., 2022). Furthermore, e-commerce live streaming often includes online activities and promotions to entertain and engage customers, creating a sense of excitement and urgency to encourage purchases.

The concept of live streaming originated in the early 1990s with the emergence of real-time video streaming technologies (Febriany et al., 2023). However, it was not until the 2000s, with the advancements in internet connectivity and the widespread use of social media platforms, that live streaming gained popularity and became more accessible to the general public like platform Ustream and Justin.tv (now Twitch) were pioneers in live streaming, allowing users to broadcast their own videos in real-time (Ma, 2023). These platforms primarily focused on live streaming gaming and user-generated content. As technology continued to evolve, the concept of live streaming expanded beyond gaming and entertainment. Companies and individuals recognized the potential of live streaming as a marketing tool and began using it for various purposes, including product launches, virtual events, tutorials, and Q&A sessions (Shang et al., 2023).

The history of e-commerce live streaming can be traced back to the rise of social media platforms and advancements in technology (Shang et al., 2023). These platforms provided an opportunity for businesses to connect with their audience in a more personal and engaging way. Through live streaming, companies found that they could showcase their products and services in a more dynamic and visual manner, capturing the attention and interest of potential customers in a way that traditional advertising methods could not (Hidayat, 2023). This concept has gained significant traction in recent years, particularly in China. With the widespread popularity and application of the internet, live streaming e-commerce has emerged as a highly successful retail e-commerce model (Huang & Suo, 2021). Live streaming commerce is when interactive video technology is easily incorporated into internet shopping (San Lim, Y.,2022). When done well, this strategy lets buyers buy directly from a live stream, eliminating the need to leave. Social media sites like Facebook and Instagram now transmits live footage. According to San Lim, Y. (2022), they are also prevalent on e-commerce websites like Taobao, Lazada, and Shopee. Live streaming that came from this e-commerce marketplace can be considered an in-person retail experience that turns target audiences into engaged customers.

E-commerce live streaming has gained significant popularity in recent years, particularly in countries like China (Huang & Suo, 2021). In China, live streaming e-commerce has become a major retail model and has witnessed significant growth combines with the convenience and accessibility of online shopping platforms. This technology revolution has shifted client experience from brick-and-mortar to online platforms (Rahman et al., 2021). According to Rahman et al. (2021), there is a new coronavirus pandemic which shocked and alarmed the world due to the closure and social isolation, making consumers have the urge to purchase online in 2019. Additionally, the worldwide epidemic has affected brick-and-mortar sales. Due to this, shops have

had to find new ways to sell their products, which has increased the use of live webcasts, and thus, live streaming e-commerce is becoming more appealing to marketers than traditional e-commerce due to its many interactive features (Rahman et al., 2021). According to the research conducted by (Shang et al., 2023), the current count of e-commerce live streaming users in China has reached an impressive figure of 469 million as of June 2022.The investigation of the influence of e-commerce live streaming on consumer behaviour has garnered considerable attention within the realm of scholarly literature.

In Malaysia, e-commerce live streaming has also gained popularity, with businesses leveraging this marketing approach to boost online sales and engage with customers. By utilizing live streaming platforms, Malaysian businesses are able to create engaging and immersive shopping experiences for their customers, showcasing products in a more interactive and personalized manner and leveraging real-time customer feedback to enhance the overall shopping experience. Live e-commerce streaming not only enhances the connection between online product sales and increased profits, but it also imitates offline shopping experiences by promoting group shopping in the same virtual live streaming room, replicating the social aspect of shopping (Ye et al., 2022). In conclusion, e-commerce live streaming has become an important retail e-commerce model globally and is gaining traction in Malaysia as well (Huang & Suo, 2021).

According to statistics reported on the Oppotus website in 21 February 2023, in the last three years, an up and down number of 400 respondents in Malaysia have admitted a share of livestreaming to shopping via livestreams (Oppotus, 2023) started in third quarter 2020 to fourth quarter 2022. At start third quarter 2020 has 18% share of livestreaming shoppers compared an increased share of livestreaming shoppers increased by 23% at the beginning of 2021, until to fourth quarter of 2021, only 12% of people share of livestreaming shoppers. As Covid 19 started

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to end in the fourth quarter of 2021 that has been credited with decreased, which made people start to go out in those years. While share of livestreaming to shopping decreased to first quarter 2022, livestream shopping gave businesses a chance to draw clients and stay alive as in second quarter 2022 the share of livestreaming to shopping increased to 20% but down again in third quarter 2022 but it is having an increased a little in fourth quarter 2022 to 16 % share of livestreaming shoppers. Moreover, it can be inferred that Malaysians have begun utilizing live streaming tools to promote their products, taking advantage of this emerging trend. This strategy may attract not only new customers but also foster loyalty among existing ones who have previously engaged in satisfactory live transactions.
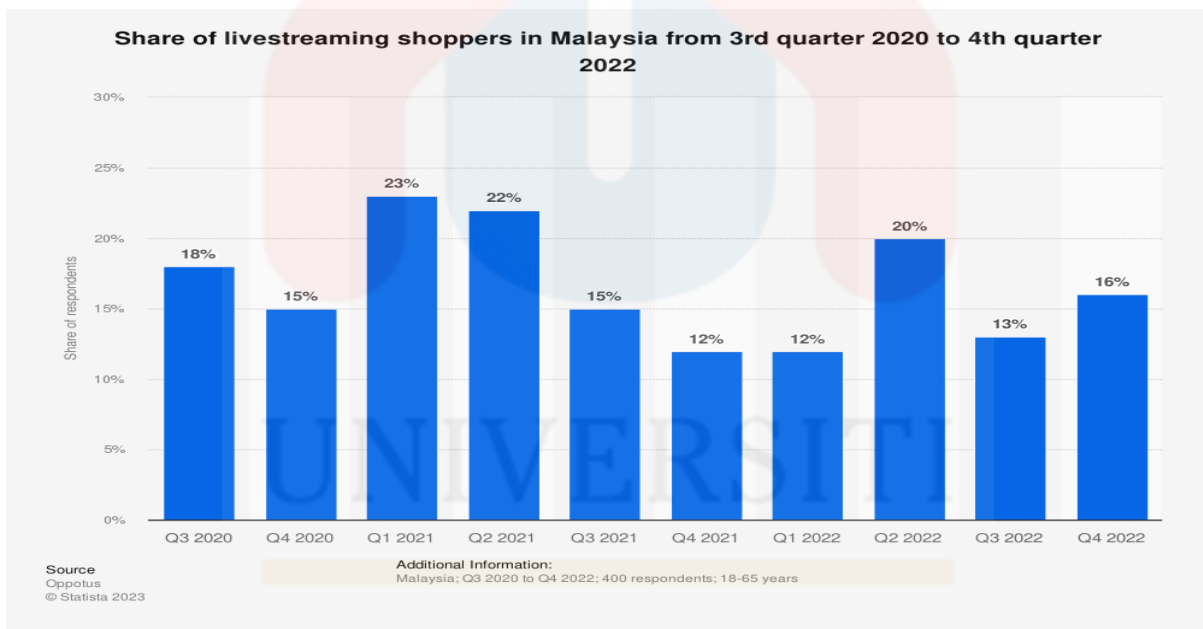
Published by Statista Research Department, Feb 21, 2023
Source: Oppotus © Statista 2023
Figure 1.1: Share of livestreaming shoppers in Malaysia from 3rd quarter 2020 to 4th quarter 2022

The utilization of social media platforms has witnessed a significant surge among Generation Z and Millennials (Szakal, 2022). According to Szakal (2022) a noteworthy observation is that a

substantial portion of these individuals have developed a habitual inclination towards consuming live streaming featuring specific influencers. Hence, it can be observed that consumers exhibit a distinct preference for engaging in real-time interactions with brands and retailers through the medium of live streaming. According to Szakal (2022) also shows the mode of communication amplifies their enthusiasm toward making purchases, thereby positively influencing their buying behaviour. It is worth noting that an inverse relationship exists between age and engagement in live shopping activities. Understanding the influence of e-commerce live streaming on customer purchase intention among consumers is crucial for businesses and marketers looking to engage with this specific demographic and drive sales effectively (Dong et al., 2023).

1.2 Problem Statement

Social media's importance in influencing customer purchasing behavior has led to a sharp increase in the use of these platforms for communication and promotion of new and current goods and services in recent years (Park et al., 2021). However, the specific methods via which live streaming influences the customer purchase intention are still largely unknown, despite the fact that e-commerce live streaming is becoming more and more popular. Therefore, it is necessary and important to explore the influence of e-commerce live streaming on consumer purchase intention.

The informativeness of live streaming can greatly influence customer purchase behavior. When consumers have access to detailed and in-depth information about products through live streaming, it increases their confidence and trust in the purchase decision (Li et al., 2022). This level of informativeness addresses the problem of information opacity in traditional e-commerce, where customers may rely solely on text and pictures to make purchasing decisions. However, the

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challenge lies in ensuring that the information provided during live streaming sessions is accurate and trustworthy. Additionally, there may be concerns about the transparency and authenticity of live streaming sessions, as some sellers may provide biased or misleading information to promote their products. Therefore, it is crucial for researchers to investigate the influences of informativeness on consumer behavior during e-commerce live streaming and address any potential issues related to the reliability and credibility of the information shared during live streaming sessions (Chong et.al, 2023). To sum up, e-commerce live streaming is a marketing method that combines real-time video broadcasting and online shopping. It allows sellers to showcase and demonstrate products, answer customer questions in real-time, and create interactive and engaging experiences for viewers. At the same time, it provides consumers with more detailed information about products, allowing them to make more informed purchasing decisions.

Interactivity plays an important role in influencing customers' purchasing behavior (Zafar et al., 2021). Customers will actively interact with live streaming content and keep using it if they have a good app experience and think it delivers a high level of interactivity (Lee, Chang et al. 2022). According to Chen et al. (2020), E-commerce live streaming is highly interactive, allowing viewers to connect and converse with live broadcasters in real time, therefore bridging emotional distances. Live streaming commerce allows for a new kind of connection to be formed between viewers and sellers, which improves communication between the two parties (Sjöblom et al., 2017). When viewers have a positive experience using the things that the streamer promotes, their trust and influence for the streamer increase, further strengthening the parasocial connection. As a result, viewers in this shopping scenario instantly buy in, pique their interest, and automatically take in product details and recommendations when observing a streamer in action (Xu et al., 2020). However, there can be challenges with interactivity during e-commerce live streaming. For

example, the speed and effectiveness of seller responses to consumer queries or comments can greatly influence the overall interactivity experience (Shang et al., 2023). If sellers are slow to respond or fail to address customer concerns adequately, it can lead to frustration and a negative perception of the brand and product. Furthermore, technical issues such as lagging or buffering during the live streaming session can also hinder interactivity and detract from the overall user experience. To address these challenges and understand the influence of interactivity on customer purchase behavior, this study aims to examine the relationship between interactivity during e-commerce live streaming and consumer' purchase intentions, as well as identify any potential issues with interactivity that may affect consumer behavior.

Purchase intentions are more influenced by entertainment than by professionalism and interaction. In order to get customers right away, a business that has recently begun live streaming should first provide more product descriptions and make the live presentation interesting (Ma et al., 2022). Also, according to Xue et al. (2020), interesting events like flash sales and lucky giveaways can be held in businesses. Retailers should let their entertaining salespeople be live broadcasters. To make live streaming interesting, streamers need to be really passionate about bringing life to the environment. Streamers have the opportunity to show off their talents. This method will make a customer purchase their product at that time. According to Bouwman et al. (2007), entertainment has a positive influence on customers' purchasing intention. According to (Wang et al., 2022), customers are willing to buy products through live streaming since the environment of the store is entertaining and the items are properly explained. However, there exist potential problems related to the concept of perceived entertainment such as false reality perception because live streaming content is carefully chosen and often edited, it can give viewers

a false sense of reality by encouraging them to compare their lives to unattainable ideals, which can leave them feeling inadequate and unsatisfied.

Due to the risks that come with these services, trust is an essential factor in the live streaming e-commerce ecosystem built on the latest technology (Lăzăroiu et al., 2020). According to Lakhan et al. (2021), studies have demonstrated that trust has an advantageous influence on purchase intention. Because of the nature of internet buying, customers are more exposed to risk and uncertainty during transactions and are unable to engage with retailers in person. Customers can obtain further information by means of live e-commerce. Previous research has confirmed the positive influence of trust on customers' purchasing intentions (Wu & Huang, 2023). However, the lack of trust has been repeatedly identified as a significant barrier to consumer behavior (Chen & Yang, 2023). In addition, according to Wu and Huang (2023), online trust connections are challenging to preserve due to the unpredictability and information asymmetry involved with online purchase. Customers may question whether the products being featured are genuinely as described, whether the reviews and testimonials are authentic and reliable.

1.3 Research Question

The specific research questions of the study are as follows:

1. What is the relationship between informativeness and customer purchase intention?

2. What is the relationship between perceived interactivity and customer purchase intention?

3. What is the relationship between perceived entertainment and customer purchase intention?

4. What is the relationship between trustworthiness and customer purchase intention?

5. What is the most important factor that influences purchase intention?

1.4 Research Objectives

The purposes are:

1. To determine the relationship between informativeness and customer purchase intention.

2. To identify the relationship between perceived interactivity and customer purchase intention.

3. To examine the relationship between perceived entertainment and customer purchase intention.

4. To study the relationship between trustworthiness and customer purchase intention.

5. To study the most important factor that influences customer purchase intention.

1.5 Scope of the Study

This study is about the influence of e-commerce live streaming on customer purchase intention among students. Undergraduate students from University Malaysia Kelantan, Pengkalan Chepa (UMK) will be selected as respondents. All students under Faculty of Entrepreneurship and Business (FKP) from UMK Pengkalan Chepa are selected as the population is convenient and easy to access. In addition, these students are mostly knowledgeable about matters involving business because they learn business, commerce, and entrepreneurship throughout their degree. Because of that, they are suitable to be our respondents. All students from year one until four are included in this research. This study intends to identify factors that may influence e-commerce live streaming on customer purchase intention among UMK Pengkalan Chepa students.

1.6 Significance of study

This is one of the most important studies, and it is used to assist information researchers in the field of research search for and study resources. This research was conducted to get research data that may be valuable for live streaming in terms of enhancing and implementing their e-commerce marketing plans and strategies. It also helps marketers and business owners understand the aspects that influence the customer purchasing intents on social media, allowing them to properly monitor their business and guarantee that the company is on the right management track. More importantly, this study may raise public awareness of live streaming consumers' social commerce purchasing intentions.

Determine the variables that influence consumer purchasing intents in social commerce among UMK PC students with the purpose of boosting student online shopping expertise. Despite an increase in online fraud incidences, many online buyers, particularly Generation Y, prefer to buy goods and services online rather than in traditional storefronts. As a consequence, understanding the method and effectiveness of live streaming users' purchase intentions in social commerce is vital in order to comprehend why people continue to suffer the risk of purchasing online despite the fact that online fraud is on the rise.

Additionally, because it can enable researchers to expand their research resources in the future, the study of purchase intention is crucial. This study is noteworthy in addition because the researcher uses buy intention to determine how to apply this intention to customers, which is a crucial component. It is vital that students comprehend that this study can serve as a valuable source of reference for their project completion.

1.7 Definition of Term

1.7.1 Informativeness

According to Masiya, R. (2020), The purpose of informativeness is to guarantee that every message sent to consumers is both reliable and informative enough for them to make confident purchase choices. Enhancing consumer understanding and decision-making is greatly influenced by it. Hence, mobile marketers sought to improve their reliability and dispatch marketing messages that are more dependable and beneficial. Marketers must deliver informative marketing messages consistently.

1.7.2 Perceived interactivity

According to Chen, Y. (2020), in a business context, perceived interactivity refers to the consumer's personal assessment of the level of interaction and engagement in a communication or online experience. The high interactivity of e-commerce live shows makes consumers feel as if they are talking to the streamers face-to-face. They can enjoy better services when streamers can ask questions about their products in real time, which increases their satisfaction with their purchase. Thus, the level of consumer engagement and responsiveness to digital content is greatly influenced by it.

1.7.3 Perceived Entertainment

According to Cao, J. (2022), the concept of perceived entertainment pertains to the joy and satisfaction that individuals experience while utilizing a particular service. In the realm of business and marketing, the measurement of consumer satisfaction and involvement in their interaction with content, products, or services is essential. Consumers are more likely to adopt positive attitudes and intend to make purchases when they find the content entertaining.

1.7.4 Trustworthiness

According to Qiu, L (2021), trustworthiness in a business context refers to how consumers perceive the spokesperson's integrity, credibility, and honesty, as perceived by the audience. It is an essential element in creating and sustaining consumer trust, which ultimately affects their purchasing decisions and intentions.

1.7.5 Customer Purchase Intention

According to Ghahtarani, A (2020), purchase intention is a personal behavior that can be manipulated through a knowledge and emotional process. It serves as a key antecedent of actual purchase behavior and is shaped by several factors, including marketing efforts and consumer experiences. Knowledge sharing can influence purchase intention because people can make an informed decision based on information about products and services.

1.8 Organizational of the Proposal

There are three chapters in this study. Chapter one presents an introduction of this study and comprises sections that include the background of the study, problem statement, research objectives of the study as well as research questions. This is followed by a detailed description of the significance and scope of the study. The purpose of this research is to study the influence of e-commerce live streaming on customer purchase intention among students in University Malaysia Kelantan Pengkalan Chepa (UMK).

Chapter two will provide a broad explanation about literature review about dependent and independent variables from the past studies. There are a few sub-chapters under chapter two which is reviews on the dependent variables and independent variables, research framework, research hypothesis and chapter summary.

In Chapter three, there will be carry out the method to analyze the data by identifying the research design, data collection method, the study population, sample size, sampling techniques, research instrument development, measurement of the variables, procedure for data analysis and chapter summary that will be applied for this study.

CHAPTER 2: LITERATURE REVIEW

2.1 Introduction

In this chapter, it is mainly about the relationship between dependent variables (DV) and independent variables (IV). It is clearly stated that we are going to study the independent variables which are informativeness, perceived interactivity, perceived entertainment and trustworthiness. While the dependent variable is a customer purchase intention among UMK PC students, there is also a theory and a framework that will explain the dependent variable and the independent variables.

2.2 Underpinning Theory

2.2.1 Theory of Reasoned Action

For describing and predicting user intention in an e-commerce live streaming, the classic Theory of Reasoned Action (Ajzen, I. and Fishbein, M. 1980), the Theory of Planned Behavior (Ajzen, I. 1991), have all been widely used. An attitude-behavior link hypothesis known as the Hypothesis of Reasoned Action (TRA) establishes a causal sequence between action, behavioral intention, subjective standards, and attitudes which are described as an individual's lifelong beliefs. It is believed that beliefs about behavioral consequences and evaluations of those outcomes shape attitudes. This theory's application to explaining customer behavior focuses on how consumers feel about a particular brand, product, person, or problem. (Evans et al., 2009). In order to determine their beliefs, attitudes, and intentions towards a brand, consumers first gather information from their surroundings (Haris et al., 2017). Customers then interpret and evaluate this information, making decisions about whether to purchase, try, reject, or accept a product or brand. Behavior according to the Theory of Reasoned Action (TRA) is influenced by intention,

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while subjective attitudes and norms influence intention (MS & Rouly, 2020). In addition, According to TRA, a person's behavior is determined by the reason behind their actions. Intention, or a mental image of one's preparedness to engage in a certain behavior, is the direct precursor of behaviour. As a result, people are more likely to carry out the behaviour and have a greater intention (motivation) (Ajzen, I. and Fishbein, M. 1980).

2.2.2 Theory of Planned Behavior

The theory of planned behavior provides a framework for understanding and predicting human behavior by considering individuals' attitudes towards the behavior, subjective norms from their social environment, and their perceived behavioral control (Rahman et al., 2021). According to Elsafty & Elshahed, 2021, the theory of planned behavior in e-commerce live streaming, one can anticipate an individual's actions and intentions in the realm of e-commerce live streaming by considering their attitudes towards the behavior, subjective norms influenced by their social surroundings, and their perceived control over their behavior. In the realm of e-commerce live streaming, these three factors hold substantial sway over consumers' purchase intentions and their subsequent actions (Dong et al., 2023). The use of technology has the potential to shape a consumer's perspective on e-commerce live streaming. It can sway their attitude towards embracing this form of shopping, influence their understanding of the social norms associated with it, and impact their confidence in successfully participating in e-commerce live streaming (Ooi et al., 2023). In short, the theory of planned behavior helps explain and predict behavior by considering an individual's attitudes, subjective norms, and perceived behavioral control (Rahman et al., 2021). These factors collectively influence an individual's intentions and subsequent behavior. Additionally, the theory suggests that individuals' intentions are the best predictor of their actual behavior.

2.3 Previous Studies

2.3.1 E-commerce Live Streaming

Over the past few years, e-commerce live streaming has gained significant traction as an effective marketing tool. Businesses can effectively display their products, creating an engaging and immersive shopping experience for customers (Ma, 2023). Live streaming in e-commerce is a powerful marketing technique that merges video broadcasting and online shopping. It enables businesses to engage with customers in real-time, showcase product usage, and address any inquiries they may have. In general, e-commerce live streaming allows merchants to offer buyers more information about product quality and seller credibility. This can have an influences on customers' willingness to make a purchase and enhance their trust in the online shopping experience (Wang & Wang, 2022).

Exploring the significance of e-commerce live streaming and consumer motivations, this study investigates various factors including platform features, quick guanxi relationships, and trust (Li et al., 2022). Prior research has delved into the influences of customer engagement and interactivity in the realm of e-commerce live streaming, revealing that these elements have the potential to shape purchase intentions and behaviour (Sun & Lee, 2022). Furthermore, there are studies that have explored the impact of psychological factors, such as perceived uncertainty and construal level, on customers' online purchase intentions during e-commerce live streaming (Wang et al., 2022). Live streaming has gained significant popularity in recent years, especially in the field of e-commerce.

Furthermore, the relationship between e-commerce live streaming and customer purchase intention has been studied in various research studies (Liu et al., 2022). According to Liu et al., (2022) that the features of e-commerce live streaming, such as the strategy of the live stream,

interaction with viewers, and social presence, play a significant role in influencing customer purchase intention. However, customer purchase intention often focusses as one specific feature of e-commerce live streaming without providing a comprehensive analysis of its influences on customer behavior (Liu & Liu, 2021).

Live streaming in e-commerce is a method of sharing live video content online to effectively market and sell products or services (Putra & Belgiawan, 2023). This type of online retail combines the ideas of e-commerce and live video streaming, resulting in a shopping experience that is interactive and captivating for consumers. Live streaming in e-commerce can come in different forms and happens on platforms that enable real-time video broadcasts. In different scenarios, e-commerce live streaming involves businesses utilizing live streaming to present and illustrate their products in real time (Sun & Lee, 2022). As per Sun & Lee (2022), this enables potential customers to witness the product in action, seek clarifications, and make well-informed purchase choices. E-commerce live streaming is commonly used during special sales events, promotions, or product launches. Companies take advantage of the real-time nature of live videos to generate a feeling of urgency and exclusivity, motivating viewers to make purchases during the event.

Ultimately, E-commerce Live Streaming has proven to be a powerful and efficient approach for businesses seeking to engage with their audience in real time, boost sales, and stand out in the highly competitive e-commerce industry (Ma, 2023). This phenomenon highlights the changing dynamics of how consumers behave online and the merging of entertainment and commerce in the digital era.

2.3.2 Informativeness

Informativeness refers to the extent to which the content or information conveyed during a live streaming session is valuable, relevant, and helpful to viewers. This content could include product details, demonstrations, reviews, and any other information that aids viewers in making informed purchasing decisions. Informativeness refers to the quality or degree of providing useful and valuable information in a communication or message. It is a measure of how much new, relevant, and meaningful information is conveyed through a particular piece of communication, whether it is in written or spoken form, data, or any other medium. Past studies have indicated that informativeness is often associated with clarity, relevance, and the ability to enhance the understanding of the audience or recipient.

In various contexts, informativeness can be assessed by considering factors such as the accuracy, depth, and relevance of the information provided, as well as how well it meets the needs and expectations of the intended audience. High informativeness indicates that the message effectively conveys the desired information, while low informativeness implies that the message lacks valuable content or doesn't adequately address the audience's informational needs. The main factor influencing consumer behaviour while making purchases is product information, such as having access to specifics regarding a product's functionality and performance (Chen, H.; Chen, H.; Tian, X. 2022).

The term 'informativeness' describes how well the content being presented during the live streams communicates useful and relevant details about the goods or services that are on display. It includes the host or presenter's information richness, precision, and clarity during the live streaming session. In e-commerce live streaming, educating and informing customers about the features, functions, applications and advantages of the goods or services in a thorough and

interesting way is the main objective of informativeness. Informativeness is vital to ensure that viewers have a comprehensive understanding of the products being featured. Detailed product descriptions, demonstrations, and answers to viewer questions help potential customers make informed purchasing decisions. As purchasing via live stream, products are shown, and viewers may learn more about the products and broadcasters by watching visual content. By doing this, the distance between the streamer, the audience, and the product is successfully minimized. (Lv, Z.; Jin, Y.; Huang, J., 2018).

Secondly, informative live streams often focus on educating viewers about the featured products or services. Hosts can provide detailed information about product features, specifications, use cases, and benefits. This educational aspect helps viewers understand the products better and how they might address their needs or problems (Chen, H, 2022). Furthermore, informative live streams can be visually appealing, using high-quality visuals, graphics, and engaging storytelling. By creating an emotional connection with the viewers, the content can make a lasting impression and influence purchasing decisions.

Thirdly, the relationship between informativeness and customer purchase intention is a direct and significant one. Wang (2022), informativeness, in the context of marketing and sales, refers to the extent to which product information and communication effectively provide valuable and relevant details about a product or service. When informativeness is high, it positively influences customer purchase intention. Informativeness helps customers assess the potential risks associated with a purchase. According to Oliver, R.L (1999), by providing information on warranties, return policies, and guarantees, customers can make more confident decisions, knowing that they have options if the product doesn't meet their expectations. Moreover, high levels of informativeness can guide customers through their decision-making process. As a result,

informative content can present compelling reasons to purchase, making it easier for customers to reach a decision (Tsao et al. 2016).

In summary, informative live streams provide viewers with the knowledge and insights they need to make informed purchasing decisions. By offering education, demonstrations, problem-solving, and expert guidance, these streams can engage viewers and build trust, ultimately influencing their choices and driving sales. The combination of information and engagement is a powerful tool in the world of e-commerce and digital marketing (Zhang, M.; 2022). Therefore, satisfied customers who were influenced by informative content are more likely to share their positive experiences and recommend the product or brand to others. This word-of-mouth marketing can further boost purchase intentions among potential customers.

2.3.3 Perceived Interactivity

In terms of perceived interactivity, it is a concept that is still developing, so it may have different components in varying circumstances, but generally, it consists of the following: control, responsiveness, real-time interactions, connectedness, personalization, and playfulness. (Park et al., 2020). Each of these terms relates to a different aspect of perceived interactivity; connectedness is the ability to share relevant experiences with other customers; personalization is the ability of tech products to adjust to the specific needs of customers; playfulness is the entertainment value that tech products offer; control is the perception of customers as having control over the information and content of tech products; responsiveness is the degree or speed at which tech products respond to consumers; real-time interaction is the speed of occurrence or response when tech products are used for communication (Cyr et al., 2009).

The direct relationship between perceived interactivity and customer purchase intention is experienced and satisfaction. Customers typically look for live streaming experiences that are vivid, affordable, controllable, present, enjoyable, and enjoyable (Lo et al., 2022). Customers' levels of satisfaction will increase in direct proportion to the presence, involvement, enjoyment, affordability, control, and vividness that they perceive (Bergel et al., 2019). When customers are happy with what they experienced, they will be more likely to make a purchase (Sun., et al 2019). For customers, it provides vibrant images and an enjoyable experience (Mingwei Li. et al., 2021). Perceived interactivity has an influence on consumers' attitudes towards live streams and intentions to purchase, according to several studies (Zhang et al., 2023).

Businesses can use this perceived interactivity experience to highlight product features, respond to customer questions right away, and get immediate feedback—all of which help customers make well-informed decisions about what to buy (L. R. Chen et al., 2023). Purchase intention has been found to positively correlate with live streaming via the language attractiveness of the anchor (E. Ma et al., 2023). Furthermore, after sellers respond to inquiries from customers, the latter can carry on the conversation, enabling the e-commerce platform to facilitate further discussions (Sun et al., 2019). Customers may be encouraged to feel more immersed and to concentrate on their current shopping activities as a result (Sun et al., 2019).

It has been suggested that perceived interactivity in information systems can shape significantly user response to mediated communication in live streaming (YingYing, 2023). In the live streaming shopping scenario, users comment among themselves to share product details and usage experiences, and anchors respond to their questions promptly. This effective information exchange encourages users to share product knowledge and information, lessens user anxiety about product uncertainty, and improves users' perception of the value of live streaming (Zheng et al.,

2022). Effective perceived interactivity between users and anchors not only satisfies consumers' sense of involvement and increases their interest in shopping, but Mingwei Li. et al. (2021) also found that the pleasant experience gained through interaction helps to maintain a positive relationship between anchors and consumers and form perceived usefulness of consumers.

In conclusion, interactivity lies at the heart of live streaming in e-commerce, fundamentally changing the shopping experience. Through real-time engagement, direct communication and interactive features, live streaming fosters an environment where sellers and consumers interact, share information and deal with inquiries quickly. The study underscores the important role of this interactive interaction in influencing consumer behavior, significantly influencing purchase decisions. Instant access to information, discussions and reviews in this live stream enriches the customer experience, increasing the depth and immediacy of available product details.

2.3.4 Perceived Entertainment

The business world is always changing, and with the emergence of live streaming and e-commerce, a new element known as perceived entertainment has developed as a key driver of customer behavior. Perceived entertainment refers to how consumers interact with digital content or experiences enjoyable, engaging, and fun (Xie et al., 2022). This concept is becoming increasingly significant in shaping consumer decisions, particularly online shopping, and live streaming. Perceived entertainment plays a crucial role in consumer behaviour, and several studies have shed light on its impact (Huang et al., 2019). These studies have consistently demonstrated that when consumers perceive an experience as enjoyable and entertaining, they are more likely to engage with the content, stay longer, and, most importantly, make purchase decisions.

One of the fascinating aspects of this transformation is the role of perceived entertainment in influencing customer purchase intentions (Wang, 2021). According to Wang (2021), a series of research studies provide valuable insights into the interconnectedness of perceived entertainment that affects purchase intentions in the digital consumer landscape. This highlights that consumers who perceive online shopping as an enjoyable activity are more likely to engage in online shopping and make purchases actively. According to Choi (2019), the pivotal role of perceived enjoyment in shaping consumer behavior in e-commerce because it emphasizes the relationship between perceived enjoyment and customer buying intentions because it also reveals that consumers who find online shopping enjoyable are more likely to purchase additional products, illustrating the potential to extend the scope of buying (Choi, 2019).

Perceived entertainment is not only about fun but also about reducing perceived risk. It explores how enjoyable online shopping experiences can diminish perceived risk and have a positive influence on purchase intentions. This underscores the role of entertainment in mitigating perceived risks and enhancing trust. This highlights that incorporating entertaining and interactive elements into live streams can enhance customer engagement and positively influence purchase intentions (Meng et al., 2023). It emphasizes that the entertainment factor in live streams enhances the overall shopping experience. It showcases how live-streaming content can create an entertaining and engaging shopping experience, which, in turn, significantly influences consumers' intentions to make purchases and engage in social commerce. This also explores how perceived enjoyment influences purchase intent through the mediating factors of perceived value and attitude (Vaitkevičius et al., 2019). The study underscores the significant role of perceived enjoyment in melding consumers' purchase intentions in e-commerce. Another previous study dives into the

factors influencing customer purchase intention in live-streaming commerce. According to Ooi et al,2023, they analyze the role of content, interactivity, and the overall shopping environment, which includes entertainment aspects, in shaping consumers' preferences to make purchases during live streams.

Furthermore, it presents a theoretical model that includes dimensions of entertainment and interactivity to understand the effects of live streaming on consumer purchase behavior. Their empirical testing demonstrates the complex interplay of these factors in shaping purchase intentions. Lastly, focus on the influence of live streaming on online purchase intentions and consider the moderating role of product type. This research investigates how factors like perceived entertainment influences purchase intentions differently for various product types in e-commerce, underscoring the diverse nature of online consumer behaviour (Wilson, 2019).

In conclusion, these studies collectively highlight the profound influence of perceived enjoyment and entertainment in e-commerce and live streaming on customer purchase intentions. They emphasize the multifaceted nature of online consumer behaviour and the paramount importance of creating enjoyable and engaging online experiences (Liu et al., 2022). As businesses navigate the evolving landscape of e-commerce and live streaming, these findings underscore the strategic value of infusing entertainment and enjoyment into digital consumer interactions to stimulate sales and boost purchase intentions. Understanding the pivotal role of perceived entertainment is central to thriving in the digital marketplace.

2.3.5 Trustworthiness

Trustworthiness is a characteristic or quality of an individual, organization, or entity that inspires confidence, reliability, and belief in their integrity, honesty, and ability to fulfill commitments and obligations (Chen, 2018). A trustworthy person or organization is considered

dependable, truthful, and ethical, and they are expected to act in a consistent and principled manner. Trustworthiness is a key factor in establishing and maintaining trust in various relationships, whether personal, professional, or within the context of business transactions (Kim, 2009). It is often associated with qualities such as transparency, consistency, and a track record of keeping promises and maintaining ethical behavior.

According to Zhang, M. (2022), when viewers perceive the host or the brand as trustworthy, they are more likely to believe the information presented in the live stream and feel confident in their purchasing decisions. This trust forms the basis of successful e-commerce relationships. Trustworthiness is demonstrated by fulfilling promises and commitments. If a live stream promises to provide valuable information about products, answer questions, and offer accurate details, it must deliver on those promises (Lim, 2006). Failure to do so can erode trust and damage the brand's reputation.

Secondly, maintaining a consistent level of quality and trust in e-commerce live streams is essential for trustworthiness. Viewers should be able to rely on the host and the brand for a consistent experience and product quality (Pavlou, P.A., 2003). Trustworthiness is a critical factor in e-commerce live streaming because it significantly influences viewers' perception of the credibility of the streamer and the content being presented. According to Zhang (2022), trustworthiness is a measure of the streamer's integrity and honesty. When a streamer is perceived as trustworthy, viewers believe that the information being presented is accurate and unbiased. This perception of honesty enhances the streamer's credibility. Moreover, interacting with the audience in a genuine and responsive manner demonstrates trustworthiness. When viewers see that the streamer values their input and addresses their questions or concerns, it adds to the streamer's credibility.

Thirdly, the direct relationship between trustworthiness and customer purchase intention is a central dynamic in the world of commerce (Kim, 2008). Trustworthiness is the foundation upon which trust is established between a customer and a seller. When a brand or individual is perceived as trustworthy, customers are more inclined to believe that their interests are a top priority, which increases their confidence in making a purchase. Trustworthiness mitigates the perceived risk associated with making a purchase (Chen, Z., 2021). Customers feel more secure when they trust the seller's reliability and honesty. This, in turn, lowers the perceived risk of a negative outcome or disappointment, encouraging customers to act on their purchase intention.

In conclusion, trustworthiness is intrinsically tied to customer purchase intention. In the world of e-commerce live streaming, trustworthiness is not only vital for the success of individual live streams but also for the overall reputation and success of the brand. As a result, customers are more likely to engage with live streams, make purchases, and become brand advocates when trust is established and maintained (Guo, L.,2021). Therefore, a trustworthy seller or brand is more likely to gain the confidence of customers, reduce perceived risks, and build long-term relationships that lead to repeat business.

2.3.6 Customer Purchase Intention

There are many factors that influence e-commerce live streaming on customer purchase intention. Live streaming for e-commerce is the practice of using internet platforms such as TikTok, Shopee Live and Facebook to broadcast live video content in order to market and sell goods and services. Consumers' purchase intention refers to the likelihood or probability of consumers intending to engage in purchasing behavior (Xu et al., 2022). A mix of extrinsic factors and subjective views of consumers determines customer purchasing intention (Lakhan et al.,

2021). In marketing, the study of consumer behavior based on buy intentions has been established for over thirty years. It is well acknowledged that buying behavior may be predicted using purchasing intentions.

The SOR (Stimulus-Organism-Response) framework states that the reaction element consists of the consumer's positive behaviour in certain circumstances, such as their impulsive purchases, their intentions to make purchases, and their actual actions to make purchases (Xu, Wu et al. 2020). A key factor in determining a consumer's real purchasing habits is their purchase intention (Chetioui et al., 2020). Purchase intention describes how a customer feels about a particular purchase behavior and how willing they are to pay for it (Zhang et al., 2020). It is also a decision-making stage that shows consumers why they select particular products and brands in particular circumstances.

The concept of purchase intention has been widely recognized in the marketing domain as a critical tool for predicting consumer purchasing behavior. The term "purchase intention" also refers to the subjective possibility or particulars of customers, involving the connections between their purchasing attitudes, knowledge, and behaviours (Lee et al., 2023). According to Dharmesti et al. (2021), millennials have more challenges in purchasing intentions than older generations because they are more exposed to and knowledgeable about technology.

2.4 Hypothesis Statement

H1- There is a significant relationship between informativeness and customer purchase intention.

H2- There is a significant relationship between perceived interactivity and customer purchase intention.

H3- There is a significant relationship between perceived entertainment and customer purchase intention.

H4- There is a significant relationship between trustworthiness and customer purchase intention.

2.5 Conceptual Framework

Independent Variables

Informativeness

Perceived Interactivity

Dependent Variables

Customer Purchase Intention

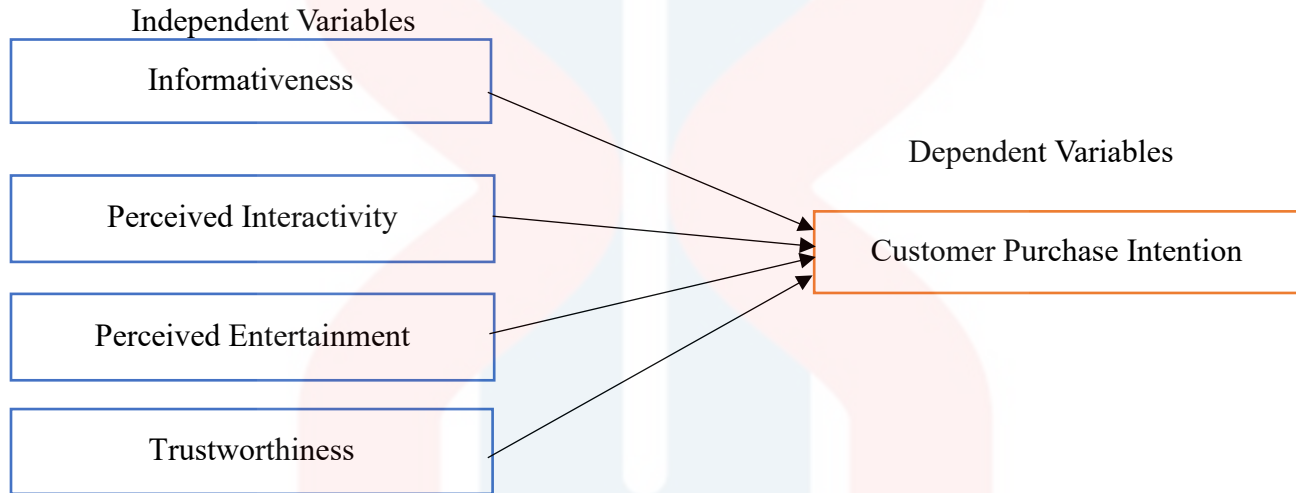| Perceived Entertainment |
| --- |

Trustworthiness

Figure 2.1: Conceptual Framework

Based on the conceptual framework, the factor influence of e-commerce live streaming on customer purchase intention among students in UMK PC could be hypothesized as follows (Figure 2.1). The independent variables are four factors including informativeness, perceived interactivity, perceived entertainment and trustworthiness while dependent variables is the customer purchase intention.

2.6 Summary

In conclusion, this chapter describes the study on the influence of e-commerce live streaming on customer purchase intention among students in University Malaysia Kelantan Pengkalan Chepa (UMK). Besides, a framework is developed based on the literature review. There

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are few topics that discussed in this chapter include Theory of Reasoned Action, Theory of planned behaviour, previous studies include e-commerce Live Streaming, informativeness, perceived interactivity, perceived entertainment, trustworthiness, and customer purchase intention, hypothesis statement and conceptual framework.

CHAPTER 3: RESEARCH DESIGN AND METHODS

3.1 Introduction

The third chapter of this research will be discussed in more detail the method that was used to complete this research. This chapter also will discuss more research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables and procedure for data analysis.

3.2 Research Design

Research design is a huge approach to a specific research topic (Greener, 2008). This can be defined as a structure of methods and techniques chosen by a researcher to integrate different components of study in a fairly logical manner such that the research issue is efficiently handled. There are two types of research design that are commonly use in research which are qualitative research and quantitative research. The type of research design used in this study is quantitative research by distributing questionnaires to the respondents. The researcher adopted this design to guarantee that acceptable approaches were used to effectively finish the investigation. The questionnaire will be distributed personally at University Malaysia Kelantan (UMK) Pengkalan Chepa where the students are the participants for this research. This study included dependent variables (Customer purchase intention) and independent variables (Informativeness, perceived interactivity, perceived entertainment, and trustworthiness).

3.3 Data Collection Methods

A questionnaire will be given to 346 respondents, the number of students at University Malaysia Kelantan (UMK) Pengkalan Chepa to gather information for the study's goal. According to Berg (2009), the structured survey form has been employed to obtain more precise data to support this study. Google forms were used to create these questionnaire forms. All these forms were distributed by sharing the link of the google form through social media platforms. The process of gathering information takes a significant quantity of time. Respondents merely need to click the link to access the survey and complete it. The responses are then shown to the researcher.

3.4 Study Population

A population is defined as a collection of individuals or objects that share at least one feature for the purposes of data gathering and analysis. The study's goal or research question will specify the right population to be examined in terms of location and restrictions to a specific age, gender, or profession. According to Faculty of Entrepreneurship and Business (FKP) office at University Malaysia Kelantan Pengkalan Chepa, there are roughly 3500 students in all courses ranging from year 1 to year 4.

Table 3.1: Faculty of Entrepreneurship and Business (FKP) Students at University Malaysia Kelantan, Malaysia from Year 1 to Year 4.

Faculty of Entrepreneur and Business (FKP)	PROGRAM	YEAR 1	YEAR 2	YEAR 3	YEAR 4	TOTAL
	SAR	153	177	190	195	**715**
	SAK	197	180	186	216	**779**
	SAL	192	200	198	202	**792**
	SAB	222	209	201	200	**832**
	SAE	23	48	49	46	**166**
	SAA	92	89	34	1	**216**
Total		**879**	**903**	**858**	**860**	**3500**

The majority of the population targeted by this study is comprised of students in University Malaysia Kelantan, Campus Kota, Pengkalan Chepa in 2023. The main purpose of targeting this specific group on this research is to identify the factors influencing e-commerce live streaming on customer purchase intention among student University Malaysia Kelantan, Pengkalan Chepa and specific to Faculty of Entrepreneurship & Business (FKP) in which is the program are Bachelor of Entrepreneurship with Honours (SAE), Bachelor of Entrepreneurship (Logistics and Distributive Trade) with Honours (SAL), Bachelor of Business Administration (Islamic Banking and Finance) with Honours (SAB), Bachelor of Entrepreneurship (Commerce) with Honours (SAK), Bachelor of Entrepreneurship (Retailing) with Honours (SAR),and Bachelor of Accounting with Honours (SAA). These students under FKP have been studying business and entrepreneurship in their subject which is they already know about everything related to business. Futhermore, today, they are also exposed to an excessive amount of online shopping, particularly involving live streaming. Live streaming can influence customer purchase intentions. As a result, by using the population targeted, students from the University Malaysia Kelantan, Campus Kota, Pengkalan Chepa they may have knowledge of the influence of e-commerce live streaming on customer purchase intention.

The overall number of people in a population, represented by the letter "N," is the population size (Mashiya, R., 2020). For this study, the student population at University Malaysia Kelantan, City Campus is 3500 students from Year 1 to Year 4. Thus, the target population for this research is estimated to be 3500.

3.5 Sample Size

Researchers swiftly choose people or groups of persons from the population to determine demographic attributes and derive statistical conclusions. This process is known as sample size. To get relevant data, the marketing study employed a range of sampling methodologies rather than surveying the complete population. Using this sample approach can also help research survey software make better decisions. Therefore, when selecting a sampling strategy, researchers have the option of using either probability sampling or stratified sampling. Sampling procedures are often necessary since data collection from every unit of the population is not always practicable (Cho, K.2022).

Therefore, in order to draw reliable conclusions from study findings, selecting a suitable sample size is crucial. There is a demand for a trustworthy sample size determination technique because empirical research is increasingly required to use a representative statistical sample. To reduce the gap, Krejcie and Morgan (1970) created a table (Table 3.2) that could be used as a quick reference to determine the sample size for a particular population. In this study's sample size, 346 students were a good representation of the entire population.

Table 3.2: Determine Sample Size of a Known Population

Table 3.1

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)

Table 3.3: Formula for determining sample size.

Formula for determining sample size

$$s = X^2NP(1-P) \div d^2(N-1) + X^2P(1-P)$$

s = required sample size.

X^2 = the table value of chi-square for 1 degree of freedom at the desired confidence level (3.841).

N = the population size.

P = the population proportion (assumed to be .50 since this would provide the maximum sample size).

d = the degree of accuracy expressed as a proportion (.05).

Source: Krejcie & Morgan, 1970

(Sources: Krejcie and Morgan, 1970)

S= ((3.841) (3500) (0.5) (1-0.5))/ ((0.05) ^2 (3500-1) +(3.841) (0.5) (1-0.5))

S= 3417.53/ (8.90+0.96)

S= 3417.53/9.71

S= 346

Under the given conditions, the sample size is approximately **346 respondents.**

3.6 Sampling Techniques

The research has involved the participation of students from University of Malaysia Kelantan (UMK), City Campus, Pengkalan Chepa. The data collection of costumers purchasing intention among students at University of Malaysia Kelantan (UMK), City Campus, Pengkalan Chepa was carried out using stratified sampling was to be implemented in the document, it would involve dividing the population of students at the University of Malaysia Kelantan (UMK), City Campus, Pengkalan Chepa into subgroups based on specific characteristics such as age, gender, program, and year of study. Then, a random sample would be selected from each subgroup to

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ensure that all subgroups are represented in the sample. This approach would provide a more comprehensive understanding of the population's characteristics and allow for more targeted analyses based on demographic and psychographic factors. Additionally, it would enable the researchers to investigate how different subgroups respond to e-commerce live streaming, leading to more targeted marketing strategies. Overall, implementing stratified sampling would enhance the representativeness of the sample and provide valuable insights into the purchasing intentions of students at UMK, Pengkalan Chepa.

3.7 Research Instrument Development

I. Questionnaire design

There are written questions on the questionnaire. It is a tool designed especially for collect data for analysis that can address the research question. Google Forms will be used to forward the questionnaire to all targeted respondents. There are two versions of the questionnaire in this study which is an English version and a Malay version. There will be three sections in the questionnaire. Demographic details such as age, gender, program, year of study of the respondent and the frequency of purchasing products using e-commerce live streaming are the focus of Section A. While Section B focus on independent variables which consists of statements about informativeness, perceived interactivity, perceived entertainment, trustworthiness and the last one is Section C which focus on dependent variables which consists of statements about customer purchase intention.

II. Interval Scale

A distance between two points or scales is measured using an interval scale. Under this interval scale, many measurements will be made, all of which fall inside a range. The Likert scale is being used in this study questionnaire to evaluate the different responses provided by participants. It uses a 5-Point Likert with a choice between "Strongly Disagree" to "Strongly Agree".

The following table is an example of a scale with intervals.

Table 3.4: The interval scale that will be used for the questionnaire.

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

III. Nominal Scale

The most basic measuring scale is the nominal scale. Using this scale, individuals as well as groups may be classified. Part A will use a nominal scale like demographic respondents. Respondents in this study were asked to provide their age, gender and program.

IV. Ordinal Scale

In an ordinal scale, the data can be ranked as well as being divided into groups. This scale's variables are organized in a certain way. This research questionnaire is located in Section A. The questions are about the respondent's age, year of study, and frequency of purchasing products using e-commerce live streaming.

3.8 Measurement of The Variables

The variables of this study are measured by using several levels of measurement and the level of measurement is present in the below table according to the questionnaires.

Table 3.5: Demographic Section

Section A: Demographic of Respondent	
Variables	Level of Measurement
Gender	Nominal
Age	Nominal
Program	Nominal
Year Of Study	Ordinal

Table 3.6: Independent Variables section

Section B: Independent Variables	
Variables	Level of Measurement
Informativeness	5-points Likert Scale
Perceived Interactivity	5-points Likert Scale
Perceived Entertainment	5-points Likert Scale
Trustworthiness	5-points Likert Scale

Table 3.7: Dependent variables section

Section C: Dependent Variables	
Variables	Level of Measurement
Customer Purchase Intention	5-points Likert Scale

3.9 Procedure for Data Analysis

The methods of data analysis relating to the research goals were listed under the following table and an overview of the rest of the data collection methods was also discussed.

Table 3.8: Data Analysis Method

Research Objectives	Data Analysis Method
To determine the relationship between informativeness and customer purchase intention.	Spearman Correlation
To identify the relationship between perceived interactivity and customer purchase intention.	
To examine the relationship between perceived entertainment and customer purchase intention.	
To study the relationship between trustworthiness and customer purchase intention.	
To study the most important factor that influences customer purchase intention.	Regression

3.9.1 Spearman Correlation

An analysis using Spearman Correlation Coefficient is look into the influence on consumer purchasing intentions. This study also examined a correlation analysis to determine the connection between independent and dependent variables. Spearman Correlation is a non-parametric measure of statistical dependence between two variables, and it does not require the assumption of normality. It is particularly useful when dealing with non-normally distributed data or when outliers are present. Therefore, in this scenario, Spearman Correlation would be a suitable choice for analyzing the relationship between variables.

Table 3.9: Rule of Thumb of Cronbach's Alpha Coefficient

Coefficient Alpha Range,α	Strength of Association
1.0 α >0.9	Excellent
$0.7 < \alpha < 0.9$	Good
$0.6 < \alpha < 0.7$	Acceptable

$0.5 < \alpha < 0.6$	Poor
$\alpha < 0.5$	Unacceptable

<div align="center">Source: Bhatnagar, Kim, & Many, 2014</div>

3.9.2 Reliability Test

One of our methods for analyzing data is the reliability test, which we are using to check for both stability and consistency. To demonstrate that there is a link between the variables, consistency and stability are required.

3.9.3 Descriptive Statistics

Descriptive statistics are used to gather demographic data from respondents, who were asked to provide detailed responses. This data is then analyzed using measures of central tendency, dispersion, and frequencies. Mode, Median, and Mean are represented by the central tendency. Descriptive analysis is important because it can highlight the fundamental features of the data in our study.

3.9.4 Multiple Linear Regression

In order to determine correlations between two or more independent variables and one dependent variable, the researcher in this study will use multiple linear regressions. Multiple regressions may be used to forecast values of a particular variable based on knowledge of its relationship with known values of other variables. They can also be used to test empirical theories regarding whether and to what extent those independent variables explain variance in a dependent variable of interest. The results of the independent variables which are informativeness, perceived interaction, perceived entertainment, and trustworthiness in relation to consumer purchase

intention will be examined using multiple linear regressions. The higher percentage of independent variables influences dependent variables, as hated by link between the variables.

3.9.5 SPSS Software

The complete data analysis tool is called Statistical Package for the Social Sciences (SPSS). Many software applications for data management, statistical analysis, presentation, and data entry are included in the SPSS package (Varghese et al., 2023) This software is used in the study to interpret complex data in a preferred procedure.

3.10 Summary

For this chapter, the conclusion is this study discusses types of methods that are used to get information from respondents which are students in University Malaysia Kelantan (UMK) Pengkalan Chepa. Research methods are the methods used in the assortment of the data or proof for analysis to uncover new data or make better comprehension of a subject. Research methods include research design, data collection methods, study population, sample size, sampling techniques, research instrument development, measurement of the variables, and procedure for data analysis. All of this is the method used to collect and analyze the data of our research.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 Introduction

In this part of chapter 4, it will show the data analysis of the respondents that has been collected from 346 respondents. In chapter 4, you will be able to see whether the five research objectives in this study can be met or not according to the results obtained from the data analysis. More details concerning the outcomes, including normality testing, goodness of fit (reliability analysis), data sense (mean and standard deviation), and relationship analysis (Spearman's Correlation Coefficient and multiple linear regression), are also provided in this chapter 4.

4.2 Preliminary Analysis

The pilot study is used in this study to perform the preliminary analysis. A pilot study involves testing the trial's whole set of procedures on a small sample of potential participants in order to identify any conduct-related problems as soon as possible and change the procedures in time for the trial's actual start. The goal of the pilot study is to discover any errors in the research approach that will be used. The pre-testing questionnaires were provided to 30 respondents who were required to complete the pilot test questionnaires before the questionnaires were shared widely to the remaining respondents. After the pilot test was done, the researcher will use reliability test to evaluate the reliability and accuracy of the data collected. Table 4.1 implies the results of reliability analysis, and all the variables are significant with Cronbach's Alpha value which is more than 0.7. This shows that the strength association between variables is very good.

Table 4.1: The reliability test of variables (Pilot Test)

Variables	Number of items	Cronbach's Alpha
Informativeness	5	0.799
Perceived interactivity	5	0.821

Perceived entertainment	5	0.827
Trustworthiness	5	0.891
Customer purchase intention	5	0.821

Table 4.1 indicates the results of reliability Cronbach's Alpha for the questionnaires. Based on the result, the value of Cronbach's Alpha shows that the questionnaire is above 0.7 which means that the result is good. The range of Cronbach's Alpha level is provided as 1.0 α >0.9 (Excellent), 0.7 < α < 0.9 (Good), 0.6 < α < 0.7 (Acceptable), 0.5 < α < 0.6 (Poor) and α< 0.5 (Unacceptable).

The dependent variables which is customer purchase intention result show good reliable (5item; a=0.821). The first independent variables, informativeness showed good reliable (5 item; a=0.799). Next independent variables, perceived interactivity showed good reliable (5item; a=0.821). Third independent variables, perceived entertainment showed good reliable (5item; a=0.827) and the last independent variable which is trustworthiness showed good reliable (5item; a=0.891)

4.3 Demographic Profile of Respondents

The questionnaires include section A which indicate the demographic profile of the respondent. This section will be summarized by using descriptive analysis as it will help to conclude the large amount of data in sensible way.

It is much easily and saving time to identify the percentage of demographic of 346 respondents from UMK, Pengkalan Chepa by using descriptive analysis. Demographic profile of respondent is shown in section A of the questionnaires. There are six questions in section A that includes the age, gender, program, year of study, the frequency of buy or use products using an e-commerce live streaming and the e-commerce live streaming platform used the most. This question is made to suit the target respondent which is the researcher respondent is focus on UMK,

Pengkalan Chepa. Then the following discussion justifies the respondent's demographic and information that has been obtained.

4.3.1 Age of Respondents

Table 4.2: Age

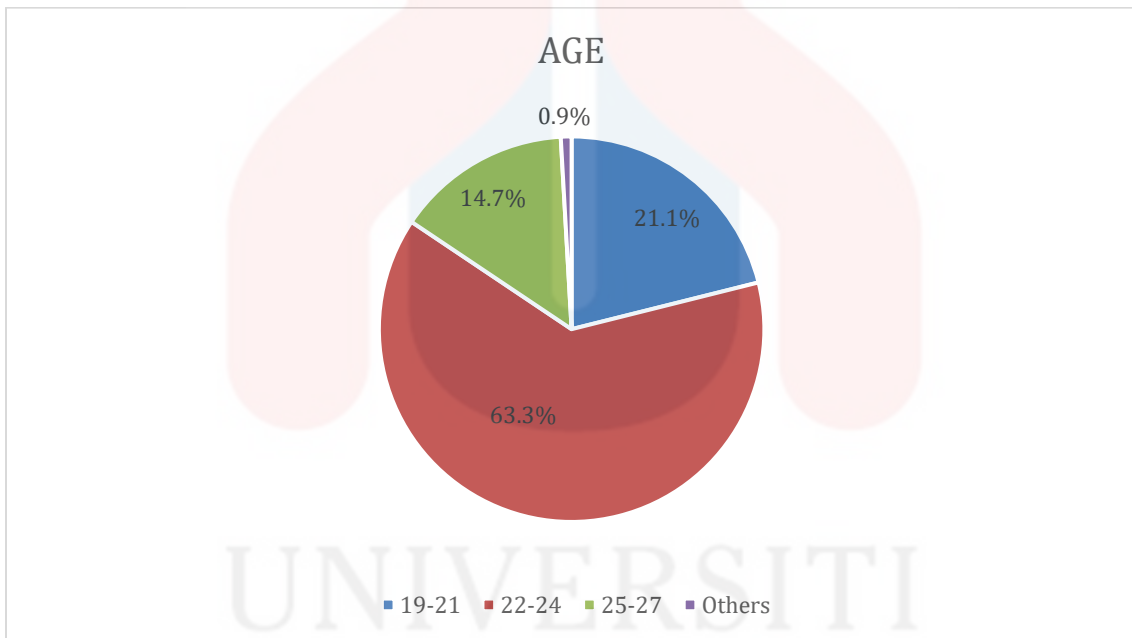| AGE		Frequency	Percent
Valid	19-21	73	21.1
	22-24	219	63.3
	25-27	51	14.7
	Others	3	0.9
	TOTAL	346	100.0

Figure 4.1: The percentage of age

Table 4.2 and Figure 4.1 showed the result of age distributions of the respondents. The percentage of the age 19-21 respondent is 21.1% equal to 73 students, the percentage of the age 22-24 respondent is 63.3% equal to 219 students, while the percentage of the age 25-27 respondent is 14.7% equal to 51 students and the percentage of the others respondent is 0.9% equal to 3 students. This show that range of age 22-24 respondent is higher compared to range of age19-21, 25-27 and other respondents.

4.3.2 Gender

Table 4.3: Gender

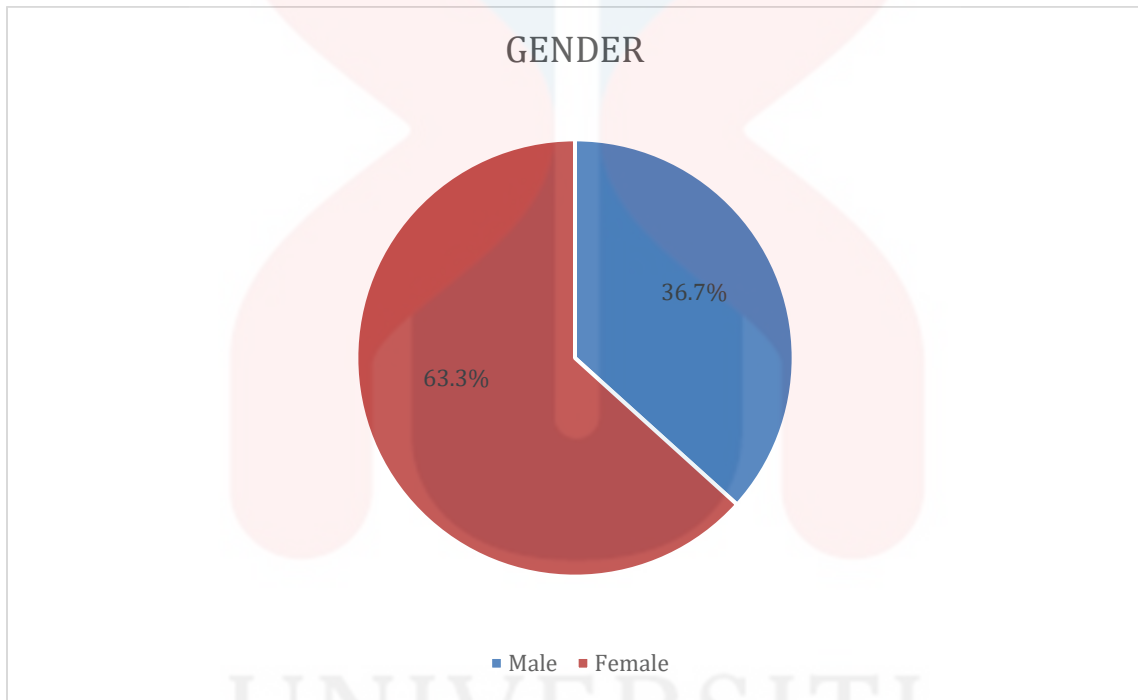| GENDER			
		Frequency	Percent
Valid	Male	127	36.7
	Female	219	63.3
	Total	346	100.0

Figure 4.2: The percentage of gender

Table 4.3 and Figure 4.2 showed the result of gender distributions of the respondents. The percentage of the male respondent is 36.7% equal to 127 students, while female respondent gains 63.3% equal to 219 students. This show that female respondent is higher than male respondent.

4.3.3 Program

Table 4.4: Program

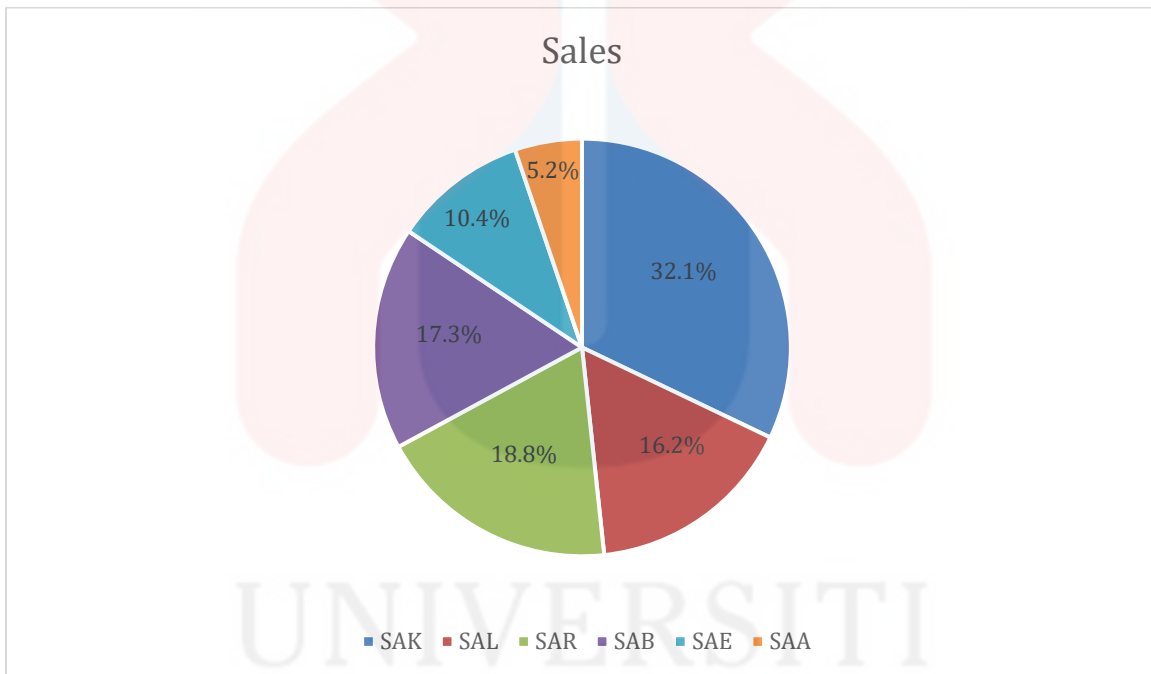|		Frequency	Percent
	PROGRAM		
Valid	SAK	111	32.1
	SAL	56	16.2
	SAR	65	18.8
	SAB	60	17.3
	SAE	36	10.4
	SAA	18	5.2
	Total	346	100.0

Figure 4.3: The percentage of Program

Based on Table 4.4 and Figure 4.3, it shows the result of respondent program in percentage. There are six groups in race which is SAK, SAL, SAR, SAB, SAE, and SAA. From the result, SAK is the highest respondent with 32.1% (n=111), follow by SAR with 18.8% (n=65), SAB with percentage of 17.3% (n=60), SAL with percentage of 16.2% (n=56), SAE with percentage of 10.4% (n=36), and the lowest SAA with percentage of 5.2% (n=18).

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4.3.4 Year of Study

Table 4.5: Year of study

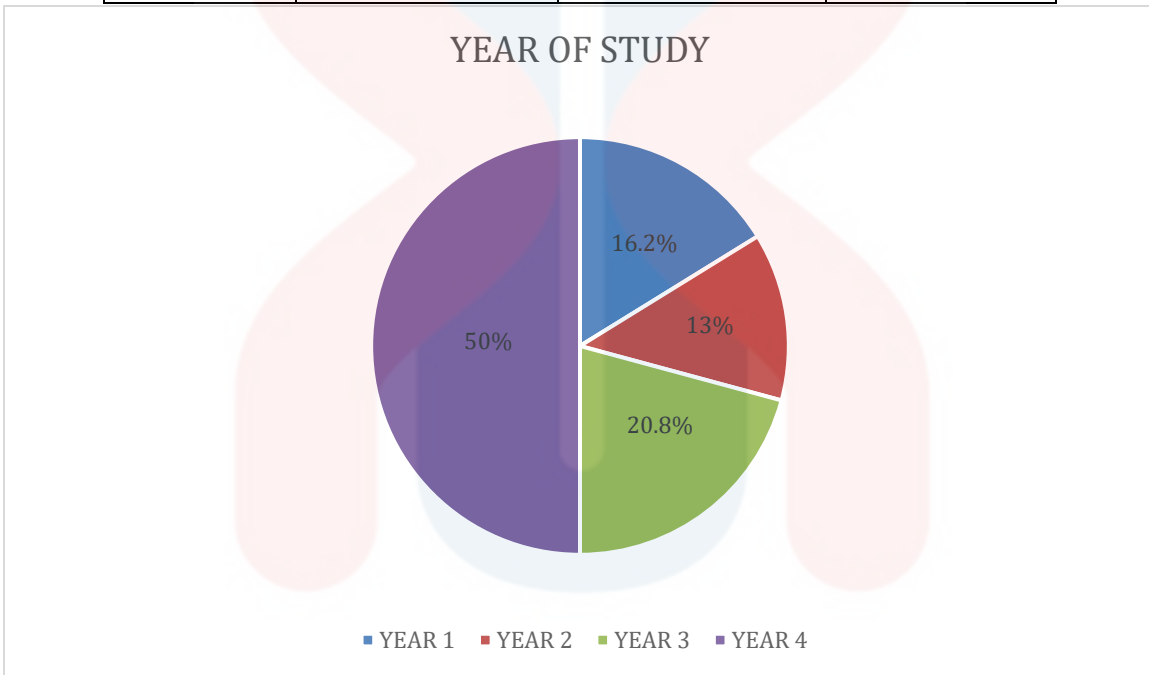| YEAR OF STUDY			
		Frequency	Percent
Valid	YEAR 1	56	16.2
	YEAR 2	45	13
	YEAR 3	72	20.8
	YEAR 4	173	50.0
	TOTAL	346	100.0

Figure 4.4: The percentage of year of study

Table 4.5 and Figure 4.4 show the percentage of year of study among respondents. The highest percentage for year of study is year 4 with 50% (n=173) and it follow by Year 3 with 20.8% (n=72). Year 2 is lowest percentage 13% (n=45) and Year 1 showing percentage with 16.2% (n=56).

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4.3.5 Frequency of buy or use products using an e-commerce live streaming.

Table 4.6: Frequency of buy or use products using an e-commerce live streaming.

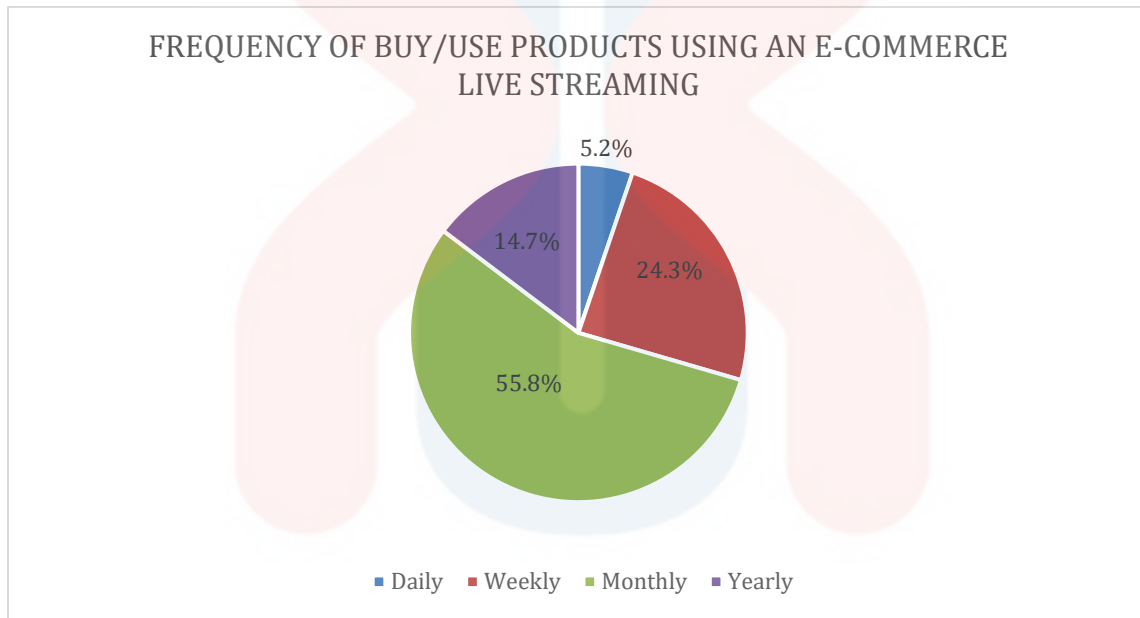| FREQUENCY OF BUY/USE PRODUCTS USING AN E-COMMERCE LIVE STREAMING				
			Frequency	Percent
Valid		Daily	18	5.2
		Weekly	84	24.3
		Monthly	193	55.8
		Yearly	51	14.7
		TOTAL	346	100.0

Figure 4.5: The percentage of frequency of buy or use products using an e-commerce live streaming.

Table 4.6 and Figure 4.5 imply the percentage of frequency of buy or use products using an e-commerce live streaming among respondents. The result show that the most frequencies of respondent buy or use products through e-commerce live streaming is monthly with 55.8% (n=193). Then, it follows by weekly with 24.3% (n=84), yearly with 14.7% (n=51) and daily with 5.2% (n=18).

4.3.6 E-commerce live streaming platform used the most.

Table 4.7: E-commerce live streaming platform used the most.

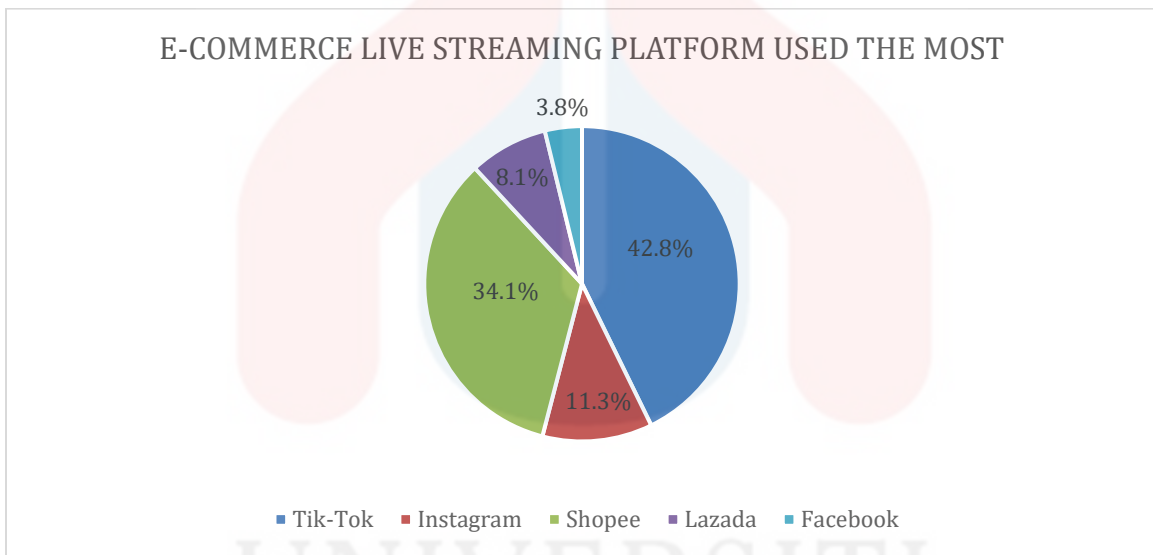| E-COMMERCE LIVE STREAMING PLATFORM USED THE MOST			
		Frequency	Percent
Valid	Tik-Tok	148	42.8
	Instagram	39	11.3
	Shopee	118	34.1
	Lazada	28	8.1
	Facebook	13	3.8
	Total	346	100.0

Figure 4.6: E-commerce live streaming platform used the most.

Table 4.7 and Figure 4. 6 imply the percentage of e-commerce live streaming platform used the most among respondents. The result shows that the most frequencies of respondent used e-commerce live streaming platform is Tik-Tok with 42.8% (n=148). Then, it follows by Shopee with 34.1% (n=118), Instagram with 11.3% (n=39) and Lazada with 8.1% (n=28). The most least e-commerce live streaming platform used is Facebook with 3.8% (n=13).

4.4 Descriptive Mean Analysis

In this section, researcher comes out with analysis by using the mean for every section of independent variables and dependent variables. This analysis purpose is to find out the influence of e-commerce live streaming on customer purchase intention among student in UMK Pengkalan Chepa. Based on the analysis, the researcher compared the mean between independent variables and dependent variables for every question. Responses were gauged using five likes 1 for strongly disagree, 2 for disagree, 3 for neutral, 4 for agree, and 5 for strongly agree to indicate how much respondents agreed or disagreed with the statement.

Table 4.8: Level of mean

Level	Mean
Strongly Agree	4.01-5.00
Agree	3.01-4.00
Neutral	2.01-3.00
Disagree	1.01-2.00
Strongly Disagree	0.01-1.00

4.4.1 Descriptive Analysis of Informativeness

Table 4.9 Informativeness

No	Item	N	Mean	Std. Deviation
1	The seller tells people about products when they need the information.	346	4.40	0.648
2	The live streaming process provides timely information on products.	346	4.33	0.606
3	The live streaming process supplies relevant information on products.	346	4.41	0.627
4	I always use live streaming because creative informative visuals or design comes in it.	346	4.34	0.657

5	I believe in the information that the live streamer provides through livestreaming shopping.	346	4.40	0.654

Table 4.9 represents the first independent variable which is informativeness. From the mean result above, the respondents are strongly agreed that the seller tells people about products when they need the information at level 4.40. Then, respondents strongly agreed that the live streaming process provides timely information on products at 4.33. Other than that, respondents also strongly agreed about the live streaming process supplies relevant information on products at level 4.41. Then, respondents strongly agreed about they always use live streaming because creative informative visuals or design comes in it at level 4.34. Respondents strongly agreed about they believe in the information that the live streamer provides through livestreaming shopping at level 4.40.

4.4.2 Descriptive Analysis of Perceived Interactivity

Table 4.10 Perceived Interactivity

No	Item	N	Mean	Std. Deviation
1	I feel like having face-to-face communication with the streamer while shopping from him/her.	346	4.37	0.619
2	I can interact with the live streamer via the comments section while shopping from him/her.	346	4.40	0.639
3	The live streamer often interacts with the audience during live streams.	346	4.43	0.607
4	The hosts of the e-commerce live streaming sessions respond promptly to audience comments and questions.	346	4.39	0.638
5	Live streamers adapted their sales pitch very much to customers' interests.	346	4.41	0.613

Table 4.10 above shows the second independent variable which is perceived interactivity. Respondents strongly agreed about they feel like having face-to-face communication with the streamer while shopping from him/her at level 4.37. Then, respondents strongly agreed that they can interact with the live streamer via the comments section while shopping from him/her at level

4.40. Besides, respondents strongly agreed about that the live streamer often interacts with the audience during live streams at level 4.43. Next, respondents strongly agreed that the hosts of the e-commerce live streaming sessions respond promptly to audience comments and questions at level 4.39. Respondents also strongly agreed about the live streamers adapted their sales pitch very much to customers' interests at level 4.41.

4.4.3 Descriptive Analysis of Perceived Entertainment

Table 4.11 Perceived Entertainment

No	Item	N	Mean	Std. Deviation
1	I always find online shopping or live streaming to be entertaining experiences.	346	4.38	0.645
2	I feel happy to shop from the live streamer.	346	4.41	0.617
3	I use user-generated content (e.g., comments, participation) to find new ideas and improve live streaming.	346	4.39	0.624
4	I find that becoming entertaining hosts or presenters can improve your sale.	346	4.45	0.603
5	I feel that sellers in live streaming do not only sell but they also entertain me.	346	4.38	0.622

Table 4.11 above shows the third independent variable which is perceived entertainment. Respondents strongly agreed about they always find online shopping or live streaming to be entertaining experiences at level 4.38. Then, respondents strongly agreed that they feel happy to shop from the live streamer at level 4.41. Next, respondents strongly agreed that they use user-generated content (e.g., comments, participation) to find new ideas and improve live streaming at level 4.39. Besides, respondents strongly agreed about that they find that becoming entertaining hosts or presenters can improve your sale at level 4.45. Respondents also strongly agreed that they feel that sellers in live streaming do not only sell but they also entertain me at level 4.38.

4.4.4 Descriptive Analysis of Trustworthiness

Table 4.12 Trustworthiness

No	Item	N	Mean	Std. Deviation
1	I believe that the streamer on livestreaming shopping is trustworthy.	346	4.38	0.640
2	I believe the product received was the same as the one demonstrated on the live streaming.	346	4.40	0.625
3	I am confident to use e-commerce purchasing after seeing other people using it.	346	4.40	0.662
4	Positive product reviews of livestreaming products make me more likely to shop with them.	346	4.39	0.591
5	E-commerce payment method is safe in e-commerce purchasing.	346	4.40	0.617

Table 4.12 shows the fourth independent variable is trustworthiness. Respondents strongly agreed that they believe that the streamer on livestreaming shopping is trustworthy at level 4.38. Then, respondents strongly agreed that they believe the product received was the same as the one demonstrated on the live streaming at level 4.40. Besides, respondents strongly agreed that they confident to use e-commerce purchasing after seeing other people using it at level 4.40. Next, respondents strongly agreed that positive product reviews of livestreaming products make me more likely to shop with them at level 4.39. Respondents also strongly agreed that e-commerce payment method is safe in e-commerce purchasing at level 4.40.

4.4.5 Descriptive Analysis of Customer Purchase Intention

Table 4.13 Customer Purchase Intention

No	Item	N	Mean	Std. Deviation
1	I started thinking about purchasing products during live streaming on the e-commerce platform.	346	4.45	0.618
2	When I am watching live streaming, I sometimes have the purchase intention even though I do not need to do the shopping.	346	4.38	0.626
3	I give priority to purchasing products during live streaming on the e-commerce platform.	346	4.41	0.618
4	I intend to buy the products from livestreaming shopping.	346	4.41	0.603
5	I would consider purchasing products during live streaming on the e-commerce platform in the future.	346	4.39	0.665

Table 4.13 illustrates the mean result of the dependent variable, customer purchase intention. From the result, the respondents strongly agreed that they started thinking about purchasing products during live streaming on the e-commerce platform at level 4.45. Then, respondents strongly agreed that when they are watching live streaming, they sometimes have the purchase intention even though they do not need to do the shopping at level 4.38. Respondents strongly agreed that they give priority to purchasing products during live streaming on the e-commerce platform at level 4.41. Next, respondents strongly agreed that they intend to buy the products from livestreaming shopping at level 4.41. Respondents strongly agreed that they would consider purchasing products during live streaming on the e-commerce platform in the future at level 4.39.

4.5 Normality Test

Table 4.14: Result of Test of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Mean informativeness	.153	346	.000	.861	346	.000
Mean perceived interactivity	.147	346	.000	.852	346	.000
Mean perceived entertainment	.160	346	.000	.849	346	.000
Mean trustworthiness	.170	346	.000	.839	346	.000
Mean customer purchase intention	.132	346	.000	.865	346	.000
a. Lilliefors Significance Correction						

A normality test was performed to find out whether or not the data followed a normal distribution (Aras et al., 2023). Following the completion of the normality tests, the results of this study showed that all of the data were within an acceptable range, with no severe outliers detected. Thus, the N=346 total sample size was kept. Table 4.14 presents the findings after normalization.

4.6 Hypotheses Testing

4.6.1 RELATIONSHIP BETWEEN INFORMATIVENESS AND CUSTOMER PURCHASE INTENTION TOWARD E-COMMERCE LIVE STREAMING

Table 4.15: Spearman Correlation Coefficient between informativeness and customer purchase intention.

Correlation		Customer purchase behavior	Informativeness
Customer purchase behavior	Spearman Correlation	1	.796**
	Sig. (2-tailed)		.000
	N	346	346
Informativeness	Spearman Correlation	.796**	1
	Sig. (2-tailed)	.000	

		N	346	346
** Correlation is significant at the 0.01 level (2-tailed)				

Hypothesis 1: There is a significant relationship between informativeness and customer purchase intention.

Table 4.15 indicates the correlation between informativeness and customer purchase intention toward the influence of e-commerce live streaming among student in UMK Pengkalan Chepa. A Spearman product- moment correlation coefficient was computed to assess the relationship between informativeness and customer purchase intention. There was a strong positive correlation between the two variables, r=0.796, n=346, p=0.001. There was a statically significant correlation between informativeness and customer purchase intention toward the influence of e-commerce live streaming among students in UMK Pengkalan Chepa. It was a strong and positive correlation. Therefore, hypothesis 1 is accepted.

4.6.2 RELATIONSHIP BETWEEN PERCEIVED INTERACTIVITY AND CUSTOMER PURCHASE INTENTION TOWARD E-COMMERCE LIVE STREAMING.

Table 4.16: Spearman Correlation Coefficient between perceived interactivity and customer purchase intention.

Correlation				
		Customer purchase behavior	Perceived interactivity
Customer purchase behavior	Spearman Correlation	1	.819**
	Sig. (2-tailed)		.000
	N	346	346
Perceived interactivity	Spearman Correlation	.819**	1
	Sig. (2-tailed)	.000	
	N	346	346
** Correlation is significant at the 0.01 level (2-tailed)			

Hypothesis 2: There is a significant relationship between perceived interactivity and customer purchase intention.

Table 4.16 indicates the correlation between perceived interactivity and customer purchase intention toward the influence of e-commerce live streaming among student in UMK Pengkalan Chepa. A Spearman product- moment correlation coefficient was computed to assess the relationship between perceived interactivity and customer purchase intention. There was a strong positive correlation between the two variables, r=0.819, n=346, p=0.001. There was a statically significant correlation between perceived interactivity and customer purchase intention toward the influence of e-commerce live streaming among student in UMK Pengkalan Chepa. It was a strong and positive correlation. Therefore, hypothesis 2 is accepted.

4.6.3 RELATIONSHIP BETWEEN PERCEIVED ENTERTAINMENT AND CUSTOMER PURCHASE INTENTION TOWARD E-COMMERCE LIVE STREAMING.

Table 4.17: Spearman Correlation Coefficient between perceived entertainment and customer purchase intention.

Correlation			
		Customer purchase behavior	Perceived entertainment
Customer purchase behavior	Spearman Correlation	1	.850**
	Sig. (2-tailed)		.000
	N	346	346
Perceived entertainment	Spearman Correlation	.850**	1
	Sig. (2-tailed)	.000	
	N	346	346
** Correlation is significant at the 0.01 level (2-tailed)			

Hypothesis 3: There is a significant relationship between perceived entertainment and customer purchase intention.

Table 4.17 indicates the correlation between perceived entertainment and customer purchase

intention toward the influence of e-commerce live streaming among student in UMK Pengkalan Chepa. A Spearman product- moment correlation coefficient was computed to assess the relationship between perceived entertainment and customer purchase intention. There was a strong positive correlation between the two variables, r=0.850, n=346, p=0.001. There was a statically significant correlation between perceived entertainment and customer purchase intention toward the influence of e-commerce live streaming among students in UMK Pengkalan Chepa. It was a strong and positive correlation. Therefore, hypothesis 3 is accepted.

4.6.4 RELATIONSHIP BETWEEN TRUSTWORTHINESS AND CUSTOMER PURCHASE INTENTION TOWARD E-COMMERCE LIVE STREAMING.

Table 4.18: Spearman Correlation Coefficient between trustworthiness and customer purchase intention.

Correlation			
		Customer purchase behavior	Trustworthiness
Customer purchase behavior	Spearman Correlation	1	.809**
	Sig. (2-tailed)		.000
	N	346	346
Trustworthiness	Spearman Correlation	.809**	1
	Sig. (2-tailed)	.000	
	N	346	346
** Correlation is significant at the 0.01 level (2-tailed)			

Hypothesis 4: There is a significant relationship between trustworthiness and customer purchase intention.

Table 4.18 indicates the correlation between trustworthiness and customer purchase intention toward the influence of e-commerce live streaming among student in UMK Pengkalan Chepa. A Spearman product- moment correlation coefficient was computed to assess the relationship between trustworthiness and customer purchase intention. There was a strong positive

correlation between the two variables, r=0.809, n=346, p=0.001. There was a statically significant

correlation between trustworthiness and customer purchase intention toward the influence of e-

commerce live streaming among students in UMK Pengkalan Chepa. It was a strong and positive

correlation. Therefore, hypothesis 4 is accepted.

4.6.5. Multiple Linear Regressions

Table 4.19: Multiple Linear Regressions Independent and Dependent Variable

Variables	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	.290	.107		2.696	.007
Informativeness	.264	.047	.272	5.592	.000
Perceived interactivity	.158	.063	.158	2.517	.012
Perceived entertainment	.368	.061	.372	6.002	.000
Trustworthiness	.147	.050	.150	2.959	.003

Dependent Variable: Customer Purchase Intention

In the analysis conducted, multiple linear regression was employed using the Statistical

Package for the Social Sciences (SPSS), as outlined in Table 4.19. The independent variables in

this study are the columns of Informativeness, Perceived interactivity, Perceived entertainment,

and Trustworthiness. These variables are expected to have an influence on the dependent variable,

which is Customer Purchase Intention. According to the findings obtained from conducting

multiple linear regressions, it has been determined that perceived entertainment exhibits the

highest standardized coefficient beta value, which amounts to 0.372. Hence, it can be inferred that

the factor with the greatest influences on customer purchase intention among students in UMK

Pengkalan Chepa, in the context of e-commerce live streaming, is the perceived level of

entertainment.

4.7 Summary

The study was conducted through the use of questionnaires survey. Using SPSS, Spearman Correlation was used to calculate the relationship. The strength of the linear link between two variables is measured using Spearman Correlation. The objective of the study was to determine how informativeness, perceived interactivity, perceived entertainment and trustworthiness affected customer purchase intention. E-commerce live streaming on customer purchase intention among students at University Malaysia Kelantan Pengkalan Chepa (UMK) submitted 346 respondents on a survey form that was correctly filled out, and they were taken into consideration for analysis and discussion. The findings were divided into two sections. The first section included demographic while the second section focused on the findings of the independent and dependent variables. Discussion and conclusion will be discussed in the next chapter.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 Introduction

The forthcoming chapter will provide a comprehensive analysis of the findings presented in chapter 4. This chapter will center its attention on the examination and deliberation of the data analysis that has been previously conducted in chapter 4. The key finding will be explained, the study implication, the study limitation, the suggestion for the further study and summary for overall research.

5.2 Key Findings

Table 5.1: The study key finding

Research Question	Hypothesis Result	Finding
What is the relationship between informativeness and customer purchase intention?	p=0.01 (p<0.01) r=0.842	There is strong positive correlation between informativeness and consumer buying behavior toward e-commerce purchasing
What is the relationship between perceived interactivity and customer purchase intention?	p=0.01 (p<0.01) r=0.858	There is strong positive correlation between perceived interactivity and consumer buying behavior toward e-commerce purchasing
What is the relationship between perceived entertainment and customer purchase intention?	p=0.01 (p<0.01) r=0.875	There is strong positive correlation between perceived entertainment and consumer buying behavior toward e-commerce purchasing
What is the relationship between trustworthiness and customer purchase intention?	p=0.01 (p<0.01) r=0.828	There is strong positive correlation between trustworthiness and consumer buying behavior toward e-commerce purchasing
What is the most important factor that influences purchase intention?		Based on result of multiple linear regressions, perceived entertainment has the highest standardize coefficient beta value. Therefore, perceived entertainment is most important factor that influence e-commerce live streaming on customer purchase intention among student in UMK Pengkalan Chepa.

5.3 Discussion

The objective of this study is to investigate the relationships between key factors and customer purchase intention in the context of e-commerce livestreaming platforms. Firstly, a strong positive correlation (p=0.01, r=0.842) was identified between informativeness and customer purchase intention, indicating a significant relationship. This implies that comprehensive, detailed, and relevant information positively influences consumers' likelihood to make a purchase, aligning with Wang's (2022) definition of informativeness in marketing and sales. Similarly, Li et al. (2022) emphasized the influences of informativeness on customer purchase behavior, enhancing confidence and trust in the decision-making process.

Secondly, perceived interactivity demonstrated a strong positive correlation (p=0.01, r=0.858) with customer purchase intention, highlighting a significant relationship. Consumers are more inclined to make a purchase when they find an e-commerce livestreaming platform interactive, user-friendly, and engaging. This aligns with previous research by Zafar et al. (2021) and Lee and Chang (2022), emphasizing the crucial role of interactivity in influencing purchasing behavior.

Thirdly, a strong positive correlation (p=0.01, r=0.875) was observed between perceived entertainment and customer purchase intention, indicating a significant relationship. Consumers are more likely to make a purchase when they find the online shopping experience enjoyable, entertaining, or engaging. This is consistent with previous studies by Wang (2021), Choi (2019), Ooi et al. (2023), and Meng et al. (2023), highlighting the pivotal role of perceived enjoyment in shaping consumer behavior in e-commerce.

Lastly, trustworthiness exhibited a strong positive correlation (p=0.01, r=0.828) with customer purchase intention, emphasizing a significant relationship. Consumers are more willing to make a purchase when they perceive an e-commerce livestreaming platform or brand as reliable,

trustworthy, and credible. This aligns with Guo's (2021) perspective on the importance of trust in gaining customer confidence and building long-term relationships. Additionally, research by Lăzăroiu et al. (2020), Lakhan et al. (2021), and Zhang (2022) supports the idea that trust significantly influences purchase intention, particularly in the context of e-commerce and livestreaming.

5.4 Implications of the Study

Every study has its implication towards all the parties involved. In this research, it can be a reference for people who investigate the e-commerce aspect. Research about customer purchase intention in e- commerce live streaming is not new conduct research that has been done. However, this study is focused on a new respondent to apply is the previous factor such as informativeness, perceived interactivity, perceived entertainment and trustworthiness will influence customer purchase intention in e- commerce live streaming. Based on the data analysis from chapter 4, it is proved that all the factors play an important role to be a significant factor that consumers will consider before final purchase.

The identification and analysis of customer purchase intention in e-commerce live streaming can help the business organization to upgrade its future to gain their trust of the consumer. Other than that, a company can improve its lack by referring to this research. For example, a business organization can improve the effectiveness of informativeness, perceived interactivity, perceived entertainment, and trustworthiness to make the consumer more understand the detail of the product. How do they can improve the effectiveness is they should always provide high satisfactory and straight forward information of a product in attractive way by entertaining customers and provide a confident and trust to them to purchase their products.

Based on this research also, it will help business organizations to improve their trust among their customers. For example, a small business in social media platforms such as Tik-Tok, Instagram, Shopee, Lazada and Facebook can boost its sales by engaging with their customer with trustworthiness and brand loyalty to ensure continued support from the customer. Customer relationship towards business is crucial because the business unable to sustain itself without the customer continues to support. Trust from the customers can be built based on a business strategy where they can serve the customer with a reliable product, high-security payment method, be consistent in branding, etc. All of these elements can secure the consumer's trust in the online store. Therefore, consumer loyalty is valuable for business organizations.

5.5 Limitations of the Study

The limitations in this study are only focus on University Malaysia Kelantan, Pengkalan Chepa students. Therefore, conclusions about the overall data on customer purchase intention in e-commerce live streaming are limited. Due to the short amount of time the study had to be completed, the sample size was low to fulfil the submission date. This study was carried out to examine how the customer purchasing behaviour in e-commerce live streaming among students in University Malaysia Kelantan, Pengkalan Chepa. This is because the sector is still emerging, there is not as much literature on this topic, therefore it took a lot of time to discover pertinent information.

The researcher also faces time constraints to conduct this research. The period to conduct this research a little bit gives pressure to the researcher to accomplish because the researcher needs to all out in limit of time. This study was only conducted for about 4 months to carry out and analyze the data. The questionnaire distribution also takes only a month which

is hard to reach respondents, especially during this pandemic. In general, studies need several months to complete the study to ensure the accuracy of the data found. Therefore, this short of time directly impacts the performance during the accomplishment of the research.

5.6 Recommendations/ Suggestion for Future Research

There are a number of recommendations for future researchers who wish to look at nearly comparable research in order to enhance data analysis. Firstly, future researchers can conduct more targeted analyses based on demographic and psychographic factors since the researchers in this study on focuses on students in UMK Pengkalan Chepa. Investigate how different age groups, income levels, and consumer preferences respond to e-commerce live streaming, allowing for more targeted marketing strategies. The data will be more complex if the researcher did not only focus on students but all levels of respondents such as workers.

Secondly, future research can examine the value of credibility and trust in live streaming e-commerce. Examine the ways in which factors including the streamer's reputation, the true quality of the goods, and transparency during live sessions influence consumer trust, which in turn influences the purchase intention.

Lastly, future researchers can analyze the influence of live streaming for e-commerce on various platforms (such as Facebook, Instagram, TikTok, and dedicated e-commerce platforms). Each platform has its own unique features and target audiences that have different potential influences on customer purchase intention.

5.7 Overall Conclusion of the Study

In conclusion, the research on a study of the influences of e-commerce live streaming on customer purchase intention among student UMK Pengkalan Chepa has already accomplished the data analysis. The rise of live streaming in the ever-changing world of e-commerce has marked the beginning of a new phase in interactions with customers. Research on how live streaming e-commerce influences consumers' desires to buy has shown a complex and dynamic phenomenon. Even right now, all sellers can sell their goods regardless of industry through live streaming e-commerce platform.

Based on the Spearman Correlation result, all four independent variables which are informativeness, perceived interactivity, perceived entertainment and trustworthiness have a significant relationship towards customer purchase intention which is dependent variable. Based on the result of multiple linear regressions, perceived entertainment has the highest standardized coefficient beta value. As a result, viewers are more likely to stay engaged with the live stream if they find the content is entertaining and they will be influenced to make a purchase. Factor perceived entertainment is followed by perceived interactivity, informativeness and trustworthiness. Therefore, this entire factor has a significant factor for the e-commerce live streaming on customer purchase intention.

Lastly, businesses must maintain transparency, trustworthiness, and ethical standards while managing this changing environment in order to build long-lasting relationships with customers. They also need to embrace the potential of real-time interaction. Aside from that, the entrepreneur has to find out the factors that lead to improvisation in business. Consequently, this study is crucial as a source of information for those who require it.

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APPENDIX A – Draft of Questionnaire

APPENDIX A: DRAFT OF QUESTIONNAIRE

UNIVERSITI MALAYSIA KELANTAN

FACULTY OF ENTREPRENEURSHIP AND BUSINESS

BACHELOR OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

THE INFLUENCE OF E-COMMERCE LIVE STREAMING ON CUSTOMER PURCHASE INTENTION AMONG STUDENT IN UMK PENGKALAN CHEPA.

Dear respondents,

We are final year students of Bachelor of Entrepreneurship (Commerce) With Honours from Faculty of Entrepreneurship and Business, University Malaysia Kelantan. We are conducting a study on the title 'THE INFLUENCE OF E-COMMERCE LIVE STREAMING ON CUSTOMER PURCHASE INTENTION AMONG STUDENT IN UMK PC'. Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your personal information will be strictly confidential. The data collected are only used for the purpose of academic research. The following questionnaire will require approximately 5-10 minutes to complete. The data collected will provide useful information on our research and all data will be stored safely and kept for academic purposes only. Your kind participation in this study is greatly appreciated. Kindly provide your valuable responses to all the statements listed in this questionnaire. All responses will be kept confidential. There are no correct or incorrect

responses to the statements. For further details please contact: / Penyertaan anda dalam penyelidikan ini amat dihargai. Soal selidik akan mengambil masa kira-kira 5 hingga 10 minit masa berharga anda. Maklumat peribadi anda akan dirahsiakan sepenuhnya. Data yang dikumpul hanya digunakan untuk tujuan penyelidikan akademik. Soal selidik berikut memerlukan lebih kurang 5-10 minit untuk dilengkapkan. Data yang dikumpul akan memberikan maklumat berguna tentang penyelidikan kami dan semua data akan disimpan dengan selamat dan disimpan untuk tujuan akademik sahaja. Penyertaan tuan dalam kajian ini amatlah dihargai. Sila berikan jawapan anda yang berharga kepada semua pernyataan yang disenaraikan dalam soal selidik ini. Semua jawapan akan dirahsiakan. Tiada jawapan yang betul atau salah terhadap kenyataan tersebut. Untuk butiran lanjut sila hubungi:

1. MUHAMAD ZAIDANI BIN ZAKARIA (A20A1489)

   (Email: a20a1489@siswa.umk.edu.my)

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    (Email: a20b1943@siswa.umk.edu.my)

Thank you very much for your feedback and cooperation.

SECTION A: DEMOGRAPHIC INFORMATION

The following questions aim to provide some demographic information that is important to this study. Please fill this in accurately. Please tick (/) on the right information. / Soalan berikut bertujuan untuk memberikan beberapa maklumat demografi yang penting untuk kajian ini. Sila isikan ini dengan tepat. Sila tandakan (/) pada maklumat yang betul.

1. Age/Umur:

19 -21	
22-24	
25-27	
Others/Lain-lain	

2. Gender/Jantina:

Male/ Lelaki	
Female/ Perempuan	

3. Program:

SAK	
SAL	
SAR	
SAB	
SAE	
SAA	

4. Year of Study/Tahun Pengajian:

Year 1/Tahun 1	
Year 2/Tahun 2	
Year 3/Tahun 3	
Year 4/Tahun 4	

5. How often do you buy or use products using e-commerce live streaming? / Berapa kerap anda membeli atau menggunakan produk menggunakan penstriman langsung e-dagang?

Daily/Setiap Hari	
Weekly/ Mingguan	
Monthly/ Bulanan	
Yearly/ Tahunan	

6. Which e-commerce live streaming platform you used the most? / Apakah penyiaran langsung e-dagang platform yang anda menggunakan paling kerap untuk membeli-belah?

TikTok	
Instagram	
Shopee	
Lazada	
Facebook	

SECTION B: INDEPENDENT VARIABLE

This section will measure your informativeness, perceived interactivity, perceived entertainment and trustworthiness in THE INFLUENCE OF E-COMMERCE LIVE STREAMING. Please mark your answer based on the scale from 1 to 5. / Bahagian ini akan mengukur kemakluman anda, persepsi interaktiviti, persepsi hiburan dan kebolehpercayaan anda dalam "PENGARUH PENSTRIMAN LANGSUNG E-DAGANG". Sila tandakan jawapan anda berdasarkan skala dari 1 hingga 5.

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

INFORMATIVENESS / BERMAKLUMAT		SD	D	N	A	SA
1.	The seller tells people about products when they need the information. / Penjual memberitahu orang ramai tentang produk apabila mereka memerlukan maklumat tersebut	1	2	3	4	5
2.	The live streaming process provides timely information on products. / Proses penstriman langsung menyediakan maklumat tepat pada masanya tentang produk	1	2	3	4	5
3.	The live streaming process supplies relevant information on products. / Proses penstriman langsung membekalkan maklumat yang berkaitan tentang produk.	1	2	3	4	5
4.	I always use live streaming because creative informative visuals or design comes in it. / Saya sentiasa menggunakan penstriman langsung kerana visual atau reka bentuk bermaklumat kreatif terdapat di dalamnya.	1	2	3	4	5
5.	I believe in the information that the live streamer provides through livestreaming shopping. / Saya percaya dengan maklumat yang disediakan oleh penstriman langsung melalui beli-belah penyiaran langsung.	1	2	3	4	5
PERCEIVED INTERACTIVITY / PERSEPSI INTERAKTIVITI		SD	D	N	A	SA
1.	I feel like having face-to-face communication with the streamer while shopping from him/her. / Saya rasa ingin berkomunikasi secara bersemuka dengan penjual penyiaran langsung semasa membeli-belah daripadanya	1	2	3	4	5
2.	I can interact with the live streamer via the comments section while shopping from him/her. / Saya boleh berinteraksi dengan penjual penstriman langsung melalui bahagian komen sambil membeli-belah daripadanya	1	2	3	4	5

		SD	D	N	A	SA
3.	The live streamer often interacts with the audience during live streams. / Penjual penstriman langsung sering berinteraksi dengan penonton semasa strim langsung.	1	2	3	4	5
4.	The hosts of the e-commerce live streaming sessions respond promptly to audience comments and questions. / Penjual bagi sesi penstriman langsung e-dagang bertindak balas dengan segera kepada komen dan soalan khalayak.	1	2	3	4	5
5.	Live streamers adapted their sales pitch very much to customers' interests. / Penjual penstriman langsung menyesuaikan promosi jualan mereka mengikut minat pelanggan.	1	2	3	4	5
PERCEIVED ENTERTAINMENT / PERSEPSI HIBURAN		**SD**	**D**	**N**	**A**	**SA**
1.	I always find online shopping or live streaming to be entertaining experiences. / Saya sentiasa mendapati membeli-belah dalam talian atau penstriman langsung membawa pengalaman yang menghiburkan.	1	2	3	4	5
2.	I feel happy to shop from the live streamer. / Saya berasa gembira untuk membeli-belah daripada penjual penstriman langsung.	1	2	3	4	5
3.	I use user-generated content (e.g., comments, participation) to find new ideas and improve live streaming. / Saya menggunakan kandungan yang dijana pengguna (cth., komen peserta) untuk mencari idea baharu dan menambah baik penstriman langsung.	1	2	3	4	5
4.	I find that becoming entertaining hosts or presenters can improve your sale. / Saya mendapati bahawa menjadi penjual atau penyampai yang menghiburkan boleh meningkatkan jualan anda.	1	2	3	4	5

5.	I feel that sellers in live streaming do not only sell but they also entertain me. / Saya merasakan penjual dalam penstriman langsung lakukan bukan sekadar menjual tetapi mereka juga menghiburkan saya.	1	2	3	4	5
TRUSTWORTHINESS. / KEPERCAYAAN		**SD**	**D**	**N**	**A**	**SA**
1.	I believe that the streamer on livestreaming shopping is trustworthy. / Saya percaya bahawa penjual di beli-belah penstriman langsung boleh dipercayai.	1	2	3	4	5
2.	I believe the product received was the same as the one demonstrated on the live streaming. / Saya percaya produk yang diterima adalah sama seperti yang ditunjukkan pada penstriman langsung.	1	2	3	4	5
3.	I am confident to use e-commerce purchasing after seeing other people using it. / Saya yakin untuk menggunakan pembelian e-dagang selepas melihat orang lain menggunakannya.	1	2	3	4	5
4.	Positive product reviews of livestreaming products make me more likely to shop with them. / Ulasan produk yang positif terhadap produk penstriman langsung menjadikan saya lebih cenderung untuk membeli-belah dengan mereka.	1	2	3	4	5
5.	E-commerce payment method is safe in e-commerce purchasing. / Kaedah pembayaran e-dagang adalah selamat dalam pembelian e-dagang	1	2	3	4	5

SECTION C: DEPENDENT VARIABLE

CUSTOMER PERCHASE INTENTION ON LIVE STREAMING. / NIAT PEMBELIAN	SD	D	N	A	SA

PELANGGAN PADA PENSTRIMAN LANGSUNG.						
1.	I started thinking about purchasing products during live streaming on the e-commerce platform. / Saya mula berfikir tentang membeli produk semasa penstriman langsung di platform e-dagang.	1	2	3	4	5
2.	When I am watching live streaming, I sometimes have the purchase intention even though I do not need to do the shopping. / Apabila saya menonton penstriman langsung, saya kadang-kadang mempunyai niat membeli walaupun saya tidak perlu membeli-belah	1	2	3	4	5
3.	I give priority to purchasing products during live streaming on the e-commerce platform. / Saya memberi keutamaan untuk membeli produk semasa penstriman langsung di platform e-dagang.	1	2	3	4	5
4.	I intend to buy the products from livestreaming shopping. / Saya berhasrat untuk membeli produk daripada beli-belah penstriman langsung	1	2	3	4	5
5.	I would consider purchasing products during live streaming on the e-commerce platform in the future. / Saya akan mempertimbangkan untuk membeli produk semasa penstriman langsung pada platform e-dagang pada masa hadapan	1	2	3	4	5

Thank you for your participation.

Google Form Link: https://forms.gle/4eoA8JmdehnS9i9x5

APPENDIX B - Gantt Chart

GANTT CHART														
Project Plans	**Weeks**													
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
1. Assigning group & Identifying research area	▓	▓												
2. Finding related journal			▓											
3. Formulating research question & title			▓	▓										
4. Formulating research strategy & design & method			▓	▓										
5. Writing research proposal					▓	▓	▓							
6. Submission & presentation (PPTA I)							▓							

Task														
7. Questionnaire distribution & data collection														
8. Data analysis														
9. Writing final year research project report														
10. Submission & Presentation (PPTA II)														

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