THE EFFECTS OF INFLUENCERS ROLE ON TIKTOK PLATFORM LIVE STREAMING TOWARD PURCHASE INTENTION AMONG CONSUMERS IN PENGKALAN CHEPA, KELANTAN.

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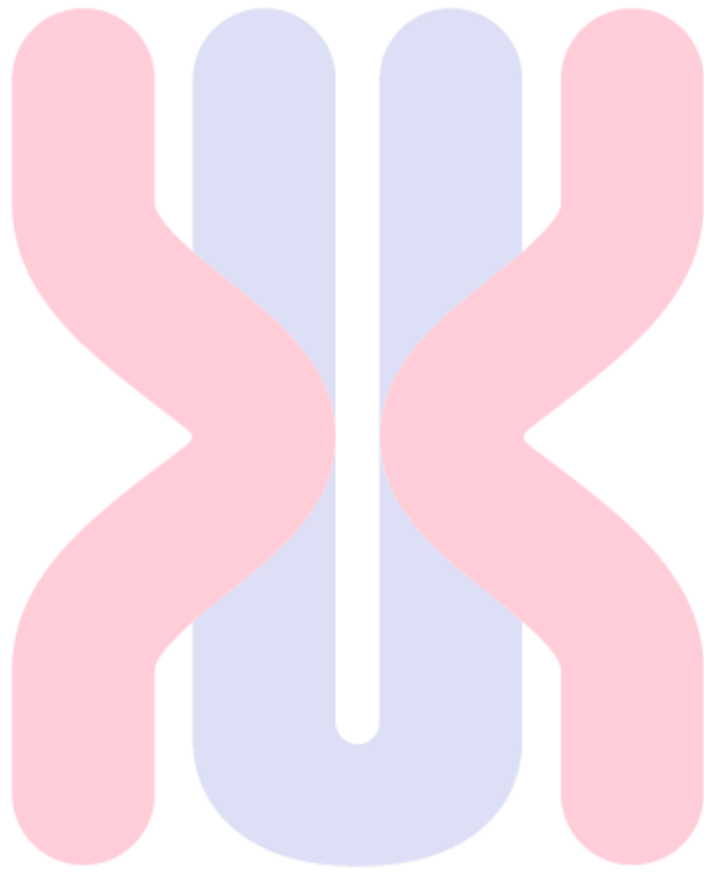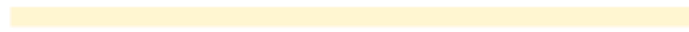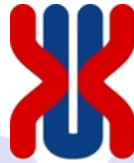DEGREE OF ENTREPRENEURSHIP (COMMERCE) WITH HONOURS

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by

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2024

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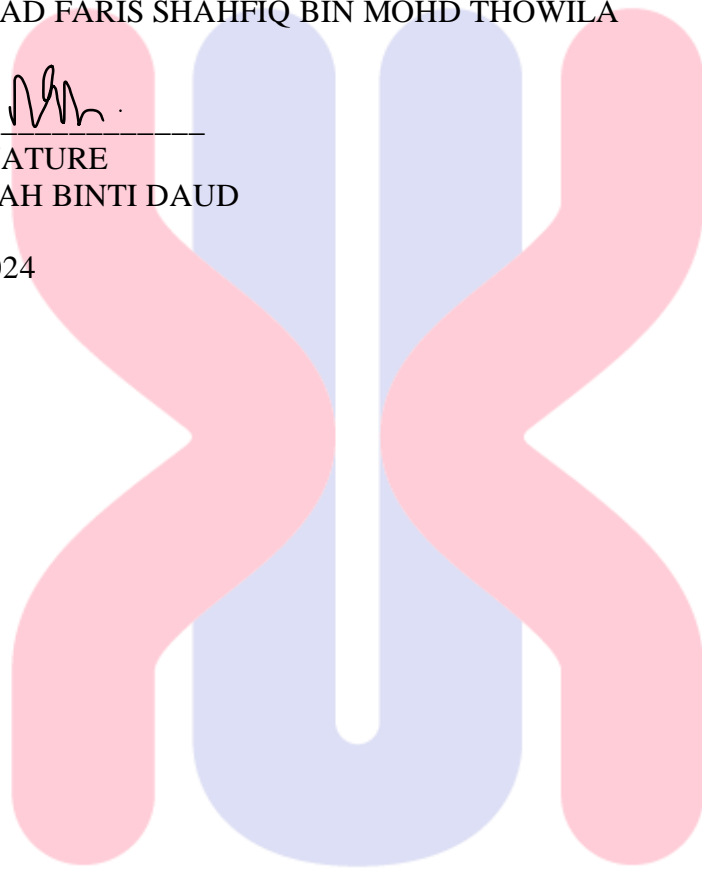NAME: MUHAMMAD FARIS SHAHFIQ BIN MOHD THOWILA

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LIST OF ABBREVIATIONS

IV	Independent Variable
DV	Dependent Variable
SPSS	Statistical Package for the Social Sciences
TBP	Theory of Planned Behavior
Std. Deviation / SD	Standard Deviation
Sig.	Significance
df	Degrees of Freedom
n	Sample Size
N	Size of Sample
e	error of sample size
p	population proportion
d	degree of accuracy expressed

LIST OF SYMBOLS

x^2	Pearson's Chi-square
α	Alpha
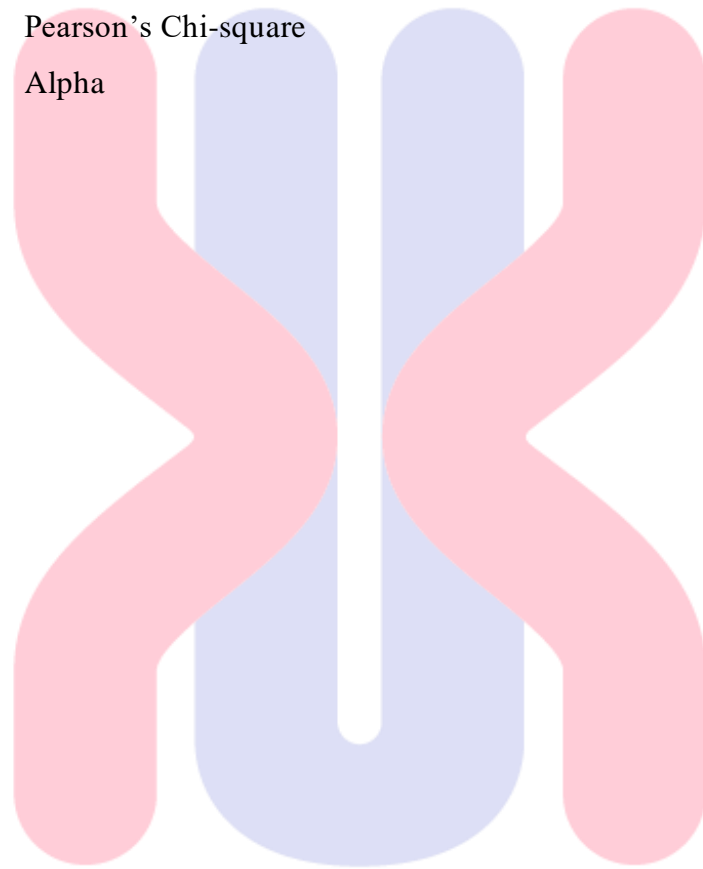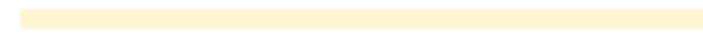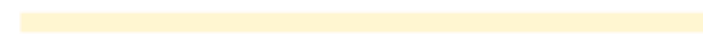
ABSTRAK

Penyelidikan ini menyiasat kesan peranan pengaruh dalam penstriman langsung platform TikTok terhadap niat membeli pengguna di Pengkalan Chepa, Kelantan, berdasarkan Theory of Planned Behavior (TPB). Pembolehubah bebas termasuk kepercayaan influencer, keterikatan influencer, dan kredibiliti influencer, manakala pembolehubah bersandar ialah niat membeli. Rangka kerja teori, TPB, berfungsi sebagai lensa konseptual untuk meneroka penentu psikologi yang membentuk niat pengguna untuk membuat pembelian berdasarkan penglibatan influencer semasa penstriman langsung di TikTok. Kajian ini terdiri daripada saiz sampel sebanyak 381 responden, dipilih melalui teknik persampelan rawak berstrata. Analisis data dijalankan menggunakan Statistical Package for the Social Sciences (SPSS). Penggunaan SPSS untuk analisis data memastikan penelitian statistik yang mantap, memberikan pemahaman yang komprehensif tentang hubungan antara pembolehubah. Penyelidikan ini menyumbang kepada peningkatan pengetahuan mengenai pemasaran influencer dalam konteks platform media sosial, khususnya TikTok, memberi penerangan tentang interaksi bernuansa antara persepsi pengguna dan atribut influencer. Penemuan dijangka menawarkan cerapan berharga untuk pemasar, pengaruh dan pengendali platform yang ingin mengoptimumkan strategi mereka dan meningkatkan penglibatan pengguna dalam landskap dinamik perdagangan sosial.

Kata kunci: Penstriman langsung Tiktok, niat membeli, kepercayaan influencer, keterikatan influencer, kredibiliti influencer, pensampelan rawak berstrata

ABSTRACT

This research investigates the impact of influencers' role in TikTok platform live streaming on consumers' purchase intention in Pengkalan Chepa, Kelantan, grounded in the Theory of Planned Behavior (TPB). The independent variables include influencer's trust, influencer's attachment, and influencer's credibility, while the dependent variable is purchase intention. The theoretical framework, TPB, serves as the conceptual lens to explore the psychological determinants shaping consumers' intentions to make purchases based on influencers' engagements during live streaming on TikTok. The study comprises a sample size of 381 respondents, selected through a stratified random sampling technique. Data analysis is conducted using Statistical Package for the Social Sciences (SPSS). The use of SPSS for data analysis ensures robust statistical scrutiny, providing a comprehensive understanding of the relationships among variables. This research contributes to the growing body of knowledge on influencer marketing in the context of social media platforms, specifically TikTok, shedding light on the nuanced interplay between consumer perceptions and influencers' attributes. Findings are anticipated to offer valuable insights for marketers, influencers, and platform operators seeking to optimize their strategies and enhance consumer engagement within the dynamic landscape of social commerce.

Keywords: Tiktok live streaming, purchase intention, influencer's trust, influencer's attachment, influencer's credibility, stratified random sampling

CHAPTER 1

INTRODUCTION

1.0 Introduction

This research aims the effects of influencers role on TikTok platform live streaming toward purchase intention among consumers in Pengkalan Chepa, Kelantan. This chapter also discusses in more detail the overview of the current topic, background of the study, problem statement, research questions, research objectives, research scope, significance of research, operational definition of key terms and finally organization of thesis.

1.1 Background of the study

In the dynamic landscape of e-commerce and social media, TikTok Live Streaming Shopping has emerged as a powerful platform, bringing together influencers credibility, influencers trust, influencers attachment and purchase intention in a unique fusion. Additionally, it combines social networking, e-commerce, and entertainment by letting viewers purchase things that are presented while viewing live streaming on their phones. (Liu & Kim, 2021). The evolution of technology in online shopping has influenced consumer behavior from the point of motivation to make a purchase to the moment of purchase (Shankar, 2011). A more recent development in online shopping is the live streaming function, which allows vendors to interact and communicate directly with consumers through live product demos, games, and promotions, as well as real-time purchasing advice (Cai, 2018). A dependable live streaming platform can assist businesses in promoting their brands and fostering more effective engagement with their customers. TikTok seems to be an unstoppable global short-video entertainment platform, boasting a massive user base. In a span of just five years, the platform has garnered over 1 billion users, spending an average of 858 minutes per month on the app (Mileva, 2022). TikTok Live Streaming, a platform within the popular TikTok app, has gained immense popularity in Malaysia, including Pengkalan Chepa, Kelantan.

Traditional social commerce has been altered by live streaming in a number of ways. First, customers can only see an item through images and text when they buy online traditionally. On the other hand, live streaming shopping enables online retailers, or streamers, to display products in real-time videos and provide customers with more thorough product details (Wongkitrungrueng, 2018). Second, customers who want to ask questions about the product must leave a comment in the comment field provided or contact the seller. In contrast, live streaming shopping allows customers to ask questions and get answers live. Third, in conventional social commerce, vendors are typically unable to offer product advice, and the absence of in-person contacts frequently leads buyers to question the legitimacy of suppliers, hence raising the perceived risk associated with online purchase. It is obvious that live streaming shopping can help to solve this problem. Through the screen, buyers may ask questions, and merchants can respond with highly customized services and advice. Real-time live streaming can have a significant impact on the purchasing decisions of customers (Chen, 2017).

A social media influencer is a person or an organization that uses social media to develop a unique online persona and draw in a sizable user base (Xu, 2018). The term "influencer marketing" particularly describes the utilization of these well-known individuals who have the authority, fan base, and drive to promote positive content on social media (Lin, 2018). These days, influencer marketing on social media has become one of the most effective marketing strategies (Stubb, 2019). Influencers' knowledge, popularity, or reputation are usually what give influencer marketing its power (Ladhari, 2020). Consumers are more likely to purchase a product recommended by an influencer, as it carries a perception of greater reliability compared to traditional advertising (Djafarova, 2017).

1.2 Problem Statement

According to Utsi, P (2022), In 2020, "live streaming e-commerce" emerged as a new trend and digital avenue. Increasingly, businesses are creating official accounts on different platforms and putting resources into the live-streaming domain. For instance, Walmart ventured into influencer-driven real-time shopping on TikTok in 2020, surpassing the anticipated audience by

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sevenfold and boosting its TikTok following by 25% (Utsi, 2022). The current trends allow anyone to become an influencer, offer discounts to followers, and promote time-sensitive deals. (Lin & Nuangjamnong, 2022)

Firstly, influencer attachment relates to how influencers affect audiences. Live streamers have been discovered to notably boost the intention of viewers to continue watching, decrease the psychological distance between them and the audience, increase interactive engagement, and stimulate intentions to make a purchase. The live streamer assumes a dual role: firstly, endorsing the reliability of products on the live streaming e-commerce platform, and secondly, embodying their own personality and expressing personal emotions, thereby exerting a significant influence on consumer decision-making (Chen & Yang, 2023).

Secondly, regarding influencer credibility and the factors that influence influencers, research has confirmed that the attractiveness of the live streamers themselves has a substantial impact on the purchase intention of viewers participating in live streaming. Attributes such as professionalism, reliability, and popularity have been shown to have a significant impact. Furthermore, the benefits and attributes of the website itself play a crucial role in enhancing consumer purchase intention. These factors encompass interactivity, visibility, and entertainment value. Various studies confirm the significant influence of these website characteristics on consumers' intention to make a purchase, thereby reinforcing the effectiveness of influencer marketing in product promotion (Chen & Yang, 2023).

Thirdly, the influencer trust, researching the ways in which influencers affect consumers' decisions has revealed that establishing a relationship of trust or identification with customers and emphasising the benefits of live streaming platforms help to foster a favourable attitude in them. This serves as the essential mechanism behind influencer marketing's efficacy (Chen & Yang, 2023)

With the growing popularity of live-streaming e-commerce, companies need to stand out in a competitive market. It's important for them to attract customers and enhance the audience's

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willingness to make purchases. This study examines how influencers on platforms like TikTok impact people's intentions to buy during live-streaming shopping. Customers' decisions to make a purchase are significantly influenced by their trust in influencers, emotional connection to them, and the overall credibility of influencers. This research is valuable for businesses looking to improve their e-commerce approach, especially in understanding the factors that encourage repeat purchases in TikTok live-streaming commerce. By building stronger emotional connections and trust, companies can attract customers, ultimately leading to increased sales. (Lin & Nuangjamnong, 2022) Our study aims to investigate the impact of influencers and customer interactions on individuals' purchasing decisions during TikTok Live Streaming Shopping in Pengkalan Chepa, Kelantan. Through this research, we seek to gain insights into the evolving dynamics of shopping influenced by social media and how businesses can enhance their utilization of it in Pengkalan Chepa,Kelantan.

1.3 Research Objectives

As mentioned earlier, several key elements influence purchase intention. For the independent variable, influencer trust impacts the dependent variable, purchase intention. Furthermore, influencer attachment and influencer credibility affect purchase intention (dependent variables). This study explore the Effects of Influencers Role on TikTok Platform Live Streaming Toward Purchase Intention Among Consumers. The core objectives of this study is:

1. To study the positive relationship between the influencer's trust on tiktok platform live streaming toward consumer purchase intention.

2. To study the positive relationship between the influencer's attachment on tiktok platform live streaming toward consumer purchase intention.

3. To study the positive relationship between the influencer's credibility on tiktok platform live streaming toward consumer purchase intention.

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1.4 Research Questions

The research questions in this study have been designed to fit with the objectives, as mentioned below:

1. Does the influencer's trust on tiktok platform live streaming has positive relationship toward consumer purchase intention?

2. Does the influencer's attachment on tiktok platform live streaming has positive relationship toward consumer purchase intention?

3. Does the influencer's credibility on tiktok platform live streaming has positive relationship toward consumer purchase intention?

1.5 Research Scope

influencers and influencer's attachment on customer purchase intentions. The study made use of secondary data and information from earlier research publications. By integrating three frameworks from previous studies, the authors formulate three hypotheses and establish a conceptual framework that relies on correlations between variables. As a result, the objective of this study expanded to The Effects of Influencers Role on TikTok Platform Live Streaming Toward Purchase Intention Among Consumers. The participants targeted for this study are male and female customers residing in Pengkalan Chepa, Kelantan. The researcher verifies the findings by subjecting the hypothesis regarding the dependent and independent variables to testing.

1.6 Operational Definition of Key Terms

1.6.1 Influencer Trust

According to AIContentfy (2023), influencer trust can be understood as the level of confidence and reliability that followers place in influencers as a source of information, recommendations, and opinions. Trust in influencers is built through the establishment of personal relationships between influencers and their followers. This connection is nurtured through content creation and interactions on social media platforms (AIContentfy, 2023). According to Almahdi et al. (2022), it is the willingness of consumers to believe in and be influenced by the recommendations, opinions, and content provided by influencers on various social media platforms. The concept of influencer trust is vital to the business model of influencer marketing, as it serves as the backbone of the relationship between influencers and their followers.

1.6.2 Influencer Attachment

According to Chen & Yang (2023), influencer attachment refers to the emotional connection and bond that viewers or consumers develop with live streamers in the context of live streaming e-commerce. Similar to the concept of brand attachment, influencer attachment involves viewers forming a strong emotional relationship with the live streamer, driven by positive customer experiences and exceptional content delivery during live streaming sessions. Influencer attachment is characterized by an emotional connection between viewers and live streamers (Chen & Yang, 2023). This emotional bond is fostered through positive customer experiences and engaging content. Influencer attachment is seen as a significant factor influencing consumer purchase intentions. Positive customer experiences and a strong desire to make purchases are connected by the emotional bond that develops between viewers and live broadcasters.

1.6.3 Influencer's Credibility

According to Lin (2022), influencer's credibility is revolves around the credibility of influencers and how they gain trust from their audience, making them effective in driving customers to make a purchase. It includes three key components that is attractiveness,

trustworthiness, and expertise (Lin, 2022). The degree to which an influencer is seen as dependable, educated, and trustworthy in their particular specialty or business is known as their influencer credibility. It encompasses the influencer's ability to provide genuine and authentic content, establish a strong connection with their audience, and consistently deliver valuable insights or recommendations that are seen as reliable by their followers (Belanche et al., 2021).

1.6.4 Purchase Intention

Purchase intention pertains to a customer's inclination and preparedness to obtain a particular product or service. This crucial concept serves as a dependent variable, influenced by countless external and internal factors. It serves as a metric reflecting the respondent's attitude and disposition toward the act of procuring a product or engaging in a particular service (Terms, 2023).

1.7 Organization of thesis

There are five key chapters in the thesis. The first chapter, sometimes referred to as the introduction, provides an overview of the major ideas of a research paper. It includes a description of the background study, problem statement, research questions, objectives, study scope, definitions of terms, and proposal organization.

A different journal's literature review is examined in the second chapter. This chapter includes an introduction, a conceptual framework, supporting theory, earlier research, a hypothesis statement, and a summary.

The introduction, research design, data collection techniques, study population, sample size, sampling procedures, development of research instruments, measurement of variables, data analysis process, and chapter summary are all included in the research methodology section, which is covered in the third chapter.

Preliminary analysis, respondent demographic profile, descriptive analysis, validity and reliability test, normality test, hypothesis test, and chapter summary are all included in the fourth chapter, which is dedicated to data analysis and discovery. In order to help the reader understand

the study's conclusions, this chapter will examine the data from the target respondents and provide the findings in the form of tables and charts.

Lastly, the study's results and suggestions have covered in chapter 5. It will begin by outlining the study's introduction and key conclusions. After that, it will go into theories, ramifications, and suggestions for more study. Lastly, it will wrap up the study's main conclusion.
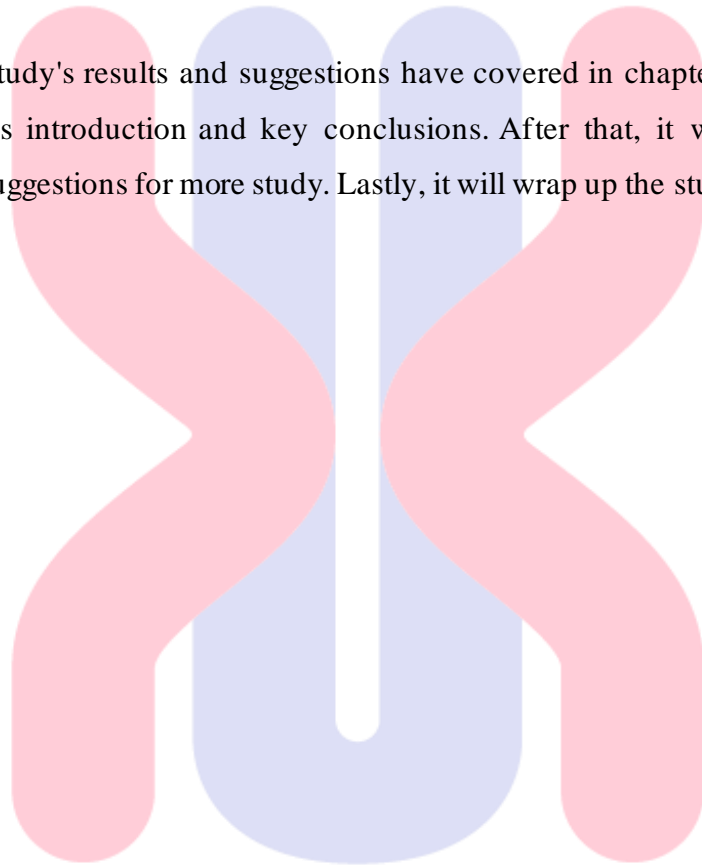
CHAPTER 2
LITERATURE REVIEW

2.1 Introduction

This literature review seeks to explore the multifaceted relationship between the effects of Influencers Role on TikTok Platform Live Streaming and its impact on consumer purchase intentions. To address this, will review and analyze the existing body of knowledge surrounding these topics, identifying gaps in research, and providing insights into the dynamics of this emerging e-commerce phenomenon. Through a comprehensive examination of relevant studies, theories, and trends, aim to shed light on the complex interplay between influencers, and purchase intention, contributing to a deeper understanding of the evolving digital commerce landscape.

2.2 Underpinning Theory

Gregor (2002) refers to underpinning theory as theories for comprehending the social context of IS research. The goal of the theories is to provide an explanation for "how" and "why" certain phenomena occur. A study's underpinning theory is frequently seen as a lens.

2.2.1 Theory of the plan behaviour (TPB)
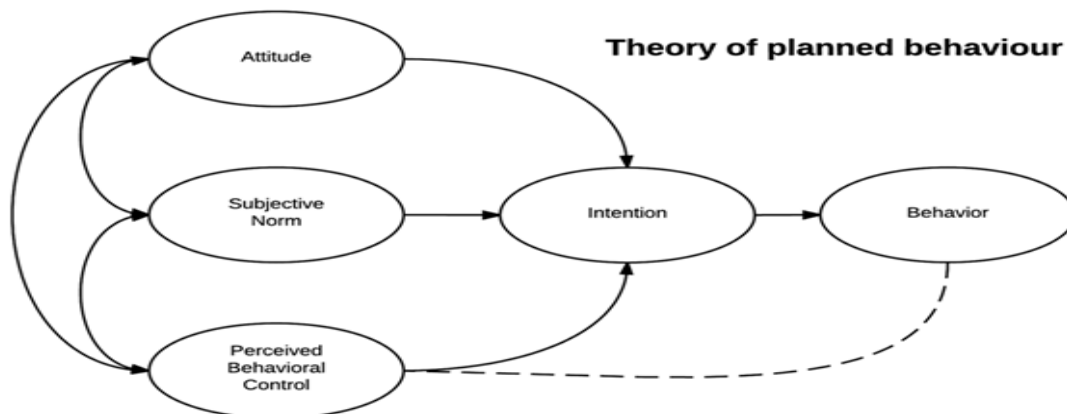
(Source: Richard apau and Felix Nti koranteng, 2019)

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Figure 2.1: Planned behavior

In 1980, the Theory of Planned Behaviour (TPB) was created. TPB incorporates Ajzen's (1985, 1991) Perception 13 Behavioural Control as an extra source of behaviour impact. All the behaviours that humans can employ to govern themselves are intended to be justified by this notion. (Wayne, 2019). This study examines the impact of internet shopping in Pengkalan Chepa, Kelantan, on purchase intention using TPB as a driving force.

Attitudes are a key determinant in the TPB and are measured as people's beliefs about how certain behaviors will lead to favorable or unfavorable outcomes. In this study, it is likely to be related to consumers' attitudes towards engaging in e-commerce activities and their perceptions of the associated benefits and risks. (Richard apau and Felix Nti koranteng, 2019)

Subjective norms represent the influence of others on an individual's behavior. It is the degree to which a person believes that the opinions and expectations of others affect their behavior. In the context of e-commerce, this can include the influence of friends, family or social networks on consumers' e-commerce decisions. (Marija Ham, Marina jeger and Anita Frajman ivkovik, 2015)

Perceived behavioral control refers to the perception of an individual's ability to control their behavior. It includes factors such as available resources, opportunities and constraints that may affect an individual's ability to perform certain behaviors. For e-commerce, this can involve factors such as access to technology, skills and overall ease of using the e-commerce platform. ((Richard apau and Felix Nti koranteng, 2019)

Behavioral Intention is a key concept in the TPB, which represents the possibility and willingness of individuals to perform certain behaviors. In this study, it is probable that purchase intention is associated with consumers' willingness to participate in e-commerce activities, a factor influenced by their attitudes, subjective norms, and perceived behavioral control (Richard apau and Felix Nti koranteng, 2019).

2.3 Previous Studies

2.3.1 Influencer Trust

According to AIContentfy (2023), influencer trust can be understood as the level of confidence and reliability that followers place in influencers as a source of information, recommendations, and opinions. Trust in influencers is built through the establishment of personal relationships between influencers and their followers. This connection is nurtured through content creation and interactions on social media platforms (AIContentfy, 2023). Influencers are considered trustworthy figures by their followers. The trust stems from the belief that influencers offer genuine opinions and recommendations, making them reliable sources of information. Influencers contribute to trust by sharing authentic, real-life experiences and opinions (AIContentfy, 2023). This authenticity makes their content more relatable, enhancing the trust followers place in the influencer's perspective. Influencers play a role in building confidence among their followers regarding purchasing decisions. By showcasing real-life usage and experiences with products or services, influencers contribute to the trustworthiness of their recommendations.

According to Almahdi et al. (2022), it is the willingness of consumers to believe in and be influenced by the recommendations, opinions, and content provided by influencers on various social media platforms. The concept of influencer trust is vital to the business model of influencer marketing, as it serves as the backbone of the connection between influencers and their audience. Trust is emphasized in digital marketing environments, which are characterized by high uncertainty and a lack of tangibility. In this context, trust plays a crucial role in shaping consumer behavior. Trust is seen as a tool that humans use to navigate the complexities of their social environments and predict the future behaviors of others toward them (Almahdi et al., 2022). According to Almahdi et al. (2022), the article underscores the importance of source credibility, including the trustworthiness of influencers, in explaining the effect of influencers on the purchase decisions of consumers.

In conclusion, the significance of influencer trust in the realm of digital marketing cannot be overstated. Influencer trust is the linchpin of the connection between influencers and their

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audience, forming the foundation upon which recommendations, opinions, and purchasing decisions are built. The establishment of personal connections through authentic content creation and social media interactions fosters a sense of reliability and confidence in influencers. This trust is pivotal in navigating the uncertainties of digital marketing environments, where source credibility, particularly the trustworthiness of influencers, exerts a crucial influence on molding consumer behavior. The authenticity and real-life experiences shared by influencers contribute to the credibility of their recommendations, solidifying their role as influential figures in guiding and influencing consumer choices.

2.3.2 Influence attachment

According to Chen & Yang (2023), influencer attachment refers to the emotional connection and bond that viewers or consumers develop with live streamers in the context of live streaming e-commerce. Similar to the concept of brand attachment, influencer bond involves viewers forming a strong emotional relationship with the live streamer, driven by positive customer experiences and exceptional content delivery during live streaming sessions. Influencer attachment is characterized by an emotional connection between viewers and live streamers (Chen & Yang, 2023). This emotional bond is fostered through positive customer experiences and engaging content. Influencer attachment is seen as a significant factor influencing consumer purchase intentions. The emotional bond established between consumers and live streamers serves as a link connecting positive customer experiences to a heightened inclination to make purchase decisions.

In the realm of marketing, attachment has been applied to understand how emotional connections influence consumer attitudes, behaviours, and purchase. (Chen & Yang, 2023) In the context of live streaming e-commerce, the attachment formed between consumers and live streamers is likened to brand attachment. The emotional connection developed through favorable customer interactions with a live streamer can influence consumer purchase intentions. Consumers who subscribe to particular live streamers for their live e-commerce broadcasts may develop a habit and emotional attachment to those streamers, similar to how consumers develop brand attachments.

In conclusion, the role of emotional factors in the decision-making process and proposes a hypothesis that links attachment to consumer behaviour. By recognizing and understanding the dynamics of attachment between consumers and live streaming, marketers can gain valuable insights to adjust their strategies for a more effective and emotional approach in this evolving and dynamic market.

2.3.3 Influencer's Credibility

The degree to which an influencer is seen as dependable, educated, and trustworthy in their particular specialty or business is known as their influencer credibility. It encompasses the influencer's ability to provide genuine and authentic content, establish a strong connection with their audience, and consistently deliver valuable insights or recommendations that are seen as reliable by their followers (Belanche et al., 2021).

According to Rebelo (2017), The term 'Influencer's credibility' encompasses the perceived trustworthiness, authenticity, and level of knowledge of individuals with a substantial following on social media platforms. These individuals leverage their influence to endorse products or services to their audience. Influencer credibility encompasses how much consumers trust and believe in the influencer's recommendations and content, as well as the influencer's ability to establish a genuine connection with their followers. It also includes the influencer's capacity to consistently provide valuable insights, reviews, or endorsements that are seen as reliable and influential in shaping the purchase intentions of their followers (Rebelo, 2017).

Consumers' purchase intentions are influenced by specific dimensions of an influencer's credibility, primarily "attractiveness" and "trustworthiness." This implies that consumers are more likely to consider purchasing products recommended by influencers they perceive as attractive and trustworthy (Rebelo, 2017).

According to Lin (2022), when influencers are seen as more trustworthy, in relation to being attractive, trustworthy, and expert, customers are more likely to have the desire to make a purchase. The credibility of the influencers significantly influences customers' purchase intention,

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suggesting that customers are more inclined to buy products or services when they trust and find the influencers attractive and knowledgeable.

In conclusion, the concept of influencer credibility, as explored by both Belanche et al. (2021) and Rebelo (2017), encompasses the fundamental qualities of trustworthiness, authenticity, and knowledge within their respective niches. Influencers play a vital role in shaping consumers' purchase intentions by establishing genuine connections with their followers and consistently delivering valuable insights and recommendations. Notably, appeal and reliability are crucial aspects of influencer credibility that significantly impact consumers' willingness to engage in buying following their suggestions. As the influence of influencers in the digital age continues to grow, understanding and leveraging their credibility is essential for businesses and marketers seeking to navigate the ever-evolving landscape of social media marketing.

2.3.4 Purchase Intention

Purchase intention describes a customer's willingness and readiness to purchase a specific item or service. This fundamental idea operates as a dependent variable that is influenced by a number of internal and external variables. It serves as a metric reflecting the respondent's attitude and disposition toward the act of procuring a product or engaging in a particular service (Terms, 2023).

Purchase intentions play a pivotal role in marketing, specifically in the realm of intent marketing. This marketing approach revolves around tailoring products and services to align with consumers' expressed or implied intentions to accept, purchase, or use a particular offering. These intentions may not always be explicitly stated by the company or brand. The measurement of purchase intentions serves as a valuable tool for crafting effective marketing strategies and promotional activities. Understanding a consumer's intent simplifies the process of creating targeted advertising content that resonates with their needs and desires. Moreover, purchase intentions provide insights into the consumer's knowledge levels and mindset, enabling the formulation of well-informed marketing initiatives. By analyzing the purchase intentions of a customer base, businesses can develop a comprehensive strategy for their advertising campaigns, ensuring they align with the preferences and intentions of their target audience (Terms, 2023).

According to Ma et al. (2023), Purchase intention is a critical metric in consumer behavior, reflecting consumers' willingness to buy products or services. Consumer to anchor interaction (CAI) and consumer to consumer interaction (CCI) positively impact purchase intention, with perceived value playing a mediating role. Furthermore, the involvement of consumers in the interaction moderates the connection between perceived value and perception of interpersonal interaction, strengthening with high presence and weakening with low presence.

Overall, "purchase intention" is a fundamental concept in consumer behavior that signifies a customer's readiness to acquire a specific product or service. It serves as a crucial metric that reflects a consumer's disposition towards the act of purchasing. This concept plays a pivotal role in marketing, serving as a cornerstone for intent marketing strategies. Understanding and leveraging purchase intentions are essential for businesses to tailor their marketing efforts effectively.

2.4 Hypotheses development

The research was created to examine the correlations between influencer attachment, credibility, trust, and purchase intention in TikTok live streaming shopping, based on the conceptual framework that was given. The hypotheses that have been put out are as follows:

H1: There is a significant positive relationship between influencer credibility and purchase intention.

H2: There is a significant positive relationship between influencer trust and purchase intention.

H3: There is a significant positive relationship between influencer attachment and purchase intention.

2.5 Conceptual Framework

A conceptual framework creates a "plane," or network, of related concepts that when taken as a whole provide a thorough knowledge of an event or occurrences. A conceptual framework is made up of concepts that support one another, explain the phenomena they relate to, and develop a framework-specific philosophy. Ontological, epistemological, and methodological presumptions

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are all included in conceptual frameworks, and each idea inside a framework has an ontological or epistemological function. Understanding the "way things are," the "nature of reality," and the presence of the "real" and "real" action are all covered by the ontological assumptions. (Guba and Lincoln 1994) A conceptual framework is described in another source as a powerful tool for directing future empirical study. Generally speaking, a conceptual framework consists of a collection of overarching theories and concepts that together function as a point of reference for studies and research in certain fields of knowledge. (Abanikannda 2020)

The link between the independent and dependent variables is depicted in Figure. Influencers, consumer engagement, and customer trust are examples of independent variables. The purchase intention on TikTok Live Streaming Shopping in Pengkalan Chepa, Kelantan, is the dependent variable, in the meanwhile. The effect of the independent factors on the dependent variable will be demonstrated by this study.

Independent Variables   Dependent Variables
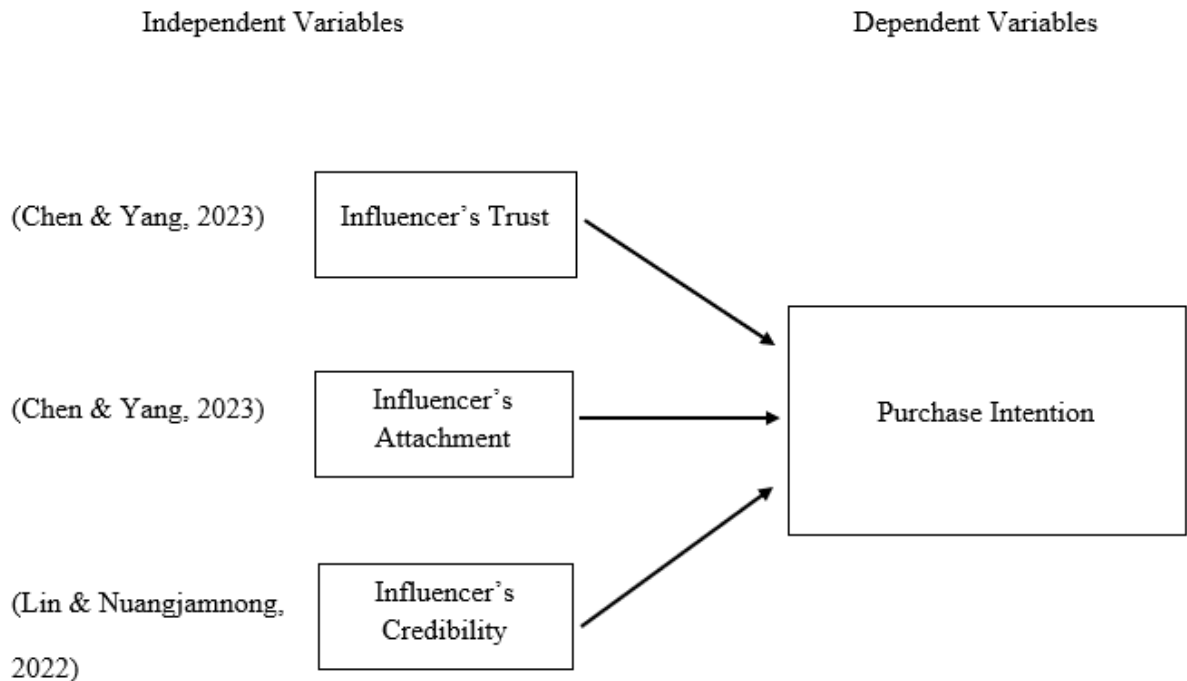
Figure 2.2: Model of research framework of Purchase Intention in TikTok Live Streaming Shopping at Pengkalan Chepa, Kelantan (Chen & Yang, 2023)(Lin & Nuangjamnong, 2022)

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2.6 Conclusion

In conclusion, TikTok Live Streaming Shopping is a dynamic and rapidly growing platform that leverages the sway of social media influencers and to shape purchase intentions. The power of influencers in building trust, creating authentic experiences, and acting as intermediaries between brands and consumers is evident. Moreover, the interactive nature of TikTok Live and the sense of community it fosters significantly contribute to purchase intention. Brands and marketers looking to succeed in this space must prioritize authenticity, trust, and interactivity while also understanding the importance of social influence in shaping consumer behavior.

CHAPTER 3

RESEARCH METHODS

3.1 Introduction

Data for this study will be gathered using a quantitative methodology with the use of a questionnaire. This study's main objective is to explore the methodological issues surrounding the examination of the relationship between buy intention and influencers in the context of TikTok live streaming shopping. The structure of the research is covered in detail in this chapter, including the research design, data collection strategies, study population, sample size calculations, sampling methodologies, research instrument development, variable measurement, and data analysis process. A crucial element is the study methodology, which guarantees that the selected technique of data collecting successfully obtains the required information from insightful participant replies.

3.2 Research Design

The research design serves as a framework that imparts structure and direction, demonstrating how all the key components of the study collaborate to address the research question. This study employs a descriptive analysis. Descriptive research designs are suitable for investigations aiming to assess the extent of relationships among different variables. (Kivunja (2018)

The research in question utilized a quantitative research design, with primary data collected through an online questionnaire from individuals using social platforms and online applications. To reach the residents of Pengkalan Chepa, the Google Form was distributed through various channels, including WhatsApp groups, Telegram, and Facebook, or by physically handing out questionnaires directly to the residents of Pengkalan Chepa.

Quantitative research involves the statistical examination of numerical data acquired through extensive survey methods like questionnaires or structured interviews. It maintains a higher level of objectivity as it explores and comprehends the connections between independent

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and dependent variables. The survey employed in this research aimed to assess individuals' viewpoints regarding the utilization of social platforms and online applications in e-commerce. Furthermore, the study also incorporated secondary resources, including government records, academic publications, journals, articles, and relevant websites, in order to enhance the information derived from the primary data.

3.3 Data Collection Method

3.3.1 Primary Data

The current research employed a quantitative approach, and primary data were acquired using an online survey due to its flexibility. A survey, essentially comprising written questions with blank spaces for the target community to fill out, was employed for data collection. Participation in the study was completely optional, and no one was compelled to complete the questionnaires for this cross-sectional study. Google Forms was chosen as the platform to administer the questionnaire. Google Forms enabled the creation of online surveys that could be automatically hosted through a web address (URL) and shared via social media. This approach facilitated more accurate data collection, as respondents had ample time to thoroughly read and honestly answer the questionnaire. The questionnaire included a cover letter explaining the study's purpose, and individuals utilizing social platforms and online applications were given assurances that their data would be used ethically and not in violation of their privacy and confidentiality. (Khrais & Alghamdi, 2021)

3.3.2 Secondary Data

Information that is easily obtainable by researchers due to its acquisition from primary sources and earlier data sets is referred to as secondary data. Secondary data from reports, the internet, journals, and publications is used in this specific study. The target population provides the samples used in this investigation. The value of secondary data is found in its capacity to expedite subsequent research endeavours through the use of pre-existing data and information. This study uses a wide range of sources to supplement the main data, such as academic literature, government papers, journals, articles, and websites that discuss the role of influencers on purchase

intention in TikTok live streaming shopping. All essential journal papers for this study were obtained through various platforms, including the Universiti Malaysia Kelantan (UMK) library, My Athens UMK, ScienceDirect, Taylor and Francis online, Emerald, ProQuest, Google Scholar, and Scopus. (Schuurman, 2018)

3.4 Study Population

A study population is a group considered for research or statistical reasoning. The study population is not only made up of humans. It is a collection of features that have something in common. They can be items, creatures, measurements, or anything else with some quality in the group (Fabyio vilegas, 2023). The target respondents of our study are residents of Pengkalan Chepa, Kelantan. We caught up with consumers based in Chepa, Kelantan for our research project to find out their understanding of the above shopping. The population in Pengkalan Chepa, Kelantan has a total of 154,674 people in the year with an area of 1,879km (Bhd., 2023). The population of this study was randomly selected who resided in Pengkalan Chepa, Kelantan to meet the objectives of the research study.

3.5 Sample Size

Sample size, denoted as "n," denotes the quantity of participants or data points incorporated within a study. This parameter significantly impacts two key statistical aspects are the accuracy of our estimates and the study's ability to make meaningful conclusions (Summer, 2008).

Participants in this study will be selected from the residents of Pengkalan Chepa. According to Bhd. (2023), the population of Pengkalan Chepa is 154,674 people. Based on Table 3.1, this study employs a sample size of 381 respondents to serve as a reflection of the complete population of residents in Pengkalan Chepa. The sample size is calculated using the following formula:

$n = (x^2 Np (1-p))/(e^2 (N-1)+x^2 p (1-p))$

n = 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.

e = acceptable error of sample 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).

Therefore,

$s = ((3.841)(154674)(0.5)(1-0.5))/((0.05^2)(154674-1)+(3.841)[(3.841)(0.5)(1-0.5)])$

$= 153351.925/402.93582025$

$= 380.58647\ldots$

≈ 381 respondents

Table 3.1: Sample Size from a Given Population

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

Note.—N is population size.
S is sample size.

Source: Robert V. Krejcie (1970)

3.6 Sampling Techniques

Since sampling directly affects the calibre and applicability of the findings, it is an essential component of study design. In this study, "the effects of influencer's role on TikTok platform live streaming toward purchase intention among consumers," we will discuss two distinct sampling techniques that are probabilistic sampling and non-probabilistic sampling.

Choosing a subset from a population in a way that ensures that each person or member of the population has a known and non-zero probability of being chosen is known as probabilistic sampling, often known as random sampling. This method seeks to offer a representative and impartial sample, enabling researchers to extrapolate the findings from the sample to the entire population (Canada, 2021a).

Non-probabilistic sampling, also known as non-random or convenience sampling, deviates from the principles of probabilistic sampling. Using this approach, researchers choose participants according to their discretion, practicality, or predetermined standards without guaranteeing that each member of the population has a known, non-zero probability of being included in the sample (Canada, 2021b).

The sampling technique used by the researchers is Stratified Random Sampling. According to (Hayes, 2023), stratified random sampling is a sampling method where the population is segmented into subgroups, known as strata, based on specific characteristics relevant to the research, such as income or educational attainment. The strata are formed in such a way that individuals within each stratum are relatively homogeneous, and the strata themselves are different from each other. Once the population is divided into these strata, random samples are then taken from each stratum. According to Sharabati et al. (2022), this study shows that TikTok's user base covers all age groups, including TikTok users of all ages, men, women, and children. So researchers will randomly collect data from 381 people in the research area.

3.6.1 Sampling frame

The study's population encompasses the entire populace of Pengkalan Chepa, totaling 159,700 individuals (Bhd., 2023). The research focuses on respondents among Pengkalan Chepa residents who actively utilize TikTok for shopping and have a history of making purchases on the

platform. Consequently, the target population for this research study comprises 381 respondents residing in Pengkalan Chepa who meet the specified criteria.
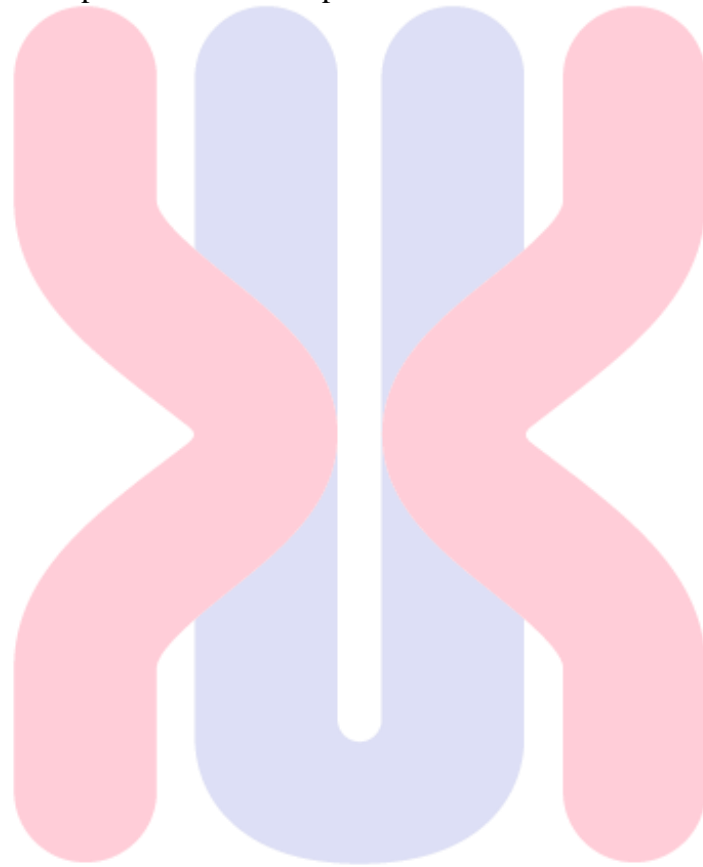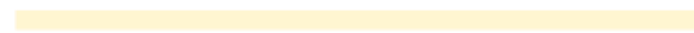
3.7 Research Instrument Development

3.7.1 Questionnaire

This study was conducted quantitatively which was collected through an online survey. This method is done to save time to collect data and identify target respondents. We use the google form link to create a questionnaire. The use of the online questionnaire method is because the method will spread quickly. For example, respondents will share the questionnaire link to family members or friends. This survey also takes only 3 to 5 minutes to answer.

Derived from a few task compositions and prior research, the questionnaire tool was developed and refined. An online questionnaire was used to gather the quantitative data required for this investigation. To improve understanding and make the questions more clear for the people of Pengkalan Chepa, surveys are available in both Malay and English. There are three sections in the survey: While Section B discusses the dependent variable—purchase intention while making an online purchase—Section A concentrates on demographic data. In Section C, all of the independent variables—including influencers' attachment, credibility, and trust—are examined and rated using a 5-point Likert scale.

Table 3.2: Questionnaire Section A - Demographic

Attributes	Distribution
Gender	Male Female
Age	Below 20 21 - 30 31 - 40 41 - 50 51 above
Employed Status	Student Employed Unemployed
Income per month	Lower than 1000 1001 - 2000 2001 - 3000 3001 - 4000 4000 above
Do you have a TikTok account?	Yes No
Have you ever purchased a product from	Yes

| TikTok live streaming? | No |

Table 3.3: Questionnaire Section B - Dependent Variable

DV : Purchase Intention	PI1 : I have positive purchase intention on the TikTok live steaming shopping.
	PI2 : I intend to purchase the product that I have interacted with in the live stream. (Such as commenting, sharing, bookmarking, etc.)
	PI3 : I am willing to buy the product recommended by a credible influencer on TikTok.
	PI4 : I trust and will buy products promoted by influencers on TikTok.
	PI5 : I will recommend the products I bought on live streaming to my friends.

Table 3.4 : Questionnaire Section C - Independent Variable

IV 1: Influencer's trust	
	IT 1: I believe that the influencer's of TikTok live streaming shopping are trustworthy.
	IT 2: I think the TikTok live streaming

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	shopping influencer will not take advantage of me. **IT 3 :** I believe in the information that the Influencer's provide through live streaming. **IT 4 :** I believe in the effectiveness of influencer promoted products during live streaming. **IT 5 :** I believe that influencers promote products honestly during live streaming.
IV2: Influencer's attachment	**IA 1 :** Influencers who promote products during live streaming explained effectively. **IA 2 :** Influencers who promote products during live streaming often answer questions that are thrown during live streaming. **IA 3 :** Influencers who promote products during live streaming show loyalty to a product by regularly promoting the product. **IA 4 :** Influencers who promote products during live streaming influence decisions for customers. **IA 5 :** Influencers who promote products during live streaming have the quality of authenticity by promoting the product sincerely.

IV 3: Influencer's credibility	IC1: Influencers who promote products during live streaming have great charm.
	IC 2: Influencers who promote products during live streaming are good-looking.
	IC 3: Influencers who promote products during live streaming have a good reputation.
	IC 4: Influencers who promote products during live streaming are experts in promoting the product.
	IC 5: Influencers who promote products during live streaming are knowledgeable about the products.

3.8 Measurement of The Variables

Measurement involves assigning numerical values to objects or events based on certain rules, resulting in various types of scales (Stevens, 1946) In this study, we use two types of measurement scales: one is for categories, and the other is for measuring opinions using a Likert scale. Each scale has its unique characteristics that guide how we analyze the data, and we'll explain these scales in more detail in this survey.

3.8.1 Nominal Scale

With the nominal scale, the researcher can sort people into different categories, making it easy for survey participants to pick the right choice that matches a particular characteristic. Respondents were inquired about several things such as their gender, age, race, job status, the social media they use, how often they give recommendations or reviews, their preferred e-commerce platforms, and how frequently they shop online. This means respondents can readily

select answers from well-defined groups or categories. You can check Table 3.5 for the nominal scale used in section A..

Table 3.5 : Nominal scale used for section A

Attributes	Distribution
Gender	Male Female
Age	Below 20 21 - 30 31 - 40 41 - 50 51 above
Employed Status	Student Employed Unemployed
Income per month	Lower than 1000 1001 - 2000 2001 – 3000 3001 – 4000 4000 above
Do you have a TikTok account?	Yes No
Have you ever purchased a product from TikTok live streaming?	Yes No

3.8.2 Internal Scale

A five-point Likert scale was employed in this poll to measure respondents' levels of agreement or disagreement with various issues. With five points on the Likert scale, the lowest level is "strongly disagree" (1), and the highest level is "strongly agree" (5). Utilising this particular amount of points makes it easier for responders to answer the questions and takes away any anxiety

or doubt they may have. Table 3.6 contains the 5-point Likert scale that was utilised for both Sections B and C.

Table 3.6 : Likert Scale

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

3.9 Procedure for Analysis Data

The data analysis phase involves transforming the data collection into a meaningful and interpretable form by the researcher, establishing an opportunity for examining and understanding the underlying patterns and messages within the dataset (Betty Swift, 2006) The present investigation employed the Statistical Package for the Social Sciences (SPSS) for the analysis of the collected data. The chosen approach is to investigate all of the connections and correlations between the variables used in this investigation. The study employed three types of analysis: Pearson's correlation, descriptive analysis, and reliability analysis.

3.9.1 Reliability Analysis

The capacity of the research to consistently provide same values when the same occurrence is tested repeatedly using the same measuring method is referred to as reliability analysis (Chua Yan Piaw, 2013). The instrument's coherence and scale dependability were evaluated using reliability analysis techniques.

Internal consistency is used by the researcher in this study to evaluate the instrument's dependability. The concept is evaluated by a survey, and Cronbach's Alpha is used to measure the reliability of the Likert scale used in the survey. As presented in the table, Cronbach's Alpha provides an indication of the degree of internal consistency or resemblance between the variables

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used to evaluate a single construct or idea. A Cronbach's Alpha value of less than 0.5 denotes inadequate dependability and internal consistency. On the other hand, a score nearer 1 denotes strong internal consistency. Table 3.7 contains the Cronbach's Alpha table.

Table 3.7 : Table of Cronbach's Alpha

Cronbach's Alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

Sources: Adopted from Social Science Statistics Stangroom, 2016

3.9.2 Descriptive Analysis

The mean, median, and mode of the variable under investigation are the characteristics of the variable that are described using descriptive analysis (Chua Yan Piaw, 2013). The early stages of the data are analyzed using descriptive analysis, which also helps to comprehend the sample that was tested for each of the questionnaire's variables. Through descriptive analysis of the study, the researcher may classify and clarify the respondents' demographic data, which includes things like gender, age, and job status.

3.9.3 Pearson Correlation

An analysis used to quantify statistical links and associations between variables is Pearson correlation. (Hair et al., 2007). Pearson correlation is used to compare many data variables and assess their similarity (Zhu et al., 2019). It is necessary to assess the direction and strength of a linear relationship between variables. General guidelines for correlation are shown in Table . To show how strongly two variables are related, use the coefficient size. Table 3.8 provides insight into the strength of the coefficient range and how it affects the research.

Table 3.8 : Correlation Coefficient Size

Coefficient Range (r)	Strength of Association
± 0.91 to ± 1.00	Very strong
± 0.71 to ± 0.90	Strong
± 0.41 to ± 0.70	Moderate
± 0.21 to ± 0.40	Small but definite relationship
± 0.01 to ± 0.20	Slight, almost negligible

Table 3.9 : The value of significance

THE VALUE OF SIGNIFICANCE
If the significance value < 0.05, then the instrument is declared correlated.
If the significance value > 0.05, then the instrument is declared not correlated.

3.10 Conclusion

In this chapter, we covered the introduction, research design, how we collected data, the population we studied, the size of our sample, the techniques we used for sampling, how we created our research tools, how we measured variables, and the steps we followed for data analysis. After thoroughly explaining the information in this chapter, the next chapter will dive deep into discussing our research findings. We'll also present the patterns that emerged from our data analysis and how they relate to our research questions and objectives.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.1 Introduction

In this chapter, the researcher discloses the findings derived from the analysis of the research data. The comprehensive examination encompasses preliminary analysis, the demographic profile of respondents, descriptive analysis, assessment of validity and reliability, normality testing, and overarching hypothesis testing. A total of 381 responses were collected and scrutinized for this study, employing IBM SPSS Statistics 20 to record and assess the data.

4.2 Preliminary Analysis

The pilot test is a prerequisite assessment conducted prior to distributing the questionnaire to the intended respondents. In this instance, a pilot test involving 30 participants was undertaken before proceeding with the online survey method administered to the larger sample of 381 respondents

Table 4.1: Pilot test

Variables	Cronbach's Alpha	No Items	Strength
Influencer's Trust (IV)	0.851	5	Good
Influencer's Attachment (IV)	0.879	5	Good
Influencer's Credibility (IV)	0.891	5	Good
Purchase Intention (DV)	0.799	5	Acceptable

Sources: Develop from research

The table displays the Cronbach's Alpha values for both independent and dependent variables in the study. As indicated in Table 4.1, all variables surpass the threshold of 0.6, signifying the reliability of the questionnaire questions.

Specifically, the section assessing Purchase Intention, comprising five questions, yielded a Cronbach's Alpha of 0.799, indicating a "Acceptable" level of reliability. Consequently, the coefficients derived from the questions related to the Purchase Intention variable are considered reliable.

Subsequently, for the assessment of the independent variable Influencer's Trust, a set of five questions was utilized. The Cronbach's Alpha result for this segment was 0.851, signifying a "Good" level of reliability. Consequently, the coefficients derived from the questions related to the Influencer's Trust variable are considered dependable.

Moving on to the evaluation of the independent variable Influencer's Attachment, a set of five questions was employed. The Cronbach's Alpha result for this section was 0.879, indicating a "Good" level of reliability. Therefore, the coefficients obtained from the questions related to the Influencer's Attachment variable are deemed reliable.

For the assessment of the independent variable Influencer's Credibility, a set of five questions was employed. The Cronbach's Alpha result for this section was 0.891, indicating a "Good" level of reliability. Consequently, the coefficients derived from the questions pertaining to the Influencer's Credibility variable are considered trustworthy and dependable.

4.3 Demographic Profile of Respondents

Section A focuses on the demographic profile of the respondents. The sample size comprises 381 participants. This segment of the study encompasses details regarding gender, age, employment status, personal monthly income level, average online shopping frequency, and the average daily time spent on live streaming. The information gathered in this research pertaining to these demographic factors is presented in the tables that follow.

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4.3.1 Gender

As per the data presented in Table 4.2, among the 381 respondents, the frequency of females was 256, constituting 67.2%, while males accounted for 125 respondents, representing 32.8%.

Table 4.2: Respondent's Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	125	32.8	32.8	32.8
	Female	256	67.2	67.2	100.0
	Total	381	100.0	100.0	
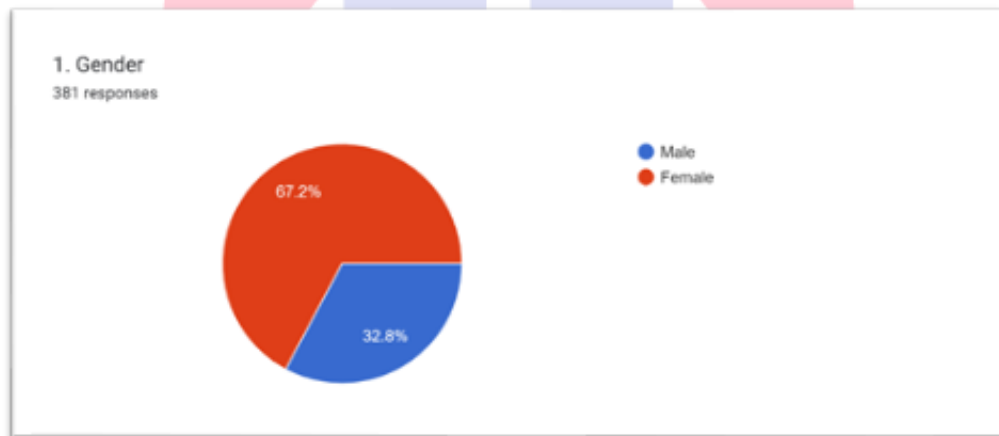
Sources : Develop from Research

Figure 4.1 : Pie Chart of Respondent's Gender

4.3.2 Age

This study concentrates on respondents whose ages range from below 20 years old and above. This specific criterion is established on the assumption that individuals under 18 years old may face limitations, particularly in terms of financial independence. While acknowledging that

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some in this age group may have engaged in or expressed an intention to make purchases through live streaming, it is presumed that guidance from their respective guardians is necessary due to potential constraints.

According to the data presented in Table 4.3, the age distribution of the 381 respondents reveals that the majority, comprising 344 individuals (90.3%), fall within the 21–30 years old category. Following this, there are 13 respondents (3.4%) in the 31–40 years old category, and 5 respondents (1.3%) in the 41–50 years old category. The minority of respondents, totaling 2 individuals (0.5%), are aged 51 years and above.

Table 4.3: Respondent's Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20	17	4.5	4.5	4.5
	21 - 30	344	90.3	90.3	94.8
	31 - 40	13	3.4	3.4	98.2
	41 - 50	5	1.3	1.3	99.5
	51 above	2	.5	.5	100.0
	Total	381	100.0	100.0	

2. Age
381 responses

Below 20
21 - 30
31 - 40
41 - 50
51 above

90.3%
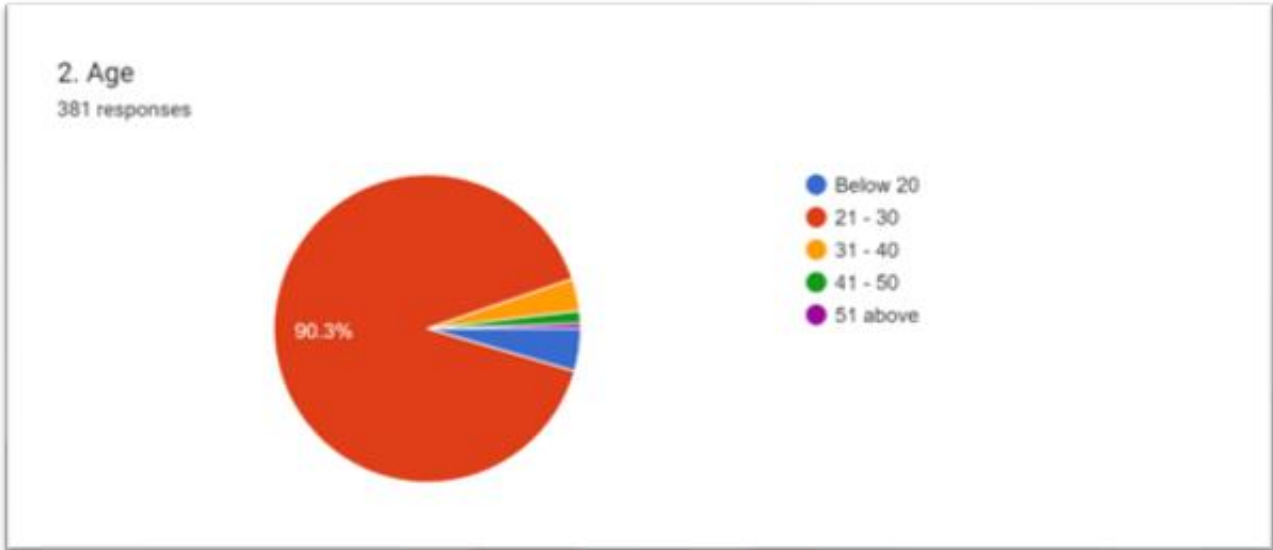
Source : Develop from research
Figure 4.2 : Pie Chart of Respondent's Age

4.3.3 Employment status

A list of general employment statuses in Malaysia that correspond to each of our respondents is displayed based on Table 4.4. With 319 responses (83.7%) out of the total 381 respondents, students make up the bulk of respondents. The respondents who were jobless came next, with a total of 13 respondents (3.4%), then the employed respondents, with a total of 49 respondents (12.9%).

Table 4.4: Respondent's Employment Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	319	83.7	83.7	83.7
	Employed	49	12.9	12.9	96.6
	Unemployed	13	3.4	3.4	100.0
	Total	381	100.0	100.0	

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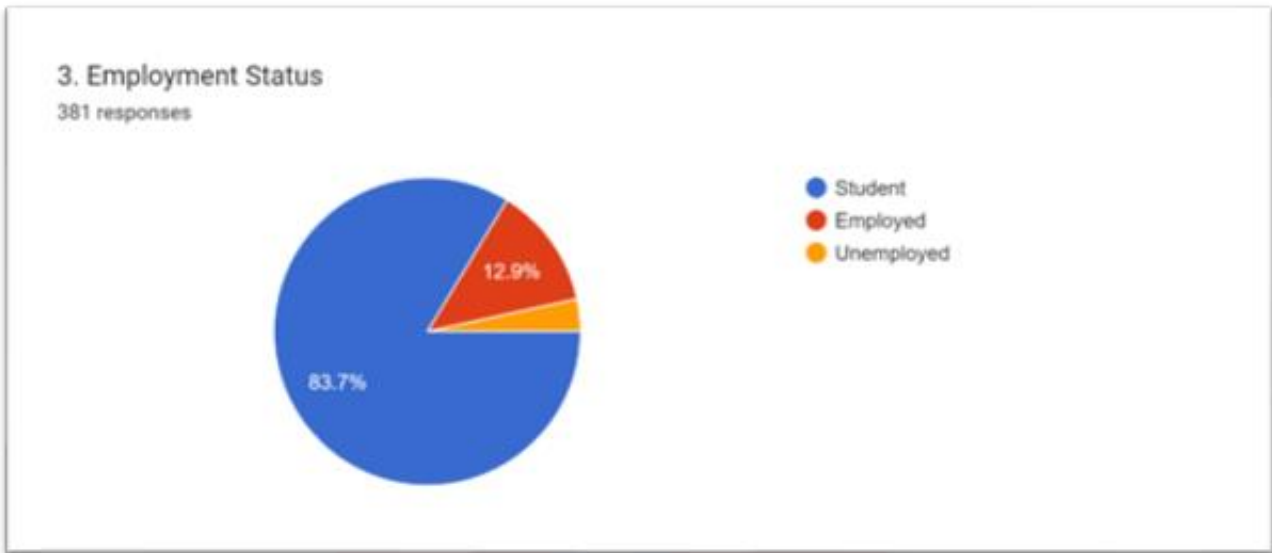
Sources : Develop from research

Figure 4.3 : Pie Chart of Respondent's Employment Status

4.3.4 Personal Income For Month

According to the data in Table 4.5, a range of average personal monthly income levels in Malaysia is presented, reflecting the respondents in the study. Out of the 381 participants, the majority, accounting for 316 respondents (82.9%), report a salary below RM 1000. This circumstance is possibly influenced by the predominant student population, as mentioned earlier. Following this, 25 respondents (6.6%) fall within the salary range of RM 1,001 to RM 2,000. The salary range above RM 2,001 to RM 3,000 encompasses 26 respondents (6.8%), and there is a slight difference compared to the range of RM 3,001 to RM 4,000, which includes 9 respondents (2.4%). The category with the least number of respondents, totaling 5 individuals (1.3%), pertains to those with a salary of RM 4,001 and above.

Table 4.5: Respondent's Income per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Lower than 1000	316	82.9	82.9	82.9
	1001 - 2000	25	6.6	6.6	89.5
	2001 - 3000	26	6.8	6.8	96.3
	3001 - 4000	9	2.4	2.4	98.7
	4001 above	5	1.3	1.3	100.0
	Total	381	100.0	100.0	
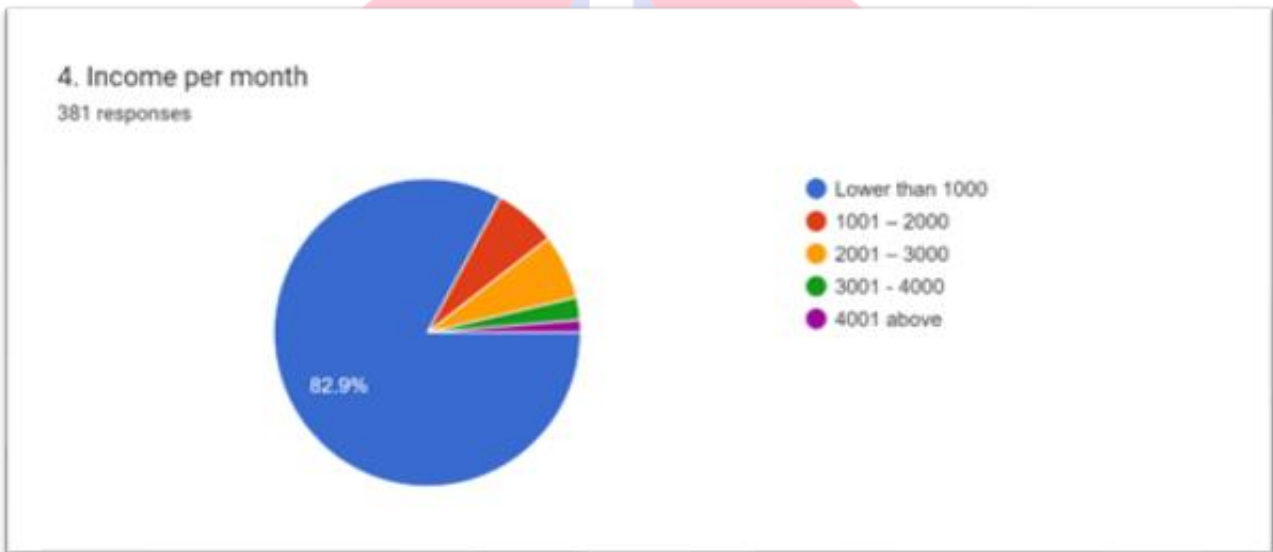
Sources: Develop from research

Figure 4.4: Pie Chart of Respondent's Personal Income Per Month

4.3.5 Average TikTok Users

Referring to the information presented in Table 4.6, the data illustrates the prevalence of TikTok users among the 381 respondents. The majority, comprising 373 respondents (97.9%), report having a TikTok account. In contrast, a smaller number of respondents, totaling 8 individuals (2.1%), indicate that they do not have a TikTok account.

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Table 4.6: Average TikTok Users

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	373	97.9	97.9	97.9
	No	8	2.1	2.1	100.0
	Total	381	100.0	100.0	

5. Do you have TikTok account
381 responses

97.9%

● yes
● No

Sources: Develop from research
Figure 4.5: Pie Chart of Respondent's Average Tiktok Users

4.3.6 Average Purchased Products from TikTok Live Streaming

Based on the Table 4.7, it is shown an average Purchased Products From TikTok Live Streaming our respondents. Among the 381 respondents, majority respondents average Purchased Products From TikTok Live Streaming with total 345 respondents (90.6%).While,the second higher number of respondents Purchased Products From TikTok Live Streaming with total 36 respondent (9.4%).

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Table 4.7: Average Purchased Products From TikTok Live Streaming

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	345	90.6	90.6	90.6
	No	36	9.4	9.4	100.0
	Total	381	100.0	100.0	

6. Have you ever purchased products from TikTok live streaming?
381 responses

- Yes
- No

9.4%
90.6%
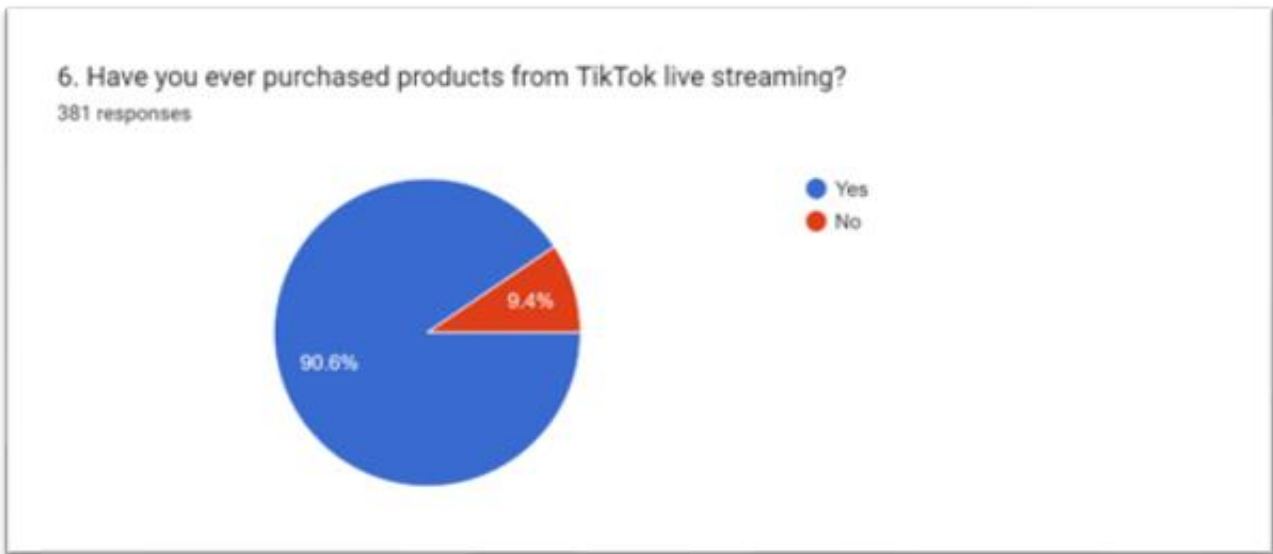
Sources : Develop from research

Figure 4.6 : Pie Chart of the respondent's average Purchased Products From TikTok Live Streaming

4.4 Descriptive Analysis

In this section, the descriptive statistics for the research's dependent variable the purchase intention, and its independent variables out of influencer's trust, influencer's attachment, and influencer's credibility were discussed. Starting with section B of the questionnaire, the mean and standard deviation of each variable as a whole, as well as the questions for each variable in each part, were analyzed and reported in this section.

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4.4.1 Dependent Variable And Independent Variables

Table 4.8: Descriptive Statistics of Dependent Variable and Independent Variables

	N	Mean	Std. Deviation
Purchase Intention	381	4.393	.6920
Influencer's Trust	381	4.351	.7362
Influencer's Attachment	381	4.403	.6705
Influencer's Credibility	381	4.423	.6671
Valid N (listwise)	381		

The three columns that are contained in Table 4.8 are N, Mean, and Standard Deviation. N, which stands for the number of valid observations for the variable in this context, equals 381 respondents in this study. The findings of the mean and standard deviation for each independent and dependent variable are also included in the table. As per these descriptive statistics, the highest mean value is identified for Influencer's Credibility, registering a mean score of 4.42. This implies that respondents generally expressed higher agreement with this variable. Conversely, the lowest mean value is linked to the Influencer's Trust variable, with a mean score of 4.35. This signifies that respondents were less inclined to agree with this variable in the study.

4.4.2 Purchase Intention

Descriptive Statistics		
	N	Mean	Std. Deviation

1. I have positive purchase intention on the TikTok live steaming shopping.	381	4.45	.744
2. I intend to purchase the product that I have interacted with in the live stream. (Such as commenting, sharing, bookmarking, etc.)	381	4.38	.814
3. I am willing to buy the product recommended by a credible influencer on TikTok.	381	4.37	.875
4. I trust and will buy products promoted by influencers on TikTok.	381	4.36	.858
5. I will recommend the products I bought on live streaming to my friends.	381	4.40	.778
Valid N (listwise)	381		

Table 4.9: Descriptive Statistics of Purchase Intention

In this study, PI stands for Purchase Intention. The descriptive statistics for PI indicate an overall mean score of 4.39 (SD = 0.69), as outlined in Table 4.9. This suggests a favorable perception of PI among the respondents. Examining Table 4.9, it is noted that item number 1 holds the highest mean value, reaching 4.45 (SD = 0.74). This signifies respondents' agreement regarding their positive purchase intention for TikTok live streaming shopping. Conversely, the lowest mean value within this category pertains to item number 4, with a mean value of 4.36 (SD = 0.86), where respondents express trust and a willingness to buy products promoted by influencers on TikTok. Hence, the table illustrates that the values are likely to be reliable. The specific reason for this is that a standard deviation not exceeding plus or minus 2 SD represents measurements that closely align with the true value.

4.4.3 Influencer's Trust

Descriptive Statistics

	N	Mean	Std. Deviation
1. I believe that the influencer's of TikTok live streaming shopping are trustworthy.	381	4.37	.835
2. I think the TikTok live streaming shopping influencer will not take advantage of me.	381	4.31	.877
3. I believe in the information that the Influencer's provide through live streaming.	381	4.35	.818
4. I believe in the effectiveness of influencer promoted products during live streaming.	381	4.34	.790
5. I believe that influencers promote products honestly during live streaming.	381	4.39	.798
Valid N (listwise)	381		

Table 4.10: Descriptive Statistics of Influencer's Trust

In this study, IT stands for Influencer's Trust. Descriptive statistics for IT reveal an overall mean score of 4.35 (SD = 0.74), as referenced in Table 4.10. This indicates a positive perception of IT among the respondents. Examining Table 4.10, it is observed that item number 5 possesses the highest mean among all items, with a value of 4.39 (SD = 0.80). This signifies that respondents believe influencers promote products honestly during live streaming. On the other hand, the lowest mean value within this category is associated with item number 2, with a mean value of 4.31 (SD = 0.88). In this case, respondents express skepticism about TikTok live streaming shopping influencers taking advantage of them. Therefore, the overall outcome in the table reveals that the standard deviation for all values is below 1, suggesting a higher likelihood of reliability. The

specific reason for this circumstance is that a standard deviation not exceeding plus or minus 2 SD represents measurements that are closer to the true value.

4.4.4 Influencer's Attachment

Descriptive Statistics			
	N	**Mean**	**Std. Deviation**
1. Influencers who promote products during live streaming are explained effectively.	381	4.38	.798
2. Influencers who promote products during live streaming often answer questions that are thrown during live streaming.	381	4.42	.737
3. Influencers who promote products during live streaming show loyalty to a product by regularly promoting the product.	381	4.39	.805
4. Influencers who promote products during live streaming influence decisions for customers.	381	4.42	.766
5. Influencers who promote products during live streaming have the quality of authenticity by promoting the product sincerely.	381	4.41	.768
Valid N (listwise)	381		

Table 4.11: Descriptive Statistics of Influencer's Attachment

In this study, IA represents Influencer's Attachment. Descriptive statistics for IA reveal an overall mean score of 4.40 (SD = 0.67), as indicated in Table 4.11. This illustrates a positive

perception of IA among the respondents. According to Table 4.13, both items number 2 and 4 yielded the highest mean among all items, with a value of 4.42. However, they differ in their standard deviation, with item 2 at (SD = 0.74) and item 4 at (SD = 0.77). This suggests that respondents agree that influencers promoting products during live streaming often respond to questions thrown at them, and these influencers influence customer decisions. On the other hand, the lowest mean value within this category is associated with item number 1, with a mean value of 4.38 (SD = 0.80), which pertains to the effective explanation of influencers promoting products during live streaming. Therefore, the overall outcome in the table reveals that the standard deviation for all values is below 1, indicating a higher likelihood of reliability. The specific reason for this circumstance is that a standard deviation not exceeding plus or minus 2 SD represents measurements that are closer to the true value.

4.4.5 Influencer's Credibility

Descriptive Statistics			
	N	Mean	Std. Deviation
1. Influencers who promote products during live streaming have great charm.	381	4.43	.774
2. Influencers who promote products during live streaming are good-looking.	381	4.37	.825
3. Influencers who promote products during live streaming have a good reputation.	381	4.45	.730
4. Influencers who promote products during live streaming are experts in promoting the product.	381	4.40	.731

5. Influencers who promote products during live streaming are knowledgeable about the products.	381	4.46	.709
Valid N (listwise)	381		

Table 4.12: Descriptive Statistics of Influencer's Credibility

In this study, IC is an abbreviation for Influencer's Credibility. Descriptive statistics for IC reveal an overall mean score of 4.42 (SD = 0.68), as referenced in Table 4.9. This indicates a positive perception of IC among the respondents. According to Table 4.12, item number 5 holds the highest mean value at 4.46 (SD = 0.71). This suggests that respondents agree that influencers promoting products during live streaming are knowledgeable about the products. On the contrary, the lowest mean value within this category is associated with item number 1, with a mean value of 4.43 (SD = 0.77), indicating that influencers who promote products during live streaming are perceived to have great charm. Therefore, this table reveals a standard deviation of 1, making it more likely to demonstrate the reliability of the values. The specific reason for this circumstance is that a standard deviation not exceeding plus or minus 2 SD represents measurements that are closer to the true value.

4.5 Validity and Reliability

Cronbach's alpha, often referred to as Cronbach's alpha coefficient, is a measure of internal consistency reliability for a set of items or questions in a research instrument, such as a survey or questionnaire (Frost, 2023). It is named after the psychologist Lee Cronbach, who introduced the concept in 1951. The main purpose of Cronbach's alpha is to assess how well a set of items that are supposed to measure the same underlying construct actually do so (Frost, 2023). In other words, it helps researchers evaluate the extent to which the items in a scale or instrument are correlated with each other. High internal consistency is desirable because it suggests that the items are measuring the same underlying construct consistently.

Cronbach's alpha was employed in this study to assess the degree of correlation between the independent and dependent variables. Based on Table 4.13 the sample in this study is 381 respondents, and the overall result is excellent, all variable is above 0.9. Each variable will have 5 item of question will be used. First varible is purchase intention, the Cronbach's Alpha is 0.903 and the level of reliability is excellent. Second variable is influencer's trust, the Cronbach's Alpha is 0.937 and the level of reliability is excellent. Next variable is influencer's attachment, the Cronbach's Alpha is 0.916 and the level of reliability is excellent. The last variable in this study is influencer's credibility, the Cronbach's Alpha is 0.930 and the level of reliability is excellent.

Table 4.13: Cronbach's Alpha Reliability Test with Actual Data

Variables	Cronbach's Alpha	N of Item	Strength
Purchase Intention (DV)	0.903	5	Excellent
Influencer's Trust (IV)	0.937	5	Excellent
Influencer's Attachment (IV)	0.916	5	Excellent
Influencer's Credibility (IV)	0.930	5	Excellent

Source: Develop from Research

4.6 Normality Test

A normality test is a statistical method used to determine whether a sample or a set of data follows a normal distribution (Editage, 2022). The assumption of normality is often crucial in many statistical analyses, such as parametric tests like t-tests and analysis of variance (ANOVA). These tests rely on the assumption that the data is normally distributed for valid results. Normality tests help researchers assess whether this assumption holds for their data.

Table 4.14: Normality Test

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Purchase Intention	.190	381	<.001	.820	381	<.001

Influencer's Trust	.196	381	<.001	.829	381	<.001
Influencer's Attachment	.204	381	<.001	.833	381	<.001
Influencer's Credibility	.208	381	<.001	.816	381	<.001

a. Lilliefors Significance Correction

Sources: Develop from research

The Shapiro-Wilk test is suitable for sample size less than 50 and the Kolmogorov-Smirnov[a] test is suitable for sample more than 50 (Anaesth, 2019). Based on Table 4.14, in this study have 381 sample so researcher will refer to the Kolmogorov-Smirnov[a]. The data show this study is not normally distributed. This is because all variable get value of sig. is smaller than 0.001.

4.7 Spearman's Rank Correlation Coefficient

When evaluating connections involving ordinal variables, Spearman's correlation is frequently utilised. The results of SPSS can be interpreted by consulting the corresponding Table 4.15 above.

Variables MEAN_IA and DV have a substantial association, as shown by the output in Table 4.15. The fact that the 2-tailed Sig. value is 0.00, less than 0.05, suggests that the instrument is correlated. In contrast, the person correlation is substantial (0.81). As a result, there is only one way link between the two variables.

The variables DV and MEAN_IT then have a substantial connection. The fact that the 2-tailed Sig. value is 0.00, less than 0.05, suggests that the instrument is correlated. however the individual correlation is substantial, at 0.86. Consequently, there is only one direction of link between the two variables.

Not to mention, there is a strong correlation between the variables DV and MEAN_IC. The fact that the 2-tailed Sig. value is 0.00, less than 0.05, suggests that the instrument is correlated. however the individual correlation is substantial, at 0.80. Consequently, there is only one direction of link between the two variables.

Table 4.15: Correlation

		Purchase intention	Influencer credibility	Influencer trust	Influencer attachment
Purchase intention	Pearson correlation	1	.808	.866	.812
	Sig.(2-tailed)		.000	.000	.000
	N	381	381	381	381
Influencer credibility	Pearson correlation	.808	1	.861	.901
	Sig.(2-tailed)	.000		.000	.000
	N	381	381	381	381
Influencer trust	Pearson correlation	.866	.861	1	.882
	Sig.(2-tailed)	.000	.000		.000
	N	381	381	381	381
Influencer attachment	Pearson correlation	.812	.901	.882	1
	Sig.(2-tailed)	.000	.000	.000	
	N	381	381	381	381

**. Correlation is significant at the 0.001 level (2-tailed)

4.8 Chi-Square Test

A Chi-square test is used for hypothesis testing to ascertain whether the data is as expected. As per Hayes (2023), the principal idea of the test is to ascertain the truth of the null hypothesis by contrasting the observed and predicted values in the data. What we anticipate to occur in the event that the null hypothesis is true is what is meant by "expected" in the context of Chi-square.

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The null hypothesis may be rejected and it may be determined that there is a relationship between the variables if the observed distribution significantly deviates from the predicted distribution (indicating no correlation). In general, a p-value below a chosen significance level (commonly 0.5) indicates that the observed association is unlikely to have occurred by chance alone.

4.8.1 Purchase Intention (DV) and Influencer Trust (IV)

Table 4.16: Chi-Square Tests

	value	df	Asymptotic significance (2-sided)
Pearson Chi-square	1611.087	272	.000
Likelihood ratio	642.138	272	.000
Linear-by-linear association	284.909	1	.000
N of valid cases	381		

a. 289 cells (94.4%) have expected count less than 5. The minimum expected count is .00.

The table 4.16 shows the Chi-Square Tests of consumer preferences for purchase intention (DV) and influencer trust (IV). The result shows a p-value of 0.000, which is very close to zero, suggesting extremely strong statistical significance. The observed association between the categorical variables is highly significant by chance alone. This can be interpreted as evidence to reject the null hypothesis, indicating an association between the variables.

4.8.2 Purchase Intention (DV) and Influencer Attachment (IV)

Table 4.17: Chi-Square Tests

	value	Df	Asymptotic significance (2-sided)
Pearson Chi-square	1477.006	224	.000
Likelihood ratio	568.148	224	.000
Linear-by-linear association	250.394	1	.000
N of valid cases	381		

a.238 cells (93.3%) have expected count less than 5. The minimum expected count is .00.

The Chi-Square tests of consumer preferences for purchase intention (DV) and influencer attachment (IV) are displayed in the table. The final result displays a p-value of 0.000, which is incredibly close to zero and indicates a highly significant result. The observed relationship between the categorical variables is strongly associated. This suggests that there is a relationship between the variables, supporting the rejection of the null hypothesis.

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4.8.3 Purchase Intention (DV) and Influencer's Credibility (IV)

Table 4.18: Chi-Square Tests

	value	Df	Asymptotic significance (2-sided)
Pearson Chi-square	1789.874	224	.000
Likelihood ratio	541.909	224	.000
Linear-by-linear association	248.059	1	.000
N of valid cases	381		

a.237 cells (92.9%) have expected count less than 5. The minimum expected count is .00.

The Table 4.18 above indicates the Chi-Square Test between purchase intention (DV) and the influencer's credibility (IV). A Pearson Chi-Square test with a p-value of 0.000 dignifies an extremely strong association between the variables. This indicates that the observed relationship is unlikely to be the result of random chance. The lower the p-value, the stronger the result against the null hypothesis, supporting the presence of a significant association.

4.9 Hypothesis Testing

This study's ultimate goal is to test three hypotheses, as mentioned in earlier chapters, particularly chapter 2. Every possibility for the hypothesis is supported.

4.9.1 Influencer Credibility

H1: There is a significant positive relationship between influencer credibility and purchase intention.

Table 4.19: Hypothesis of the determinants of influencer credibility

		Purchase intention	Influencer credibility
Purchase intention	Pearson correlation	1	.866
	Sig. (2-tailed)		.000
	N	381	381
Influencer credibility	Pearson correlation	.812	1
	Sig. (2-tailed)	.000	
	N	381	381

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

The results presented in Table 4.19 indicate a noteworthy correlation between purchase intention and influencer credibility. The reason for this is that the p-value is smaller than a=0.05, at 0.000. The significant correlation between purchase intention and influencer credibility may be explained by the Pearson Correlation Coefficient value of 0.866.Consequently, H1 is approved.

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4.9.2 Influencer Trust

H2: There is a significant positive relationship between influencer trust and purchase intention

Table 4.20: Hypothesis of the determinants of influencer trust

		Purchase intention	Influencer trust
Purchase intention	Pearson correlation	1	.812
	Sig. (2-tailed)		.000
	N	381	381
Influencer trust	Pearson correlation	.812	1
	Sig. (2-tailed)	.000	
	N	381	381

Purchase intention and influencer trust have a substantial link, as Table 4.20 demonstrated. The reason for this is that the p-value is smaller than a=0.05, at 0.000. The substantial correlation between influencer credibility and purchase intention was indicated by the Pearson Correlation Coefficient value of 0.812. H2 is therefore approved.

4.9.3 Influencer Attachment

H3: There is a significant positive relationship between influencer attachment and purchase intention.

Table 4.21: Hypothesis of the determinants of influencer attachment

		Purchase intention	Influencer attachment
Purchase intention	Pearson correlation	1	.812

			.000
	Sig. (2-tailed)		.000
	N	381	381
Influencer attachment	Pearson correlation	.812	1
	Sig. (2-tailed)	.000	
	N	381	381

Purchase intention and influencer attachment have a substantial link, as Table 4.21 shown. The reason for this is that the p-value is smaller than a=0.05, at 0.000. The substantial correlation between influencer credibility and purchase intention was indicated by the Pearson Correlation Coefficient value of 0.808. H3 is therefore approved.

4.10 Conclusion

The results presented in this chapter aim to illustrate the researcher's process of collecting data through an appropriate approach. To enhance the study's readability, all findings have been systematically organized. For clarity, the results are provided in the form of descriptions, graphs, and simple visuals. Further discussion of the findings will be presented in the subsequent chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

This chapter encapsulates the conclusion drawn from the overarching findings. It emphasizes the potential significance of the study's results for emerging researchers and underscores avenues for expanding the research into broader fields. The researchers discuss the implications and challenges encountered during the study, providing insights. Additionally, suggestions are offered for future research initiatives in the same domain.

5.2 Key Findings

The primary aim of this study was to ascertain the existence of a relationship between the independent variables (Influencer's Trust, Influencer's Attachment, Influencer's Credibility) and the dependent variable (Purchase Intention). The central discovery of this investigation reveals a conclusive connection between all these components. As highlighted earlier in Chapter 4, the comprehensive outcome, determined through the application of Spearman's Rank Correlation Coefficient Method, affirms the hypothesized relationship between the independent and dependent variables. This alignment with the initial predictions by the researchers emphasizes the coherence of the findings, which will be further expounded upon in the discussion section for a more nuanced understanding.

5.3 Discussion

5.3.1 Influencer Credibility

H1: There is a significant positive relationship between influencer credibility and purchase intention

Influencer credibility refers to the extent to which an influencer is perceived as trustworthy, reliable, and knowledgeable within their respective niche or industry. It encompasses the influencer's ability to provide genuine and authentic content, establish a strong connection with their audience, and consistently deliver valuable insights or recommendations that are seen as reliable by their followers (Belanche et al., 2021).

From the previous chapter, the first objective of this study is to examine the relationship regarding the credibility of influencers and the factors that influence influencers, it was found that the attractiveness of live streaming itself has a significant impact on the purchase intention of viewers involved in live streaming in cheap areas. Coefficient < 0.808 and P value is 0.000 which is P < 0.005 this discussion shows that the objective of the study is achieved and hypothesis 1 (H1) is accepted. Another study is (Rebelo, 2017) consumer buying intention is influenced by specific dimensions of a person's credibility that influence, especially "attractiveness" and "reliability". This suggests that consumers are more likely to buy products recommended by influencers they find attractive and trustworthy.

5.3.2 Influencer Trust

H2: There is a significant positive relationship between influencer trust and purchase intention.

According to AIContentfy (2023), influencer trust can be understood as the level of confidence and reliability that followers place in influencers as a source of information, recommendations, and opinions. Trust in influencers is built through the establishment of personal relationships between influencers and their followers. This connection is nurtured through content creation and interactions on social media platforms (AIContentfy, 2023).

Based on the previous chapter, the second objective of this research is to identify how influence attachment can give strong emotions with a live stream to the audience in the Chepa base, Kelantan. Coefficient < 0.812 and the P value is 0.000 which is P < 0.005 this discussion shows that the objective of the study is achieved with hypothesis 2 (H2) accepted. Another study is, (Chan & Yang, 2023) influence attachment gives influence to the audience or user through an emotional bond that can attract customers to buy goods from him.

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5.3.3 Influencer Attachment

H3: There is a significant positive relationship between influencer attachment and purchase intention.

According to Chen & Yang (2023), influencer attachment refers to the emotional connection and bond that viewers or consumers develop with live streamers in the context of live streaming e-commerce. Similar to the concept of brand attachment, influencer attachment involves viewers forming a strong emotional relationship with the live streamer, driven by positive customer experiences and exceptional content delivery during live streaming sessions. Influencer attachment is characterized by an emotional connection between viewers and live streamers (Chen & Yang, 2023).

Based on the previous chapter, the third objective is to identify trust influencers. Users trust influencers who sell on the tiktok platform because there are many levels of security that users can connect with influencers. Coefficient < 0.866 and p value is 0.000 which is P < 0.005 this discussion shows that the objective of this study is achieved with hypothesis 3 (H3) accepted. Another study is (ALContentfy (2023), influencer trust can be understood as the level of confidence and reliability that followers place in influencers as information, suggestions, and opinions.

5.4 Implication of Study

The findings of this research offer valuable insights into the dynamics of consumer behavior on TikTok Live, particularly in the context of influencer marketing. The dependent variable, purchase intention, was scrutinized in relation to three key independent variables: influencer's trust, influencer's attachment, and influencer's credibility.

First, one of the primary implications of this study lies in its potential applications for marketers and influencers seeking to enhance purchase intention on TikTok Live. Understanding the significance of trust, attachment, and credibility can guide influencers in building more meaningful connections with their audience. Marketers can leverage these insights to design more effective influencer marketing campaigns that resonate with consumers and, consequently, boost purchase intention.

Next, the study underscores the critical role of trust in influencing consumer behavior. Influencers should focus on building and maintaining trust with their audience through authentic and transparent interactions. Brands, in turn, can collaborate with influencers who have established a high level of trust with their followers to maximize the impact of their marketing efforts.

Furthermore, the research highlights the significance of emotional attachment in shaping purchase intention. Influencers who can foster emotional connections with their audience are likely to see a more sustained impact on consumer behavior. Marketers should consider strategies that go beyond transactional relationships, emphasizing the emotional resonance of the brand and influencer partnership.

Then, credibility emerges as a key driver of purchase intention on TikTok Live. Influencers and brands should prioritize actions that enhance and maintain credibility, such as delivering accurate information, demonstrating expertise, and engaging in ethical practices. Aligning brand messages with the authentic persona of influencers can contribute to increased credibility and, consequently, higher purchase intention.

Moreover, while this study sheds light on the interconnected factors influencing purchase intention, it is not without limitations. Future research could explore additional variables, such as demographic factors or content types, to provide a more comprehensive understanding of consumer behavior on TikTok Live. Additionally, longitudinal studies could investigate the long-term effects of influencer marketing strategies on consumer purchasing decisions.

In conclusion, this study offers actionable insights for marketers, influencers, and researchers seeking to navigate the dynamic landscape of TikTok Live. By strategically addressing trust, attachment, and credibility, stakeholders can optimize their approaches to influencer marketing, fostering a more favorable environment for consumer purchasing decisions.

5.5 Limitations of the Study

This study is subject to certain limitations that warrant discussion. One major constraint was encountered in the recruitment of an adequate number of participants – the target was set at

381 individuals, but this proved to be a challenging task. Particularly in Pengkalan Chepa, Kelantan, there was a notable lack of interest among some residents to participate in the survey. These individuals demonstrated a reluctance to respond to the questionnaire, attributing their hesitation to concerns about the potential mishandling of their personal information, leading them to perceive the survey as a futile expenditure of time.

Additionally, an observed phenomenon was that certain participants hurried through the survey questions without engaging in thoughtful consideration. This behavior raises the possibility that their responses may not have been as comprehensive or reflective as desired, potentially influencing the study's outcomes. Despite reaching the target of 381 participants, the sample size remains relatively modest in comparison to the entire population of Pengkalan Chepa, Kelantan. Consequently, it is imperative for future research endeavors to broaden their participant base, engaging individuals from diverse backgrounds to achieve a more representative and nuanced understanding of public sentiment.

Another notable challenge pertained to the constraint of time. The research had to be conducted within a limited timeframe, thereby impeding the depth and thoroughness of data collection and analysis. The restricted time available hindered the researcher's capacity to conduct a more exhaustive and comprehensive data analysis process. Consequently, the study's findings may lack the intricacy and breadth that could have been attained with a more extended research duration. Acknowledging these challenges is crucial for a nuanced interpretation of the study's scope and a comprehensive understanding of the contextual factors influencing its outcomes.

5.6 Recommendations for Future Research

In offering suggestions for future research, it's crucial to emphasize the importance of exploring a wide range of topics across different fields. This might involve looking into various areas using a mix of approaches, helping to uncover new information and providing a more complete understanding of emerging issues.

Another idea for future research is to dig deeper into studying different types of devices and streamers on live-streaming platforms. Understanding the unique features of these devices and streamers can add to our knowledge about this dynamic field.

Additionally, future research should focus on examining the effects of different levels and methods of promotional tools, especially in the context of international TikTok live-streaming. This includes studying how various promotional strategies, like influencer marketing and advertising techniques, impact effectiveness and outcomes. Unraveling the complexities of these promotional tools can offer valuable insights for improving marketing strategies in the ever-changing landscape of international TikTok live-streaming.

To sum up, future research could greatly benefit from exploring a wider range of subjects, delving into the details of devices and streamers, and thoroughly investigating the diverse impacts of promotional tools in the context of international TikTok live-streaming. These recommendations are aimed at contributing to the ongoing growth and improvement of knowledge in this evolving field.

5.7 Conclusion of the Study

The main purpose of this study is to investigate the effect of the role of influencers on the live streaming of the TikTok platform on the intention to buy among users in Pengkalan Chepa, Kelantan. The total number of respondents for this study is 381 people who have agreed to participate in answering the questionnaire. While conducting data analysis in Chapter 4 for the final phase of the investigation, all research questions and objectives were resolved and met. Chapters 4 and 5 use descriptive statistics, reliability tests, and Person Correlation Coefficients a lot.

The last chapter, Chapter 5, provides a summary of the findings based on the data analysis that has been done. As a result, it was revealed that live streaming can affect purchase intention among consumers in Pengkalan Chepa, Kelantan, through three main relationships: influencer trust, influence attachment and influencer credibility. All factors have a significant relationship with the title of the study of the effect of the role of influencers on the live streaming of the TikTok platform on the intention to buy among users in Pengkalan Chepa, Kelantan.

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Overall, Pearson's Correlation Coefficient Analysis revealed that all variables, including influencer trust, influence attachment and influencer credibility have a significant positive correlation with the factors that influence purchase intention among consumers in Pengkalan Chepa, Kelantan. Influencer credibility reached the highest level of 0.866. Influencer attachment was found to have the lowest correlation which is 0.808 from the correlation of influencer trust which is 0.812. In addition, each hypothesis was tested, and the findings found that each hypothesis has a significant role with purchase intention among consumers in Pengkalan Chepa, Kelantan.

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The Effects of Influencers Role on TikTok Platform Live Streaming Toward Purchase Intention Among Consumers at Pengkalan Chepa, Kelantan.

Greetings to all dear respondents,

Salam sejahtera kepada semua responden yang dihormati,

We are fourth-year students from Faculty of Entrepreneurship and Business (FKP) Universiti Malaysia Kelantan (UMK) pursuing Degree in Bachelor of Entrepreneurship (Commerce) with Honors. We are currently conducting a research survey regarding "The Effects of Influencers Role on TikTok Platform Live Streaming Toward Purchase Intention Among Consumers". Your participation in this research is greatly appreciated. The questionnaire will take about 5 to 10 minutes of your valuable time. Your response will be kept fully private and use exclusively for academic purpose only.

Kami merupakan pelajar tahun empat dari Fakulti Keusahawanan dan Perniagaan (FKP) Universiti Malaysia Kelantan (UMK) yang mengikuti pengajian Ijazah Sarjana Muda Keusahawanan (Perdagangan) dengan Kepujian. Kami sedang menjalankan tinjauan penyelidikan mengenai "Kesan Peranan Pengaruh pada Penstriman Langsung Platform TikTok Terhadap Niat Pembelian Di Kalangan Pengguna di Pengkalan Chepa, Kelantan." Penyertaan anda dalam penyelidikan ini amat dihargai. Soal selidik akan mengambil masa kira-kira 5 hingga 10 minit masa berharga anda. Respons anda akan dirahsiakan sepenuhnya dan digunakan secara eksklusif untuk tujuan akademik sahaja.

Prepared by,
Disediakan oleh,

Ragini A/P Ramanathan (A20A1919)

Sam Wei Xiang (A20A1929)

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Niran A/L Nadaraja (A20A1597)

Siti Aminah Binti Daud (A20A1951)

Muhammad Faris Shahfiq Bin Mohd Thowila (A20A1520)

SECTION A: DEMOGRAPHIC INFO

You are required to place a tick (/) at the appropriate answer.

1) Gender

Male	
Female	

2) Age

Below 20	
21 – 30	
31 – 40	
41 – 50	
51 above	

3) Employed Status

Student	
Employed	

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Unemployed	

4) Income per month

Lower than 1000	
1001 – 2000	
2001 – 3000	
3001 - 4000	
4001 above0	

5) Do you have a TikTok account?

Yes	
No	

6) Have you ever purchased products from TikTok live streaming?

Yes	
No	
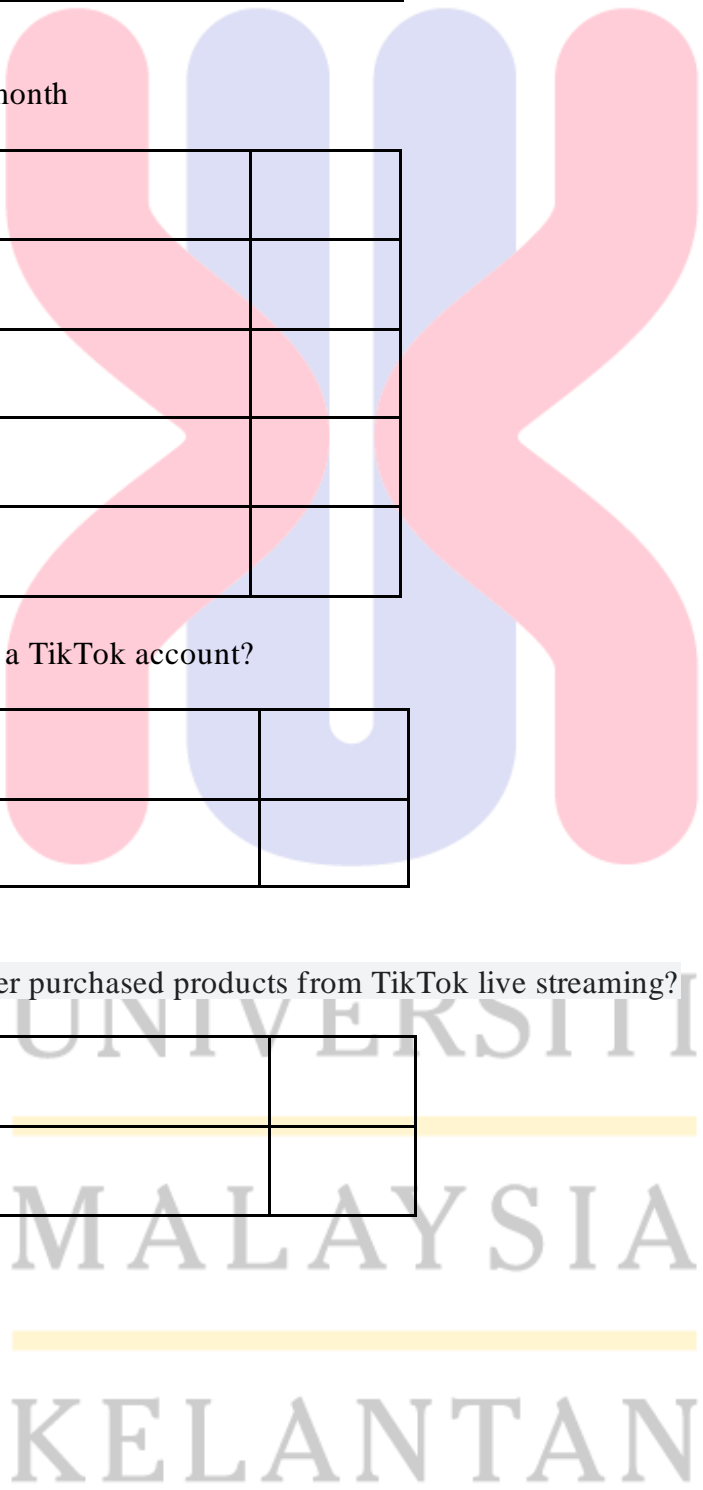
SECTION B: DEPENDENT VARIABLES

This section will measure your purchase intention . Please mark your answer based on the scale from 1 to 5.

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

	Purchase Intention	SD	D	N	A	SA
1	**I have positive purchase intentions on the TikTok live streaming shopping.** Saya mempunyai niat membeli yang positif pada beli-belah penstriman langsung TikTok.					
2	**I intend to purchase the product that I have interacted with in the live stream. (Such as commenting, sharing, bookmarking, etc.)**					

	Saya berhasrat untuk membeli produk yang saya telah berinteraksi dalam strim langsung. (Seperti mengulas, berkongsi, menanda buku, dll.)					
3	**I am willing to buy the product recommended by a credible influencer on TikTok.** Saya sanggup membeli produk yang disyorkan oleh pengaruh yang boleh dipercayai di TikTok.					
4	**I trust and will buy products promoted by influencers on TikTok.** Saya percaya dan akan membeli produk yang dipromosikan oleh pengaruh di TikTok.					
5	**I will recommend the products I bought on live streaming to my friends.** Saya akan mengesyorkan produk yang saya beli pada penstriman langsung kepada rakan saya.					

SECTION C: INDEPENDENT VARIABLE

This section will measure your influencer's trust, influencer's attachment, influencer's credibility. Please mark your answer based on the scale from 1 to 5.

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

	Influencer's trust / Kepercayaan pengaruh	SD	D	N	A	SA
1	**I believe that the influencer's of TikTok live streaming shopping are trustworthy.** Saya percaya bahawa pengaruh membeli-belah penstriman langsung TikTok boleh dipercayai.					

2	**I think the TikTok live streaming shopping influencer will not take advantage of me.** Saya rasa pengaruh membeli-belah penstriman langsung TikTok tidak akan mengambil kesempatan ke atas saya.						
3	**I believe in the information that the Influencer's provide through live streaming.** Saya percaya dengan maklumat yang diberikan oleh pengaruh secara penstriman langsung.						
4	**I believe in the effectiveness of influencer promoted products during live streaming.** Saya percaya dengan keberkesanan produk yang dipromosikan oleh pengaruh semasa penstriman langsung.						
5	**I believe that influencers promote products honestly during live streaming.** Saya percaya bahawa pengaruh mempromosikan produk secara jujur semasa penstriman langsung.						
Influencer's attachment / Lampiran pengaruh							
1	**Influencers who promote products during live streaming explained effectively.**						

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	Pengaruh yang mempromosikan produk semasa penstriman langsung menerangkan dengan berkesan.					
2	**Influencers who promote products during live streaming often answer questions that are thrown during live streaming.** Pengaruh yang mempromosikan produk semasa penstriman langsung sering menjawab soalan yang dilontarkan semasa penstriman langsung.					
3	**Influencers who promote products during live streaming show loyalty to a product by regularly promoting the product.** Pengaruh yang mempromosikan produk semasa penstriman langsung menunjukkan kesetiaan kepada produk dengan kerap mempromosikan produk tersebut.					
4	**Influencers who promote products during live streaming influence decisions for customers.** Pengaruh yang mempromosikan produk semasa penstriman langsung mempengaruhi keputusan untuk pelanggan.					

5	**Influencers who promote products during live streaming have the quality of authenticity by promoting the product sincerely.** Pengaruh yang mempromosikan produk semasa penstriman langsung mempunyai kualiti keaslian dengan mempromosikan produk secara ikhlas.					
Influencer's credibility/ Kredibiliti pengaruh						
1	**Influencers who promote products during live streaming have great charm.** Pengaruh yang mempromosikan produk semasa penstriman langsung mempunyai daya tarikan yang hebat.					
2	**Influencers who promote products during live streaming are good-looking.** Pengaruh yang mempromosikan produk semasa penstriman langsung adalah tampan.					
3	**Influencers who promote products during live streaming have a good reputation.** Pengaruh yang mempromosikan produk semasa penstriman langsung mempunyai reputasi yang baik.					

4	**Influencers who promote products during live streaming are experts in promoting the product.** Pengaruh yang mempromosikan produk semasa penstriman langsung adalah pakar dalam mempromosikan produk.					
5	**Influencers who promote products during live streaming are knowledgeable about the products.** Pengaruh yang mempromosikan produk semasa penstriman langsung berpengetahuan tentang produk tersebut.					

Appendix B - Gantt Chart

Research Activities Months	October 2023	November 2023	December 2023	January 2024
PPTA 1 and PPTA 2 briefing	■			
CHAPTER 1: INTRODUCTION				
Starting up and progressing with chapter I	■			
Submission and do correction of chapter 1	■			
CHAPTER 2: LITERATURE REVIEW				
Starting up and progressing with chapter 2	■			
Submission and do correction of chapter 2	■			
CHAPTER 3: RESEARCH & METHODOLOGY				

Starting up and progressing with chapter 3		▓		
Submission of first draft chapter 1, 2. 3		▓		
Do correction on the chapter 1, 2, 3		▓		
QUESTIONNAIRE				
Build questionnaire based on IV and DV		▓		
Submission of questionnaire first draft		▓		
FINAL SUBMISSION OF PPTA 1		▓		
PRESENTATION FOR FINAL YEAR RESEARCH PROJECT I		▓		
CHAPTER 4: DATA ANALYSIS AND FINDINGS		▓		
Correcting and distribute the questionnaire		▓		
Collected the first 30 data for pilot test and correction after pilot testing		▓		
Distribution of the questionnaire and collect data		▓		
Using SPSS for analysis			▓	
Starting up and progressing with chapter 4			▓	
CHAPTER 5: DISCUSSION AND CONCLUSION			▓	
Starting up and progressing with chapter 5			▓	
Research Paper and e-Poster			▓	▓
FINAL SUBMISSION FULL PPTA 2				▓

ASSESSMENT FORM FOR RESEARCH PROJECT I

Student's Name: MUHAMMAD FARIS SHAHFIQ BIN MOHD THOWILA   **Matric No: A20A1520**

Student's Name: NIRAN A/L NADARAJA   **Matric No: A20A1597**

Student's Name: RAGINI A/P RAMANATHAN   **Matric No: A20A1919**

Student's Name: SAM WEI XIANG   **Matric No: A20A1929**

Student's Name: SITI AMINAH BINTI DAUD   **Matric No: A20A1951**

Name of Supervisor: DR. NURUL IZYAN BINTI MAT DAUD   **Name of Programme: SAK**

Research Topic: THE EFFECTS OF INFLUENCERS ROLE ON TIKTOK PLATFORM LIVE STREAMING TOWARD PURCHASE INTENTION AMONG CONSUMERS IN PENGKALAN CHEPA, KELANTAN.

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: REFLECTIVE NOTE (Weight 20%)

NO.	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination (CLO1; C1, A3: CS/CT/TS)	Is not determined and does not put in any effort in completing the research report in group	Is determined but puts in little effort in completing the research report in group	Is determined and puts in reasonable effort in completing the research report in group	Is very determined and puts in maximum effort in completing the research report in group	____ x 1 (Max: 4)	
2.	Commitment (CLO1; C1, A3: CS/CT/TS)	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 1 (Max: 4)	
3.	Frequency in meeting supervisor (CLO1; C1, A3: CS/CT/TS)	Has not met the supervisor at all	Has met the supervisor but less than five times	Has met the supervisor for at least five times	Has met the supervisor for more than five times	____ x 1 (Max: 4)	
4.	Take corrective measures according to supervisor's advice (CLO1; C1, A3: CS/CT/TS)	Has not taken any corrective action according to supervisor's advice	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes	Has taken corrective actions all according to supervisor's advice with few mistakes	____ x 1 (Max: 4)	
5.	Initiative	Does not make any initiative to work in group	Makes the initiative to work in group but	Makes the initiative to work in group with	Makes very good initiative to work in group	____ x 1	

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NO.	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
	(CLO1; C1, A3: CS/CT/TS)		requires consistent monitoring	minimal monitoring required	with very little monitoring required	(Max: 4)	
TOTAL							/20

Student's Name: MUHAMMAD FARIS SHAHFIQ BIN MOHD THOWILA   Matric No: A20A1520

Student's Name: NIRAN A/L NADARAJA   Matric No: A20A1597

Student's Name: RAGINI A/P RAMANATHAN   Matric No: A20A1919

Student's Name: SAM WEI XIANG   Matric No: A20A1929

Student's Name: SITI AMINAH BINTI DAUD   Matric No: A20A1951

Research Topic: THE EFFECTS OF INFLUENCERS ROLE ON TIKTOK PLATFORM LIVE STREAMING TOWARD PURCHASE INTENTION AMONG CONSUMERS IN PENGKALAN CHEPA, KELANTAN.

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: PRESENTATION (Weight 20%)

NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Teamwork (CLO2; A3/TS)	Is not committed to work in a group	Is committed but make little effort to complete the research report in group	Is committed and make reasonable effort in completing the research report	Is very committed and make very good effort in completing the research report	____ x 1 (Max: 4)	

No.	Criteria					
2.	Non-verbal Communication (CLO2; A3/CS)	Exhibits very poor body language. Does not have any eye contact with the audience and appears to avoid the audience.	Makes eye contact with the audience at times. But the behavior is not consistent.	Makes good eye contact with the audience. The body language is good.	Makes excellent eye contact with the audience. The body language is pleasing. .	____ x 1 (Max: 4)
3.	Appropriate use of visual aid (CLO2; A3/CS)	Uses visual aids very poorly and the use interferes with the presentation	Uses visual aids but not very effective in aiding the presentation. The usage distorts the presentation at times.	Uses visual aids effectively. The usage of technology flows with the presentation.	Uses visual aids very effectively. The usage enhances the quality of presentation.	____ x 1 (Max: 4)
4.	Appearance (CLO2; A3/CS)	Has a very poor sense of attire and appearance does not reflect a "business appearance".	Is well groomed and the appearance is acceptable for research report presentations.	Is well groomed and has a good "business appearance.	Is very well groomed and has a very pleasing and professional appearance.	____ x 1 (Max: 4)
5.	Confidence and Ability to Answer Questions (CLO2; A3/CT)	Exhibits a very low level of confidence and appears visibly 'shaky'. Finds it difficult to answer questions.	Exhibits low level of confidence at times. Does not appear to be confident in answering questions	Exhibits a high level confidence. Does a good job in answering questions.	Exhibits a very high level of confidence. Is perfectly at ease while answering questions.	____ x 1 (Max: 4)
		TOTAL				**/20**

Student's Name: MUHAMMAD FARIS SHAHFIQ BIN MOHD THOWILA **Matric No: A20A1520**

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Research Topic: THE EFFECTS OF INFLUENCERS ROLE ON TIKTOK PLATFORM LIVE STREAMING TOWARD PURCHASE INTENTION AMONG CONSUMERS IN PENGKALAN CHEPA, KELANTAN.

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: RESEARCH REPORT (Weight 60%)

NO.	CRITERIA		PERFORMANCE LEVEL				Weight	TOTAL
			POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Introduction (CLO1; C1, A3)		Background of study, Problem Statement, Research Objective and Research Question is lack of clarity and focus	Background of study, Problem Statement, Research Objective and Research Question is written but with inconsistent focus.	Clearly written of Background of study, Problem Statement, Research Objective and Research Question with good facts.	Very clear of Background of study, Problem Statement, Research Objective and Research Question with very good facts.	____ x 2.5 (Max: 10)	
			Background of study, Problem Statement, Research Objective and Research Question is written unsystematic and unscientific. Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written less systematic and less scientific. Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written systematic and scientific. Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written very systematic and scientific. Scientific refers to researchable topic	____ x 1.25 (Max: 5)	
2.	Overall Proposal Format (CLO2; C2, A3)	Submit according to the deadline and adhere to the required format	The research proposal is not produced according to the specified time and/ or according to the format.	The research proposal is produced according to the specified time but fails to adhere to the format.	The research proposal is produced on time, adheres to the format but with few weaknesses.	The research proposal is produced on time, adheres to the format without any weaknesses.	____ x 0.25 (Max: 1)	
		Writing style (clarity, expression of ideas and coherence)	The proposal is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The proposal is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The proposal is well written and easy to read; Majority of the points are well explained and flow of ideas is coherent.	The proposal is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	____ x 0.25 (Max: 1)	
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	____ x 0.25 (Max: 1)	

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	Overall Proposal Format (CLO2; C2, A3)	Reference list (APA Format)	No or incomplete reference list	Incomplete reference list and/ or is not according to the format	Complete reference list with few mistakes in format adherence	Complete reference list according to format	$\frac{\_\_\_\_ \times}{0.25}$ (Max: 1)	
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing includes a strong, beginning, middle, and end with clear transitions and a focused closure.	$\frac{\_\_\_\_ \times}{0.25}$ (Max: 1)	
3.	Literature review (CLO2; C2, A3)		• Does a poor job in summarizing the relevant literature review	• Weak in summarizing the literature review	• Critically analyzes but does not summarize effectively	• Critically analyzes and summarizes effectively	____ x 1 (Max: 4)	
			• Does not provide adequate reference of literature review	• Provide some reference of literature review	• Provide adequate reference of literature review	• Provide strong reference of literature review	____ x 1 (Max: 4)	
			• Weak research framework	• Adequate research framework	• Feasible research framework	• Sound research framework	$\frac{\_\_\_\_ \times}{0.75}$ (Max: 3)	
			• Framework is not link with the literature and the research issues	• Framework has a weak link with the literature and the research issues but some major weaknesses exist	• Framework has a good link with the literature and the research issues but some minor weaknesses exist	• Framework has a strong link with the literature and the research issues	____ x 1 (Max: 4)	
4.	Research method (CLO3; C3, P3, A3)		• Research methodology is designed poorly	• Research methodology is adequately designed	• Research methodology is good and can address most of the research issues	• The methodology is sound and can address all of the research issues	$\frac{\_\_\_\_ \times}{1.75}$ (Max: 7)	
			• Unable to clearly identify the type of research (Quantitative/ Qualitative)	• Able to identify the type of research (Quantitative/ Qualitative)	• Clearly identify the type of research (Quantitative/ Qualitative)	• Clearly identify the type of research with good support (Quantitative/ Qualitative)	____ x 1.5 (Max: 6)	
			• There is no data collection method specified	• Data collection method used are not appropriate	• Data collection method used are appropriate with some explanations	• Data collection method used are appropriate with good explanations	____ x 1.5	

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					(Max: 6)	
	• Wrong interpretation of Research Tools and Analysis	• Lack interpretation of Research Tools and Analysis	• Good interpretation of Research Tools and Analysis	• Very good and clear interpretation of Research Tools and Analysis	_____ x 1.5 (Max: 6)	
TOTAL						**/60**

TOTAL MARKING SCHEME

Assessment	Marks Given By Supervisor	Marks Given By Examiner	Total
(A) Reflective Note (20%)		■■■■■■■■■	
(B) Oral Presentation (20%)			/ 2 =
(C) Research Report (60%)			/ 2 =
Grand Total			

Name of Supervisor/ Examiner: _____Signature: _____Date: _____

Student's Name: **MUHAMMAD FARIS SHAHFIQ BIN MOHD THOWILA**   Matric No: **A20A1520**

Student's Name: **NIRAN A/L NADARAJA**   Matric No: **A20A1597**

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Student's Name: **SAM WEI XIANG**   Matric No: **A20A1929**

Student's Name: **SITI AMINAH BINTI DAUD**   Matric No: **A20A1951**

Research Topic: **THE EFFECTS OF INFLUENCERS ROLE ON TIKTOK PLATFORM LIVE STREAMING TOWARD PURCHASE INTENTION AMONG CONSUMERS IN PENGKALAN CHEPA, KELANTAN.**

ASSESSMENT FORM FOR FINAL YEAR RESEARCH PROJECT: RESEARCH REPORT (Weight 50%)

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	**FAIR (2 MARKS)**	**GOOD (3 MARKS)**	**EXCELLENT (4 MARKS)**		
1.	**Content (10 MARKS)** (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective, Research Question	Content of report is written systematic with include good Background of study, Problem Statement, Research Objective,	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective,	____ x 1.25 (Max: 5)	

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			and unscientific with unsearchable topic.	and less scientific with fairly researchable topic.	Research Question and scientific with good researchable topic.	Research Question and scientific with very good researchable topic.	
2.	**Overall report format (5 MARKS)**	*Submit according to acquired format*	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	___ x 0.25 (Max: 1)
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	___ x 0.25 (Max: 1)
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	___ x 0.25 (Max: 1)
		Reference list (APA Format)	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	___ x 0.25 (Max: 1)

		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)
3.	Research Findings and Discussion (20 MARKS)		Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	____ x 1 (Max: 4)
			Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	____ x 1 (Max: 4)
			Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	____ x 1 (Max: 4)
			Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	____ x 1 (Max: 4)
			Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	____ x 1 (Max: 4)
4.	Conclusion and Recommendations (15 MARKS)		Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	____ x 1.25 (Max: 5)
			Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	____ x 1.25 (Max:5)

		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	____ x 1.25 (Max:5)	
						TOTAL (50 MARKS)	

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