

**Influence of Live Commerce on Purchase Intention among Generations in Malaysia**

**Nurul Syaza Aqilah Binti Mohd Sabri**



**Research Project Submitted in Partial Fulfilment of the Requirements**


**For the Degree of Master of Business Administration**

**Universiti Tun Abdul Razak**

## DECLARATION

I hereby declare that the case study is based on my original work except for quotations and citations that have been duly acknowledged. I also declare it has not been previously or concurrently submitted for any other degree at Universiti Tun Abdul Razak (UNIRAZAK) or other institution.



Signature : 

Name : Nurul Syaza Aqilah Binti Mohd Sabri

Date : 25<sup>th</sup> June 2023

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Abstract of the project paper submitted to the Senate of Universiti Tun Abdul Razak in partial fulfilment of the requirements for the Master of Business Administration

## **Influence of Live Commerce on Purchase Intention among Generations in Malaysia**

**By**

**Nurul Syaza Aqilah Binti Mohd Sabri**

**May 2023**

Live commerce or live broadcast in this industry has emerged from rapid development in these recent years. In Malaysia, due to the pandemic and restrictions order from the government has enabled consumers to made online purchases. Hence, this research aims to determine how the influence of live commerce on purchase intention among generations in Malaysia. This research refers to Technology Acceptance Model (TAM), Social Interaction Theory, and Theory of Reasoned Action (TRA) to conceptualize the determinants of live commerce affecting purchase intention, namely product review, product information, host personality, marketing and promotions and customer satisfaction. The research had 214 respondents from various age in Malaysia. The questionnaire was prepared in a Google Form and distributed to these respondents. Pearson correlation analysis and multiple regression analysis were used to examine the relationship between purchase intention and all the independent variables. The results displayed that product review and marketing, and promotions has the highest correlation with the purchase intention on live commerce. Product review in real-time live commerce is the most effective ways to influence the purchase intention to consumers in Malaysia. This research will benefit for future researchers, stakeholders and marketing industry as deciphering industry jargon and nuances can be quite a challenge.

**Keywords:** *Purchase intention, live commerce.*

# CHAPTER 1

## INTRODUCTION

### 1.0 Introduction

In recent years, Malaysia has experienced a series of rapid development in the past few years with economic revamp, government changing, and optimization of the economic structure. Both the economic level, social conditions and people's lives have undergone radical changes. The consumption level of Malaysian people has increased after the series of lockdown. The world is rapidly transforming due to the rise of digitalization, leading to significant advancements in human society. People are now living in the age of information, characterized by the widespread use of technology such as the Internet, smartphones, and other innovative products.

One notable trend that has emerged in recent times is the rise of live commerce or known as live streaming in social media. This phenomenal can be attributed to the increasing demand for more personalized and authentic shopping experiences. Customers are no longer satisfied with traditional e-commerce platforms that offer static product images and descriptions. They want to see the product in action, ask questions, and interact with the seller in real-time. This is where live commerce comes in as it offers a more dynamic and engaging way of shopping that brings the customer closer to the seller (Wongkitrungrueng & Assarut, 2020).

Live commerce has also been shown to increase customer trust and confidence in the product (Zhang et al., 2022). This is because the live video stream allows customers to see the product in real-life situations, which can give them a better idea of how the product looks and functions. Sellers can also answer any questions or concerns that customers may have, which can help to alleviate any doubts or hesitations the customer may have about making a purchase.

The younger generations, such as Generation Y and Generation Z, are the primary target audience for live commerce. This is because they are more comfortable

with technology and are more likely to use social media platforms and mobile devices for shopping. They also value authenticity and transparency in the buying process, which is something that live commerce can offer. By leveraging live video streaming and interactive features, live commerce can provide a more personalized and authentic shopping experience that aligns with the preferences and lifestyles of younger generations (Lu et al., 2019).

Besides, the COVID-19 pandemic has accelerated the growth of live commerce, as it is a safer and more convenient way of shopping for customers. With the lockdowns and social distancing measures in place, more people are turning to online shopping for their daily need. As notable, live commerce offers an interactive and engaging way of shopping that can help customers to make informed purchase decisions without leaving their homes (Wolfenbarger & Gilly, 2001).

Moreover, the rise of social media platforms has also contributed to the popularity of live commerce. Social media platforms such as Facebook and Instagram have introduced live streaming features that allow sellers to showcase their products to a wider audience (Rajasekar & Aithal, 2022). This has made it easier for small businesses to reach their target audience and increase their sales through live commerce.

However, there are also challenges associated with live commerce. One of the biggest challenges is the lack of regulations and standards in the industry. As live commerce is a relatively new concept, there are no clear guidelines or regulations regarding sales practices and product quality. This can lead to fraud and scams, which can ultimately harm the reputation of the industry (Mokhsin et al., 2019).

## 1.1 Background

Looking at the past research associated with mobile payment, there are live commerce is a relatively new concept in the e-commerce industry, but it has quickly gained popularity and become a significant revenue-generating strategy for businesses around the world. The rise of live commerce can be attributed to the increasing demand for more personalized and authentic shopping experiences

The concept of live commerce can be traced back to the rise of social media platforms, which provided an ideal platform for businesses to showcase their products to a wider audience. The first documented example of live commerce can be traced back to the Chinese e-commerce platform, Taobao, which launched its live streaming feature in 2016. This feature was an instant success, with many sellers using it to promote their products and offer exclusive deals and discounts to their customers (Wongkitrungrueng et al., 2020). The success of live streaming on Taobao paved the way for other e-commerce platforms to adopt this feature, and it soon became a popular trend in the e-commerce industry (Junzhi, 2021).

Live commerce gained significant traction in China, with many businesses using this channel to reach out to their target audience and promote their products. The popularity of live commerce in China can be attributed to the country's high mobile penetration rate and the large number of social media users (Berthon et al., 2012). Social media platforms such as WeChat and Douyin (also known as TikTok) have played a significant role in the growth of live commerce in China, as they provide an ideal platform for businesses to showcase their products to a wider audience.

Outside of China, live commerce has also become a popular trend. In South Korea, live commerce has become a popular way for businesses to reach out to their customers and promote their products (Lee et al., 2003). Many businesses in South Korea have adopted live commerce as a way to differentiate themselves from their

competitors and create a more engaging and authentic shopping experience for their customers (Wu et al., 2018).

In the United States, live commerce is still a relatively new concept, but it is gaining traction among businesses who are looking for new and innovative ways to reach out to their customers (Hansen & Birkinshaw, 2007). Some businesses in the US have already started to leverage live commerce as a way to showcase their products and connect with their customers in a more authentic and engaging way (Kaplan & Haenlein, 2010).

One of the main advantages of live commerce is that it allows businesses to create a personalized and engaging shopping experience for their customers. By leveraging live video streaming and interactive features, businesses can showcase their products in a more dynamic and authentic way, creating a unique shopping experience that aligns with the preferences and lifestyles of consumers (Romero & Molina, 2011). This personalized approach has been shown to be highly effective in attracting and retaining customers, as it helps to build a loyal customer base and increase customer retention rates.

Furthermore, the COVID-19 pandemic has further enhanced the growth of live commerce around the world. With social distancing measures in place, more consumers are turning to online shopping as a safer and more convenient way to make their purchases (Kawasaki et al., 2022). As a result, businesses are increasingly using live commerce to reach out to their customers and promote their products in a more engaging and interactive manner. This has led to a significant increase in the number of live commerce sessions being conducted worldwide, with businesses from various industries such as fashion, beauty, and electronics leveraging this channel to reach out to their customers.

In conclusion, live commerce is a promising trend in the e-commerce industry that offers a unique and engaging way of shopping. By providing a more personalized and authentic shopping experience, live commerce can create a purchase influence

among consumers, particularly among younger generations. With the COVID-19 pandemic further accelerating the growth of online shopping, live commerce is likely to become an increasingly important channel for businesses looking to reach out to their customers and generate revenue. The history of live commerce is still being written, and it will be interesting to see how this trend continues to evolve in the coming years.

### **Live commerce in Malaysia**

Live commerce has gained significant popularity among consumers in Malaysia, especially in recent years. Various platforms such as Facebook, Tiktok, and Instagram, have all started offering live streaming features that allow businesses to showcase their products to a wider audience. These platforms have made it easier for small businesses to reach their target audience and increase their sales through live commerce.

In addition to social media platforms, e-commerce marketplaces such as Lazada and Shopee have also adopted live commerce as a way to connect with their customers and promote their products (Hoppe et al., 2016). Many businesses in Malaysia have leveraged these platforms to reach out to their target audience and offer exclusive deals and discounts through live commerce sessions.

The interactive and engaging nature of live commerce has proven to be highly effective in attracting and retaining customers in Malaysia. By leveraging live video streaming and interactive features, businesses can showcase their products in a more dynamic and authentic way, creating a unique shopping experience that aligns with the preferences and lifestyles of consumers. This personalized approach has been shown to be highly effective in attracting and retaining customers, as it helps to build a loyal customer base and increase customer retention rates.

One of the main advantages of live commerce in Malaysia is that it allows businesses to create a personalized and engaging shopping experience for their customers. By leveraging live video streaming and interactive features, businesses

can showcase their products in a more dynamic and authentic way, creating a unique shopping experience that aligns with the preferences and lifestyles of consumers. This personalized approach has been shown to be highly effective in attracting and retaining customers, as it helps to build a loyal customer base and increase customer retention rates.

In addition, live commerce has proven to be particularly effective in reaching out to younger generations in Malaysia, such as Generation Y and Generation Z. These generations are more tech-savvy and are accustomed to using social media platforms for their daily activities, including shopping. By leveraging social media platforms such as Facebook and Instagram, businesses can easily reach out to these younger generations and showcase their products through live commerce sessions.

To give an example, a popular Malaysian beauty brand, Althea, has been conducting live commerce sessions on Facebook and Instagram. During these sessions, the brand's representatives showcase their products and answer any questions that customers may have in real-time. Customers can also take advantage of exclusive discounts and deals that are only available during the live commerce sessions (Niranjanamurthy et al., 2013). This has proven to be a highly effective strategy for Althea, as it allows the brand to reach out to its target audience and promote its products in a more engaging and interactive manner.

Another example of live commerce in Malaysia is the fashion brand, FashionValet. The brand has been using live commerce to showcase its latest collection and offer exclusive deals and discounts to its customers. By leveraging live video streaming and interactive features, FashionValet has been able to create a more personalized and authentic shopping experience that aligns with the preferences and lifestyles of its target audience (Md Saad & Yaacob, 2021).

Apart from beauty and fashion, the electronics industry is another sector that has leveraged live commerce to reach out to its target audience in Malaysia. Brands such as Huawei, Samsung, and Xiaomi have conducted live commerce sessions to



showcase their latest products to their customers. The interactive nature of live commerce allows these brands to demonstrate the features and functionalities of their products in real-time, which can help to build trust and confidence in their products (Yeo et al., 2020).

Overall, live commerce has become an increasingly important channel for businesses in Malaysia to reach out to their customers and promote their products. With the rise of online shopping and the increasing popularity of social media platforms, live commerce is likely to become an even more important revenue-generating strategy for businesses in Malaysia in the future. However, it is important for businesses to be aware of the challenges associated with live commerce, such as the lack of regulations and standards in the industry. Clear guidelines and regulations need to be established to ensure the safety and trust of customers.

## **1.2 Problem Statement**

Live commerce is a promising trend in the e-commerce industry that offers a unique and engaging way of shopping. It allows businesses to create their unique selling point and engaging shopping experience for their customers by making use of live video streaming and interactive features to showcase their products in a more dynamic and authentic way. In Malaysia, live commerce has gained significant popularity among consumers due to its interactive and convenient nature. Many businesses have leveraged social media platforms such as Facebook, Tiktok, and Instagram, to reach their target audience and increase their sales through live commerce.

One of the main advantages of live commerce in Malaysia is that it allows businesses to create a personalized and engaging shopping experience for their customers. By leveraging live video streaming and interactive features, businesses can showcase their products in a more dynamic and authentic way, creating a unique shopping experience that aligns with the preferences and lifestyles of consumers. This

personalized approach has been shown to be highly effective in attracting and retaining customers, as it helps to build a loyal customer base and increase customer retention rates.

Furthermore, there is a need to understand the influence of live commerce on purchase intentions among different generations in Malaysia. The problem arise whenever consumer buying a product online, they often to get fraud and buying a fake product (Rana & Baria, 2015). The review that has been stated usually is a fake review even from the influencers or artist as they have made living from it (Wu et al., 2020). Consumers that did not do any further research will end up being scammed and hopeless for the things they bought.

Other than that, live commerce host that are not interactive will be a common cause of low revenue in online commerce business. The selection of good host personality is needed however it also comes with a price as this has become a career in digital marketing (Lu, et al., 2022). Moreover, another hiccups in purchase intention of live commerce is the lack of discounts and promotions that can attract viewers to buyers (Liu et al., 2015). It is crucial to have attracting discounts and promotions such as gift with purchase, vouchers, free shipping vouchers, bundle deals, and purchase with purchase to increase sales and average basket size. More buyers that has increased their order value will increase the sales.

The COVID-19 pandemic has further accelerated the growth of live commerce in Malaysia. With social distancing measures in place, more consumers are turning to online shopping as a safer and more convenient way to make their purchases. As a result, businesses are increasingly using live commerce to reach out to their customers and promote their products in a more engaging and interactive manner. This has led to a significant increase in the number of live commerce sessions being conducted in Malaysia, with businesses from various industries such as fashion, beauty, and electronics leveraging this channel to reach out to their customers.

Overall, live commerce has become an increasingly important channel for businesses in Malaysia to reach out to their customers and promote their products. With the rise of online shopping and the increasing popularity of social media platforms, live commerce is likely to become an even more important revenue-generating strategy for businesses in Malaysia in the future. Therefore, it is important to understand the impact of live commerce on purchase intentions among different generations to help businesses optimize their marketing strategies and increase their sales. Clear guidelines and regulations should also be established to ensure the safety and trust of customers in the live commerce industry. The factors influencing impulse buying decisions in the study, according to Sim et al., (2023), are social interaction, visualization, entertainment and professionalization. Therefore, this research focuses on how product information and review, host personality, marketing and promotions and customer satisfaction has an influence to purchase intention in live commerce, thus, this research is necessary.

### **1.3 Research Questions**

Below is a set of recommended questions that can help to better understand the purpose of this research and support the study of variables related to the "Influence of Live Commerce on Purchase Intention among Generations in Malaysia."

- 1) What is the relationship between product review in live commerce and purchase intention among generations in Malaysia?
- 2) What is the relationship between product information in live commerce and purchase intention among generations in Malaysia?
- 3) What is the relationship between in host personality and purchase intention among generations in Malaysia?
- 4) What is the relationship between discount and promotions in live commerce and purchase intention among generations in Malaysia?

- 5) What is the relationship between customer satisfaction in live commerce and purchase intention among generations in Malaysia?

#### **1.4 Research Objectives**

- 1) To identify the relationship between product review in live commerce and purchase intention among generations in Malaysia.
- 2) To identify the relationship between product information in live commerce and purchase intention among generations in Malaysia.
- 3) To identify the relationship between host personality in live commerce and purchase intention among generations in Malaysia.
- 4) To identify the relationship between discount and promotions in live commerce and purchase intention among generations in Malaysia.
- 5) To identify the relationship between customer satisfaction in live commerce and purchase intention among generations in Malaysia.

#### **1.5 Significance of the Study**

The significance of this research on live commerce and purchase intention is multi-dimensional. Firstly, the study's significance lies in its potential to provide insights into the effectiveness of live commerce as a revenue-generating strategy for businesses in Malaysia. With the rise of online shopping and the increasing popularity of social media platforms, live commerce is likely to become an even more important channel for businesses looking to reach out to their customers and generate revenue. By understanding the factors that influence purchase intentions among different generations, businesses can optimize their marketing strategies and improve their sales performance.

Secondly, the research can contribute to the development of the live commerce industry in Malaysia. As live commerce is a relatively new concept, there are no clear guidelines or regulations regarding sales practices and product quality. This can lead to fraud and scams, which can ultimately harm the reputation of the industry. By identifying the challenges associated with live commerce, the research can help

businesses and policymakers establish clear guidelines and regulations to ensure the safety and trust of customers. Additionally, the findings of this research can be used to create training programs and resources for businesses that are looking to leverage live commerce as a revenue-generating strategy.

Thirdly, the study's significance lies in its potential to shape the future of the e-commerce industry in Malaysia. Live commerce has become an increasingly important channel for businesses in Malaysia to reach out to their customers and promote their products. With the rise of online shopping and the increasing popularity of social media platforms, live commerce is likely to become an even more important revenue-generating strategy for businesses in Malaysia in the future. Therefore, understanding the impact of live commerce on purchase intentions among different generations can help businesses optimize their marketing strategies and increase their sales.

In conclusion, the significance of this research on live commerce and purchase intention is multi-dimensional. By comparing the influence of live commerce on purchase intentions between Generation Y and Generation Z in Malaysia, the study can provide insights into the preferences, behavior, and expectations of younger generations towards live commerce. Additionally, the research can contribute to the development of the live commerce industry in Malaysia by identifying the challenges and opportunities associated with this channel. Finally, the study's significance lies in its potential to shape the future of the e-commerce industry in Malaysia by providing valuable insights into the effectiveness of live commerce as a revenue-generating strategy for businesses.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.0 Introduction

This chapter will provide a literature review of the “Influence of Live Commerce on Purchase Intention in Malaysia”. This chapter presents the literature review for the research and defines the characteristics and terms related to the topic. It begins with a discussion of intention, which leads to the research title. The second part develops the theoretical framework of the study in a graphical way to summarize the relationships between variables, and the third part presents the hypotheses.

The technology has going on a rapid development that creates revolution on how the way businesses operate and interact with consumers. One notable trend that has emerged in recent years is the rise of live commerce, a unique fusion of e-commerce and live streaming. Live commerce involves real-time interactions between sellers and consumers through live video streaming platforms, where products are showcased, demonstrated, and sold directly to viewers. This innovative approach to retailing has gained significant popularity, especially among younger generations.

This chapter aims to provide a comprehensive review of the literature on the influence of live commerce on purchase intention among different generations, with a specific focus on Generation Y and Z in Malaysia. Understanding the factors that drive purchase intention in the context of live commerce is crucial for businesses and marketers to effectively engage with their target audience and capitalize on this emerging trend.

The chapter begins with an exploration of the underpinning theory that forms the foundation of this study. Various theories and models related to consumer behavior, online shopping, and the impact of technology on purchasing decisions will be discussed. This theoretical framework will provide a conceptual lens through which the subsequent empirical research and analysis will be conducted.

Following the theoretical discussion, a review of empirical research will be presented. This review will examine existing studies that have investigated the influence of live commerce on purchase intention, considering factors such as product review, product information, host personality, promotions and discounts, and customer satisfaction. By synthesizing the findings of these studies, we can gain insights into the specific mechanisms and effects of these variables in shaping purchase intention within the live commerce context.

Building upon the theoretical and empirical foundations, a conceptual framework will be developed to guide the present study. This framework will illustrate the relationships between the independent variables, namely product review, product information, host personality, promotions and discounts, customer satisfaction, and purchase intention. By delineating these connections, the study aims to give a holistic understanding of the factors that drive purchase intention in the context of live commerce among different generations consumers in Malaysia.

Based on the conceptual framework, research hypotheses will be formulated to guide the empirical investigation. These hypotheses will propose specific relationships between the independent variables and purchase intention. By testing these hypotheses, the research helps to provide to the existing body of knowledge on live commerce and its impact on consumer behavior, particularly in the Malaysian context.

In conclusion, this chapter sets the stage for the subsequent sections of the thesis. It provides an overview of the research topic, highlights the significance of studying the effect of live commerce on purchase intention among different generations, and outlines the structure of the thesis. The literature review will delve into the theories, empirical research, and conceptual framework, laying the groundwork for the empirical investigation and analysis conducted in later chapters.

## **2.1 Underpinning Theory**

### **2.1.1 Technology Acceptance Model (TAM)**

One influential theory that provides a theoretical foundation for understanding consumer acceptance of new technologies is the Technology Acceptance Model (TAM) (Davis, 1989). According to TAM (Technology Acceptance Model), an individual's intention to use a technology is determined by their perceived usefulness and perceived ease of use. In this scenario of live commerce, different generations consumers may perceive live commerce platforms as useful for accessing real-time product information and interactive shopping experiences (Xu et al., 2020). The convenience and ease of use offered by live commerce platforms may also positively influence their purchase intention.

### **2.1.2 Social Influence Theory**

Social Influence Theory suggests that individuals' attitudes, behaviors, and purchase decisions are influenced by their social environment (Cialdini, 2004). In the context of live commerce, different generations consumers may be influenced by the social interactions and recommendations made during live streaming sessions. The presence of host personalities, who act as influencers, may significantly impact their purchase intention as they develop trust and connection with these hosts (Zhong et al., 2022). The perceived social influence within the live commerce context can shape consumers' purchase decisions and intentions.

### **2.1.3 Information Processing Theory**

Information Processing Theory posits that individuals process and evaluate information to make decisions (Bettman, 1979). In the context of live commerce, consumers rely on product reviews and information provided during live streaming sessions to assess the quality, features, and benefits of products (Huang et al., 2021).



Different generations consumers, especially Generations Y and Generations Z being digital natives, are likely to be more receptive to online product information and reviews. Positive product reviews and accurate information are expected to positively influence their purchase intention.

#### **2.1.4 Expectancy-Confirmation Theory**

The Expectancy-Confirmation Theory suggests that individuals' pre-existing expectations about a product or service influence their post-consumption evaluations (Oliver, 1980). In the context of live commerce, consumers may have prior expectations regarding the interactive and engaging nature of the live streaming experience. If their expectations are met or exceeded, their purchase intention is likely to be positively influenced (Cheng et al., 2022). The fulfillment of their expectations regarding product information, promotions, and host personality can play a crucial role in shaping their purchase intention.

#### **2.1.5 Self-Determination Theory**

Self-Determination Theory posits that individuals are motivated by their need for autonomy, competence, and relatedness (Ryan & Deci, 2000). In the context of live commerce, consumers may seek autonomy in making purchase decisions based on the information and recommendations provided during live streaming sessions (Liang et al., 2021). The interactive nature of live commerce allows them to actively participate, ask questions, and seek clarification, enhancing their sense of competence and autonomy. These motivational factors can positively impact their purchase intention.

#### **2.1.6 Cognitive Dissonance Theory**

These Cognitive Dissonance Theory suggests that individuals strive for consistency between their attitudes, beliefs, and behaviors (Festinger, 1957). In the context of live

commerce, consumers may experience cognitive dissonance if their purchase decisions do not align with their expectations or the information provided during live streaming sessions (Chen et al., 2020). To reduce cognitive dissonance, consumers may evaluate their purchase decisions more positively and develop a stronger purchase intention when the information, promotions, and product reviews align with their preferences and expectations.

### **2.1.7 Theory of Reasoned Action (TRA)**

The Theory of Reasoned Action (TRA) suggests that individuals' attitudes and subjective norms influence their behavioral intentions (Ajzen & Fishbein, 1980). In the context of live commerce, consumers' attitudes towards live streaming platforms, host personalities, and the overall shopping experience can shape their purchase intention (Chang et al., 2021). Additionally, subjective norms, such as the influence of friends, family, and social networks, can also play a role in influencing their purchase intention within the live commerce context.

These underpinning theories provide a theoretical framework for understanding the factors that influence purchase intention among different generations consumers in the context of live commerce. The Technology Acceptance Model (TAM) highlights the importance of perceived usefulness and ease of use. Social Influence Theory emphasizes the impact of social interactions and host personalities. Information Processing Theory underscores the role of product reviews and information. Expectancy-Confirmation Theory focuses on meeting or exceeding consumer expectations. Self-Determination Theory highlights the motivation for autonomy and competence. Cognitive Dissonance Theory addresses the reduction of cognitive dissonance, and the Theory of Reasoned Action (TRA) considers attitudes and subjective norms.

By drawing on these theories, the study aims to provide a comprehensive understanding of the factors that drive purchase intention among different generations in Malaysia, within the context of live commerce. The subsequent review of empirical research will further explore these factors and their effects, contributing to the existing body of knowledge on consumer behavior and e-commerce.

## **2.2 Review of Empirical Research**

Several empirical studies have examined the influence of live commerce on purchase intention among different generations, providing valuable insights into the factors that shape consumer behavior within this context.

A study by Xu et al. (2020) conducted in China found that product review significantly influenced purchase intention in the live commerce setting. The positive evaluations and recommendations provided by other users during live streaming sessions had a significant impact on the purchase intention of Generation Y and Z consumers. Similarly, Huang et al. (2021) conducted a study in Taiwan and found that product information conveyed during live streaming sessions significantly influenced purchase intention. Accurate and detailed product information provided by hosts enhanced consumers' trust and confidence in the products, leading to increased purchase intention.

Host personality has also been identified as a crucial factor influencing purchase intention in live commerce. Zhong et al. (2022) investigated the impact of host characteristics on consumer behavior in live streaming sales events in China. The study found that the perceived likability, expertise, and trustworthiness of the hosts significantly influenced purchase intention among different generations consumers. Consumers tend to develop a connection and trust with hosts who exhibit attractive personalities, leading to a higher likelihood of making a purchase.

Promotions and discounts offered during live streaming sessions have also been found to play a significant role in shaping purchase intention. Chen et al. (2020) conducted a study in Malaysia and revealed that promotional activities, such as flash sales, limited time offers, and exclusive discounts, had a positive impact on consumers' purchase intention. The sense of urgency and the perception of getting a good deal motivate consumers to make immediate purchase decisions.

Customer satisfaction has been identified as a key driver of purchase intention in live commerce. Cheng et al. (2022) conducted a study in Malaysia and found a significant positive relationship between customer satisfaction and purchase intention among consumers. Positive post-purchase experiences, including timely delivery, product quality, and responsive customer service, enhance consumers' satisfaction and increase their likelihood of making future purchases.

Furthermore, studies have highlighted the role of social influence in shaping purchase intention in the live commerce context. Liang et al. (2021) conducted research in Malaysia and found that the recommendations and opinions shared by friends and influencers during live streaming sessions significantly influenced consumers' purchase intention. The perceived social influence and endorsement of products by trusted individuals increase consumers' confidence and willingness to make a purchase.

In addition to the aforementioned variables, studies have also explored the effects of factors such as interactivity, trust, and hedonic shopping value on purchase intention in live commerce (Chang et al., 2021; Zhang et al., 2022). These studies highlight the multidimensional nature of consumer behavior in live commerce and provide valuable insights into the complex interplay of various factors that influence purchase intention among different generations.

## 2.3 Conceptual framework

The conceptual framework for this study is based on the identified independent variables, which are product review, product information, host personality, promotions and discounts, and customer satisfaction. These variables are hypothesized to have an influence on purchase intention among Generation Y and Z consumers in the context of live commerce in Malaysia.

The conceptual framework can be visualized as follows:

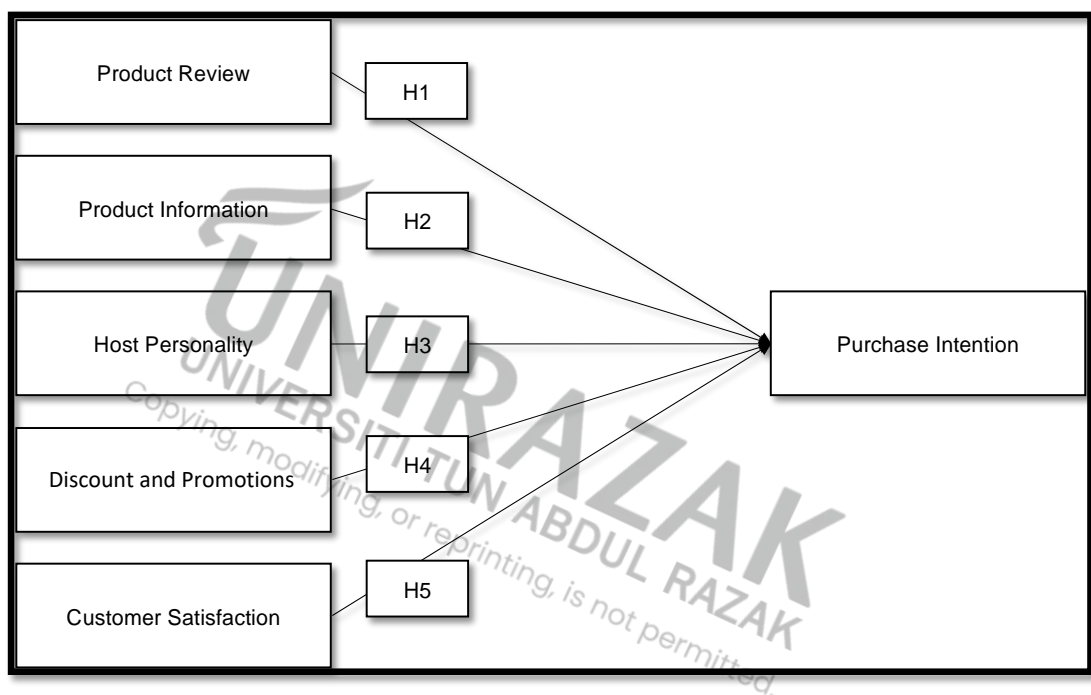


Figure 1. The conceptual Framework

### Independent Variable 1: Product Review

Product reviews refer to the evaluations and feedback provided by other users or customers regarding a particular product. Positive product reviews create a favorable perception of the product's quality and reliability, which can positively influence consumers' purchase intention (Xu et al., 2020). This variable will be measured using a Likert scale that assesses the extent to which consumers perceive

positive product reviews.

### **Independent Variable 2: Product Information**

Product information encompasses the details, specifications, and features of a product that are conveyed to consumers during live streaming sessions. Accurate and comprehensive product information helps consumers make informed purchase decisions (Huang et al., 2021). This variable will be measured by assessing consumers' perception of the usefulness and relevance of the product information provided during live commerce interactions.

### **Independent Variable 3: Host Personality**

Host personality refers to the characteristics, likability, expertise, and trustworthiness of the hosts conducting the live streaming sessions. Consumers develop a connection with hosts who exhibit attractive personalities, leading to enhanced trust and a higher likelihood of making a purchase (Zhong et al., 2022). This variable will be measured using a Likert scale that assesses consumers' perceptions of the host's personality traits.

### **Independent Variable 4: Promotions and Discounts**

Promotions and discounts refer to special offers, limited-time deals, and price reductions provided during live streaming sessions. These promotional activities create a sense of urgency and the perception of obtaining a good deal, which can positively impact purchase intention (Chen et al., 2020). This variable will be measured by assessing consumers' perception of the attractiveness and effectiveness of the promotions and discounts offered during live commerce interactions.

### **Independent Variable 5: Customer Satisfaction**

Customer satisfaction represents consumers' overall evaluation of their experience with live commerce, including aspects such as product quality, delivery service, and

customer support. Positive post-purchase experiences increase customer satisfaction, which in turn influences future purchase intention (Cheng et al., 2014). This variable will be measured using a Likert scale that assesses consumers' level of satisfaction with their live commerce interactions.

**Dependent Variable: purchase intention of live commerce**

Numerous studies have investigated the factors that influence purchase intention in the context of live commerce, recognizing its significance as a key outcome variable. Purchase intention represents consumers' inclination and willingness to make a purchase within the live commerce environment. Understanding the factors that shape this intention is crucial for businesses and marketers to effectively engage and convert potential customers.

Product review has consistently emerged as a significant factor influencing purchase intention in live commerce. Positive product reviews, provided by other users or customers during live streaming sessions, create a favorable perception of product quality and reliability, thereby increasing consumers' purchase intention (Xu et al., 2020). Consumers tend to rely on the experiences and opinions shared in these reviews to inform their purchase decisions.

The availability and effectiveness of product information during live streaming sessions also impact purchase intention. Accurate and detailed product information, such as specifications and features, helps consumers make informed decisions and increases their confidence in the product (Huang et al., 2021). The more useful and relevant the product information is, the more likely consumers are to develop a positive purchase intention.

Host personality, as an influential factor in live commerce, significantly affects consumers' purchase intention. Hosts who exhibit likable personalities, expertise, and

trustworthiness tend to establish a connection with consumers, leading to increased trust and a higher likelihood of making a purchase (Zhong et al., 2022). Consumers perceive hosts as reliable sources of information and recommendations, which positively influences their purchase intention.

Promotions and discounts offered during live streaming sessions have a significant impact on consumers' purchase intention. Flash sales, limited-time offers, and exclusive discounts create a sense of urgency and a perception of obtaining a good deal, motivating consumers to make immediate purchase decisions (Chen et al., 2020). The attractiveness and effectiveness of these promotional activities can significantly influence purchase intention in the live commerce context.

Furthermore, customer satisfaction plays a vital role in shaping purchase intention in live commerce. Positive post-purchase experiences, including timely delivery, product quality, and responsive customer service, enhance consumers' satisfaction and increase their likelihood of making future purchases (Cheng et al., 2022). Satisfied customers are more likely to develop a positive purchase intention and become repeat customers.

These factors, including product review, product information, host personality, promotions and discounts, and customer satisfaction, collectively contribute to consumers' purchase intention in live commerce. By understanding and strategically managing these factors, businesses and marketers can optimize their live commerce strategies to enhance purchase intention and drive conversion.



## 2.4 Research Hypothesis

The Based on the literature review and the conceptual framework, the following research hypotheses are proposed:

**Hypothesis 1:** Product review has a positive influence on purchase intention in live commerce among generations in Malaysia.

Previous studies have shown that positive product reviews significantly impact consumers' purchase intention in the live commerce context (Xu et al., 2020). Therefore, it is hypothesized that a higher level of positive product reviews will be associated with a higher purchase intention among different generations consumers in Malaysia.

**Hypothesis 2:** Product information has a positive influence on purchase intention in live commerce among generations consumers in Malaysia.

The availability of accurate and detailed product information during live streaming sessions has been found to positively affect consumers' purchase intention (Huang et al., 2021). Thus, it is hypothesized that a higher level of perceived usefulness and relevance of product information will be associated with a higher purchase intention among different generations consumers in Malaysia.

**Hypothesis 3:** Host personality has a positive influence on purchase intention in live commerce among generations consumers in Malaysia.

Studies have shown that likable and trustworthy host personalities significantly influence consumers' purchase intention in live streaming sales events (Zhong et al., 2022). Therefore, it is hypothesized that a higher level of perceived likability, expertise, and trustworthiness of the hosts will be associated with a higher purchase intention among consumers in Malaysia.

**Hypothesis 4:** Promotions and discounts have a positive influence on purchase intention in live commerce among generations consumers in Malaysia.

The presence of promotions and discounts during live streaming sessions has been found to positively impact consumers' purchase intention (Chen et al., 2020). Hence, it is hypothesized that a higher level of attractiveness and effectiveness of promotions and discounts will be associated with a higher purchase intention among consumers in Malaysia.

**Hypothesis 5:** Customer satisfaction has a positive influence on purchase intention in live commerce among generations consumers in Malaysia.

Previous research has demonstrated that customer satisfaction significantly affects consumers' purchase intention in the live commerce context (Cheng et al., 2022). Therefore, it is hypothesized that a higher level of customer satisfaction will be associated with a higher purchase intention among different generation consumers in Malaysia.

These research hypotheses will be tested through data collection and analysis to determine the relationships between the independent variables (product review, product information, host personality, promotions and discounts, and customer satisfaction) and the dependent variable (purchase intention) among different generations in Malaysia's live commerce industry.

## 2.5 Conclusion

In this chapter, the literature review has explored the influence of various factors on purchase intention in the context of live commerce, with a specific focus on different generations consumers in Malaysia. The underpinning theories, including the Technology Acceptance Model (TAM), Social Influence Theory, Information Processing Theory, Expectancy-Confirmation Theory, Self-Determination Theory,

Cognitive Dissonance Theory, and Theory of Reasoned Action (TRA), have provided a theoretical foundation for understanding consumer behavior in live commerce. The review of empirical research has highlighted the importance of product review, product information, host personality, promotions and discounts, and customer satisfaction as significant factors influencing purchase intention in live commerce. Positive product reviews, accurate product information, likable host personalities, attractive promotions and discounts, and high levels of customer satisfaction have been found to positively impact consumers' purchase intention.

The conceptual framework has visually depicted the relationships between the independent variables and the dependent variable. The independent variables (product review, product information, host personality, promotions and discounts, and customer satisfaction) collectively shape consumers' purchase intention within the live commerce context. Understanding these factors is crucial for businesses and marketers to effectively engage and convert different generations consumers in Malaysia's live commerce industry.

The research hypotheses have been formulated based on the literature review and the conceptual framework, proposing specific relationships between the independent variables and purchase intention. These hypotheses will be empirically tested through data collection and analysis, providing insights into the extent and nature of the influence of the independent variables on purchase intention among different generation consumers in Malaysia.

By examining these factors and testing the research hypotheses, this study aims to contribute to the existing body of knowledge on live commerce and consumer behavior. The findings of this study will provide practical implications for businesses and marketers to enhance their strategies and effectively target different generations consumers in Malaysia's live commerce industry.

Overall, this chapter has laid the foundation for the subsequent empirical research, which will investigate and analyze the relationships between the identified factors and purchase intention in live commerce among different generations consumers in Malaysia.



## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.0 INTRODUCTION

This chapter focuses on how design and framework of this research presented. In this chapter, the design of the study is presented. The conceptual framework and hypothesis of the study are constructed based on the research questions. This chapter encompasses methodology of the study, research instrument, data collection, as well as sampling design. Furthermore, measurement of the variables as well as scale of measurement and methods of data analysis will be discussed in this chapter. The study follows the strategy based on the research objectives are presented in the following diagram (Sekaran & Bougie, 2019):

#### 3.1 RESEARCH DESIGN



Figure 2 Research Design

This chapter is important because it explains how to collect, validate, and analyze data for the proposed framework discussed in the preceding chapter. The researcher should understand the research activities and processes of the entire research cycle, as well as the strengths and weaknesses of each system, when it comes to research methodology. The goal of this chapter is to develop a proper method for conducting research so that the results obtained are accurate and reliable and serve the research objective.

### **3.2 SAMPLING TECHNIQUE**

Sampling is a technique that allows researchers to infer information about a population based on results from a subset of the population rather than investigating every individual. Using a small group of people to represent and participate in the survey will save money and time. It will also make it easier for the researcher to obtain high-quality information. The researcher must also ensure that the sample size chosen is balanced and capable of providing true connotation (Health Knowledge, 2019).

**Probability Sampling** Method will be used in this research:

On probability sampling, each sample has an equal chance of being chosen. This sampling strategy involves giving each unit in the population a chance (greater than zero) to participate in the survey. The random samples are associated with four distinct types of sampling procedures. These include completely random, systematic, stratified, and clustered sampling. (Kenpro.org. 2020).

### **3.3 COLLECTION OF DATA**

The data collection process is a compilation of information from all the means to address the research query. Around the same time, this information will be used to run the hypothesis test and analyze the results for all variables. For data collection there are 2 categories, primary data collection and secondary data collection.

#### **Secondary Method**

Secondary data, such as journal articles, published documents on the internet, and newspaper articles, were gathered and presented in the research review. The collected data is attached as a guide for this study in this research (Research-Methodology, 2019).

#### **Primary Method**

Primary data collection methods are classified as quantitative or qualitative. The following questionnaires and surveys will be used to collect primary data for this study.

A cost-effective and efficient approach involves distributing a series of survey questionnaires to a specific community or society through email and WhatsApp. This method allows participants to respond to the questionnaire at their convenience. However, a significant concern with this approach is the potential for participants to disregard or delete the message or email. Both quantitative and qualitative data can be easily collected through this method, allowing for evaluation using numerical values on Likert-type scales.. (Research-Methodology, 2019).

#### **Instrumentation**

A randomized selection of questionnaires will be distributed nationwide to employed individuals. Respondents will be expected to answer all questions within a specified

timeframe. The purpose of this research will be clarified in the cover letter at a later stage. The questionnaire is designed based on the research objectives and concerns outlined in this report. It employs a five-point Likert Scale, where 1 indicates Strongly Disagree, 2 represents Disagreement, 3 signifies Neutral, 4 denotes Agreement, and 5 signifies Strong Agreement. Moreover, the questionnaire is divided into two sections. The initial section focuses on gathering respondent demographics, including age, gender, and monthly income. Sections B, C, D, E, F, and G are dedicated to exploring the variables influencing purchase intention in the context of live commerce in Malaysia, while the independent variables include product information, product reviews, host personality, marketing and promotions, and customer satisfaction.

### 3.4 DATA ANALYSIS

#### 3.4.1 Section A - Demographic variables

Table 3.4.1: Section A - Demographic variables

Section	Items	Scale of measurement
A	Demographic variables	
	• Gender	• Nominal
	• Age	• Ordinal
	• Marital Status	• Ordinal
	• Monthly income level (personal)	• Ordinal
	• Do you have following applications on your mobile phone?	• Nominal
		•



	<ul style="list-style-type: none"> <li>• How many hour (s) you spent on the following applications for one day?</li> <li>• Have you made a purchase after watching live commerce stream?</li> <li>• How often do you shop online?</li> <li>• What kind of products do you usually watch on live commerce streams?</li> </ul>	<ul style="list-style-type: none"> <li>• Ordinal</li> <li>•</li> <li>•</li> <li>• Nominal</li> <li>• Ordinal</li> <li>• Ordinal</li> </ul>
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Source: Developed for the research

### 3.4.2 Section B – Dependent variable and independent variables

Table 3.4.2: Section B – Dependent variable and independent variables

Section	Items	Number of questions	Sources	Scales
B	Purchase Intention	5	Sim et al., 2023	Interval (5-point) Likert scale)
	Product Review	5	Xu et al., 2020	Interval (5-point) Likert scale)
	Product Information	5	Huang et al., 2021	Interval (5-point) Likert scale)
	Host personality	5	Zhong et al., 2022	Interval (5-point) Likert scale)
	Promotions and discount	5	Chen at al., 2020	Interval (5-point) Likert scale)

Customer Satisfaction	5	Cheng at al., 2022	Interval (5-point Likert scale)
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Source: Developed for the research

Table 3.6.2 shows the section A of the questionnaire, the researchers used nominal and ordinal scale to construct the questionnaire.

### 3.4.3 Measurement of Variables

Measurement of variables involves the process of systematically categorizing and organizing observed data. This data can be obtained from various sources such as observations, interviews, or questionnaires in qualitative research. The objective of measurement of variables is to reveal the essence and importance of the information provided by the respondents. Initially, the data coder extracts initial codes from the observed data, and subsequently, these codes are refined and filtered to achieve more precise and concise representations. The researcher then assigns numerical values, percentages, or other numerical quantities to these codes during data analysis, enabling the drawing of meaningful inferences from the data (Methodology, D., 2020).

**Table 3.4.3: Measurement of Variables for questions in Section A**

Question No.	Coding
<u>Section A</u>	1 = Male
1) Gender	2 = Female
2) Age	1 = 15 – 20 years 2 = 21 – 24 years 3 = 25 – 30 years 4 = 31 – 34 years

	<p>5 = 35 – 40 years</p> <p>6 = &gt; 41 years</p>
3) Marital status	<p>1 = Single</p> <p>2 = Married</p> <p>3 = Widowed</p> <p>4 = Divorced</p>
4) Monthly income level (personal)	<p>1 = Below RM 1,000</p> <p>2 = RM 1,000 – RM 1,999</p> <p>3 = RM 2,000 – RM 2,999</p> <p>4 = RM 3,000 – RM 3,999</p> <p>5 = RM 4,000 – RM 4,999</p> <p>6 = Above RM 5,000</p>
5) Do you have following applications on your mobile phone?	<p>1 = Shopee</p> <p>2 = Facebook</p> <p>3 = Instagram</p> <p>4 = TikTok</p>
6) How many hour (s) you spent on the following applications for one day?	<p>1 = 0 – 3 hours</p> <p>2 = 4 – 7 hours</p> <p>3 = 8 – 11 hours</p> <p>4 = More than 12 hours</p>
7) Have you made a purchase after watching live commerce stream?	<p>1 = Yes</p> <p>2 = No</p>
8) How often do you shop online?	<p>1 = Almost everyday</p> <p>2 = A few times a week</p> <p>3 = Once a week</p> <p>4 = Rarely</p>

	5 = Never
9) What kind of products do you usually watch on live commerce streams?	1 = Fashion and beauty products 2 = Electronics and gadgets 3 = Food and beverages 4 = Home and lifestyle product

Source: Developed for the research

**Table 3.4.4. Measurement of Variables for questions in Section B**

Question No.	Label	Coding
Section B (Question 1 – Question 5)	Purchase Intention	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree
Section C (Question 1 – Question 5)	Product Review	1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree
Section D (Question 1 – Question 5)	Product Information	1 = Strongly Disagree 2 = Disagree 3 = Neutral

		<p>4 = Agree</p> <p>5 = Strongly Agree</p>
<p>Section E</p> <p>(Question 1 – Question 5)</p>	<p>Host Personality</p>	<p>1 = Strongly Disagree</p> <p>2 = Disagree</p> <p>3 = Neutral</p> <p>4 = Agree</p> <p>5 = Strongly Agree</p>
<p>Section F</p> <p>(Question 1 – Question 5)</p>	<p>Promotions and Discount</p>	<p>1 = Strongly Disagree</p> <p>2 = Disagree</p> <p>3 = Neutral</p> <p>4 = Agree</p> <p>5 = Strongly Agree</p>
<p>Section G</p> <p>(Question 1 – Question 5)</p>	<p>Customer Satisfaction</p>	<p>1 = Strongly Disagree</p> <p>2 = Disagree</p> <p>3 = Neutral</p> <p>4 = Agree</p> <p>5 = Strongly Agree</p>

#### **3.4.4 Reliability Analysis**

The concept of reliability in measurement refers to the extent to which a measure is free from bias or error, providing consistent and uniform measurement across different components of the instrument and over time (Uma & Roger, 2016). It indicates the stability and consistency with which the instrument assesses a particular concept, determining the degree of reliability or how "good" the measure is. Reliability analysis can be used to examine the characteristics of measurement scales and their components. This technique helps identify the correlations between the items in the scale and generates various commonly used reliability measures.

Cronbach (1951) introduced a widely used metric in reliability analysis to address this issue. This metric involves dividing the data in all possible ways and calculating the correlation coefficient for each split, with the average of these coefficients approximating the Cronbach's alpha figure. Reliability, as defined by Best and Kahn (2006), represents the level of consistency in an instrument or procedure. One commonly used measure is Cronbach's alpha, which is based on the average correlation among items within a test assuming the items are standardized.

According to Sekaran et al. (2011), a Cronbach's alpha score below 0.6 is considered poor, with 0.6 as a general guideline for a satisfactory Cronbach's alpha coefficient size. It is important to assess the reliability of a questionnaire or instrument to ensure the consistency and accuracy of measurement.

#### **3.4.5 Pearson Correlation Analysis**

Correlation analysis is a statistical technique employed in research to assess the relationship between two variables and measure the strength of their linear association. It enables the determination of how changes in one variable correspond to changes in another. Simply put, correlation analysis quantifies the extent of the relationship between the variables. A strong correlation indicates a robust association,

while a weak correlation suggests a limited connection. Researchers utilize correlation analysis to analyze quantitative data gathered through market research methods such as surveys and live polls. They examine trends, patterns, significant linkages, and relationships between variables or datasets. In cases where an increase in one variable coincides with an increase in the other, a positive correlation between the variables is observed.

In contrast, a negative correlation implies that when one variable increases, the other decreases, and vice versa. The strength of this relationship is measured by a correlation coefficient denoted as "r." It represents the extent of linear association and is commonly known as Pearson's correlation coefficient, named after its creator. In cases where a curved line is needed to represent the relationship, more complex measures of correlation must be utilized.

Additionally, Cronbach's Alpha values serve as an indicator of reliability. Values below 0.6 suggest low reliability, 0.6 to 0.7 indicate moderate reliability, 0.7 to 0.8 suggest good reliability, 0.8 to 0.9 indicate very good reliability, and 0.9 to 1.0 indicate outstanding reliability. Therefore, in this study, correlation analysis was conducted to determine the relationship between each independent variable and the dependent variable, which is purchase intention.

#### **3.4.6 Normality Analysis**

Normality analysis, also known as normality testing, is a statistical procedure used to determine whether a dataset has a normal or Gaussian distribution. Many statistical techniques, such as hypothesis testing, regression analysis, and analysis of variance (ANOVA), make use of the assumption of normality. The normal distribution, also known as the bell curve or the Gaussian distribution, is a symmetrical probability distribution with a distinct shape. The data in a normal distribution is centered around the mean, with the majority of observations clustering near the mean and fewer in the

tails. Normality analysis entails determining the distribution of data through the use of graphical plots such as histograms and density plots, as well as statistical test. The objective is to determine if the data deviates from a normal distribution.

### **3.4.7 Multiple Regression Analysis**

Regression analysis is a statistical technique used to investigate the relationship between variables, especially when there is a cause-and-effect relationship. The goal of univariate regression is to create a linear equation that describes the relationship between a dependent variable and one independent variable. Multilinear regression, on the other hand, involves one dependent variable and multiple independent variables. Multiple regression extends simple linear regression by predicting the value of one variable based on the values of two or more other variables.

The dependent variable in regression analysis is the one being predicted or the outcome variable, whereas the independent variables are the factors used to forecast the value of the dependent variable. The goal is to figure out how changes in the independent variables affect changes in the dependent variable. Furthermore, regression analysis allows for the evaluation of overall model fit, which indicates how well the model explains variance in the dependent variable. It also sheds light on the relative contributions of each predictor variable to the overall variance.

In general, regression analysis is a useful tool for investigating relationships between variables, predicting values, and comprehending the individual contributions of various factors in explaining observed outcomes.



### 3.5 Conclusion

The research methodology is employed to analyse and interpret the collected data. Prior to creating the questionnaire, various aspects of sampling design, including the target population, sampling frame, position, elements, techniques, and sample size, are determined. The primary data collection method utilized is a questionnaire, which enables the gathering of information from the participants. Different measurement scales such as interval, ordinal, and nominal scales are employed to classify the demographic profile of respondents and calculate the outcomes for both independent and dependent variables in the questionnaire. After ensuring the questionnaire is error-free, it is then distributed through Google Forms to different generations across Malaysia. The gathered results from the questionnaire are examined for reliability and validity using the SPSS system, and later chapters will delve into the discussion with descriptive analysis, scale measurement, and inferential investigations.

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## CHAPTER 4

### RESULTS AND DISCUSSION

#### 4.0 Introduction

This chapter presents the findings of a study conducted to address the research objective of "The Influence of Live Commerce Among Generations in Malaysia." The data that has been collected has been processed into analysis by using the Statistical Package for Social Science or more known as SPSS. This chapter presents the demographic statistics of the sample respondents that include descriptive analysis, reliability analysis, normality analysis, Pearson's correlation analysis, and multiple regression analysis that will test the hypothesis of influence of live commerce towards purchase intention.

#### 4.1 Descriptive Analysis

Throughout the study, a total of 214 responses were gathered and interviewed and the basic personal information such as gender, age, monthly income, and status has been gathered to study the behavioral data of the respondents. Based on the data from Table 4.1, 65% of the respondents are male and another 35% is female. There is a huge gap in age for this collected surveys as half of the respondents consist of respondents age between 25 to 34 years old. The second biggest percentage is the respondents age between 18 to 24 years old, which is 20.6% of the total group.

Nearly 61% of the respondents are single and another 36.4% are married. There are very little respondents that are widowed and divorced that makes 2.8% from the total surveys. Meanwhile, in term of monthly income, the percentage for each group are varied, the highest monthly income made personally are between RM 2,000 to RM 2,999 which are 22.9% and followed by RM 3,000 to RM 3,999 that contributed 22.4%

respectively. There are 16.4% that has monthly income below RM 1,000 and the lowest would-be monthly income between RM 1,000 to RM 1,999 that make 9.8% from the total respondents.

Table 4.1:1 Respondents Profile

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Gender</b>				
Male	139	65.0	65.0	65.0
Female	75	35.0	35.0	100.0
<b>Age</b>				
18 – 24 years	44	20.6	20.6	20.6
25 – 34 years	120	56.1	56.1	76.7
35 – 44 years	37	17.3	17.3	94.0
> 45 years	13	6.1	6.1	100.0
<b>Marital Status</b>				
Single	130	60.7	60.7	60.7
Married	78	36.4	36.4	97.1
Widowed	4	1.9	1.9	99.0
Divorced	2	0.9	0.9	100.0
<b>Monthly Income</b>				
Below RM1000	35	16.4	16.4	16.4
RM 1,000 – RM 1,999	21	9.8	9.8	26.2
RM 2,000 – RM 2, 999	49	22.9	22.9	49.1
RM 3,000 – RM 3,999	48	22.4	22.4	71.5
RM 4,000 – RM 4,999	31	14.5	14.5	86.0
Above RM 5,000	30	14.0	14.0	100.0

Table 4.1.2: The availability of live commerce applications in mobile phone.

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Having the application in phone</b>				
Facebook	2	0.9	0.9	9
Facebook, Instagram	2	0.9	0.9	1.9
Facebook, Instagram, Tiktok	1	0.5	0.5	2.3
Instagram, Tiktok	2	0.9	0.9	3.3
Shopee	1	0.5	0.5	3.7
Shopee, Facebook	1	0.5	0.5	4.2
Shopee, Facebook, Instagram	35	16.4	16.4	20.6
Shopee, Facebook, Tiktok	9	4.2	4.2	24.8
Shopee, Instagram	5	2.3	2.3	27.1
Shopee, Instagram, Tiktok	18	8.4	8.4	35.5
Shopee, Tiktok	3	1.4	1.4	36.9
Shopee, Facebook, Instagram, Tiktok	135	63.1	63.1	100.0

Table 4.1.2 shows the selected applications that provide live commerce feature in the respondent mobile phone. The highest percentage contributed 63.1% from 214 respondents that have all selected applications which are Shopee, Instagram, Facebook and Tiktok. The second highest only make 16.4% of the total surveys which exclude Tiktok in respondent's mobile phone. Based on the findings, most of the respondents will have all application in their mobile phone. The reason for some of the respondents does not have Tiktok application is due to the newness of this apps in Malaysia.

Table 4.1.3 Duration spent on live commerce applications in one day.

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Hours spent on following applications in one day</b>				
<b>0 – 3 hours</b>	103	48.1	48.1	48.1
<b>4 – 7 hours</b>	92	43.0	43.0	91.1
<b>8 – 11 hours</b>	16	7.5	7.5	98.6
<b>More than 12 hours</b>	3	1.4	1.4	100

Table 4.1.3 shows the duration spent for each respondent in live commerce for a day. It shows that most of the respondents spent at least 0 to 3 hours a day on live commerce applications. Following the rank is 4 to 7 hours a day maximum spent on live commerce application which are 43% of the total respondents and followed by 8 to 11 hours and more than 12 hours a day.

Table 4.1.4 The purchase made and frequency of online shopping-

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Made a purchase after watching live commerce</b>				
No	71	33.2	33.2	33.2
Yes	143	66.8	66.8	100
<b>Frequency of online shopping</b>				
Almost everyday	11	5.1	5.1	5.1
A few times a week	42	19.6	19.6	24.7
Once a week	49	22.9	22.9	47.6
Rarely	111	51.9	51.9	99.0
Never	1	0.5	0.5	100.0

Based on the table above, 66.8% of the respondents has made a purchase after watching live commerce and 33.2% did not made any purchase after watching

live commerce. Meanwhile, 111 out of 214 respondents rarely do online shopping and followed by 22.9% that made an online purchase at least once a week. There are 42 respondents that shops a few times a week and another 5.1% do online shopping almost every day. Based on the data collected, only one person never do online shopping.

Table 4.1.5 Type of products that respondents watch in live commerce applications.

	Frequency	Percent	Valid Percent	Cumulativ e Percent
<b>Type of products usually watch on live commerce</b>				
Electronics and gadgets	12	5.6	5.6	5.6
Electronics and gadgets, Food and beverages	6	2.8	2.8	8.4
Electronics and gadgets, Food and beverages, Home and lifestyle products	12	5.6	5.6	14.0
Electronics and gadgets, Food and beverages, Home and lifestyle products, Others	1	.5	.5	14.5
Electronics and gadgets, Home and lifestyle products	8	3.7	3.7	18.2
Electronics and gadgets, Home and lifestyle products, Others	2	.9	.9	19.2
Fashion and beauty products	33	15.4	15.4	34.6
Fashion and beauty products, Electronic and gadgets	8	3.7	3.7	38.3
Fashion and beauty products, Electronics and gadgets, Food and beverages	9	4.2	4.2	42.5

Fashion and beauty products, Electronics and gadgets, Food and beverages, Home and lifestyle products	30	14.0	14.0	56.5
Fashion and beauty products, Electronics and gadgets, Food and beverages, Home and lifestyle products, Others	6	2.8	2.8	59.3
Fashion and beauty products, Electronics and gadgets, Home and lifestyle products	13	6.1	6.1	65.4
Fashion and beauty products, Electronics and gadgets, Home and lifestyle products, Others	2	.9	.9	66.4
Fashion and beauty products, Electronics and gadgets, Others	1	.5	.5	66.8
Fashion and beauty products, Food and beverages	10	4.7	4.7	71.5
Fashion and beauty products, Food and beverages, Home and lifestyle products	15	7.0	7.0	78.5
Fashion and beauty products, Food and beverages, Home and lifestyle products, Others	1	.5	.5	79.0
Fashion and beauty products, Home and lifestyle products	13	6.1	6.1	85.0
Fashion and beauty products, Home and lifestyle products, Others	3	1.4	1.4	86.4
Food and beverages	1	.5	.5	86.9
Food and beverages, Home and lifestyle products	10	4.7	4.7	91.6
Food and beverages, Others	2	.9	.9	92.5

Home and lifestyle products	9	4.2	4.2	96.7
Others	7	3.3	3.3	100.0

Based on table above, the question that has been asked to the respondents is mainly to discover what usual type of live commerce that being watched frequently. This question consist of several type such as food and beverages, fashion and beauty, home and lifestyle products, electronics and gadgets and others. In this collected survey, the highest is fashion and beauty products that contributed 15%. Meanwhile, there are 30 respondents that interest in several type of live commerce which are fashion and beauty products, electronics and gadgets, food and beverages and home and lifestyle products.





Table 4.1.6 The potential amount of money willingly to be spent during live commerce.

	Frequency	Percent	Valid Percent	Cumulative Percent
<b>Average amount of money that willingly to spent on products during live commerce?</b>				
RM 0	2	0.9	0.9	0.9
RM 1 – RM 100	85	39.7	39.7	40.6
RM 101 – RM 250	52	24.3	24.3	64.9
RM 251 – RM 500	38	17.8	17.8	82.7
RM 501 – RM 1,000	30	14.0	14.0	96.7
Above RM 1,000	7	3.3	3.3	100

Table 4.1.6 shows the average amount respondents willingly to spent during live commerce. The highest portion is between RM 1 to RM 100 that being picked by 85 respondents and contributed near 40% of total respondents. Following the rank is average of RM 101 to RM 250 that voted by 52 respondents out of 214 people.

## 4.2 Reliability Analysis

It is critical to check the data for the study for reliability. A reliability coefficient is a matrix that represents how well a test assesses achievement. "It is the proportion of variance due to true scores in observed scores (i.e. test scores) (the "correct" score that a person would get if the test were perfect). In reality, the term "reliability coefficient" refers to a number of different coefficients: The coefficient can be measured using a variety of methods, including test-retest, parallel forms, and alternate-form: Cronbach's alpha is the most commonly used internal-consistency coefficient (Statistics How To. 2020. Reliability and Validity In Research). According to Sekaran et al. (2011), a 0.6 Cronbach's Alpha score considered bad.

The table below contains general guidelines for interpreting Cronbach's alpha, also known as reliability analysis. A score of more than 0.7 is considered significant in general. Some authors, however, advocate for higher values ranging from 0.90 to 0.95.

Table 4.2.1 Rule of thumbs 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

Table 4.2.2 shows the summary of reliability analysis from all of variable. It shows that Cronbach alpha value of each variable. Based on this result it can be portrayed that dependent variable is good reliability result while all independent variable shows excellent reliability result. Hence, all variables have high consistency.

Table 4.2.2 Reliability Analysis

Type of Variables	Variables	Cronbach's Alpha	N of Items
<b>Dependent</b>	Purchase Intention	0.840	5
<b>Independent</b>	Product Review	0.907	5
	Product Information	0.910	5
	Host Personality	0.906	5
	Marketing and Promotions	0.930	5
	Customer Satisfaction	0.917	5

Table 4.2.3 Reliability Analysis for Purchase Intention

	Scale	Scale	Corrected	Cronbach's
	Mean if	Variance	Item- Total	Alpha if
	Item	if Item	Correlation	Item
	Deleted	Deleted		Deleted
I am more likely to make a purchase during a live commerce session compared to traditional online shopping.	15.53	11.095	0.597	0.823
I believe that live commerce sessions provide a more engaging and interactive experience, which increases my purchase intention.	14.97	11.243	0.676	0.799
I think that the convenience of being able to ask questions and receive instant feedback during a live commerce session positively influences my purchase intention.	14.99	11.704	0.633	0.811
I felt that my previous positive experiences with live commerce sessions have increased my purchase intention for future sessions.	15.09	10.489	0.762	0.773
I would be more likely to make a purchase during a live commerce session if there are exclusive deals or discounts	14.86	11.996	0.56	0.829

available only during the  
session.

Table 4.2.4 Reliability Analysis for Product Review

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
I am more likely to make a purchase during a live commerce session if positive product reviews are shared during the session.	15.75	10.91	0.784	0.882
I believe that product reviews presented during a live commerce session significantly influence my decision to make a purchase.	15.84	10.782	0.798	0.879
I think that the quality of the product reviews shared during a live commerce session is important in determining whether I will make a purchase.	15.79	11.265	0.716	0.897
I felt that the product reviews shared during the live commerce session positively influenced my decision to make a purchase.	15.73	10.828	0.839	0.871

I would be more likely to recommend a product presented during a live commerce session to others if positive product reviews were shared during the session.	15.95	11.162	0.697	0.901
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Table 4.2.5 Reliability Analysis for Product Information

	Scale Mean if Deleted	Scale Variance if Deleted	Corrected Item- Total Correlatio n	Cronbac h's Alpha if Item Deleted
I am more likely to make a purchase during a live commerce session if the product information is clear and comprehensive.	16.04	11.219	0.758	0.894
I believe that the accuracy and completeness of product information presented during a live commerce session is important in determining whether I will make a purchase.	15.99	11.375	0.754	0.894
I think that the quality of the product information presented during a live commerce session influences my decision to make a purchase.	16.04	10.862	0.825	0.879
I felt that the product information presented during the live commerce	16	11.131	0.816	0.882

session positively influenced my decision to make a purchase.				
I would be more likely to recommend a product presented during a live commerce session to others if I found the product information to be satisfactory.	16.11	11.668	0.713	0.903

Table 4.2.6 Reliability Analysis for Host Personality

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
<b>I am more likely to make a purchase during a live commerce session if the host presents the product information in an engaging and informative way.</b>	16.05	10.402	0.81	0.875
I believe that the host's personality and presentation during a live commerce session significantly influence my decision to make a purchase.	16.11	10.382	0.788	0.88
I think that the quality of the product information presented during a live commerce session is important in	16.08	11.031	0.741	0.89

determining whether I will make a purchase.				
I felt that the host's personality and presentation during the live commerce session positively influenced my decision to make a purchase.	16.09	10.889	0.757	0.886
I would be more likely to recommend a product presented during a live commerce session to others if I found the product information and host personality to be satisfactory.	16.25	11.307	0.723	0.894

Table 4.2.7 Reliability Analysis for Discounts and promotions

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am more likely to make a purchase during a live commerce session if there is a promotion or discount being offered.	16.41	12.271	0.791	0.919
I think promotions and discounts offered during live commerce	16.43	12.321	0.838	0.91

sessions provide a better value for my money.				
I believe that promotions and discounts offered during live commerce sessions influence my purchase decision positively.	16.54	12.09	0.847	0.908
I felt that the promotion or discount offered during the live commerce session was compelling enough to motivate me to make a purchase.	16.54	12.456	0.808	0.915
I would be more likely to attend a live commerce session if I knew there was a promotion or discount being offered.	16.51	12.42	0.794	0.918

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Table 4.2.8 Reliability Analysis for Customer Satisfaction

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Correcte d Item- Total Correlati on	Cronba ch's Alpha if Item Deleted
<b>I am more likely to make a repeat purchase from a seller if I am satisfied with my previous purchase.</b>	16.45	11.91	0.757	0.905



I believe that customer satisfaction plays an important role in determining whether or not I make a purchase during a live commerce session.	16.42	11.813	0.828	0.89
I think that my level of satisfaction with a product significantly influences my likelihood of making a purchase during a live commerce session.	16.44	11.901	0.791	0.897
<b>I felt that my satisfaction with my previous purchases from a particular seller positively influenced my decision to make a purchase during a live commerce session.</b>	16.47	11.969	0.797	0.896
I would be more likely to make a purchase from a seller again if I am satisfied with the product and overall experience, including shipping and customer service.	16.36	12.205	0.761	0.903

### 4. 3 Pearson Correlation Analysis

Table 4.3.1 Summary of Correlation Analysis

		Purchase Intention	Product Review	Product Information	Host Personality	Marketing and Promotions	Customer Satisfaction
<b>Purchase Intention</b>	Pearson Correlation	1	.718**	.542**	.586**	.651**	.355**
	Sig. (2-tailed)		.000	.000	.000	.000	.000

	N	211	206	204	204	199	200
Product Review	Pearson Correlation	<b>.718**</b>	1	<b>.745**</b>	<b>.722**</b>	<b>.567**</b>	<b>.562**</b>
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	206	207	204	204	199	199
Product Information	Pearson Correlation	<b>.542**</b>	<b>.745**</b>	1	<b>.747**</b>	<b>.711**</b>	<b>.728**</b>
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	204	204	206	206	201	199
Host Personality	Pearson Correlation	<b>.586**</b>	<b>.722**</b>	<b>.747**</b>	1	<b>.653**</b>	<b>.669**</b>
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	204	204	206	206	201	199
Marketing and Promotions	Pearson Correlation	<b>.651**</b>	<b>.567**</b>	<b>.711**</b>	<b>.653**</b>	1	<b>.726**</b>
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	199	199	201	201	201	199
Customer Satisfaction	Pearson Correlation	<b>.555**</b>	<b>.562**</b>	<b>.728**</b>	<b>.669**</b>	<b>.726**</b>	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	199	199	199	199	202

Correlation analysis is a statistical measurement tool used to test the strength of the relationship between two numerically calculated continuous variables (e.g., height and weight). This method of analysis is useful when determining whether there are potential ties between variables. Correlation analysis is frequently misunderstood to establish cause and effect; however, this is not the case because the findings could have been influenced by other variables do not present in the sample. When there is a correlation between two variables, it means that when there is a systematic change in one, there is also a systematic change in the other; for a certain period, the variables change together. If correlation is found, it can be either positive or negative depending on the calculated numerical value (Djsresearch.co.uk. 2020).

Table 4.3.2 - Pearson Correlation Analysis

Rules of thumb about Correlation	Strength of Association
Coefficient size Coefficient Range	
0.91 - 1.00 / -1.00 ~ -0.91	Very Strong
0.71 - 0.90 / -0.90 ~ -0.71	High
0.41 - 0.70 / -0.70 ~ -0.41	Moderate
0.21 - 0.40 / -0.40 ~ -0.21	Small but define relationship
0.01 - 0.20 / -0.20 ~ -0.01	Slight, almost negligible

Table 4.3.2 shows the Pearson correlation analysis, which is used to confirm the relationship between dependent and independent variables. Based on questionnaire responses, an SPSS simulation could produce a generated result. As a result, linear relationships will be classified as weak, moderate, or strong. The value range of 0.3 to 0.5 will be considered weak. The value range of 0.5 to 0.7 is considered moderate. The value range of 0.7 to 1.0 will be considered strong. A value less than 0.3 indicates that there is no relationship.

Table 4.3.3 Discussion of Correlation Analysis

Variable	Pearson Correlation	Discussion
Product Review	0.718	- There was a high relationship between product review on live commerce and purchase intention in Malaysia as it indicates by the value of Pearson Correlation Coefficient of 0.718.

		<ul style="list-style-type: none"> <li>- It can be conclude that product review on live commerce is the highest factor that influence purchase intention when watching live commerce.</li> <li>- Therefore, Hypothesis 1 (<b>H1</b>) was accepted.</li> <li>- Product review has created a decisive factor affecting consumer's purchase intention (Yunwei, 2021).</li> </ul>
Product Information	0.542	<ul style="list-style-type: none"> <li>- There was a moderate relationship between product information on live commerce and purchase intention in Malaysia as it indicates by the value of Pearson Correlation Coefficient of 0.542.</li> <li>- It can be conclude that product information on live commerce is the least factor that influence purchase intention when watching live commerce.</li> <li>- Therefore, Hypothesis 2 (<b>H2</b>) was accepted.</li> <li>- Product information can trigger consumer's five senses experience and induce consumer's perception, judgement and behaviour either through information and visualization (Krishna, 2012)</li> </ul>
Host Personality	0.586	<ul style="list-style-type: none"> <li>- There was a moderate relationship between host personality on live commerce and purchase intention in Malaysia as it indicates by the value of Pearson Correlation Coefficient of 0.586.</li> </ul>

		<ul style="list-style-type: none"> <li>- It can be conclude that host personality on live commerce is the third highest factor that influence purchase intention when watching live commerce.</li> <li>- Therefore, Hypothesis 3 (<b>H3</b>) was accepted.</li> <li>- Consumers are likely to be engaged and enjoyed with good streamers in the live broadcast as it will reduce boredom in their live (Ma et al., 2022)</li> </ul>
Marketing and Promotions	0.651	<ul style="list-style-type: none"> <li>- There was a moderate relationship between marketing and promotions on live commerce and purchase intention in Malaysia as it indicates by the value of Pearson Correlation Coefficient of 0.651.</li> <li>- It can be conclude that product information on live commerce is the second highest factor that influence purchase intention when watching live commerce.</li> <li>- Therefore, Hypothesis 4 (<b>H4</b>) was accepted.</li> <li>- Buy one free one promotion, auction events, limited-time discount has a great influence on live commerce that influence purchase intention (Wongkitrungrueng &amp; Assarut, 2020)</li> </ul>
Customer Satisfaction	0.555	<ul style="list-style-type: none"> <li>- There was a moderate relationship between customer satisfaction on live commerce and purchase intention in Malaysia as it indicates by the value of Pearson Correlation Coefficient of 0.542.</li> </ul>

		<ul style="list-style-type: none"> <li>- It can be conclude that customer satisfaction on live commerce is the second least factor that influence purchase intention when watching live commerce.</li> <li>- Therefore, Hypothesis 5 (<b>H5</b>) was accepted.</li> <li>- Consumers on live commerce enjoys and have a positive opinion on the products as it is on a real-time (Chen &amp; Lim, 2018).</li> </ul>
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#### 4.4 Normality Analysis

Table 4.4.1 - Normality Analysis

Variables	Purchase Intention	Product Review	Product Information	Host Personality	Marketing and Promotions	Customer Satisfaction
Skewness	-0.823	-0.909	-0.779	-0.738	-0.791	-0.985
Kurtosis	0.289	1.466	0.719	0.604	0.565	1.480

A normality test is used to determine whether a data sample was drawn from a population with a normal distribution, even within a certain degree of tolerance. Many statistical tests, including the Student t-test and one-way and two-way ANOVA, make the assumption that the sample population is normally distributed. The results of these experiments may be inaccurate if the assumption of normalcy is violated. As a result, determining normalcy is critical for ensuring the validity and reliability of statistical analyses that rely on the assumption of normalcy. (Originlab.com. 2020. Help Online - Origin Help - Normality Test).

We can make some observations about the normality of the variables in question based on the provided skewness and kurtosis values. Skewness is a measure of a distribution's asymmetry, whereas kurtosis is a measure of the "heaviness" of a distribution's tails in comparison to a normal distribution. All of the variables have negative skewness values, indicating that the distributions are slightly negatively skewed. Table 4.4.1 shows the result of skewness of different variables including purchase intention (-0.823), product review (-0.909), product information (-0.779), host personality (-0.738), marketing and promotions (-0.791) and customer satisfaction (-0.985). This indicates that the data has a longer left tail, indicating that there may be some outliers or extreme values at the lower end of the scale. The absolute values of skewness for all variables, however, are less than one, indicating that the deviation from a perfectly symmetrical distribution is small.

In terms of kurtosis, most of the variables have positive values, indicating that the distributions have slightly heavier tails than a normal distribution. Purchase intention shows 0.289, followed by product review (1.466), product information (0.719), host personality (0.604), marketing and promotions (0.565) and customer satisfaction (1.480). This implies that there could be some outliers or extreme values at both ends of the scale, resulting in a more peaked or flatter distribution. Hence, the variables deviate from perfect normality based on the skewness and kurtosis values, but these deviations are minor. It should be noted that assessing normality solely on skewness and kurtosis is limited and should be supplemented with other statistical tests or graphical analyses to obtain a more comprehensive understanding of the data's distribution.

#### 4.5 Multiple Regression Analysis

The purpose of conducting multiple regression analysis in this research study is to examine the significance of the predicted relationship. By utilizing multiple regression analysis, it becomes possible to assess whether the independent variables have a meaningful influence on the dependent variable. The correlation coefficient, represented by the R-value, can be calculated to determine the degree of association between the dependent and independent variables. However, the correlation coefficient alone does not provide insights into how much of the variance in the dependent variable can be explained when multiple independent factors simultaneously impact it. The dataset used in this study's multilinear regression analysis influence of live commerce on purchase intention in Malaysia.

Table 4.5.1 Model Summary of Multiple Regression

<b>Model</b>	<b>R</b>	<b>R square</b>	<b>F</b>	<b>Sig.</b>
<b>1</b>	0.726 <sup>a</sup>	0.527	42.924	.000 <sup>b</sup>

Table 4.5.1 summarizes the multiple regression model when all independent variables simultaneously influence dependent variable which is the purchase intention on live commerce in Malaysia. The dependent variable was purchasing intention, and the independent variables were product information, product review, host personality, marketing and promotions, and customer satisfaction.

The dependent variable's correlation coefficient (R) with the independent variables is 0.726, indicating a moderately strong positive relationship. This indicates that the independent variables and purchase intention have a significant relationship. The coefficient of determination (R square) is 0.527, indicating that the independent variables in the regression model explain approximately 52.7% of the variability in



purchase intention. This suggests that the model has moderate explanatory power in predicting purchase intent.

The regression model's F-value of 42.924 indicates that it is statistically significant. This means that at least one of the model's independent variables has a significant effect on purchase intention. The level of significance would be indicated by the associated p-value, which is not provided in the given information. The standard error (sigma) of 0.000 indicates that the observed values of purchase intention are closely clustered around the regression model's predicted values. A small standard error indicates that the model and the observed data are well matched.

Hence, the multiple regression analysis shows that the independent variables of product information, product review, host personality, marketing and promotions, and customer satisfaction have a significant impact on purchase intention. The model explains approximately 52.7% of the variability in purchase intention, implying that it has moderate predictive power.

#### **4.6 Conclusion**

This chapter presented the results of the study based on the survey data analysis. Data obtained from the respondents using structured questionnaire. Data analysis was carried out through descriptive and inferential analysis approach. Descriptive analysis is more about the respondent's demographic section while inferential analysis is about the respondent's performance section. Therefore, Pearson correlation is done on this chapter to verify and check on the relationship between the independent variable and dependent variable. The result shows that all five independent variables (product information, product review, host personality, marketing and promotions and customer satisfaction) have strong relationship with dependent variable (purchase intention). The result also shows the significant

correlation between variables where the purchase intention has very good relationship with product review with value of 0.718. Another variable with strong correlation with dependent variable is marketing and promotions which the value of 0.651. The lowest value for the correlation is product information with value of 0.542. The Multiple Regression Model shows that all the independent variables, product information, product review, host personality, marketing and promotions and customer satisfaction has simultaneously influenced the dependent variable, purchase intention on live commerce in Malaysia.



## CHAPTER 5

### CONCLUSIONS AND RECOMMENDATION

#### 5.0 Introduction

In this research, the relationship between all the independent variables in live commerce with purchase intention has been figured out which all of the independent variables consist of product review, product information, host personality, discount and promotion and customer satisfaction portrays significant relationship. Hereby, conclusions and recommendations will be summarized of this research findings and providing recommendations on next research of live commerce.

#### 5.1 Major Findings

The rise of live commerce has opened a new avenue for companies to engage with their customers and increase their sales. Nonetheless, to succeed in this platform, companies must prioritize various factors including product information, product review, host personality, and customer satisfaction. Based on the data collected, the highest age group that made a purchase after watching a live commerce is both generations Z and generations Y. In this research, the age group between 18 to 34 years old has high significant on the influence of live commerce and purchase intention.

The finding of this research has shown that the highest independent variable through live commerce is product review. Product review is a factor that greatly influences purchase intention through live commerce. Companies should encourage satisfied customers to leave reviews and use them to promote their products. Positive reviews can build trust and confidence in the products leading to increased sales. During live commerce, the audiences are given the chance to ask questions regarding the personal review on a product (Mign et al., 2012).

In addition to product review, marketing and promotions which has the second highest correlation with purchase intention in live commerce are also crucial in attracting potential customers. Companies should create effective strategies that appeal to their target audience and convey the value of their products. This can be achieved through various tactics such as influence partnerships, social media campaigns and email marketing. By utilizing this tactic, companies can increase their reach and attract new customers to their live commerce sessions. In live commerce, audiences can get detail information, raise a question that related to products, community discussion and product experience sharing that will have a high influence on purchase intention (Olenski, 2015).

Next, product information plays a significant role in purchase intention on live commerce. Therefore, companies should invest in improving the quality and accuracy of product information and description provided during live commerce sessions. Potential customers rely heavily on this information to make informed decisions, and it can greatly impact their purchase behavior. By offering high-quality product information and showcasing the features and benefits of their product in real-time, companies can increase their chances of influencing purchase intention among these generations.

Host personality is also a significant factor in the success of live commerce. Engaging and charismatic hosts can keep viewers engaged and interested in the product being showcased. Companies should prioritize training their hosts to exhibit these qualities during live commerce sessions. This is particularly important for Gen Y and Gen Z, who value authentic and engaging interactions with brands. Other than that, host personality has made the relationship between audiences and host closer (Yin et al., 2019).

Lastly, companies should prioritize customer satisfaction by addressing any concerns or complaints promptly and efficiently. Customers are more likely to make repeat purchases if they have a positive experience with the company. This can lead to increased customer loyalty and advocacy. High quality and low price are not the only reason that will

attract customer, consumers love to have fun brought by the shopping although the product is meaningless (Yunwei, 2021)

From this study, it can be found that generations Y and generations Z in Malaysia are highly influence on live commerce mainly product review and marketing promotions to make an online purchase. This generations willingly to spend more than RM 100 to buy product on live commerce as it creates authenticity.

## 5.2 Recommendations

To begin with, future research should expand the geographical scope of the study by conducting similar studies in different countries or regions. This will help explore how cultural, economic, and market factors influence purchase intention in live commerce across diverse contexts. Understanding the differences and similarities in consumer behavior across different contexts is crucial for companies looking to expand their live commerce practices internationally.

Another avenue for investigation is to implement longitudinal study designs to examine the long-term effects and changes in purchase intention in live commerce. Tracking participants' behavior and attitudes over an extended period will offer insights into the dynamics of this emerging platform and how it evolves over time. Longitudinal studies can help identify patterns and trends in consumer behavior and provide valuable information for companies looking to optimize their live commerce practices.

In addition to longitudinal studies, qualitative research methods, such as interviews or focus groups, can provide deeper insights into the factors influencing purchase intention in live commerce. Qualitative approaches can provide a richer understanding of customers' motivations, experiences, and perceptions and help identify areas for improvement in live commerce practices.

Comparative studies can also provide valuable insights into purchase intention in live commerce. By analyzing the differences and similarities in purchase intention between live commerce and other traditional e-commerce platforms, companies can identify the unique advantages and disadvantages of live commerce and its impact on consumer behavior.

Expanding the scope of variables examined by including additional factors that may influence purchase intention in live commerce is another important avenue for future research. For example, incorporating variables like price, brand reputation, trust, or technological aspects can provide a more comprehensive understanding of customer decision-making and help companies develop effective live commerce strategies.

Employing experimental designs is another way to establish causal relationships between variables and test the effectiveness of specific interventions or strategies in driving purchase intention in live commerce. This will provide actionable insights for companies looking to optimize their live commerce practices and improve their sales performance.

With the increasing use of mobile devices for online shopping, future research could specifically explore the role of mobile commerce in driving purchase intention in live commerce. Investigating the impact of mobile-specific factors, such as mobile user experience, mobile payment options, or mobile app design, would be valuable. Finally, conducting industry-specific studies focusing on specific industries or product categories can help understand how purchase intention in live commerce varies across different sectors. This can provide sector-specific recommendations and insights for companies operating in those industries and help them develop customized live commerce strategies.

In conclusion, to gain a more comprehensive understanding of purchase intention in live commerce, future research should consider several limitations of the existing study and explore various avenues for investigation. Expanding the geographical scope,

implementing longitudinal and qualitative study designs, conducting comparative studies, integrating additional variables, employing experimental designs, focusing on mobile commerce, and conducting industry-specific studies are all important avenues for future research.

### **5.3 Limitations and Future Direction**

The study on purchase intention in live commerce is a valuable contribution to the field, but it is essential to consider the limitations of the research when interpreting the findings and recommendations. The study's limitations include sample representativeness, self-reported data, limited scope of variables, cross-sectional nature, potential measurement biases, limited geographical focus, lack of qualitative insights, and time constraints.

The sample representativeness limitation highlights that the findings and conclusions are based on a specific sample of participants, which may not accurately reflect the broader population. This limitation could limit the generalizability of the results to other demographics or regions.

The self-reported data limitation indicates that the study relies on data collected through questionnaires, which introduces the possibility of response bias. Participants may provide socially desirable answers, or their responses may not fully reflect their actual behaviors or attitudes. The limited scope of variables limitation suggests that the study focuses on specific factors, such as product information, product reviews, host personality, marketing promotions, and customer satisfaction. Other potential influential variables, such as price, brand reputation, or technological aspects, are not included in the analysis. The limited scope may restrict the comprehensive understanding of all the factors that influence purchase intention in live commerce.

The cross-sectional nature limitation means that the study adopts a cross-sectional design, capturing data at a single point in time. This limits the ability to establish causal

relationships between variables and determine long-term effects. A longitudinal study design would provide more insights into the dynamic nature of purchase intention in live commerce. The potential measurement biases limitation indicates that the reliability and validity of the measurement tools used, such as Likert scales, may impact the accuracy of the data collected. It is important to consider the potential for measurement biases and ensure that the measurement instruments used are robust and well-validated.

The limited geographical focus limitation suggests that the study focuses specifically on live commerce in Malaysia. The findings may not be directly applicable to other countries or regions with different cultural, economic, or market characteristics. Therefore, caution should be exercised when generalizing the results to other contexts. The lack of qualitative insights limitation indicates that the study primarily relies on quantitative data analysis, such as correlation analysis. However, qualitative insights obtained through interviews or focus groups could provide a deeper understanding and context to the factors influencing purchase intention in live commerce.

Finally, the time constraints limitation suggests that the study may be limited by time constraints, as the data collection and analysis were conducted within a specific timeframe. This limitation may impact the depth and breadth of the research findings. In conclusion, while the study provides valuable insights into purchase intention in live commerce, it is essential to consider its limitations when interpreting the findings and recommendations. Future research should aim to address these limitations for a more comprehensive understanding of purchase intention in live commerce.



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## APPENDICES

### Appendix A: Questionnaire Reference

Section	Items	Number of questions	Sources	Scales
<b>B</b>	Purchase Intention	5	Sim et al., 2020	Interval (5-point)
				Likert scale)
	Product Review	5	Xu et al., 2020	Interval (5-point)
				Likert scale)
	Product Information	5	Huang et al., 2021	Interval (5-point)
				Likert scale)
	Host personality	5	Zhong et al., 2022	Interval (5-point)
				Likert scale)
	Promotions and discount	5	Chen at al., 2020	Interval (5-point)
				Likert scale)
	Customer Satisfaction	5	Cheng at al., 2022	Interval (5-point)
				Likert scale)

## **Appendix B: Questionnaire**

### **Section A: Demographic Profile**

#### Section A

1. Specify your gender
  - a. Male
  - b. Female
2. Age
  - a. 15 – 20 years
  - b. 21 – 24years
  - c. 25 – 30 years
  - d. 31 – 34 years
  - e. 35 – 40 years
  - f. > 41 years
3. Marital status
  - a. Single
  - b. Married
  - c. Widowed
  - d. Divorced
4. Income level (personal) monthly
  - a. Below RM 1,000
  - b. RM 1,000 – RM 1,999
  - c. RM 2,000 – RM 2,999
  - d. RM 3,000 – RM 3,999
  - e. RM 4,000 – RM 4,999
  - f. Above RM 5,000
5. Do you have following applications on your mobile phone
  - a. Shopee
  - b. Facebook
  - c. Instagram
  - d. Tiktok
6. How many hour(s) you spent on the following applications for one day
  - a. 0 – 3 hours
  - b. 4 – 7 hours
  - c. 8 – 11 hours
  - d. More than 12 hours

7. Have you made a purchase after watching live commerce stream?
  - a. Yes
  - b. No
8. How often do you shop online
  - a. Almost everyday
  - b. A few times a week
  - c. Once a week
  - d. Rarely
  - e. Never
9. What kind of products do you usually watch on live commerce streams?
  - a. Fashion and beauty products
  - b. Electronics and gadgets
  - c. Food and beverages
  - d. Home and lifestyle products
  - e. Others (please specify)

**Section B: Evaluate the factors that influence mobile payment in Malaysia**

In this section, we seek for your opinion regarding the factors use mobile payment. Please indicate the extent to which you agreed or disagreed with each statement using 5 points Likert scale.

(1) = Strongly Disagree (2) = Disagree (3) = Neither agree nor disagree

(4) = Agree (5) = Strongly Agree

Please circle one number per line to indicate the extent to which you agreed or disagreed with the following statements.

**Purchase Intention**

No	Factors	SD	D	N	A	SA
PI 1	I am more likely to make a purchase during a live commerce session compared to traditional online shopping.	1	2	3	4	5
PI 2	I believe that live commerce sessions provide a more engaging and interactive experience, which increases my purchase intention.	1	2	3	4	5
PI 3	I think that the convenience of being able to ask questions and receive instant feedback during a live commerce session positively influences my purchase intention.	1	2	3	4	5



PI 4	I felt that my previous positive experiences with live commerce sessions have increased my purchase intention for future sessions.	1	2	3	4	5
PI 5	I would be more likely to make a purchase during a live commerce session if there are exclusive deals or discounts available only during the session	1	2	3	4	5

### Product Review

No	Factors	SD	D	N	A	SA
PR 1	I am more likely to make a purchase during a live commerce session if positive product reviews are shared during the session.	1	2	3	4	5
PR 2	I believe that product reviews presented during a live commerce session significantly influence my decision to make a purchase.	1	2	3	4	5
PR 3	I think that the quality of the product reviews shared during a live commerce session is important in determining whether I will make a purchase.	1	2	3	4	5
PR 4	I felt that the product reviews shared during the live commerce session positively influenced my decision to make a purchase.	1	2	3	4	5
PR 5	I would be more likely to recommend a product presented during a live commerce session to others if positive product reviews were shared during the session.	1	2	3	4	5

### Product Information

No	Factors	SD	D	N	A	SA
PN 1	I am more likely to make a purchase during a live commerce session if the product information is clear and comprehensive.	1	2	3	4	5
PN 2	I believe that the accuracy and completeness of product information presented during a live commerce session is important in determining whether I will make a purchase.	1	2	3	4	5
PN 3	I think that the quality of the product information presented during a live commerce session influences my decision to make a purchase.	1	2	3	4	5

PN 4	I felt that the product information presented during the live commerce session positively influenced my decision to make a purchase.	1	2	3	4	5
PN 5	I would be more likely to recommend a product presented during a live commerce session to others if I found the product information to be satisfactory.	1	2	3	4	5

### Host Personality

No	Factors	SD	D	N	A	SA
HP 1	I am more likely to make a purchase during a live commerce session if the host presents the product information in an engaging and informative way.	1	2	3	4	5
HP 2	I believe that the host's personality and presentation during a live commerce session significantly influence my decision to make a purchase.	1	2	3	4	5
HP 3	I think that the quality of the product information presented during a live commerce session is important in determining whether I will make a purchase.	1	2	3	4	5
HP 4	I felt that the host's personality and presentation during the live commerce session positively influenced my decision to make a purchase.	1	2	3	4	5
HP 5	I would be more likely to recommend a product presented during a live commerce session to others if I found the product information and host personality to be satisfactory.	1	2	3	4	5

### Marketing and Promotions

No	Factors	SD	D	N	A	SA
MP 1	I am more likely to make a purchase during a live commerce session if there is a promotion or discount being offered.	1	2	3	4	5
MP 2	I think promotions and discounts offered during live commerce sessions provide a better value for my money.	1	2	3	4	5
MP 3	I believe that promotions and discounts offered during live commerce sessions influence my purchase decision positively.	1	2	3	4	5

MP 4	I felt that the promotion or discount offered during the live commerce session was compelling enough to motivate me to make a purchase.	1	2	3	4	5
MP 5	I would be more likely to attend a live commerce session if I knew there was a promotion or discount being offered	1	2	3	4	5

### Customer Satisfaction

No	Factors	SD	D	N	A	SA
CS 1	I am more likely to make a repeat purchase from a seller if I am satisfied with my previous purchase.	1	2	3	4	5
CS 2	I believe that customer satisfaction plays an important role in determining whether or not I make a purchase during a live commerce session.	1	2	3	4	5
CS 3	I think that my level of satisfaction with a product significantly influences my likelihood of making a purchase during a live commerce session.	1	2	3	4	5
CS 4	I felt that my satisfaction with my previous purchases from a particular seller positively influenced my decision to make a purchase during a live commerce session.	1	2	3	4	5
CS 5	I would be more likely to make a purchase from a seller again if I am satisfied with the product and overall experience, including shipping and customer service.	1	2	3	4	5

Thank you for Your Participation

## APPENDIX C – SPSS Data Output

### Frequency Table: Demographic Profile

#### 1. Specify your gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	139	65.0	65.0	65.0
	Male	75	35.0	35.0	100.0
	Total	214	100.0	100.0	

#### 2. State your age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	≥ 45 years	13	6.1	6.1	6.1
	18 - 24 years	44	20.6	20.6	26.6
	25 - 34 years	120	56.1	56.1	82.7
	35 - 44 years	37	17.3	17.3	100.0
	Total	214	100.0	100.0	

#### 3. State your marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Divorced	2	.9	.9	.9
	Married	78	36.4	36.4	37.4
	Single	130	60.7	60.7	98.1
	Widowed	4	1.9	1.9	100.0
	Total	214	100.0	100.0	

#### 4. Monthly income level (personal)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM 5,000	30	14.0	14.0	14.0
	Below RM 1,000	35	16.4	16.4	30.4
	RM 1,000 - RM 1,999	21	9.8	9.8	40.2
	RM 2,000 - RM 2,999	49	22.9	22.9	63.1
	RM 4,000 - RM4,999	31	14.5	14.5	77.6
	RM3,000 - RM 3,999	48	22.4	22.4	100.0
	Total	214	100.0	100.0	

#### 5. Do you have following applications on your mobile phone?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	2	.9	.9	.9
	Facebook, Instagram	2	.9	.9	1.9
	Facebook, Instagram, Tiktok	1	.5	.5	2.3
	Instagram, Tiktok	2	.9	.9	3.3
	Shopee	1	.5	.5	3.7
	Shopee, Facebook	1	.5	.5	4.2
	Shopee, Facebook, Instagram	35	16.4	16.4	20.6
	Shopee, Facebook, Instagram, Tiktok	135	63.1	63.1	83.6
	Shopee, Facebook, Tiktok	9	4.2	4.2	87.9
	Shopee, Instagram	5	2.3	2.3	90.2
	Shopee, Instagram, Tiktok	18	8.4	8.4	98.6
	Shopee, Tiktok	3	1.4	1.4	100.0
	Total	214	100.0	100.0	

**6. How many hour(s) you spent on the following applications in one (1) day?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 - 3 hours	103	48.1	48.1	48.1
	4 - 7 hours	92	43.0	43.0	91.1
	8 - 11 hours	16	7.5	7.5	98.6
	More than 12 hours	3	1.4	1.4	100.0
	Total	214	100.0	100.0	

**7. Have you made a purchase after watching live commerce?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	71	33.2	33.2	33.2
	Yes	143	66.8	66.8	100.0
	Total	214	100.0	100.0	

**8. How often do you shop online**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A few times a week	42	19.6	19.6	19.6
	Almost everyday	11	5.1	5.1	24.8
	Never	1	.5	.5	25.2
	Once a week	49	22.9	22.9	48.1
	Rarely	111	51.9	51.9	100.0
	Total	214	100.0	100.0	

### 9. What kind of products do you usually watch on live commerce?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Electronics and gadgets	12	5.6	5.6	5.6
	Electronics and gadgets, Food and beverages	6	2.8	2.8	8.4
	Electronics and gadgets, Food and beverages, Home and lifestyle products	12	5.6	5.6	14.0
	Electronics and gadgets, Food and beverages, Home and lifestyle products, Others	1	.5	.5	14.5
	Electronics and gadgets, Home and lifestyle products	8	3.7	3.7	18.2
	Electronics and gadgets, Home and lifestyle products, Others	2	.9	.9	19.2
	Fashion and beauty products	33	15.4	15.4	34.6
	Fashion and beauty products, Electronics and gadgets	8	3.7	3.7	38.3
	Fashion and beauty products, Electronics and gadgets, Food and beverages	9	4.2	4.2	42.5
	Fashion and beauty products, Electronics and gadgets, Food and beverages, Home and lifestyle products	30	14.0	14.0	56.5
	Fashion and beauty products, Electronics and gadgets, Food and beverages, Home and lifestyle products, Others	6	2.8	2.8	59.3
	Fashion and beauty products, Electronics and gadgets, Home and lifestyle products	13	6.1	6.1	65.4
	Fashion and beauty products, Electronics and gadgets, Home and lifestyle products, Others	2	.9	.9	66.4

### 9. What kind of products do you usually watch on live commerce?

	Frequency	Percent	Valid Percent	Cumulative Percent
Fashion and beauty products, Electronics and gadgets, Others	1	.5	.5	66.8
Fashion and beauty products, Food and beverages	10	4.7	4.7	71.5
Fashion and beauty products, Food and beverages, Home and lifestyle products	15	7.0	7.0	78.5
Fashion and beauty products, Food and beverages, Home and lifestyle products, Others	1	.5	.5	79.0
Fashion and beauty products, Home and lifestyle products	13	6.1	6.1	85.0
Fashion and beauty products, Home and lifestyle products, Others	3	1.4	1.4	86.4
Food and beverages	1	.5	.5	86.9
Food and beverages, Home and lifestyle products	10	4.7	4.7	91.6
Food and beverages, Others	2	.9	.9	92.5
Home and lifestyle products	9	4.2	4.2	96.7
Others	7	3.3	3.3	100.0
Total	214	100.0	100.0	



**10. What is the average amount of money you are willing to spend on products during a live commerce event?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2	.9	.9	.9
Above RM1,000	7	3.3	3.3	4.2
RM 1 - RM 100	85	39.7	39.7	43.9
RM 101 - RM250	52	24.3	24.3	68.2
RM251 - RM500	38	17.8	17.8	86.0
RM501 - RM1,000	30	14.0	14.0	100.0
Total	214	100.0	100.0	

**Frequency Table: Reliability Test**

**Scale: PURCHASE INTENTION**

**Case Processing Summary**

		N	%
Cases	Valid	214	100.0
	Excluded <sup>a</sup>	0	.0
	Total	214	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	N of Items
.840	5

**Item-Total Statistics**

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am more likely to make a purchase during a live commerce session compared to traditional online shopping.	15.53	11.095	.597	.823

I believe that live commerce sessions provide a more engaging and interactive experience, which increases my purchase intention.	14.97	11.243	.676	.799
I think that the convenience of being able to ask questions and receive instant feedback during a live commerce session positively influences my purchase intention.	14.99	11.704	.633	.811
I felt that my previous positive experiences with live commerce sessions have increased my purchase intention for future sessions.	15.09	10.489	.762	.773
I would be more likely to make a purchase during a live commerce session if there are exclusive deals or discounts available only during the session.	14.86	11.996	.560	.829

## Scale: PRODUCT REVIEW

### Case Processing Summary

		N	%
Cases	Valid	214	100.0
	Excluded <sup>a</sup>	0	.0
	Total	214	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.907	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am more likely to make a purchase during a live commerce session if positive product reviews are shared during the session.	15.75	10.910	.784	.882
I believe that product reviews presented during a live commerce session significantly influence my decision to make a purchase.	15.84	10.782	.798	.879

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I think that the quality of the product reviews shared during a live commerce session is important in determining whether I will make a purchase.	15.79	11.265	.716	.897
I felt that the product reviews shared during the live commerce session positively influenced my decision to make a purchase.	15.73	10.828	.839	.871
I would be more likely to recommend a product presented during a live commerce session to others if positive product reviews were shared during the session.	15.95	11.162	.697	.901

## Scale: PRODUCT REVIEW

### Case Processing Summary

		N	%
Cases	Valid	214	100.0
	Excluded <sup>a</sup>	0	.0
	Total	214	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.910	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am more likely to make a purchase during a live commerce session if the product information is clear and comprehensive.	16.04	11.219	.758	.894
I believe that the accuracy and completeness of product information presented during a live commerce session is important in determining whether I will make a purchase.	15.99	11.375	.754	.894
I think that the quality of the product information presented during a live commerce session influences my decision to make a purchase.	16.04	10.862	.825	.879

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I felt that the product information presented during the live commerce session positively influenced my decision to make a purchase.	16.00	11.131	.816	.882
I would be more likely to recommend a product presented during a live commerce session to others if I found the product information to be satisfactory.	16.11	11.668	.713	.903

## Scale: HOST PERSONALITY

### Case Processing Summary

		N	%
Cases	Valid	214	100.0
	Excluded <sup>a</sup>	0	.0
	Total	214	100.0

### Reliability Statistics

Cronbach's Alpha	N of Items
.906	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am more likely to make a purchase during a live commerce session if the host presents the product information in an engaging and informative way.	16.05	10.402	.810	.875
I believe that the host's personality and presentation during a live commerce session significantly influence my decision to make a purchase.	16.11	10.382	.788	.880
I think that the quality of the product information presented during a live commerce session is important in determining whether I will make a purchase.	16.08	11.031	.741	.890
I felt that the host's personality and presentation during the live commerce session positively influenced my decision to make a purchase.	16.09	10.889	.757	.886

I would be more likely to recommend a product presented during a live commerce session to others if I found the product information and host personality to be satisfactory.	16.25	11.307	.723	.894
--	-------	--------	------	------

## Scale: MARKETING AND PROMOTIONS

### Case Processing Summary

		N	%
Cases	Valid	214	100.0
	Excluded <sup>a</sup>	0	.0
	Total	214	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.930	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am more likely to make a purchase during a live commerce session if there is a promotion or discount being offered.	16.41	12.271	.791	.919
I think promotions and discounts offered during live commerce sessions provide a better value for my money.	16.43	12.321	.838	.910
I believe that promotions and discounts offered during live commerce sessions influence my purchase decision positively.	16.54	12.090	.847	.908

I felt that the promotion or discount offered during the live commerce session was compelling enough to motivate me to make a purchase.	16.54	12.456	.808	.915
I would be more likely to attend a live commerce session if I knew there was a promotion or discount being offered.	16.51	12.420	.794	.918

## Scale: CUSTOMER SATISFACTION

### Case Processing Summary

		N	%
Cases	Valid	214	100.0
	Excluded <sup>a</sup>	0	.0
	Total	214	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.917	5

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am more likely to make a repeat purchase from a seller if I am satisfied with my previous purchase.	16.45	11.910	.757	.905
I believe that customer satisfaction plays an important role in determining whether or not I make a purchase during a live commerce session.	16.42	11.813	.828	.890

I think that my level of satisfaction with a product significantly influences my likelihood of making a purchase during a live commerce session.	16.44	11.901	.791	.897
--	-------	--------	------	------

### Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I felt that my satisfaction with my previous purchases from a particular seller positively influenced my decision to make a purchase during a live commerce session.	16.47	11.969	.797	.896
I would be more likely to make a purchase from a seller again if I am satisfied with the product and overall experience, including shipping and customer service.	16.36	12.205	.761	.903


  
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## Frequency Table: Pearson Correlation Test

		Correlations					
		PURCHASEINTENTION	PRODUCTREVIEW	PRODUCTINFORMATION	HOSTPERSONALITY	MARKETINGANDPROMOTIONS	CUSTOMERSATISFACTION
PURCHASEINTENTION	Pearson Correlation	1	.718**	.542**	.586**	.651**	.355**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	211	206	204	204	199	200
PRODUCTREVIEW	Pearson Correlation	.718**	1	.745**	.722**	.567**	.562**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	206	207	204	204	199	199
PRODUCTINFORMATION	Pearson Correlation	.542**	.745**	1	.747**	.711**	.728**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	204	204	206	206	201	199
HOSTPERSONALITY	Pearson Correlation	.586**	.722**	.747**	1	.653**	.669**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	204	204	206	206	201	199
MARKETINGANDPROMOTIONS	Pearson Correlation	.651**	.567**	.711**	.653**	1	.726**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	199	199	201	201	201	199
CUSTOMERSATISFACTION	Pearson Correlation	.555**	.562**	.728**	.669**	.726**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	200	199	199	199	199	202

## Frequency Table: Multiple regression Test

### Variables Entered/Removed<sup>a</sup>

Model	Variables Entered	Variables Removed	Method
1	CUSTOMERSATISFACTION, PRODUCTREVIEW, MARKETINGANDPROMOTIONS, HOSTPERSONALITY, PRODUCTINFORMATION <sup>b</sup>		Enter

a. Dependent Variable: PURCHASEINTENTION

b. All requested variables entered.

### Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.726 <sup>a</sup>	.527	.514	.52977

a. Predictors: (Constant), CUSTOMERSATISFACTION, PRODUCTREVIEW, MARKETINGANDPROMOTIONS, HOSTPERSONALITY, PRODUCTINFORMATION

Dependent Variable: PURCHASEINTENTION

### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.234	5	12.047	42.924	.000 <sup>b</sup>
	Residual	54.166	193	.281		
	Total	114.399	198			

a. Dependent Variable: PURCHASEINTENTION

b. Predictors: (Constant), CUSTOMERSATISFACTION, PRODUCTREVIEW, MARKETINGANDPROMOTIONS, HOSTPERSONALITY, PRODUCTINFORMATION

### Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.813	.315		2.577	.011
	PRODUCTREVIEW	.850	.093	.734	9.157	.000
	PRODUCTINFORMATION	.165	.111	.142	1.483	.140
	HOSTPERSONALITY	-.060	.102	-.050	-.587	.558
	MARKETINGANDPROMOTIONS	-.119	.107	-.089	-1.120	.264
	CUSTOMERSATISFACTION	-.084	.108	-.064	-.780	.436

### Coefficients<sup>a</sup>

Model		95.0% Confidence Interval for B		Collinearity Statistics	
		Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.191	1.435		
	PRODUCTREVIEW	.667	1.033	.382	2.619
	PRODUCTINFORMATION	-.054	.384	.266	3.753
	HOSTPERSONALITY	-.260	.141	.343	2.914
	MARKETINGANDPROMOTIONS	-.329	.091	.391	2.555
	CUSTOMERSATISFACTION	-.298	.129	.368	2.719

a. Dependent Variable: PURCHASEINTENTION

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Eigenvalue	Condition Index	(Constant)	Variance Proportions	
					PRODUCTREV IEW	PRODUCTINF ORMATION
1	1	5.959	1.000	.00	.00	.00
	2	.016	19.437	.50	.13	.05
	3	.010	24.630	.30	.36	.03
	4	.006	30.944	.00	.15	.14

### Collinearity Diagnostics<sup>a</sup>

Model	Dimension	Variance Proportions		
		HOSTPERSONALITY	MARKETING AND PROMOTIONS	CUSTOMER SATISFACTION
1	1	.00	.00	.00
	2	.04	.01	.01
	3	.00	.11	.15
	4	.94	.02	.00
	5	.00	.84	.23
	6	.02	.01	.62

a. Dependent Variable: PURCHASEINTENTION

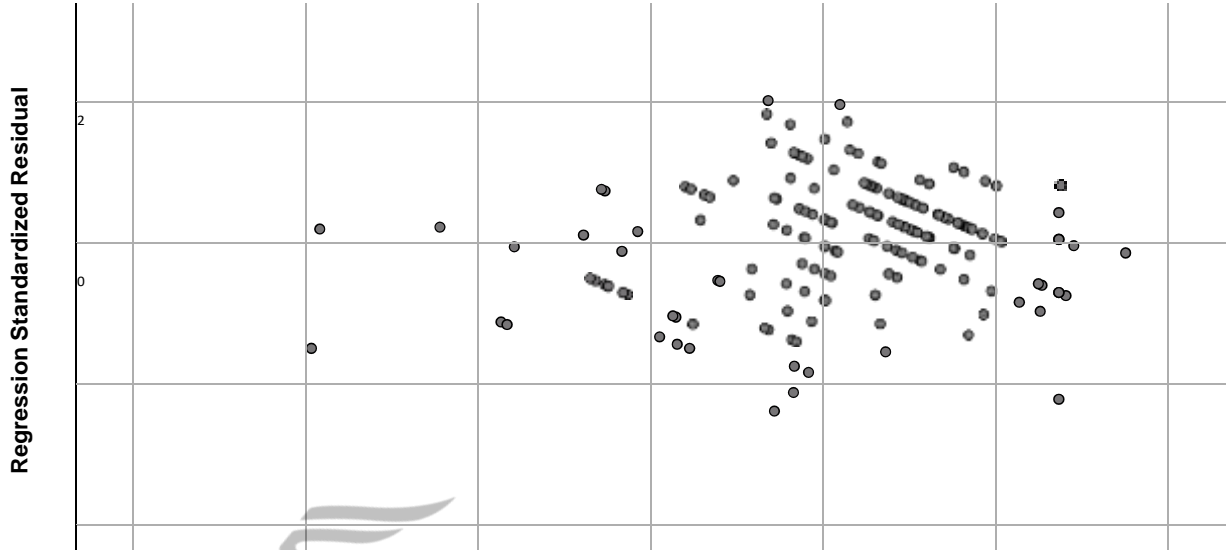
### Residuals Statistics<sup>a</sup>

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.1189	4.7840	3.8833	.45093	198
Residual	-1.70693	1.15966	.02365	.48375	197
Std. Predicted Value	-3.068	1.763	.130	.818	198
Std. Residual	-3.222	2.189	.045	.913	197

a. Dependent Variable: PURCHASEINTENTION

Scatterplot

Dependent Variable: PURCHASEINTENTION



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**APPROVAL PAGE**

**TITLE OF PROJECT: THE INFLUENCE OF LIVE COMMERCE ON PURCHASE INTENTION AMONG GENERATIONS IN MALAYSIA**

**NAME OF AUTHOR: NURUL SYAZA AQILAH BINTI MOHD SABRI**

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The undersigned is pleased to certify that the above candidate has fulfilled the condition of the project paper prepared in the partial fulfilment for the award of the degree of Master of Business Administration.

**SUPERVISOR**

Signature :

Name :

Date :

**ENDORSED BY:**

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Dean

Graduate School of Business

Date: