

48/2110

FACTORS AFFECTING CONSUMERS' IMPULSE
BUYING IN LIVE STREAMING COMMERCE
TOWARDS CLOTHING AND FASHION
PRODUCTS

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APRIL 2022

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BY

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

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND
MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

APRIL 2022

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ACKNOWLEDGEMENT

I would like to express my sincerest appreciation to everyone who helped me out during the research process. Without their help and support, this study endeavour would not be a success.

First and foremost, I would like to express my deepest gratitude and appreciation to my supervisor, Ms. Malathi Nair a/p G Narayana Nair for her invaluable assistance, counsel, and unwavering support during this research project. I feel lucky to work under her supervision as her motivation and help assist me to the successful completion of the project. Moreover, I would like to thank Universiti Tunku Abdul Rahman (UTAR) for providing me with the required facilities and academic resources to accomplish my research project effectively.

Lastly, I wish to express my sincere thanks to appreciate for all of the responders who took the time to complete the survey form. Without their help, this achievement would not have been achieved.

DEDICATION

This research project is mainly dedicated to all my families, friends, and respondents. Thank you so much for all your help and support when I needed it the most.

-THANK YOU-

TABLE OF CONTENTS

Copyright.....	ii
Declaration.....	iii
Acknowledgement.....	iv
Dedication.....	v
Table of Contents.....	vi
List of Tables.....	xii
List of Figures.....	xiii
List of Abbreviations.....	xiv
List of Appendices.....	xv
Preface.....	xvi
Abstract.....	xvii
CHAPTER 1: RESEARCH OVERVIEW	1
1.0 Introduction	1
1.1 Research Background.....	2
1.2 Research Problem.....	8
1.3 Research Objectives	11
1.3.1 General Objective	11
1.3.2 Specific Objectives	11
1.4 Research Questions	12
1.4.1 General Question	12
1.4.2 Specific Questions	12
1.5 Significance of the Study	13
1.6 Conclusion.....	14
CHAPTER 2: LITERATURE REVIEW	15
2.0 Introduction	15
2.1 Underlying Theory	16

2.1.1	Hawkins Stern's Impulse Buying Theory (1962)	16
2.2	Review of Variables	18
2.2.1	Impulse Buying (IB)	18
2.2.2	Website Quality	19
2.2.3	Sales Promotion	20
2.2.4	Money Available.....	22
2.2.5	Trust	23
2.2.6	Emotion.....	25
2.3	Review of Relevant Theoretical Models.....	27
2.4	Proposed Conceptual Framework	29
2.5	Hypotheses Development.....	30
2.5.1	The Relationship between Website Quality and Impulse Buying ...	30
2.5.2	The Relationship between Sales Promotion and Impulse Buying ...	31
2.5.3	The Relationship between Money Available and Impulse Buying .	32
2.5.4	The Relationship between Trust and Impulse Buying.....	33
2.5.5	The Relationship between Emotion and Impulse Buying.....	34
2.6	Conclusion.....	35
CHAPTER 3: METHODOLOGY		36
3.0	Introduction	36
3.1	Research Design.....	36
3.1.1	Quantitative Research	36
3.1.2	Descriptive Research	37
3.2	Sampling Design	37
3.2.1	Target Population.....	37
3.2.2	Sampling Location.....	38
3.2.3	Sampling Element.....	38
3.2.4	Sampling Technique	38

3.2.5	Sampling Size	39
3.3	Data Collection Methods.....	40
3.3.1	Primary Data	40
3.3.2	Secondary Data	40
3.4	Research Instrument.....	41
3.4.1	Questionnaire Design.....	41
3.4.2	Pilot Test	42
3.5	Construct Measurement.....	44
3.5.1	Origin of Construct	44
3.6	Data Analysis	47
3.6.1	Descriptive Analysis	47
3.6.2	Inferential Analysis.....	47
3.7	Conclusion.....	49
CHAPTER 4: DATA ANALYSIS		50
4.0	Introduction	50
4.1	Descriptive Analysis	50
4.1.1	Respondents' Experience in Watching Live Stream	50
4.1.2	Respondents' Demographic Profile	51
4.1.3	General Information.....	58
4.1.4	Central Tendencies Measurement of Constructs	62
4.2	Scale Measurement	63
4.2.1	Internal Reliability Test	63
4.3	Inferential Analysis	64
4.3.1	Pearson Correlation Analysis.....	64
4.3.2	Multiple Linear Regression.....	65
4.4	Hypotheses Testing	67
4.5	Conclusion.....	68

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS	69
5.0 Introduction	69
5.1 Discussions of Major Findings.....	69
5.2 Implications of the Study	73
5.2.1 Managerial Implication.....	73
5.2.2 Theoretical Implications	75
5.3 Limitations of the Study	76
5.4 Recommendations for Future Research	77
5.5 Conclusion.....	78
REFERENCES	79
APPENDICES	98

LIST OF TABLES

Table 3.1: Rule of Thumb about Cronbach's Alpha coefficient size	43
Table 3.2: Result of Pilot Test	43
Table 3.3: Origin of Construct	44
Table 3.4: Range of Pearson Correlation Value	48
Table 4.1: Number of respondents who had watched live streaming	50
Table 4.2: Gender.....	52
Table 4.3: Age.....	53
Table 4.4: Race	54
Table 4.5: Income level.....	55
Table 4.6: Highest Education Level.....	56
Table 4.7: Frequency of Watching Clothing and Fashion Product Live Stream...	58
Table 4.8: Amount Spent on Live Streaming Per Month	59
Table 4.9: Preferable Live Stream Platform	60
Table 4.10: Preferable Payment Mode on Live Streaming	61
Table 4.11: Descriptive Statistic on variables.....	62
Table 4.12: Result of Internal Reliability Test.....	63
Table 4.13: Pearson Correlation Coefficient Analysis	64
Table 4.14: Model Summary	65
Table 4.15: ANOVA.....	65
Table 4.16: Coefficients.....	66

LIST OF FIGURES

Figure 1.1: Facebook Live Streaming.....	3
Figure 1.2: China's Live Commerce Gross Merchandize Value in 2020.....	4
Figure 1.3: Shopper Emotion Affect Impulse Purchase	7
Figure 2.1: Conceptual Model of Bansal and Kumar (2018).....	27
Figure 2.2: Conceptual Model of Tran (2019).....	28
Figure 2.3: Proposed Conceptual Framework	29
Figure 4.1: Number of respondents who had watched live streaming.....	51
Figure 4.2: Gender	52
Figure 4.3: Age	53
Figure 4.4: Race	54
Figure 4.5: Income level	55
Figure 4.6: Highest Education Level	57
Figure 4.7: Frequency of Watching Clothing and Fashion Product Live Stream..	58
Figure 4.8: Amount Spent on Live Streaming Per Month.....	59
Figure 4.9: Preferrable Live Stream Platform.....	60
Figure 4.10: Preferrable Payment Mode on Live Streaming	61

LIST OF ABBREVIATION

COVID-19	Coronavirus Disease 2019
SEA	Southeast Asia
S-Commerce	Social Commerce
SNSs	Sosial Networkings Sites
Gen Z	Generation Z
Gen Y	Generation Y
IB	Impulse Buying
IV	Independent variable
DV	Dependent variable
SPSS	Statistical Project for Social Science
WQ	Website Quality
SP	Sales Promotion
MA	Money Available
T	Trust

LIST OF APPENDICES

Appendix 1.0: Survey Questionnaire	98
Appendix 2.0: Reliability Test	108
Appendix 3.0: Respondent Profile	110
Appendix 4.0: General information	112
Appendix 5.0: Pearson Correlation Coefficient Analysis.....	114
Appendix 6.0 Multiple Regression Analysis	115
Appendix 7.0: Turnitin Similarity Report Summary	117

PREFACE

This research project is a final work to fulfill the requirement for the degree of Bachelor of International Business (Hons) in Faculty of Accountancy and Management. This research assignment was provided and completed based on previous research that was cited as a reference. The title of this research project is “Factors Affecting Consumers' Impulse Buying in Live Streaming Commerce towards Clothing and Fashion Products”. Live Streaming Shopping is a new growing trend that has the potential to become a commercial opportunity. Thus, this research is conducted to determine the motivations that impact impulsive buying of Malaysian online shoppers in live stream shopping, as the advent of live-stream feature in social media is thought to be advantageous to e-commerce. Since live-stream shopping is a comparatively new trend in Malaysia, it would be an interesting topic to investigate more. However, there is a lack of research on live streaming shopping, necessitating the conduct of this study. In order to analyse customers' impulsive buying in live streaming towards clothing and fashion products, this study looked at five key elements: Website Quality, Sales Promotion, Money Available, Trust, and Emotion.

ABSTRACT

Live streaming (e.g., Facebook Live), whereby video is broadcast in real time, have been adopted by many small individual sellers as a direct selling tool. Live-streaming commerce is growing exponentially in Malaysia, while Malaysian shoppers (Generation Y and Z) are increasingly turning to the internet and benefiting from the advancement of new technology that promotes simplicity and comfort in shopping. Thus, this research is aimed to investigate the associations of influencing elements (Website Quality, Sales Promotion, Money Available, Trust, Emotion) with the impulse buying of Malaysia online shoppers on live streaming towards clothing and fashion products. Hawkins Stern Impulse Buying Theory is adopted to comprehend the relationship with impulse buying in live streaming. Throughout the study, a conceptual framework with five independent variables was created to investigate many hypotheses and the influence of variables on customers' impulsive buying in live streaming. 205 sets of questionnaires were collected from the respondents, and it is analysed by Statistical Package for the Social Sciences (SPSS) software version 26.0. Results of the research discovered that Website Quality, Sales Promotion, Money Available, and Trust are strong motivator which influence the consumers' impulse buying in live streaming towards clothing and fashion products while Emotion is statistically insignificant on consumers' impulse buying.

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This study will be conducted on the factors affecting consumers' impulse buying in live streaming commerce towards clothing and fashion products by identifying the factors such as website quality, sales promotion, money available, trust, and emotion. A research background will be carried out to explain the Evolution of business modes, the Introduction of Live Streaming Commerce, the Global Trend of Live Streaming Commerce, Clothing and Fashion Products, and the Target Respondent. Following that, the research problem will be discussed in terms of the gap that has arisen or the issues that have been encountered, followed by the research objectives as well as research questions. Chapter 1 also demonstrates study's significance to understand the value of this research to marketers, academic researchers, and society. Last but not least, the first chapter's final section concluded with a brief conclusion.

1.1 Research Background

Evolution of business modes

In this age of technological advances, the mobile internet has become more and more inseparable from human life. It can be easily observed from the changing of market trend, consumer buying behaviour as well as the business with the implementation of e-commerce. With this, it has created an expansion opportunity for business operators as “brick and mortar” businesses have grabbed opportunities to expand their selling channel into the digital market. Retail stores, apparel, and other industries have begun to heavily invest in and collaborate on their e-commerce platforms. Furthermore, owing to the COVID-19 pandemic, online shopping has become a global trend and has created new shopping habits on online platforms (Valaskova, Durana, and Adamko, 2021).

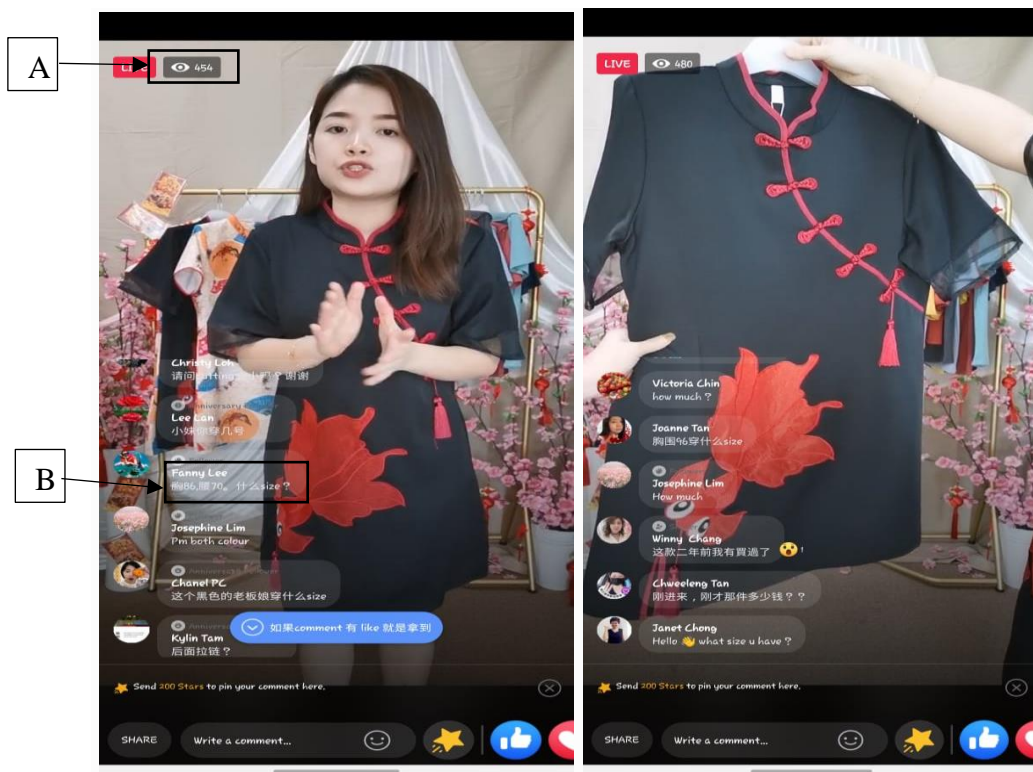
Social Networking has had a great impact on people's daily lives, not only keeping in touch with friends but also changing our way of spending. According to The Edge Singapore (12 October, 2021), social networking has come to be the second most popular shopping platform in Southeast Asia (SEA) as the number of social shoppers is accelerating. The rise of Social Commerce (S-Commerce) was thanks to the wide use of social networking sites (SNSs) such as Facebook, Instagram, and Tik Tok. S-Commerce on SNSs has become more popular as it involves low cost, where individual sellers or small businesses can easily start up their business account (Wongkitrungrueng and Assarut, 2018). With the rapid development of S-commerce, many mature social networking platforms have introduced live Streaming features and services such as Facebook Live (Kang, Lu, Guo, and Li, 2021).

Live Streaming Commerce

Due to changing consumer preferences, users are now more likely to engage in real-time interactions with other online users and sellers (Wang and Li, 2020). Herewith, Live Streaming Commerce, a new type of s-commerce, has been heavily integrated into social media as well as shopping platforms such as Facebook, Instagram, and Taobao. As shown in Figure 1.1, Live Streaming Commerce allowed live stream

sellers to advertise their products and clear up customer confusion in real-time (Wongkitrungrueng and Assarut, 2018; Lee and Chen, 2021). Live streaming on social media sites benefits both the seller and the consumer because the seller can demonstrate their product in various aspects while also showing the functions and instructions for use to the consumers. Consumers will interact with the seller by posting their questions (e.g., price, shipping fee, and so on) in the chat box, as shown in Figure 1.1. All of the real-time interaction and customer engagement will entertain customers and eventually lead to an on-the-spot purchase (Lu, Xia, Heo, and Wigdor, 2018). For example, a live stream seller or live streamer may use a call to action term such as "Just Buy It" or "Grab It Now" to entice the viewer (Greenwald, 2020). Herefore, an effective live streaming commerce will help the brand or shop build strong customer relationships and, eventually, brand fans. On Facebook Live, the live streamer will continue to engage with viewers by asking them how they feel and encouraging them to like and share. Sometimes a live streamer will interact with a devoted viewer by mentioning their name.

Figure 1.1: Facebook Live Streaming



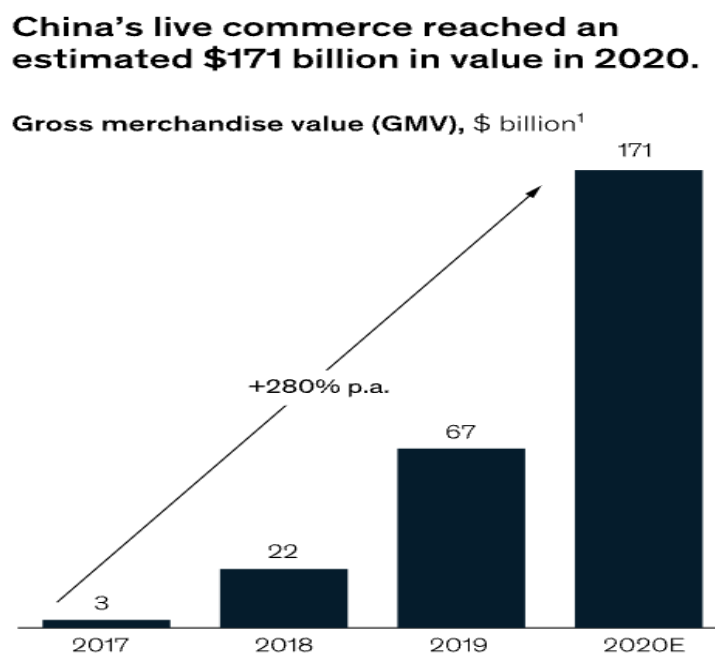
Source: Developed for Research

Note off: A - Number of viewer, B - Comment on size, price/ making order

Global Trend of Live Streaming Commerce

In recent years, the market for live streaming has exploded. According to (Greenwald, 2020) statistics, approximately 39 % of China's population viewed live streams in 2020, and the sales in live streaming had a growth of 100% as compared to 2019. Moreover, data from Arora, Glaser, Kim, Kluge, Sak, (2021) shown in Figure 1.2 indicated that the gross merchandise value (GMV) in the China live stream market has risen 280% from 2017 to 2020 and is expected to reach \$423 billion by 2022. The shopper entertainment of live streaming has prompted viewers ranging in the age from Gen Z to middle-aged seniors to make live stream purchases (Greenwald, 2020). Besides, as based on (Enberg, 2021), the trend of live stream shopping in the United States is still in its early stages, with only 38% of Americans watching live stream and making purchases in stream. Nonetheless, interest in live stream is growing as Facebook Live has introduced "Live Shopping Friday" which allows Facebook users to discover their favourite beauty and fashion item from their favourite shop.

Figure 1.2: China's Live Commerce Gross Merchandize Value in 2020



Source: (Arora, et al., 2021)

The potential of live stream commerce in Malaysia is growing and cannot be underestimated; in fact, real-time spending trend in Malaysia considered new in comparison to other countries such as China. In Malaysia, many company, brand and application has taken part into live streaming using their own channel such as Shopee and Lazada. Moreover, some famous live stream in China such as Taobao and PinDuoDuo are also available in Malaysia. According to The Star Online (28 November, 2019), there is an increasing trend in the Malaysia Live Streaming market in various channels, especially Facebook Live, as businesses have seized the opportunity to attract more tech-savvy customers via Facebook Live. In Malaysia, Facebook Live is becoming increasingly popular among small vendors who sell clothing, jewellery, baby products and so on. On the other hand, branded stores such as Wah Chan Gold and Jewelry, which has thousands of Facebook followers, have also demonstrated their product on Facebook Live (Dayangku, 2020). Hence, there is an opportunity to further investigate the potential of Facebook Live Stream in Malaysia.

Clothing and Fashion Products

In this study, it will be focusing on live stream commerce in clothing and fashion products. Clothing and Fashion products are classified as consumer goods since the products are purchased by end consumers for their own use (Grabner-Kräuter, 2018). Consumer goods such as food, clothing, and electronic appliances are used to satisfy the needs and desires of consumers. Besides, consumer products are categorized in four groups: Convenient products, Shopping products, Specialty products, and Unsought Products.

In this study, clothing and fashion products are categorised as shopping products. Shopping products are well-defined as consumer goods that are purchased less frequently because the consumer requires time to compare quality, price, and styles (Grabner-Kräuter, 2018). There are two types of shopping products: homogeneous products (e.g., electrical appliances) and heterogeneous products (e.g., clothing and fashion) (Farooq, 2018). In the current trend in live streaming, it can be observed clothing and fashion products are highly purchased by the live stream viewer.

During the pandemic, customer's demand increasing where clothing and fashion industry has experienced a spark with more customer engaging in. After the pandemic, people are still involving in online shopping even there is a slow progressing to open up the market as usual as free shipping, voucher are offered.

In live streaming, thousands of products have been promoted by the live stream seller on Facebook Live. Clothing and Fashion, Electronic and Media, Food and Beverages and Groceries, Personal Care, Health and Beauty, Seafood and Jewellery have been ranked as the top six products selling in Malaysia's live stream commerce, according to Pek (2021). Thus, there is a potential to explore consumer impulse buying in live streaming commerce towards clothing and fashion products.

Target Respondent

In the 21st century, SNSs such as Facebook and Instagram have dominated the major leisure time of humans, from children to the elderly. According to the research, 41% of Generation Z is an impulsive shopper, followed by 34% of Millennials and 32% of Generation X (Djafarova and Bowesb, 2021). In this study, it will be focusing on Generation Z, who were born after 1995 (Dolot, 2018), and Generation Y (known as Millennials), who were born between 1977 and 1994 (Tinga, Lim, Run, Koh, and Sahdan, 2018). To summarise, the age range to be studied in this study will be starting from 18 years old to 44 years old. This age group was chosen for this study because Gen Z, the digital native, prefers to experience and see the product as well as receive feedback as soon as possible. This may be accomplished through live streaming since Gen Z can send a direct message to the merchant and receive a response if they have any questions. As for the Gen Y, who are a mix of homemaker and working adult, housewives have time to watch and shop. For working adults, it is a source of leisure during their lunch break and after work since they can watch the live stream and make purchases, which saves them time and makes their lives much more convenient.

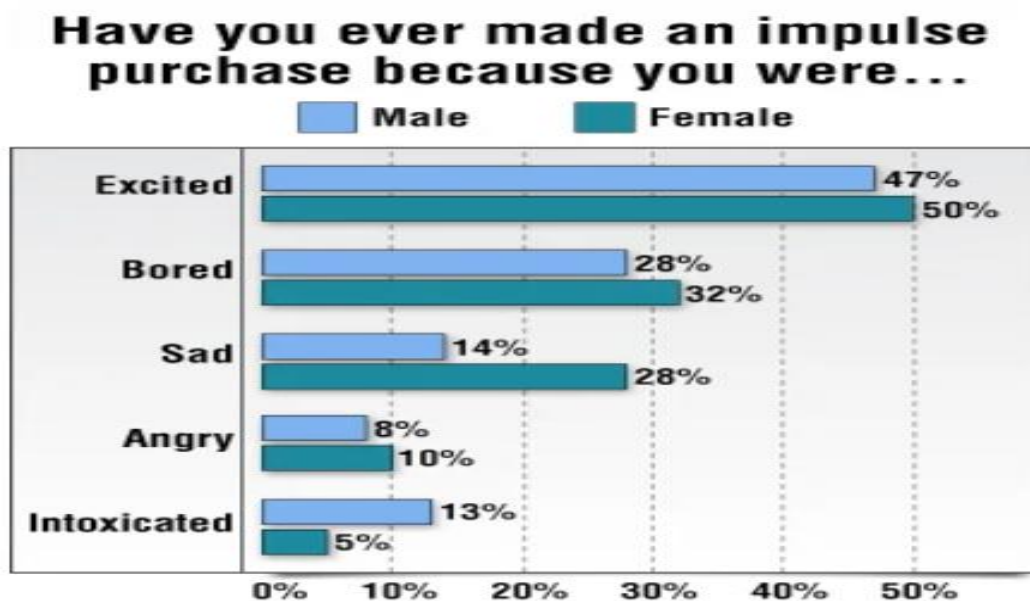
In the upcoming years, Gen Z is expected to overtake the older generation as the most crucial consumer group in online shopping. They are aimed as a potential target respondent since they are known as digital natives and the Facebook

Generation, and they live in the world with the web, smart devices, Wi-Fi, as well as social media networks (Dolot, 2018). Also, Gen Zers enjoy exploring new things on the Internet and they are keen to share their feelings and opinions towards the products in real-time interaction (Vieira, Frade, Ascenso, Prates, and Martinho, 2020).

Moreover, Gen Y is being studied as they are the tech-savvy generation that was born in an age of advanced technology and is able to adapt to a vast changing environment. Moreover, as a result of the current COVID-19 situation, Gen Y, who grew up with technology, is more active on social media, online channels, etc. Gen Y now comprises the largest workforce segment of those who have stepped into the workplace and started their careers with sufficient economic capability to choose their desired products and services (Moreno, Lafuente, Carreón, and Moreno, 2017).

Survey by Merzer (2014) indicated that 49% of shopper impulse spending was driven by the feeling of excitement. Additionally, Merzer (2014) study has shown that 50% of female shoppers and 47% of male shoppers had shopped impulsively when they are excited as shown in Figure 1.3.

Figure 1.3: Shopper Emotion Affect Impulse Purchase



Source: (Merzer, 2014)

1.2 Research Problem

Katrina and Benedict (2021) stated that the number of Malaysian online shoppers reached 21.9 million in 2020. According to statistics, 68.4% of Malaysian online shoppers have made purchases online via mobile phone. According to Kemp (2021), 86% out of Malaysians use social networking sites. As a result of this, the market trend has shown a rising movement towards the digital market with the emerging of advanced technology. People are actively integrating through social media. As previously stated, COVID-19 has changed the market and shifted consumer buying behaviour from conventional stores to digital markets, as the implementation of social distancing has made traditional shopping more inconvenient. However, challenges and gaps in consumer impulse buying towards clothing and fashion products in live streaming commerce have emerged.

Despite the growing popularity and acceptance of online shopping, a survey conducted by the Malaysian Communications And Multimedia Commission [MCMC] in 2018 revealed that 48.8% of respondents refused to shop online and preferred to shop physically. Study of Daroch, Nagrath, and Gupta (2021) revealed that consumers felt untrustworthy and risky when shopping online as they were unable to see, touch, and experience the products while also dealing with security issues such as cyberattacks, scammers, and hackers who stole their privacy and money. This has been proven by the findings that 33% of respondents favour shopping at physical stores as they can physically feel and touch the product, which may provide a positive in-person experience (Zboraj, 2021). According to Amanah and Harahap (2020), unfavourable visual appeal in a website store such as unclarity in product presentation, appearance, and information delivery, can cause customer resentment and lead to customer departure. It has been demonstrated in this case that website visual appeal in live stream is critical in enticing and urging viewers to make an immediate and impulse purchase.

In addition, customers nowadays are also concerned about the disclosure of their personal information on websites such as home address, telephone number, credit card and debit card numbers, as well as the transaction security (Aziz and Wahid, 2018). Also, during COVID-19, 86% of global consumers were victims of identity theft and credit-card fraud (OpSec Security, Inc., 2020). Similarly, it was discovered that 58% of respondents were more concerned about the scammer stealing their money. Hence, this has raised a deeper hesitation among consumers to shop online, with nearly 25% of respondents refused to perform online transactions due to this reason (MCMC, 2018). Further to that, since this study is studying on Facebook Live, it is noticed that Facebook Live do not provide payment gateway such as Shopee to protect the consumer and seller. Hence, both seller and buyer are losing of protection. Therefore, this study will examine the effect of website quality on consumers' impulse buying in live stream commerce towards clothing and fashion products.

Exclusive deals and promotions are the elements that customers seek when they shop online via live streaming. Around 67% of consumers respond that they have made a purchase without a plan, mainly because of the coupon or discount given by the seller (Roesler, 2018). Furthermore, 80% of consumers have an urge to make their first time purchase if there is promotion or discount (Roesler, 2018). Empirical studies by Mutanafisa and Retnaningsih (2021) and Kempa, Vebrian, and Bendjeroua (2020) have shown that sales promotions will trigger consumers' impulse buying. However, according to The Edge (14 July, 2011), 68% of Malaysians are price-sensitivity shoppers as they are actively looking for promotional items, which affect their purchase decision as well. With this, promotions have emerged as a crucial factor in live shopping as they increase the products' attractiveness. Thus, sales promotion has become one of the examining influencers of consumers' impulse buying in live stream commerce towards clothing and fashion products.

According to Kamel (2021), it has shown a decline of 16.7% in the purchasing power of Malaysia's households. Undeniably, a portion of consumers are facing a financial deficit due to the slow economy during the impact of COVID-19. Losing

jobs and pay cuts during COVID-19 has reduced their spending power and money availability (Petrino, 2020). Apart from that, according to the current scenario, people are facing high debt and commitments such as mortgage loans (e.g., house and car loan), personal loan, credit card loan etc. Accordingly, it has obviously shown the low spending ability of consumers. Study of Foroughi (2012) has proved that consumers tend to avoid shopping when they have no money available. Thus, money availability will be one of the key factors affecting customer impulse spending. Hence, money available will be included as independent factors in this study.

Nowadays, people around us tend to purchase goods and services via online platforms such as Facebook Live, Tik Tok Live, etc. This revealed a scenario that society started to shift and become comfortable with online shopping. However, the problem faced in consumer trust on live stream shopping has increased. According to Nathan (2021) report, The Domestic Trade and Consumer Affairs Ministry (KPDNHEP) recorded a 112.5% rise in complaints of online shopping during COVID-19 as many sellers are giving out fake discounts and distributing faulty and unsafe, even counterfeit, and damaged products to their customers. Furthermore, the number of counterfeit trading in live stream shopping via social media has recorded a rising scale (Schmitt and Orlov, 2020). Other than that, a number of reports have revealed the non-delivery of goods purchased as sellers were missing after receiving the payment (Thambirajah, 2021). All the fraud activities have led to customer distrust and lack of confidence towards the vendor in live streaming. As a result, it is worthwhile to study trust as the elements stimulating consumers' impulse buying in live stream towards clothing and fashion products

In this busy era, consumers are becoming more emotionally driven during shopping as their purchase decisions will be influenced by the emotion of happiness, excitement, and amusement. Empirical studies by Jamal and Lodhi (2015) as well as Tifferet and Herstein (2012) have found that female shoppers have a greater level of impulsive purchase as compared to men shopper where they might use impromptu purchase to improve their emotional state. Shoppers who enjoy shopping activities will have the shopping enjoyment tendency which strongly

relates to impulse spending (Huang and Hsieh, 2011). Past research has also shown the relationship between positive emotion and impulse buying in various industry (Ferreira, Brandão, and Bizarrias, 2017; Setyawati, Sumarsono, and Praditya, 2018; Iyer, Blut, Xiao, and Grewal, 2020). Hence, positive emotion has become an essential factor in influencing customers' buying behaviors.

Previous studies on online shopping show that researchers are mostly focused on purchase intention (Boon, Fern, and Way, 2021; Meng, Duan, Zhao, b, and Chen, 2021; Wang, Ding, Akram, Yue, and Chen, 2021; Lakhani, Ullah, Channa, Abbas, and Khan, 2021; Zhang, Qin, Wang, and Luo, 2019), customer engagement (Wongkitrungrueng and Assarut, 2018; Hu and Chaudhry, 2020; Kang, Lu, Guo, and Li, 2021) and consumer perception towards live streaming commerce. It can be found that there are minimal studies in the area of customers' impulse buying in live stream commerce where impulse buying should be a critical topic for the live stream industry (Lee and Chen, 2021; Ming, Zheng, Bilal, Akram, and Fan, 2021; Leeraphong and Sukrat, 2018). Hence, this research proposal is intent to fulfil the research gaps by examining the influences of website quality, sales promotions, money available, trust, and emotions on the consumers' impulse buying for clothing and fashion products.

1.3 Research Objectives

1.3.1 General Objective

To determine the factors affecting customers' impulse buying in live streaming commerce towards clothing and fashion products.

1.3.2 Specific Objectives

- i. To determine the relationship between the website quality and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

- ii. To determine the relationship between the sales promotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products.
- iii. To determine the relationship between the money available and consumers' impulse buying in live streaming commerce towards clothing and fashion products.
- iv. To determine the relationship between the trust and consumers' impulse buying in live streaming commerce towards clothing and fashion products.
- v. To determine the relationship between the emotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

1.4 Research Questions

1.4.1 General Question

Do website quality, sales promotion, money available, trust and emotion affect consumers' impulse buying in live streaming commerce towards clothing and fashion products?

1.4.2 Specific Questions

- i. Does website quality affects consumers' impulse buying in live streaming commerce towards clothing and fashion products?
- ii. Does sales promotion affect consumers' impulse buying in live streaming commerce towards clothing and fashion products?
- iii. Does money available affect consumers' impulse buying in live streaming commerce towards clothing and fashion products?
- iv. Does trust affect consumers' impulse buying in live streaming commerce towards clothing and fashion products?
- v. Does emotion affect consumers' impulse buying in live streaming commerce towards clothing and fashion products?

1.5 Significance of the Study

Firstly, the study provides a better insight regarding the determinants affecting consumers' impulse buying in live stream commerce towards clothing and fashion products.

This study could provide guidance to live streaming shopping platforms such as SNSs to improve their website quality in terms of personal data security. This study is also useful for SNSs in determining customers' need and demand on live streaming features and hence make further development on live shopping features to sustain current users and attract new users. Besides, Facebook Live might have added insights on their users' buying behaviour to make improvements to boost the s-commerce in Malaysia.

Additionally, this study is beneficial to live stream sellers, online vendors as well as businesses who haven't explored live stream commerce. Online and traditional vendors with small business size will be beneficial as this study has proposed a new way of business mode to them. Therefore, vendors will understand the factors influencing consumers' impulse buying during live stream shopping. Accordingly, live stream sellers will have greater insight on what motivates online shoppers to make impromptu transactions during live shopping, and hence live stream sellers could improve the relevant aspect to attract more sales and revenue. Lastly, this study contributes to live streaming commerce's knowledge and literature. The findings of this study are served as a guide for relevant parties or scholars in order to further examine the website quality, sales promotions, money available, trust and emotion towards consumers' impulse buying.

1.6 Conclusion

The chapter concludes by outlining the thorough understanding of this study topic. This consists of the background research, problem statement, research objectives and questions and significance of the research project. The following chapter will discuss the literature review, theoretical framework, and hypotheses development of the research project.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The Chapter 2 is concerned on review of literature with discussing about dependent variable, impulse buying, as well as independent variables such as website quality, sales promotion, money available, trust, and emotion. Moreover, a review of the relevant theoretical models is also discussed. A proposed conceptual framework is constructed based on the research objectives followed by the hypotheses development. Lastly, hypotheses on each independent variable are formulated and tested in this study.

2.1 Underlying Theory

2.1.1 Hawkins Stern's Impulse Buying Theory (1962)

The Hawkins Stern's Impulse Buying Theory is named after the proposer, Hawkins Stern, who proposed it in 1962. According to Hawkins Stern's Impulse Buying Theory, purchases are not always the result of rational thought and that when purchasing conditions are favourable, the likelihood of impulse buying increases. Hawkins Stern's model makes a valuable contribution by categorising impulse buying behaviour into Pure Impulse Buying, Reminder Impulse Buying, Suggested Impulse Buying, and Planned Impulse Buying (Stern, 1962). Below are the four categories of impulse buying followed by examples in live stream context (Stern, 1962; Wang, 2021).

- **Pure Impulse Buying:** An impulse buying decision that is outside of a person's normal purchasing behaviour and may be triggered by emotional appeal. For instance, customers who watched a live streaming just to pass the time but ended up purchasing lipstick.
- **Reminder Impulse Buying:** Impulse buying occurs when consumers see an item or recall an advertisement that leads them to believe that they truly require the item. For example, a consumer may see a live stream of shoes and recall that his or her spouse's shoes have broken, resulting in a reminder impulse buying.
- **Suggested Impulse Buying:** Initially, the consumer has no intention of purchasing; however, when the product is introduced by a salesperson, impulse buying occurs. For instance, when consumers saw their favourite live streamer introduce a product, they were more likely to buy it.

- **Planned Impulse Buying:** Planned impulse buying occurs as a result of a price promotion, discount, and so on. For example, they planned to buy brand A dress on the consumer shopping list, but on the live stream, they bought another brand of dress that was not on her shopping list.

Moreover, Stern argued that, under the influence of external drivers, which are product related factors, consumers indulge in impulse buying. Stern emphasized that impulse buying is stimulus driven. The main advantage of using Hawkins Stern's Model is unique in that it shapes the aspects which induce impulse buying.

2.2 Review of Variables

2.2.1 Impulse Buying (IB)

Impulse buying, a concept stated that customers receive stimuli in stores, along with their purchasing behaviour response (Applebaum, 1951) as cited in (Chen and Yao, 2018). This relationship is also known as the “Stimulus-Response” relationship. It has been shown that increasing exposure to stimuli will increase the likelihood to perform impulse buying (Iyer, 1989). Stern (1962) defined impulse buying as a shopper’s spontaneous, strong, and sudden desire to buy something without any prior intention or planning in advance. Stern has also determined that impulse buying is identical as “unplanned buying”.

Impulse buying is considered important for retailers and sellers because impulse purchases account for a significant portion of sales. This is due to the fact that consumers' impulse purchases are repeated multiple times. As a result, impulse purchases are important for increasing a seller's revenue.

Previous research has revealed that impulse buying in an offline context, is primarily stimulus driven (Rook and Fisher, 1995), emotional driven and influenced by situational factors (Liu, Song, Yang, Cheng, and Li, 2020). Consumers are more impulsive in social commerce, such as live streams, than in traditional e-commerce, according to Huang and Suo (2021). Whereas the nature of online shopping has prompted consumers to engage in excessive impulse spending as they are immersed in a live shopping experience (Park, Kim, Funches, and Foxx, 2012), as it does not appear that they are spending money with just few clicks and products and services are more readily available (Park et al., 2012). It is estimated that online impulse buying accounts for around 40% of total online spending (Liu, Li, and Hu, 2013).

In Piron (1991) study, four components of impulse buying were further described: firstly, Unplanned, where consumer do not intend to buy before

entering the store; secondly, stimulus exposure, such as product stimulation and promotional activities; thirdly, consumers are stimulated to make on-the-spot decisions, and lastly, emotional driven.

Impulsive buyers, according to Widyastuti (2018), are shoppers who make purchases on the spur of the moment. Impulse buyers are irrational in buying products as they lack cognitive control and are overstimulated emotionally, making them less likely to seek information or seek advice from others at the spur of the moment (Lee and Chen, 2021). Hence, Impulse buying is defined in this study as a consumers' immediate purchase behaviour in response to a stimulus.

2.2.2 Website Quality

Website Quality is well-defined as a critical factor for consumers to evaluate the online vendors (Kim and Lennon, 2013), as the website serves as the vendors' interface (Gefen, Karahanna, and Straub, 2003) as well as the first impression to customers (Wakefield, Stocks, and Wilder, 2004). Furthermore, Aladwani and Palvia (2002) defined website quality as a customer assessment and perception of how well a website meets their needs.

It has emphasized the significance of website quality in attracting consumer traffic and encouraging on-the-spot transactions (Shin, Chung, Oh, and Lee, 2013). Further to that, online merchants must improve the quality of their websites with a view to maintain their customer base; otherwise, it can cause customers drop-off (Turkyilmaz, Erdem, and Uslu, 2015). This is supported by the Expectation-Confirmation Theory, which states that customer satisfaction is achieved when website design quality exceeds the customer expectations (Zhou, Lu, and Wang, 2009).

Website quality can be classified into high and low-task-relevant cues based on various website characteristics (Eroglu, Machleit, and Davis, 2001).

Eroglua et al., (2001) went on to say that high-task-relevant cues include the site descriptors that help consumers achieve their shopping goal. Privacy, security, navigation, product description, and so on are some examples. Low-task-relevant-cues, on the other hand, refers to the potential atmosphere that contributes to a pleasant shopping experience. Visual appeal and website friendliness are examples of low-task-relevant cues. The live stream commerce context has created a visually pleasing atmosphere for live stream viewers and triggered spontaneous buying by showcasing product detail and price in real-time (Zahari, Azmi, Ahmad, Kamar-Bodian, and Othman, 2021).

The website quality has been studied in a variety of industries. As according to Zou (2016), website security in terms of customers' privacy and safety transactions, website visual presentation, and ease of use are recommended for improvement as this is valuable for undergraduate students when making purchasing decisions. Past studies revealed that website quality influences not only consumer buying decisions but also their intent to book an appointment, an airline ticket, or a hotel room (Octavia and Tamerlane, 2017; LiLi, Peng, Jiang, and Law, 2017). In addition, the improvement of website quality is needed as it has a positive impact on customers' satisfaction, which leads to loyalty and repurchase intent (Giao, Vuong, and Quan, 2020). This has been supported by Giao et al. (2020), with the 594 respondents in Vietnam and concluded that as customer loyalty grows, consumers will be more likely to repurchase. Thus, in this study, consumers' decisions will be influenced by the quality of the website in terms of visual appeal, private security, ease of use and other elements that are critical to them.

2.2.3 Sales Promotion

Sales promotion is a collection of motivational tools used to elicit and harvest a strong and immediate buyer response by encouraging customers to purchase a large quantity of goods and services in a short span of time

(Kotler and Keller, 2012). In other words, sales promotion acts as a direct inducement to boost short-term product demand (Weerathunga and Pathmini, 2015), as consumers' purchase behaviour is influenced by promotional incentives.

According to the study by Bank and Moorthy (1999), it showed that price sensitive customers are more motivated to buy when a massive number of sales promotions are offered, resulting in increased sales. Researchers have commented that sales promotion is critical for clearing out accumulated stocks (Badgaiyan and Verma, 2015). Additionally, it is beneficial when introducing new products to customers who are unfamiliar with them (Shamout, 2016). Consumers' insatiable desire to buy will be piqued by a price reduction (Bandyopadhyay, Sivakumaran, Patro, and Kumar, 2021).

Sales promotion has been categorised into monetary promotion and non-monetary sales promotion (Duong and Khuong, 2019; Campbell and Diamond, 1990). Consumers benefit from monetary promotions, also known as price promotions, because it provides a money-saving benefit and value increasing promotions to consumers (Sinha and Verma, 2017). Money-off coupons, price packs (bundle products at one price), rebates, and discount offers were all examples of price promotions that could lower the cost of goods (Nagadeepa, Selvi, and Pushpa, 2015). In addition, it has been discovered that sales promotions have been heavily offered to customers during the festive season, year-end clearance, and other times to boost short-run sales (Nagadeepa et al., 2015). It has been discovered that sales promotions have been heavily offered to customers during the festive season, year-end clearance, and other times to boost short-run sales. Non-monetary promotions include free gifts, winning contests (Lucky Draws), and other ways for vendors to add value to their products. (Nagadeepa et al., 2015)

Furthermore, a study of Ramanathan and Dhar (2010) has commented that sales promotion occurs when vendors create a limited time offer by limiting the quantity and availability of a product. It refers to the scarcity messages

that live streamers send to customers, such as limiting the maximum amount purchased per customer to 2 units (Wang, 2021). Time limited sec-killing promotion, according to Wang (2021), is widely used in live stream commerce. As soon as the streamer completes the live stream, the limited-time promotion will end. As a result, a limited time sales promotion is a tactic for attracting customers' attention and increasing the product attractiveness (Ramanathan et al., 2010). Customers will believe they are getting a good deal on these products, leading to more emotional purchases that were not on their shopping list (Longdong and Pangemanan, 2015).

Apart from that, as stated in a study by (Ofosu-Boateng, 2020), sales promotion is a useful marketing strategy for retaining customers in the face of fierce rival competition. Ofosu-Boateng (2020) further elaborated that, sales promotion has significantly motivated customer retention and to stay with their telecommunication provider without switching. Furthermore, according to Keni and Wilson (2020) indicated that, during the COVID-19 pandemic, sales promotion implemented in restaurants has played a vital role in attracting customer intention to visit and buy food despite the danger situation. As such, sales promotion will refer as stimulate consumers' interest by adding value and increasing their shopping excitement.

2.2.4 Money Available

Money Available is defined as the amount of money in one's budget or extra cash that an individual believes he or she can spend on that particular day or during a shopping trip (Beatty and Ferrel, 1998). Money availability can be thought of as the consumer's financial capabilities in simple terms (Nandha, Andriani, and Edriana, 2017).

Money availability is considered as a crucial factor in the consumer purchasing process as it influences a person's purchasing power (Foroughi, Buang, and Sherilou, 2012). It has been proven by Azizi, Arfani, Agustina,

and Sanjaya (2020), demonstrated that consumers with more disposable income will have more opportunities for online shopping and a stronger desire to purchase. Consumers, on the other hand, will avoid browsing shopping sites if they do not have any money to spend (Foroughi, et al., 2012).

Some studies found that consumers with extra money may elicit positive emotion and happiness when they have enough and additional money to spend (Huang and Hsieh, 2011; Foroughi, et al., 2012). However, according to a study by Liu and Zhang (2019) argued that some consumers may overlook the impact of less money availability during the festive seasons such as the “Double 11” promotion. They frequently make snap decisions to obtain favourite items.

Besides that, it has been observed that with the easy access to credit cards, consumers' sensitivity to money available has decreased, leading to overspending (Liu et al., 2019; Karbasivar and Yarahmadi, 2011). Furthermore, according to the study of Nandha et al. (2017) stated that, the greater the amount of money available, the higher the person's emotional states, because people will be happier if they have more money to spend. Money available in this study refers to a person's readily available funds that can be used right away.

2.2.5 Trust

Trust is an important component of online shopping and needs to be highly valued by the vendor as it will influence consumer purchasing decisions (Mahliza, 2020). Trust is a condition where consumers have confidence in the integrity and reliability of vendors (Iriani, Nuswantara, Kartika, and Purwohandoko, 2021) while also alleviating their perceived risk (Kim, Ferrin, and Rao, 2008). In such cases, consumers will buy if they believe the

vendor is trustworthy (Mahliza, 2020), otherwise, consumers will not shop if they do not trust the vendor.

Since consumers cannot physically inspect and check the product in a virtual platform, trust is becoming increasingly vital for consumers when making purchase decisions from vendors in e-commerce as opposed to physical stores. As a result, trust provides consumers with a sense of security when purchasing from vendors they trust. By maintaining consumer trust on vendors, it is beneficial to maintain consumer trust in vendors for the sake of reducing consumer perceived risk, building long-term relationships, and eventually developing consumer loyalty to the seller. (Le and Hoang, 2020)

Positive interaction, according to Rahayu, Saparudin, and Hurriyati (2018), aids in the development of trust and thus helps consumers overcome their fear of uncertainty. In the context of live commerce, a high level of social presence and interaction will make customers feel as if they are shopping in a store and will increase their sense of warmth. This will eventually boost consumer confidence in purchasing (Leeraphong and Sukrat, 2018; Ming, Zeng, Bilal, and Akram, 2021). Trust will be built as the social distance between consumers and live streamers narrows (Chen, Xie, Zhang, and Li, 2021).

Besides the trust on vendors, consumer trust on products is also important, as consumers face high uncertainty and fear of faulty products, unmatched products, and other issues when shopping online. Henceforth, product quality should be improved to boost customer confidence (Ming et al., 2021). Besides, consumer trust in products is based on how consumers believe the product quality and feature received is as good as the live streamer described (Wongkitrungrueng, Dehouche, and Assarut, 2020).

Past studies showed that trust has been demonstrated to be a critical positive antecedent in consumers' intention to use Online Food Delivery (OFD) (Hong, Choi, Choi, and Joung, 2021; Troise, O'Driscoll, Tani, and Prisco,

2021) and Word of Mouth (WOM) (Sallam, 2016; Lien and Cao, 2014). During COVID-19 pandemic, the number of e-grocery is increasing. With this, consumers will be more likely to return to the same e-grocery if they have confidence in it and have had a positive experience with it (Asti, Handayani, and Azzahro, 2021). Thus, in this study, trust refers to a consumer belief in the vendor and product, which can boost their purchasing confidence. Therefore, in this study trust refers to a consumer belief in the vendor and product, which can boost their purchasing confidence.

2.2.6 Emotion

Emotion is an uncontrollable feeling that can influence a person's behaviour or habits (Hawkins, Mothersbaugh, and Best, 2007). Moreover, emotion is defined as "a mental state of readiness arising from cognitive appraisals of events or thoughts, which is frequently expressed physically and results in specific action." (Bagozzi, Gopinath, and Nyer, 1999).

Emotion has played a significant and large role in influencing how a person thinks and behaves throughout his or her life. As a result, emotion becomes the driving force behind our actions, such as purchasing decisions, providing positive EWOM, and sharing with others. Emotion is also important to help an individual for a person's ability to communicate and spread ideas. When someone is excited, they are more likely to communicate with the seller or other buyers. On the other hand, consumers with no financial independence will be less emotional and avoid hedonic purchases (Levav and McGraw, 2009).

Emotion, according to Barsade and Gibson (2007), is short lived; however, it has a higher intensity and played a vital role in consumer buying behaviour (S.Gaur, Herjanto, and Makkar, 2014). Therefore, since a customer's decision is highly emotional driven, researchers have frequently used

emotion to uncover consumer emotional and behavioural responses in both physical (Sohna and Lee, 2016) and online store (Sun, 2020).

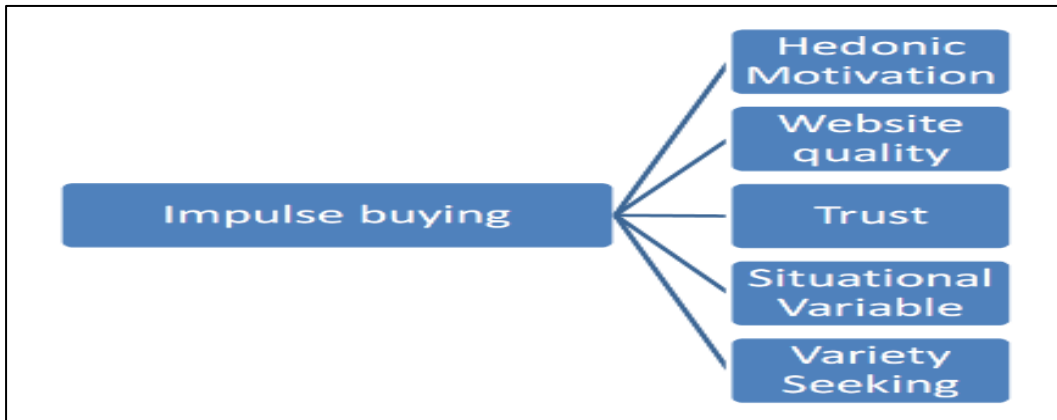
According to Choirul and Artanti (2019), emotion has been divided into two categories which are positive and negative emotion. Excitement, pleasure, enjoyment, and satisfaction are examples of positive emotions (Maulana, Mukhlis, and Novalia, 2019). In contrast, Anger, dissatisfaction, worry, sadness, and other negative emotions are examples of negative emotion (Romania, Grappi, and Dalli, 2012).

Researchers go on to say that a consumer's pre-existing mood and reaction to the current environment can both trigger positive emotion (Maulana et al., 2019). Furthermore, consumers who experience positive emotions are thought to make decisions faster and with less complexity. An increase in positive emotion has resulted in overspending (Asrinta, 2018). However, Tran (2019) discovered that a customer's depressed emotion causes them to spend less.

According to (Parkinson, 1995) as cited in (Chen, 2012), a real-time meeting between individuals can insist on creating relationships and hence emotion is generated. This has been illustrated in the context of live commerce, where a fun activity between live streamer and viewers leads to happiness and positive emotion. Therefore, in this study emotion is defined as consumers who are emotionally affected during their shopping period, particularly positive emotions like joy, excitement etc.

2.3 Review of Relevant Theoretical Models

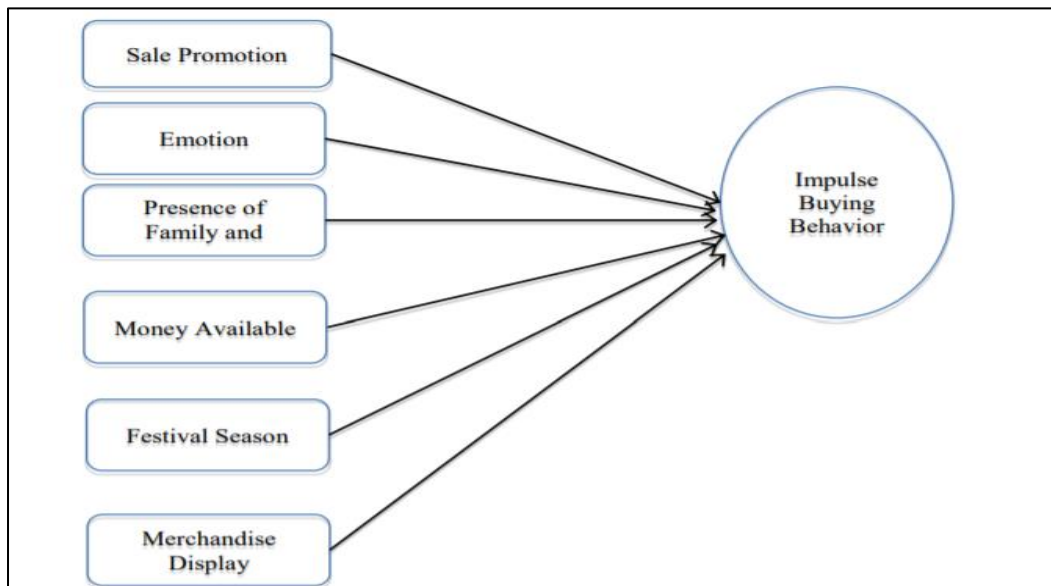
Figure 2.1: Conceptual Model of Bansal and Kumar (2018)



Source: Bansal, M., and Kumar, S. (2018). Impact of Social Media Marketing on Online Impulse Buying Behaviour.

According to Bansal and Kumar (2018), the purpose of this study was to investigate the roles of social media marketing factors and how they influence consumers' impulse buying. Five factors, including hedonic motivation, website quality, trust, situational variable, and variety seeking, were found to influence consumers' impulse buying on an online platform in this study. The findings revealed that each of the five factors has a direct impact on consumer impulse buying. Hence, website quality and trust will be adopted.

Figure 2.2: Conceptual Model of Tran (2019)

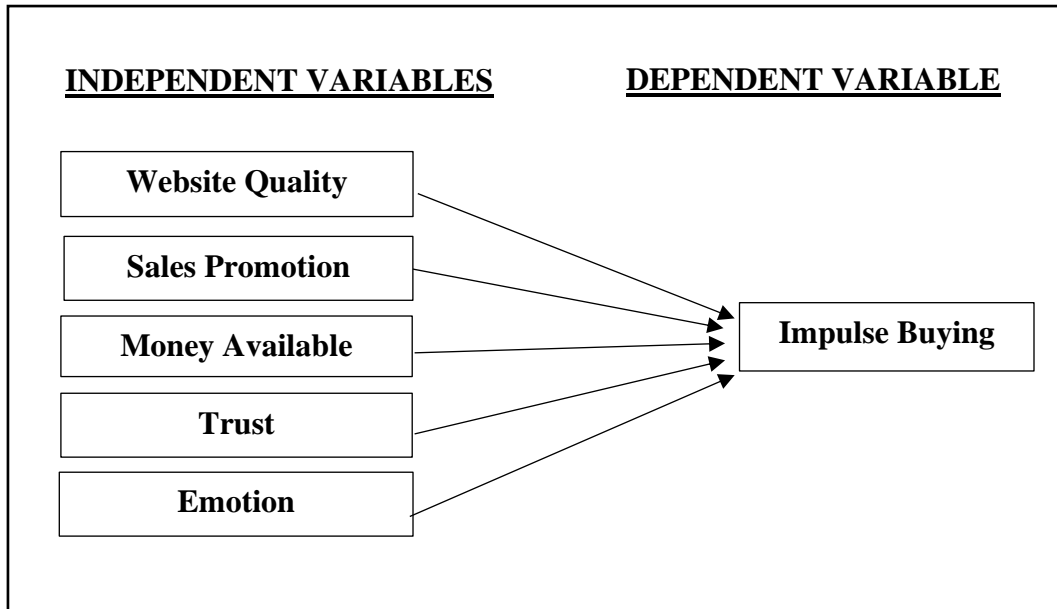


Source: Tran, T. T. (2019). Factors affecting the impulse shopping intention of Vietnamese people: An application case in Ho Chi Minh City.

This research model looks into the behaviour of Vietnamese customers in terms of consumer impulsiveness and the factors that influence it. Consumer impulse buying in traditional retailing platforms such as supermarkets and grocery stores was studied by the researchers. Sales promotion, emotion, presence of family and friends, money available, festival season, and merchandise display were all factors in this study. The main factors identified after analysing the data of the respondents are sales promotion, presence of family and friends, money available, festival season, and merchandise display. Thus, sales promotion, emotion, and money available have been adopted to further investigate their impact on consumers' impulse buying in online live stream commerce.

2.4 Proposed Conceptual Framework

Figure 2.3: Proposed Conceptual Framework



Source: Developed for research

Figure 2.3 depicts building of a conceptual framework. This framework is adapted from the research of Bansal and Kumar (2018) and Tran (2019). This study is conducted to better illustrate the effect of online external and internal cues' as well as situational product related factors impacts on consumers' impulse buying. The main five factors to be tested in this study will be website quality, sales promotion, money available, trust, and emotion.

2.5 Hypotheses Development

2.5.1 The Relationship between Website Quality and Impulse Buying

Previous study has demonstrated that website quality as an important factor that can influence the impulse buying of consumers in both positive and negative ways (Wells, Parboteeah, and Valacich, 2011). According to Wells et al. (2011), three aspects of website quality, namely visual appeal, security, and navigation, have a significant impact on consumers' impulse purchasing commitment to the site. Furthermore, Zou (2016) emphasized that a safe and secure website with a visually appealing design is highly valued and can contribute to customer impulse buying, particularly among younger generations. Findings of Akram, Hui, Kaleem Khan, Tanveer, Mehmood, and Ahmad (2018) pointed out that a high-quality website is positively related to consumer impulse buying because consumers are more interested and engaged during the entertaining purchasing period.

According to Hasim, Shamsudin, and Hassan (2018), there is a positive significant relationship between website quality and online impulse buying, as consumers nowadays are becoming more sensitive towards the website quality provided by the online seller. Researchers went on to say that website quality should be improved to enhance the shopping experience of consumers. Similarly, the statement is supported by Handayani and Rahyuda (2020) and Hayu, Surachmanb, Rofiqb, and Rahayu (2020), which show that the better the quality of a website, the higher the customer's online impulse buying.

Several studies, however, claimed that website quality has no impact and is insignificant in influencing consumer impulse buying (Muruganantham and Bhakat, 2013; Febrilia and Warokka, 2021). Researchers discovered that even if a website is well-designed, this does not cause respondents to make

impulsive buying as the decision to make impulsive buying is not determined by the quality of the website quality.

Therefore, the hypothesis relationship is developed as follows:

H1: There is a significant relationship between website quality and consumers' impulse buying.

2.5.2 The Relationship between Sales Promotion and Impulse Buying

Appropriate use of the right sales promotion can influence consumer spontaneous purchasing by attracting customer attention and increasing customer satisfaction (Asrinta, 2018). According to Pratminingsih, Hayat, Sukandi, Rahmayant, Sujai, and Akbar (2021), sales promotion is directly associated with impulse buying as study discovered that generation Z tends to make immediate purchases in order to take advantage of price discount.

Moreover, the more effective sellers' sales promotion activities are, the greater the consumer impulse buying is triggered (Longdong et al., 2015). Memon, Kazi, Zubedi, and Ansari (2019) stated that, sales promotion is appealing, hence there is a positive relationship between sales promotion and impulse buying since consumers enjoy promotional activities. Besides, sales promotion has been shown to have a positive significant relationship with impulse buying in live shopping platforms where promotional activities are carried out during specific festivals such as Double Eleven, Double Twelve Shopping Carnival, and so on (Sun, 2020).

On the other hand, the study of Munusamy, Lau, and Shankar (2010) observed that sales promotion is insignificant in influencing consumer impulse buying in Malaysian shopping malls. This assertion is supported by the study Rosyida and Anjarwati (2016), which pointed out that sales

promotion has a positive but not significant impact on consumers' impulse buying in departmental stores.

Hence, the hypothesis has been developed:

H2: There is a significant relationship between sales promotion and consumers' impulse buying.

2.5.3 The Relationship between Money Available and Impulse Buying

Previous studies have emphasized that having enough and extra money available can have an impact on increasing consumer impulse buying in a variety of contexts, both virtual and traditional (Foroughi, Buang, and Sherilou, 2012; Dinesha, 2017). In addition, Azizi et al., (2020) asserted that consumer money availability has a positive and significant effect on their impulse buying decision in the Shopee marketplace. This is consistent with the findings of (Beatty and Ferrel, 1998), who discovered that increased consumer money availability encourages them to make more unplanned buying.

Moreover, Hendra and Kaihatu (2019) confirmed the positive relationship between availability of money and impulse buying, as consumers with more money are more impulsive. In contrast, researchers reported that when there is no money or credit available, the likelihood of a consumer making an impulse purchase decrease. Additionally, Sinaga (2019) affirmed that availability of funds has a significant effect on consumer impulse buying on the Facebook Live platform. Also, Badgaiyan et al. (2015) pointed out that a positive and significant effect of money availability on impulse buying clearly underlined the role of finance in impulsive buying.

Some studies, however, contended that the amount of money available to consumers for impulse purchases has no effect on the relationship. Tran

(2019) concluded that money available has no relationship with and has no effect on consumers' impulse buying in supermarkets. Similarly, this has been supported by Maymand and Ahmadinejad (2011) stated that there is no relationship between money available and impulse buying. Furthermore, even if the respondent has extra money to spend, this does not obligate them to buy something they did not intend to buy.

Therefore, the hypothesis relationship is developed as follows:

H3: There is a significant relationship between money available and consumers' impulse buying.

2.5.4 The Relationship between Trust and Impulse Buying

Formation of trust is fostered with the objective to motivate unplanned purchases. Researchers discovered that consumer trust in the live streamer promoted the appearance of impulse buying (Chen et al., 2021). This is in accordance with the research of Kristanto, Suharto, and Aly (2020), who indicated that trust has a positive significant correlation with consumer impulse buying in mobile shopping. Moreover, it was found in the study of Bilal et al. (2021) that if the live streamer is trustworthy, consumer trust is built and the likelihood of conducting impulse buying increases.

According to (Iriani et al., 2021), the influence of trust on consumers' impulse buying had a positive significant impact during the COVID-19 pandemic as consumer trust on the value offered by the seller. Similarly, Hong, Sha'ari, Jin, Hunn, and Ching (2021) revealed that among university students, the higher the consumer confidence in sellers, the higher the possibility of impulse buying. Moreover, in the context of high-end fashion, consumers' impulse buying is directly linked to their trust in sellers such as Internet Celebrities (Chen et al., 2021). In addition, a previous study

reported that trust has a significant impact on impulse buying as people have built trust based on their past experience (Leeraphong et al., 2018).

Conversely, the study of Thuong (2020) proposed that there is no significant relationship between trust and impulse buying in the Vietnam e-commerce market as consumers do not think much when they are in an impulse state.

Hence, the hypothesis has been developed:

H4: There is a significant relationship between trust and consumers' impulse buying.

2.5.5 The Relationship between Emotion and Impulse Buying

Emotion is thought to be one of the most powerful motivators for consumers to make impulse purchases. Study of Loewenstein and Lerner (2003) found that emotion has a strong impact on consumers' impulse buying as consumers experience strong emotion when making a decision. Febrilia et al. (2021) proposed that when customers are happy and pleasant, they are more likely to make a spontaneous purchase. This is consistent with the findings of Yi and Jai (2019), who supported that consumer emotion is a powerful motivator for impulsive purchases. Also, consumers who experience positive emotion such as excitement are more likely to make impulse buying, indicating a positive association between emotion and impulse buying in apparel products (Park and Kim, 2008).

Aside from that, according to Sun (2020), consumer emotion will have a significant impact on their impulse buying decision. When consumers are experiencing higher positive emotions, they are more likely to perform impulse buying while watching live streaming. This is also supported by Suhud and Herstanti (2017), who found that emotion has a positive direct impact on impulse buying among young online shoppers.

On the other hand, some authors argued that there is no relationship between emotion and impulse buying. In the Vietnam market, for example, (Tran, 2019) determined that emotion does not play a significant role in influencing consumer impulse buying.

Therefore, the hypothesis relationship is developed as follows:

H5: There is a significant relationship between emotion and consumers' impulse buying.

2.6 Conclusion

In conclusion, underlying theory, literature review on the variables were studied. Moreover, the proposed theoretical framework and hypotheses have been created to show the connection between IVs and DV.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Research methodology of consumers' impulse buying in live streaming towards clothing and fashion products to be assessed. Research design is firstly addressed. Subsequently, the sampling design on target respondents, sampling frames, sampling tools, and sampling size are discussed. Then, followed by the data collection methods. Lastly, the types of research instrument and data analysis tools that were used are described and listed out.

3.1 Research Design

Research design proposes an appropriate procedure in current research. As refer to Zikmund, Babin, Desarbo, and Griffin (2011), research design is defined as a plan or strategy that specifies the methods and techniques for gathering and analysing data to make judgments and logically address the research problem. In other words, it serves as the roadmap that the way the investigation will be conducted.

3.1.1 Quantitative Research

Quantitative research involves numerical measurement and analysis. The quantitative research method aims to probe thoroughly into the relationship between independent variables and impulse buying. Hence, a quantitative research approach was chosen for this study, which attempted to investigate consumers' impulse buying in live streaming towards clothing and fashion products. To investigate the relationship between variables in this study, quantitative research makes use of survey questionnaires to collect the data (Sukamolson, 2007). Following that, it is utilised by researchers to comprehend the pattern of a phenomenon and customers' view through data collecting, which is then expressed in statistical, mathematical, or numerical

form (Creswell, 2013). Furthermore, Goertzen (2017) mentioned that quantitative research used a small group of people to establish assumptions about communities.

3.1.2 Descriptive Research

Furthermore, in this study, a descriptive research approach is adopted as an online survey is implemented. Descriptive research, according to Zikmund et al. (2011), is used to characterise a situation and the features of a population or phenomenon. Researchers expanded on descriptive design by asking "what," "when," "where," and "how" inquiries rather than "why." It is also a research tool for acquiring and describing demographic information (Siedlecki, 2020). As a result, this design is useful in describing consumers' impulse buying in live streaming towards clothing and fashion products.

3.2 Sampling Design

Gathering individuals in group (sample) to represent a broader population in order to draw conclusions is known as sampling (Turner, 2020). It is more feasible and enables for faster and less expensive data collection than approaching each individual in a population. Henceforth, the sample of Gen Z and Y who have purchased clothing and fashion products from the live stream platform will be adopted.

3.2.1 Target Population

In accordance with Majid (2018), the target population referred to population of interest that researcher wishes to investigate and from whom the sample will be taken. It is a collection of elements adopted by academics to reach conclusions. This study's target demographic consists of individuals between the ages of 18 and 44 from Generation Z and Y. This category is

further segmented into shoppers who purchased clothing and fashion products through live streaming sites. The questionnaire includes one qualifying question, "Do you have experience in watching Live Streaming?" to screen out non-target respondents. Generation Z and Y are targeted because they are exposed to a highly sophisticated and technical world, which influences how they learn, buy, and interact (Dolot, 2018).

3.2.2 Sampling Location

Turner (2003) defines a sampling frame as a list of individuals from which the sample is drawn. It is deciding who will be interviewed in the survey from the target demographic. In this study, the sampling frame consists of Malaysians between the ages of 18 to 44 years old from Generation Z and Y. In addition, no sampling location is stated as the questionnaires have been distributed online, and the Internet does not have a location boundary.

3.2.3 Sampling Element

This study's sampling parameters are shoppers between the ages of 18 and 44 who have prior experience with live stream shopping. As a result of the COVID-19 pandemic, questionnaires will be distributed to a diverse range of respondents based on their age, gender, race, income level, and highest education level via online network. As a result, this can contribute to generate diverse perspectives among respondents in order to obtain accurate and credible results.

3.2.4 Sampling Technique

Sampling is an important factor in establishing the study's accuracy. The sampling procedure is the process of selecting a subset of the target population as a sample (Elfil and Negida, 2017). Examining the entire

population is impractical, expensive, and time consuming; instead, this study will focus on a small number of people to represent the entire population. As a result, the technique utilized is non-probability sampling as a consequence of sample population is chosen in a non-systematic manner and not every individual has a chance of being chosen (Elfil and Negida, 2017).

In addition, convenience sampling is used in this study. Convenient sampling is employed because the sample is chosen depending on the participant's availability and convenience of filling out the questionnaire (Taherdoost, 2016). Convenient sampling is a popular sampling strategy since it is affordable, takes little time, and is based on the researcher's convenience. As part of the sample, the researcher will send the online questionnaire "Google Form" to friends and relatives. This enables the individual to complete their response in their spare time.

Since questionnaires are sent through the network, Snowball sampling is also implemented in this study to collect data during the COVID-19 epidemic. Questionnaires will be delivered and shared to eligible respondents using social media platforms such as Facebook, Instagram, and others, as physical questionnaire delivery is not acceptable in this pandemic impact. Respondents are expected to distribute the questionnaire with their friends and relatives who match the criteria.

3.2.5 Sampling Size

The number of participants in the study is referred to as the sampling size. The item-to-response ratio will be used to determine sample size in this study. The ideal sample size, according to Hinkin (1995), has an item-to-response ratio ranging from 1:4 to 1:10. A ratio of 1:10 will be applied in this study. This study contains 19 survey items; hence the sample size is 19

$\times 10 = 190$. As a result, the minimum number of sample sizes will be at least 190 sets of questionnaires will be used in this study.

3.3 Data Collection Methods

With the aim of getting relevant and accurate data, this study used two types of data gathering methods: primary and secondary data.

3.3.1 Primary Data

Primary data refers to original data and first-hand knowledge gathered by researchers for a certain area of study (Hox and Boeije, 2005). Experiments, surveys, questionnaires, and interviews are examples of primary data. Questionnaires were provided to Malaysian Gen Z and Y shoppers who had seen and watched live streaming in order to examine recent consumer data and replies in a cost effective and timely manner. Around 190 questionnaires were disseminated via online medium since more data collected will boost the correctness of the results and allow for a more accurate conclusion.

3.3.2 Secondary Data

Secondary data is a source that was collected and developed by other researchers and is made available for future researchers to use (Hox and Boeije, 2005). Secondary data, such as prior journal articles, books, newspapers, and other information acquired from online domains, were reviewed in this study. As a result, it aids in the development and formulation of the research framework, hypotheses, and relationship between variables. Researchers could better comprehend the study by generating a literature review using secondary data.

3.4 Research Instrument

A well-structured questionnaire is one that has clear and understandable questions. The researcher used and changed existing questions for the study's questions to create a self-completion questionnaire. It is an Internet-based survey is designed to be filled out by the participant with no interviewer support (Williamson, 2002). Survey distribution is one of the quickest strategies to gather a large number of accurate responses during the data collection time. Without any lengthier period of interviewing, the audience can quickly answer the question based on the instructions given and their own experiences. Respondents in this study were given a Google Form Questionnaire over an internet channel.

3.4.1 Questionnaire Design

The survey was carried out using a structured questionnaire. The questionnaire in this study is written in plain English because it is the world language for academic and communication purposes. The questionnaire is divided into three sections, A, B, and C, and contains a total of 29 questions.

Section A includes five demographic questions designed to elicit respondents' personal information, including gender, age, race, income level, and highest level of education. This enables the researcher to gain a deeper understanding of the respondents' backgrounds. The demographic questions in this section were designed using a nominal and ordinal scale. The nominal scale is used to label and categorise variables into a few groups (Dalati, 2018). Gender and race are the items measured. Ordinal scale, on the other hand, was used to construct questions such as age range, educational level, and income level. This is due to the fact that ordinal scale is used to arrange and classify objects based on their degree (Dalati, 2018).

In Section B, five closed-ended questions about customer live streaming experience were prepared. This is done to ensure that the questionnaire is distributed to the correct audience by excluding respondents who have never

seen live streaming. In this section, questions will be centred on the words "how," "which," and "what," with a restricted number of possibilities.

Section C contains a total of 19 questions divided into 6 subsections. It contains respondents' perspectives on independent variables such as website quality, sales promotion, money available, trust, and emotion, which are influencers of customers' impulse buying behaviour in live streaming commerce. In this part, questions on impulse buying are also aimed to assess respondents' attitudes toward impulse buying in live streaming. All dependent and independent variables are measured using a 5-point Likert Scale rating on interval scales in this section. Respondents must select one that represents their opinion, ranging from Strongly Disagree to Strongly Agree, to demonstrate their level of agreement with the statement.

3.4.2 Pilot Test

A pilot study is a small-scale version or pre-test that is undertaken before the distribution of the actual questionnaire in order to uncover errors, evaluate whether participants understand the questions, and avoid misinterpretation (Teijlingen and Hundley, 2001). The questionnaire's reliability and effectiveness will be evaluated during the Pilot test. This is an opportunity for researchers to determine if there is any uncertainty about the questionnaire items and to reduce mistakes. As a result, before the final questionnaire is distributed, researchers will alter and improve it. The Cronbach's Alpha rule of thumb is employed toward determine credibility of a questionnaire. The Cronbach's Alpha coefficient size is evaluated at Table 3.1.

Table 3.1: Rule of Thumb about Cronbach's Alpha coefficient size

Alpha Coefficient Range	Strength of Association
Less than 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
0.9 and above	Excellent

Source: Sekaran and Bougie (2016)

In the pilot test for this study, a total of 53 responses were collected. However, only 50 responses may be used because three respondents stated that they have never watched live streaming. The Statistical Project for Social Science Version 26.0 (SPSS) is adopted for the purpose of consistency test on the acquired data to ensure its reliability and consistency. The Cronbach Alpha's as shown in Table 3.2 for all the constructs is above 0.6 which indicates all have reliability. The information gathered in this pilot test will not apply in main study. The results of the pilot test are shown in Table 3.2.

Table 3.2: Result of Pilot Test

Variables	Cronbach Alpha's
Website Quality	0.603
Sales Promotion	0.725
Money Available	0.718
Trust	0.882
Emotion	0.804
Impulse Buying	0.850

Source: Developed for research

3.5 Construct Measurement

3.5.1 Origin of Construct

Table 3.3: Origin of Construct

Variables	Sources	Original Questions	Modified Question
Website Quality	Zou (2016)	1. Overall, I feel easy and pleasing to shop with Taobao.com.	1. Overall, I feel easy and pleasing to shop in live streaming for clothing and fashion products.
		2. All things considered, I think it's safe to shop with Taobao.com	2. I think it's safe to shop clothing and fashion products in live streaming.
		3. The overall quality of the website-Taobao.com is high.	3. The overall quality of the clothing and fashion products website in live streaming is high.
Sales Promotion	Badgaiyan and Verma (2015)	1. If I see discount price, I tend to buy impulsively.	1. If I see discount price in live streaming, I tend to buy clothing and fashion products impulsively.
		2. If I see an interesting promotional offer (reduced price, sales etc.) on in-store signs, I tend to buy.	2. If I see an interesting promotional offer (reduced price, sales etc.) on live streaming for clothing and fashion products, I tend to buy.
		3. I am more likely to make an unintended purchase if the product has a sale or clearance sign.	3. I am more likely to make an unintended purchase if clothing and fashion products have a sale or

			clearance sign in live streaming.
Money Available	Badgaiyan and Verma (2015)	1. I did not feel I can afford to make any unplanned purchases on this trip.	1. I make planned purchase for clothing and fashion products on the live streaming platform.
		2. I feel that I had enough extra money on this shopping trip so that I can splurge a little if I find something I really like.	2. I feel that I had enough extra money on this live streaming so that I can spend money a little if I find clothing and fashion products I really like.
		3. I was on tight budget on this shopping trip.	3. I was on tight budget to purchase clothing and fashion products on live streaming.
Trust	Bilal and Akram (2021)	1. I believe in the information that streamers provide through live streaming.	1. I believe in the information that streamers provide through live streaming for clothing and fashion products.
		2. I believe live streamers in live streaming are trustworthy.	2. I believe live streamers of clothing and fashion products for live streaming are trustworthy.
		3. I do not think that streamers would take advantage of me.	3. I think that streamers would provide reliable information for clothing and fashion products.
		4. I trust that the products I receive	4. I trust that the clothing and fashion products I

		will be the same as those shown on live streaming.	receive will be the same as those shown on live streaming.
Emotion	Yi and Jai (2019)	1. When purchasing a restaurant daily deal, I feel excited and have fun	1. When purchasing clothing and fashion products on Live Streaming, I feel excited and have fun.
		2. When purchasing a restaurant daily deal, I feel enthusiastic	2. When purchasing clothing and fashion products on Live Streaming, I feel enthusiastic.
		3. When purchasing a restaurant daily deal, I feel happy	3. When purchasing clothing and fashion products on Live Streaming, I feel happy.
Impulse Buying (IB)	Wu, Chiu, and Chen (2020)	1. When shopping on e-stores, I often have the idea "buy now and think about it later"	1. When watching live streams, I often have the idea of "buy now and think about it later" for clothing and fashion products.
		2. When shopping on e-stores, I often buy things according to how I feel at the moment.	2. When watching live streams, I often buy clothing and fashion products according to how I feel at the moment.
		3. When shopping on e-stores, I often buy things without thinking.	3. When watching live streams, I often buy clothing and fashion products without thinking.

Source: Developed for research

3.6 Data Analysis

Data analysis is the process of analysing raw data in order to extract valuable information using data assessment tools. The current study utilise the Statistical Package for Social Science (SPSS) software version 26 to examine the questionnaire statistics.

3.6.1 Descriptive Analysis

Descriptive analysis is a method of data analysis in which raw data is quantitatively described, transformed, and summarised into descriptive information and value (LoBiondo-Wood and Haber, 2014). Descriptive statistics include measures of central tendency such as mean, median, mode, and range, as well as measures of variability such as standard deviation and coefficient of variation. The descriptive analysis will be presented in the form of tables and charts, which are more visually appealing and clearly illustrate the proportion for each component. In this study, descriptive analysis is utilised to examine the demographic data of the respondents.

3.6.2 Inferential Analysis

In a study, inferential analysis is used to analyse data, test hypotheses, and answer research questions (LoBiondo-Wood and Haber, 2014). Pearson Correlation Coefficient and Multiple Linear Regression Analysis are applied in this study to assess the degree of relationship between both variables.

3.6.2.1 Pearson Correlation Coefficient Analysis

The Pearson Correlation Coefficient is used to calculate the strength, direction, and significance of a linear relationship between two variables (Sekaran and Bougie, 2016). The correlation coefficient ranges from -1.0 to +1.0. A value of r equal to -1.0 implies a perfect negative association between the variables, whereas a value of r equal to +1.0 indicates a perfect positive correlation between the variables (Sekaran and Bougie, 2016). If value = 0, there will be no relationship between the two variables. The Pearson correlation value range is shown in Table 3.4.

Table 3.4: Range of Pearson Correlation Value

Pearson Correlation Range (R-value)	Strength of Association
± 0.81 to ± 1.00	Very Strong
± 0.61 to ± 0.80	Strong
± 0.41 to ± 0.60	Moderate
± 0.21 to ± 0.40	Weak
± 0.20	Very Weak
0	None

Source: Sekaran and Bougie (2016)

3.6.2.2 Multiple Linear Regression Analysis

Multiple Linear Regression Analysis is used in this study to analyse the degree of relationship between a single dependent variable and various independent variables (Sekaran and Bougie, 2016). It is used to analyse the relative influence of the five independent factors (website quality, sales promotion, money available, trust, and emotion) on the single dependent variable (impulse buying). The multiple linear regression model's equation is as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \dots + \beta_n X_n + \varepsilon$$

Y = Dependent Variable

β_0 = Constant

β_1/β_2 = The Slope (Beta Coefficient associate with independent variables)

X_1/X_2 = Independent Variables

ε = Error term

3.7 Conclusion

From what have been discussed before, thoroughly detailed regarding data gathering process and methodology used to conduct this study was assessed. As a result, the researcher will have a clear image of their research approach. The methodologies of research design, sample design, data collection methods, construct measurement, and the instrument of analysis were all illustrated in this chapter. The results of the statistical analysis are generated and explained in Chapter 4.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In this chapter, Statistical Package Social Science (SPSS) software version 26 was used to analyze and interpret the data obtained in this chapter. There was a total of 220 set questionnaires gathered. A descriptive study of the demographic profile of the respondents was conducted, as well as inferential analysis such as Cronbach's Alpha reliability analysis, Correlation Analysis, and Multiple Regression of significance analysis. To make the analysis easier to grasp, it will be presented in the way of a frequency table, pie chart, as well as graph.

4.1 Descriptive Analysis

4.1.1 Respondents' Experience in Watching Live Stream

Total 220 questionnaires were allocated to the target respondents, Malaysians' network users who have viewed live broadcast concerning a product or service. Only 205 sets of surveys were determined to be complete out of the total number of questionnaires gathered.

Table 4.1: Number of respondents who had watched live streaming

	Frequency	Percent
Yes	205	93.2
No (Thank you for your participation)	15	6.8
Total	220	100

Source: Develop for research

Figure 4.1: Number of respondents who had watched live streaming



Source: Develop for research

Overall number of responders who contributed to the questionnaire survey is displayed in the table and figure above. A total of 205 pieces of raw data were obtained from respondents via the survey questionnaire, out of a total of 220 raw data. Due to unskilled online purchases on a live streaming platform, 15 (6.8 %) of 220 respondents were incompatible as target respondents.

4.1.2 Respondents' Demographic Profile

First part in the survey, respondents' demographic data, including gender, age, race, income level as well as highest education level is analysed.

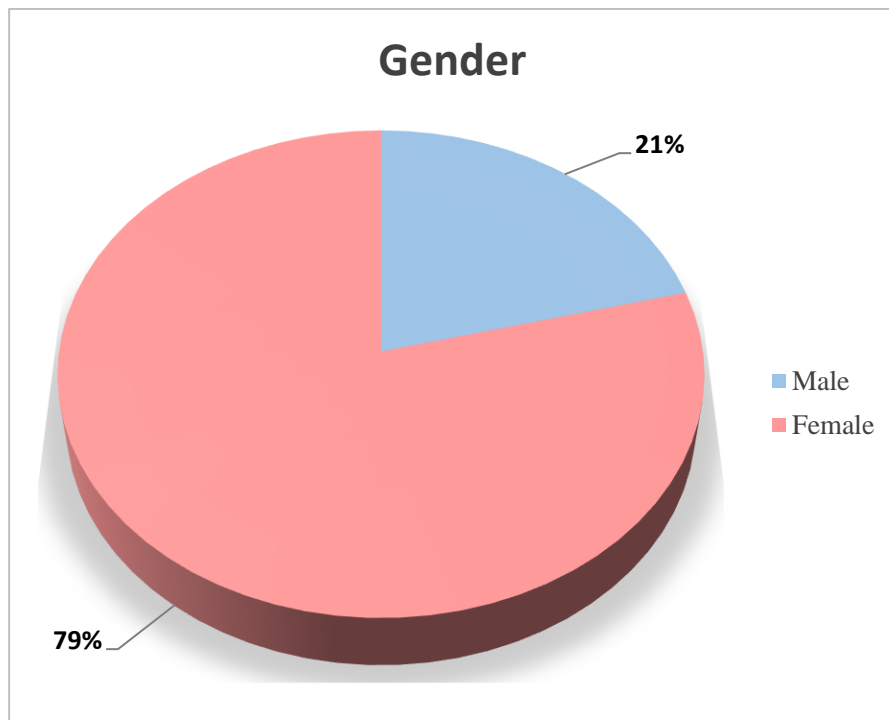
4.1.2.1 Gender

Table 4.2: Gender

	Frequency	Percent
Male	43	21
Female	162	79
Total	205	100

Source: Develop for research

Figure 4.2: Gender



Source: Develop for research

The Table 4.2 and Figure 4.2 above indicate the overall number of respondents who took part in the questionnaire survey, as well as the gender distribution of the responders. This survey had a total of 205 respondents. Figure 4.2 shows that females accounted for an overwhelming 79 % of the responses (162). Males, on the other hand, made up a modest part of the total respondents (43), accounting for 21%.

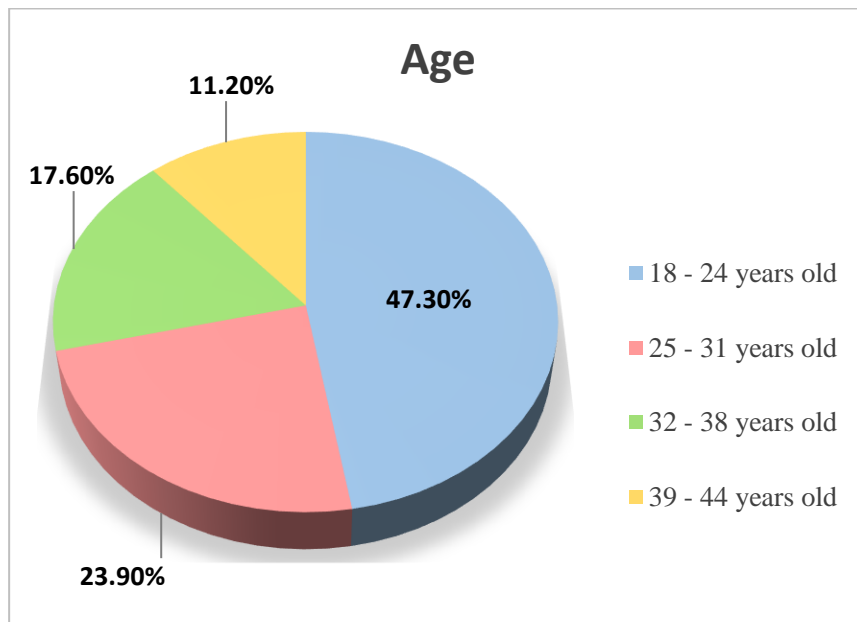
4.1.2.2 Age

Table 4.3: Age

	Frequency	Percent
18 – 24 years old	97	47.3
25 – 31 years old	49	23.9
32 – 38 years old	36	17.6
39 – 44 years old	23	11.2
Total	205	100

Source: Develop for research

Figure 4.3: Age



Source: Develop for research

Table 4.3 and Figure 4.3 show the frequency and percentage of respondents by age group who took part in this survey. According to the statistic above, the majority of respondents (97 in total or 47.30%) are between the ages of 18 and 24. Furthermore, 49 respondents (23.90%) and 36 respondents (17.60%) are between the ages of 25 -

31 and 32 - 38, respectively. The minor age group, 39 – 44 years old, had just 23 responders and amounted for 11.20% of the total.

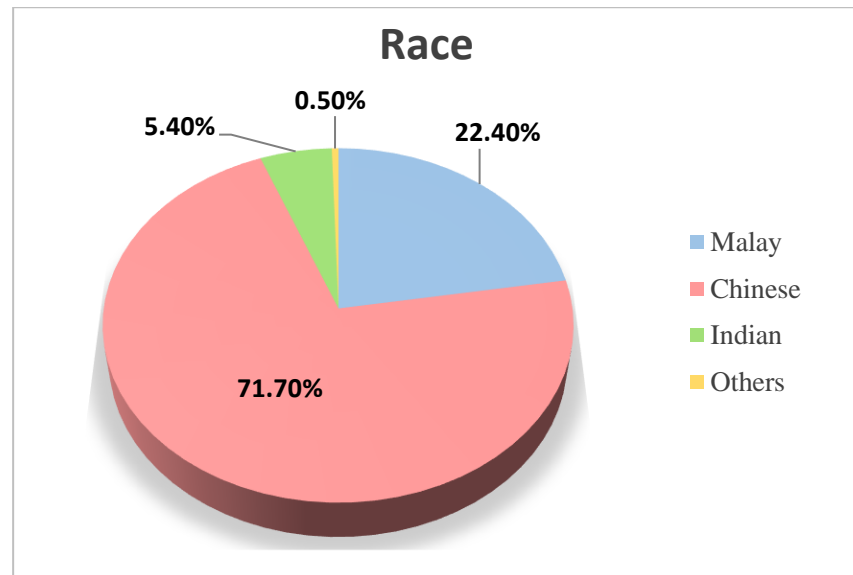
4.1.2.3 Race

Table 4.4: Race

	Frequency	Percent
Malay	46	22.4
Chinese	147	71.7
Indian	11	5.4
Others	1	0.5
Total	205	100

Source: Develop for research

Figure 4.4: Race



Source: Develop for research

Ethnic group of 205 responses is depicted in Table 4.4 and Figure 4.4. According to results, Chinese respondents made up the largest proportion of the 205 respondents, accounting for 71.70% or 147

respondents. Following that is the Malay group, which accounts for 22.4% or 46 of the total responses. It accounted for 5.4 % of Indian respondents, or 11 of all respondents. Last, 1 respondent (0.50 %) is of another ethnicity, Bumiputera Sabah, which is not mentioned as an option.

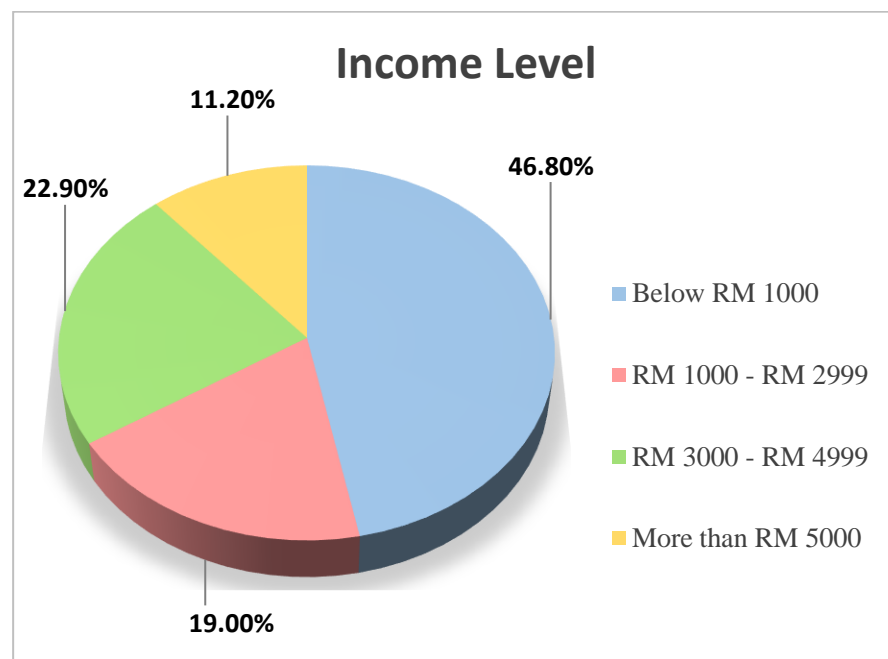
4.1.2.4 Income Level

Table 4.5: Income level

	Frequency	Percent
Below RM 1000	96	46.8
RM 1000 - RM 2999	39	19.0
RM 3000 - RM 4999	47	22.9
More than RM 5000	23	11.2
Total	205	100

Source: Develop for research

Figure 4.5: Income level



Source: Develop for research

In this study, the frequency and proportion of respondents' income threshold were shown in Table 4.5 and Figure 4.5. According to statistics above, the bulk of 96 respondents (46.80 %) earned RM 1000 or less per month. Furthermore, 19 % (39 in total) had a monthly income of RM 1000 – RM 2999. Subsequently, the respondents who earned between RM 3000 to RM 4999 per month comprise the second biggest group, with 47 respondents out of 205 accounting for 22.90 %. Additionally, those earning more than RM 5000 are the fewest, with just 23 respondents accounting for 11.20 % of all respondents.

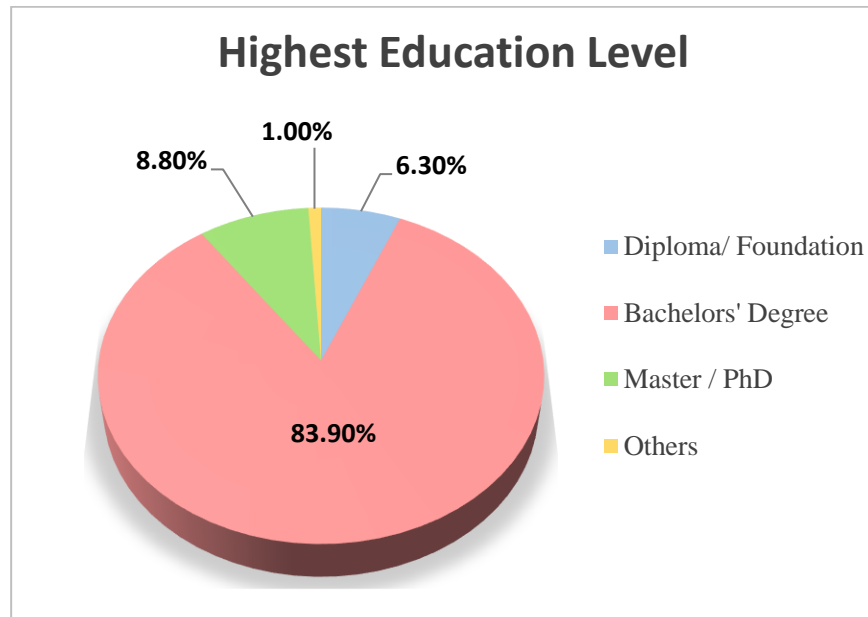
4.1.2.5 Highest Education Level

Table 4.6: Highest Education Level

	Frequency	Percent
Diploma/ Foundation	13	6.3
Bachelors' Degree	172	83.9
Master / PhD	18	8.8
Others	2	1.0
Total	205	100

Source: Develop for research

Figure 4.6: Highest Education Level



Source: Develop for research

As per the Table 4.6 and Figure 4.6 above, the majority of respondents are undergraduate, with 83.90 % or 172 respondents successfully completing their bachelor's degree. Furthermore, the second and third biggest groups were 18 respondents (8.8 %) who pursued a postgraduate degree such as a Master's or PhD, and 13 respondents who accomplished a foundation or certificate study. Meanwhile, just 1% or 2 of those polled had completed high school.

4.1.3 General Information

4.1.3.1 Frequency of Watching Clothing and Fashion Product Live Stream

Table 4.7: Frequency of Watching Clothing and Fashion Product Live Stream

	Frequency	Percent
Once a week	140	68.3
Twice a week	32	15.6
3 times a week	15	7.3
4 times a week and above	18	8.8
Total	205	100

Source: Develop for research

Figure 4.7: Frequency of Watching Clothing and Fashion Product Live Stream



Source: Develop for research

According to Table 4.7 and Figure 4.7, 140 or 68.30 % of the 205 respondents watched clothing and fashion goods on live stream at least once a week. Besides that, 32 or 5.60 % of the respondents viewed clothing and fashion items on live stream twice a week, followed by 18 respondents (8.8 %) who viewed clothing and fashion products on live stream four times or more. Furthermore, 15 respondents, or 7.3 %, watched clothing and fashion products on live stream three times a week.

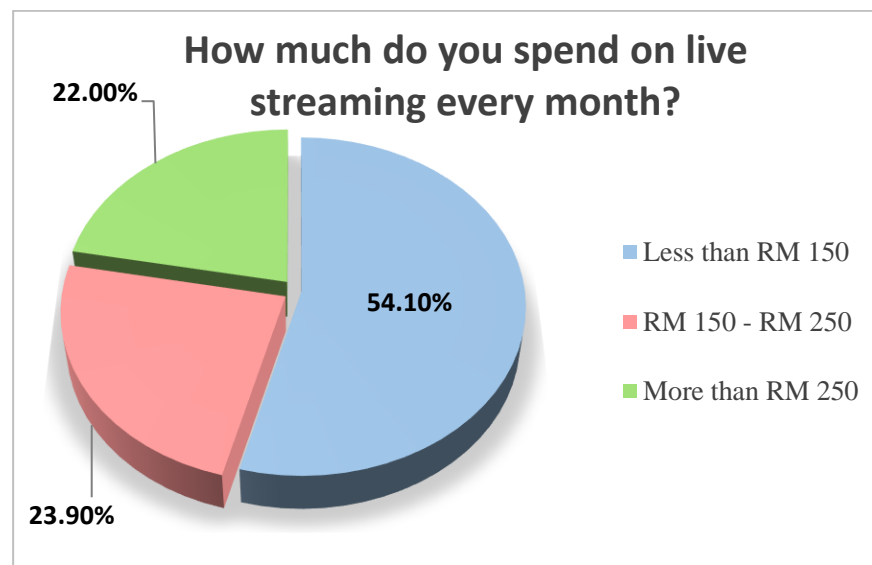
4.1.3.2 Amount Spent on Live Streaming Per Month

Table 4.8: Amount Spent on Live Streaming Per Month

	Frequency	Percent
Less than RM 150	111	54.1
RM 150 – RM250	49	23.9
More than RM 250	45	22.0
Total	205	100

Source: Develop for research

Figure 4.8: Amount Spent on Live Streaming Per Month



Source: Develop for research

Based on the Figure and Table 4.8 above, the majority amount that respondents spent on live streaming is amount less than RM 150 with 111 or 54.1% respondents. The second highest is the amount of RM 150 – RM 250 with 49 or 23.90% respondents. Meanwhile, the least chosen amount is amount more than RM 250 with 45 or 22% respondents.

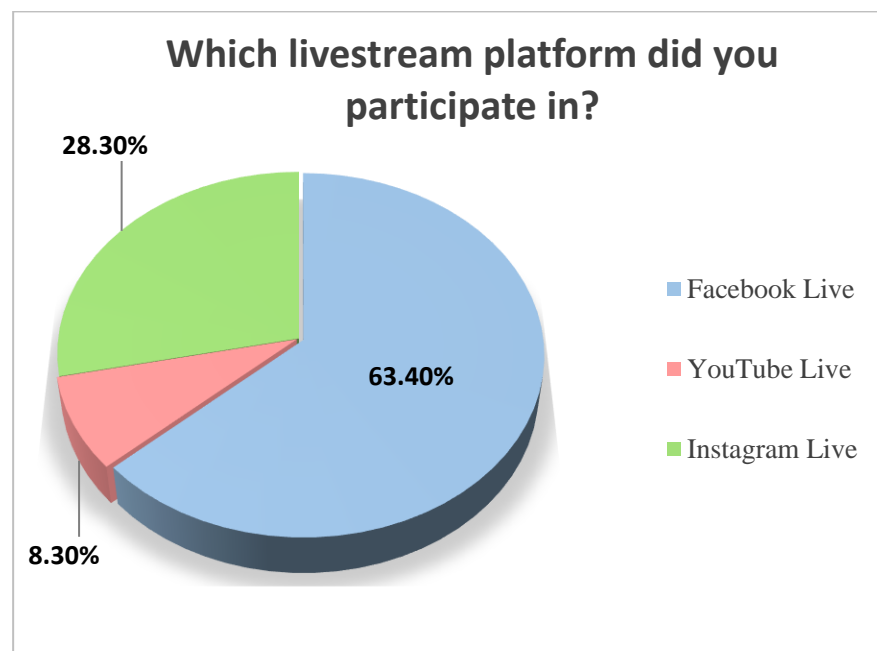
4.1.3.3 Preferable Live Stream Platform

Table 4.9: Preferable Live Stream Platform

	Frequency	Percent
Facebook Live	130	63.4
YouTube Live	17	8.3
Instagram Live	58	28.3
Total	205	100

Source: Develop for research

Figure 4.9: Preferable Live Stream Platform



Source: Develop for research

Table 4.9 and Figure 4.9 reflected the respondents' preferred live stream platform. With 185 replies, or 90.2% of all respondents, Facebook Live was chosen the most popular live stream platform. Instagram Live was the second most popular platform, with 58 (28.30%) respondents. With just 17 or 8.3% of genuine answers, YouTube Live was the least used live stream platform among the 205 qualified respondents.

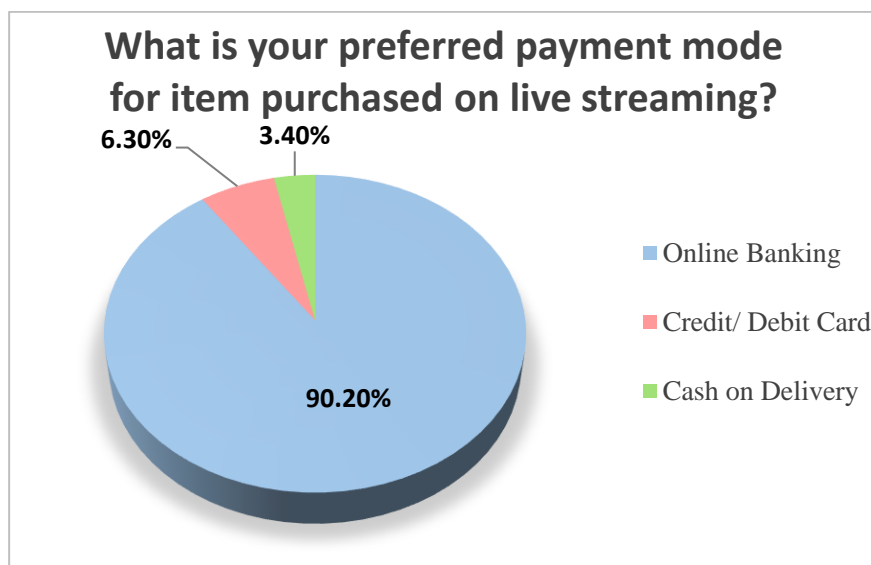
4.1.3.4 Preferable Payment Mode on Live Streaming

Table 4.10: Preferable Payment Mode on Live Streaming

	Frequency	Percent
Online Banking	185	90.2
Credit/ Debit Card	13	6.3
Cash on Delivery	7	3.4
Total	205	100

Source: Develop for research

Figure 4.10: Preferable Payment Mode on Live Streaming



Source: Develop for research

According to Table 4.10 and Figure 4.10, internet banking was the most preferred payment method across 185 (or 90.2 %) of respondents. The second and least voted payment method is credit or debit card (13 respondents or 6.3 %), followed by cash on delivery (7 respondents or 3.4 %).

4.1.4 Central Tendencies Measurement of Constructs

Table 4.11: Descriptive Statistic on variables

Variables	Mean	Standard Deviation
Website Quality	4.1740	0.66222
Sales Promotion	4.2520	0.68114
Money Available	4.1789	0.71590
Trust	4.1793	0.72287
Emotion	4.3073	0.62481
Impulse Buying	4.1545	0.81549

Source: Develop for research

The mean and standard deviation of all variables were shown on Table 4.11. According to the findings, all factors have a comparable level of agreement, with the mean score of each variable leaning toward 'Agree.' Furthermore, the Emotion variable had the highest mean ($\mu = 4.3073$) among all the variables, indicating that the majority of respondents agreed with the emotion statement. Impulse Buying, on the other hand, has the lowest mean of all variables.

Furthermore, standard deviation reveals the data's dispersion with respect to the mean. According to the statistics above, the variable Impulse Buying possesses greatest standard deviation of 0.81549. This demonstrates that the information collected was widely disseminated from the mean. Besides, the

Emotion variable has the lowest standard deviation, indicating data are close to mean.

4.2 Scale Measurement

4.2.1 Internal Reliability Test

Table 4.12: Result of Internal Reliability Test

Variables	Number of Item	Cronbach's Alpha	Reliability Range
Website Quality	3	0.736	Good
Sales Promotion	3	0.817	Very Good
Money Available	3	0.826	Very Good
Trust	4	0.903	Excellent
Emotion	3	0.800	Very Good
Impulse Buying	3	0.866	Very Good

Source: Develop for research

Cronbach's alpha values ranged from 0.736 to 0.903 for all components, as indicated in Table 4.12 Internal Reliability Test. As all of the values have above 0.6, they are all acceptable and dependable.

4.3 Inferential Analysis

4.3.1 Pearson Correlation Analysis

Table 4.13: Pearson Correlation Coefficient Analysis

	Website Quality	Sales Promotion	Money Available	Trust	Emotion	Impulse Buying
Website Quality	1.0					
Sales Promotion	0.325**	1.0				
Money Available	0.250**	0.295**	1.0			
Trust	0.522*	0.302**	0.246**	1.0		
Emotion	0.415**	0.356**	0.265**	0.331**	1.0	
Impulse Buying	0.448**	0.432**	0.312**	0.408**	0.301**	1.0

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

Source: Develop for research

Table 4.13 shows the correlation coefficient value among the IVs. Also, the link between all IVs and impulse buying is significant, with a p-value of 0.000 less than 0.01. Table 4.13 examines the relationship between the IVs: Website Quality ($r=0.448$), Sales Promotion ($r=0.432$), Money Available ($r=0.312$), Trust ($r=0.408$), and Emotion ($r=0.301$) and impulse buying. The intensity of link between website quality, sales promotion, and trust on impulse buying is modest, with respective correlation coefficients of 0.448, 0.432, and 0.408 falling between the 0.41 to 0.60 range (refer Table 3.4). Nonetheless, research demonstrates that money available (0.312) and emotion (0.301), which ranges from 0.21 to 0.40 (refer Table 3.4), have a weak relationship with impulse buying.

4.3.2 Multiple Linear Regression

Table 4.14: Model Summary

R	R Square	Adjusted R square	Std. Error of the Estimate
0.577	0.332	0.316	0.67461

Source: Developed for research

According to Table 4.14, it indicates the R-square value is 0.332. Hence, it is noted that 33.2% variation in impulse buying can be explained by all IVs (website quality, sales promotion, money available, trust and emotion). Thus, 33.2% of the consumer impulse buying towards clothing and fashion products in live streaming is accounted for by all the IVs.

Table 4.15: ANOVA

	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Pr>F</i>
Regression	45.098	5	9.020	19.819	P < 0.001
Residual	90.565	199	0.455		
Total	135.664	204			

Source: Developed for research

Furthermore, Table 4.15 demonstrates a significant association between IVs and DV, with $F(5, 199) = 19.819, p < 0.001$. This pointed out that the overall regression model in this study provides a decent match to the data. Henceforth, the variance of customer impulse buying is well described by website quality, sales promotion, money available, trust, and emotion (independent variables).

Table 4.16: Coefficients

<i>Model</i>	<i>df</i>	<i>Unstandardized Coefficients</i>		<i>Standardized Coefficients</i>	<i>t</i>	<i>Sig (p-value)</i>
		B	Error	Beta		
<i>(Intercept)</i>	1	0.100	0.437		0.230	0.818
<i>Website Quality</i>	1	0.290	0.089	0.235	3.265	0.001
<i>Sales Promotion</i>	1	0.310	0.078	0.259	3.979	0.000
<i>Money Available</i>	1	0.148	0.071	0.130	2.079	0.039
<i>Trust</i>	1	0.190	0.079	0.168	2.417	0.017
<i>Emotion</i>	1	0.027	0.087	0.021	0.315	0.753

Source: Developed for research

According to Table 4.16, the p-values of website quality, sales promotion, money available, and trust are all less than 0.05, with values of 0.001, 0.000, 0.039, and 0.017, respectively. As a result, these four IVs have a statistically significant impact on consumer impulse buying on clothing and fashion products on live streaming. Emotion, on the other hand, has a p-value of 0.753 that exceeds 0.05 and is judged to have no meaningful relationship with impulse buying.

As accordance to Table 4.16, the multiple linear equation has been formed:

$$IB = 0.100 + 0.235 (WQ) + 0.259 (SP) + 0.130 (MA) + 0.168 (T)$$

Whereby:

- IB = Impulse Buying
- WQ = Website Quality
- SP = Sales Promotion
- MA = Money Available
- T = Trust

From the result above, sales promotion had the greatest influence on consumer impulse buying towards clothing and fashion goods on live streaming, with the highest value of Beta = 0.259 among all IVs, followed by website quality (Beta = 0.235), trust (B = 0.168), and money available (B = 0.130).

4.4 Hypotheses Testing

H1: There is a significant relationship between website quality and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

Analysis shows that the p-value of website quality is 0.001 which is less than 0.05. This result indicates that there is a significant relationship between website quality and consumers' impulse buying in live streaming commerce towards clothing and fashion products. Hence, H1 is accepted.

H2: There is a significant relationship between sales promotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

In view of the examination, the p-value of sales promotion is 0.000 which is less than 0.05. This result indicates that there is a significant relationship between sales promotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products. Hence, H2 is accepted.

H3: There is a significant relationship between money available and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

According to the study, the p-value of money available is 0.039 which is less than 0.05. This result indicates that there is a significant relationship between money

available and consumers' impulse buying in live streaming commerce towards clothing and fashion products. Hence, H3 is accepted.

H4: There is a significant relationship between trust and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

As per the research results, the p-value of trust is 0.017 which is less than 0.05. This result indicates that there is a significant relationship between trust and consumers' impulse buying in live streaming commerce towards clothing and fashion products. Hence, H4 is accepted.

H5: There is a significant relationship between emotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

As per the finding, p-value of emotion is 0.753 and it is above 0.05. Findings implies that no substantial association between emotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products. Hence, H5 is rejected.

4.5 Conclusion

As a result, SPSS software is a useful tool for data analysing and interpretation. Furthermore, descriptive analysis was adopted to analyse respondents' demographic profile and live stream shopping experience. Also, all the statistics have been performed in the form of frequency tables and pie charts. To highlight the link between variables, inferential analysis is employed.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

The last chapter will review the significant results, implications, and limitations of the investigations. Moreover, suggestions for enhancement in further investigation will be suggested.

5.1 Discussions of Major Findings

Table 5.1: Summary of the result of Multiple Linear Regression

Research Objectives	Hypotheses	Multiple Linear Regression	
		P value	Supported/ Not Supported
To determine the relationship between the website quality and consumers' impulse buying in live streaming commerce towards clothing and fashion products.	H1: There is a significant relationship between website quality and consumers' impulse buying in live streaming commerce towards clothing and fashion products.	0.001 ($p < 0.05$)	Supported
To determine the relationship between the sales promotion and consumers' impulse buying in live streaming	H2: There is a significant relationship between sales promotion and consumers' impulse	0.000 ($p < 0.05$)	Supported

Factors Affecting Consumers' Impulse Buying in Live Streaming Commerce
Towards Clothing and Fashion Products

commerce towards clothing and fashion products.	buying in live streaming commerce towards clothing and fashion products.		
To determine the relationship between the money available and consumers' impulse buying in live streaming commerce towards clothing and fashion products.	H3: There is a significant relationship between money available and consumers' impulse buying in live streaming commerce towards clothing and fashion products.	0.039 (<i>p</i> <0.05)	Supported
To determine the relationship between the trust and consumers' impulse buying in live streaming commerce towards clothing and fashion products.	H4: There is a significant relationship between trust and consumers' impulse buying in live streaming commerce towards clothing and fashion products.	0.017 (<i>p</i> <0.05)	Supported
To determine the relationship between the emotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products.	H5: There is a significant relationship between emotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products.	0.753 (<i>p</i> >0.05)	Not Supported

Source: Developed for research

This study intended to examine the relationship between website quality, sales promotion, money available, trust and emotion on consumers' impulse buying in

live streaming commerce towards clothing and fashion products. According to Table 5.1, all hypotheses were empirically validated except for H5, where emotion had no significant link with impulse purchase.

H1: There is a significant relationship between website quality and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

With a beta of 0.235 ($p=0.001$), website quality has the second biggest effect on customers' impulse purchases. Thus, hypothesis 1 is validated since there is a substantial association between website quality and consumers' impulse buying of clothes and fashion goods in live streaming commerce. This conclusion agrees with several lines of evidence of Wells et al. (2011), Zou (2016), Akram et al. (2018), Hasim et al. (2018), Handayani et al. (2020), and Hayu et al (2020). Unquestionably, the likeability of a high-quality website influences an individual to engage in impulse purchase in an online situation. As per findings of Akram et al. (2018), a website's functionality and appearance (e.g., user friendly, visually appealing, and ease to use) has a significant impact on customers' desire to buy impulsively. As a result, when consumers encounter high website quality and participate in stimuli such as smooth real-time interaction, clear product display and description to fulfil their wants and expectations, they will be more impulsive in their purchase actions.

H2: There is a significant relationship between sales promotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

The study discovered that in today's media environment, sales promotion influenced the practising behaviour of consumers of live streaming E-Commerce. It was revealed that H2 was accepted, while sales promotion was ascertained to be the most important influencer and impact on consumers' impulse buying, with the greatest beta of 0.259 ($p\text{-value}=0.000$). This conclusion is consistent with prior research that signifies that consumers' urge to purchase items is influenced by the attractiveness of discount promotions provided, since customers are price aware

(Asrinta, 2018; Pratminingsih et al., 2021; Longdong et al., 2015). It is observed that individuals from Gen Y and Z are vulnerable to discounts such as price reductions, free gifts, coupons, and others. Sun (2020) pointed out that when there is a holiday season, the influence of sales promotion is doubled.

H3: There is a significant relationship between money available and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

With a beta of 0.130 (p-value=0.039), money availability is the least significant variable influencing consumers' impulse buying. This means that for every point increase in money available, customers' impulsive buying is projected to increase by 13% when all other variables stay unchanged. As a result, H3 is supported in situations where the availability of money has a substantial effect on customers' impulse buying of clothes and fashion goods in live streaming commerce. According to Hendra and Kaihatu (2019), when money is not available in the form of cash or credit, customers are less likely to make impulse purchases when shopping. Additionally, since our respondents are mainly female, it is supported by Sinaga (2019) finding reveals that female consumers with extra money would find it difficult to control themselves when watching live shopping.

H4: There is a significant relationship between trust and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

According to the results in Table 5.1, trust has a substantial impact on consumers' impulse buying in live streaming commerce for clothes and fashion items (B= 0.168; p = 0.017). As a consequence, trust was found to be a significant influencer in this study. This result is congruent with the findings of Iriani et al., (2021), who said that consumers who shopped in live streaming platforms are concerned with the values and credibility that the seller may deliver, such as information and product quality. With increased confidence in the seller, perceived product quality, and information, a consumer's desire to buy impulsively increases. As a result, if long-

term customer trust has been established, consumers will acquire a product or service impulsively (Leeraphong et al., 2018).

H5: There is a significant relationship between emotion and consumers' impulse buying in live streaming commerce towards clothing and fashion products.

With a p-value of 0.753, the research shows that emotion is an insignificant component that scarcely motivates customers to purchase impulsively. The findings are similar to Tran's (2019) conclusion that consumers who are feeling high emotions such as happiness, pleasure, and excitement would not reflect on their purchasing behaviour such as impulsive buying. In this study, it was shown that there is no substantial association between emotion and consumer impulsive buying. This might be due to the target audience's strong emotional control and hedonic purchase avoidance when they do not have money (Levav and McGraw, 2009). Due to the sheer reasons described above, emotion has no influence on customers' spontaneous purchases.

5.2 Implications of the Study

5.2.1 Managerial Implication

The objective of this study was to investigate Generation Y and Z consumers' impulse buying of clothing and fashion products in live streaming commerce utilising five variables (website quality, sales promotion, money available, trust, and emotion). Live Streaming Commerce is a revolutionary virtual shopping experience enabled by cutting-edge internet video technology. Nevertheless, as compared to baby boomers, Gen Z and Y are the larger present and future consumer generation in the market, with access to high-speed internet, mobile devices, and computers. Thus, the outcomes of this study may be applied to the future development of Live Streaming Commerce. It is suggested that Malaysia live stream sellers should investigate Taobao Live seller's marketing tactics

and use them as a model to increase sales and establish loyalty, such as addressing their audience with appealing words and encouraging them to follow. Furthermore, several clothing brands, such as Tastylady, Shein, and others, are leveraging Instagram to establish loyalty among Generation Z. As a result, Facebook Live streaming should place a greater emphasis on direct techniques to engage a specific age group in the purchase of apparel and fashion products on a consistent basis.

In addition, this is a significant study as the findings shed light on the behaviours of the main player in live streaming (i.e., live stream seller) and have strong implications for live streaming platforms and live stream sellers, who are direct beneficiaries of the business. Therefore, in the context of live streaming commerce, a guidance on consumers' impulse buying is prompted by website quality, sales promotion, money available, and trust.

In this study, it has the knowledge that the sales promotion offered by live stream sellers become the major positions in affecting viewers' impulse buying. It has been demonstrated that consumers are delighted and encouraged to purchase items when promotional offers such as price promotions, limited time clearance sales, coupons, and others are made available via live stream sellers. Thus, live stream sellers should use a promotional bargain that promotes a sense of urgency, such as a flash sale. As an outcome, the viewer may not leave the live stream room since the fear of missing out is induced. The sense of scarcity pushes the viewer to respond and place an order as soon as possible.

Furthermore, the quality of a website is a crucial factor of consumers' impulse buying. Website quality refers to the security and privacy of the website, as well as its aesthetic appeal, navigation, and other features that may fulfil client expectations (Eroglua et al., 2001). When internet users use the live stream platform, they consider it to be essential. As a consequence, relevant authorities should implement and put considerable effort into security measures that assure secure Internet transactions. Furthermore, an

easy-to-use website may make it easier and more eager for consumers to stay in the live streaming and make payments.

Money Available is also proven to affect consumers' impulse buying. This result is in the importance of the economic resources owned by the consumers when they are on live shopping. With this consideration, live stream sellers are suggested to offer few payment methods such as online banking, credit card payment, E-wallet as well as Cash on Delivery (COD). Hence, consumers with no extra money at that moment can choose for Cash on Delivery payment method as they might have income flow in.

Moreover, it is important for live stream sellers to understand that the formation of trust does have an effect on causing consumers' impulse buying. Unlike traditional shopping mode, live stream shopping is a new wave of shopping where consumers are unable to see, touch and experience the products physically. Hence, the trust of live stream sellers becomes beyond important when it comes to live stream shopping. The live stream vendor must be truthful about the information and goods given to the buyers and must not tell any lies. It is also essential that live stream sellers should consistently keep their word and promises. As a result, building trust between seller and buyers may foster consumer urge to buy when shopping.

5.2.2 Theoretical Implications

To summarise, the outcomes of this study will help academicians further explore and investigate consumers' impulsive buying in live stream commerce towards clothing and fashion products from a different point of view. Although live stream commerce is a new growing shopping trend that is foreseen as a business opportunity, various research has been conducted in the past to explore customers' impulsive buying in conventional shopping mode. In Malaysia, however, research on impulsive buying connected to live stream commerce is still limited.

This study provides a thorough analysis of the motivational variables influencing customers' impulse buying in live stream commerce. Academicians can also benefit from the suggested framework, such as the Hawkins Stern Impulse Buying Theory. Indeed, academicians attempts to conduct more research on this topic will be benefitted, since the research gap is projected to be narrowed as a result of the framework and conclusions of this study.

5.3 Limitations of the Study

Some restrictions have been encountered and should be discussed in this research. First and foremost, a drawback was discovered when administering the survey questionnaire: uneven distribution of respondents' demographic profiles. The majority of respondents in this survey were female, with female respondents accounting for more than half of all respondents (79%). Furthermore, Chinese respondents made up the majority of those polled in this survey. As a result, this study may be unable to investigate the perceptions and intentions of other gender and ethnic groups about live stream shopping. Therefore, there is a lack of comprehensive analysis that explains and reflects the intentions of all gender and all race buyers in Malaysia as a whole, as each gender and race would have distinct perceptions and decision making in live streaming buying.

Furthermore, the second limitation is a restriction in the data gathering technologies employed. During the COVID-19 pandemic, data gathering techniques are limited to online questionnaires since close contact is not advised. Thus, face-to-face support is unavailable while respondents struggle to complete the questionnaire. Sometimes, respondents may misunderstand or misinterpret the meaning of the phrase, resulting in less reliable statistics.

Lastly, there are only five determinants being examined on the factors impacting consumers' impulse buying in live streaming commerce towards clothing and

fashion products, which are website quality, sales promotion, money available, trust, and emotion. However, there are several additional elements that may impact customers' impulse buying in live streaming that were not investigated in this study.

In conclusion, there are some limitations to this study. The restrictions, however, did not undermine the validity of the findings. Nevertheless, the limitations have been recognised as a point of reference for future researchers to develop and perform better study.

5.4 Recommendations for Future Research

As constraints have been uncovered during the process of this study, hence future researchers should explore certain improvement activities. Firstly, to begin, it is suggested that future researchers disseminate the questionnaire equally to each gender and racial group. With all this, a more thorough study may be made, providing recommendations for live stream sellers on how to target male clients, as well as the Malay and Indian populations.

In addition, the second suggestion is to adopt a different method of distributing questionnaires. Future researchers might use face-to-face interviews to obtain data since it allows the researcher to explain claims that respondents do not comprehend. Alternatively, a contact number might be included in the online form to allow respondents to clarify their issues. This is due to the fact that email interaction may not be convenient for all replies.

Finally, researchers are encouraged to broaden their study framework by investigating other factors or influencers. Aside from the five variables described in this study, there may be more factors that have a greater impact on consumers' impulse buying in live streaming commerce. Therefore, implementing this would aid in understanding respondents' impulse buying outside of the focus of this study and so improve the study. Social influence, service quality, utilitarian and hedonic

motivation, and many other factors can be included in the research since they may contribute to the research conclusions.

5.5 Conclusion

In summary, this study focuses on the aspects that influence consumers' impulsive buying of clothing and fashion products in live streaming commerce, such as website quality, sales promotion, money available, trust, and emotion. Except for emotion, all of the factors were found to have a substantial influence on customers' impulse buying. Ultimately, this research can be enhanced by testing various hypotheses and factors to offer a more in-depth understanding of impulse buying. This might also be beneficial for future studies and businesses, particularly live stream sellers and merchants that want to go into live stream selling.

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APPENDICES
Appendix 1.0: Survey Questionnaire



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UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT

Questionnaire Survey

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

Dear Respondents,

I am a final year undergraduate student at Universiti Tunku Abdul Rahman (UTAR), currently pursuing a Bachelor of International Business (Honours), Faculty of Accountancy and Management. I am conducting research as a part of the requirements to complete my bachelor program. My research title is “Factors Affecting Consumers’ Impulse Buying in Live Streaming Commerce towards Clothing and Fashion Products”. The aim of this research is to identify the factors influencing consumers’ impulse buying in Live Streaming Commerce towards Clothing and Fashion Products. Your participation in this research is on a voluntary basis.

This research is conducted mainly for educational purposes only. All your responses will remain anonymous, and all data will be kept private and confidential. This questionnaire will take approximately 10 minutes to complete.

Thank you so much for taking your time on this research. I appreciate it a lot!

Name : Lau Ka Kei
Student ID : 18UKB01424
Email : calyn001005@1utar.my

PERSONAL DATA PROTECTION NOTICE

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Acknowledgment of Notice

I have been notified and that I hereby understood, consented and agreed per UTAR above notice.

I disagree, my personal data will not be processed.

Section A: Demographic Profile

Please tick (✓) on the relevant answer, each question should have only **ONE** answer.

Gender

- Male
 Female

Age

- 18 – 24 years old
 25 – 31 years old
 32 – 38 years old
 39 – 44 years old

Race

- Malay
 Chinese
 Indian
 Other: _____

Income Level

- Below RM 1000
 RM 1000 - RM 2999
 RM 3000 - RM 4999
 More than RM 5000

Highest Education Level

- Diploma/ Foundation
 Bachelors' Degree
 Master / PhD
 Others: _____

Section B: General Information

Please tick (✓) on the relevant answer. Each question should have only **ONE** answer.

1. Do you have experience in watching Live Streaming?

Yes No (Thank you for your participation)

2. How often do you watch clothing and fashion products on live stream?

Once a week 3 times a week
 Twice a week 4 times a week and above

3. How much do you spend on live streaming every month?

Less than RM 150
 RM 150 – RM250
 More than RM 250

4. Which livestream platform did you participate in?

Facebook Live
 YouTube Live
 Instagram Live
 Other: _____

5. What is your preferred payment mode for items purchased on live streaming?

Online Banking
 Credit/ Debit Card
 Cash on Delivery

Section C: Construct Measurements

Please select the appropriate answer to indicate your agreement or disagreement with the following questions.

Kindly circle **ONE** option that represents your opinion the most which ranging from **1 (Strongly Disagree)** to **5 (Strongly Agree)**.

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

Website Quality

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	Overall, I feel easy and pleasing to shop in live streaming for clothing and fashion products.	1	2	3	4	5
2.	I think it's safe to shop clothing and fashion products in live streaming.	1	2	3	4	5
3.	The overall quality of the clothing and fashion products website in live streaming is high.	1	2	3	4	5

Sales Promotion

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	If I see discount price in live streaming, I tend to buy clothing and fashion products impulsively.	1	2	3	4	5
2.	If I see an interesting promotional offer (reduced price, sales etc.) on live streaming for clothing and fashion products, I tend to buy.	1	2	3	4	5
3.	I am more likely to make an unintended purchase if clothing and fashion products have a sale or clearance sign in live streaming.	1	2	3	4	5

Money Available

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I make planned purchase for clothing and fashion products on the live streaming platform	1	2	3	4	5
2.	I feel that I had enough extra money on this live streaming so that I can spend money a little if I find clothing and fashion products I really like.	1	2	3	4	5
3.	I was on tight budget to purchase clothing and fashion products on live streaming.	1	2	3	4	5

Trust

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	I believe in the information that streamers provide through live streaming for clothing and fashion products.	1	2	3	4	5
2.	I believe live streamers of clothing and fashion products for live streaming are trustworthy.	1	2	3	4	5
3.	I think that streamers would provide reliable information for clothing and fashion products.	1	2	3	4	5
4.	I trust that the clothing and fashion products I receive will be the same as those shown on live streaming.	1	2	3	4	5

Emotion

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	When purchasing clothing and fashion products on Live Streaming, I feel excited and have fun.	1	2	3	4	5
2.	When purchasing clothing and fashion products on Live Streaming, I feel enthusiastic.	1	2	3	4	5
3.	When purchasing clothing and fashion products on Live Streaming, I feel happy.	1	2	3	4	5

Impulse Buying

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
1.	When watching live streams, I often have the idea of "buy now and think about it later" for clothing and fashion products.	1	2	3	4	5
2.	When watching live streams, I often buy clothing and fashion products according to how I feel at the moment.	1	2	3	4	5
3.	When watching live streams, I often buy clothing and fashion products without thinking.	1	2	3	4	5

The End.

Thank you for your participation in this questionnaire.

Appendix 2.0: Reliability Test

Scale: Website Quality

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.736	.736	3

Scale: Sales Promotion

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.817	.817	3

Scale: Money Available

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.824	.826	3

Scale: Trust

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.903	4

Scale: Emotion

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.800	.800	3

Scale: Impulse Buying

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.866	.867	3

Appendix 3.0: Respondent Profile

Do you have experience in watching Live Streaming?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	205	93.2	93.2	93.2
No (Thank you for your participation)	15	6.8	6.8	100.0
Total	220	100.0	100.0	

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	43	21.0	21.0	21.0
Female	162	79.0	79.0	100.0
Total	205	100.0	100.0	

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18 – 24 years old	97	47.3	47.3	47.3
25 – 31 years old	49	23.9	23.9	71.2
32 – 38 years old	36	17.6	17.6	88.8
39 – 44 years old	23	11.2	11.2	100.0
Total	205	100.0	100.0	

Race

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Malay	46	22.4	22.4	22.4
Chinese	147	71.7	71.7	94.1
Indian	11	5.4	5.4	99.5
Bumiputera Sabah	1	.5	.5	100.0
Total	205	100.0	100.0	

Income Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM 1000	96	46.8	46.8	46.8
	RM 1000 - RM 2999	39	19.0	19.0	65.9
	RM 3000 - RM 4999	47	22.9	22.9	88.8
	More than RM 5000	23	11.2	11.2	100.0
	Total	205	100.0	100.0	

Highest Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Diploma/ Foundation	13	6.3	6.3	6.3
	Bachelors' Degree	172	83.9	83.9	90.2
	Master / PhD	18	8.8	8.8	99.0
	Others	2	1.0	1.0	100.0
	Total	205	100.0	100.0	

Appendix 4.0: General information

How often do you watch clothing and fashion products on live stream?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a week	140	68.3	68.3	68.3
	Twice a week	32	15.6	15.6	83.9
	3 times a week	15	7.3	7.3	91.2
	4 times a week and above	18	8.8	8.8	100.0
	Total	205	100.0	100.0	

How much do you spend on live streaming every month?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than RM 150	111	54.1	54.1	54.1
	RM 150 – RM250	49	23.9	23.9	78.0
	More than RM 250	45	22.0	22.0	100.0
	Total	205	100.0	100.0	

Which livestream platform did you participate in?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook Live	130	63.4	63.4	63.4
	YouTube Live	17	8.3	8.3	71.7
	Instagram Live	58	28.3	28.3	100.0
	Total	205	100.0	100.0	

What is your preferred payment mode for items purchased on livestreaming?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online Banking	185	90.2	90.2	90.2
	Credit/ Debit Card	13	6.3	6.3	96.6
	Cash on Delivery	7	3.4	3.4	100.0
	Total	205	100.0	100.0	

Appendix 5.0: Pearson Correlation Coefficient Analysis

Correlations

		MEAN_ WQ	MEAN_ SP	MEAN_ MA	MEAN _T	MEAN _E	MEAN _IB
MEAN_ WQ	Pearson Correlation	1	.325**	.250**	.522**	.415**	.448**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	205	205	205	205	205	205
MEAN_ SP	Pearson Correlation	.325**	1	.295**	.302**	.356**	.432**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	205	205	205	205	205	205
MEAN_ MA	Pearson Correlation	.250**	.295**	1	.246**	.265**	.312**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	205	205	205	205	205	205
MEAN_ T	Pearson Correlation	.522**	.302**	.246**	1	.331**	.408**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	205	205	205	205	205	205
MEAN_ E	Pearson Correlation	.415**	.356**	.265**	.331**	1	.301**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	205	205	205	205	205	205
MEAN_I B	Pearson Correlation	.448**	.432**	.312**	.408**	.301**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	205	205	205	205	205	205

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

Appendix 6.0 Multiple Regression Analysis

Regression

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	MEAN_E, MEAN_MA, MEAN_T, MEAN_SP, MEAN_WQ ^b		. Enter

a. Dependent Variable: MEAN_IB

b. All requested variables entered.

Model Summary

Model	R	R Square			Std. Error of the Estimate	Change Statistics			Sig. F Change
		R Square	Adjusted R Square	Change		F Change	df1	df2	
1	.577 ^a	.332	.316	.67461	.332	19.819	5	199	.000

2. a. Predictors: (Constant), MEAN_E, MEAN_MA, MEAN_T, MEAN_SP, MEAN_WQ

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.098	5	9.020	19.819	.000 ^b
	Residual	90.565	199	.455		
	Total	135.664	204			

a. Dependent Variable: MEAN_IB

b. Predictors: (Constant), MEAN_E, MEAN_MA, MEAN_T, MEAN_SP, MEAN_WQ

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.100	.437		0.230	0.818
	MEAN_W Q	.290	.089	0.235	3.265	0.001
	MEAN_SP	.310	.078	0.259	3.979	0.000
	MEAN_M A	.148	.071	0.130	2.079	0.039
	MEAN_T	.190	.079	0.168	2.417	0.017
	MEAN_E	.027	.087	0.021	.315	0.753

a. Dependent Variable: MEAN_IB

Appendix 7.0: Turnitin Similarity Report Summary

FYP version 3 Lau Ka Kei

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