

MK029/2201

THE IMPACT OF FACEBOOK  
LIVE STREAMING ADVERTISEMENTS  
ON PURCHASE INTENTION

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SEPTEMBER 2022

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BY

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A final year project submitted in partial fulfillment of the  
requirement for the degree of

BACHELOR OF MARKETING (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE  
DEPARTMENT OF MARKETING

SEPTEMBER 2022



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- (3) Equal contribution has been made by each group member in completing the FYP.
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## **ACKNOWLEDGEMENTS**

First and foremost, to finish our study on time, we have obtained a great deal of direction and support from a variety of competent individuals. We are grateful to all who have supported us at every stage of development. In addition, we recognise the significance of collaboration and communication between both members.

Further, we would want to thank our supervisor, Dr. Lam Siew Yong, for her unconditional encouragement of our final year studies and research, as well as for her kindness, inspiration, passion, and comprehensive understanding. Her assistance was invaluable during the research and writing of our project. For our final year studies, we wouldn't have imagined having a greater advisor and mentor.

In addition to our supervisor, we really want to thank the examiner of our final year studies and research, Miss Uma Eswari a/p Panchanathan for her support, insightful suggestions, and challenging questions so that we can make improvement on our final year project.

Moreover, we are pleased to express our gratitude for the facilities offered by our institution, Universiti Tunku Abdul Rahman. Without these resources, we would be unable to carry out our study research. We would also want to take this time to thank our family and friends for their continual motivation, assistance, and support.

Finally, I was appreciative of the wonderful teammate who had spent his time and energy to looking for credible knowledge in order to produce a high-quality research project result. Collaboration and cooperation are the determining variables for the effectiveness and efficiency of our study.

## **DEDICATION**

This paper is dedicated to Dr. Lam Siew Yong, our beloved supervisor, who has given us informative comments, direction, inspiration, and assistance that have been essential to the growth of our research. Next, we wanted to thank our family and friends that their constant dedication and encouragement of this study. The responders who gave up their valuable time and attention to assist us fill out the questionnaires for our study are also appreciated in this initiative.

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## **LIST OF ABBREVIATIONS**

ADS	Advertisements
ANOVA	Analysis of Variance
CR	Credibility
DV	Dependent Variable
EN	Entertainment
IN	Informativeness
IRR	Irritation
IV	Independent Variable
PI	Purchase Intention
SPSS	Statistical Package for Social Science

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## **PREFACE**

The title of our study is “The Impact of the Facebook Live Streaming On Purchase Intention”. The title is chosen because live streaming advertisements is one of the most efficient way allow individual and business to reach and interact with more people across the world. This research is carrying out to investigate the impact of Facebook live streaming advertisements on purchase intention. There are four IVs were tested in this study which are informativeness, entertainment, irritation and credibility. This research will provide the provide benefits to e-commerce business, seller and researchers better understanding how the factors influences the consumer attitudes and purchase intention of Facebook live streaming advertisements.

## **ABSTRACT**

The aim of our study is to investigate the impact of Facebook live streaming advertisements on purchase intention. Our study independent variables (IV) including informativeness (IN), entertainment (EN), irritation (IR) and credibility (CR) are used to examine whether they can influence on dependent variable (DV) which is Facebook live advertisements on consumer's purchase intention.

There are total of 384 sets questionnaires were successfully collected for our study, and all collected data were analyzed by the Statistical Software Package for Social Sciences (SPSS) software. The reliability test, Pearson's correlation coefficient analysis and multiple regression analysis had been used to illustrate the relationship between the four IVs and DV.

Besides, the results obtained for this study show the three IVs including informativeness, entertainment and credibility have a significant relationship with DV Facebook live advertisements on consumer's purchase intention, except irritation has no significant with DV. This study provides valuable information to researchers to have more understanding on how Facebook live streaming advertisements influence the consumer's purchase intention and adopted some knowledge to improve their business or study.



## **CHAPTER 1: RESEARCH OVERVIEW**

### **1.0 Introduction**

This research is to investigate the impact of Facebook live streaming advertisements on purchase intention. The research background, problem statement, research objectives, research questions, hypothesis of study, and research significance will be discussed in this chapter.

### **1.1 Research Background**

According to Sharma et al. (2019) the digital century in which we live is reaching its pinnacle in the modern world, when anyone may purchase whatever through the online while stay relaxing at their home. Social media, one of the newest forms of technology content production, has made it simple to communicate and share ideas, while also enabling businesses to reach their customers more quickly without using a substantial amount of cash (Lies, 2019). This has prompted a lot of businesses to join online platforms where they not only provide social convenience but also make it simple for users to manage their businesses and interests. According to Singh and Singh (2018), Facebook, Twitter, Instagram, among other well-known social network platforms, are ideal instances of such web hosting businesses. The social network has transformed how conventional marketplaces operate, which has influenced many consumers to think about price coverage of offered items when deciding which suits their cards (Delacroix et al., 2019). These societal changes affect consumers' perceptions of equality in pricing, traditional shopping, and product selection (Melovi et al., 2020). Additionally, because they provide accurate reviews, other customers' ratings, and product reviews influence

consumers' selection of items. This enables one to get pertinent knowledge about the items to take into consideration. Similar to this, since they help businesses build their brands, endorsers are important in internet marketing. According to Singhal and Tripathy (2019), endorsers assist businesses develop their brands, which in turn helps with effective product marketing.

Moreover, social network platforms like Facebook live and video clips entice their customer's trust while developing better customer relationships. Facebook live or posts allow e-retailers to display their latest products, and if customers are interested, retailers respond to their clients instantly (Cuomo et al., 2020). This way, e-retailers will capture their clients' trust and sell out a very positive brand for the good service displayed. In addition, Facebook live marketing will shift the traditional shopping experience to a more robust and digital way while at the same time reaching a lot of customers. Ultimately, using Facebook live streams for advertisements is a tool that can help achieve the targeted margins of sales for any company or business (Silas & Junior, 2020). Many companies and upcoming entrepreneurs have adapted this advertising technique since it works the best (Hunt & Madhavaram, 2020). More sales and new customers are gained.

Social network marketing like Facebook boosts customers' morale in purchasing products according to Xu et al. (2020). Customers choose between products that fit their description either through the product information or a review they have heard or read. This will aid in capturing customers' intentions and thus increase online purchase intentions (Klein et al., 2019). Another factor that will influence online customers' preference in purchasing products on Facebook is though the number of ads that play, occasionally reach out to e-retailers while at the same time showcasing how these products perform (Quadros, 2021). These acts can be made real by having videos of clients putting on or responding to how they are working with their purchased products.

For instance, 1.87 billion Facebook users who have signed up can connect and interact with their friends, work colleagues, teammates, and new allies from other parts of the world (Dasgupta, 2022). Based on the research shows that, Facebook possess 88.7% in year 2022 which ranked the second most used social media platform in Malaysia (Digital Business Lab, 2022). And there is also research shows that there are 28,947,300 Facebook users in Malaysia (Napoleon Cat, 2021).

The popularity of online shopping has attracted attention from researchers as it eludes a lot of spheres in reaching clients (Lu et al., 2020). Online video advertising has a broad reaching impact on the Internet and gives tremendous prospects for commercial businesses. The income of online service providers come largely from ads. This research mainly focuses on Facebook live advertising.

## **1.2 Problem statement**

The internet has revolutionised the way things work; internet advertising is one of them. Social networking and marketing entail business promotion through social media platforms like Facebook. The social network has also established companies to sell products, build relationships, and understand the market need through social and psychological factors like attitude.

Adekannbi (2020) further conducted a study on mobile advertisements of products, but the study did not provide any information on its effectiveness in influencing buyers. Chen and Wang (2020) surveyed product attitude through advertised live streaming and the kind of trust developed through elaborate likelihood models. The study findings showed more than one route where consumers' attitudes in purchasing products greatly influence product description and advertisements. Wongkitrungrueng et al. (2020) conducted a study on live streaming from sellers' perspectives. The findings showed that the e-retailers approach constantly

determines consumers' attitudes toward buying or recommending other clients on the same product. Chu et al. (2019) also conducted a study on determining consumers' response toward social networking platforms and intentions in buying luxury products.

Further, Facebook live streaming advertisements has given shoppers access to a comprehensive channel where they may gain from hedonistic, societal, and shopping advantages through a much-improved buying and interacting experience. In other words, watching live streams enables watchers to spend relaxed and enjoyable hours watching appealing broadcasters (Xu et al., 2020). A broadcaster, who is often a Key Opinion Leader, has their own unique casting aesthetic, niche, appeal, or personality (Zhao et al., 2018). For addition, audiences might genuinely find the broadcaster perform will become enjoyable, find shopping to be hedonistic and entertaining, and make unexpected purchases (Xu et al., 2020).

Moreover, study shows that viewer waiting period has a linkage towards respond in comment problems. Waiting may be annoying and very frustrating for clients (Halimin et al., 2022). Live streaming viewers who wait longer pay more and get less in return. The disparity between cost and benefit promotes frustration and anger, and hence, the propensity to complain. It was observed that online service failures were just as significant as reaction failures because they both made up about 15% of e-complaints. This involved the attitude of the workers, a shortage of information, and poor interaction (Reddy & Gopal, 2018).

According to Wongkitrungrueng et al. (2020), having a good relationship with clients means a lot as it allows room for clients to raise any complaints without any problem. A good case is when a client purchases a product and later on realises the product has an issue. This making sure that every complaint raised is addressed instantly helps in building trust and building a better relationship with clients (Donthu & Gustafsson, 2020). The study findings agree that consumers find it hard

to trust things they cannot touch or have experienced on the first site. Additionally, keeping a customer's confidence is by far the most important idea while interacting with them (Dzimiska et al., 2018). Low customer engagement raises doubts about whether the bought item suits the customer's attitude and preferences. Customers will be reluctant to purchase a certain product as a result of this concern that it will fall short of their expectations (Zeebaree et al., 2020). Thus, taking a social tour on customers' intentions and trust as an influential social platform is of high value.

In summary, a lot of studies have been done on social network advertisements, but less has been done on social media live streaming advertisements like Facebook live (Yu et al., 2018). Lastly, the study will try to unfold other major problems that affect livestreaming marketing like the content created, brands, accessibility in reaching clients among other factors. Therefore, this study will try to unfold and cover the knowledge gap on live streaming advertisements based on consumers' attitudes.

### **1.3 Research Objectives**

The objective of this study is to identify the impact of Facebook live streaming advertisements on purchase intention. Research objectives are separate into two types which are general research objective and specific research objectives.

#### **1.3.1 General Research Objectives**

To investigate the relationship of Facebook live streaming advertisements on consumers' purchase intention.

### **1.3.2 Specific Research Objectives**

1. To investigate the influences of informativeness of Facebook live streaming advertisements on consumer's purchase intention.
2. To investigate the influences of entertainment of Facebook live streaming advertisements on consumer's purchase intention.
3. To investigate the influences of irritation of Facebook live streaming advertisements on consumer's purchase intention.
4. To investigate the influences of credibility of Facebook live streaming advertisements on consumer's purchase intention.

### **1.4 Research Questions**

1. Does the informativeness of Facebook live streaming advertisements influence the consumer's purchase intention?
2. Does the entertainment of Facebook live streaming advertisements influence the consumer's purchase intention?
3. Does the irritation of Facebook live streaming advertisements influence the consumer's purchase intention?
4. Does the credibility of Facebook live streaming advertisements influence the consumer's purchase intentions?

### **1.5 Hypothesis of Study**

**H1:** The informativeness of Facebook live streaming advertisements has a positive influence on consumer's purchase intention.

**H2:** The entertainment of Facebook live streaming advertisements has a positive influence on consumer's purchase intention.

**H3:** The irritation of Facebook live streaming advertisements has a negative influence on consumer's purchase intention.

**H4:** The credibility of Facebook live streaming advertisements has a positive influence on consumer's purchase intention.

## **1.6 Research Significance**

Our research was designed to examine the impact of Facebook live streaming advertisements on purchase intention. The focus of research is how the impact factors informativeness, entertainment, credibility and irritation of Facebook live streaming advertisements on consumer's purchase intention. Our research also provides some practical advice for sellers and e-commerce platforms to better use live streaming to effectively market their product (Sun et al., 2019). This study helps researchers for better understand the purchase intention of consumers adopting brands or services through Facebook live streaming advertisements. It also gives researchers better understanding the characteristic of Facebook live streaming advertisements and its influences on purchase intention. Besides, the research can provide the Youtuber and online seller with more understanding of how livestreaming increases their brand awareness and how live streaming provides other benefits to them.

## **1.7 Conclusion**

In short, the summary of this chapter had included a brief overview on the background of the study which discussed the impact of Facebook live streaming on

purchase intention. Research problem provides a direction for the researcher to analyze and identify. With the research objectives which provide an outline on the goals to be achieved. Besides, the study significantly establishes the importance of this research. Following research will reviewed on related literatures and conceptual framework models in the next chapter.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.0 Introduction**

This chapter will cover the underlying theories of the study. This chapter also describes the independent and dependent variables and formulates a hypothesis based on the variables linked to Facebook live streaming advertisements purchase intention.

### **2.1 Review of Relevant Theoretical Model**

#### ***Ducoffe's Web Advertising Model***

According to Yang et al. (2017) advertising value is a notion established by Ducoffe to quantify how much people value advertising. Ducoffe conducted research that led to the development of a model based on the triad of informativeness, amusement, and aggravation as antecedents of perceived worth.

According to Fu et al. (2020), the first step in making effective use of online advertising is to learn how audiences feel about the Web's worth as a source of consumer information. This feeling, in turn, affects how they feel about specific commercials on the Web. However, knowing who you're writing for isn't enough. After this is complete, only then can the most relevant advertisements for the web



be created. As a result, boosting advertising value has emerged since a pressing concern, as it influences how well online ads perform and how their intended viewers perceive them.

As per Chakraborty (2019), Ducoffe showed that people's opinions of ads on the Internet depended critically on how much they believed such ads would help them. Therefore, for practitioners who want to build the most successful online advertisements directed at their target clients, disclosing the features of web ads has become a crucial problem. Commercials' informativeness is measured by how much information they are able to carry along to their intended audience. Ducoffe created a paradigm for anticipating consumer value and attitude toward advertising by disentangling its emotional component from its cognitive reaction. He concludes that consumers' perceptions of ad values, and hence their attitude toward commercials, are affected by their level of enjoyment, education, and annoyance. When it comes to the web, Ducoffe's model is what ends up being used (Shareef et al., 2019). Without differentiating between the two sorts of advertising aims, he shows that advertising value is strongly related to how people feel about online ads. Furthermore, the value of advertising depends on how entertaining, instructive, and irritating it is judged to be.

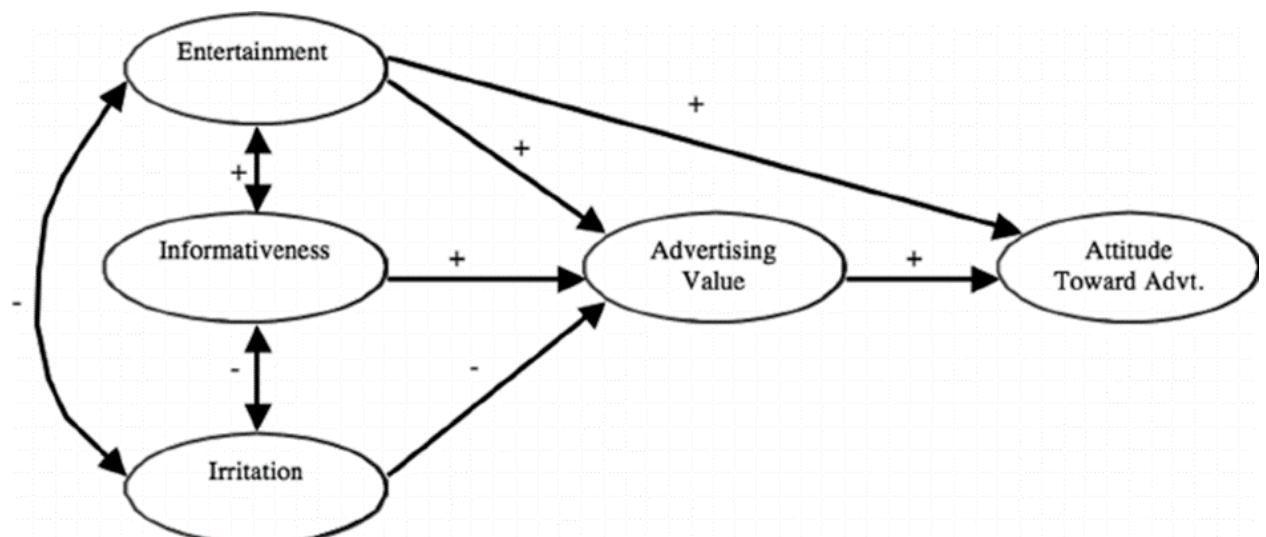


Figure 1: Ducoffe's Web Advertising Model (Yang et al., 2017)

## 2.2 Review of Variables

### 2.2.1 Dependent Variable: Purchase Intention

Researchers in the fields of marketing and information systems often utilize consumers' stated desire to continue using a service as a proxy for their actual behavior (Chetioui et al., 2021). The success of a service provider depends on the extent to which its customers continue to use the service. Consumers' propensity to make a purchase is measured by their "purchase intention" (Chetioui et al., 2021). According to research Chu et al. (2019), customers' propensity to buy is a strong indicator of their actual purchasing behavior. A consumer's readiness to buy a product or brand is described as an unbiased preference for that product or brand (Liu et al., 2020). Nonetheless, customers' preferences for certain items are what "willingness to purchase" is all about, as stated by Jain et al. (2018).

Some research has found that the length of time between purchases is a good indicator of consumers' propensity to buy a certain product. However, it might be difficult to determine whether or not a desired outcome (a purchase or a referral), actually occurred in empirical investigations. Consumers consider their personal experiences and the surrounding environment when making purchasing decisions. After collecting a given amount of data, consumers begin to examine, think about, and compare products in preparation for making a purchasing decision. Consumers' subjective preference for a given product may be measured by their purchase intentions (Mayrhofer et al., 2020). There is a direct correlation between a consumer's level of interest in a product and their chance of making a purchase of that

product (Chakraborty, 2019). Previous studies have found that consumers' perceived propensity and their actual behavior may both be predicted with high accuracy using purchase intention (Zhang et al., 2020). Therefore, this study aimed to investigate the impacts of social media marketing activities on participation intention and purchase intention, as opposed to the effects of information system utilization, as was the case in prior studies. In the end, the success or failure of any and all marketing efforts will hinge on one thing: whether or not potential buyers are interested in the goods.

Social media marketing has been shown to affect consumers' propensity to make a purchase (Chetioui et al., 2021). Chakraborty (2019), looked at how social media marketing affected consumers' intent to buy a certain product. However, there hasn't been enough study done on live streaming as a new phenomenon. Furthermore, relatively few researches have looked into how live streaming affects consumer purchase intentions despite the fact that live streaming purchasing is becoming increasingly popular (Yu et al., 2018).

### **2.2.2 Independent Variable 1: Informativeness**

Informativeness refers to the potential of advertising to provide information to customers about goods or services (Cahyani et al., 2020). Informativeness is a significant component in determining the efficiency of online advertising. Informativeness' main objective is to attract customers by giving them up-to-date, accurate, and conveniently accessible information (Ling et al., 2018). Therefore, marketing significantly depends on information as an incentive since consumers are more likely to click on advertisements that provide incentives (Wang et al., 2017).

The significance of informativeness may be perceived from an instrumental or utilitarian approach. Information on the functional characteristics of a product or service may help customers' functional demands in a significant manner (Aktan et al., 2016). Therefore, the quality of information offered in advertisements, such as the advantages of a product, may assist people make optimum purchases (Ku et al., 2019). Moreover, the significance of advertising innovation is linked with the underlying human need to consume anything novel, unique, unconventional, and innovative (Aktan et al., 2016). Understanding these factors will provide advertising practitioners with useful insights into how best to create messages that can generate positive attitudes to advertising (Ku et al., 2019). Specifically, research has discovered that consumers' attitudes about advertisements are positively influenced by how creative and informative they consider them to be (Ku et al., 2019). Thus, when advertising delivers information that satisfies their functional demands and is creative enough to generate hedonic value, people are more likely to acquire a good attitude toward it (Murillo et al., 2016). Therefore, advertisers and marketers should make their advertising messages more informational and creative to enhance the possibility that people would respond favourably (Ku et al., 2019).

People frequently use social media as a way to get information (Najib et al., 2016). Adverts on social media may supply consumers with information about a product they're interested in and pique their interest (Wang et al., 2017). Customers will derive value from the sense of the importance of social media advertising information (Taanika et al., 2019). There is a considerable influence on the perceived usefulness of social media marketing when an advertisement is informational (Taanika et al., 2019).

### **2.2.3 Independent Variable 2: Entertainment**

The concept "entertainment" is defined as the degree to which Web advertisements satisfy an audience's need for escape, diversions, aesthetic pleasure, or emotional expression (Shareef et al., 2017). Consumers want or choose advertising that includes aspects of fun and enjoyment. Web advertising that is heavily loaded with enjoyable material receives a better rating from receivers and results in a greater target to return to the homepage than websites that lack entertainment aspects (Aydoğan et al., 2016). According to Hossam (2018), when advertising presented on social networking sites has entertaining value, the advertisement's value increases. This research tried to establish entertainment as hedonic in nature (Cadet et al., 2017).

Advertising has always been positioned as an assistance to entertainment rather than as a real source of amusement in itself for consumers (Goh et al., 2020). Even when such commercials are innovative in and of themselves or have licenses to the hottest entertainment assets right now, they are seen as distinct from entertainment-focused material for consumers (Goh et al., 2020). Younger customers place more value on experiences than items compared to older generations, and firms are changing their focus to place more emphasis on building long-term connections via the provision of these experiences than on making quick sales (Aktan et al., 2016). In some situations, the advertisement may be considered a kind of entertainment in and of itself.

In general, people's opinions regarding advertising are most heavily influenced by their appreciation of advertisements (Ismail et al., 2022). A high level of satisfaction and involvement throughout their interaction with computer-based media leads to convergent subjective judgments of the consumer's favourable effect and mood (Aktan et al., 2016). Traditional

advertisements are tied to the entertainment value of advertising information. Consumer attitudes regarding advertisements are positively impacted by the entertainment value of the advertising message (Ganjar et al., 2018). The level of promotional information entertainment is crucial for social networking site marketing. Consumer perceptions regarding an advertisement might be influenced by an intriguing marketing message (Hashim et al., 2018).

### **2.2.4 Independent Variable 3: Irritation**

Certain advertisements are annoying to consumers because they are seen as deceptive, rude, or a slap in the face to their intelligence (Jain et al., 2018). Consumers may find the message irritating because it is hard to understand, invasive, or distracting. Therefore, annoyance is said to be a significant cause why people have a negative outlook on commercials (Chetioui et al., 2021). Users' irritation with ads is also thought to reduce the benefits they receive from them (Fu et al., 2020). Since mobile phones are undeniably highly private gadgets, the annoyance element may be especially relevant while reading messages sent to them (Liu et al., 2020). In practice, researchers have discovered that intrusiveness of the message and irritation is a significant factor that negatively affects attitudes towards mobile advertisements (Chetioui et al., 2021; Mayrhofer et al., 2020; Chu et al., 2019; Zhang et al., 2020).

Irritation, a concept articulated by Ducoffe's model, refers to the aggravating features of advertising such false promises, contradictory information, inappropriate content, and intrusive calls to action (Chakraborty, 2019). IRR of advertising has been linked to factors such as ad content, ad format, the online platforms on which ads appear, customer familiarity with and response to web ads, and other factors, according to both historical and

modern studies (Jain et al., 2018). Previous research indicates that IRR has a detrimental impact on the value of online advertising and the quality of the user experience associated with it. The value of product placement was more reactive to discomfort than that of traditional advertising (Chetioui et al., 2021). A prior study found that using continually animated site banners and/or unexpected popup adverts increased visitors' perceived aggravation with the website (Chetioui et al., 2021). Negatively impacting felt annoyance for ordinary customers is shocking implementation of visual website design, website navigation, and information strategy. For instance, the impact of Facebook advertising IRR on user sentiment about the platform is significant (Saima et al., 2020).

An individual's point of incremental return (IRR) from internet advertising is correlated with his or her level of web knowledge. In reality, internet natives do not often find online ads annoying (Jain et al., 2018). Online shoppers' levels of frustration were shown to be most impacted by a site's intuitive navigation structure. Sponsored links are seen negatively due to IRR (Wongkitrungrueng et al., 2020). Research also shows that, shoppers may get annoyed if streamer use tactics that bother, embarrass, or treat them badly. Customers get irritated and have unfavourable opinions about online streaming advertisements when interactions are extremely dishonest. Additionally, customers may react poorly to impact of social media marketing that include content that may be easily misinterpreted, misdirected, or overburdens the receiver. Additionally, when the amount of spam or promoting interactions rises, customers' opinions about promotional tactics worsen since it annoys them. In general, rude remarks that could conflict with a customer's values are seen as annoyances or irritants (Fayuti et al., 2022).

### **2.2.5 Independent Variable 4: Credibility**

According to the research, trust in commercials is a major element in how people feel about them. According to Chetioui et al. (2021), "the extent to which the consumers consider the statements about the brand/product represented in the advertising to be genuine and convincing" is an antecedent that influences one's attitude toward commercials. When assessing an advertising's veracity, it is important to consider both the veracity of the advertisements itself and the veracity of its source (the firm or organization paying for the advertisements) (Mayrhofer et al., 2020). Attitudes toward advertisements are affected by consumers' beliefs about their accuracy, reliability, and credibility (Mayrhofer et al., 2020; Chu et al., 2019; Zhang et al., 2020; Liu et al., 2020; Saima et al., 2020).

Lastly, the study takes into account the credibility or trustworthiness of advertisements as an independent variable. As described by Ducoffe, credibility includes being trustworthy, credible, persuading, and providing truthful product information (Zhang et al., 2020). Consumers' assessments of INFO, ENT, and IRR are all strong indicators of confidence in online retailers, and respondents' judgments of an ad's credibility were shown to be the most influential element in shaping their attitudes about marketing messages. Consumers have a somewhat pessimistic view of the reliability of SMS ads (Chakraborty, 2019). They found that consumers' attitudes regarding SMS ads shifted for the worse. The SMS advertising's efficacy was affected by the credibility of the ad's source. It's possible that the ambiguity of not being asked to "opt-in" while getting advertising lowers the efficacy of SMS marketing when credibility is low and raises it when credibility is high (Fu et al., 2020). It's possible that adding an opt-in feature might lend legitimacy, making the advertisements more successful (Drossos et al., 2017). When it comes to how young people feel about receiving SMS



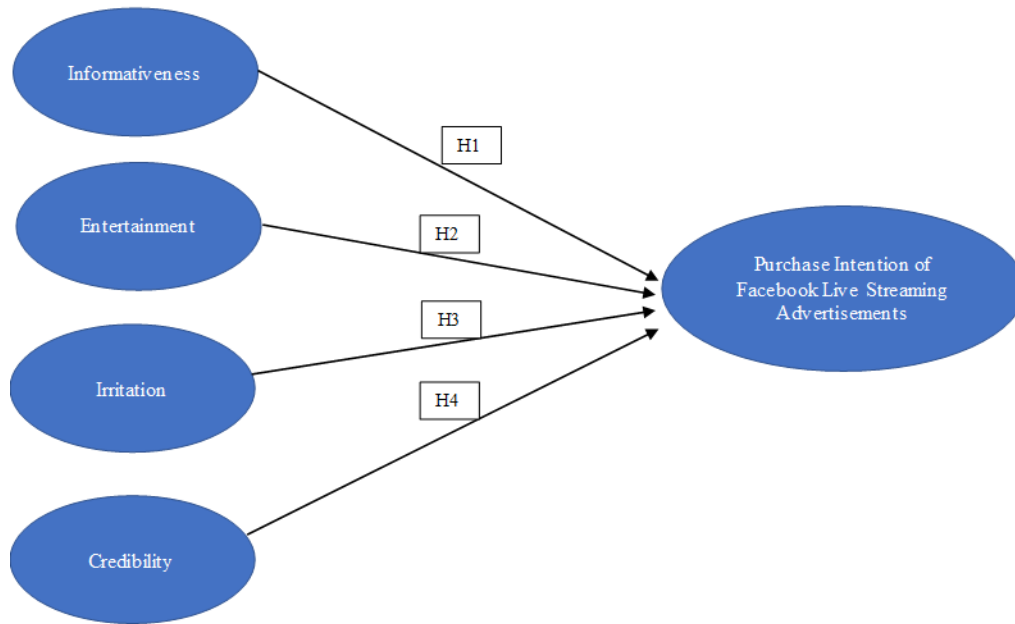
advertisements, Wongkitrungrueng et al. (2020) say that believability matters a great deal. When it comes to advertising, users care most about the reliability of sponsored links.

People's opinions of advertising are heavily influenced by their level of trust in both the ad and the company delivering it (Jain et al., 2018). When compared to print media or television commercials, the regulatory systems of digital media are laxer, hence the trustworthiness of the advertising is likely to have a greater impact on consumer perceptions of ads. Research on commercials, both in traditional and mobile settings, increasingly takes into account the annoyance aspect. There is a growing backlash against advertisers due to their annoying and, in some cases, disrespectful commercials. Therefore, relevant research have shown that the annoyance construct negatively affects ad sentiments (Fu et al., 2020). All of the above-mentioned elements, which are known as antecedents of attitude, have been accounted for in this study and will be examined in further detail below.

## **2.3 Proposed Conceptual Framework**

According to the literature and Theoretical Model, we proposed a research framework shown in figure 2. This study has four IVs, which are informativeness, entertaining, irritation, and credibility. Besides, for the result of our research, DV would be the purchase intention of Facebook live streaming advertisements.

Figure 2: Proposed Research Framework



Source: Developed from Research

## 2.4 Hypotheses Development

### 2.4.1 The relationship between Informativeness and Purchase Intention

Generally, informativeness refers to the extent to which a company can provide sufficient information so that customers can make better buying decisions (Alalwan, 2018). According to the research by Filieri et al. (2018), informativeness on social commerce platforms are considered helpful if the information provided helps consumers familiarize, understand, and evaluate the quality and performance of products sold online. Informativeness is a key factor in consumer acceptance of advertising. It plays an important role in advertising awareness of a product and helps consumers differentiate a product from existing competitors. Informational advertising can inform

consumers of new product features and changes in product prices. Therefore, informativeness in an advertisements can strongly influence consumer attitudes, especially when it is repositioned from traditional media (Goh et al., 2020). Based on the Rajeev et al. (2018) research, it shows the value of online advertising is now dependent on its informativeness, credibility and entertainment. According to the research by Alalwan (2018), informativeness that appears in social media advertising can make customers have better buying behavior, thereby increasing their willingness to buy.

H1: Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions.

#### **2.4.2 The relationship between Entertainment and Purchase Intention**

According to the study by Lapatsanan (2017), entertainment is an experience that is enjoyable, memorable, relevant and appreciation will stay in memory and influence customer's attitude and next purchase intention. To be specific and important, entertainment plays an important role as it determines respondents' behavior towards live streaming advertising. According to the Le and Vo (2017) study, entertainment is one of the values of media. Therefore, as an important form of media, advertising can improve consumers' advertising transaction experience if it can deliver entertaining content to viewers. Moreover, Besides, entertaining advertisements can attract consumers' attention, thereby increasing the effectiveness of advertisements. Therefore, entertainment is a factor affecting consumers to view advertisements and it has positively influenced purchase intention (Martins et al., 2018).

H2: Entertainment of Facebook live streaming advertisements has positive influences on consumer purchase intentions.

### **2.4.3 The relationship between Irritation and Purchase Intention**

Yang et al. (2017) study has mention the irritation has the potential to divert attention from worthwhile social goals, dilute the human experience, and exploit human anxieties and hopes of affectionate possession. This may be caused by the of the website that confuses and distracts consumers. Moreover, live advertising has the potential to present a wealth of information that confuses, distracts and overwhelms the recipient. As a result, consumers are confused and react negatively to the message being conveyed (Hashim et al., 2018). Based on the research by Firat (2019), it shows irritation has negative impact on the consumer purchasing attention. Therefore, irritation is believed to have a negative impact on consumer purchase intention towards online advertising.

H3: Irritation of Facebook live streaming advertisements has negative influences on consumer purchase intentions.

### **2.4.4 The relationship between Credibility and Purchase Intention**

Credibility is currently an integral part of various studies in the online environment. It can reduce the impact of consumer demand uncertainty on

purchase intention and website loyalty. In a highly uncertain online environment, improving creditworthiness helps consumers reduce the importance of risk perception (Zhu et al. 2020). According to the research by Singh and Banerjee (2018), it shows that celebrities who appear in advertising will generate higher purchase intentions. The studies also prove that when the credibility of the speaker is high, consumers may be more willing to buy more. When a credible source is used as a spokesperson for advertising, it influences consumer beliefs, assessments, attitudes and/or behavior and can motivate consumers to accept the influence of information as accurately as possible and use it. The credibility of an advertisement can positively affect consumer attitudes and behavior. According to Kim and Song (2020), credibility of advertisements is a key factor in determining purchase intention. Therefore, credibility has an influence on consumer purchase intention.

H4: Credibility of Facebook live streaming advertisements has positive influences on consumer purchase intentions.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.0 Introduction**

This chapter will cover the methodology used to address the research questions. This chapter discusses the research design, sample design, and data gathering technique. In addition, we conduct pilot tests to see if the suggested methods can be applied to our real data collection. This chapter also describes the planned data analysis procedures to assure the accuracy and validity of the study. The data analysis methodology is also documented and consistent with the study objective.

## **3.1 Research Design**

Marketing research is carried out within the context of a research design framework. It follows a set of predetermined actions to get the necessary data and offers a solution to marketing research challenges. Our research focuses on the impact of Facebook live streaming advertisements on purchase intention. The research design framework will conduct the research in systematic steps to gather the required information for the study (Geoffrey et al., 2019). We have chosen to conduct our analysis using the quantitative study design.

### **3.1.1 Descriptive Research**

Descriptive research is the suitable approach for the achievement of our goal. Facebook is one of the best advertising sites most people prefer since it can reach a substantial population worldwide (Andreou et al., 2019). The most common application of descriptive research would be to characterise a set of individuals (Kothari, 2004). Based on Fox and Bayat (2007), the objective of descriptive research is to gain insight on contemporary issues or difficulties thru a method of data collecting that enables researchers to more clearly understand the situation. According to Polit and Hungler (1999), descriptive research with a high sample size may provide precise findings and is cost-effective. This method of research helps to examine and collect data from potential target respondents in order to examine the link among independent variables (informativeness, entertainment, irritation, and credibility) and dependent variable (purchase intention).

### **3.1.2 Quantitative Research**

In quantitative research, numbers are used to explain, characterise, and predict variables and phenomena of interest (Silva, 2017). More than one billion people use the platform for various activities (Shodiyev, 2022).

## **3.2 Sampling Design**

Sampling design is the foundation on which a sample survey is constructed and how it influences other survey components.

### **3.2.1 Target Population**

These individuals or groups share similar characteristics from which researchers generate their samples (Dahabreh et al., 2022). In this study, the target population is people with the Facebook account in Malaysia. The study will be focused on individuals with social media operation knowledge and are frequent users. The participants will be limited by their proficiency in communication and understanding of the products being advertised on the live streams.

### **3.2.2 Sampling Frame and Sampling Location**

The sample frame would correspond to the population of interest in an ideal world. In our study, we will not use the sampling frame because the sample frame was unavailable in the research due to the absence of listings

including information on Facebook users. The questionnaires and surveys will be distributed through social media platforms. The study will include old and new Facebook subscribers. Describe the diversity of the people involved. The main feature they must pose is the ability to operate Facebook live streams.

A Facebook live stream is an online performance and, therefore, with access to the internet connection, sampling can be done online.

### **3.2.3 Sampling Elements**

The general public of Malaysians who are 18 years old and above and have experienced watching live streaming advertisements at least once from Facebook, which would be the target respondents in this study.

### **3.2.4 Sampling Technique**

Self-selection sampling and judgemental sampling would be the most fitting in this scenario for it does not require a sampling frame. Self-selection sampling is effective when we need groups or instances, whether individuals or companies, to voluntarily participate in research. The crucial element is that research participants volunteer to participate in the study rather than being immediately contacted by the researchers (Garganpreet, 2017). We will employ the Self-selection sampling technique and judgemental sampling in the study (Taherdoost, 2016). Additionally, self-selection was chosen since it is a rapid and cost-effective method for locating the sample. This may minimise the length of time required to look for suitable units (or instances); that is, persons or groups that match the sample's qualifications



(Garganpreet, 2017). Moreover, based on the research according Bhardwaj (2021) mention that, judgemental sampling is employed for gathering data from a certain set of individuals. An excellent illustration is the researcher's knowing that such target audience meets his or her standards. Given that we focused on Malaysians who are above 18 years old and have sign up for Facebook, judgmental sampling is the most efficient technique of data collection in this situation.

### **3.2.5 Sample Size**

Sample size can be defining as the total number of individuals or the number of observations involved in a study (Lakens, 2022). The sample size addresses a group of people chosen from the general public who are deemed to represent the actual population for the study. Data from the participants will be collected through Facebook in the form of questionnaires. The questionnaires will also be sent to the participants through emails. Krejcie and Morgan (1970) propose a sample size of 384 once the population is more than 250,000. This study focuses on 384 respondents because there were 28,947,300 Facebook users in Malaysia (Napoleon Cat, 2021). In this survey, 384 Malaysians who have registered the Facebook account were asked to fill out a questionnaire.

## **3.3 Data Collection Method**

### **3.3.1 Primary Data**

Primary data collection was a method using questionnaire, survey, or interview to collect the data. It includes data collected for the first time and raw and fresh data. Primary data is collected when conducting experiments in experimental research, but in case of descriptive research and surveys, primary data is a form of observation or direct communication with respondents or others (Syeda, Rubi, Ammar & Abdul, 2021). In this research, we gathered the primary data through the Google form as our research survey and we assigned the questionnaire among our target respondents to gather data.

### **3.3.2 Questionnaire Design**

In this research, the questionnaire was created as a Google form and the Google link sent to the respondent by Facebook, WhatsApp, and Microsoft team and email to collect data. The English language would be applied in the questionnaire design, and the questionnaire also divided to three section which were Section A, Section B and section C.

In Section A, 5 demographic questions were implied to gather the target respondent's demographic background which includes age, gender, race, occupation and personal monthly income. In section B, we prepared 4 general questions to ask about the frequent watch of Facebook live streaming advertisements and number of spending in Facebook live streaming. For section C, the questions were consisted of IV and DV that assessing the impact of Facebook live streaming advertisements on purchase intention. There were 4 IVs in total which were informativeness, entertainment, irritation, and credibility while the DV was the purchase intention of Facebook live streaming. Each of the IV and DV contain 5 questions that have been designed to collect the opinion on the impact of

Facebook live streaming advertisements on purchase intention. Besides, Likert scale was used in the question design of section B and the scales given change from strongly disagree to strongly agree.

### **3.3.3 Pre-test and Pilot Test**

Pretesting was used to verify that the target respondent understands the question and suggested answer options as the researcher intended, and it is indeed able to respond meaningfully. Common pre-test sample sizes are 5 to 15 (Perneger et al., 2015). Therefore, we collected a total of 11 lecture opinions to guide us in identifying errors and flaws in the questionnaires.

Pilot test is the first step in an overall research protocol and is usually a smaller study that helps in planning and revising the main study (In, 2017). Before conducting the main study, we conducted a pilot test using a small group of participants to examine our research methodology. We conducted pilot tests to identify errors in the results obtained from the tests and allow us to test the correctness of the research tool and provide information on whether the type of survey is valid for the purpose of the research. According to Johanson and Brooks (2010), the pilot test for initial investigation or scale development purposes, the sample size of 30 representative participants of the population of interest is a reasonable minimum recommendation. Therefore, we collected a total of 33 representative participants for the pilot test of our research.

## **3.4 Proposed Data Analysis Tool**

### **3.4.1 Descriptive Analysis**

Descriptive analysis was a data analysis to help describe, display, or summarize data points in a constructive manner so that patterns emerge that satisfy each condition of the data. It was a method that was used to objectively describe the nature and magnitude of sensory perception (Sarah, Joanne, Tracey & Ng, 2018). In our research, descriptive analysis was used to determine data which contains an overview of demographic data from our respondents which is illustrated in tables.

### **3.4.2 Reliability Test**

Reliability is related to the consistency of measurements. It can be achieved through three attributes which are homogeneity, stability, and equivalence. The reliability coefficient is an absolute number ranging from 0 to 1. A value of 1 means perfect consistency, while a value of 0.00 indicates a complete lack of consistency (Samuel, 2018). Cronbach's alpha was the most used test to evaluate the internal consistency of an instrument. In the reliability test, the meaning of all correlations in each half-split combination was determined. Instruments with more than two response answers can be used in this test. Cronbach's alpha result is a number between 0 and 1. An acceptable reliability score of is 0.7 and above (Heale & Twycross, 2015).

Table 3.1: Rule of Thumb for Cronbach's Coefficient Alpha Range

<b>Cronbach's alpha value</b>	<b>Reliability level</b>
More than 0.9	Excellent
0.9 - 0.8	Good
0.8 - 0.6	Acceptable
0.7 - 0.6	Questionable
0.6 - 0.5	Poor
Less than 0.5	Unacceptable

Source: Sharma, 2016

### **3.4.3 Pilot Test's Reliability Result**

Table 3.2 shows the pilot test results obtained online from 33 respondents. Based on Cronbach's alpha value result, four IVs alpha value are above 0.9, which is considered as excellent, while the DV purchase intention alpha value is also above 0.9 which is considered as excellent. According to the research by Sharma (2016), the Cronbach alpha value above is considered as high reliability. Therefore, all the reliability IVs and DV in pilot test results are considered as acceptable.

Table 3.2 Pilot test's reliability result

Variables		No of items	Standard Variable	Level of Reliability
			Cronbach's Alpha	
Dependent Variables (DV)	Purchase Intention (PI)	5	0.916	High reliability
	Independent Variables (IV)	Informativeness (IN)	5	
Entertainment (EN)		5	0.960	
Irritation (IR)		5	0.966	
Credibility (CR)		5	0.912	

Source: Developed from research

### 3.4.4 Inferential Analysis

#### 3.4.4.1 Pearson's correlation coefficient analysis

In this study, Pearson's correlation coefficient analysis ( $r$ ) was used to reflect the association or relationship between two (or more) quantitative variables (Gogtay, 2017). Meanwhile, the IV (informative, entertaining, stimulating, and trustworthy) and DV

(purchase intent) of this study were used to examine the strength of the association between the two variables. It can take values ranging from -1 to +1. A positive value indicates a positive linear correlation, and a negative value indicates a negative linear correlation. When the coefficient value results closer to +1 or -1, strength of linear correlation display stronger (Fu et al., 2019). (Fu et al., 2019).

Table 3.3: Guidelines of Correlation Coefficient Range

Scale of Correlation Coefficient	Strength of Correlation
0.00 – 0.10	None
0.10 – 0.39	Weak
0.40 – 0.69	Moderate
0.70 – 0.89	Strong
0.90 – 1.00	Very Strong

Source: Schober, Boer & Schwarte (2018)

### 3.4.4.2 Multiple Regression Analysis

Multiple regression analysis (MRA) refers to a set of correlation-based statically techniques used to measure the influences of independent variables (IVs) on dependent variables (DV) (Plonsky, 2015). The formula or equation used to assess the relationship between variables shown as below:

$$Y' = A + B_1(X_1) + B_2(X_2) + B_3(X_3) + \dots + B_k(X_k)$$

According to the equation above, Y' represents the DV which is the purchase intention of Facebook live streaming advertisements, X1 represents informativeness, X2 represents entertainment, X3 represents irritation and X4 represents credibility. Below is shown the equation of this research:

$$PI = A + B_1(IF) + B_2(EN) - B_3(IR) + B_4(CR)$$

Whereby,

PI = Purchase intention of Facebook live streaming advertisements

A = constant

Bx = each parameter estimate unit

IF = Informativeness

EN = Entertainment

IR = Irritation

CR = Credibility

When there is an increase for every unit in informativeness, entertainment, irritation and credibility, each of the parameter estimated units will be increase.



## CHAPTER 4: DATA ANALYSIS

### 4.0 Introduction

In chapter 4, we will be discussing with the findings and also information gathered from questionnaire surveys that were evaluated using the SPSS system.

### 4.1 Descriptive Analysis

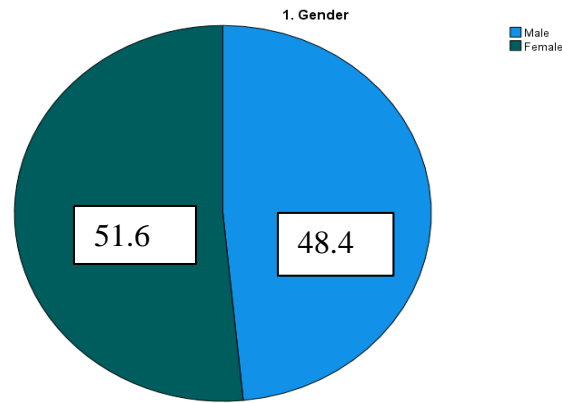
#### 4.1.1 Demographic Analysis of Respondent Profile

Table 4.1: Gender of Respondent

		1. Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	186	48.4	48.4	48.4
	Female	198	51.6	51.6	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.1: Gender of Respondent



Source: Constructed for study purpose

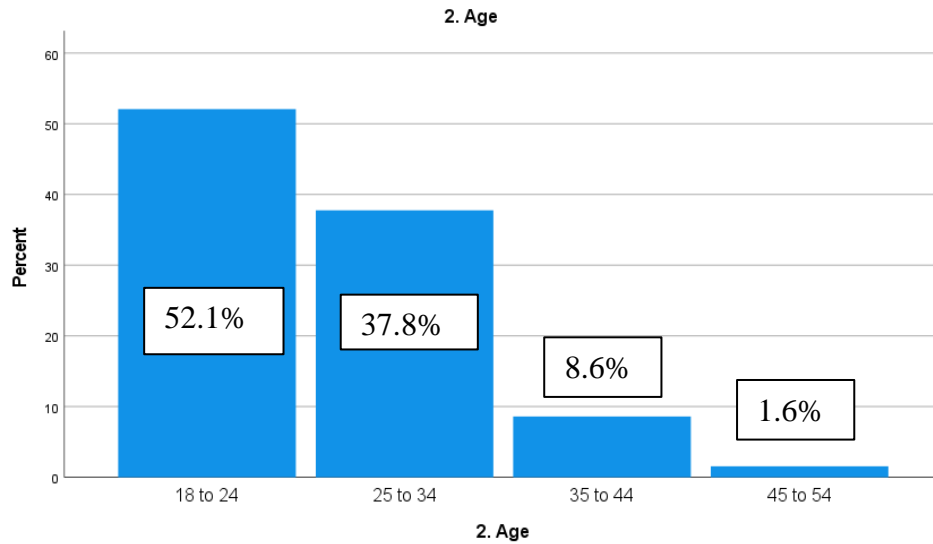
There are 186 of male (48.4%) and 170 of female (51.6%) responded to our study, as shown in the table 4.1 and figure 4.1 above. Between men and women, the questions are distributed equally.

Table 4.2: Age of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	200	52.1	52.1	52.1
	25 to 34	145	37.8	37.8	89.8
	35 to 44	33	8.6	8.6	98.4
	45 to 54	6	1.6	1.6	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.2: Age of Respondent



Source: Constructed for study purpose

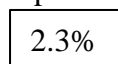
Table 4.2 and figure 4.2 shows that the most population respond on the survey is age 18 to 24 (52.1%) with the frequency of 200 respondents the lowest percent which only contain 1.6% with 6 respondents.

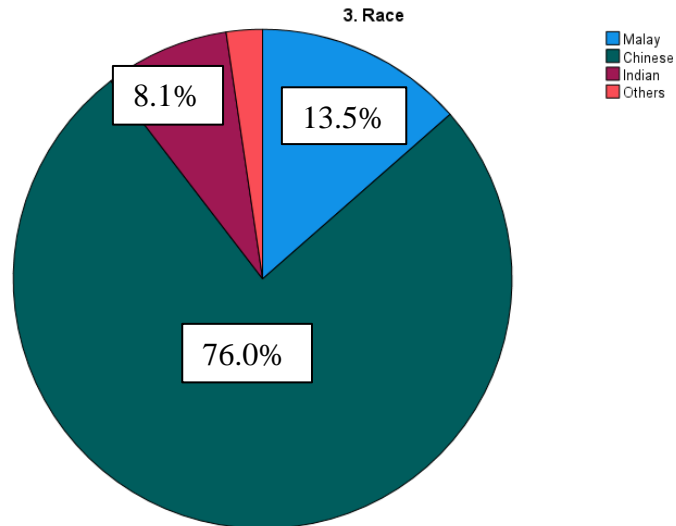
Table 4.3: Race of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	52	13.5	13.5	13.5
	Chinese	292	76.0	76.0	89.6
	Indian	31	8.1	8.1	97.7
	Others	9	2.3	2.3	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.3: Race of Respondent





Source: Constructed for study purpose

As shown on the table 4.3 and figure 4.3, there are 292 Chinese respondents out of 384 total respondents, which represents 76%. Then, 52 Malay respondents, or 13.5%, next followed by 31 Indian respondents, or 8.1% of the total. Finally, just 9 respondents, or 2.3%, are members of others race.

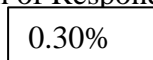
Table 4.4: Occupation of Respondent

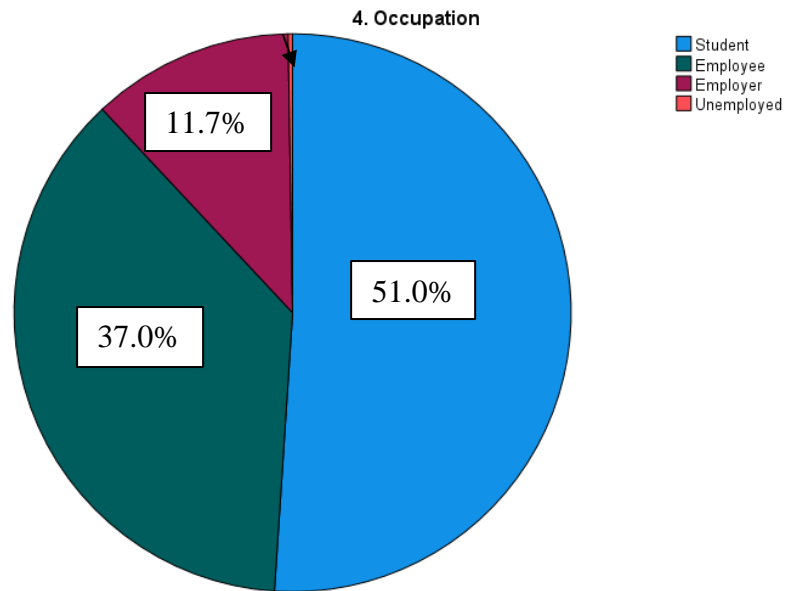
**4. Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	196	51.0	51.0	51.0
	Employee	142	37.0	37.0	88.0
	Employer	45	11.7	11.7	99.7
	Unemployed	1	.3	.3	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.4: Occupation of Respondent





Source: Constructed for study purpose

Above table 4.4 and figure 4.4 shows that, there are 196 students, 142 employee, 45 employer, and 1 unemployed, based on the information gathered. Students were enrolled 51% of respondents, followed by employee at 37%, and 11.7% of employer. Unemployed has the lowest percentage which is only 0.3%.

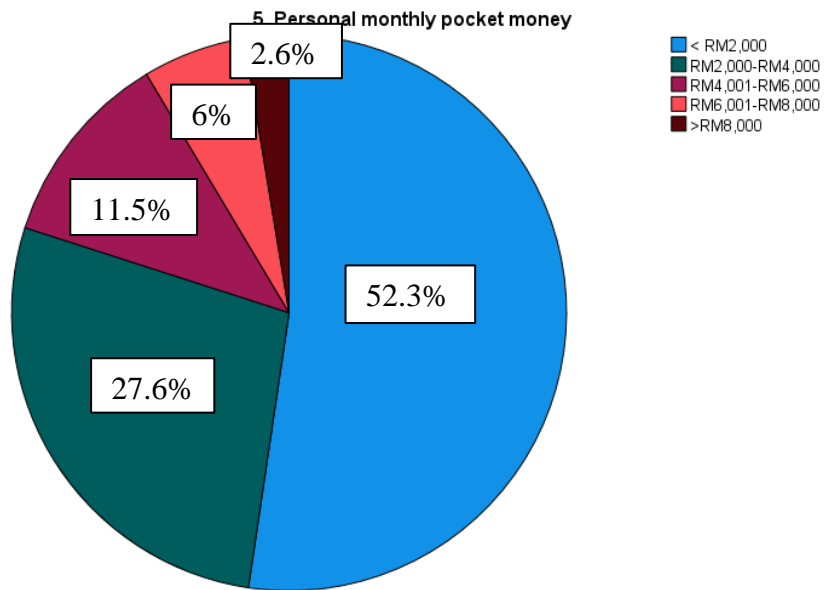
Table 4.5: Respondent's Personal Monthly Pocket Money

**5. Personal monthly pocket money**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM2,000	201	52.3	52.3	52.3
	RM2,000-RM4,000	106	27.6	27.6	79.9
	RM4,001-RM6,000	44	11.5	11.5	91.4
	RM6,001-RM8,000	23	6.0	6.0	97.4
	>RM8,000	10	2.6	2.6	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.5: Respondent's Personal Monthly Pocket Money



Source: Constructed for study purpose

Based on the above table 4.5 and figure 4.5 shows that, <RM2,000 is the major pocket money percentage possess 52.3% with 201 frequency of participants. Less than RM8,000 which is the least percentage which hold only 2.6% with only 10 respondents in this research.

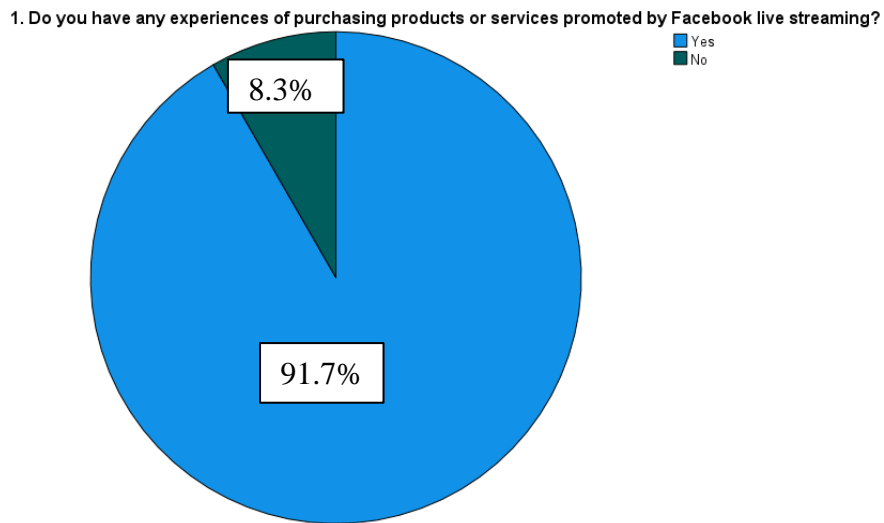
Table 4.6

**1. Do you have any experiences of purchasing products or services promoted by Facebook live streaming?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	352	91.7	91.7	91.7
	No	32	8.3	8.3	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.6



Source: Constructed for study purpose

Tables 4.6 reveal that 352 users have experiences on purchasing product or services promoted by Facebook live streaming and 32 users do not have experiences on purchasing product or services promoted by Facebook live streaming. Figures 4.6 show that respondent which answer yes possess 91.7% and respondents answer no with only 8.3%.

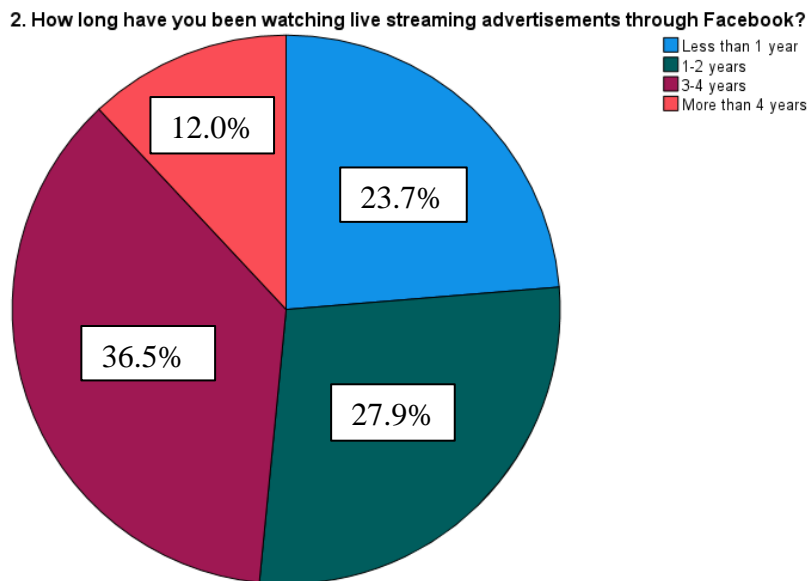
Table 4.7

**2. How long have you been watching live streaming advertisements through Facebook?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	91	23.7	23.7	23.7
	1-2 years	107	27.9	27.9	51.6
	3-4 years	140	36.5	36.5	88.0
	More than 4 years	46	12.0	12.0	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.7



Source: Constructed for study purpose

Table 4.7 and figure 4.7 indicated that the most of respondents who have been watching live streaming advertisements through Facebook with 3-4 years is 140 respondents with 36.5%. The lowest number of people who responded fell into the more than 4 years with 46 respondents with 12%.



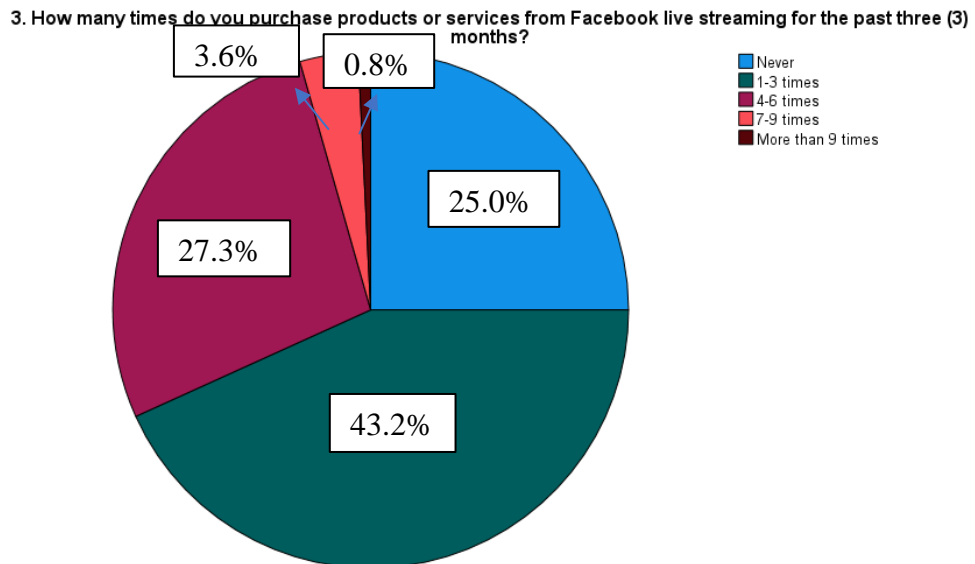
Table 4.8

**3. How many times do you purchase products or services from Facebook live streaming for the past three (3) months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	96	25.0	25.0	25.0
	1-3 times	166	43.2	43.2	68.2
	4-6 times	105	27.3	27.3	95.6
	7-9 times	14	3.6	3.6	99.2
	More than 9 times	3	.8	.8	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.8



Source: Constructed for study purpose

Above table 4.8 and figure 4.8 indicated that most of the respondents purchase products or services from live streaming advertisements through Facebook for the past three months is 1-3 times with 43.2% (166

respondents). The lowest percentage of people who responded fell into the more than 9 times with only 0.8% (3 respondents).

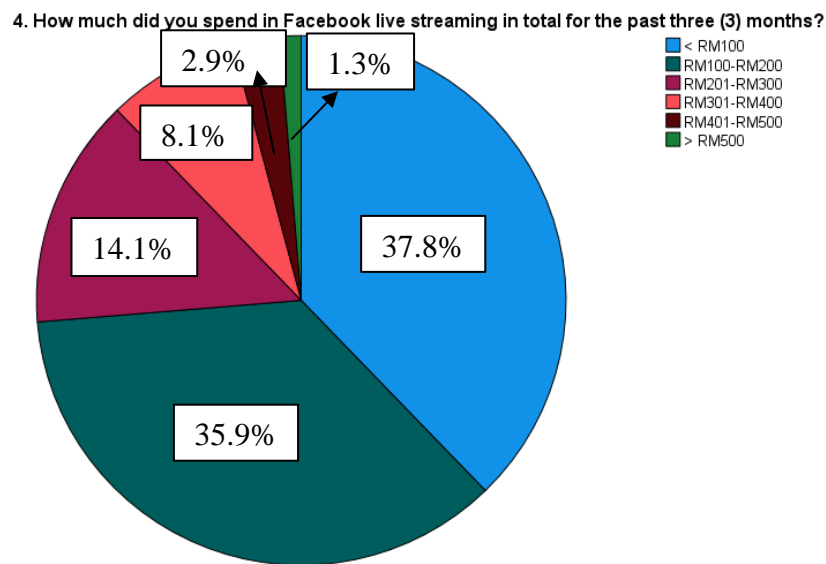
Table 4.9

**4. How much did you spend in Facebook live streaming in total for the past three (3) months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM100	145	37.8	37.8	37.8
	RM100-RM200	138	35.9	35.9	73.7
	RM201-RM300	54	14.1	14.1	87.8
	RM301-RM400	31	8.1	8.1	95.8
	RM401-RM500	11	2.9	2.9	98.7
	> RM500	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.9



Source: Constructed for study purpose

Based on the table 4.9 and figure 4.9 shows that 145 respondents with <RM100 and possess 37.8%. More than RM500 make up only 1.3% with 5 respondents.

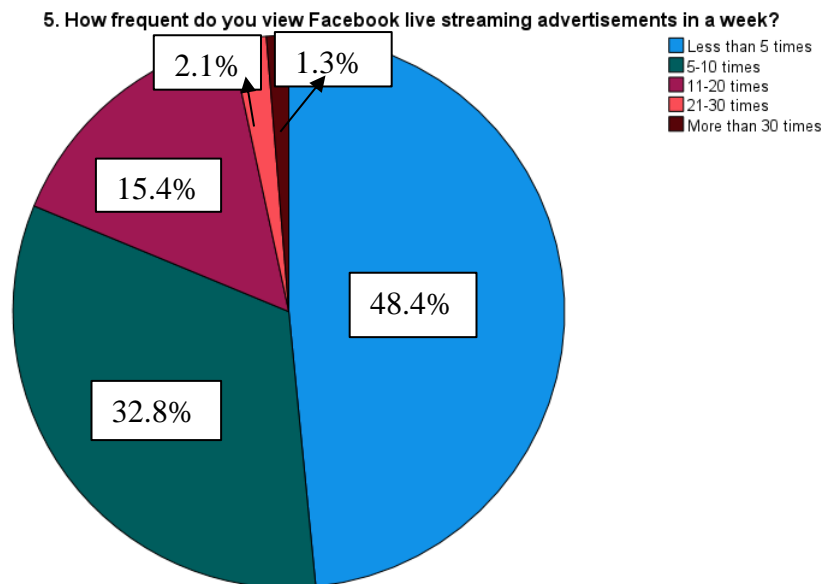
Table 4.10

**5. How frequent do you view Facebook live streaming advertisements in a week?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 times	186	48.4	48.4	48.4
	5-10 times	126	32.8	32.8	81.3
	11-20 times	59	15.4	15.4	96.6
	21-30 times	8	2.1	2.1	98.7
	More than 30 times	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.10



Source: Constructed for study purpose

Table 4.10 and figure 4.10 indicated that most frequent respondent who view Facebook live streaming advertisements in a week is less than 5 times with 48.4% (186 respondents). The lowest percentage of people who responded fell into view more than 30 times in a week with only 1.3% (5 respondents).

## **4.2 Scale of Measurement**

### **4.2.1 Reliability Test**

Table 4.11 refers to the results received from a reliability test in which 384 questionnaires were distributed online. Based on the alpha value, the IVs include informativeness (0.800), entertainment (0.873) and credibility (0.837) are considered as good while irritation (0.749), it is considered as acceptable. Meanwhile, DV, which is a purchase intention toward Facebook live streaming advertisements has 0.897 of Cronbach coefficient alpha value which is considered as good reliability. In Hamed (2018) research, it shows that 0.9 and above alpha value is considered as excellent reliability, 0.7 to 0.9 alpha value is considered as high reliability, 0.5 to 0.7 value is moderate reliability and 0.5 and below is low reliability. Therefore, all the reliability of IV and DVs in this study are generally considered acceptable.

Table 4.11: Cronbach's Alpha for Each Scale

Variables		No of items	Cronbach's Coefficient Alpha values
Dependent Variables (DV)	Purchase Intention (PI)	5	0.897
Independent Variables (IV)	Informativeness (IN)	5	0.800
	Entertainment (EN)	5	0.873
	Irritation (IR)	5	0.749
	Credibility (CR)	5	0.837

Source: Developed from research

## 4.3 Inferential Analysis

### 4.3.1 Pearson Correlations Coefficient Analysis

According to the study by Schober et al., (2018), the Pearson correlation score above 0.40 is considered strongly correlated and below 0.40 is otherwise. That is meant to explain that Informativeness and Entertainment, Informativeness and Irritation, Informativeness and Credibility, Informativeness and Purchase Intention, Entertainment and Credibility, Entertainment and Purchase intention, Irritation and Credibility, Irritation and Purchase intention, Credibility and Purchase intention are groups that fall under strong correlation. There are only 1 weak correlation groups in this study, Entertainment, and Irritation, falling under weak correlation. In this research, the measured P-value for each variable was less than 0.001

which is below 0.05 level of P-value required in this study thus all IVs are significantly correlated with the Purchase Intention (PI) which is the DV.

Table 4.12 Pearson Correlations Coefficient Analysis

**Correlations**

		<b>IN</b>	<b>EN</b>	<b>IR</b>	<b>CR</b>	<b>PI</b>
<b>Informativeness</b>	<b>Pearson Correlation</b>	<b>1</b>				
	<b>Sig (2 tailed)</b>					
	<b>N</b>	<b>384</b>				
<b>Entertainment</b>	<b>Pearson Correlation</b>	<b>.540**</b>	<b>1</b>			
	<b>Sig (2 tailed)</b>	<b>.000</b>				
	<b>N</b>	<b>384</b>	<b>384</b>			
<b>Irritation</b>	<b>Pearson Correlation</b>	<b>-.418**</b>	<b>-.374**</b>	<b>1</b>		
	<b>Sig (2 tailed)</b>	<b>.000</b>	<b>.000</b>			
	<b>N</b>	<b>384</b>	<b>384</b>	<b>384</b>		
<b>Credibility</b>	<b>Pearson Correlation</b>	<b>.518**</b>	<b>.445**</b>	<b>-.448*</b>	<b>1</b>	
	<b>Sig (2 tailed)</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>		
	<b>N</b>	<b>384</b>	<b>384</b>	<b>384</b>	<b>384</b>	
<b>Purchase Intention</b>	<b>Pearson Correlation</b>	<b>.594**</b>	<b>.609**</b>	<b>-.411**</b>	<b>.646**</b>	<b>1</b>
	<b>Sig (2 tailed)</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>	<b>.000</b>	
	<b>N</b>	<b>384</b>	<b>384</b>	<b>384</b>	<b>384</b>	<b>384</b>

Source: Developed from research

**4.3.2 Multiple Regression Analysis**

From table 4.13, the R-square results has 57.7% of the variation of purchase intention of Facebook live streaming advertisements are explained by IN, EN, IR and CR in this study.

Table: 4.13 Model Summary

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 <sup>a</sup>	.577	.573	.42048

a. Predictors: (Constant), Credibility, Entertainment, Irritation, Informativeness

Source: Developed from research

According to table 4.14, the F value is 129.426, and the significance value of 0.000 is less than 0.05. It explains that the means are significantly different and that the one of the four IVs (IN, EN, IR and CR) are able to predict DV which is the influences of the Facebook live streaming advertisements on purchase intention.

Table: 4.14 Anova Result Test

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.531	4	22.883	129.426	.000 <sup>b</sup>
	Residual	67.008	379	.177		
	Total	158.540	383			

a. DV: Purchase Intention

b. Predictors: (Constant), Credibility, Entertainment, Irritation, Informativeness

Source: Developed from research

Table 4.15 shows that the three independent variables IN, EN and CR have a significant effect on the dependent variable PI with a P value < 0.05. The IR significance value (0.384) is greater than 0.05, so there is no significant influences on purchase intention of Facebook live advertisements. The unstandardized coefficients of the three independent variables IN, EN, and CR were positively correlated with the impact of Facebook live advertising on purchase intention. Hence, the impact of the Facebook live streaming advertisements on purchase intention and the four IVs can be explained by the following equation:

$$(PI) = -0.18 + 0.263 (IN) + 0.337 (EN) + 0.422 (CR)$$

Whereby,

PI = Purchase Intention

IN = Informativeness

CR = Credibility

The equations above show the independent variables IN, EN and CR have positively influence on the purchase intention Facebook live streaming advertisement.

Table: 4.15 coefficients of equation



## Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.018	.265		-.067	.947	-.539	.503
	Credibility	.422	.046	.382	9.176	.000	.332	.513
	Entertainment	.337	.045	.311	7.551	.000	.249	.425
	Informativeness	.263	.053	.215	4.950	.000	.159	.368
	Irritation	-.033	.038	-.034	-0.871	.384	-.106	.041

a. DV: Purchase Intention

Source: Developed from research

## **CHAPTER 5: DISCUSSION, IMPLICATIONS, AND CONCLUSION**

### **5.0 Introduction**

Main findings, the explanation, implications, and also suggestions will all be covered in this chapter. The research implications will be examined, and suggestions for future researchers will be based on the study's limitations.

### **5.1 Discussions of Findings**

Multiple Linear regression will be taking to validate the hypotheses made in this study. There were a total of 4 research objectives and research hypotheses made in this study, which mainly examined the influences of the 4 independent variables on the consumer purchase intention, such as Informativeness, Entertainment, Irritation and Credibility of Facebook live streaming advertisements. The research objectives were considered accomplished, as the relationship which between the 4 independent variables and the consumer purchase intention were discovered through the regression analytical test. In the following subsections, further discussion will be provided to the results of hypothesis testing respectively.

***5.1.1 H1: Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions. This implies that consumers are able to get the necessary information that can guide their purchasing decision through Facebook live streaming advertisements. The study found that when consumers have accurate and update information about a product's price, availability, and other features without the need to work up to the store, they tend to purchase more of such product because they have been able to gather every necessary information that is needed to make their purchasing decision right at the corner of their comfort zone. This finding points to the fact that a lot of purchasing decisions are made based on the availability of information that prospective consumers find on Facebook live streaming advertisements. This finding is in consistency with the submission of Ku et al. (2019) who found that the quality of information offered in advertisements, such as the advantages of a product, may assist people make optimum purchases. In the same vein, the study conforms with the study of the duo of Goh et al. (2020) where it was found that informativeness in an advertisements is an important factor that strongly influences consumer attitudes, especially when it is repositioned from traditional media.

***5.1.2 H2: Entertainment of Facebook live streaming advertisements has positive influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Entertainment of Facebook live streaming advertisements has positive influences on consumer purchase intentions. The p-value of the coefficient is less than 0.05 which implies that the result of the coefficient is statistically

significant. The study found that entertained advertisements plays a significant role in consumer's purchase intention. This may be due to the fact that when product advertisements are boring, consumers may lose interest in the message that the advertisements intend to pass. But when an advertisements is made in such a way that the consumer feels entertained with its content, they may want to watch the advertisements over and over again and even try to give the product a trial. As a result, a product with an entertaining advertisements has a greater chance of being purchased. This finding supports the result from the study of Chen and Lin (2017) who found that entertainment has positively affects attitudes, which in turn influence recommendation willingness and intention (to use a given) social platform.

***5.1.3 H3: Irritation of Facebook live streaming advertisements has negative influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Irritation of Facebook live streaming advertisements has no significant negative influences on consumer purchase intentions. However, the p-value of the coefficient is above 0.05 which implies that the result of the coefficient is statistically insignificant. The insignificance of the variable implies that irritation of Facebook live streaming advertisements is not enough evidence to show that IRR of Facebook live streaming has negative influence in PI. Based on the research shows that willingness to help, usefulness, and enjoyment transcend negativity and irritability. As a result, this study suggests that the annoyance produced by viral marketing has no effect on customers. This might be because shoppers today are more inclined to check a rating before making a purchase (Jonsson et al., 2021). Moreover, there might be also a reason that when a live streamer is trying to promote a makeup product but there is a male trying to react like a female although the

consumer feels weird and angry but their purchase intention will never decrease. This is because the viewer feels that it is funny, attractive, and special as not every streamer has courage to do something special on a live streaming. Not to mention that, the viewer will also share this live stream to other site, this will cause the live stream viewer to increase and lead to purchase intention grow. As a result, irritation is not a significant role in purchase intention.

***5.1.4 H4: Credibility of Facebook live streaming advertisements has positive influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Credibility of Facebook live streaming advertisements has positive influences on consumer purchase intentions. The p-value of the coefficient is less than 0.05 which implies that the result of the coefficient is statistically significant. The findings from this study revealed that consumer's trust in the content of the advertisements influences their purchase intention. When the value, benefits an advertisements conveys about a product are accurate, reliable, and credible, consumer's purchase intention about such a product will increase. This finding is consistent with the study of Mayrhofer et al., 2020; Chu et al., 2019; Zhang et al., 2020; Liu et al., 2020; Saima and Khan, 2020. This finding is also supported by the result from the study of Singh and Banerjee (2018) who found that when the credibility of the speaker is high, consumers may be more willing to buy more. When a credible source is used as a spokesperson for advertising, it influences consumer beliefs, assessments, attitudes and/or behaviour and can motivate consumers to accept the influence of information as accurately as possible and use it. In the same vein, the finding of the study is also in consistency with the

findings of Martins et al. (2018) who found that credibility has a positive effect on the perception.

## **5.2 Implications of the Study**

### ***5.2.1 Practical implication***

The findings gained from this study can practically contribute to several parties in correspondence, such as the Malaysia Government, social media platform service provider as well as the e-commerce sellers in social media platform.

First and foremost, the findings as well as the recommendations from this study will offer an insight to business owners as well as content creators to create effective advertisements for Facebook livestreaming, after grasping more in-depth knowledge conveyed from this study. For instance, it was found that Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions. This finding will help service providers especially Facebook to improve the contents of Facebook live streaming advertisements so that it will include useful and needed information that can improve consumer's intention. For instance, business owners should ensure that the content of all advertisements includes all will include the necessary information that will induce customers to buy the product that was advertised. Moreover, streamers may exhibit competence by responding to viewers' inquiries in a fast and correct manner and gathering and responding on customer feedback.

Another practical implication of this study to the business owners is in the finding of the study about the positive relationship between Entertainment

of Facebook live streaming advertisements and consumer purchase intentions. In this regard, business owners are advised to design their advertisements contents in a more interesting and entertaining ways since it is found that customers that are entertained while streaming a particular product's advertisements may want watch over and over again till they give such product a trial. For instance, streamers could think about including fun and interesting product-related activities such like product presentation shows with a feeling of excitement and fantasy or rewards for example like games or flash sales during live streaming.

Further, business owners should ensure that the products being advertised should possess all the contents that an intending consumer saw during the live streaming. Another important implication of credibility of Facebook live streaming advertisements to business owners is that consumers' purchase intention increases when the value and benefits an advertisement conveys about a product are accurate, reliable, and credible. Similar to this is that people with unquestionable character should be advertisers of a product since this is found to influence consumer's trust and confidence.

Finally, although irritation is negative, but it is insignificant in our study. It is essential to behave cautiously while utilising these interactive platforms since they are often used to keep and give information to live streaming viewers. Although personal live streaming might sometimes be annoying, viewers do not need to worry them since it is simple to ignore and turn off the live.

### ***5.2.2 Theoretical implication***

The findings gained from this study has directly implicated positively to the knowledge gap existing for the application of Ducoffe's Web Advertising Model in examining the consumer's purchase intention in social media platforms, such as Facebook. Through conducting this research, the researcher explored the linkage of Ducoffe's Web Advertising Model with the factors such as informativeness, entertainment, irritation and credibility of Facebook live streaming advertisements. This study explored that Ducoffe's Web Advertising Model is indeed a useful model that can be used to study the attitudes of the consumers towards the advertisements, and thus the purpose of Ducoffe's Web Advertising Model is supported in this study. In addition, this study also contributes to deeper insights gained concerning the influence of informativeness, entertainment, irritation and credibility of Facebook live streaming advertisements on the consumers purchase intention on Facebook. The outcome received from the survey has shown that informativeness, entertainment and credibility have significant and positive influence towards the consumers purchase intention, as their p-values shown are less than 0.05. This indicates that informativeness, entertainment and credibility are playing an essential role in affecting the consumers purchase intention in Facebook. On the other hand, the respondents are perceived to not be concerned about the irritation of Facebook when developing their purchase intention, as the p-values are more than 0.05 in the regression test, and thus there is no significant impact brought by irritation on the consumers purchase intention.

### **5.3 Limitation of study**

In our study, one of the shortage of the study is that the R square result is low. According to the result from multiple regression analysis, the model summary shows the R square result is 57.7% which consider low. This shows that our



research independent variable does not explain most of the variation on the dependent variable. It means the study IVs only explain a small part of the DV purchase intention of Facebook live streaming.

Besides, the second limitation is that 76% of survey respondents are Chinese, which causes the survey result from other race respondents to be less. This is because of research using self-selection via Facebook. Our research targeting platform is on Facebook live streaming, which means the users of Facebook would be our respondents. When we distributed surveys to respondents, we conducted most of the survey on the Chinese live streaming platform and other race platforms were hard to conduct due to the differences of race, so most of them do not easily accept to conduct the survey. Therefore, most of the respondents are Chinese and others race respondents are less.

## **5.4 Recommendation for future study**

To solve the R square lower, we can suggest other alternative IVs to increase the R square value. We can provide other IVs that can influence the impact of Facebook live streaming on purchase intention. When the IVs are added, the r square value typically will increase. This can help our research IVs explain most of the variation in the DV. It will help to increase accuracy of the result.

For the second limitation, we can distribute surveys to other Facebook pages containing other ethnicities. We can find more other different race Facebook live streaming pages to invite them to conduct our survey. Other than that, we also can find another live streaming platform not only on Facebook live streaming platform. Although our research is self-selection through Facebook, but we can use other live streaming platform to gather more other ethnicities conduct on our survey. We can join the Instagram live streaming and other live streaming platform to get more

other ethnicities respond. This may help us to find wide range of other ethnicities to respond our research survey.

## **5.5 Conclusion**

To conclude our research, this article aims to examine the effect of Facebook Live on purchase intention. This study can benefit future researchers, marketers, governments, and insurance agencies as it provides a fundamental understanding to more accurately improve their business and marketing strategies. Furthermore, this chapter points out the limitations of this study and makes some recommendations for future researchers.

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## Appendix

### Appendix 3.1 Survey Questionnaire

**Supervisor Endorsement**  
Name: Dr. Lam Siew Yong  
Signature: *lam*  
Date: 25/4/22



**UNIVERSITI TUNKU ABDUL RAHMAN**  
**Faculty of Business and Finance**  
**BACHELOR OF MARKETING (HONS)**  
**FINAL YEAR PROJECT**

**Title of topic: The impact of Facebook live streaming advertisements on  
purchase intention  
Survey Questionnaire**

Dear Participants,

We are the undergraduate final year students from Faculty of Business and Finance in Universiti Tunku Abdul Rahman (UTAR). We are doing a study on the impact of Facebook live streaming advertisements on purchase intention. Your response is very useful to us.

Please take around 10 minutes to answer the questions in this questionnaire. Your identity and responses will be kept private and confidential. Your voluntary participation in this survey is greatly appreciated. The completion of this study implies consent for us to consolidate your data with others and to publish the results without identifying any respondents.

If you have any questions regarding to this research, please contact us via the email addresses below. Thank you for your consideration and participation in this research project.

Yours Sincerely,

Name	Student ID	Email
Koo Siew Wah	16ABB04909	1604909@lutar.my
Tan Cherng Yih	17ABB03650	Cherngyih67@lutar.my

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



1. Gender
  - Male
  - Female
2. Age
  - 18 to 24
  - 25 to 34
  - 35 to 44
  - 45 or 54
  - 55 and above
3. Race
  - Malay
  - Chinese
  - Indian
  - Others
4. Occupation
  - Student
  - Employee
  - Employer
  - Unemployed
5. Personal monthly pocket money
  - < RM2,000
  - RM2,000-RM4,000
  - RM4,001-RM6,000
  - RM6,001-RM8,000
  - >RM8,000

**Section B: General Questions**

1. Do you have any experiences of purchasing products or services promoted by Facebook live streaming?
  - Yes
  - No
2. How long have you been watching live streaming advertisements through Facebook?
  - a. Less than 1 year

- b. 1-2 years
  - c. 3-4 years
  - d. More than 4 years
3. How many times do you purchase products or services from Facebook live streaming for the past three (3) months?
- a. Never
  - b. 1-3 times
  - c. 4-6 times
  - d. 7-9 times
  - e. More than 9 times
4. How much did you spend in Facebook live streaming in total for the past three (3) months?
- a. <RM100
  - b. RM100-RM200
  - c. RM201-RM300
  - d. RM301-RM400
  - e. RM401-RM500
  - f. >RM500
5. How frequent do you view Facebook live streaming advertisements in a week?
- a. Less than 5 times
  - b. 5-10 times
  - c. 11-20 times
  - d. 21-30 times
  - e. More than 30 times

**6. Section C: Testing the impact of live streaming advertisements on purchase intention**

No	Informativeness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>IF1</b>	Facebook live streaming advertisements is a good source of product or service information	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IF2</b>	Facebook live streaming advertisements provides timely information.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IF3</b>	Facebook live streaming advertisements makes product information immediately accessible.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IF4</b>	Facebook live streaming advertisements supplies relevant information on products or services.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IF5</b>	Facebook live streaming advertisements provide useful information.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

No	Entertainment	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
EN1	Facebook live streaming advertisements are enjoyable.	1	2	3	4	5
EN2	Facebook live streaming advertisements are entertaining.	1	2	3	4	5
EN3	Facebook live streaming advertisements are exciting.	1	2	3	4	5
EN4	Facebook live streaming advertisements are pleasant.	1	2	3	4	5
EN5	Facebook live streaming advertisements are interesting.	1	2	3	4	5

No	Irritation	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IR1	Facebook live streaming advertisements are irritating.	1	2	3	4	5
IR2	Facebook live streaming	1	2	3	4	5

	advertisements are annoying.					
<b>IR3</b>	Facebook live streaming advertisements are deceptive.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IR4</b>	Facebook live streaming advertisements are boring.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IR5</b>	Facebook live streaming advertisements are troublesome.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>No</b>	<b>Creditability</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>CR1</b>	Facebook live streaming advertisements are credible.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR2</b>	Facebook live streaming advertisements are original and authentic.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR3</b>	Facebook live streaming advertisements are trustworthy.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR4</b>	Facebook live streaming advertisements are reliable source.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR5</b>	Facebook live streaming advertisement contents and information are true for the product.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

No	Purchase Intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PI1	I will consider purchasing products or services of Facebook live streaming advertisements.	1	2	3	4	5
PI2	I find purchasing products or services advertised through Facebook live streaming to be worthwhile.	1	2	3	4	5
PI3	I will frequently purchase products or services advertised through Facebook live streaming in the future	1	2	3	4	5
PI4	I will strongly recommend others to purchase products or services advertised through Facebook live streaming.	1	2	3	4	5
PI5	I became interested in making a purchase after viewing Facebook live advertisements.	1	2	3	4	5

Appendix 4.1 Respondent Demographic Profile

**1. Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	186	48.4	48.4	48.4
	Female	198	51.6	51.6	100.0
	Total	384	100.0	100.0	

**2. Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	200	52.1	52.1	52.1
	25 to 34	145	37.8	37.8	89.8
	35 to 44	33	8.6	8.6	98.4
	45 to 54	6	1.6	1.6	100.0
	Total	384	100.0	100.0	

**3. Race**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	52	13.5	13.5	13.5
	Chinese	292	76.0	76.0	89.6
	Indian	31	8.1	8.1	97.7
	Others	9	2.3	2.3	100.0
	Total	384	100.0	100.0	

**4. Occupation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	196	51.0	51.0	51.0
	Employee	142	37.0	37.0	88.0
	Employer	45	11.7	11.7	99.7
	Unemployed	1	.3	.3	100.0
	Total	384	100.0	100.0	

### 5. Personal monthly pocket money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM2,000	201	52.3	52.3	52.3
	RM2,000-RM4,000	106	27.6	27.6	79.9
	RM4,001-RM6,000	44	11.5	11.5	91.4
	RM6,001-RM8,000	23	6.0	6.0	97.4
	>RM8,000	10	2.6	2.6	100.0
	Total	384	100.0	100.0	

#### Appendix 4.2: Respondent General Statement Profile

##### 1. Do you have any experiences of purchasing products or services promoted by Facebook live streaming?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	352	91.7	91.7	91.7
	No	32	8.3	8.3	100.0
	Total	384	100.0	100.0	

##### 2. How long have you been watching live streaming advertisements through Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	91	23.7	23.7	23.7
	1-2 years	107	27.9	27.9	51.6
	3-4 years	140	36.5	36.5	88.0
	More than 4 years	46	12.0	12.0	100.0
	Total	384	100.0	100.0	



**3. How many times do you purchase products or services from Facebook live streaming for the past three (3) months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	96	25.0	25.0	25.0
	1-3 times	166	43.2	43.2	68.2
	4-6 times	105	27.3	27.3	95.6
	7-9 times	14	3.6	3.6	99.2
	More than 9 times	3	.8	.8	100.0
	Total	384	100.0	100.0	

**3. How many times do you purchase products or services from Facebook live streaming for the past three (3) months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	96	25.0	25.0	25.0
	1-3 times	166	43.2	43.2	68.2
	4-6 times	105	27.3	27.3	95.6
	7-9 times	14	3.6	3.6	99.2
	More than 9 times	3	.8	.8	100.0
	Total	384	100.0	100.0	

**4. How much did you spend in Facebook live streaming in total for the past three (3) months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM100	145	37.8	37.8	37.8
	RM100-RM200	138	35.9	35.9	73.7
	RM201-RM300	54	14.1	14.1	87.8
	RM301-RM400	31	8.1	8.1	95.8
	RM401-RM500	11	2.9	2.9	98.7
	> RM500	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

**5. How frequent do you view Facebook live streaming advertisements in a week?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 times	186	48.4	48.4	48.4
	5-10 times	126	32.8	32.8	81.3
	11-20 times	59	15.4	15.4	96.6
	21-30 times	8	2.1	2.1	98.7
	More than 30 times	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

Appendix 4.3: Pearson's Correlation Coefficient Analysis Result

Correlations						
		Informativeness	Entertainment	Irritation	Credibility	Purchase Intention
Informativeness	Pearson Correlation	1	.540**	-.418**	.518**	.594**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
Entertainment	Pearson Correlation	.540**	1	-.374**	.445**	.609**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
Irritation	Pearson Correlation	-.418**	-.374**	1	-.448**	-.411**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
Credibility	Pearson Correlation	.518**	.445**	-.448**	1	.646**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Purchase Intention	Pearson Correlation	.594**	.609**	-.411**	.646**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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

Appendix 4.4: Multiple Regression Analysis Results

<b>Model Summary</b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 <sup>a</sup>	.577	.573	.42048
a. Predictors: (Constant), Credibility, Entertainment , Irritation, Informativeness				

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.531	4	22.883	129.426	.000 <sup>b</sup>
	Residual	67.008	379	.177		
	Total	158.540	383			
a. Dependent Variable: Purchase Intention						
b. Predictors: (Constant), Credibility, Entertainment, Irritation, Informativeness						

<b>Coefficients<sup>a</sup></b>								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.018	.265		-.067	.947	-.539	.503
	Informativeness	.263	.053	.215	4.950	.000	.159	.368
	Entertainment	.337	.045	.311	7.551	.000	.249	.425
	Irritation	-.033	.038	-.034	-0.871	.384	-.106	.041
	Credibility	.422	.046	.382	9.176	.000	.332	.513
a. Dependent Variable: Purchase Intention								

<b>UniversitiTunku</b>			
Form Title: <b>Sample of Submission Sheet for FYP/Dissertation/Thesis</b>			
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**FACULTY OF BUSINESS AND FINANCE**

**UNIVERSITI TUNKU ABDUL RAHMAN**

Date: 05 September 2022

**SUBMISSION OF FINAL YEAR PROJECT /DISSERTATION/THESIS**

It is hereby certified that Koo Siew Wah (*Student Name*)  
(ID No: 16ABB04909) has completed this final year project/ dissertation/ thesis\*  
entitled “ The Impact Impact of Facebook Live Streaming Advertisements On  
Purchase Intention ” under the supervision of Dr. Lam Siew Yong (*Name of the  
Supervisor*) from the Department of Marketing , Faculty of Business and Finance.

I understand that University will upload softcopy of my final year project / dissertation/  
thesis\* in pdf format into UTAR Institutional Repository, which may be made  
accessible to UTAR community and public.

Yours truly,

Koo Siew Wah  
(*Student Name*)

\*Delete whichever not applicable

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**FACULTY OF BUSINESS AND FINANCE**  
**UNIVERSITI TUNKU ABDUL RAHMAN**

Date: 05 September 2022

**SUBMISSION OF FINAL YEAR PROJECT /DISSERTATION/THESIS**

It is hereby certified that Tan Cherng Yih (*Student Name*)  
(ID No: 17ABB03650) has completed this final year project/ dissertation/ thesis\*  
entitled “ The Impact Impact of Facebook Live Streaming Advertisements On  
Purchase Intention ” under the supervision of Dr. Lam Siew Yong (*Name of the  
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Tan Cherng Yih  
(*Student Name*)

\*Delete whichever not applicable

# fyp2

*by* Siew Wah Khoo

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**Submission date:** 02-Sep-2022 07:15PM (UTC+0800)

**Submission ID:** 1891265049

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**Word count:** 14284

**Character count:** 82966

## ABSTRACT

<sup>2</sup> The aim of our study is to investigate the impact of Facebook live streaming advertisements on purchase intention. Our study independent variables (IV) including informativeness (IN), entertainment (EN), irritation (IR) and credibility (CR) are used to examine whether they can influence on dependent variable (DV) which is Facebook live advertisements on consumer's purchase intention.

<sup>1</sup> There are total of 384 sets questionnaires were successfully collected for our study, and all collected data were analyzed by the Statistical Software Package for Social Sciences (SPSS) software. <sup>31</sup> The reliability test, Pearson's correlation coefficient analysis and multiple regression analysis had been used to illustrate the relationship between the four IVs and DV.

Besides, the results obtained for this study show the three IVs including informativeness, entertainment and credibility have a significant relationship with DV Facebook live advertisements on consumer's purchase intention, except irritation has no significant with DV. This study provides valuable information to researchers to have more understanding on how Facebook live streaming advertisements influence the consumer's purchase intention and adopted some knowledge to improve their business or study.

# **CHAPTER 1: RESEARCH OVERVIEW**

## **1.0 Introduction**

This research is to investigate the impact of Facebook live streaming advertisements on purchase intention. The research background, problem statement, research objectives, research questions, hypothesis of study, and research significance will be discussed in this chapter.

## **1.1 Research Background**

According to Sharma et al. (2019) the digital century in which we live is reaching its pinnacle in the modern world, when anyone may purchase whatever through the online while stay relaxing at their home. Social media, one of the newest forms of technology content production, has made it simple to communicate and share ideas, while also enabling businesses to reach their customers more quickly without using a substantial amount of cash (Lies, 2019). This has prompted a lot of businesses to join online platforms where they not only provide social convenience but also make it simple for users to manage their businesses and interests. According to Singh and Singh (2018), Facebook, Twitter, Instagram, among other well-known social network platforms, are ideal instances of such web hosting businesses. The social network has transformed how conventional marketplaces operate, which has influenced many consumers to think about price coverage of offered items when deciding which suits their cards (Delacroix et al., 2019). These societal changes affect consumers' perceptions of equality in pricing, traditional shopping, and product selection (Melovi et al., 2020). Additionally, because they provide accurate reviews, other customers' ratings, and product reviews influence consumers' selection of items. This enables one to get pertinent knowledge about the items to take into consideration. Similar to this, since they help businesses build their brands, endorsers are important in internet marketing. According to Singhal and



Tripathy (2019), endorsers assist businesses develop their brands, which in turn helps with effective product marketing.

Moreover, social network platforms like Facebook live and video clips entice their customer's trust while developing better customer relationships. Facebook live or posts allow e-retailers to display their latest products, and if customers are interested, retailers respond to their clients instantly (Cuomo et al., 2020). This way, e-retailers will capture their clients' trust and sell out a very positive brand for the good service displayed. In addition, Facebook live marketing will shift the traditional shopping experience to a more robust and digital way while at the same time reaching a lot of customers. Ultimately, using Facebook live streams for advertisements is a tool that can help achieve the targeted margins of sales for any company or business (Silas & Junior, 2020). Many companies and upcoming entrepreneurs have adapted this advertising technique since it works the best (Hunt & Madhavaram, 2020). More sales and new customers are gained.

Social network marketing like Facebook boosts customers' morale in purchasing products according to Xu et al. (2020). Customers choose between products that fit their description either through the product information or a review they have heard or read. This will aid in capturing customers' intentions and thus increase online purchase intentions (Klein et al., 2019). Another factor that will influence online customers' preference in purchasing products on Facebook is though the number of ads that play, occasionally reach out to e-retailers while at the same time showcasing how these products perform (Quadros, 2021). These acts can be made real by having videos of clients putting on or responding to how they are working with their purchased products.

For instance, 1.87 billion Facebook users who have signed up can connect and interact with their friends, work colleagues, teammates, and new allies from other parts of the world (Dasgupta, 2022). Based on the research shows that, Facebook possess 88.7% in year 2022 which ranked the second most used social media platform in Malaysia (Digital Business Lab, 2022). And there is also research shows that there are 28,947,300 Facebook users in Malaysia (Napoleon Cat, 2021).

The popularity of online shopping has attracted attention from researchers as it eludes a lot of spheres in reaching clients (Lu et al., 2020). Online video advertising has a broad reaching impact

on the Internet and gives tremendous prospects for commercial businesses. The income of online service providers come largely from ads. This research mainly focuses on Facebook live advertising.

## 1.2 Problem statement

The internet has revolutionised the way things work; internet advertising is one of them. Social networking and marketing entail business promotion through social media platforms like Facebook. The social network has also established companies to sell products, build relationships, and understand the market need through social and psychological factors like attitude.

Adekannbi (2020) further conducted a study on mobile advertisements of products, but the study did not provide any information on its effectiveness in influencing buyers. Chen and Wang (2020) surveyed product attitude through advertised live streaming and the kind of trust developed through elaborate likelihood models. The study findings showed more than one route where consumers' attitudes in purchasing products greatly influence product description and advertisements. Wongkitrungrueng et al. (2020) conducted a study on live streaming from sellers' perspectives. The findings showed that the e-retailers approach constantly determines consumers' attitudes toward buying or recommending other clients on the same product. Chu et al. (2019) also conducted a study on determining consumers' response toward social networking platforms and intentions in buying luxury products.

Further, Facebook live streaming advertisements has given shoppers access to a comprehensive channel where they may gain from hedonistic, societal, and shopping advantages through a much-improved buying and interacting experience. In other words, watching live streams enables watchers to spend relaxed and enjoyable hours watching appealing broadcasters (Xu et al., 2020). A broadcaster, who is often a Key Opinion Leader, has their own unique casting aesthetic, niche, appeal, or personality (Zhao et al., 2018). For addition, audiences might genuinely find the broadcaster perform will become enjoyable, find shopping to be hedonistic and entertaining, and make unexpected purchases (Xu et al., 2020).

Moreover, study shows that viewer waiting period has a linkage towards respond in comment problems. Waiting may be annoying and very frustrating for clients (Halimin et al., 2022). Live streaming viewers who wait longer pay more and get less in return. The disparity between cost and benefit promotes frustration and anger, and hence, the propensity to complain. It was observed that online service failures were just as significant as reaction failures because they both made up about 15% of e-complaints. This involved the attitude of the workers, a shortage of information, and poor interaction (Reddy & Gopal, 2018).

According to Wongkitrungrueng et al. (2020), having a good relationship with clients means a lot as it allows room for clients to raise any complaints without any problem. A good case is when a client purchases a product and later on realises the product has an issue. This making sure that every complaint raised is addressed instantly helps in building trust and building a better relationship with clients (Donthu & Gustafsson, 2020). The study findings agree that consumers find it hard to trust things they cannot touch or have experienced on the first site. Additionally, keeping a customer's confidence is by far the most important idea while interacting with them (Dzimiska et al., 2018). Low customer engagement raises doubts about whether the bought item suits the customer's attitude and preferences. Customers will be reluctant to purchase a certain product as a result of this concern that it will fall short of their expectations (Zeebaree et al., 2020). Thus, taking a social tour on customers' intentions and trust as an influential social platform is of high value.

In summary, a lot of studies have been done on social network advertisements, but less has been done on social media live streaming advertisements like Facebook live (Yu et al., 2018). Lastly, the study will try to unfold other major problems that affect livestreaming marketing like the content created, brands, accessibility in reaching clients among other factors. Therefore, this study will try to unfold and cover the knowledge gap on live streaming advertisements based on consumers' attitudes.

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### 1.3 Research Objectives

The objective of this study is to identify the impact of Facebook live streaming advertisements on purchase intention. Research objectives are separate into two types which are general research objective and specific research objectives.

### 1.3.1 General Research Objectives

To investigate the relationship of Facebook live streaming advertisements on consumers' purchase intention.

### 1.3.2 Specific Research Objectives

1. To investigate the influences of informativeness of Facebook live streaming advertisements on consumer's purchase intention.
2. To investigate the influences of entertainment of Facebook live streaming advertisements on consumer's purchase intention.
3. To investigate the influences of irritation of Facebook live streaming advertisements on consumer's purchase intention.
4. To investigate the influences of credibility of Facebook live streaming advertisements on consumer's purchase intention.

## 1.4 Research Questions

1. Does the informativeness of Facebook live streaming advertisements influence the consumer's purchase intention?
2. Does the entertainment of Facebook live streaming advertisements influence the consumer's purchase intention?

3. Does the irritation of Facebook live streaming advertisements influence the consumer's purchase intention?

4. Does the credibility of Facebook live streaming advertisements influence the consumer's purchase intentions?

## 1.5 Hypothesis of Study

**H1:** The informativeness of Facebook live streaming advertisements has a positive influence on consumer's purchase intention.

**H2:** The entertainment of Facebook live streaming advertisements has a positive influence on consumer's purchase intention.

**H3:** The irritation of Facebook live streaming advertisements has a negative influence on consumer's purchase intention.

**H4:** The credibility of Facebook live streaming advertisements has a positive influence on consumer's purchase intention.

## 1.6 Research Significance

Our research was designed to examine the impact of Facebook live streaming advertisements on purchase intention. The focus of research is how the impact factors informativeness, entertainment, credibility and irritation of Facebook live streaming advertisements on consumer's purchase intention. To achieve the research target, our research considers both antecedents and consequences of our clients engaging in the context of live shopping. Our research also provides some practical advice for sellers and e-commerce platforms to better use live streaming to effectively market their product (Sun et al., 2019). This study helps researchers for better understand the purchase intention of consumers adopting brands or services through Facebook live streaming advertisements. Besides, the research can provide the Youtuber and online seller with

more understanding of how livestreaming increases their brand awareness and how live streaming provides other benefits to them.

## 1.7 Conclusion

In short, the summary of this chapter had included a brief overview on the background of the study which discussed <sup>63</sup> the impact of Facebook live streaming on purchase intention. Research problem provides a direction for the researcher to analyze and identify. With the research objectives which provide an outline on the goals <sup>54</sup> to be achieved. Besides, the study significantly establishes the importance of this research. Following research will reviewed on related literatures and conceptual framework models in the next chapter.

## **2.0 Introduction**

This chapter will cover the underlying theories of the study. This chapter also describes the independent and dependent variables and formulates a hypothesis based on the variables linked to Facebook live streaming advertisements purchase intention.

## **2.1 Review of Relevant Theoretical Model**

### *Ducoffe's Web Advertising Model*

According to Yang et al. (2017) advertising value is a notion established by Ducoffe to quantify how much people value advertising. Ducoffe conducted research that led to the development of a model based on the triad of informativeness, amusement, and aggravation as antecedents of perceived worth.

According to Fu et al. (2020), the first step in making effective use of online advertising is to learn how audiences feel about the Web's worth as a source of consumer information. This feeling, in turn, affects how they feel about specific commercials on the Web. However, knowing who you're writing for isn't enough. After this is complete, only then can the most relevant advertisements for the web be created. As a result, boosting advertising value has emerged since a pressing concern, as it influences how well online ads perform and how their intended viewers perceive them.

As per Chakraborty (2019), Ducoffe showed that people's opinions of ads on the Internet depended critically on how much they believed such ads would help them. Therefore, for practitioners who want to build the most successful online advertisements directed at their target clients, disclosing the features of web ads has become a crucial problem. Commercials' informativeness is measured

by how much information they are able to carry along to their intended audience. Ducoffe created a paradigm for anticipating consumer value and attitude toward advertising by disentangling its emotional component from its cognitive reaction. He concludes that consumers' perceptions of ad values, and hence their attitude toward commercials, are affected by their level of enjoyment, education, and annoyance. When it comes to the web, Ducoffe's model is what ends up being used (Shareef et al., 2019). Without differentiating between the two sorts of advertising aims, he shows that advertising value is strongly related to how people feel about online ads. Furthermore, the value of advertising depends on how entertaining, instructive, and irritating it is judged to be.

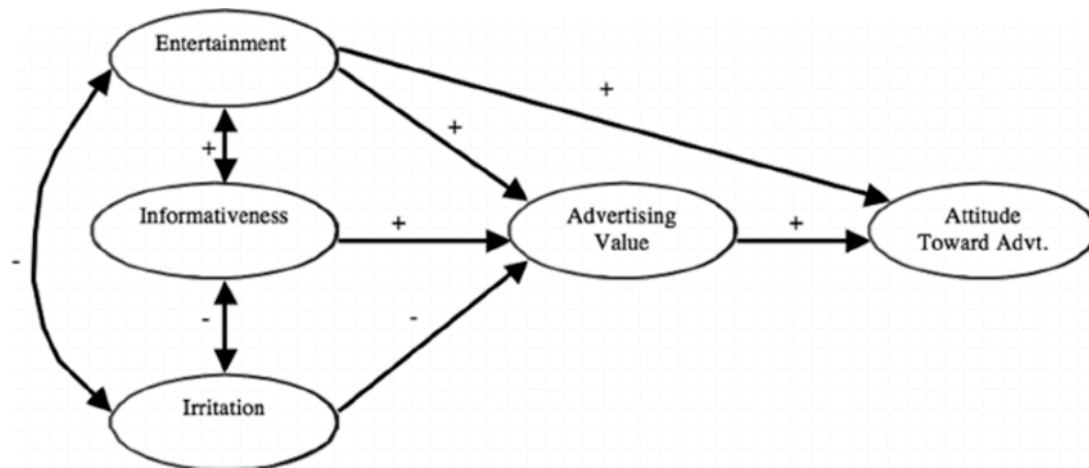


Figure 1: Ducoffe's Web Advertising Model (Yang et al., 2017)

## 1 2.2 Review of Variables

### 2.2.1 Dependent Variable: Purchase Intention

Researchers in the fields of marketing and information systems often utilize consumers' stated desire to continue using a service as a proxy for their actual behavior (Chetioui et al., 2021). The success of a service provider depends on the extent to which its customers continue to use the service. Consumers' propensity to make a purchase is measured by their "purchase intention" (Chetioui et al., 2021). According to research Chu et al.



(2019), customers' propensity to buy is a strong indicator of their actual purchasing behavior. A consumer's readiness to buy a product or brand is described as an unbiased preference for that product or brand (Liu et al., 2020). Nonetheless, customers' preferences for certain items are what "willingness to purchase" is all about, as stated by Jain et al. (2018).

Some research has found that the length of time between purchases is a good indicator of consumers' propensity to buy a certain product. However, it might be difficult to determine whether or not a desired outcome (a purchase or a referral), actually occurred in empirical investigations. Consumers consider their personal experiences and the surrounding environment when making purchasing decisions. After collecting a given amount of data, consumers begin to examine, think about, and compare products in preparation for making a purchasing decision. Consumers' subjective preference for a given product may be measured by their purchase intentions (Mayrhofer et al., 2020). There is a direct correlation between a consumer's level of interest in a product and their chance of making a purchase of that product (Chakraborty, 2019). Previous studies have found that consumers' perceived propensity and their actual behavior may both be predicted with high accuracy using purchase intention (Zhang et al., 2020). Therefore, this study aimed to investigate the impacts of social media marketing activities on participation intention and purchase intention, as opposed to the effects of information system utilization, as was the case in prior studies. In the end, the success or failure of any and all marketing efforts will hinge on one thing: whether or not potential buyers are interested in the goods.

Social media marketing has been shown to affect consumers' propensity to make a purchase (Chetioui et al., 2021). Chakraborty (2019), looked at how social media marketing affected consumers' intent to buy a certain product. However, there hasn't been enough study done on live streaming as a new phenomenon. Furthermore, relatively few researches have looked into how live streaming affects consumer purchase intentions despite the fact that live streaming purchasing is becoming increasingly popular (Yu et al., 2018).

## 2.2.2 Independent Variable 1: Informativeness

<sup>43</sup> Informativeness refers to the potential of advertising to provide information to customers about goods or services (Cahyani et al., 2020). <sup>62</sup> Informativeness is a significant component in determining the efficiency of online advertising. Informativeness' main objective is to attract customers by giving them up-to-date, accurate, and conveniently accessible information (Ling et al., 2018). As a consequence, marketing significantly depends on information as an incentive since consumers are more likely to click on advertisements that provide incentives (Wang et al., 2017).

The significance of informativeness may be perceived from an instrumental or utilitarian approach. Information on the functional characteristics of a product or service may help customers' functional demands in a significant manner (Aktan et al., 2016). Therefore, the quality of information offered in advertisements, such as the advantages of a product, may assist people make optimum purchases (Ku et al., 2019). Moreover, the significance of advertising innovation is linked with the underlying human need to consume anything novel, unique, unconventional, and innovative (Aktan et al., 2016). Understanding these factors will provide advertising practitioners with useful insights into how best to create messages that can generate positive attitudes to advertising (Ku et al., 2019). Specifically, research has discovered that consumers' attitudes about advertisements are positively influenced by how creative and informative they consider them to be (Ku et al., 2019). Thus, when advertising delivers information that satisfies their functional demands and is creative enough to generate hedonic value, people <sup>1</sup> are more likely to acquire a good attitude toward it (Murillo et al., 2016). Therefore, advertisers and marketers should make their advertising messages more informational and creative to enhance the possibility that people would respond favourably (Ku et al., 2019).

<sup>11</sup> People frequently use social media as a way to get information (Najib et al., 2016). Adverts on social media may supply consumers with information about a product they're interested in and pique their interest (Wang et al., 2017). Customers will derive value from the sense of the importance of social media advertising information (Taanika et al., 2019). There is

a considerable influence on the perceived usefulness of social media marketing when an advertisement is informational (Taanika et al., 2019).

### <sup>1</sup> 2.2.3 Independent Variable 2: Entertainment

The concept "entertainment" is defined <sup>53</sup> as the degree to which Web advertisements satisfy an audience's need for escape, diversions, aesthetic pleasure, or emotional expression (Shareef et al., 2017). Consumers want or choose advertising that includes aspects of fun and enjoyment. Web advertising that is heavily loaded with enjoyable material receives a better rating from receivers and results in a greater target to return to the homepage than websites that lack entertainment aspects (Aydoğan et al., 2016). According to Hossam (2018), when advertising presented on social networking sites has entertaining value, the advertisement's value increases. This research tried to establish entertainment as hedonic in nature (Cadet et al., 2017).

Advertising has always been positioned as an assistance to entertainment rather than as a real source of amusement in itself for consumers (Goh et al., 2020). Even when such commercials are innovative in and of themselves or have licenses to the hottest entertainment assets right now, they are seen as distinct from entertainment-focused material for consumers (Goh et al., 2020). Younger customers place more value on experiences than items compared to older generations, and firms are changing their focus to place more emphasis on building long-term connections via the provision of these experiences than on making quick sales (Aktan et al., 2016). In some situations, the advertisement may be considered a kind of entertainment in and of itself.

In general, people's opinions regarding advertising are most heavily influenced by their appreciation of advertisements (Ismail <sup>26</sup> et al., 2022). A high level of satisfaction and involvement throughout their interaction with computer-based media leads to convergent subjective judgments of the consumer's favourable effect and mood (Aktan et al., 2016). Traditional advertisements are tied to the entertainment value of advertising information.

Consumer attitudes regarding advertisements are positively impacted by the entertainment value of the advertising message (Ganjar et al., 2018). The level of promotional information entertainment is crucial for social networking site marketing. Consumer perceptions regarding an advertisement might be influenced by an intriguing marketing message (Hashim et al., 2018).

### 2.2.4 Independent Variable 3: Irritation

Certain advertisements are annoying to consumers because they are seen as deceptive, rude, or a slap in the face to their intelligence (Jain et al., 2018). Consumers may find the message irritating because it is hard to understand, invasive, or distracting. Therefore, annoyance is said to be a significant cause why people have a negative outlook on commercials (Chetioui et al., 2021). Users' irritation with ads is also thought to reduce the benefits they receive from them (Fu et al., 2020). Since mobile phones are undeniably highly private gadgets, the annoyance element may be especially relevant while reading messages sent to them (Liu et al., 2020). In practice, researchers have discovered that intrusiveness of the message and irritation is a significant factor that negatively affects attitudes towards mobile advertisements (Chetioui et al., 2021; Mayrhofer et al., 2020; Chu et al., 2019; Zhang et al., 2020).

Irritation, a concept articulated by Ducoffe's model, refers to the aggravating features of advertising such false promises, contradictory information, inappropriate content, and intrusive calls to action (Chakraborty, 2019). IRR of advertising has been linked to factors such as ad content, ad format, the online platforms on which ads appear, customer familiarity with and response to web ads, and other factors, according to both historical and modern studies (Jain et al., 2018). Previous research indicates that IRR has a detrimental impact on the value of online advertising and the quality of the user experience associated with it. The value of product placement was more reactive to discomfort than that of traditional advertising (Chetioui et al., 2021). A prior study found that using continually animated site banners and/or unexpected popup adverts increased visitors'

perceived aggravation with the website (Chetioui et al., 2021). Negatively impacting felt annoyance for ordinary customers is shocking implementation of visual website design, website navigation, and information strategy. For instance, the impact of Facebook advertising IRR on user sentiment about the platform is significant (Saima et al., 2020).

An individual's point of incremental return (IRR) from internet advertising is correlated with his or her level of web knowledge. In reality, internet natives do not often find online ads annoying (Jain et al., 2018). Online shoppers' levels of frustration were shown to be most impacted by a site's intuitive navigation structure. Sponsored links are seen negatively due to IRR (Wongkitrungrueng et al., 2020). Research also shows that, shoppers may get annoyed if streamer use tactics that bother, embarrass, or treat them badly. Customers get irritated and have unfavourable opinions about online streaming advertisements when interactions are extremely dishonest. Additionally, customers may react poorly to impact of social media marketing that include content that may be easily misinterpreted, misdirected, or overburdens the receiver. Additionally, when the amount of spam or promoting interactions rises, customers' opinions about promotional tactics worsen since it annoys them. In general, rude remarks that could conflict with a customer's values are seen as annoyances or irritants (Fayuti et al., 2022).

#### **2.2.5 Independent Variable 4: Credibility**

According to the research, trust in commercials is a major element in how people feel about them. According to Chetioui et al. (2021), "the extent to which the consumers consider the statements about the brand/product represented in the advertising to be genuine and convincing" is an antecedent that influences one's attitude toward commercials. When assessing an advertising's veracity, it is important to consider both the veracity of the advertisements itself and the veracity of its source (the firm or organization paying for the advertisements) (Mayrhofer et al., 2020). Attitudes toward advertisements are affected by consumers' beliefs about their accuracy, reliability, and credibility (Mayrhofer et al., 2020; Chu et al., 2019; Zhang et al., 2020; Liu et al., 2020; Saima et al., 2020).

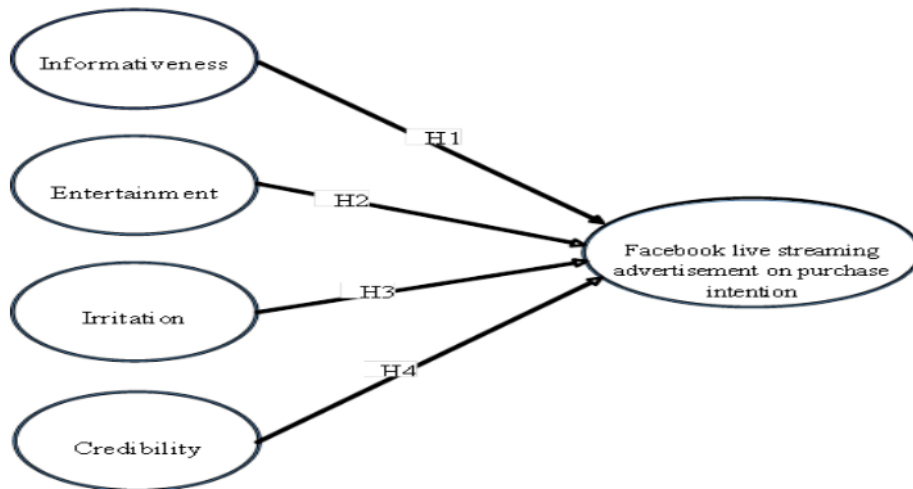
Lastly, the study takes into account the credibility or trustworthiness of advertisements as an independent variable. As described by Ducoffe, credibility includes being trustworthy, credible, persuading, and providing truthful product information (Zhang et al., 2020). Consumers' assessments of INFO, ENT, and IRR are all strong indicators of confidence in online retailers, and respondents' judgments of an ad's credibility were shown to be the most influential element in shaping their attitudes about marketing messages. Consumers have a somewhat pessimistic view of the reliability of SMS ads (Chakraborty, 2019). They found that consumers' attitudes regarding SMS ads shifted for the worse. The SMS advertising's efficacy was affected by the credibility of the ad's source. It's possible that the ambiguity of <sup>6</sup> not being asked to "opt-in" while getting advertising lowers the efficacy of SMS marketing when credibility is low and raises it when credibility is high (Fu et al., 2020). It's possible that adding an opt-in feature might lend legitimacy, making the advertisements more successful (Drossos et al., 2017). When it comes to how young people feel about receiving SMS advertisements, Wongkitrungrueng et al. (2020) say that believability matters a great deal. When it comes to advertising, users care most about the reliability of sponsored links.

People's opinions of advertising are heavily influenced by their level of trust in both the ad and the company delivering it (Jain et al., 2018). When compared to print media or television commercials, the regulatory systems of digital media are laxer, hence the trustworthiness of the advertising <sup>49</sup> is likely to have a greater impact on consumer perceptions of ads. Research on commercials, both in traditional and mobile settings, increasingly takes into account the annoyance aspect. There is a growing backlash against advertisers due to their annoying and, in some cases, disrespectful commercials. Therefore, relevant research have shown that the annoyance construct negatively affects ad sentiments (Fu et al., 2020). All of the above-mentioned elements, which are known as antecedents of attitude, have been accounted for in this study and will be examined in further detail below.

### **2.3 Proposed Conceptual Framework**

According to the literature and Theoretical Model, we proposed a research framework shown in figure 2. This study has four IVs, which are informativeness, entertaining, irritation, and credibility. Besides, for the result of our research, DV would be the purchase intention of Facebook live streaming advertisements.

Figure 2: Proposed Research Framework



Source: Developed from Research

## 2.4 Hypotheses Development

### 2.4.1 The relationship between Informativeness and Purchase Intention

Generally, informativeness refers to the extent to which a company can provide sufficient information so that customers can make better buying decisions (Alalwan, 2018). According to the research by Filieri et al. (2018), informativeness on social commerce platforms are considered helpful if the information provided helps consumers familiarize, understand, and evaluate the quality and performance of products sold online. Informativeness is a key factor in consumer acceptance of advertising. It plays an important

<sup>16</sup> role in advertising awareness of a product and helps consumers differentiate a product from existing competitors. Informational advertising can inform consumers of new product features and changes in product prices. Therefore, informativeness in an advertisements can strongly influence consumer attitudes, especially when it is repositioned from traditional media (Goh et al., 2020). <sup>68</sup> Based on the Rajeev et al. (2018) research, it shows the value of online advertising is now dependent on its informativeness, credibility and entertainment. The research also shows that informativeness has an influence on consumer attitude towards advertising, and attitudes mediating between the perceived advertising value and purchase intention.

<sup>5</sup> H1: Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions.

## <sup>1</sup> 2.4.2 The relationship between Entertainment and Purchase Intention

<sup>16</sup> According to the study by Lapatsanan (2017), entertainment intention is an experience that is enjoyable, memorable, relevant and appreciation will stay in memory and influence customer's attitude and next purchase intention. To be specific and important, entertainment plays an important role as it determines respondents' attitudes towards live streaming advertising. According to the Le and Vo (2017) study, entertainment is one of the values of media. Therefore, as an important form of media, advertising can improve consumers' advertising transaction experience if it can deliver entertaining content to viewers. Moreover, entertainment <sup>70</sup> can be considered as an important predictor of advertising value besides being a key factor in online advertising. It means that entertainment is a key factor that should be incorporated into advertising messages to increase the value of online advertising by attracting the interest and attention of the receivers (Murat et al., 2016). Besides, <sup>57</sup> entertaining advertisements can attract consumers' attention, thereby increasing the effectiveness of advertisements. Therefore, entertainment is a factor affecting consumers to view advertisements and it has positively influenced purchase intention. (Martins et al., 2018).



H2: <sup>5</sup> Entertainment of Facebook live streaming advertisements has positive influences on consumer purchase intentions.

### <sup>1</sup> 2.4.3 The relationship between Irritation and Purchase Intention

Yang et al. (2017) study has mention the irritation has the potential to divert attention from worthwhile social goals, dilute the human experience, and exploit human anxieties and hopes of affectionate possession. This may be caused by the organization of the website that confuses and distracts consumers. Moreover, live advertising has the potential to present a wealth of information that confuses, distracts and overwhelms the recipient. As a result, consumers are confused and react negatively to the message being conveyed (Hashim et al., 2018). Based on the research by Firat (2019), it shows the respondent <sup>29</sup> towards the value of online advertising has negatively affected the value of online advertising. Therefore, irritation is believed to have a negative impact on consumer purchase intention towards online advertising.

H3: Irritation of Facebook live streaming advertisements has negative influences on consumer purchase intentions.

### <sup>1</sup> 2.4.4 The relationship between Credibility and Purchase Intention

Credibility is currently an integral part of various studies in the <sup>46</sup> online environment. It can reduce the impact of consumer demand uncertainty on purchase intention and website loyalty. In a highly uncertain online environment, improving creditworthiness helps consumers reduce the importance of risk perception (Zhu et al. 2020). According to the research by Singh and Banerjee (2018), it shows that celebrities who appear in advertising will generate higher purchases intentions. The studies also prove that when the credibility of the speaker is high, consumers may be more willing to buy more. When a credible source

is used as a spokesperson for advertising, it influences consumer beliefs, assessments, attitudes and/or behavior and can motivate consumers to accept the influence of information as accurately as possible and use it. The credibility of an advertisements can positively affect consumer attitudes and behavior. According to Kim and Song (2020), credibility of advertisements is a key factor in determining purchase intention. Therefore, credibility has an influence on consumer purchase intention.

H4: Credibility of Facebook live streaming advertisements has positive influences on consumer purchase intentions.

## Chapter 3: Research Methodology

### 3.0 Introduction

This chapter will cover the methodology used to address the research questions. This chapter discusses the research design, sample design, and data gathering technique. In addition, we conduct pilot tests to see if the suggested methods can be applied to our real data collection. This chapter also describes the planned data analysis procedures to assure the accuracy and validity of the study. The data analysis methodology is also documented and consistent with the study objective.

### 3.1 Research Design

Marketing research is carried out within the context of a research design framework. It follows a set of predetermined actions to get the necessary data and offers a solution to marketing research challenges. Our research focuses on the impact of Facebook live streaming advertisements on purchase intention. The research design framework will conduct the research in systematic steps

to gather the required information for the study (Geoffrey et al., 2019). We have chosen to conduct our analysis using the quantitative study design.

### **3.1.1 Descriptive Research**

Descriptive research is the suitable approach for the achievement of our goal. Facebook is one of the best advertising sites most people prefer since it can reach a substantial population worldwide (Andreou et al., 2019). The most common application of descriptive research would be to characterise a set of individuals (Kothari, 2004). Based on Fox and Bayat (2007), the objective of descriptive research is to gain insight on contemporary issues or difficulties thru a method of data collecting that enables researchers to more clearly understand the situation. According to Polit and Hungler (1999), descriptive research with a high sample size may provide precise findings and is cost-effective. This method of research helps to examine and collect data from potential target respondents in order to examine the link among independent variables (informativeness, entertainment, irritation, and credibility) and dependent variable (purchase intention).

### **3.1.2 Quantitative Research**

In quantitative research, numbers are used to explain, characterise, and predict variables and phenomena of interest (Silva, 2017). More than one billion people use the platform for various activities (Shodiyev, 2022).

## **3.2 Sampling Design**

Sampling design is the foundation on which a sample survey is constructed and how it influences other survey components.

### 3.2.1 Target Population

These individuals or groups share similar characteristics from which researchers generate their samples (Dahabreh et al., 2022). In this study, the target population is people with the Facebook account in Malaysia. The study will be focused on individuals with social media operation knowledge and are frequent users. The participants will be limited by their proficiency in communication and understanding of the products being advertised on the live streams.

### <sup>1</sup> 3.2.2 Sampling Frame and Sampling Location

The sample **frame** would correspond to **the** population **of** interest **in** an ideal world. In our study, we will not use the sampling frame because the sample frame was unavailable in the research due to the absence of listings including information on Facebook users. The questionnaires and surveys will be distributed through social media platforms. The study will include old and new Facebook subscribers. Describe the diversity of the people involved. The main feature they must pose is the ability to operate Facebook live streams.

A Facebook live stream is an online performance and, therefore, with access to the internet connection, sampling can be done online.

### 3.2.3 Sampling Elements

The general public of Malaysians who are 18 years old and above and have experienced watching live streaming advertisements at least once from Facebook, which would be the **target respondents in this study.**<sup>1</sup>

### 3.2.4 Sampling Technique

Self-selection sampling and judgemental sampling would be the most fitting in this scenario for it does not require a sampling frame. Self-selection sampling is effective when we need groups or instances, whether individuals or companies, to voluntarily participate in research. The crucial element is that research participants volunteer to participate in the study rather than being immediately contacted by the researchers (Garganpreet, 2017). We will employ the Self-selection sampling technique and judgemental sampling in the study (Taherdoost, 2016). Additionally, self-selection was chosen since it is a rapid and cost-effective method for locating the sample. This may minimise the length of time required to look for suitable units (or instances); that is, persons or groups that match the sample's qualifications (Garganpreet, 2017). Moreover, based on the research according Bhardwaj (2021) mention that, judgemental sampling is employed for gathering data from a certain set of individuals. An excellent illustration is the researcher's knowing that such target audience meets his or her standards. Given that we focused on Malaysians who are above 18 years old and have sign up for Facebook, judgmental sampling is the most efficient technique of data collection in this situation.

### 3.2.5 Sample Size

Sample size can be defining as the total number of individuals or the number of observations involved in a study (Lakens, 2022). The sample size addresses a group of people chosen from the general public who are deemed to represent the actual population for the study. Data from the participants will be collected through Facebook in the form of questionnaires. The questionnaires will also be sent to the participants through emails. Krejcie and Morgan (1970) propose a sample size of 384 once the population is more than 250,000. This study focuses on 384 respondents because there were 28,947,300 Facebook users in Malaysia (Napoleon Cat, 2021). In this survey, 384 Malaysians who have registered the Facebook account were asked to fill out a questionnaire.

1

## **3.3 Data Collection Method**

### **3.3.1 Primary Data**

Primary data collection was a method using questionnaire, survey, or interview to collect the data. It includes data collected for the first time and raw and fresh data. Primary data is collected when conducting experiments in experimental research, but in case of descriptive research and surveys, primary data is a form of observation or direct communication with respondents or others (Syeda, Rubi, Ammar & Abdul, 2021). In this research, we gathered the primary data through the Google form as our research survey and we assigned the questionnaire among our target respondents to gather data.

### **3.3.2 Questionnaire Design**

In this research, the questionnaire was created as a Google form and the Google link sent to the respondent by Facebook, WhatsApp, and Microsoft team and email to collect data. The English language would be applied in the questionnaire design, and the questionnaire also divided to three section which were Section A, Section B and section C.

In Section A, 5 demographic questions were implied to gather the target respondent's demographic background which includes age, gender, race, occupation and personal monthly income. In section B, we prepared 4 general questions to ask about the frequent watch of Facebook live streaming advertisements and number of spending in Facebook live streaming. For section C, the questions were consisted of IV and DV that assessing the impact of Facebook live streaming advertisements on purchase intention. There were 4 IVs in total which were informativeness, entertainment, irritation, and credibility while the DV was the purchase intention of Facebook live streaming. Each of the IV and DV contain 5

questions that have been designed to collect the opinion on the impact of Facebook live streaming advertisements on purchase intention. Besides, Likert scale was used in the question design of section B and the scales given change from strongly disagree to strongly agree.

### **3.3.3 Pre-test and Pilot Test**

Pretesting was used to verify that the target respondent understands the question and suggested answer options as the researcher intended, and it is indeed able to respond meaningfully. Common pre-test sample sizes are 5 to 15 (Perneger et al., 2015). Therefore, we collected a total of 11 lecture opinions to guide us in identifying errors and flaws in the questionnaires.

Pilot test is the first step in an overall research protocol and is usually a smaller study that helps in planning and revising the main study (In, 2017). Before conducting the main study, we conducted a pilot test using a small group of participants to examine our research methodology. We conducted pilot tests to identify errors in the results obtained from the tests and allow us to test the correctness of the research tool and provide information on whether the type of survey is valid for the purpose of the research. According to Johanson and Brooks (2010), the pilot test for initial investigation or scale development purposes, the sample size of 30 representative participants of the population of interest is a reasonable minimum recommendation. Therefore, we collected a total of 33 representative participants for the pilot test of our research.

1

## **3.4 Proposed Data Analysis Tool**

### **3.4.1 Descriptive Analysis**

Descriptive analysis was a data analysis to help describe, display, or summarize data points in a constructive manner so that patterns emerge that satisfy each condition of the data. It was a method that was used to objectively describe the nature and magnitude of sensory perception (Sarah, Joanne, Tracey & Ng, 2018). In our research, descriptive analysis was used to determine data which contains an overview of demographic data from our respondents which is illustrated in tables.

### **3.4.2 Reliability Test**

Reliability is related to the consistency of measurements. It can be achieved through three attributes which are homogeneity, stability, and equivalence. The reliability coefficient is an absolute number ranging from 0 to 1. A value of 1 means perfect consistency, while a value of 0.00 indicates a complete lack of consistency (Samuel, 2018). Cronbach's alpha was the most used test to evaluate the internal consistency of an instrument. In the reliability test, the meaning of all correlations in each half-split combination was determined. Instruments with more than two response answers can be used in this test. Cronbach's alpha result is a number between 0 and 1. An acceptable reliability score of is 0.7 and above (Heale & Twycross, 2015).

Table 3.1: Rule of Thumb for Cronbach's Coefficient Alpha Range



Cronbach's alpha value	Reliability level
More than 0.9	Excellent
0.9 - 0.8	Good
0.8 - 0.6	Acceptable
0.7 - 0.6	Questionable
0.6 - 0.5	Poor
Less than 0.5	Unacceptable

Source: Sharma, 2016

### 3.4.3 Pilot Test's Reliability Result

Table 3.2 shows the pilot test results obtained online from 33 respondents. Based on Cronbach's alpha value result, four IVs alpha value are above 0.9, which is considered as excellent, while the DV purchase intention alpha value is also above 0.9 which is considered as excellent. According to the research by Sharma (2016), the Cronbach alpha value above is considered as high reliability. Therefore, all the reliability IVs and DV in pilot test results are considered as acceptable.

Table 3.2 Pilot test's reliability result

Variables		No of items	Standard Variable	Level of Reliability
			Cronbach's Alpha	
Dependent Variables (DV)	Purchase Intention (PI)	5	0.916	High reliability
	Independent Variables (IV)	Informativeness (IN)	5	
	Entertainment (EN)	5	0.960	
	Irritation (IR)	5	0.966	
	Credibility (CR)	5	0.912	

Source: Developed from research

### 3.4.4<sup>1</sup> Inferential Analysis

#### 3.4.4.1 Pearson's correlation coefficient analysis

In this study, Pearson's correlation coefficient analysis (r) was used to reflect the association or relationship between two (or more) quantitative variables (Gogtay, 2017). Meanwhile, the IV (informative, entertaining, stimulating, and trustworthy) and DV (purchase intent) of this study were used to examine the strength of the association between the two variables. It can take values ranging from -1 to +1. A

positive value indicates a positive linear correlation, and a negative value indicates a negative linear correlation. When the coefficient value results closer to +1 or -1, strength of linear correlation display stronger (Fu et al., 2019). (Fu et al., 2019).

Table 3.3: Guidelines of Correlation Coefficient Range

Scale of Correlation Coefficient	Strength of Correlation
0.00 – 0.10	None
0.10 – 0.39	Weak
0.40 – 0.69	Moderate
0.70 – 0.89	Strong
0.90 – 1.00	Very Strong

Source: Schober, Boer & Schwarte (2018)

### 3.4.4.2 Multiple Regression Analysis

Multiple regression analysis (MRA) refers to a set of correlation-based statically techniques used to measure the influences of independent variables (IVs) on dependent variables (DV) (Plonsky, 2015). The formula or equation used to assess the relationship between variables shown as below:

$$Y' = A + B_1(X_1) + B_2(X_2) + B_3(X_3) + \dots + B_k(X_k)$$

According to the equation above, Y' represents the DV which is the purchase intention of Facebook live streaming advertisements, X1 represents

informativeness, X2 represents entertainment, X3 represents irritation and X4 represents credibility. Below is shown the equation of this research:

$$PI = A + B1 (IF) + B2 (EN) - B3 (IR) + B4 (CR)$$

Whereby,

PI = Purchase intention of Facebook live streaming advertisements

A = constant

Bx = each parameter estimate unit

IF = Informativeness

EN = Entertainment

IR = Irritation

CR = Credibility

When there is an increase for every unit in informativeness, entertainment, irritation and credibility, each of the parameter estimated units will be increase.

## <sup>1</sup>**CHAPTER 4: DATA ANALYSIS**

### **4.0 Introduction**

In chapter 4, we will be discussing with the findings and also information gathered from questionnaire surveys that were evaluated using the SPSS system.

## 4.1 Descriptive Analysis

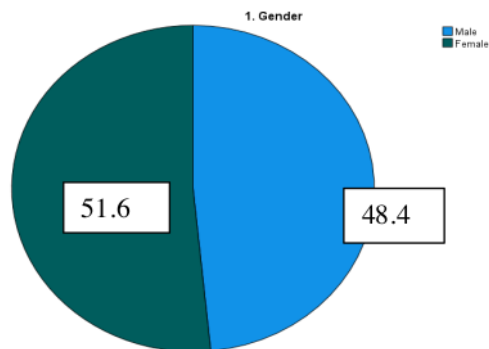
### 4.1.1 Demographic Analysis of Respondent Profile

Table 4.1: Gender of Respondent

1. Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	186	48.4	48.4	48.4
	Female	198	51.6	51.6	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.1: Gender of Respondent



Source: Constructed for study purpose

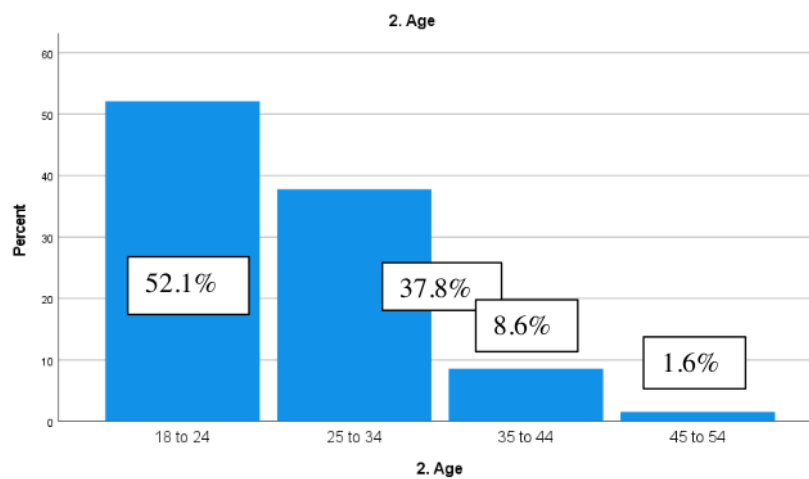
There are 186 of male (48.4%) and 170 of female (51.6%) responded to our study, as shown in the table and figure above. Between men and women, the questions are distributed equally.

**1**  
Table 4.2: Age of Respondent

2. Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	200	52.1	52.1	52.1
	25 to 34	145	37.8	37.8	89.8
	35 to 44	33	8.6	8.6	98.4
	45 to 54	6	1.6	1.6	100.0
Total		384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.2: Age of Respondent



Source: Constructed for study purpose

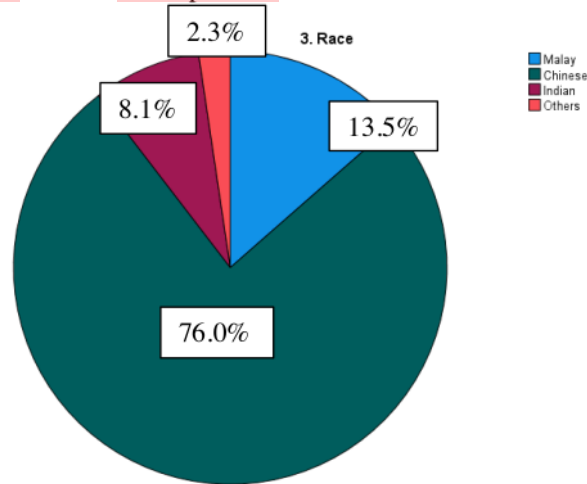
Figure above shows that the most population respond on the survey is age 18 to 24 (52.1%) with the frequency of 200 respondents the lowest percent which only contain 1.6% with 6 respondents.

Table 4.3: Race of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	52	13.5	13.5	13.5
	Chinese	292	76.0	76.0	89.6
	Indian	31	8.1	8.1	97.7
	Others	9	2.3	2.3	100.0
	Total	384	100.0	100.0	

1  
Source: Constructed for study purpose

Figure 4.2: Race of Respondent



Source: Constructed for study purpose

Based on above shows that 292 Chinese respondents out of 384 total respondents, which represents 76%. Then, 52 Malay respondents, or 13.5%, next followed by 31 Indian respondents, or 8.1% of the total. Finally, just 9 respondents, or 2.3%, are members of others race.

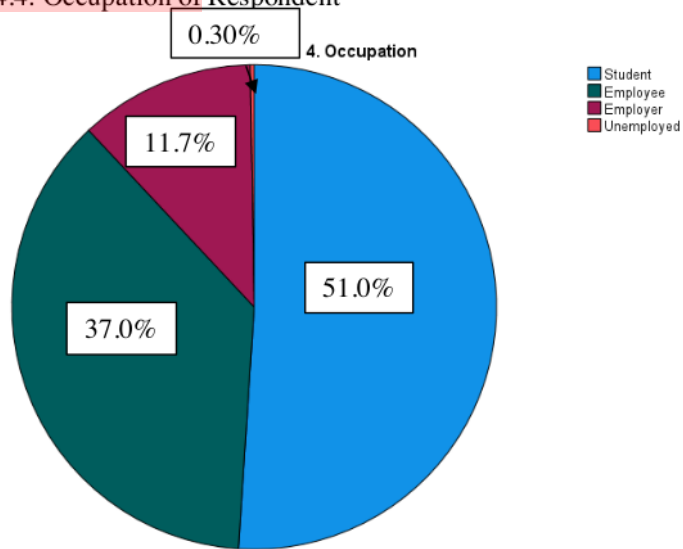
Table 4.4: Occupation of Respondent

#### 4. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	196	51.0	51.0	51.0
	Employee	142	37.0	37.0	88.0
	Employer	45	11.7	11.7	99.7
	Unemployed	1	.3	.3	100.0
	Total	384	100.0	100.0	

<sup>1</sup> Source: Constructed for study purpose

Figure 4.4: Occupation of Respondent



Source: Constructed for study purpose

There are 196 students, 142 employee, 45 employer, and 1 unemployed, based on the information gathered. Students were enrolled 51% of respondents, followed by employee at 37%, and 11.7% of employer. Unemployed has the lowest percentage which is only 0.3%.

Table 4.5: Respondent's Personal Monthly Pocket Money

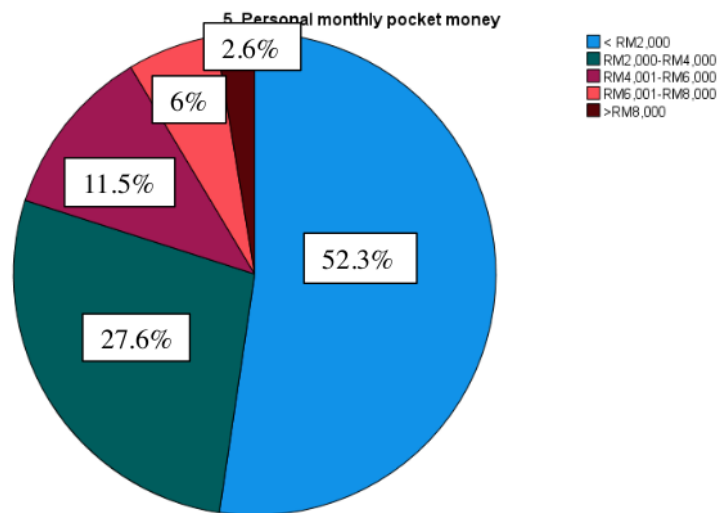


### 5. Personal monthly pocket money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM2,000	201	52.3	52.3	52.3
	RM2,000-RM4,000	106	27.6	27.6	79.9
	RM4,001-RM6,000	44	11.5	11.5	91.4
	RM6,001-RM8,000	23	6.0	6.0	97.4
	>RM8,000	10	2.6	2.6	100.0
	Total	384	100.0	100.0	

<sup>1</sup> Source: Constructed for study purpose

Figure 4.5: Respondent's Personal Monthly Pocket Money



<sup>1</sup> Source: Constructed for study purpose

Based on the above shows that, <RM2,000 is the major pocket money percentage possess 52.3% with 201 frequency of participants. Less than RM8,000 which is the least percentage which hold only 2.6% with only 10 respondents in this research.

Table 4.6

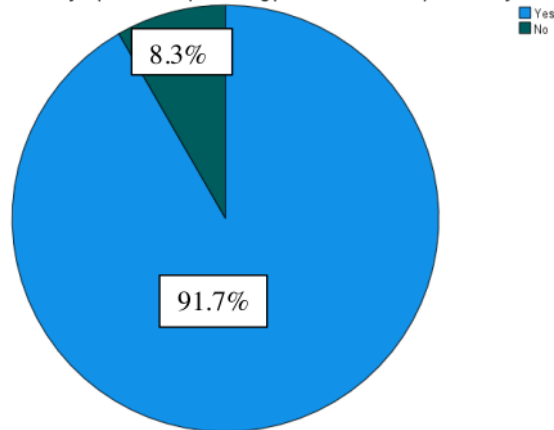
**1. Do you have any experiences of purchasing products or services promoted by Facebook live streaming?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	352	91.7	91.7	91.7
	No	32	8.3	8.3	100.0
	Total	384	100.0	100.0	

<sup>1</sup> Source: Constructed for study purpose

Figure 4.6

1. Do you have any experiences of purchasing products or services promoted by Facebook live streaming?



Source: Constructed for study purpose

Tables 4.6 reveal that 352 users have experiences on purchasing product or services promoted by Facebook live streaming and 32 users do not have experiences on purchasing product or services promoted by Facebook live streaming. Figures 4.6 show that respondent which answer yes possess 91.7% and respondents answer no with only 8.3%.

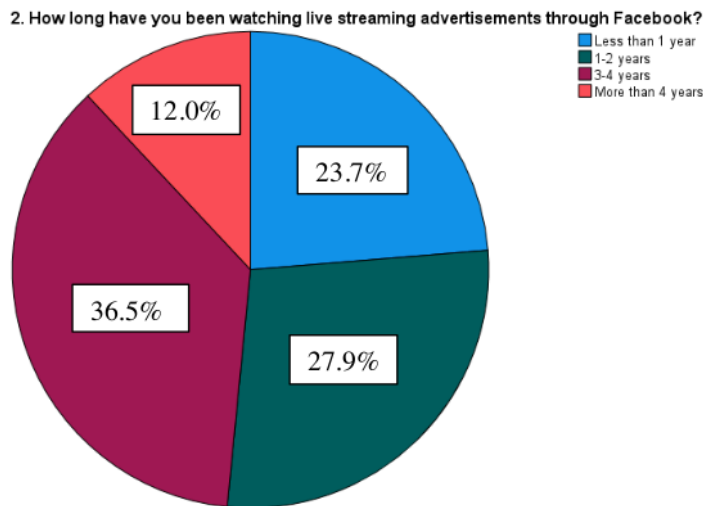
Table 4.7

## 2. How long have you been watching live streaming advertisements through Facebook?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	91	23.7	23.7	23.7
	1-2 years	107	27.9	27.9	51.6
	3-4 years	140	36.5	36.5	88.0
	More than 4 years	46	12.0	12.0	100.0
	Total	384	100.0	100.0	

1  
Source: Constructed for study purpose

Figure 4.7



1  
Source: Constructed for study purpose

Above data indicated that the most of respondents who have been watching live streaming advertisements through Facebook with 3-4 years is 140 respondents with 36.5%. The lowest number of people who responded fell into the more than 4 years with 46 respondents with 12%.

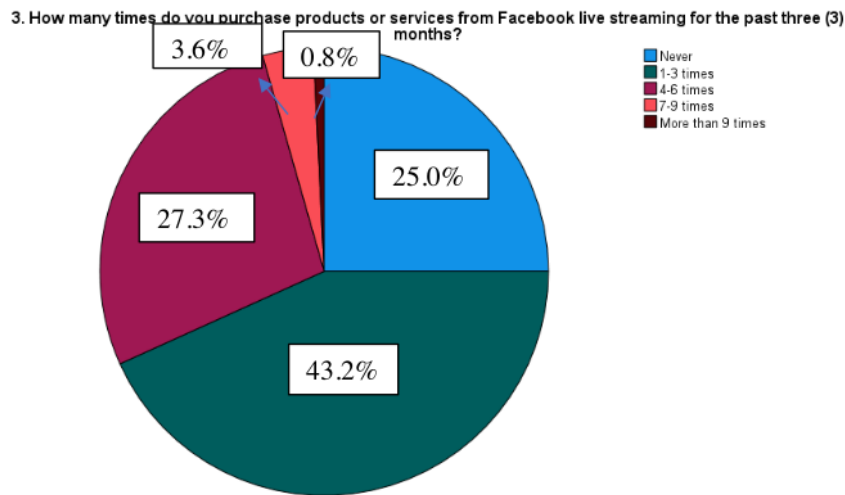
Table 4.8

**3. How many times do you purchase products or services from Facebook live streaming for the past three (3) months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	96	25.0	25.0	25.0
	1-3 times	166	43.2	43.2	68.2
	4-6 times	105	27.3	27.3	95.6
	7-9 times	14	3.6	3.6	99.2
	More than 9 times	3	.8	.8	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.8



Source: Constructed for study purpose

Above data indicated that most of the respondents purchase products or services from live streaming advertisements through Facebook for the past three months is 1-3 times with 43.2% (166 respondents). The lowest percentage of people who responded fell into the more than 9 times with only 0.8% (3 respondents).

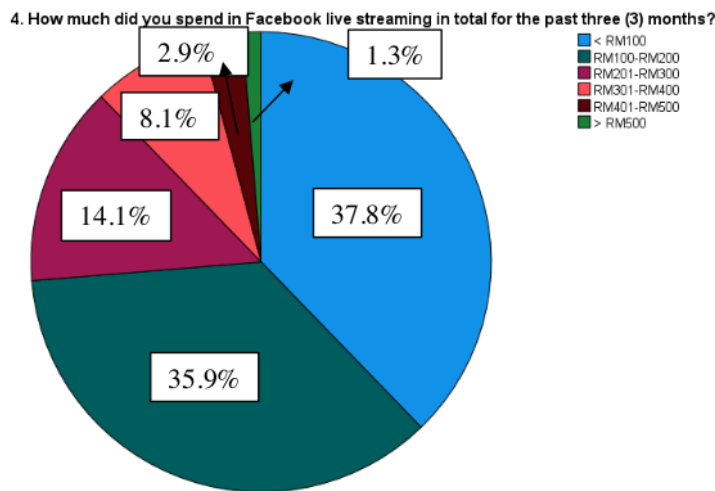
Table 4.9

**4. How much did you spend in Facebook live streaming in total for the past three (3) months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM100	145	37.8	37.8	37.8
	RM100-RM200	138	35.9	35.9	73.7
	RM201-RM300	54	14.1	14.1	87.8
	RM301-RM400	31	8.1	8.1	95.8
	RM401-RM500	11	2.9	2.9	98.7
	> RM500	5	1.3	1.3	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.9



<sup>1</sup> Source: Constructed for study purpose

Based on the data above shows that 145 respondents with <RM100 and possess 37.8%. More than RM500 make up only 1.3% with 5 respondents.

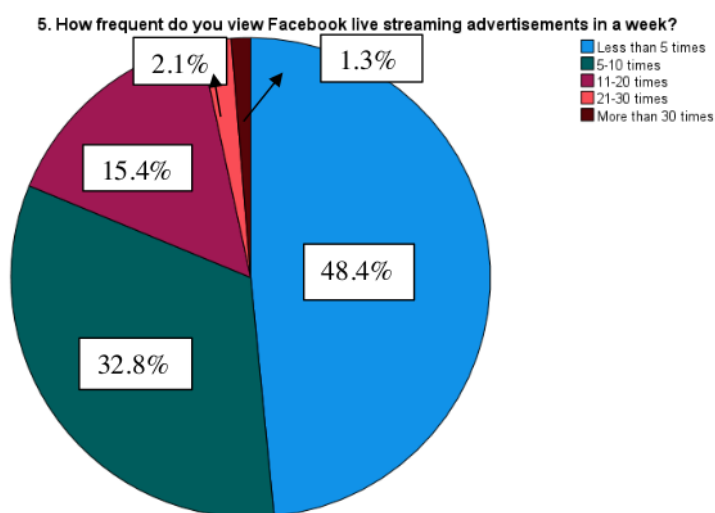
Table 4.10

**5. How frequent do you view Facebook live streaming advertisements in a week?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 times	186	48.4	48.4	48.4
	5-10 times	126	32.8	32.8	81.3
	11-20 times	59	15.4	15.4	96.6
	21-30 times	8	2.1	2.1	98.7
	More than 30 times	5	1.3	1.3	100.0
	Total		384	100.0	100.0

Source: Constructed for study purpose

Figure 4.10



Source: Constructed for study purpose

Above data indicated that most frequent respondent who view Facebook live streaming advertisements in a week is less than 5 times with 48.4% (186 respondents). The lowest percentage of people who responded fell into view more than 30 times in a week with only 1.3% (5 respondents).

## 4.2 Scale of Measurement

### 4.2.1 Reliability Test

Table 4.11 refers to the results received from a reliability test in which 384 questionnaires were distributed online. Based on the alpha value, the IVs include informativeness (0.800), entertainment (0.873) and credibility (0.837) are considered as good while irritation (0.749), it is considered as acceptable. Meanwhile, DV, which is a purchase intention toward Facebook live streaming advertisements has 0.897 of Cronbach coefficient alpha value which is considered as good reliability. In Hamed (2018) research, it shows that 0.9 and above alpha value is considered as excellent reliability, 0.7 to 0.9 alpha value is considered as high reliability, 0.5 to 0.7 value is moderate reliability and 0.5 and below is low reliability. Therefore, all the reliability of IV and DVs in this study are generally considered acceptable.

Table 4.11: Cronbach's Alpha for Each Scale

Variables		No of items	Cronbach's Coefficient Alpha values
Dependent Variables (DV)	Purchase Intention (PI)	5	0.897
Independent Variables (IV)	Informativeness (IN)	5	0.800
	Entertainment (EN)	5	0.873
	Irritation (IR)	5	0.749
	Credibility (CR)	5	0.837

Source: Developed from research

## 4.3 Inferential Analysis

### 4.3.1 Pearson Correlations Coefficient Analysis

According to the study by Schober, Boer and Schwarte (2018), the Pearson correlation score above 0.40 is considered strongly correlated and below 0.40 is otherwise. That is meant to explain that Informativeness and Entertainment, Informativeness and Irritation, Informativeness and Credibility, Informativeness and Purchase Intention, Entertainment and Credibility, Entertainment and Purchase intention, Irritation and Credibility, Irritation and Purchase intention, Credibility and Purchase intention are groups that fall under strong correlation. There are only 1 weak correlation groups in this study, Entertainment, and Irritation, falling under weak correlation. In this research, the measured P-value for each variable was less than 0.001 which is below 0.05 level of P-value required in this study thus all IVs are significantly correlated with the Purchase Intention (PI) which is the DV.

Table 4.12 Pearson Correlations Coefficient Analysis

#### Correlations

		IN	EN	IR	CR	PI
<b>Informativeness</b>	<b>Pearson Correlation</b>	<b>1</b>				
	<b>Sig (2 tailed)</b>					
	<b>N</b>	<b>384</b>				
<b>Entertainment</b>	<b>Pearson Correlation</b>	<b>.540**</b>	<b>1</b>			
	<b>Sig (2 tailed)</b>	<b>.000</b>				
	<b>N</b>	<b>384</b>	<b>384</b>			
<b>Irritation</b>	<b>Pearson Correlation</b>	<b>-.418**</b>	<b>-.374**</b>	<b>1</b>		
	<b>Sig (2 tailed)</b>	<b>.000</b>	<b>.000</b>			
	<b>N</b>	<b>384</b>	<b>384</b>	<b>384</b>		



Credibility	Pearson Correlation	.518**	.445**	-.448*	1	
	Sig (2 tailed)	.000	.000	.000		
	N	384	384	384	384	
Purchase Intention	Pearson Correlation	.594**	.609**	-.411**	.646**	1
	Sig (2 tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

Source: Developed from research

### 4.3.2 Multiple Regression Analysis

From table 4.11, the R-square results has 57.7% of the variation of purchase intention of Facebook live streaming advertisements are explained by IN, EN, IR and CR in this study.

Table: 4.11 Model Summary

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 <sup>a</sup>	.577	.573	.42048

a. Predictors: (Constant), Credibility, Entertainment, Irritation, Informativeness

Source: Developed from research

According to table 4.12, the F value is 129.426, and the significance value of 0.000 is less than 0.05. It explains that the means are significantly different and that the one of the four IVs (IN, EN, IR and CR) are able to predict DV which is the influences of the Facebook live streaming advertisements on purchase intention.

25

Table: 4.12 Anova Result Test

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.531	4	22.883	129.426	.000 <sup>b</sup>
	Residual	67.008	379	.177		
	Total	158.540	383			

a. DV: Purchase Intention

b. Predictors: (Constant), Credibility, Entertainment, Irritation, Informativeness

Source: Developed from research

Table 4.13 shows that the three independent variables IN, EN and CR have a significant effect on the dependent variable PI with a P value < 0.05. The IR significance value (0.384) is greater than 0.05, so there is no significant influences on purchase intention of Facebook live advertisements. The unstandardized coefficients of the three independent variables IN, EN, and CR were positively correlated with the impact of Facebook live advertising on purchase intention. Hence, the impact of the Facebook live streaming advertisements on purchase intention and the four IVs can be explained by the following equation:

$$(PI) = -0.18 + 0.263 (IN) + 0.337 (EN) + 0.422 (CR)$$

Whereby,

PI = Purchase Intention

IN = Informativeness

CR = Credibility

The equations above shows the independent variables IN, EN and CR have positively influence on the purchase intention Facebook live streaming advertisement

Table: 4.13 coefficients of equation

## Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	-.018	.265		-.067	.947	-.539	.503
	Credibility	.422	.046	.382	9.176	.000	.332	.513
	Entertainment	.337	.045	.311	7.551	.000	.249	.425
	Informativeness	.263	.053	.215	4.950	.000	.159	.368
	Irritation	-.033	.038	-.034	-.871	.384	-.106	.041

a. DV: Purchase Intention

Source: Developed from research

# <sup>1</sup> CHAPTER 5: DISCUSSION, IMPLICATIONS, AND CONCLUSION

## 5.0 Introduction

Main findings, the explanation, implications, and also suggestions will all be covered in this chapter. The research implications will be examined, and suggestions for future researchers will be based on the study's limitations.

## 5.1 Discussions of Findings

Multiple Linear regression will be taking to validate the hypotheses made in this study. There were a total of 4<sup>8</sup> research objectives and research hypotheses made in this study, which mainly examined the influences of the 4 independent variables on the consumer purchase intention, such as Informativeness, Entertainment, Irritation and Credibility of Facebook live streaming advertisements. The research objectives were considered accomplished, as the relationship which between the 4 independent variables and the consumer purchase intention were discovered through the regression analytical test. In the following subsections, further discussion will be provided to the results of hypothesis testing respectively.

***5.1.1 H1: Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions. This implies that consumers are able to get the necessary information that can guide their purchasing decision through Facebook live streaming advertisements. The study found that when consumers have accurate and update information about a product's price, availability, and other features without the need to work up to the store, they tend to purchase more of such product because they have been able to gather every necessary information that is needed to make their purchasing decision right at the corner of their comfort zone. This finding points to the fact that a lot of purchasing decisions are made based on the availability of information that prospective consumers find on Facebook live streaming advertisements. This finding is in consistency with the submission of Ku et al. (2019) who found that the quality of information offered in advertisements, such as the advantages of a product, may assist people make optimum purchases. In the same vein, the study conforms with the study of the duo of Goh et al. (2020) where it was found that informativeness in an advertisements is an important factor that strongly influences consumer attitudes, especially when it is repositioned from traditional media.

***5.1.2 H2: Entertainment of Facebook live streaming advertisements has positive influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Entertainment of Facebook live streaming advertisements has positive influences on consumer purchase intentions. The p-value of the coefficient is less than 0.05 which implies that the result of the coefficient is statistically significant. The study found that entertained advertisements plays a significant role in consumer's purchase intention. This may be due to the fact that when product advertisements are boring, consumers may lose interest in the message that the advertisements intend to pass. But when an advertisements is made in such a way that the consumer feels entertained with its content, they may want to watch the advertisements over and over again and even try to give the product a trial. As a result, a product with an entertaining advertisements has a greater chance of being purchased. This finding supports

the result from the study of Chen and Lin (2017) who found that entertainment has positively affects attitudes, which in turn influence recommendation willingness and intention (to use a given) social platform.

***5.1.3 H3: Irritation of Facebook live streaming advertisements has negative influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Irritation of Facebook live streaming advertisements has no significant negative influences on consumer purchase intentions. However, the p-value of the coefficient is above 0.05 which implies that the result of the coefficient is statistically insignificant. The insignificance of the variable implies that irritation of Facebook live streaming advertisements is not enough evidence to show that IRR of Facebook live streaming has negative influence in PI. Based on the research shows that willingness to help, usefulness, and enjoyment transcend negativity and irritability. As a result, this study suggests that the annoyance produced by viral marketing has no effect on customers. This might be because shoppers today are more inclined to check a rating before making a purchase (Jonsson et al., 2021). Moreover, there might be also a reason that when a live streamer is trying to promote a makeup product but there is a male trying to react like a female although the consumer feels weird and angry but their purchase intention will never decrease. This is because the viewer feels that it is funny, attractive, and special as not every streamer has courage to do something special on a live streaming. Not to mention that, the viewer will also share this live stream to other site, this will cause the live stream viewer to increase and lead to purchase intention grow. As a result, irritation is not a significant role in purchase intention.

***5.1.4 H4: Credibility of Facebook live streaming advertisements has positive influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Credibility of Facebook live streaming advertisements has positive influences on consumer purchase intentions. The p-value of the coefficient is less than 0.05 which implies that the result of the coefficient is statistically significant. The findings from this study revealed that consumer's trust in the content of the advertisements influences their purchase intention. When the value, benefits an advertisements conveys about a product are accurate, reliable, and credible, consumer's purchase intention about such a product will increase. This finding is consistent with the study of Mayrhofer et al., 2020; Chu et al., 2019; Zhang et al., 2020; Liu et al., 2020; Saima and Khan, 2020. This finding is also supported by the result from the study of Singh and Banerjee (2018) who found that when the credibility of the speaker is high, consumers may be more willing to buy more. When a credible source is used as a spokesperson for advertising, it influences consumer beliefs, assessments, attitudes and/or behaviour and can motivate consumers to accept the influence of information as accurately as possible and use it. In the same vein, the finding of the study is also in consistency with the findings of Martins et al. (2018) who found that credibility has a positive effect on the perception.

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## **5.2 Implications of the Study**

### ***5.2.1 Practical implication***

The findings gained from this study can practically contribute to several parties in correspondence, such as the Malaysia Government, social media platform service provider as well as the e-commerce sellers in social media platform.

First and foremost, the findings as well as the recommendations from this study will offer an insight to business owners as well as content creators to create effective advertisements for Facebook livestreaming, after grasping more in-depth knowledge conveyed from this study. For instance, it was found that Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions. This finding will

help service providers especially Facebook to improve the contents of Facebook live streaming advertisements so that it will include useful and needed information that can improve consumer's intention. For instance, business owners should ensure that the content of all advertisements will include the necessary information that will induce customers to buy the product that was advertised. Moreover, streamers may exhibit competence by responding to viewers' inquiries in a fast and correct manner and gathering and responding on customer feedback.

Another practical implication of this study to the business owners is in the finding of the study about the positive relationship between Entertainment of Facebook live streaming advertisements and consumer purchase intentions. In this regard, business owners are advised to design their advertisements contents in a more interesting and entertaining ways since it is found that customers that are entertained while streaming a particular product's advertisements may want watch over and over again till they give such product a trial. For instance, streamers could think about including fun and interesting product-related activities such like product presentation shows with a feeling of excitement and fantasy or rewards for example like games or flash sales during live streaming.

Further, business owners should ensure that the products being advertised should possess all the contents that an intending consumer saw during the live streaming. Another important implication of credibility of Facebook live streaming advertisements to business owners is that consumers' purchase intention increases when the value and benefits an advertisements conveys about a product are accurate, reliable, and credible. Similar to this is that people with unquestionable character should be advertisers of a product since this is found to influence consumer's trust and confidence.

Finally, although irritation is negative, but it is insignificant in our study. It is essential to behave cautiously while utilising these interactive platforms since they are often used to keep and give information to live streaming viewers. Although personal live streaming might sometimes be annoying, viewers do not need to worry them since it is simple to ignore and turn off the live.



### ***5.2.2 Theoretical implication***

The findings gained from this study has directly implicated positively to the knowledge gap existing for the application of Ducoffe's Web Advertising Model in examining the consumer's purchase intention in social media platforms, such as Facebook. Through conducting this research, the researcher explored the linkage of Ducoffe's Web Advertising Model with the factors such as informativeness, entertainment, irritation and credibility of Facebook live streaming advertisements. This study explored that Ducoffe's Web Advertising Model is indeed a useful model that can be used to study the attitudes of the consumers towards the advertisements, and thus the purpose of Ducoffe's Web Advertising Model is supported in this study. In addition, this study also contributes to deeper insights gained concerning the influence of informativeness, entertainment, irritation and credibility of Facebook live streaming advertisements on the consumers purchase intention on Facebook. The outcome received from the survey has shown that informativeness, entertainment and credibility have significant and positive influence towards the consumers purchase intention, as their p-values shown are less than 0.05. This indicates that informativeness, entertainment and credibility are playing an essential role in affecting the consumers purchase intention in Facebook. On the other hand, the respondents are perceived to not be concerned about the irritation of Facebook when developing their purchase intention, as the p-values are more than 0.05 in the regression test, and thus there is no significant impact brought by irritation on the consumers purchase intention.

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### **5.3 Limitation of study**

In our study, one of the shortage of the study is that the R square result is low. According to the result from multiple regression analysis, the model summary shows the R square result is 57.7% which consider low. This shows that our research independent variable does not explain most of

the variation on the dependent variable. It means the study IVs only explain a small part of the DV purchase intention of Facebook live streaming.

Besides, the second limitation is that 76% of survey respondents are Chinese, which causes the survey result from other race respondents to be less. This is because of research using self-selection via Facebook. Our research targeting platform is on Facebook live streaming, which means the users of Facebook would be our respondents. When we distributed surveys to respondents, we conducted most of the survey on the Chinese live streaming platform and other race platforms were hard to conduct due to the differences of race, so most of them do not easily accept to conduct the survey. Therefore, most of the respondents are Chinese and others race respondents are less.

#### **5.4 Recommendation for future study**

To solve the R square lower, we can suggest other alternative IVs to increase the R square value. We can provide other IVs that can influence <sup>52</sup>the impact of Facebook live streaming on purchase intention. When the IVs are added, the r square value typically will increase. This can help our research IVs explain most of the variation in the DV. It will help to increase accuracy of the result.

For the second limitation, we can distribute surveys to other Facebook pages containing other ethnicities. We can find more other different race Facebook live streaming pages to invite them to conduct our survey. Other than that, we also can find another live streaming platform not only on Facebook live streaming platform. Although our research is self-selection through Facebook, but we can use other live streaming platform to gather more other ethnicities conduct on our survey. We can join the Instagram live streaming and other live streaming platform to get more other ethnicities respond. This may help us to find wide range of other ethnicities to respond our research survey.

#### **5.5 Conclusion**

To conclude our research, this article aims <sup>1</sup> to examine the effect of Facebook Live on purchase intention. This study can benefit future researchers, marketers, governments, and insurance agencies as it provides a fundamental understanding to more accurately improve their business and marketing strategies. Furthermore, this chapter points <sup>1</sup> out the limitations of this study and makes some recommendations for future researchers.

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## **Questionnaire**

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

1. Gender
  - Male
  - Female
  
2. Age
  - 18 to 24
  - 25 to 34
  - 35 to 44
  - 45 or 54
  - 55 and above
  
3. Race
  - Malay
  - Chinese
  - Indian
  - Others
  
4. Occupation
  - Student
  - Employee
  - Employer
  - Unemployed
  
5. Personal monthly pocket money
  - < RM2,000
  - RM2,000-RM4,000
  - RM4,001-RM6,000
  - RM6,001-RM8,000
  - >RM8,000

### **Section B: General Questions**

1. Do you have any experiences of purchasing products or services promoted by Facebook live streaming?
  - Yes
  - No
  
2. How long have you been watching live streaming advertisements through Facebook?
  - a. Less than 1 year

- b. 1-2 years
  - c. 3-4 years
  - d. More than 4 years
3. How many times do you purchase products or services from Facebook live streaming for the past three (3) months?
- a. Never
  - b. 1-3 times
  - c. 4-6 times
  - d. 7-9 times
  - e. More than 9 times
4. How much did you spend in Facebook live streaming in total for the past three (3) months?
- a. <RM100
  - b. RM100-RM200
  - c. RM201-RM300
  - d. RM301-RM400
  - e. RM401-RM500
  - f. >RM500
5. How frequent do you view Facebook live streaming advertisements in a week?
- a. Less than 5 times
  - b. 5-10 times
  - c. 11-20 times
  - d. 21-30 times
  - e. More than 30 times



**6. Section C: Testing the impact of live streaming advertisements on purchase intention**

No	Informativeness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
IF1	Facebook live streaming advertisements is a good source of product or service information	1	2	3	4	5
IF2	Facebook live streaming advertisements provides timely information.	1	2	3	4	5
IF3	Facebook live streaming advertisements makes product information immediately accessible.	1	2	3	4	5
IF4	Facebook live streaming advertisements supplies relevant information on products or services.	1	2	3	4	5
IF5	Facebook live streaming advertisements provide useful information.	1	2	3	4	5

No	Entertainment	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
EN1	Facebook live streaming	1	2	3	4	5

	advertisements are enjoyable.						
<b>EN2</b>	Facebook live streaming advertisements are entertaining.		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>EN3</b>	Facebook live streaming advertisements are exciting.		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>EN4</b>	Facebook live streaming advertisements are pleasant.		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>EN5</b>	Facebook live streaming advertisements are interesting.		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>No</b>	<b>Irritation</b>		<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>IR1</b>	Facebook live streaming advertisements are irritating.		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IR2</b>	Facebook live streaming advertisements are annoying.		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IR3</b>	Facebook live streaming		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

	advertisements are deceptive.					
<b>IR4</b>	Facebook live streaming advertisements are boring.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IR5</b>	Facebook live streaming advertisements are troublesome.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>No</b>	<b>Creditability</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>CR1</b>	Facebook live streaming advertisements are credible.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR2</b>	Facebook live streaming advertisements are original and authentic.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR3</b>	Facebook live streaming advertisements are trustworthy.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR4</b>	Facebook live streaming advertisements are reliable source.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR5</b>	Facebook live streaming advertisement contents and information are true for the product.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>No</b>	<b>Purchase Intention</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>PI1</b>	I will consider purchasing products or services of Facebook live	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

	streaming advertisements.					
<b>PI2</b>	I find purchasing products or services advertised through Facebook live streaming to be worthwhile.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PI3</b>	I will frequently purchase products or services advertised through Facebook live streaming in the future	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PI4</b>	I will strongly recommend others to purchase products or services advertised through Facebook live streaming.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PI5</b>	I became interested in making a purchase after viewing Facebook live advertisements.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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## ABSTRACT

<sup>2</sup> The aim of our study is to investigate the impact of Facebook live streaming advertisements on purchase intention. Our study independent variables (IV) including informativeness (IN), entertainment (EN), irritation (IR) and credibility (CR) are used to examine whether they can influence on dependent variable (DV) which is Facebook live advertisements on consumer's purchase intention.

<sup>1</sup> There are total of 384 sets questionnaires were successfully collected for our study, and all collected data were analyzed by the Statistical Software Package for Social Sciences (SPSS) software. <sup>31</sup> The reliability test, Pearson's correlation coefficient analysis and multiple regression analysis had been used to illustrate the relationship between the four IVs and DV.

Besides, the results obtained for this study show the three IVs including informativeness, entertainment and credibility have a significant relationship with DV Facebook live advertisements on consumer's purchase intention, except irritation has no significant with DV. This study provides valuable information to researchers to have more understanding on how Facebook live streaming advertisements influence the consumer's purchase intention and adopted some knowledge to improve their business or study.



# **1** CHAPTER 1: RESEARCH OVERVIEW

## **1.0 Introduction**

This research is to investigate the impact of Facebook live streaming advertisements on purchase intention. The research background, problem statement, research objectives, research questions, hypothesis of study, and research significance will be discussed in this chapter.

## **1.1 Research Background**

According to Sharma et al. (2019) the digital century in which we live is reaching its pinnacle in the modern world, when anyone may purchase whatever through the online while stay relaxing at their home. Social media, one of the newest forms of technology content production, has made it simple to communicate and share ideas, while also enabling businesses to reach their customers more quickly without using a substantial amount of cash (Lies, 2019). This has prompted a lot of businesses to join online platforms where they not only provide social convenience but also make it simple for users to manage their businesses and interests. According to Singh and Singh (2018), Facebook, Twitter, Instagram, among other well-known social network platforms, are ideal instances of such web hosting businesses. The social network has transformed how conventional marketplaces operate, which has influenced many consumers to think about price coverage of offered items when deciding which suits their cards (Delacroix et al., 2019). These societal changes affect consumers' perceptions of equality in pricing, traditional shopping, and product selection (Melovi et al., 2020). Additionally, because they provide accurate reviews, other customers' ratings, and product reviews influence consumers' selection of items. This enables one to get pertinent knowledge about the items to take into consideration. Similar to this, since they help businesses build their brands, endorsers are important in internet marketing. According to Singhal and

Tripathy (2019), endorsers assist businesses develop their brands, which in turn helps with effective product marketing.

Moreover, social network platforms like Facebook live and video clips entice their customer's trust while developing better customer relationships. Facebook live or posts allow e-retailers to display their latest products, and if customers are interested, retailers respond to their clients instantly (Cuomo et al., 2020). This way, e-retailers will capture their clients' trust and sell out a very positive brand for the good service displayed. In addition, Facebook live marketing will shift the traditional shopping experience to a more robust and digital way while at the same time reaching a lot of customers. Ultimately, using Facebook live streams for advertisements is a tool that can help achieve the targeted margins of sales for any company or business (Silas & Junior, 2020). Many companies and upcoming entrepreneurs have adapted this advertising technique since it works the best (Hunt & Madhavaram, 2020). More sales and new customers are gained.

Social network marketing like Facebook boosts customers' morale in purchasing products according to Xu et al. (2020). Customers choose between products that fit their description either through the product information or a review they have heard or read. This will aid in capturing customers' intentions and thus increase online purchase intentions (Klein et al., 2019). Another factor that will influence online customers' preference in purchasing products on Facebook is though the number of ads that play, occasionally reach out to e-retailers while at the same time showcasing how these products perform (Quadros, 2021). These acts can be made real by having videos of clients putting on or responding to how they are working with their purchased products.

For instance, 1.87 billion Facebook users who have signed up can connect and interact with their friends, work colleagues, teammates, and new allies from other parts of the world (Dasgupta, 2022). Based on the research shows that, Facebook possess 88.7% in year 2022 which ranked the second most used social media platform in Malaysia (Digital Business Lab, 2022). And there is also research shows that there are 28,947,300 Facebook users in Malaysia (Napoleon Cat, 2021).

The popularity of online shopping has attracted attention from researchers as it eludes a lot of spheres in reaching clients (Lu et al., 2020). Online video advertising has a broad reaching impact

on the Internet and gives tremendous prospects for commercial businesses. The income of online service providers come largely from ads. This research mainly focuses on Facebook live advertising.

## 1.2 Problem statement

The internet has revolutionised the way things work; internet advertising is one of them. Social networking and marketing entail business promotion through social media platforms like Facebook. The social network has also established companies to sell products, build relationships, and understand the market need through social and psychological factors like attitude.

Adekannbi (2020) further conducted a study on mobile advertisements of products, but the study did not provide any information on its effectiveness in influencing buyers. Chen and Wang (2020) surveyed product attitude through advertised live streaming and the kind of trust developed through elaborate likelihood models. The study findings showed more than one route where consumers' attitudes in purchasing products greatly influence product description and advertisements. Wongkitrungrueng et al. (2020) conducted a study on live streaming from sellers' perspectives. The findings showed that the e-retailers approach constantly determines consumers' attitudes toward buying or recommending other clients on the same product. Chu et al. (2019) also conducted a study on determining consumers' response toward social networking platforms and intentions in buying luxury products.

Further, Facebook live streaming advertisements has given shoppers access to a comprehensive channel where they may gain from hedonistic, societal, and shopping advantages through a much-improved buying and interacting experience. In other words, watching live streams enables watchers to spend relaxed and enjoyable hours watching appealing broadcasters (Xu et al., 2020). A broadcaster, who is often a Key Opinion Leader, has their own unique casting aesthetic, niche, appeal, or personality (Zhao et al., 2018). For addition, audiences might genuinely find the broadcaster perform will become enjoyable, find shopping to be hedonistic and entertaining, and make unexpected purchases (Xu et al., 2020).

Moreover, study shows that viewer waiting period has a linkage towards respond in comment problems. Waiting may be annoying and very frustrating for clients (Halimin et al., 2022). Live streaming viewers who wait longer pay more and get less in return. The disparity between cost and benefit promotes frustration and anger, and hence, the propensity to complain. It was observed that online service failures were just as significant as reaction failures because they both made up about 15% of e-complaints. This involved the attitude of the workers, a shortage of information, and poor interaction (Reddy & Gopal, 2018).

According to Wongkitrungrueng et al. (2020), having a good relationship with clients means a lot as it allows room for clients to raise any complaints without any problem. A good case is when a client purchases a product and later on realises the product has an issue. This making sure that every complaint raised is addressed instantly helps in building trust and building a better relationship with clients (Donthu & Gustafsson, 2020). The study findings agree that consumers find it hard to trust things they cannot touch or have experienced on the first site. Additionally, keeping a customer's confidence is by far the most important idea while interacting with them (Dzimiska et al., 2018). Low customer engagement raises doubts about whether the bought item suits the customer's attitude and preferences. Customers will be reluctant to purchase a certain product as a result of this concern that it will fall short of their expectations (Zeebaree et al., 2020). Thus, taking a social tour on customers' intentions and trust as an influential social platform is of high value.

In summary, a lot of studies have been done on social network advertisements, but less has been done on social media live streaming advertisements like Facebook live (Yu et al., 2018). Lastly, the study will try to unfold other major problems that affect livestreaming marketing like the content created, brands, accessibility in reaching clients among other factors. Therefore, this study will try to unfold and cover the knowledge gap on live streaming advertisements based on consumers' attitudes.

The objective of this study is to identify the impact of Facebook live streaming advertisements on purchase intention. Research objectives are separate into two types which are general research objective and specific research objectives.

### 1.3.1 General Research Objectives

To investigate the relationship of Facebook live streaming advertisements on consumers' purchase intention.

### 1.3.2 Specific Research Objectives

1. To investigate the influences of informativeness of Facebook live streaming advertisements on consumer's purchase intention.
2. To investigate the influences of entertainment of Facebook live streaming advertisements on consumer's purchase intention.
3. To investigate the influences of irritation of Facebook live streaming advertisements on consumer's purchase intention.
4. To investigate the influences of credibility of Facebook live streaming advertisements on consumer's purchase intention.

## 1.4 Research Questions

1. Does the informativeness of Facebook live streaming advertisements influence the consumer's purchase intention?
2. Does the entertainment of Facebook live streaming advertisements influence the consumer's purchase intention?

3. Does the irritation of Facebook live streaming advertisements influence the consumer's purchase intention?

4. Does the credibility of Facebook live streaming advertisements influence the consumer's purchase intentions?

## 1.5 Hypothesis of Study

**H1:** The informativeness of Facebook live streaming advertisements has a positive influence on consumer's purchase intention.

**H2:** The entertainment of Facebook live streaming advertisements has a positive influence on consumer's purchase intention.

**H3:** The irritation of Facebook live streaming advertisements has a negative influence on consumer's purchase intention.

**H4:** The credibility of Facebook live streaming advertisements has a positive influence on consumer's purchase intention.

## 1.6 Research Significance

Our research was designed to examine the impact of Facebook live streaming advertisements on purchase intention. The focus of research is how the impact factors informativeness, entertainment, credibility and irritation of Facebook live streaming advertisements on consumer's purchase intention. To achieve the research target, our research considers both antecedents and consequences of our clients engaging in the context of live shopping. Our research also provides some practical advice for sellers and e-commerce platforms to better use live streaming to effectively market their product (Sun et al., 2019). This study helps researchers for better understand the purchase intention of consumers adopting brands or services through Facebook live streaming advertisements. Besides, the research can provide the Youtuber and online seller with

more understanding of how livestreaming increases their brand awareness and how live streaming provides other benefits to them.

## **1.7 Conclusion**

In short, the summary of this chapter had included a brief overview on the background of the study which discussed <sup>63</sup> the impact of Facebook live streaming on purchase intention. Research problem provides a direction for the researcher to analyze and identify. With the research objectives which provide an outline on the goals <sup>54</sup> to be achieved. Besides, the study significantly establishes the importance of this research. Following research will reviewed on related literatures and conceptual framework models in the next chapter.

## **2.0 Introduction**

This chapter will cover the underlying theories of the study. This chapter also describes the independent and dependent variables and formulates a hypothesis based on the variables linked to Facebook live streaming advertisements purchase intention.

## **2.1 Review of Relevant Theoretical Model**

### *Ducoffe's Web Advertising Model*

According to Yang et al. (2017) advertising value is a notion established by Ducoffe to quantify how much people value advertising. Ducoffe conducted research that led to the development of a model based on the triad of informativeness, amusement, and aggravation as antecedents of perceived worth.

According to Fu et al. (2020), the first step in making effective use of online advertising is to learn how audiences feel about the Web's worth as a source of consumer information. This feeling, in turn, affects how they feel about specific commercials on the Web. However, knowing who you're writing for isn't enough. After this is complete, only then can the most relevant advertisements for the web be created. As a result, boosting advertising value has emerged since a pressing concern, as it influences how well online ads perform and how their intended viewers perceive them.

As per Chakraborty (2019), Ducoffe showed that people's opinions of ads on the Internet depended critically on how much they believed such ads would help them. Therefore, for practitioners who want to build the most successful online advertisements directed at their target clients, disclosing the features of web ads has become a crucial problem. Commercials' informativeness is measured



by how much information they are able to carry along to their intended audience. Ducoffe created a paradigm for anticipating consumer value and attitude toward advertising by disentangling its emotional component from its cognitive reaction. He concludes that consumers' perceptions of ad values, and hence their attitude toward commercials, are affected by their level of enjoyment, education, and annoyance. When it comes to the web, Ducoffe's model is what ends up being used (Shareef et al., 2019). Without differentiating between the two sorts of advertising aims, he shows that advertising value is strongly related to how people feel about online ads. Furthermore, the value of advertising depends on how entertaining, instructive, and irritating it is judged to be.

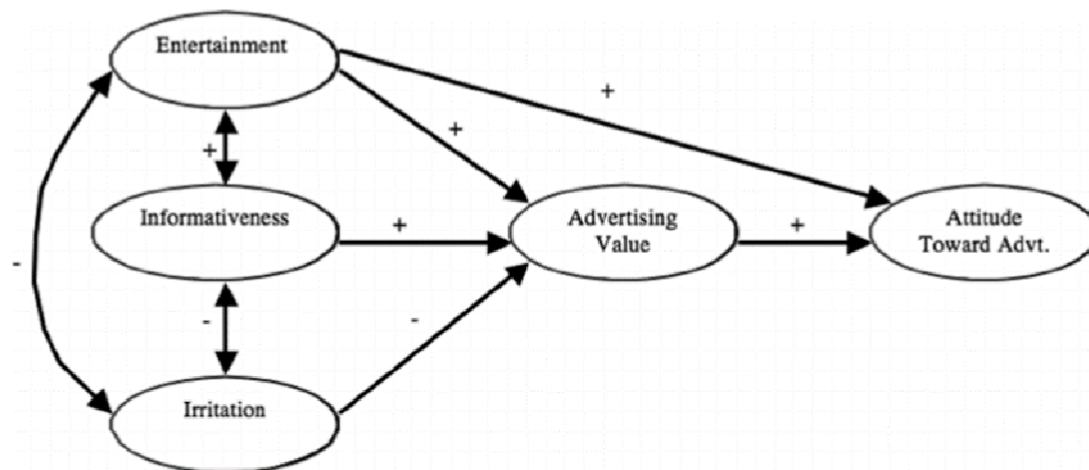


Figure 1: Ducoffe's Web Advertising Model (Yang et al., 2017)

## 1 2.2 Review of Variables

### 2.2.1 Dependent Variable: Purchase Intention

Researchers in the fields of marketing and information systems often utilize consumers' stated desire to continue using a service as a proxy for their actual behavior (Chetioui et al., 2021). The success of a service provider depends on the extent to which its customers continue to use the service. Consumers' propensity to make a purchase is measured by their "purchase intention" (Chetioui et al., 2021). According to research Chu et al.

(2019), customers' propensity to buy is a strong indicator of their actual purchasing behavior. A consumer's readiness to buy a product or brand is described as an unbiased preference for that product or brand (Liu et al., 2020). Nonetheless, customers' preferences for certain items are what "willingness to purchase" is all about, as stated by Jain et al. (2018).

Some research has found that the length of time between purchases is a good indicator of consumers' propensity to buy a certain product. However, it might be difficult to determine whether or not a desired outcome (a purchase or a referral), actually occurred in empirical investigations. Consumers consider their personal experiences and the surrounding environment when making purchasing decisions. After collecting a given amount of data, consumers begin to examine, think about, and compare products in preparation for making a purchasing decision. Consumers' subjective preference for a given product may be measured by their purchase intentions (Mayrhofer et al., 2020). There is a direct correlation between a consumer's level of interest in a product and their chance of making a purchase of that product (Chakraborty, 2019). Previous studies have found that consumers' perceived propensity and their actual behavior may both be predicted with high accuracy using purchase intention (Zhang et al., 2020). Therefore, this study aimed to investigate the impacts of social media marketing activities on participation intention and purchase intention, as opposed to the effects of information system utilization, as was the case in prior studies. In the end, the success or failure of any and all marketing efforts will hinge on one thing: whether or not potential buyers are interested in the goods.

Social media marketing has been shown to affect consumers' propensity to make a purchase (Chetioui et al., 2021). Chakraborty (2019), looked at how social media marketing affected consumers' intent to buy a certain product. However, there hasn't been enough study done on live streaming as a new phenomenon. Furthermore, relatively few researches have looked into how live streaming affects consumer purchase intentions despite the fact that live streaming purchasing is becoming increasingly popular (Yu et al., 2018).

## 2.2.2 Independent Variable 1: Informativeness

<sup>43</sup> Informativeness refers to the potential of advertising to provide information to customers about goods or services (Cahyani et al., 2020). <sup>62</sup> Informativeness is a significant component in determining the efficiency of online advertising. Informativeness' main objective is to attract customers by giving them up-to-date, accurate, and conveniently accessible information (Ling et al., 2018). As a consequence, marketing significantly depends on information as an incentive since consumers are more likely to click on advertisements that provide incentives (Wang et al., 2017).

The significance of informativeness may be perceived from an instrumental or utilitarian approach. Information on the functional characteristics of a product or service may help customers' functional demands in a significant manner (Aktan et al., 2016). Therefore, the quality of information offered in advertisements, such as the advantages of a product, may assist people make optimum purchases (Ku et al., 2019). Moreover, the significance of advertising innovation is linked with the underlying human need to consume anything novel, unique, unconventional, and innovative (Aktan et al., 2016). Understanding these factors will provide advertising practitioners with useful insights into how best to create messages that can generate positive attitudes to advertising (Ku et al., 2019). Specifically, research has discovered that consumers' attitudes about advertisements are positively influenced by how creative and informative they consider them to be (Ku et al., 2019). Thus, when advertising delivers information that satisfies their functional demands and is creative enough to generate hedonic value, people <sup>1</sup> are more likely to acquire a good attitude toward it (Murillo et al., 2016). Therefore, advertisers and marketers should make their advertising messages more informational and creative to enhance the possibility that people would respond favourably (Ku et al., 2019).

<sup>11</sup> People frequently use social media as a way to get information (Najib et al., 2016). Adverts on social media may supply consumers with information about a product they're interested in and pique their interest (Wang et al., 2017). Customers will derive value from the sense of the importance of social media advertising information (Taanika et al., 2019). There is

a considerable influence on the perceived usefulness of social media marketing when an advertisement is informational (Taanika et al., 2019).

### <sup>1</sup> 2.2.3 Independent Variable 2: Entertainment

The concept "entertainment" is defined <sup>53</sup> as the degree to which Web advertisements satisfy an audience's need for escape, diversions, aesthetic pleasure, or emotional expression (Shareef et al., 2017). Consumers want or choose advertising that includes aspects of fun and enjoyment. Web advertising that is heavily loaded with enjoyable material receives a better rating from receivers and results in a greater target to return to the homepage than websites that lack entertainment aspects (Aydoğan et al., 2016). According to Hossam (2018), when advertising presented on social networking sites has entertaining value, the advertisement's value increases. This research tried to establish entertainment as hedonic in nature (Cadet et al., 2017).

Advertising has always been positioned as an assistance to entertainment rather than as a real source of amusement in itself for consumers (Goh et al., 2020). Even when such commercials are innovative in and of themselves or have licenses to the hottest entertainment assets right now, they are seen as distinct from entertainment-focused material for consumers (Goh et al., 2020). Younger customers place more value on experiences than items compared to older generations, and firms are changing their focus to place more emphasis on building long-term connections via the provision of these experiences than on making quick sales (Aktan et al., 2016). In some situations, the advertisement may be considered a kind of entertainment in and of itself.

In general, people's opinions regarding advertising are most heavily influenced by their appreciation of advertisements (Ismail <sup>26</sup> et al., 2022). A high level of satisfaction and involvement throughout their interaction with computer-based media leads to convergent subjective judgments of the consumer's favourable effect and mood (Aktan et al., 2016). Traditional advertisements are tied to the entertainment value of advertising information.

Consumer attitudes regarding advertisements are positively impacted by the entertainment value of the advertising message (Ganjar et al., 2018). The level of promotional information entertainment is crucial for social networking site marketing. Consumer perceptions regarding an advertisement might be influenced by an intriguing marketing message (Hashim et al., 2018).

### 2.2.4 Independent Variable 3: Irritation

Certain advertisements are annoying to consumers because they are seen as deceptive, rude, or a slap in the face to their intelligence (Jain et al., 2018). Consumers may find the message irritating because it is hard to understand, invasive, or distracting. Therefore, annoyance is said to be a significant cause why people have a negative outlook on commercials (Chetioui et al., 2021). Users' irritation with ads is also thought to reduce the benefits they receive from them (Fu et al., 2020). Since mobile phones are undeniably highly private gadgets, the annoyance element may be especially relevant while reading messages sent to them (Liu et al., 2020). In practice, researchers have discovered that intrusiveness of the message and irritation is a significant factor that negatively affects attitudes towards mobile advertisements (Chetioui et al., 2021; Mayrhofer et al., 2020; Chu et al., 2019; Zhang et al., 2020).

Irritation, a concept articulated by Ducoffe's model, refers to the aggravating features of advertising such false promises, contradictory information, inappropriate content, and intrusive calls to action (Chakraborty, 2019). IRR of advertising has been linked to factors such as ad content, ad format, the online platforms on which ads appear, customer familiarity with and response to web ads, and other factors, according to both historical and modern studies (Jain et al., 2018). Previous research indicates that IRR has a detrimental impact on the value of online advertising and the quality of the user experience associated with it. The value of product placement was more reactive to discomfort than that of traditional advertising (Chetioui et al., 2021). A prior study found that using continually animated site banners and/or unexpected popup adverts increased visitors'

perceived aggravation with the website (Chetioui et al., 2021). Negatively impacting felt annoyance for ordinary customers is shocking implementation of visual website design, website navigation, and information strategy. For instance, the impact of Facebook advertising IRR on user sentiment about the platform is significant (Saima et al., 2020).

An individual's point of incremental return (IRR) from internet advertising is correlated with his or her level of web knowledge. In reality, internet natives do not often find online ads annoying (Jain et al., 2018). Online shoppers' levels of frustration were shown to be most impacted by a site's intuitive navigation structure. Sponsored links are seen negatively due to IRR (Wongkitrungrueng et al., 2020). Research also shows that, shoppers may get annoyed if streamer use tactics that bother, embarrass, or treat them badly. Customers get irritated and have unfavourable opinions about online streaming advertisements when interactions are extremely dishonest. Additionally, customers may react poorly to impact of social media marketing that include content that may be easily misinterpreted, misdirected, or overburdens the receiver. Additionally, when the amount of spam or promoting interactions rises, customers' opinions about promotional tactics worsen since it annoys them. In general, rude remarks that could conflict with a customer's values are seen as annoyances or irritants (Fayuti et al., 2022).

#### **2.2.5 Independent Variable 4: Credibility**

According to the research, trust in commercials is a major element in how people feel about them. According to Chetioui et al. (2021), "the extent to which the consumers consider the statements about the brand/product represented in the advertising to be genuine and convincing" is an antecedent that influences one's attitude toward commercials. When assessing an advertising's veracity, it is important to consider both the veracity of the advertisements itself and the veracity of its source (the firm or organization paying for the advertisements) (Mayrhofer et al., 2020). Attitudes toward advertisements are affected by consumers' beliefs about their accuracy, reliability, and credibility (Mayrhofer et al., 2020; Chu et al., 2019; Zhang et al., 2020; Liu et al., 2020; Saima et al., 2020).

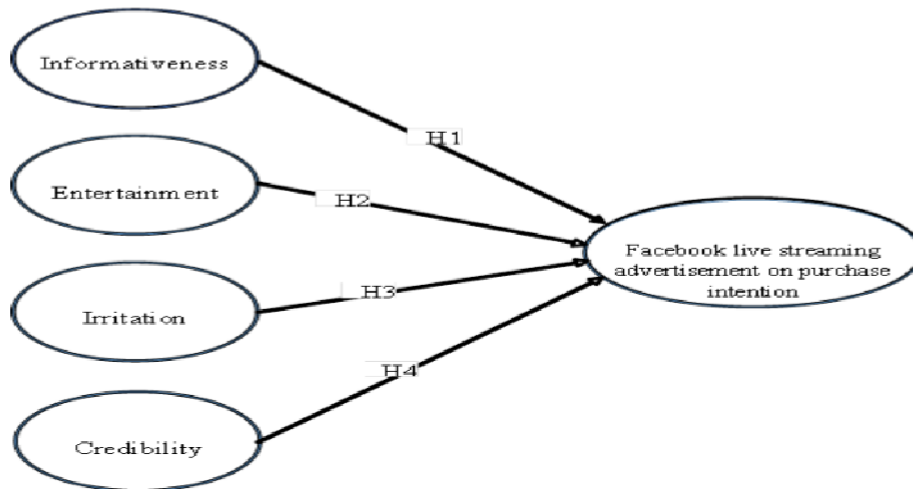
Lastly, the study takes into account the credibility or trustworthiness of advertisements as an independent variable. As described by Ducoffe, credibility includes being trustworthy, credible, persuading, and providing truthful product information (Zhang et al., 2020). Consumers' assessments of INFO, ENT, and IRR are all strong indicators of confidence in online retailers, and respondents' judgments of an ad's credibility were shown to be the most influential element in shaping their attitudes about marketing messages. Consumers have a somewhat pessimistic view of the reliability of SMS ads (Chakraborty, 2019). They found that consumers' attitudes regarding SMS ads shifted for the worse. The SMS advertising's efficacy was affected by the credibility of the ad's source. It's possible that the ambiguity of <sup>6</sup> not being asked to "opt-in" while getting advertising lowers the efficacy of SMS marketing when credibility is low and raises it when credibility is high (Fu et al., 2020). It's possible that adding an opt-in feature might lend legitimacy, making the advertisements more successful (Drossos et al., 2017). When it comes to how young people feel about receiving SMS advertisements, Wongkitrungrueng et al. (2020) say that believability matters a great deal. When it comes to advertising, users care most about the reliability of sponsored links.

People's opinions of advertising are heavily influenced by their level of trust in both the ad and the company delivering it (Jain et al., 2018). When compared to print media or television commercials, the regulatory systems of digital media are laxer, hence the trustworthiness of the advertising <sup>49</sup> is likely to have a greater impact on consumer perceptions of ads. Research on commercials, both in traditional and mobile settings, increasingly takes into account the annoyance aspect. There is a growing backlash against advertisers due to their annoying and, in some cases, disrespectful commercials. Therefore, relevant research have shown that the annoyance construct negatively affects ad sentiments (Fu et al., 2020). All of the above-mentioned elements, which are known as antecedents of attitude, have been accounted for in this study and will be examined in further detail below.

### **2.3 Proposed Conceptual Framework**

According to the literature and Theoretical Model, we proposed a research framework shown in figure 2. This study has four IVs, which are informativeness, entertaining, irritation, and credibility. Besides, for the result of our research, DV would be the purchase intention of Facebook live streaming advertisements.

Figure 2: Proposed Research Framework



Source: Developed from Research

## 2.4 Hypotheses Development

### 2.4.1 The relationship between Informativeness and Purchase Intention

Generally, informativeness refers to the extent to which a company can provide sufficient information so that customers can make better buying decisions (Alalwan, 2018). According to the research by Filieri et al. (2018), informativeness on social commerce platforms are considered helpful if the information provided helps consumers familiarize, understand, and evaluate the quality and performance of products sold online. Informativeness is a key factor in consumer acceptance of advertising. It plays an important



<sup>16</sup> role in advertising awareness of a product and helps consumers differentiate a product from existing competitors. Informational advertising can inform consumers of new product features and changes in product prices. Therefore, informativeness in an advertisements can strongly influence consumer attitudes, especially when it is repositioned from traditional media (Goh et al., 2020). <sup>68</sup> Based on the Rajeev et al. (2018) research, it shows the value of online advertising is now dependent on its informativeness, credibility and entertainment. The research also shows that informativeness has an influence on consumer attitude towards advertising, and attitudes mediating between the perceived advertising value and purchase intention.

<sup>5</sup> H1: Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions.

#### <sup>1</sup> **2.4.2 The relationship between Entertainment and Purchase Intention**

<sup>16</sup> According to the study by Lapatsanan (2017), entertainment intention is an experience that is enjoyable, memorable, relevant and appreciation will stay in memory and influence customer's attitude and next purchase intention. To be specific and important, entertainment plays an important role as it determines respondents' attitudes towards live streaming advertising. According to the Le and Vo (2017) study, entertainment is one of the values of media. Therefore, as an important form of media, advertising can improve consumers' advertising transaction experience if it can deliver entertaining content to viewers. <sup>4</sup> Moreover, entertainment can be considered as an important predictor of advertising value besides being a key factor in online advertising. It means that entertainment is a key factor that should be incorporated into advertising messages to increase the value of online advertising by attracting the interest and attention of the receivers (Murat et al., 2016). <sup>70</sup> Besides, entertaining advertisements can attract consumers' attention, thereby increasing the effectiveness of advertisements. Therefore, entertainment is a factor affecting consumers to view advertisements and it has positively influenced purchase intention. (Martins et al., 2018).

<sup>5</sup>  
H2: Entertainment of Facebook live streaming advertisements has positive influences on consumer purchase intentions.

### <sup>1</sup> **2.4.3 The relationship between Irritation and Purchase Intention**

Yang et al. (2017) study has mention the irritation has the potential to divert attention from worthwhile social goals, dilute the human experience, and exploit human anxieties and hopes of affectionate possession. This may be caused by the organization of the website that confuses and distracts consumers. Moreover, live advertising has the potential to present a wealth of information that confuses, distracts and overwhelms the recipient. As a result, consumers are confused and react negatively to the message being conveyed (Hashim et al., 2018). Based on the research by Firat (2019), it shows the respondent <sup>29</sup> towards the value of online advertising has negatively affected the value of online advertising. Therefore, irritation is believed to have a negative impact on consumer purchase intention towards online advertising.

H3: Irritation of Facebook live streaming advertisements has negative influences on consumer purchase intentions.

### <sup>1</sup> **2.4.4 The relationship between Credibility and Purchase Intention**

<sup>46</sup>  
Credibility is currently an integral part of various studies in the online environment. It can reduce the impact of consumer demand uncertainty on purchase intention and website loyalty. In a highly uncertain online environment, improving creditworthiness helps consumers reduce the importance of risk perception (Zhu et al. 2020). According to the research by Singh and Banerjee (2018), it shows that celebrities who appear in advertising will generate higher purchases intentions. The studies also prove that when the credibility of the speaker is high, consumers may be more willing to buy more. When a credible source

is used as a spokesperson for advertising, it influences consumer beliefs, assessments, attitudes and/or behavior and can motivate consumers to accept the influence of information as accurately as possible and use it. The <sup>56</sup>credibility of an advertisements can <sup>40</sup>positively affect consumer attitudes and behavior. According to Kim and Song (2020), <sup>40</sup>credibility of advertisements is a key factor in determining purchase intention. Therefore, credibility has an influence on consumer purchase intention.

<sup>5</sup>H4: <sup>5</sup>Credibility of Facebook live streaming advertisements has positive influences on consumer <sup>56</sup>purchase intentions.

## <sup>20</sup>Chapter 3: Research Methodology

### <sup>20</sup>3.0 Introduction

This chapter will cover the methodology used to address the research questions. This chapter discusses the research design, sample design, and data gathering technique. In addition, we conduct pilot tests to see if the suggested methods can be applied to our real data collection. This chapter also describes the planned data analysis procedures to assure the <sup>48</sup>accuracy and validity of the study. The data analysis methodology is also documented and consistent with the study objective.

### <sup>1</sup>3.1 Research Design

Marketing <sup>42</sup>research is carried out within the context of a research design framework. It follows a set of predetermined actions to get the necessary data and offers a solution to marketing research challenges. Our <sup>42</sup>research focuses on the impact of Facebook live streaming advertisements on <sup>42</sup>purchase intention. The research design framework will conduct the research in systematic steps

to gather the required information for the study (Geoffrey et al., 2019). We have chosen to conduct our analysis using the quantitative study design.

### **3.1.1 Descriptive Research**

Descriptive research is the suitable approach for the achievement of our goal. Facebook is one of the best advertising sites most people prefer since it can reach a substantial population worldwide (Andreou et al., 2019). The most common application of descriptive research would be to characterise a set of individuals (Kothari, 2004). Based on Fox and Bayat (2007), the objective of descriptive research is to gain insight on contemporary issues or difficulties thru a method of data collecting that enables researchers to more clearly understand the situation. According to Polit and Hungler (1999), descriptive research with a high sample size may provide precise findings and is cost-effective. This method of research helps to examine and collect data from potential target respondents in order to examine the link among independent variables (informativeness, entertainment, irritation, and credibility) and dependent variable (purchase intention).

### **3.1.2 Quantitative Research**

In quantitative research, numbers are used to explain, characterise, and predict variables and phenomena of interest (Silva, 2017). More than one billion people use the platform for various activities (Shodiyev, 2022).

## **3.2 Sampling Design**

Sampling design is the foundation on which a sample survey is constructed and how it influences other survey components.

### 3.2.1 Target Population

These individuals or groups share similar characteristics from which researchers generate their samples (Dahabreh et al., 2022). In this study, the target population is people with the Facebook account in Malaysia. The study will be focused on individuals with social media operation knowledge and are frequent users. The participants will be limited by their proficiency in communication and understanding of the products being advertised on the live streams.

### <sup>1</sup> 3.2.2 Sampling Frame and Sampling Location

The sample frame would correspond to the population of interest in an ideal world. In our study, we will not use the sampling frame because the sample frame was unavailable in the research due to the absence of listings including information on Facebook users. The questionnaires and surveys will be distributed through social media platforms. The study will include old and new Facebook subscribers. Describe the diversity of the people involved. The main feature they must pose is the ability to operate Facebook live streams.

A Facebook live stream is an online performance and, therefore, with access to the internet connection, sampling can be done online.

### 3.2.3 Sampling Elements

The general public of Malaysians who are 18 years old and above and have experienced watching live streaming advertisements at least once from Facebook, which would be the <sup>1</sup> target respondents in this study.

### 3.2.4 Sampling Technique

Self-selection sampling and judgemental sampling would be the most fitting in this scenario for it does not require a sampling frame. Self-selection sampling is effective when we need groups or instances, whether individuals or companies, to voluntarily participate in research. The crucial element is that research participants volunteer to participate in the study rather than being immediately contacted by the researchers (Garganpreet, 2017). We will employ the Self-selection sampling technique and judgemental sampling in the study (Taherdoost, 2016). Additionally, self-selection was chosen since it is a rapid and cost-effective method for locating the sample. This may minimise the length of time required to look for suitable units (or instances); that is, persons or groups that match the sample's qualifications (Garganpreet, 2017). Moreover, based on the research according Bhardwaj (2021) mention that, judgemental sampling is employed for gathering data from a certain set of individuals. An excellent illustration is the researcher's knowing that such target audience meets his or her standards. Given that we focused on Malaysians who are above 18 years old and have sign up for Facebook, judgmental sampling is the most efficient technique of data collection in this situation.

### 3.2.5 Sample Size

Sample size can be defining as the total number of individuals or the number of observations involved in a study (Lakens, 2022). The sample size addresses a group of people chosen from the general public who are deemed to represent the actual population for the study. Data from the participants will be collected through Facebook in the form of questionnaires. The questionnaires will also be sent to the participants through emails. Krejcie and Morgan (1970) propose a sample size of 384 once the population is more than 250,000. This study focuses on 384 respondents because there were 28,947,300 Facebook users in Malaysia (Napoleon Cat, 2021). In this survey, 384 Malaysians who have registered the Facebook account were asked to fill out a questionnaire.

1

## **3.3 Data Collection Method**

### **3.3.1 Primary Data**

Primary data collection was a method using questionnaire, survey, or interview to collect the data. It includes data collected for the first time and raw and fresh data. Primary data is collected when conducting experiments in experimental research, but in case of descriptive research and surveys, primary data is a form of observation or direct communication with respondents or others (Syeda, Rubi, Ammar & Abdul, 2021). In this research, we gathered the primary data through the Google form as our research survey and we assigned the questionnaire among our target respondents to gather data.

### **3.3.2 Questionnaire Design**

In this research, the questionnaire was created as a Google form and the Google link sent to the respondent by Facebook, WhatsApp, and Microsoft team and email to collect data. The English language would be applied in the questionnaire design, and the questionnaire also divided to three section which were Section A, Section B and section C.

In Section A, 5 demographic questions were implied to gather the target respondent's demographic background which includes age, gender, race, occupation and personal monthly income. In section B, we prepared 4 general questions to ask about the frequent watch of Facebook live streaming advertisements and number of spending in Facebook live streaming. For section C, the questions were consisted of IV and DV that assessing the impact of Facebook live streaming advertisements on purchase intention. There were 4 IVs in total which were informativeness, entertainment, irritation, and credibility while the DV was the purchase intention of Facebook live streaming. Each of the IV and DV contain 5

questions that have been designed to collect the opinion on the impact of Facebook live streaming advertisements on purchase intention. Besides, Likert scale was used in the question design of section B and the scales given change from strongly disagree to strongly agree.

### **3.3.3 Pre-test and Pilot Test**

Pretesting was used to verify that the target respondent understands the question and suggested answer options as the researcher intended, and it is indeed able to respond meaningfully. Common pre-test sample sizes are 5 to 15 (Perneger et al., 2015). Therefore, we collected a total of 11 lecture opinions to guide us in identifying errors and flaws in the questionnaires.

Pilot test is the first step in an overall research protocol and is usually a smaller study that helps in planning and revising the main study (In, 2017). Before conducting the main study, we conducted a pilot test using a small group of participants to examine our research methodology. We conducted pilot tests to identify errors in the results obtained from the tests and allow us to test the correctness of the research tool and provide information on whether the type of survey is valid for the purpose of the research. According to Johanson and Brooks (2010), the pilot test for initial investigation or scale development purposes, the sample size of 30 representative participants of the population of interest is a reasonable minimum recommendation. Therefore, we collected a total of 33 representative participants for the pilot test of our research.

1

## **3.4 Proposed Data Analysis Tool**

### **3.4.1 Descriptive Analysis**



Descriptive analysis was a data analysis to help describe, display, or summarize data points in a constructive manner so that patterns emerge that satisfy each condition of the data. It was a method that was used to objectively describe the nature and magnitude of sensory perception (Sarah, Joanne, Tracey & Ng, 2018). In our research, descriptive analysis was used to determine data which contains an overview of demographic data from our respondents which is illustrated in tables.

### **3.4.2 Reliability Test**

Reliability is related to the consistency of measurements. It can be achieved through three attributes which are homogeneity, stability, and equivalence. The reliability coefficient is an absolute number ranging from 0 to 1. A value of 1 means perfect consistency, while a value of 0.00 indicates a complete lack of consistency (Samuel, 2018). Cronbach's alpha was the most used test to evaluate the internal consistency of an instrument. In the reliability test, the meaning of all correlations in each half-split combination was determined. Instruments with more than two response answers can be used in this test. Cronbach's alpha result is a number between 0 and 1. An acceptable reliability score of is 0.7 and above (Heale & Twycross, 2015).

Table 3.1: Rule of Thumb for Cronbach's Coefficient Alpha Range

Cronbach's alpha value	Reliability level
More than 0.9	Excellent
0.9 - 0.8	Good
0.8 - 0.6	Acceptable
0.7 - 0.6	Questionable
0.6 - 0.5	Poor
Less than 0.5	Unacceptable

Source: Sharma, 2016

### 3.4.3 Pilot Test's Reliability Result

Table 3.2 shows the pilot test results obtained online from 33 respondents. Based on Cronbach's alpha value result, four IVs alpha value are above 0.9, which is considered as excellent, while the DV purchase intention alpha value is also above 0.9 which is considered as excellent. According to the research by Sharma (2016), the Cronbach alpha value above is considered as high reliability. Therefore, all the reliability IVs and DV in pilot test results are considered as acceptable.

Table 3.2 Pilot test's reliability result

Variables		No of items	Standard Variable	Level of Reliability
			Cronbach's Alpha	
Dependent Variables (DV)	Purchase Intention (PI)	5	0.916	High reliability
	Independent Variables (IV)	Informativeness (IN)	5	
	Entertainment (EN)	5	0.960	
	Irritation (IR)	5	0.966	
	Credibility (CR)	5	0.912	

Source: Developed from research

### <sup>1</sup> 3.4.4 Inferential Analysis

#### 3.4.4.1 Pearson's correlation coefficient analysis

In this study, Pearson's correlation coefficient analysis ( $r$ ) was used to reflect the association or relationship between two (or more) quantitative variables (Gogtay, 2017). Meanwhile, the IV (informative, entertaining, stimulating, and trustworthy) and DV (purchase intent) of this study were used to examine the strength of the association between the two variables. It can take values ranging from -1 to +1. A

positive value indicates a positive linear correlation, and a negative value indicates a negative linear correlation. When the coefficient value results closer to +1 or -1, strength of linear correlation display stronger (Fu et al., 2019). (Fu et al., 2019).

Table 3.3: Guidelines of Correlation Coefficient Range

Scale of Correlation Coefficient	Strength of Correlation
0.00 – 0.10	None
0.10 – 0.39	Weak
0.40 – 0.69	Moderate
0.70 – 0.89	Strong
0.90 – 1.00	Very Strong

Source: Schober, Boer & Schwarte (2018)

### 3.4.4.2 Multiple Regression Analysis

Multiple regression analysis (MRA) refers to a set of correlation-based statically techniques used to measure the influences of independent variables (IVs) on dependent variables (DV) (Plonsky, 2015). The formula or equation used to assess the relationship between variables shown as below:

$$Y' = A + B_1(X_1) + B_2(X_2) + B_3(X_3) + \dots + B_k(X_k)$$

According to the equation above, Y' represents the DV which is the purchase intention of Facebook live streaming advertisements, X1 represents

informativeness, X2 represents entertainment, X3 represents irritation and X4 represents credibility. Below is shown the equation of this research:

$$PI = A + B1 (IF) + B2 (EN) - B3 (IR) + B4 (CR)$$

Whereby,

PI = Purchase intention of Facebook live streaming advertisements

A = constant

Bx = each parameter estimate unit

IF = Informativeness

EN = Entertainment

IR = Irritation

CR = Credibility

When there is an increase for every unit in informativeness, entertainment, irritation and credibility, each of the parameter estimated units will be increase.

## <sup>1</sup> CHAPTER 4: DATA ANALYSIS

### 4.0 Introduction

In chapter 4, we will be discussing with the findings and also information gathered from questionnaire surveys that were evaluated using the SPSS system.

## 1 4.1 Descriptive Analysis

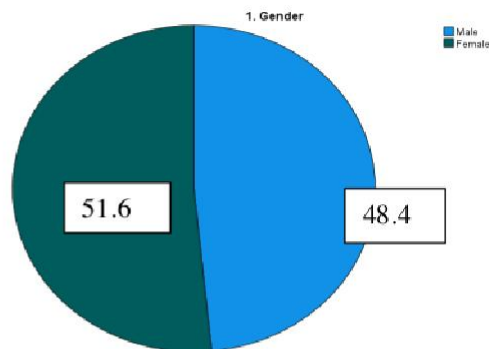
### 4.1.1 Demographic Analysis of Respondent Profile

Table 4.1: Gender of Respondent

		1. Gender			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	186	48.4	48.4	48.4
	Female	198	51.6	51.6	100.0
Total		384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.1: Gender of Respondent



Source: Constructed for study purpose

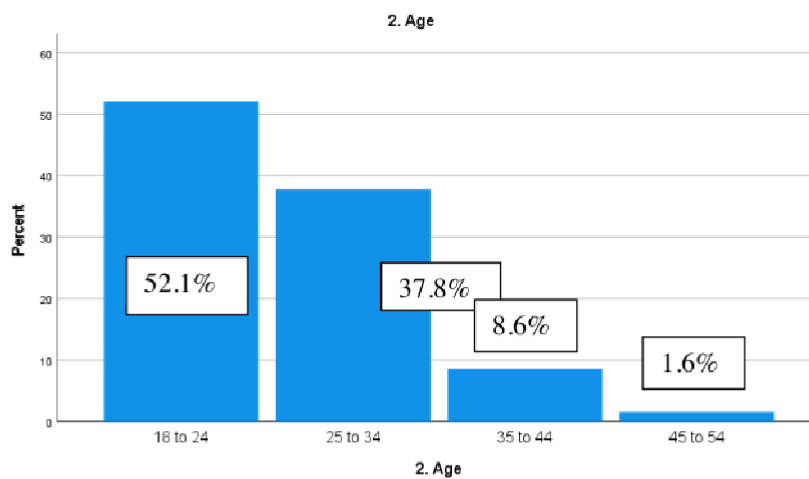
There are 186 of male (48.4%) and 170 of female (51.6%) responded to our study, as shown in the table and figure above. Between men and women, the questions are distributed equally.

**1**  
Table 4.2: Age of Respondent

2. Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 to 24	200	52.1	52.1	52.1
	25 to 34	145	37.8	37.8	89.8
	35 to 44	33	8.6	8.6	98.4
	45 to 54	6	1.6	1.6	100.0
Total		384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.2: Age of Respondent



Source: Constructed for study purpose

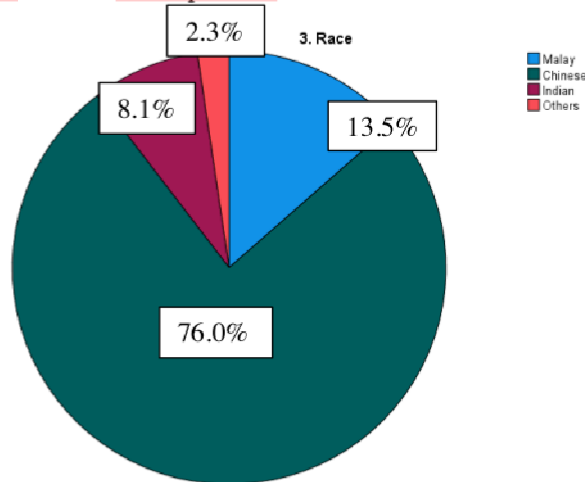
Figure above shows that the most population respond on the survey is age 18 to 24 (52.1%) with the frequency of 200 respondents the lowest percent which only contain 1.6% with 6 respondents.

Table 4.3: Race of Respondent

3. Race					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	52	13.5	13.5	13.5
	Chinese	292	76.0	76.0	89.6
	Indian	31	8.1	8.1	97.7
	Others	9	2.3	2.3	100.0
	Total	384	100.0	100.0	

1  
Source: Constructed for study purpose

Figure 4.2: Race of Respondent



Source: Constructed for study purpose

Based on above shows that 292 Chinese respondents out of 384 total respondents, which represents 76%. Then, 52 Malay respondents, or 13.5%, next followed by 31 Indian respondents, or 8.1% of the total. Finally, just 9 respondents, or 2.3%, are members of others race.

Table 4.4: Occupation of Respondent

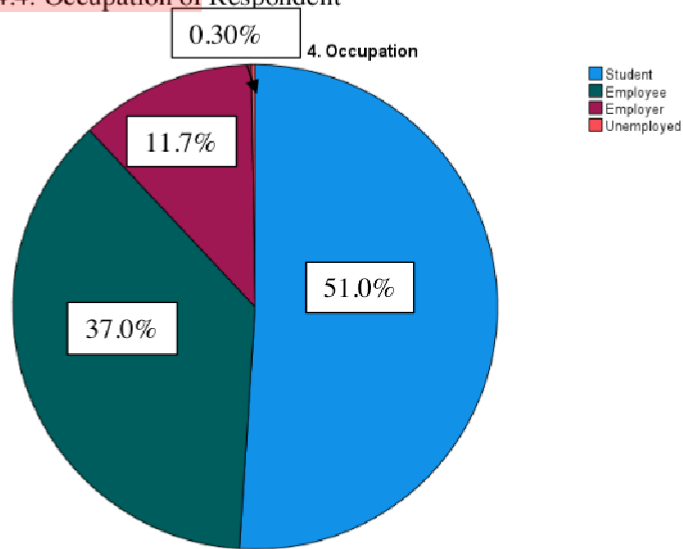


#### 4. Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Student	196	51.0	51.0	51.0
	Employee	142	37.0	37.0	88.0
	Employer	45	11.7	11.7	99.7
	Unemployed	1	.3	.3	100.0
	Total	384	100.0	100.0	

<sup>1</sup> Source: Constructed for study purpose

Figure 4.4: Occupation of Respondent



Source: Constructed for study purpose

There are 196 students, 142 employee, 45 employer, and 1 unemployed, based on the information gathered. Students were enrolled 51% of respondents, followed by employee at 37%, and 11.7% of employer. Unemployed has the lowest percentage which is only 0.3%.

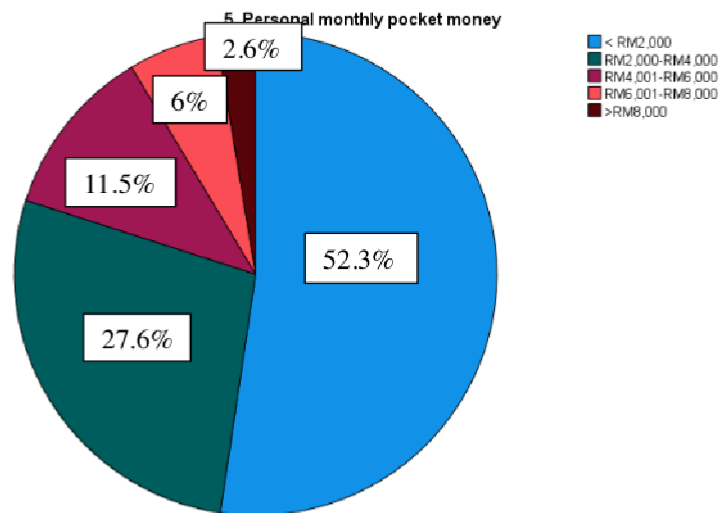
Table 4.5: Respondent's Personal Monthly Pocket Money

### 5. Personal monthly pocket money

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM2,000	201	52.3	52.3	52.3
	RM2,000-RM4,000	106	27.6	27.6	79.9
	RM4,001-RM6,000	44	11.5	11.5	91.4
	RM6,001-RM8,000	23	6.0	6.0	97.4
	>RM8,000	10	2.6	2.6	100.0
Total		384	100.0	100.0	

1  
Source: Constructed for study purpose

Figure 4.5: Respondent's Personal Monthly Pocket Money



1  
Source: Constructed for study purpose

Based on the above shows that, <RM2,000 is the major pocket money percentage possess 52.3% with 201 frequency of participants. Less than RM8,000 which is the least percentage which hold only 2.6% with only 10 respondents in this research.

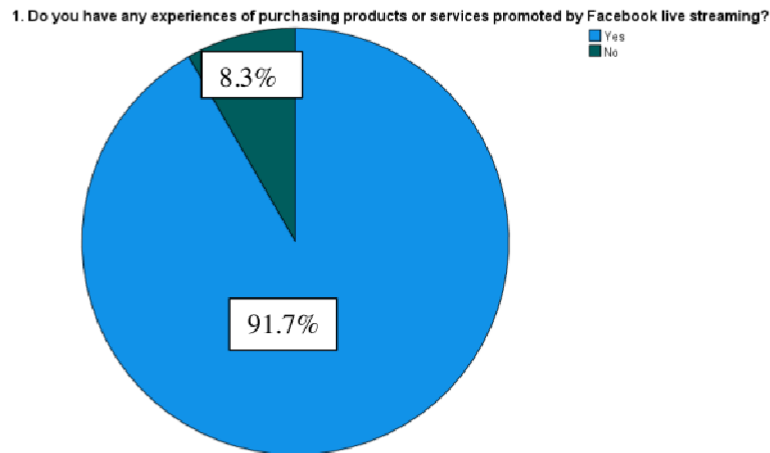
Table 4.6

**1. Do you have any experiences of purchasing products or services promoted by Facebook live streaming?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	352	91.7	91.7	91.7
	No	32	8.3	8.3	100.0
	Total	384	100.0	100.0	

<sup>1</sup> Source: Constructed for study purpose

Figure 4.6



Source: Constructed for study purpose

Tables 4.6 reveal that 352 users have experiences on purchasing product or services promoted by Facebook live streaming and 32 users do not have experiences on purchasing product or services promoted by Facebook live streaming. Figures 4.6 show that respondent which answer yes possess 91.7% and respondents answer no with only 8.3%.

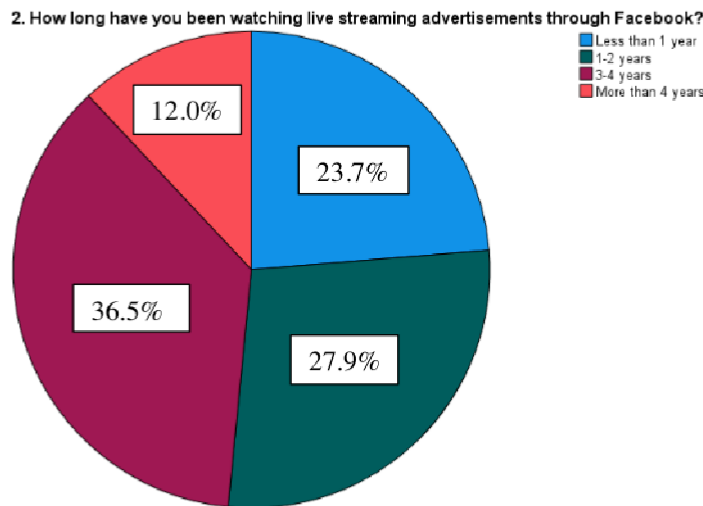
Table 4.7

**2. How long have you been watching live streaming advertisements through Facebook?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 year	91	23.7	23.7	23.7
	1-2 years	107	27.9	27.9	51.6
	3-4 years	140	36.5	36.5	88.0
	More than 4 years	46	12.0	12.0	100.0
	Total	384	100.0	100.0	

1 Source: Constructed for study purpose

Figure 4.7



1 Source: Constructed for study purpose

Above data indicated that the most of respondents who have been watching live streaming advertisements through Facebook with 3-4 years is 140 respondents with 36.5%. The lowest number of people who responded fell into the more than 4 years with 46 respondents with 12%.

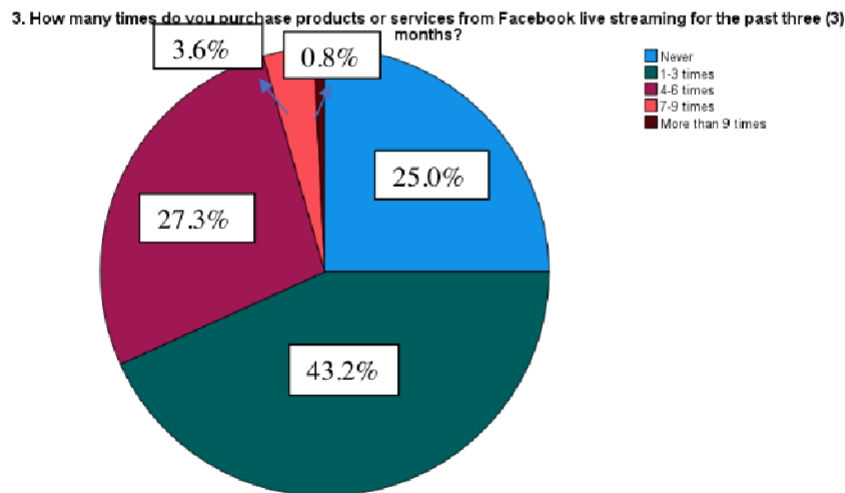
Table 4.8

**3. How many times do you purchase products or services from Facebook live streaming for the past three (3) months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	96	25.0	25.0	25.0
	1-3 times	166	43.2	43.2	68.2
	4-6 times	105	27.3	27.3	95.6
	7-9 times	14	3.6	3.6	99.2
	More than 9 times	3	.8	.8	100.0
	Total	384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.8



Source: Constructed for study purpose

Above data indicated that most of the respondents purchase products or services from live streaming advertisements through Facebook for the past three months is 1-3 times with 43.2% (166 respondents). The lowest percentage of people who responded fell into the more than 9 times with only 0.8% (3 respondents).

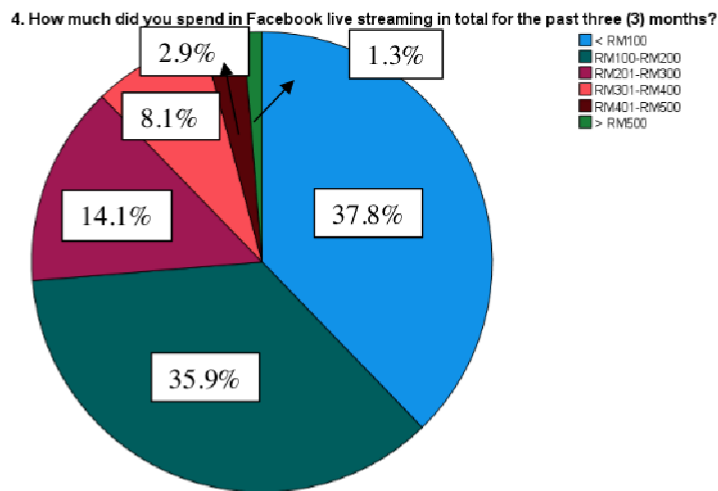
Table 4.9

**4. How much did you spend in Facebook live streaming in total for the past three (3) months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< RM100	145	37.8	37.8	37.8
	RM100-RM200	138	35.9	35.9	73.7
	RM201-RM300	54	14.1	14.1	87.8
	RM301-RM400	31	8.1	8.1	95.8
	RM401-RM500	11	2.9	2.9	98.7
	> RM500	5	1.3	1.3	100.0
Total		384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.9



<sup>1</sup> Source: Constructed for study purpose

Based on the data above shows that 145 respondents with <RM100 and possess 37.8%. More than RM500 make up only 1.3% with 5 respondents.

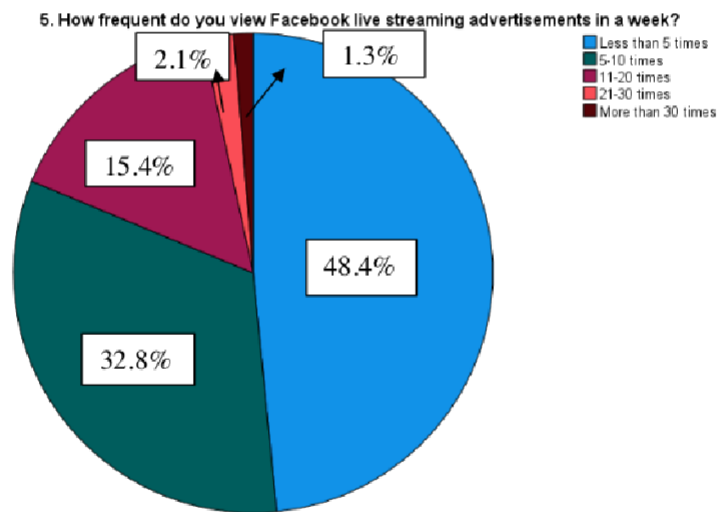
Table 4.10

**5. How frequent do you view Facebook live streaming advertisements in a week?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 5 times	186	48.4	48.4	48.4
	5-10 times	126	32.8	32.8	81.3
	11-20 times	59	15.4	15.4	96.6
	21-30 times	8	2.1	2.1	98.7
	More than 30 times	5	1.3	1.3	100.0
Total		384	100.0	100.0	

Source: Constructed for study purpose

Figure 4.10



Source: Constructed for study purpose

Above data indicated that most frequent respondent who view Facebook live streaming advertisements in a week is less than 5 times with 48.4% (186 respondents). The lowest percentage of people who responded fell into view more than 30 times in a week with only 1.3% (5 respondents).

## 4.2 Scale of Measurement

### 4.2.1 Reliability Test

Table 4.11 refers to the results received from a reliability test in which 384 questionnaires were distributed online. Based on the alpha value, the IVs include informativeness (0.800), entertainment (0.873) and credibility (0.837) are considered as good while irritation (0.749), it is considered as acceptable. Meanwhile, DV, which is a purchase intention toward Facebook live streaming advertisements has 0.897 of Cronbach coefficient alpha value which is considered as good reliability. In Hamed (2018) research, it shows that 0.9 and above alpha value is considered as excellent reliability, 0.7 to 0.9 alpha value is considered as high reliability, 0.5 to 0.7 value is moderate reliability and 0.5 and below is low reliability. Therefore, all the reliability of IV and DVs in this study are generally considered acceptable.

Table 4.11: Cronbach's Alpha for Each Scale

Variables		No of items	Cronbach's Coefficient Alpha values
Dependent Variables (DV)	Purchase Intention (PI)	5	0.897
Independent Variables (IV)	Informativeness (IN)	5	0.800
	Entertainment (EN)	5	0.873
	Irritation (IR)	5	0.749
	Credibility (CR)	5	0.837

Source: Developed from research



## 4.3 Inferential Analysis

### 4.3.1 Pearson Correlations Coefficient Analysis

According to the study by Schober, Boer and Schwarte (2018), the Pearson correlation score above 0.40 is considered strongly correlated and below 0.40 is otherwise. That is meant to explain that Informativeness and Entertainment, Informativeness and Irritation, Informativeness and Credibility, Informativeness and Purchase Intention, Entertainment and Credibility, Entertainment and Purchase intention, Irritation and Credibility, Irritation and Purchase intention, Credibility and Purchase intention are groups that fall under strong correlation. There are only 1 weak correlation groups in this study, Entertainment, and Irritation, falling under weak correlation. In this research, the measured P-value for each variable was less than 0.001 which is below 0.05 level of P-value required in this study thus all IVs are significantly correlated with the Purchase Intention (PI) which is the DV.

Table 4.12 Pearson Correlations Coefficient Analysis

#### Correlations

		IN	EN	IR	CR	PI
<b>Informativeness</b>	<b>3</b> Pearson Correlation	<b>1</b>				
	Sig (2 tailed)					
	N	<b>384</b>				
<b>Entertainment</b>	Pearson Correlation	<b>.540**</b>	<b>1</b>			
	Sig (2 tailed)	<b>.000</b>				
	N	<b>384</b>	<b>384</b>			
<b>Irritation</b>	Pearson Correlation	<b>-.418**</b>	<b>-.374**</b>	<b>1</b>		
	Sig (2 tailed)	<b>.000</b>	<b>.000</b>			
	N	<b>384</b>	<b>384</b>	<b>384</b>		

Credibility	Pearson Correlation	.518**	.445**	-.448*	1	
	Sig (2 tailed)	.000	.000	.000		
	N	384	384	384	384	
Purchase Intention	Pearson Correlation	.594**	.609**	-.411**	.646**	1
	Sig (2 tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

Source: Developed from research

### 4.3.2 Multiple Regression Analysis

From table 4.11, the R-square results has 57.7% of the variation of purchase intention of Facebook live streaming advertisements are explained by IN, EN, IR and CR in this study.

Table: 4.11 Model Summary

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 <sup>a</sup>	.577	.573	.42048

a. Predictors: (Constant), Credibility, Entertainment, Irritation, Informativeness

Source: Developed from research

According to table 4.12, the F value is 129.426, and the significance value of 0.000 is less than 0.05. It explains that the means are significantly different and that the one of the four IVs (IN, EN, IR and CR) are able to predict DV which is the influences of the Facebook live streaming advertisements on purchase intention.

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Table: 4.12 Anova Result Test

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	91.531	4	22.883	129.426	.000 <sup>p</sup>
	Residual	67.008	379	.177		
	Total	158.540	383			

a. DV: Purchase Intention

b. Predictors: (Constant), Credibility, Entertainment, Irritation, Informativeness

Source: Developed from research

Table 4.13 shows that the three independent variables IN, EN and CR have a significant effect on the dependent variable PI with a P value < 0.05. The IR significance value (0.384) is greater than 0.05, so there is no significant influences on purchase intention of Facebook live advertisements. The unstandardized coefficients of the three independent variables IN, EN, and CR were positively correlated with the impact of Facebook live advertising on purchase intention. Hence, the impact of the Facebook live streaming advertisements on purchase intention and the four IVs can be explained by the following equation:

$$(PI) = -0.18 + 0.263 (IN) + 0.337 (EN) + 0.422 (CR)$$

Whereby,

PI = Purchase Intention

IN = Informativeness

CR = Credibility

The equations above shows the independent variables IN, EN and CR have positively influence on the purchase intention Facebook live streaming advertisement

Table: 4.13 coefficients of equation

## Coefficients<sup>a</sup>

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error				Lower Bound	Upper Bound
1	(Constant)	-.018	.265		-.067	.947	-.539	.503
	Credibility	.422	.046	.382	9.176	.000	.332	.513
	Entertainment	.337	.045	.311	7.551	.000	.249	.425
	Informativeness	.263	.053	.215	4.950	.000	.159	.368
	Irritation	-.033	.038	-.034	-.871	.384	-.106	.041

a. DV: Purchase Intention

Source: Developed from research

# <sup>1</sup> CHAPTER 5: DISCUSSION, IMPLICATIONS, AND CONCLUSION

## 5.0 Introduction

Main findings, the explanation, implications, and also suggestions will all be covered in this chapter. The research implications will be examined, and suggestions for future researchers will be based on the study's limitations.

## 5.1 Discussions of Findings

Multiple Linear regression will be taking to validate the hypotheses made in this study. There were a total of 4<sup>8</sup> research objectives and research hypotheses made in this study, which mainly examined the influences of the 4 independent variables on the consumer purchase intention, such as Informativeness, Entertainment, Irritation and Credibility of Facebook live streaming advertisements. The research objectives were considered accomplished, as the relationship which between the 4 independent variables and the consumer purchase intention were discovered through the regression analytical test. In the following subsections, further discussion will be provided to the results of hypothesis testing respectively.

***5.1.1 H1: Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions. This implies that consumers are able to get the necessary information that can guide their purchasing decision through Facebook live streaming advertisements. The study found that when consumers have accurate and update information about a product's price, availability, and other features without the need to work up to the store, they tend to purchase more of such product because they have been able to gather every necessary information that is needed to make their purchasing decision right at the corner of their comfort zone. This finding points to the fact that a lot of purchasing decisions are made based on the availability of information that prospective consumers find on Facebook live streaming advertisements. This finding is in consistency with the submission of Ku et al. (2019) who found that the quality of information offered in advertisements, such as the advantages of a product, may assist people make optimum purchases. In the same vein, the study conforms with the study of the duo of Goh et al. (2020) where it was found that informativeness in an advertisements is an important factor that strongly influences consumer attitudes, especially when it is repositioned from traditional media.

***5.1.2 H2: Entertainment of Facebook live streaming advertisements has positive influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Entertainment of Facebook live streaming advertisements has positive influences on consumer purchase intentions. The p-value of the coefficient is less than 0.05 which implies that the result of the coefficient is statistically significant. The study found that entertained advertisements plays a significant role in consumer's purchase intention. This may be due to the fact that when product advertisements are boring, consumers may lose interest in the message that the advertisements intend to pass. But when an advertisements is made in such a way that the consumer feels entertained with its content, they may want to watch the advertisements over and over again and even try to give the product a trial. As a result, a product with an entertaining advertisements has a greater chance of being purchased. This finding supports

the result from the study of Chen and Lin (2017) who found that entertainment has positively affects attitudes, which in turn influence recommendation willingness and intention (to use a given) social platform.

***5.1.3 H3: Irritation of Facebook live streaming advertisements has negative influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Irritation of Facebook live streaming advertisements has no significant negative influences on consumer purchase intentions. However, the p-value of the coefficient is above 0.05 which implies that the result of the coefficient is statistically insignificant. The insignificance of the variable implies that irritation of Facebook live streaming advertisements is not enough evidence to show that IRR of Facebook live streaming has negative influence in PI. Based on the research shows that willingness to help, usefulness, and enjoyment transcend negativity and irritability. As a result, this study suggests that the annoyance produced by viral marketing has no effect on customers. This might be because shoppers today are more inclined to check a rating before making a purchase (Jonsson et al., 2021). Moreover, there might be also a reason that when a live streamer is trying to promote a makeup product but there is a male trying to react like a female although the consumer feels weird and angry but their purchase intention will never decrease. This is because the viewer feels that it is funny, attractive, and special as not every streamer has courage to do something special on a live streaming. Not to mention that, the viewer will also share this live stream to other site, this will cause the live stream viewer to increase and lead to purchase intention grow. As a result, irritation is not a significant role in purchase intention.

***5.1.4 H4: Credibility of Facebook live streaming advertisements has positive influences on consumer purchase intentions.***

The coefficient obtained from the regression results indicated that Credibility of Facebook live streaming advertisements has positive influences on consumer purchase intentions. The p-value of the coefficient is less than 0.05 which implies that the result of the coefficient is statistically significant. The findings from this study revealed that consumer's trust in the content of the advertisements influences their purchase intention. When the value, benefits an advertisements conveys about a product are accurate, reliable, and credible, consumer's purchase intention about such a product will increase. This finding is consistent with the study of Mayrhofer et al., 2020; Chu et al., 2019; Zhang et al., 2020; Liu et al., 2020; Saima and Khan, 2020. This finding is also supported by the result from the study of Singh and Banerjee (2018) who found that when the credibility of the speaker is high, consumers may be more willing to buy more. When a credible source is used as a spokesperson for advertising, it influences consumer beliefs, assessments, attitudes and/or behaviour and can motivate consumers to accept the influence of information as accurately as possible and use it. In the same vein, the finding of the study is also in consistency with the findings of Martins et al. (2018) who found that credibility has a positive effect on the perception.

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## **5.2 Implications of the Study**

### ***5.2.1 Practical implication***

The findings gained from this study can practically contribute to several parties in correspondence, such as the Malaysia Government, social media platform service provider as well as the e-commerce sellers in social media platform.

First and foremost, the findings as well as the recommendations from this study will offer an insight to business owners as well as content creators to create effective advertisements for Facebook livestreaming, after grasping more in-depth knowledge conveyed from this study. For instance, it was found that Informativeness of Facebook live streaming advertisements has positive influences on consumer purchase intentions. This finding will



help service providers especially Facebook to improve the contents of Facebook live streaming advertisements so that it will include useful and needed information that can improve consumer's intention. For instance, business owners should ensure that the content of all advertisements includes all will include the necessary information that will induce customers to buy the product that was advertised. Moreover, streamers may exhibit competence by responding to viewers' inquiries in a fast and correct manner and gathering and responding on customer feedback.

Another practical implication of this study to the business owners is in the finding of the study about the positive relationship between Entertainment of Facebook live streaming advertisements and consumer purchase intentions. In this regard, business owners are advised to design their advertisements contents in a more interesting and entertaining ways since it is found that customers that are entertained while streaming a particular product's advertisements may want watch over and over again till they give such product a trial. For instance, streamers could think about including fun and interesting product-related activities such like product presentation shows with a feeling of excitement and fantasy or rewards for example like games or flash sales during live streaming.

Further, business owners should ensure that the products being advertised should possess all the contents that an intending consumer saw during the live streaming. Another important implication of credibility of Facebook live streaming advertisements to business owners is that consumers' purchase intention increases when the value and benefits an advertisements conveys about a product are accurate, reliable, and credible. Similar to this is that people with unquestionable character should be advertisers of a product since this is found to influence consumer's trust and confidence.

Finally, although irritation is negative, but it is insignificant in our study. It is essential to behave cautiously while utilising these interactive platforms since they are often used to keep and give information to live streaming viewers. Although personal live streaming might sometimes be annoying, viewers do not need to worry them since it is simple to ignore and turn off the live.

### ***5.2.2 Theoretical implication***

The findings gained from this study has directly implicated positively to the knowledge gap existing for the application of Ducoffe's Web Advertising Model in examining the consumer's purchase intention in social media platforms, such as Facebook. Through conducting this research, the researcher explored the linkage of Ducoffe's Web Advertising Model with the factors such as informativeness, entertainment, irritation and credibility of Facebook live streaming advertisements. This study explored that Ducoffe's Web Advertising Model is indeed a useful model that can be used to study the attitudes of the consumers towards the advertisements, and thus the purpose of Ducoffe's Web Advertising Model is supported in this study. In addition, this study also contributes to deeper insights gained concerning the influence of informativeness, entertainment, irritation and credibility of Facebook live streaming advertisements on the consumers purchase intention on Facebook. The outcome received from the survey has shown that informativeness, entertainment and credibility have significant and positive influence towards the consumers purchase intention, as their p-values shown are less than 0.05. This indicates that informativeness, entertainment and credibility are playing an essential role in affecting the consumers purchase intention in Facebook. On the other hand, the respondents are perceived to not be concerned about the irritation of Facebook when developing their purchase intention, as the p-values are more than 0.05 in the regression test, and thus there is no significant impact brought by irritation on the consumers purchase intention.

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### **5.3 Limitation of study**

In our study, one of the shortage of the study is that the R square result is low. According to the result from multiple regression analysis, the model summary shows the R square result is 57.7% which consider low. This shows that our research independent variable does not explain most of

the variation on the dependent variable. It means the study IVs only explain a small part of the DV purchase intention of Facebook live streaming.

Besides, the second limitation is that 76% of survey respondents are Chinese, which causes the survey result from other race respondents to be less. This is because of research using self-selection via Facebook. Our research targeting platform is on Facebook live streaming, which means the users of Facebook would be our respondents. When we distributed surveys to respondents, we conducted most of the survey on the Chinese live streaming platform and other race platforms were hard to conduct due to the differences of race, so most of them do not easily accept to conduct the survey. Therefore, most of the respondents are Chinese and others race respondents are less.

#### **5.4 Recommendation for future study**

To solve the R square lower, we can suggest other alternative IVs to increase the R square value. We can provide other IVs that can influence <sup>52</sup>the impact of Facebook live streaming on purchase intention. When the IVs are added, the r square value typically will increase. This can help our research IVs explain most of the variation in the DV. It will help to increase accuracy of the result.

For the second limitation, we can distribute surveys to other Facebook pages containing other ethnicities. We can find more other different race Facebook live streaming pages to invite them to conduct our survey. Other than that, we also can find another live streaming platform not only on Facebook live streaming platform. Although our research is self-selection through Facebook, but we can use other live streaming platform to gather more other ethnicities conduct on our survey. We can join the Instagram live streaming and other live streaming platform to get more other ethnicities respond. This may help us to find wide range of other ethnicities to respond our research survey.

#### **5.5 Conclusion**

To conclude our research, this article aims <sup>1</sup> to examine the effect of Facebook Live on purchase intention. This study can benefit future researchers, marketers, governments, and insurance agencies as it provides a fundamental understanding to more accurately improve their business and marketing strategies. Furthermore, this chapter points <sup>1</sup> out the limitations of this study and makes some recommendations for future researchers.

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## **Questionnaire**

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

1. Gender
  - Male
  - Female
  
2. Age
  - 18 to 24
  - 25 to 34
  - 35 to 44
  - 45 or 54
  - 55 and above
  
3. Race
  - Malay
  - Chinese
  - Indian
  - Others
  
4. Occupation
  - Student
  - Employee
  - Employer
  - Unemployed
  
5. Personal monthly pocket money
  - < RM2,000
  - RM2,000-RM4,000
  - RM4,001-RM6,000
  - RM6,001-RM8,000
  - >RM8,000

### **Section B: General Questions**

1. Do you have any experiences of purchasing products or services promoted by Facebook live streaming?
  - Yes
  - No
  
2. How long have you been watching live streaming advertisements through Facebook?
  - a. Less than 1 year



- b. 1-2 years
  - c. 3-4 years
  - d. More than 4 years
3. How many times do you purchase products or services from Facebook live streaming for the past three (3) months?
- a. Never
  - b. 1-3 times
  - c. 4-6 times
  - d. 7-9 times
  - e. More than 9 times
4. How much did you spend in Facebook live streaming in total for the past three (3) months?
- a. <RM100
  - b. RM100-RM200
  - c. RM201-RM300
  - d. RM301-RM400
  - e. RM401-RM500
  - f. >RM500
5. How frequent do you view Facebook live streaming advertisements in a week?
- a. Less than 5 times
  - b. 5-10 times
  - c. 11-20 times
  - d. 21-30 times
  - e. More than 30 times

**6. Section C: Testing the impact of live streaming advertisements on purchase intention**

No	Informativeness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>IF1</b>	Facebook live streaming advertisements is a good source of product or service information	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IF2</b>	Facebook live streaming advertisements provides timely information.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IF3</b>	Facebook live streaming advertisements makes product information immediately accessible.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IF4</b>	Facebook live streaming advertisements supplies relevant information on products or services.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IF5</b>	Facebook live streaming advertisements provide useful information.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

No	Entertainment	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
<b>EN1</b>	Facebook live streaming	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

	advertisements are enjoyable.						
<b>EN2</b>	Facebook live streaming advertisements are entertaining.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>EN3</b>	Facebook live streaming advertisements are exciting.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>EN4</b>	Facebook live streaming advertisements are pleasant.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	
<b>EN5</b>	Facebook live streaming advertisements are interesting.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	

<b>No</b>	<b>Irritation</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>IR1</b>	Facebook live streaming advertisements are irritating.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IR2</b>	Facebook live streaming advertisements are annoying.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IR3</b>	Facebook streaming	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

	advertisements are deceptive.					
<b>IR4</b>	Facebook live streaming advertisements are boring.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>IR5</b>	Facebook live streaming advertisements are troublesome.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>No</b>	<b>Creditability</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>CR1</b>	Facebook live streaming advertisements are credible.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR2</b>	Facebook live streaming advertisements are original and authentic.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR3</b>	Facebook live streaming advertisements are trustworthy.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR4</b>	Facebook live streaming advertisements are reliable source.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>CR5</b>	Facebook live streaming advertisement contents and information are true for the product.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

<b>No</b>	<b>Purchase Intention</b>	<b>Strongly Disagree</b>	<b>Disagree</b>	<b>Neutral</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>PI1</b>	I will consider purchasing products or services of Facebook live	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

	streaming advertisements.					
<b>PI2</b>	I find purchasing products or services advertised through Facebook live streaming to be worthwhile.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PI3</b>	I will frequently purchase products or services advertised through Facebook live streaming in the future	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PI4</b>	I will strongly recommend others to purchase products or services advertised through Facebook live streaming.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
<b>PI5</b>	I became interested in making a purchase after viewing Facebook live advertisements.	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>

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