



THE IMPACT OF E-COMMERCE PLATFORMS' LIVE-STREAMING FEATURES ON
MALAYSIAN YOUNG ADULTS' PURCHASING BEHAVIOR

YEONG SHU WEE

A RESEARCH PROJECT
SUBMITTED IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR
THE BACHELOR OF CORPORATE COMMUNICATION (HONOURS)
FACULTY OF CREATIVE INDUSTRIES
UNIVERSITI TUNKU ABDUL RAHMAN

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YEONG SHU WEE

APPROVAL FORM

This research paper attached hereto, entitled “The Impact of E-commerce Platforms' Live-Streaming Features on Malaysian Young Adults' Purchasing Behavior” prepared and submitted by Yeong Shu Wee in partial fulfillment of the requirements for the Bachelor of Corporate Communications (Honours) is hereby accepted.

Date: _____

Supervisor

Supervisor's name

DECLARATION

I declare that the material contained in this paper is the end result of my own work and that due acknowledgment has been given in the bibliography and references to ALL sources be they printed, electronic, or personal.

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ABSTRACT

Livestream shopping is an act of purchasing products through social media and e-commerce platforms' broadcasting abilities. Live-streaming can boost a product's exposure by allowing the owner to showcase the product to the audience directly. This research is to study the impact of livestream e-commerce platforms on youth's purchasing behavior by using the Stimulus-Organism-Response (SOR) Theory. This study aims to determine the various "stimulus" and "organism" factors linked to livestream shopping in e-commerce platforms and to examine how "stimulus" and "organism" factors respectively affect consumer purchasing behavior (i.e., response) among the youth aged from 15 to 30 in Klang Valley. The methodology of this study is a quantitative research approach, the demographic will be the youth from Klang Valley aged 15 and 30. Findings show that the visuality of the livestream e-commerce platform, the expertise of the broadcaster, and the product price significantly affected the purchasing behavior; while the viewers' emotional and cognitive states positively affected the purchasing behavior of viewers. The study's importance involves giving the marketing industry a new view of how the youth behave while making purchases. It also serves as inspiration for social media developers looking to enhance the functionality of their programs with new features.

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CHAPTER I

INTRODUCTION

1.1 Online Shopping Trend

Online shopping is a practice that enables consumers to purchase goods using digital channels. Through various online media, users can browse, choose, and buy products or services online (Liu, 2019). Online shopping offers the benefits of being always available, cheaper, and allowing customers to purchase from home. Additionally, customers can compare products because other customers will attempt to give reviews by putting a photo or a video (Svatosava, 2020). People can browse a wide range of available products online with just the Internet and no time or location restrictions (Liu, 2019). Online shopping offers a benefit to the shoppers as they can access the information provided by previous customers, for example, pictures of the products, comments on their reviews, and so forth; that information can become a consideration when making purchase decisions (Sayyida, 2021). Furthermore, from the perspective of the seller, e-commerce has lower entry barriers with low costs compared to physical stores (Rita, 2019). The seller can register directly on the Internet without paying any rental fee or decoration cost.

In 2017, there were more than 4 billion Internet users worldwide as a result of the Internet's widespread use as a tool for business and communication and for easy online shopping (Ariffin, 2018). 49.2% of the world's 4 billion Internet users are from Asia. Additionally, there were 29.55 million Internet users in Malaysia as of January 2022, and 89.6% of Malaysians utilize the Internet (Kemp, 2022). Since the start of the pandemic, there have been 3 million more digital customers in Malaysia, and 81% of Internet users have made purchases online ("Malaysia e-commerce Statistics and Trends in 2022," 2022). Online purchasing is a growing trend in Malaysia as a result.

Additionally, a study reveals that only 15% of Malaysian online consumers are over the age of 50, while 66% of them are between the ages of 18 and 34. (Suhaidi, 2022). Additionally, the most popular items when buying online are fashion, which made up 50% of the items, followed by grocery, which made up 50% of the items. However, pricey items like electronics and household appliances only made up 13% of the items (Palansamy, 2022). Convenience is the main factor for young individuals to shop online. Instead of navigating a shopping mall, customers can find a range of goods by searching online, which is a simple task (Mokhtar, 2020).

1.2 Live-streaming

Live-streaming is a medium for broadcasting that is available to everyone. In live - streaming, the broadcaster, or the person who initiates the stream, serves as the host and shows the content the broadcaster intended to provide. Additionally, the audience, or viewer, gets to select which live-streaming categories they want to watch. There are live streams related to foods, games, signs, businesses, and other topics; people can watch various categories of live-streaming according to their interests whenever and wherever they like (Hou et al., 2019). Although only the broadcaster will need to show the visualization elements, such as a face, computer screen, or products, however, live-streaming is a two-way communication platform; the viewer can use the comments and chat box functions to interact with the broadcaster (Li et al., 2022).

Live-streaming has become a trend in the current year, especially after the Covid-19 pandemic. Live-streaming is a method of real-time broadcasting that utilizes social media and any live-streaming tool. This is due to live-streaming being cost-effective. Instead of paying for a TV broadcast or video broadcast from Netflix or Astro, most live-streaming may be viewed through e-commerce platforms or social media. Statista reports that the number of pay

TV subscriptions has decreased to 6.88 million in 2020 from 7.12 million in 2019, a decrease of 3.4%, and a decrease of 2.6% from 6.7 million in 2021 (Statista Research Department, 2022). Also, live-streaming can help sellers with low brand recognition and reputation attract customers since it enables the broadcaster to display their identities and personalities, which helps buyers feel less hesitant about their purchasing decisions (Wongkitrungrueng & Assarut, 2020).

1.3 Live-streaming on E-commerce Platforms

Live-streaming commerce is a new medium for e-commerce marketing and it supports business growth because of the maturity support from various social media applications and live-streaming platforms (Lin et al., 2022). Live-streaming commerce allows the broadcaster the opportunity to interact with viewers while showing a real-time video of their potential buyers. The broadcaster can interact with the viewer by introducing the items, demonstrating them to the viewer, sharing their experience and feelings while using them, providing tutorials, and so forth. In addition, the broadcaster can directly respond to viewer inquiries by using the comment or chat box feature (Li et al., 2022). The viewers' experience will be improved because they will receive a prompt response. Additionally, the Covid-19 pandemic is one of the factors that accelerated the speedy expansion of live-streaming e-commerce because it can connect all sellers and customers without geographical limitations (Syazmer, 2021).

Because of the various platforms, particularly Facebook, and the increasing number of businesses using the newest digital trend to attract customers, livestream shopping is becoming more and more common in Malaysia ("Live streaming shopping trending up in Malaysia," 2018). Some e-commerce platforms have started to include new live-stream features to their platform as a result of people starting to rely on live-streaming. For instance, Lazada offered

"Laz Live" on that platform in order to enable and invite broadcasters to conduct live on that platform, and Shopee followed in the same month to promote Shopee Live (Anbalagan, 2020).

1.4 The Market of Live-streaming

China has the largest live-streaming market in 2018, its market for live-streaming exceeded USD 4.4 billion (Li et al., 2022). There are 600 million Chinese people predicted to purchase online in 2018 while more than 700 million in 2020. As a result, China has the greatest rate of e-commerce globally, which are 35% in 2019, and it is 3 times higher than those in the United States as a whole Besides, there are more than 430 million individuals will be viewing live-streaming in 2020 (about 30% of China's population) and about 37% of Chinese live-streaming viewers made purchases in 2019.

However, initiatives to introduce live-streaming abilities to Southeast Asia are beginning to be recognized as successful. The largest contributors to e-commerce sales growth will come from Southeast Asia, which accounted for 21% of global e-commerce sales in 2020. ("Live Streaming 101: Trends, Insights, and Opportunities in Southeast Asia," 2022). In addition, the Philippines took up 25.9% and Indonesia 23% of the increase in retail e-commerce sales ("Live Streaming 101: Trends, Insights, and Opportunities in Southeast Asia," 2022). Nevertheless, sales growth is expected to increase in 2020 in other nations like Malaysia, Thailand, and Vietnam. In 2022, Malaysia's e-commerce market expanded by 68%, and there were 14.43 million total online shoppers ("Malaysia e-commerce Statistics and Trends in 2022," 2022).

1.5 Business Transformation

The Covid-19 pandemic has accelerated the growth of the Malaysian e-commerce market, which has been growing in recent years as more individuals choose to make purchases online due to the government's support and the availability of a choice of payment methods ("Covid-19 accelerates e-commerce growth in Malaysia, says GlobalData," 2020). Furthermore, due to movement restrictions around the country, face-to-face communication between sellers and buyers has been reduced (Sayyida et al., 2021).

Therefore, in order to survive, the vendors will transform their business into online market. Due to the Movement Control Order (MCO), which took effect in March 2020, Malaysia's online trading activity increased by 28.9%. This is because there are a lot of small and medium-sized businesses (SMEs) that were negatively impacted by the Covid-18 pandemic and could launch their businesses online to access a larger and wider market (Shaharuddin, 2021). Additionally, a survey by GlobalData's 2020 Banking & Payments Survey revealed that with a share of 40.3% by value for e-commerce sales in Malaysia in 2020, payment cards were listed as the most popular payment option ("Covid-19 accelerates e-commerce growth in Malaysia, says GlobalData," 2020). Similarly, during the Covid-19 outbreak, online retail sales nearly doubled (Idris, 2021).

The Covid-19 pandemic changed people's buying and selling habits when Malaysia imposed the MCO in stages starting in 2020. Furthermore, during that time period, only a select few industries were permitted to operate, such as the food and beverage industry, veterinary clinics, the transportation industry, and so forth (Idris, 2021). As a result, small and medium-sized enterprises (SMEs) were unable to conduct business, and companies that kept stocks faced additional challenges. There are 32,469 SMEs that have shut down since March 2020, 9,675 of which occurred during the initial phase of MCO and 22,794 of which occurred during the recovery of MCO (Tan et al., 2020).

1.6 The Benefit of the Transformation

The head statistician of the Department of Statistics Malaysia (DoSM), Datuk Seri Dr. Mohnd Uzir Mahidin, stated that households' access to Information and Communication Technology increased to 95.5% in 2021 from 91.7% in 2020 (Birruntha, 2022). Moreover, he mentioned that the purchasing of products and services via e-commerce platforms like Grab, Lazada, and Shopee has increased by 67.4%. (Birruntha, 2022). Therefore, live broadcasting has become a source of income for millions of individuals during the pandemic (Bray & Qu, 2021). Since they only need to set up their own live-streaming room utilizing the existing technology, SMEs now have a way to sell their products (stock) to the general public. Additionally, Malaysia's e-commerce revenue is expected to reach RM279 billion in the third quarter of 2021 and contribute 11.5% of the country's GDP, up from 8.5% in 2019. ("Malaysia e-commerce Statistics and Trends in 2022," 2022).

For example, Wang Lei, a Singaporean Getai (traditional Hokkien popular music performer) singer, actor, and show host started his business by using live-streaming to sell fish during the Covid-19 pandemic. He was restricted to perform during the pandemic as a Getai singer and forced to take a 75-day absence from work with zero income (Wong, 2020). So, he started to sell fish by using live-streaming and get the title "sell fish brother" and become well-known in Malaysia, Singapore, and China due to his cracking jokes and willingness to respond to any questions from the viewers, including the informal and not answerable questions, such as the age of the fish or whether the fish has already eaten. The attraction of live-streaming is Wang Lei's irate response to the question, which has led to an increase in both the number of viewers and the ridiculousness of the questions. Therefore, the earnings of 1-hour of live-streaming in selling seafood are two to three times of 1-hour getai show (Tan, 2020).

1.7 Purpose of Study

In view of the above discussion, the research is to study the impact of livestream e-commerce platforms on youth's purchasing behavior. This study will employ the quantitative research approach where the researcher will rely on the collected data, the population will come from Klang Valley youth aged between 15 to 30 years old.

1.8 Statement of Problem

The Covid-19 pandemic outbreak had a negative influence on individuals, and they are still having trouble moving around because of the restrictions. Businesses were not permitted to operate, and people were not allowed to go shopping or to work. Because of this, there have been many challenges for people, and live-streaming has become popular during the pandemic for business people to sell their products and audience to buy according to their needs and wants by utilizing e-commerce platforms and delivery services that are available. Due to the Covid-19 pandemic, businesses experienced a transition to ensure that the business can still survive during the pandemic. Live streaming enables businesses to reach a wider market by promoting their products online and by obtaining around any limitations on mobility. Because of this, the majority of online businesses have started including live streaming in their marketing plans in an effort to increase client engagement and revenue.

1.9 Research Objectives

The research objectives (RO) of this study are:

RO1: To determine the various "stimulus" and "organism" factors linked to livestream shopping in e-commerce platforms that affect consumer purchasing behavior among youth aged from 15 to 30 in Klang Valley.

RO2: To examine how "stimulus" and "organism" factors respectively affect consumer purchasing behavior (i.e., response) among the youth aged from 15 to 30 in Klang Valley.

1.10 Research Questions

Consistent with the research objectives above, the following research questions (RQ) are:

RQ1: What are the external factors (i.e., stimulus) linked to livestream shopping that affects consumer purchasing behavior among youth aged from 15 to 30 in Klang Valley?

RQ2: What are the emotional and cognitive (i.e., organism) factors that lead to consumer purchasing behavior (i.e., response) in live-streaming among youth aged from 15 to 30 in Klang Valley?

RQ3: How do "stimulus" and "organism" factors respectively affect consumer purchasing behavior (i.e., response) among the youth aged from 15 to 30 in Klang Valley?

1.11 Significant of the Study

The marketing sector will benefit from this study. This research is to determine the various "stimulus" and "organism" factors linked to livestream shopping in e-commerce platforms that affect consumer purchasing behavior among youth aged from 15 to 30 in Klang Valley and to examine how "stimulus" and "organism" factors respectively affect consumer

purchasing behavior among the youth among youth aged from 15 to 30 in Klang Valley. It will provide insight into the marketing industry and help marketers to have a better understanding of the youths' purchase habits. Consequently, the marketing industries are able to plan a marketing strategy that will effectively address the needs of youth. Likewise, this study may motivate the marketing sector to use the live-streaming platform for advertising and marketing the goods and services of their business.

This study is also helpful to social media software developers since it may provide an idea for adding a new feature—live-streaming—to their programs in order to boost software usage. They may utilize this journal to suggest to their business partner that they demonstrate the current market requirements and demand for live-streaming.

This study will be targeted to publish in the area of marketing. Due to the reason that this journal contributes to the era of only live-streaming. The ability to understand the live-streaming platform that is now popular and the factors that draw viewers to it can be useful for students studying marketing. They might benefit from using a different approach to promotion in the future if necessary.

CHAPTER II

LITERATURE REVIEW

2.1 Past Related Studies

According to Lee and Chen (2021), attractiveness and expertise influence consumers' emotional states, positively influence their perception of enjoyment, and increase their desire to make impulsive purchases; product usefulness and ease of purchase influence consumers' cognitive states, but have no positive impact on the desire to make impulsive purchases. The research was conducted using a qualitative methodology, including a survey targeting WeChat users with previous exposure to live-streaming commerce in China. Lu and Chen (2021)'s research was conducted through a questionnaire in China by the Wenjuanxing website and an unstructured interview stating that perceived value similarity will have an impact on viewers' trust in the broadcaster while also having the potential to influence their purchase intentions. However, perceived physical characteristic similarity will not impact how well the product fits, and viewers' trust will not impact the product quality and fit uncertainty, therefore negatively impacting the consumer's intention to buy.

Based on Ming et al., (2021), live streamers, live-streaming platforms, and viewers' social presences and telepresence (richness of media) have a favorable impact on consumers' trust and flow state (a state of mind when the people are deeply immersed in the current activity), which influences impulsive purchase behavior. The research is supported by an online survey on the Chinese website Wenjuanxing. Moreover, the interaction between participants (consumer-anchor and consumer-consumer) has an impact on consumers' social and physical presence, and both of these factors are positively affecting trust, therefore, the results of a questionnaire survey in Chinese revealed that trust can affect customers' hesitation while

making a purchasing decision (Ma et al., 2022). Table 1 below is the summary of the past related studies.

In accord with Li et al. (2022), the evidence suggests that the social presence of the broadcaster and the broadcaster's social presence during live-streaming will affect the consumers' pleasure and arousal to engage in impulsive purchase behavior. This study used an online survey on the Wenjuanxing website to carry out qualitative research. Furthermore, customer engagement such as likes, chats, and exposure time are linked to followership, while followership is linked to purchase intent; however, the price can affect customer engagement when shopping online, while price becomes a less important factor once the customer becomes a devoted follower who pays close attention to the brand, products, or seller (Clement Addo et al., 2021). The actual live-streaming from Taobao and JingDong was continuously observed for this investigation. The summary of the past related studies can be reviewed in Table 1.

Moreover, the live interaction such as the number of shares, comments, likes, and rewards; non-interactive information such as the number of broadcaster's followers, the number of products sold, the length of time viewers watched the live-streaming, and the audience size is the influencing factor of the number of sold users by using quantitative and qualitative analyses by observing 28,537 live-streaming in 18 months (Zhou & Tian, 2022). Additionally, Chen et al. (2022)'s research revealed that information plays a significant role in attracting purchasing behavior by using a quantitative research method, an online survey. For instance, a clear display on a live-streaming platform, effective product interaction, and perceived authenticity enables customers to assess the quality of products and match them to their preferences; the conveniences of product searches and the perceived enjoyment from live-streaming can enhance consumers' hedonic experiences and feelings of pleasure while strengthening the impact of product quality uncertainty on purchase intent. The summary of the past related studies can be reviewed below (Table 1).

Table 1

Summary of Past Related Studies

<i>Author (s)</i>	<i>Methodology</i>	<i>Research Objectives</i>	<i>Key Findings</i>
<i>Lee & Chen (2021)</i>	Quantitative method. Targeted WeChat users who experienced live-streaming commerce in China.	- Aim to study the key factors that promote consumers' impulsive buying behavior in live-streaming commerce. - Aim to introduce the theoretical framework and concepts of S-O-R in the research of live streaming commerce to improve the understanding from a theoretical and a practical overview.	1. Intention to buy impulsively is positively influenced by perceived enjoyment. 2. Attractiveness and expertise can affect perceived enjoyment. 3. Product usefulness and purchase convenience can affect perceived usefulness. 4. Consumers who engage in live-streaming commerce are more likely to make impulsive purchases due to the streamer's presentation and persuasion.
<i>Lu & Chen (2021)</i>	Conducted a structured survey data set and unstructured interview data and targeted the live streaming users in China.	- Examine how live streaming affects consumers' purchase intention by considering product uncertainty reduction and trust cultivation between consumers and broadcasters.	1. Perceived value similarity will have an impact on viewers' trust in the broadcaster while also having the potential to influence their purchase intentions. 2. Perceived physical characteristic similarity will not have an impact on how well the product fits, and viewers' trust will not have an impact on the product quality and fit uncertainty, therefore having a negative impact on the consumer's intention to buy.
<i>Ming et al., (2021)</i>	Quantitative method. Conducted online survey and targeted the live streaming shoppers in China.	- To examine how the social presence of live streaming platforms, of viewers, of live streamers, and telepresence affects consumer trust and flow state, thus inducing impulsive buying behaviors, and personal sense of power as moderators.	1. Live streamers, live streaming platforms, and viewers' social presences and telepresence (richness of media) have a positive and significant impact on consumers' trust and flow state (a state of mind when the people are deeply immersed in the current activity), which influences impulsive purchase behavior. 2. Consumer trust, flow state, and impulsive purchase behavior are all regulated by the consumers' sense of power.
<i>Ma et al., (2022)</i>	Quantitative method. Through questionnaire survey.	- Aim to construct a conceptual model of the impact of participants' interaction on consumers' purchase hesitation in the case of live streaming commerce based on the presence theory, in which the interaction between participants is the antecedent variable; social presence and physical presence are the mediated variables, and trust and purchase hesitation are the outcome variables.	1. The interaction between participants (consumer-anchor and consumer-consumer) has an impact on consumers' social and physical presence, and both of these factors are positively affecting trust.

<p><i>Li et al., (2022)</i></p>	<p>Quantitative method. An online survey from by using Wenjuanxing website.</p>	<p>- Aim to explore the effect of social presence in live streaming on customer impulse buying based on the stimulus–organism–response framework.</p>	<p>1. The social presence of the broadcaster and the broadcaster's social presence during live streaming will affect the consumers' pleasure and arousal to engage in impulsive purchase behavior.</p>
<p><i>Clement Addo et al., (2022)</i></p>	<p>Through manual observational of transaction records by randomly picking 10 live stream per month per shop and calculate the average in China.</p>	<p>- Aim to investigate how customer engagement in live-streaming digital marketing affects purchase intentions.</p>	<p>1. Customer engagement such as likes, chats, and exposure time are linked to followership, while followership is linked to purchase intent. 2. The price can affect customer engagement when shopping online, while price becomes a less important factor once the customer becomes a devoted follower who pays close attention to the brand, products, or seller.</p>
<p><i>Zhou & Tian (2022)</i></p>	<p>Quantitative and qualitative analyses were conducted using tens of thousands of live-streaming data.</p>	<p>- Focus on the latter, where live streaming is mostly used to sell products. - In live streaming, the live streamer uses video to tell viewers about the product and how using it affects their lives. Customers are more likely to feel immersed because the live streamer's image, language, and behaviour are all displayed in real time, which is obviously more realistic and complete than pictures and text.</p>	<p>1. The live interaction such as the number of shares, comments, likes, and rewards; non-interactive information such as the number of broadcaster's followers, the number of products sold, the length of time viewers watched the live-streaming, and the audience size is the influencing factor of the number of sold users.</p>
<p><i>Chen et al., (2022)</i></p>	<p>Quantitative method. Through survey method.</p>	<p>- Aim to examine how live streaming commerce features help in reducing product uncertainty and forming habit to stimulate purchase intention.</p>	<p>1. Clear display on a live-streaming platform, effective product interaction, and perceived authenticity enable customers to assess the quality of products and match them to their preferences. 2. The conveniences of product searches and the perceived enjoyment from live streaming can enhance consumers' hedonic experiences and feelings of pleasure while strengthening the impact of product quality uncertainty on purchase intent.</p>

2.2 Customer Purchasing Behavior

The customer is the individual or an organization that purchases goods and services and the customer is the most important asset of any organization (Rahman & Safeena, 2016). Customer purchasing behavior is the individual's preferences, intentions, and decisions when deciding to purchase any goods or services available in the market with different brands (Taib et al., 2020). This purchasing behavior includes all the thoughts, feelings, and actions that an

individual takes before or during purchasing goods or services (Al-Salamin & Al-Hassan, 2016). Purchase intention will also influence purchasing behavior, purchase intention means the willingness of an individual to purchase an item (Doan, 2020). The customer's purchasing behavior is changing due to the advancement of technology, as the company can provide more customized services and products to their customers as they can keep more information about customers and their feedback (Mostaghel & Chirumalla, 2021).

2.3 Impulsive Buying Behavior

Impulsive buying is defined as unplanned, impulsive, and hasty decision-making (Japutra et al., 2022). Customers' impulsive buying behavior is impacted by both internal and external elements. Internal factors include customers' characteristics and trust, while external factors include elements that the buyer has no control over, such as product features and price (Kimiagari & Malafe, 2021). While purchasing a costly item requires greater consideration, purchasing inexpensive items will increase the likelihood of engaging in impulsive behavior (Tran, 2022). Subsequently, according to Gulfraz et al. (2022), there are three requirements for defining impulsive behavior: first, the buying decision must be unplanned and spontaneous; second, the customers must feel little regard for the consequences of their choice; and third, the buying decision must be motivated by irresistible and challenging-to-control dispositional, environmental, or sociodemographic temptations.

2.4 Theoretical Framework

The Stimulus-Organism-Response (SOR) is a fundamental psychological theory for understanding consumer behavior that was proposed by Mehrabian and Russell in 1974. (Dyana et al., 2018). According to the SOR theory, environmental stimuli can externally arouse a person's psychological and cognitive processes, which can then influence their behavioral

responses (Yang et al., 2022). This theory comprises three components: stimuli, organisms, and responses, and all three components are interconnected. According to Bingne et al. (2020), the stimulus will have an impact on the person's internal affective evaluation as known as an organism, which will subsequently cause them to react by approaching or avoiding the stimulus. Therefore, Song et al., (2021) reinforced the concept that environmental stimuli, which are an individual's sensory components, can affect that individual's emotional reactions and may even encourage them to engage with or avoid the environment. Additionally, the SOR theory, which highlights the method of generating emotions, can be used to define or predict a person's attitudes and behavior (Yang et al., 2022). SOR Theory has been utilized extensively in research to explain consumer purchasing behavior.

2.4.1 stimuli (S)

The stimuli (S) variable is the various external environment inputs acting as influencing variables (Han et al., 2022). Stimuli had an influencing power on an individual's behavior by triggering their perceptions, and the term "stimulus" was used to refer to specific conditions that are specific to a time and place of observation, not arising from knowledge of one's own features or those of the stimuli, but which have a measurable, predictable impact on current behavior (Lee & Chen, 2021). Liu et al., (2019) confirmed that the four aspects of online shopping features—ease of use, visuality, interactivity, and entertainment—could affect a person's value of their shopping experience (O) and influence their decision to buy (R). In summary, a straightforward and user-friendly purchasing process and platform (visual effects), audience interaction with the system or broadcaster, and entertainment like animations and videos can all improve the organism of customers, which in turn influences the value of their shopping experience and, ultimately, their purchasing intention.

Another study demonstrated the impact of exterior environmental factors including demand, convenience, playfulness, and interactivity on internal psychological alterations, which is perceived enjoyment (O) while the internal psychological alteration is also impactful on an individual's impulsive buying intention (Lin et al., 2022). The audience's demands and desires for a product can be ignited by an effective introduction and description; by shopping online and using a straightforward ordering process, the audience will have a more enjoyable experience; by incorporating interactivity, the audience will have a more positive purchasing intention; and by creating a fun environment, the audience will stay on the platform and make better decisions. According to Lee and Chen (2021)'s research, the proven factors that will affect an individual's emotional state are attractiveness and expertise, while the product's usefulness and purchase convenience by affecting their cognitive state. It can be said that a broadcaster who is skilled and knowledgeable about introducing products and brands can make a strong impression on the audience and have an impact on their emotional state, while an easy-to-use website and the purchasing process can also increase the likelihood of the audience in making purchases by having an impact on their cognitive state.

2.4.2 *organism (O)*

The organism (O) variable is defined as the cognitive and emotional state of an individual that reflects the process between environmental stimuli and an individual's behavioral responses (Zhou et al., 2022). As a result, an individual's internal affective assessment as an organism (O) is influenced by external stimuli (S) (Bigne et al., 2020). According to Lee and Chen (2021), individual psychological states are categorized into two types of reactions: affective reactions, which are reflections of an individual's feelings or emotional states like satisfaction or happiness, and cognitive reactions, which are the process that deals with the information that is already accessible. Based on Hashmi et al., (2019), the

researchers adopted the shopping value, hedonic and utilitarian value as the organism for investigating the shopping value are able to mediate the website quality and impulsive buying behavior online as hedonic value and utilitarian value can increase the impulsive buying behavior of customers and also increase their satisfaction. The term “hedonic value” is the joyful experience when shopping while “utilitarian value” describes the task-specific value of shopping and emphasizes the efficient way in which goods are purchased.

Furthermore, it is being studied how the organism factors of arousal and pleasure mediate the interaction of impulsive live-streaming purchasing behavior with the impact of social presence. Because the emotional experience in live-streaming commerce has a significant impact on action tendency, the researcher confirmed that emotional states, arousal (the feeling of happiness or satisfaction), and pleasure (the feeling of being excited or stimulated), are the major factors of impulsive buying behavior (Li et al., 2022). Another study confirmed that consumer-perceived functional value and consumer-perceived emotional value can influence their intention to make cross-border online purchases, but the functional value's mediating effect is greater than the emotional value (Xiao et al., 2019). As a result, it can be seen that online shoppers anticipate a less complicated purchasing experience and the enjoyment of shopping since they are looking for emotional and social fulfillment.

2.4.3 responses (R)

The responses (R) variable refers to the choices, desires, or alterations in a behavioral drive by stimuli and organism variables (Li et al., 2021). It is often referred to as an individual's urge to enter or exit a particular environment, which is an approach or avoidance behavior (Binge et al., 2020). Most of the past related studies would use impulsive buying behavior in live-streaming e-commerce as the response (R) factors in their research.

According to Lin et al. (2022), the delight that the audience feels while watching a live stream, the demand for or needs of the products being marketed, as well as the convenience and interactivity of the live-streaming platform, can all contribute to impulsive purchasing behavior. Based on Lee and Chen (2021), customer-perceived enjoyment (O), which is attractiveness and expertise (S), is influencing the behavior of impulsive buying (R), but customer-perceived usefulness (O), which is impacted by product usefulness and purchase convenience (S), did not directly influence the impulsive buying behavior. Instead, customer-perceived usefulness directly impacts customer-perceived enjoyment. In accord with Li et al. (2022), impulsive buying behavior is mediated by the social presence of viewers through pleasure and arousal; the social presence of a broadcaster and the social presence of live-streaming can directly or indirectly influence the impulsive buying intention through pleasure and arousal. The term "social presence" refers to how much people believe they are participating in social activities through the use of communications technology (Li et al., 2022).

2.5 Theory Application in this Study

The SOR theory will be used as the theoretical framework for this study because the majority of previous studies that were related to it used the same theory because it allowed researchers to examine environmental stimuli that could externally arouse a person's psychological and cognitive processes and, as a result, influence their behavioral responses (Yang et al., 2022). In this study, the stimulus that will be used to determine the external factor that influences the purchasing behavior of the viewers is the feature of live-streaming, which consists of the ease of use of the livestream shopping e-commerce platform, the visuality of the livestream shopping e-commerce platform; the quality of broadcaster that included of the trustworthiness, expertise, and interactivity of the broadcaster; and quality of product marketed that comprises of the product price and the product usefulness of the product marketed.

Additionally, the researcher included the arousal and pleasure of respondents during livestream shopping as the dimension to determine the organism as the emotional and cognitive state that influences the purchasing behavior. Following, responses, that represent the purchasing behavior of viewers will be determined based on the *stimulus*— the ease of use of the livestream shopping e-commerce platform, the visuality of the livestream shopping e-commerce platform; the trustworthiness, expertise, and interactivity of the broadcaster; and the product price and the product usefulness of the product marketed.

CHAPTER III
METHODOLOGY

3.1 Research Approach

The research approach refers to the strategies and steps for conducting research that covers everything from general hypotheses to specific techniques by gathering, analyzing, and interpreting data (Creswell, 2018). In this study, the research approach is a quantitative method. The quantitative method is defined as the collection and analysis of numerical data by using a quantitative methodology used to describe, explain, forecast, or control variables and phenomena of interest (Creswell, 2016).

3.2 Data Collection Method and Tools

This study aims to determine the various "stimulus" and "organism" factors linked to livestream shopping in e-commerce platforms that affect consumer purchasing behavior among youth aged from 15 to 30 in Klang Valley and to examine how "stimulus" and "organism" factors respectively affect consumer purchasing behavior among the youth among youth aged from 15 to 30 in Klang Valley. The identical question will be posed to respondents via an online survey form as a result of which the respondents' purchase behavior is measured and analyzed. The generalization of research findings to the whole population of Klang Valley.

The method of data collection of this study is through a quantitative survey using the tools of the online questionnaire. The advantage of using online questionnaires is it is a cost-effective research technique while being able to reach a huge population of samples by getting high representativeness (Queirós et al., 2017). Besides, online questionnaires can generate quick results as the researcher can receive the real-time results directly once the respondents have finished the questionnaire (Sutherland, 2019). Since an online questionnaire is a closed-

ended question hence the data is easier to be viewed and analyzed. Moreover, the benefit of using online questionnaires is it allows anonymity and standardization (Nayak & Narayan, 2019). The information of participants and the data will not be disclosed to other parties. Therefore, as the participants acknowledge that their confidentiality will be protected, they will be more honest in answering the questionnaire as they will feel more comfortable and secure answering honestly (Matmutovic, 2021).

3.3 Population and Sample

The target audience for this study is the youth aged 15 to 30 who are staying in Malaysia's Klang Valley and have experience in live-streaming services. Klang Valley is the urban conglomeration of surrounding towns and cities that are based in Kuala Lumpur in the state of Selangor in Malaysia ("About Klang Valley," 2021). The Titiwangsa Mountains to the north and east, and the Straits of Malacca to the west, physically separate the Klang Valley. It extends to Klang and Port Klang in the southwest, to Rawang in the northwest, and to Semenyih in the southeast. The industrial and commercial hub of Malaysia is the conurbation (Low, 2021). According to The Youth Societies and Youth Development Act (Amendment) 2019 (Act 668), youth are defined as those who are between the ages of 15 and 30 (Yunus & Landau, 2019).

The researcher has done various searches about the population of youth in Klang Valley without any success, however, according to the Department of Statistics Malaysia (2022), the total estimated population in 2022 is 32.7 million in Malaysia, while 7.0 million in Selangor. Besides, based on *The Star-News* (2022), the total population in Klang Valley without age classification is estimated at 1.18 million in 2022. In order to study the impact of livestream e-commerce platforms on youth's purchasing behavior, a total of 200 samples will be collected from the youth who reside in Klang Valley.

The sampling method of this study is a combination of purposive sampling and snowballing sampling. Purposive sampling, or judgemental sampling, is a sampling method in which the researcher selects the respondents subjectively by requiring professional judgment for the suitability of being a sample and a valid justification for selecting a specific group of samples (Klar & Leeper, 2019). Purposive sampling is a cost-effective method as the sample is chosen by the researchers. According to Dudovskiy (n.d.), reporters can just stop passersby on the street for interviews. It can show that the reporter is applying purposive sampling as he or she is the one who decides whom to select for the interview.

The disadvantage of using purposive sampling is it is prone to researcher bias as purposive sampling requires the researcher to make subjective and generalized assumptions in order to get their respondents online ("Purposive Sampling 101," 2021). The researchers only can choose the sample who fulfills the criteria of their study, while others are not invited. But, it will affect the credibility of the research as there is the possibility that the researcher has poor consideration or they do not follow their criteria well.

The criteria of purposive sampling are when the researchers are required to filter the samples of respondents based on the researcher's knowledge and experience (Bhardwaj, 2019). In this study, the criteria for being a valid sample are first, the respondents must stay at Klang Valley which includes Ampang, Cyberjaya, Gombak, Kajang, Klang, Kuala Lumpur, Petaling Jaya, Puchong, Putrajaya, Rawang, Selayang, Sepang, Serdang, Shah Alam, and Subang Jaya. Secondly, the respondents must have experience in livestream shopping which is the action of purchasing products or services through a livestream e-commerce platform. Thirdly, this study is targeting youth, therefore, the respondents have to be aged 15 to 30 according to The Youth Societies and Youth Development Act (Amendment) 2019 (Act 668) (Yunus & Landau, 2019).

Furthermore, snowball sampling allows the researchers to collect data without access or get acquainted with the responses, as the researchers do not need to contact the participants directly and just need to depend on social media to get respondents (Leighton et al., 2021). The researchers just need to start with a small number of initial contacts by fitting the criteria to join the research, followed by looking for other potential respondents through recommendations by the respondents via their social networks to build the initial links (Parker et al., 2019). However, the researcher needs to keep on reposting, reverting, or sharing their own post regarding their planning, for example, once per week or bi-weekly.

The advantages of snowballing sampling are it is a cost-effective sampling method that is able to collect primary data with very little planning ("Snowball Sampling," n.d.). Furthermore, snowball sampling has the ability to reach "hidden" populations, which are people that are difficult to access because they have few connections to other communities (Schwab, 2022). For instance, drug users, sex workers, HIV patients, and other people who don't want their identities revealed. Additionally, by utilizing snowballing sampling, researchers can identify variables that share common qualities related to the research process and can help them find the right respondents that fit the research's criteria ("Snowball Sampling Guide," 2022).

The sample is not always representative of the larger population because the researchers have limited control over the sample because they won't be choosing the participants directly, so they will have little knowledge about the sample (Simkus, 2022). Sampling bias will arise during snowballing sampling because the respondents will have the same qualities and traits, allowing the researcher to acquire a small group sample from the overall population ("Snowball Sampling," n.d.).

3.4 Questionnaire Design

There is a total of four (4) sections in this survey questionnaire, which comprises 14 questions with relevant sub-topics under a few of the main questions to study how live-streaming affects young people's purchase decisions by using the SOR theory (refer to Appendix for reference). The research objectives are to determine the various "stimulus" and "organism" factors linked to livestream shopping in e-commerce platforms and to examine how "stimulus" and "organism" factors respectively affect consumer purchasing behavior among the youth aged from 15 to 30 in Klang Valley. Therefore, the demographic profile of the respondents is covered in Section A, their livestream shopping habits are covered in Section B, the external factors that affect their purchasing behavior are covered in Section C, and the organism and responses of an individual to live-stream shopping are covered in Section D. Additionally, there will be a filter question before the question asked in Section A, which is the respondents must answer in order to ensure that they are qualified to respond to the questionnaire's subsequent questions and guarantee the validity of their data.

Section A was designed to recognize the demographic profile of respondents as they were asked broad questions about their backgrounds. It consists of nine multiple-choice questions. The respondents were questioned about their gender, age, job status, area of present residence, income level, duration of online purchasing experience, frequency of livestream shopping, and average monthly live-streaming shopping spending. Additionally, the question regarding income level has been classified according to Malaysia's household classifications. According to the Department of Statistics Malaysia Official Portal (DOSM), Malaysia's household income has been classified into three groups, which are the Bottom 40% (B40), Middle 40% (M40), and Top 20% (T20) (Romeli, 2022). The B40 groups are households with incomes under RM4850, the M40 groups are households with incomes between RM4851 and RM10970, and the T20 groups are households with incomes beyond RM10971. Besides,

section B focuses on the respondents' livestream shopping habits and questions about when the respondents started developing the habit of watching live-streaming when doing online shopping and study the application that they used the most for doing livestream shopping. There are two questions in this section, all of which have multiple choices.

The purpose of Section C is to study the external factors (i.e., stimulus) linked to livestream shopping that affect consumer purchasing behavior among youth aged 15 to 30 in Klang Valley. The main question in this section is to study the extent of the following 17 sub-questions of respondents on watching live-stream while doing online purchasing; each sub-questions have been divided into various dimensions using the Likert scale. Each statement was given a rating of agreement or disagreement from (1) "Strongly Disagree," (2) "Disagree," and (3) "Agree." (2) "Neutral," (3) "Agree," (4) "Strongly Agree," and (5) "Agree." The respondents can rate the statement in accordance with their individual perspectives and experiences. There are different dimensions of external factors that have been used to design the questionnaire, it consists of the features of livestream shopping, the quality of the broadcaster, and the quality of the products marketed.

Section D was designed by Likert-scale to focus on the organism and responses of an individual regarding livestream shopping. Additionally, there is a total of 13 sub-questions in this section. It is used to study the research question of what are the emotional and cognitive (i.e., organism) that lead to consumer purchasing behavior in live-streaming among youth aged from 15 to 30 in Klang Valley and how do "stimulus" and "organism" factors respectively affect consumer purchasing behavior among the youth among youth aged from 15 to 30 in Klang Valley? In this section, organism factors focus on the arousal and pleasure of the respondents when livestream shopping; while responses are used to study the purchase intention that is affected by external factors and emotional and cognitive.

3.5 Research Procedures

Primary data collection will be used in this study. Primary data is information that has been created for the first time by the researcher through their own efforts and experiences, specifically to address the study issue, also known as first-hand data or raw data (Surbhi, 2020). In this study, the researcher designed the questionnaire by using Microsoft Form, an online questionnaire to collect primary and real-time data from 13th February 2023 to 1st March 2023. As a result, a total of 200 responses were collected.

Before the respondents begin to answer the questionnaire, a filter question will be asked. The filter question is to ensure that the respondents had a livestream purchasing experience, ensuring that their responses are accurate and useful for the study. Before the potential respondents fill out the online survey form, the researcher will also verbally or by text ask the filter question to ensure their qualifications. The researcher first made the online questionnaire available on social media accounts to collect responses. First, Instagram was used as a social networking tool. To encourage more replies, the researcher shared a story on Instagram once a week during data collection. Second, the researcher sent the link to the online questionnaire via WhatsApp to possible respondents (who frequently made purchases online) and through a referral of friends, asking them to forward the link to their friends.

Thirdly, a post was made in RED, a China-based application, to collect responses. Due to the fact that RED does not permit users to publish links or quick response (QR) codes on posts, so interested responders will leave comments below the post or contact the researcher directly. As a result, users who are interested have to get the link of the online questionnaire via private message. However, before sending them the link to the online survey questionnaire, the researcher will confirm their qualifications by making sure they meet the requirements. Last but not least, the researcher also went around the campus to gather respondents by asking

them filtering questions. Once the student met the requirements, the researcher invited them to complete the online survey questionnaire.

3.6 Data Analysis

3.6.1 descriptive statistics

Descriptive statistics are used to organize data by describing the connection between variables in a sample or population (Kaur et al., 2018). Besides, in a summary that explains the data sample and its measurements, descriptive statistics describe, illustrate, and summarise the fundamental characteristics of a dataset found in a specific study (Simplilearn, 2023). The available data sample is represented by descriptive statistics, which exclude hypotheses, judgments, probabilities, and conclusions.

CHAPTER IV

FINDINGS AND ANALYSIS

This chapter consists of the analysis of a questionnaire from 170 valid respondents. The data will be analyzed according to the research questions. In this section, the first part is the demographic profile of the respondents and followed by the live-streaming habit of respondents based on the sequence of the research objectives.

4.1 Demographic Profile of Respondents

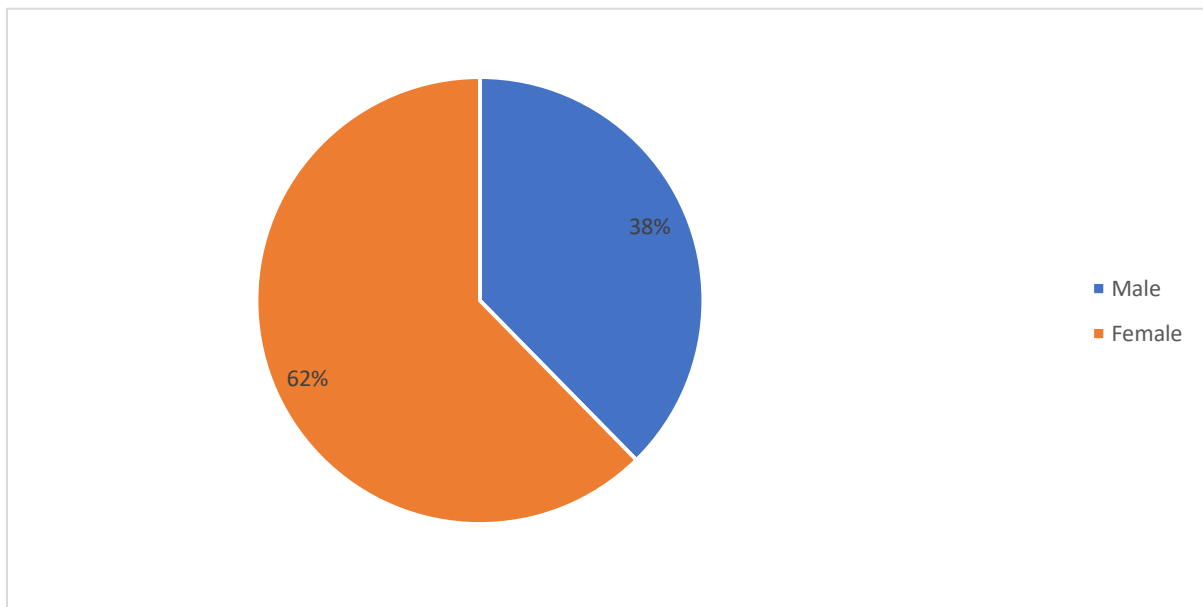


Figure 1. Gender of the respondents (n=170)

Figure 1 looks at the gender distribution of respondents, it shows that there is a total of 170 respondents, while 62% (106) of respondents are female and 38% (64) are male.

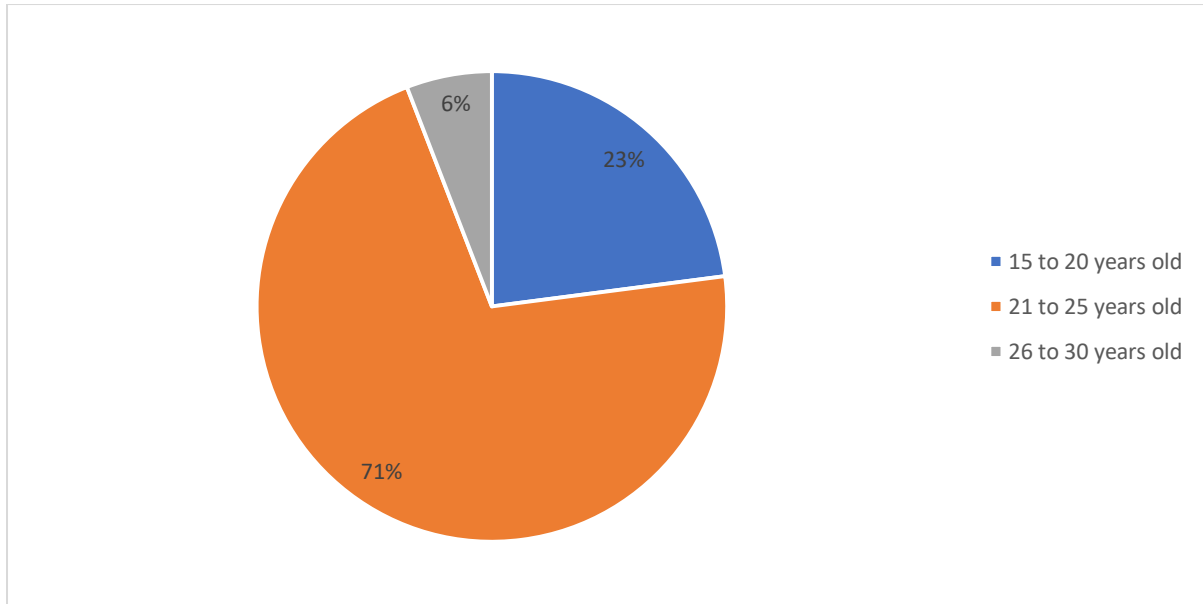


Figure 2. Age distribution of the respondents (n=170)

Figure 2 is to discover the age distribution among the 170 respondents. The questionnaire targeted the youth aged 15 to 30 years old in Klang Valley. The highest age group among the respondents is aged 21 to 25, which occupied 71% (121). The second highest followed by the age group of 15 to 20 years old with a percentage of 23% (39). The least age group is aged 26 to 30, only occupied 6% (10).

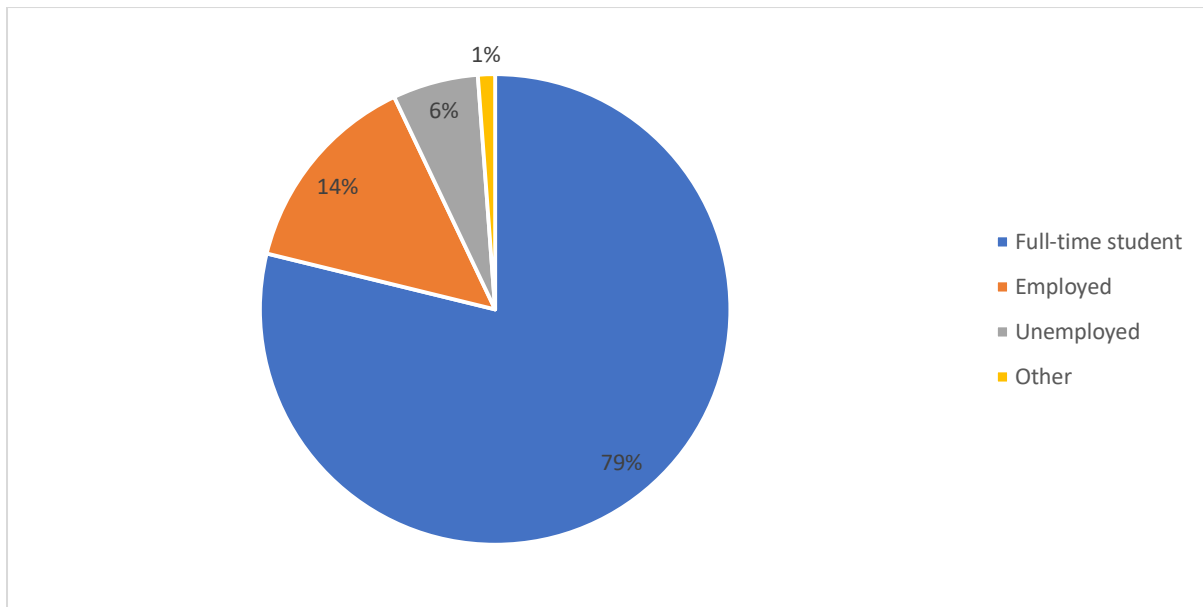


Figure 3. Job status of the respondents (n=170)

Figure 3 is used to measure the job status of the respondents. Most of the respondents are full-time students, occupying 79% (134). Followed by employed, which are 14% (24). And there is only 6% (10) of respondents are unemployed, and another 1% (2) of respondents had chosen the option of “others” without clarifying their job status.

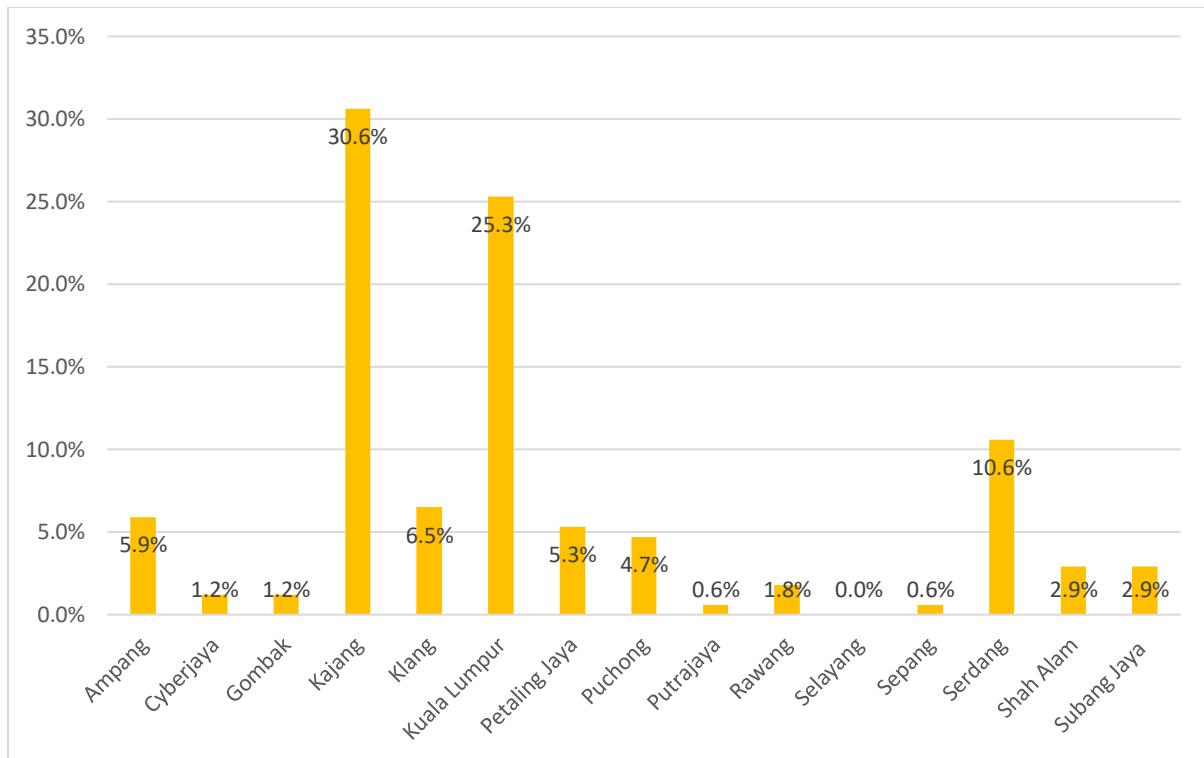


Figure 4. Area of distribution of the respondents (n=70)

The figure above (Figure 4) shows a total of 15 areas of Klang Velly which consists of Ampang, Cyberjaya, Gombak, Kajang, Klang, Kuala Lumpur, Petaling Jaya, Puchong, Putrajaya, Rawang, Selayang, Sepang, Serdang, Shah Alam, and Subang Jaya. According to the figure above, Kajang has the greatest occupancy rate with 30.6% or 52 out of 170 responses. With a proportion of 25.3% and 43 responders, Kuala Lumpur comes in second place. Serdang, at 10.6%, will be the third-highest (18). Klang came in at 6.5% (11), Ampang at 5.9% (10), Petaling Jaya at 5.3% (9), and Puchong at 4.7% (8). Moreover, with 5 respondents respectively, Shah Alam and Subang Jaya are 2.9%. Rawang had 3 responses and a 1.8% rate. Cyberjaya and Gombak, both with 1.2% (2) of the population, are the third-lowest areas. Putrajaya and Sepang, both with 0.6% (1), are in second place. Selayang had the fewest respondents, ranking last with 0.0%.

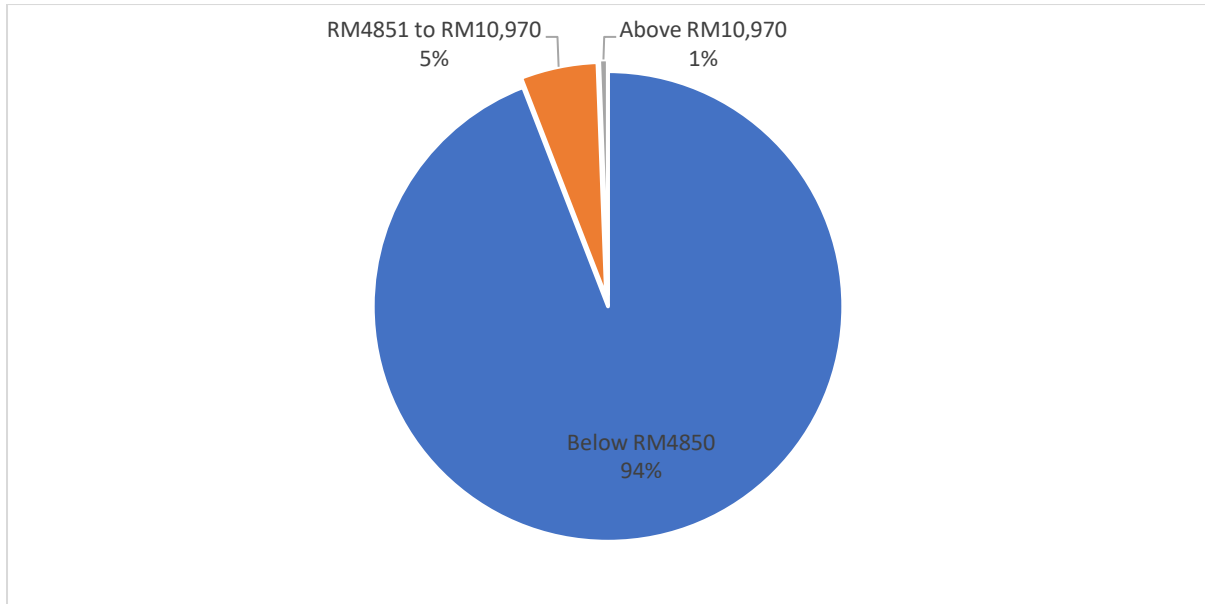


Figure 5. Monthly income level of the respondents (n=70)

The statistic for the respondents' income level is shown in Figure 5. The group of B40, with an income level below RM4850, makes up the biggest proportion, 94% (160 respondents). The second group is M40, which represents 5% (9 respondents) of those with incomes between RM4851 and RM10,970. The A20 group, whose income level is above RM10,970, makes up 1% (1 respondent) of the population.

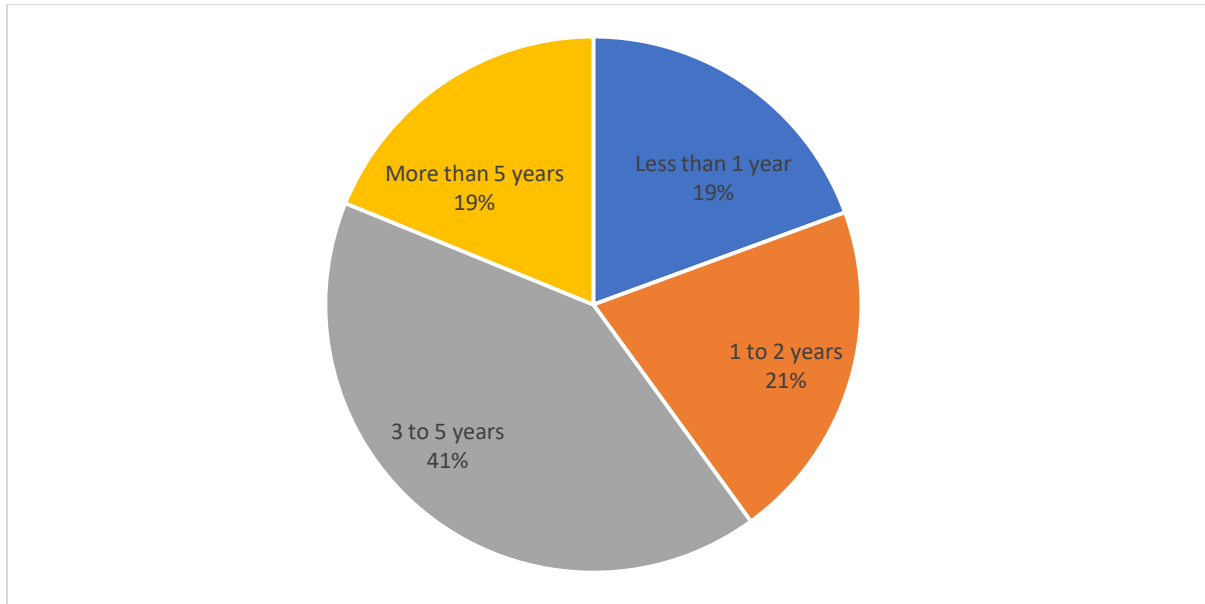


Figure 6. The approximate online shopping experience of respondents (n=70)

The question about respondents' online shopping experiences can be seen in the above graph (refer to Figure 6). 70 out of 170 respondents have 3 to 5 years of online purchasing experience, which is the greatest percentage, 41%. There are 35 individuals with 1 to 2 years of experience, making up the second-highest percentage at 21%. Lastly, the percentage of people having internet experience of less than a year and more than five years are each 19%.

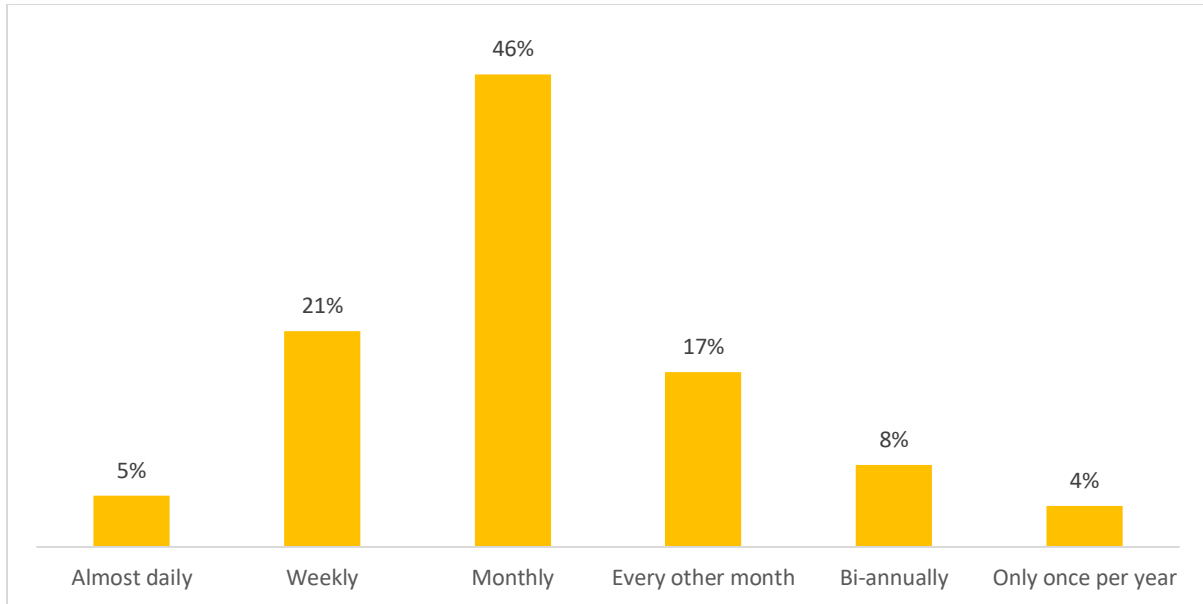


Figure 7. The frequency of the respondents doing online shopping (n=70)

In response to this question, Figure 7 shows there are 46% of respondents responded on a monthly basis, while 21% responded on a weekly basis. Only 17% of respondents responded every other month, and 8% said they made internet purchases twice a year. Just 5% of respondents said they would nearly everyday shop online. And, the remaining 4% of respondents only have the online shopping once per year.

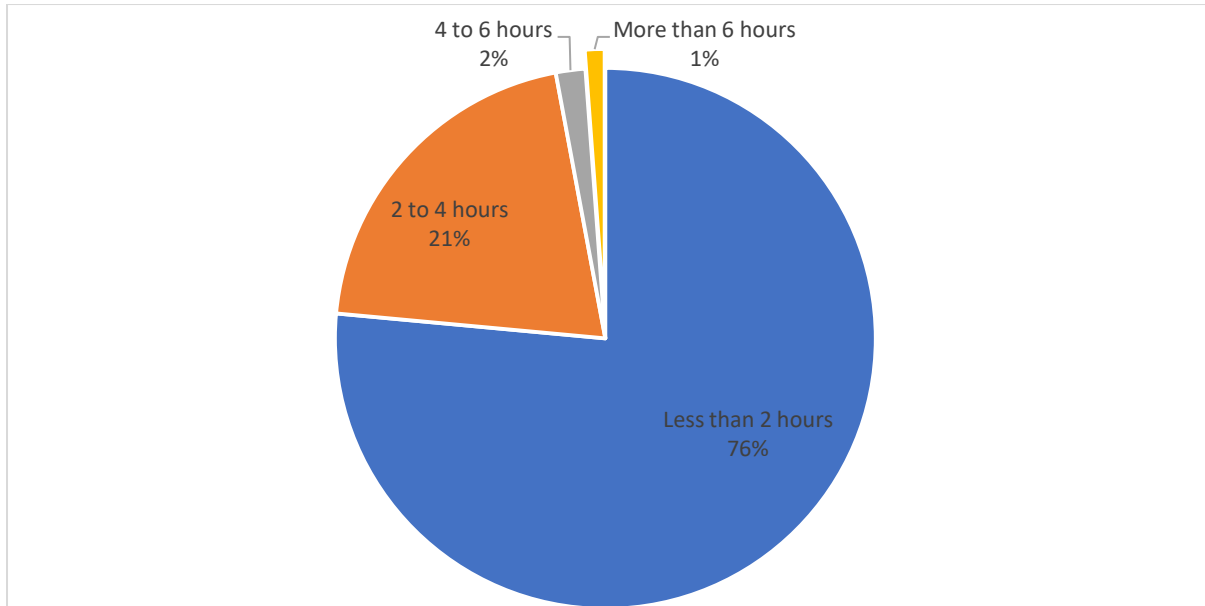


Figure 8. The approximate duration spent on livestream shopping per day (n=70)

According to Figure 8, the proportion of 76% is the highest percentage of the amount of time spent on livestream shopping each day is less than two hours, occupying more than half of the respondents out of a total of 130 among 170 respondents. Second, with a percentage of 21%, was 2 to 4 hours each day, with a total of 35 responders out of 170. 2% of respondents will then select 4 to 6 hours, and 1% would select more than 6 hours.

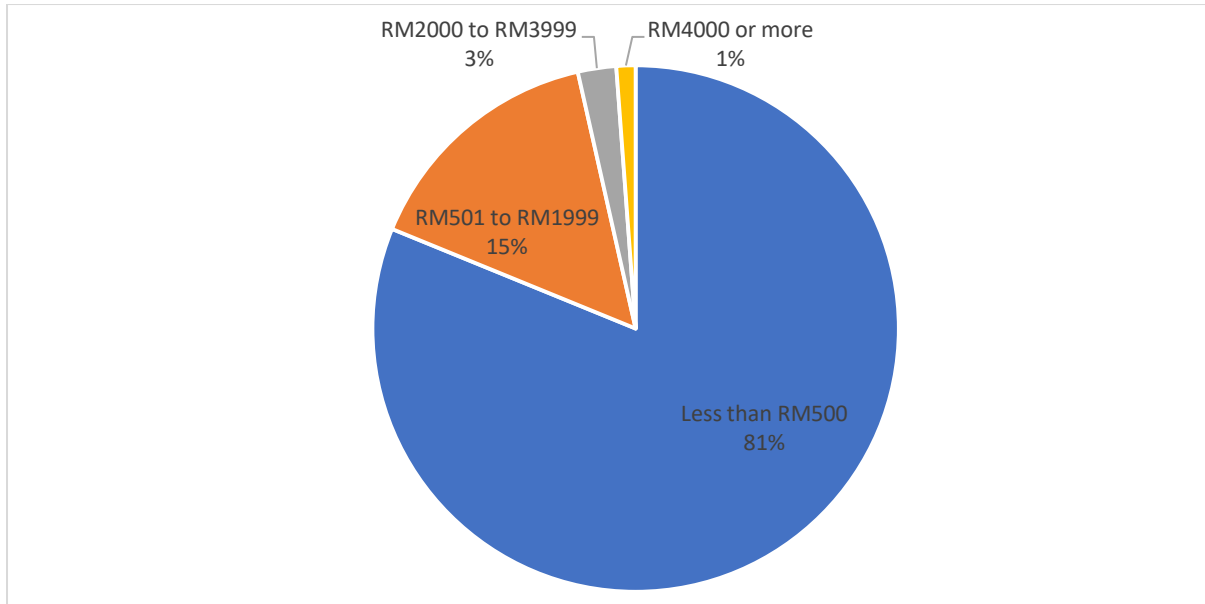


Figure 9. The average amount of money spent on online shopping per month (n=70)

Based on Figure 9, 81% of respondents—138 out of 170—said they spend, on average, less than RM 500 each month on online shopping. Also, 15% (26) of respondents reported monthly spending between RM501 to RM1999 on internet purchasing. Only 3% (4) of respondents, spend RM2000 to RM3999 per month, while only 1% (2) of respondents, spend more than RM4000 per month.

4.2 The Live-streaming Habit of Respondents

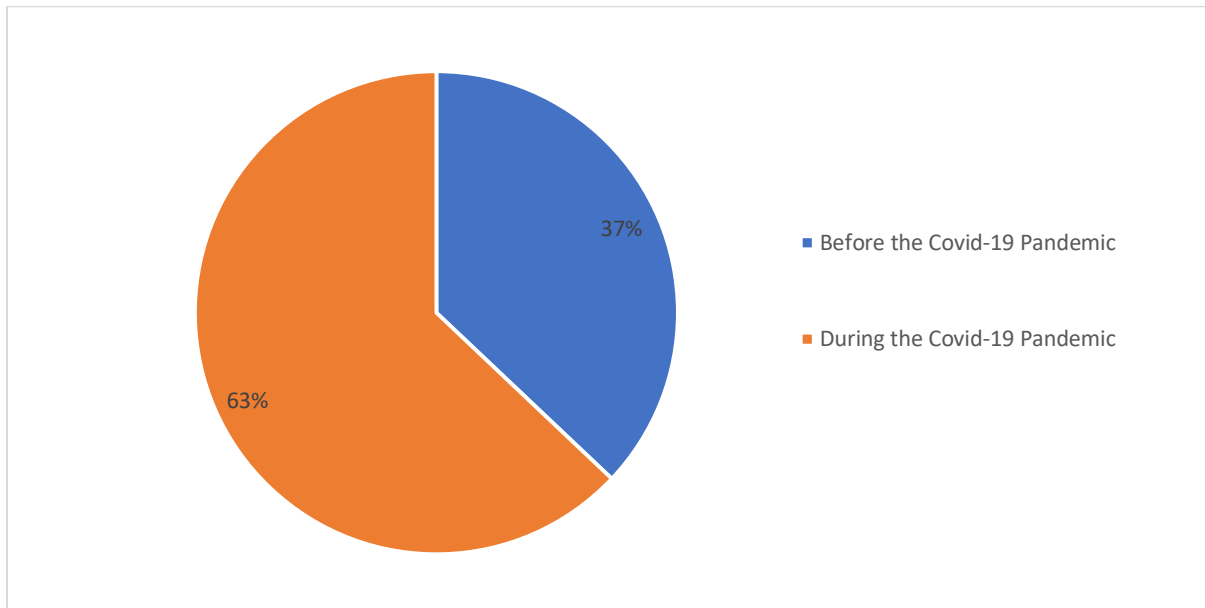


Figure 10. The period developing the habit of watching live-streaming (n=70)

According to the diagram above (Figure 10), 63% of respondents, or 107 out of 170 respondents were developing their streaming internet buying habits during the Covid-19 Pandemic. The remaining 37% of respondents, or 63 people, had already begun to shop online before the Covid-19 Pandemic.

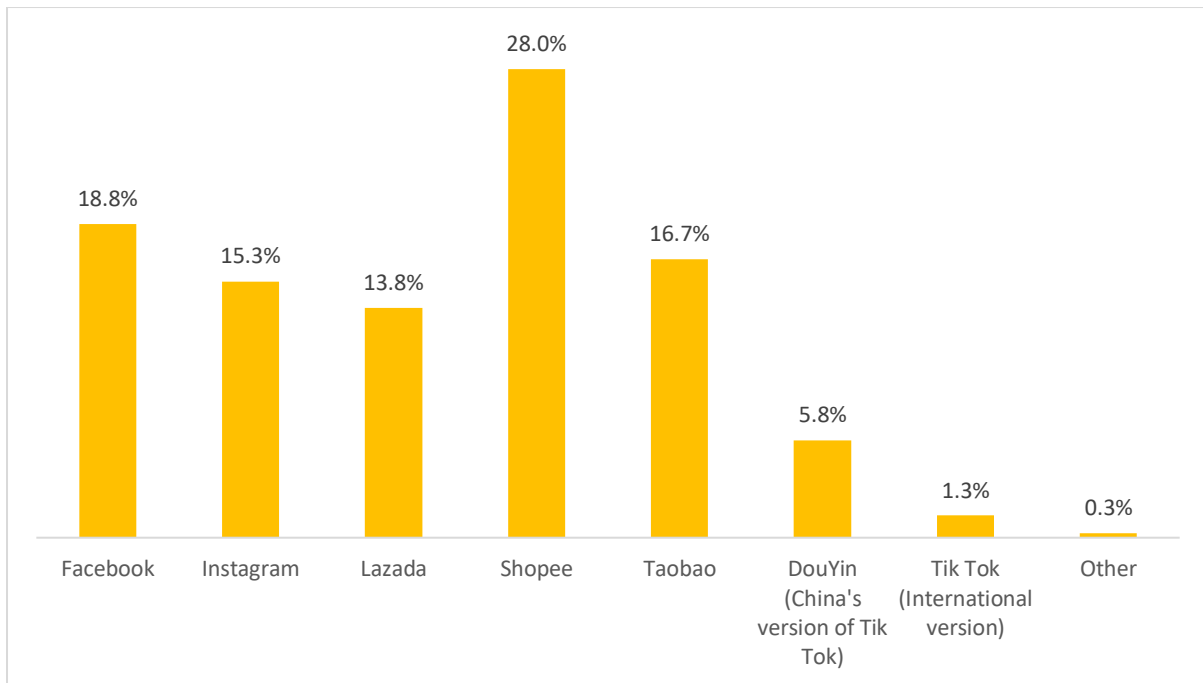


Figure 11. The application used for livestream shopping (n=70)

Figure 11 is used to study the usage of applications that the respondents used for livestream shopping, the result shows that the most frequently used are Shopee, Facebook, and Taobao with the percentage of 28.0%, 18.8%, and 16.7%. And followed by Instagram and Lazada which occupied 15.3% and 13.8%. However, the least used applications are Dou Yin (China's version of Tik Tok) and Tik Tok (International version), with the percentage of 5.8% and 1.3%. Lastly, there are only 0.3% of respondents selected the option of "others" without mentioning the application that they used for livestream shopping.

4.3 The External Factors (i.e., stimulus) of Livestream Shopping Affecting Consumer Purchasing Behavior

The researcher has designed three dimensions for studying the external factors of livestream shopping that affect consumer purchasing behavior. The dimensions are the feature of live-streaming, the quality of the broadcaster, and the quality of the product marketed. Besides, each dimension has different elements that will be studied.

4.3.1 feature of livestream shopping

The feature of livestream shopping is one of the dimensions that is studied under the external factors of livestream shopping that affect consumer purchasing behavior. Besides, it consists of two elements: the ease of use and the visuality of the livestream shopping e-commerce platform.

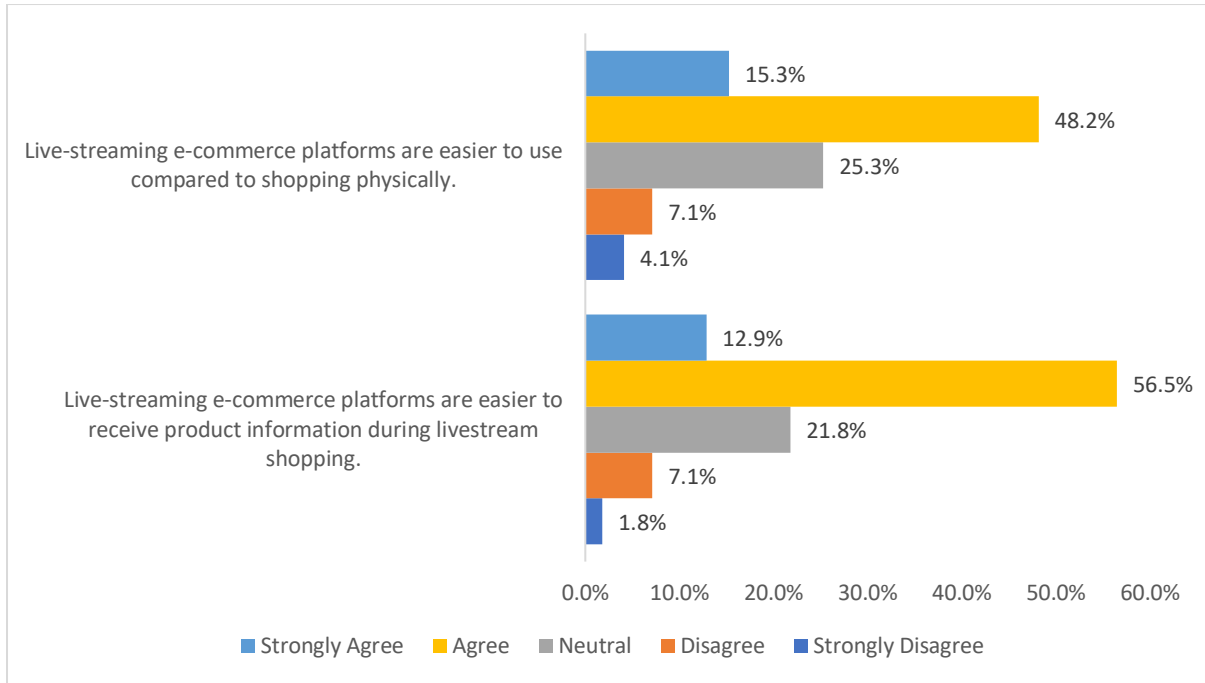


Figure 12. Ease of use of livestream shopping e-commerce platform (n=170)

Figure 12 is to study the ease of use of the livestream shopping e-commerce platform which is one of the features of livestream shopping. The ease of use is an external factor that stimulates the respondents to have livestream purchasing behavior. There are 15.3% of respondents mentioned that they strongly agreed with the livestream shopping e-commerce platform is easier to use compared to shopping physically; 48.2% of respondents agreed; 25.3% is being neutral about this statement; 7.1% of respondents disagree; and there are 4.1% of respondents strongly disagree. Besides, there are 12.9% of respondents strongly agree with livestream shopping is easier to receive product information through live-streaming e-commerce platforms; 56.5% of respondents agreed; 21.8% stated neutral on this statement; and only 7.1% of respondents disagreed and 1.8% of respondents strongly disagree.

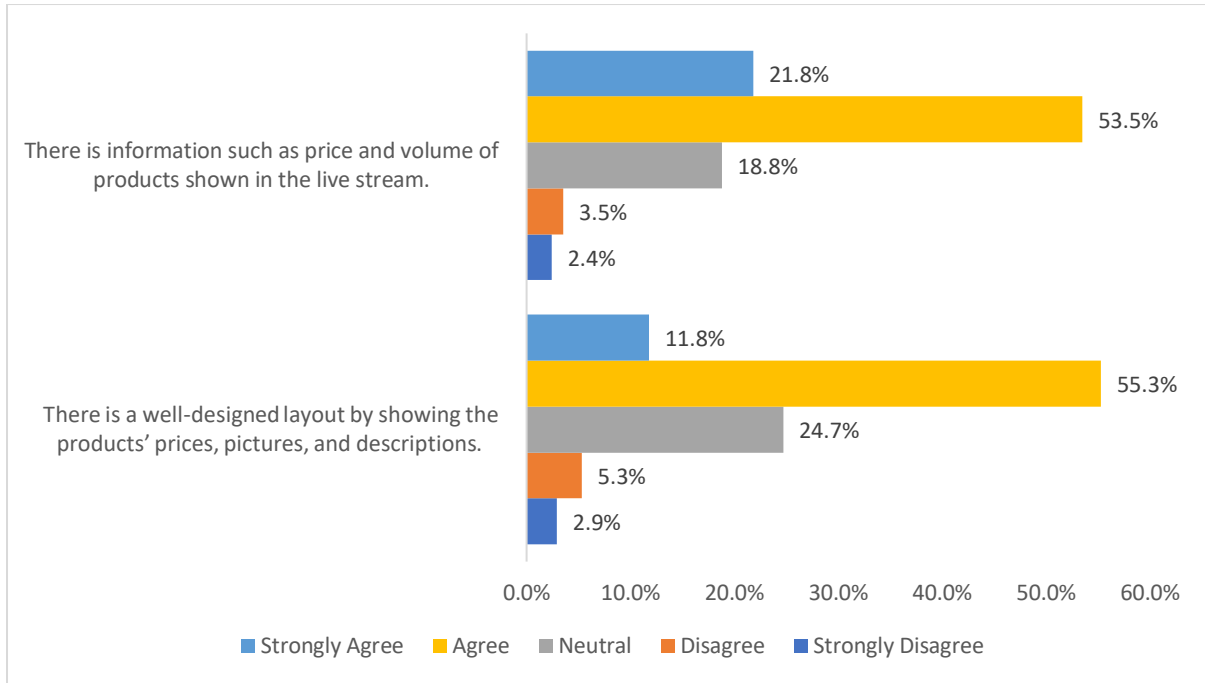


Figure 13. The visuality of the livestream shopping e-commerce platform (n=170)

According to Figure 13, it can be shown that the majority of the respondents, a combined 75.3% who selected “strongly agree” and “agree”, accept that there is information such as the price and volume of the products shown in the live-streaming room can encourage live-streaming buying; 18.8% of respondents are neutral; 3.5% of respondents disagree, and only 2.4% of respondents strongly disagree. Secondly, a well-designed layout that includes pricing, pictures, and descriptions of the products can encourage streaming buying strongly agreed by 11.8% of respondents; agreed by 55.3% of respondents; disagree by 5.3% of respondents, strongly disagreed by 2.9% of respondents; while the remaining 24.7% of respondents mentioned neutral.

4.3.2 quality of broadcaster

The second dimension of external factors of livestream shopping that affect consumer purchasing behavior is the quality of the broadcaster. The quality included trustworthiness, expertise, and interactivity.

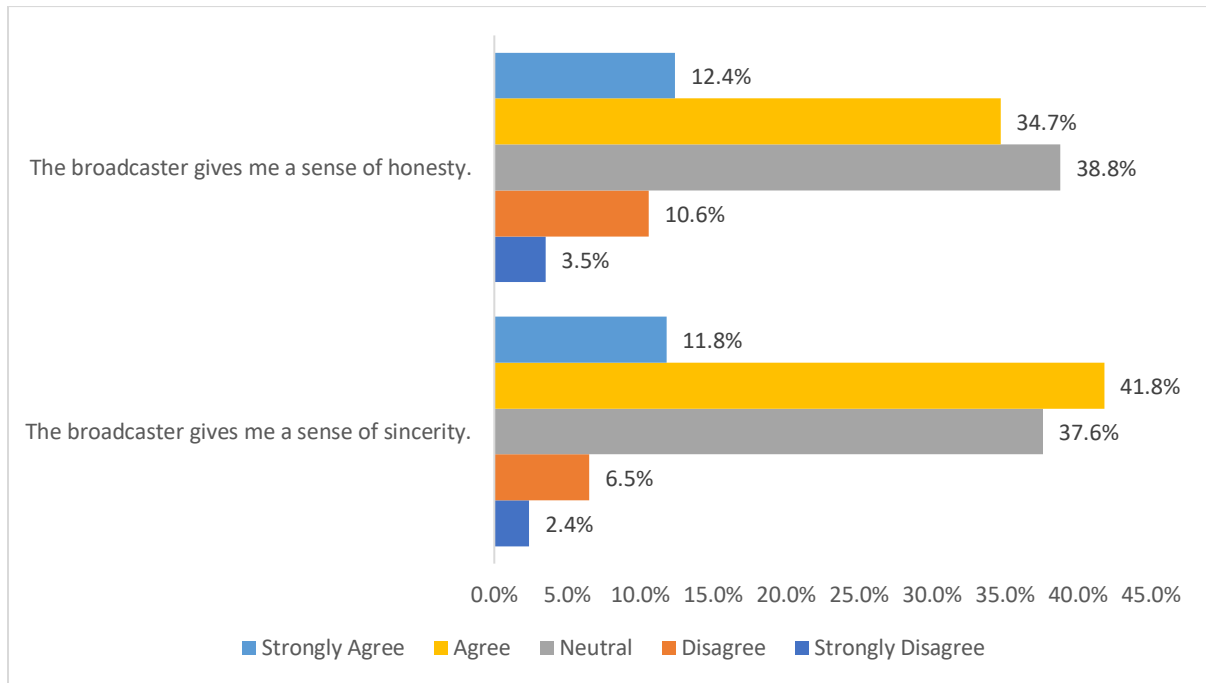


Figure 14. The trustworthiness of the broadcaster (n=170)

In accordance with Figure 14, the viewer's decision to shop via livestream is influenced by the broadcaster's trustworthiness; as a result, 12.4% of respondents strongly agreed that they will decide to buy when the broadcaster expresses honesty; 34.7% of respondents agreed; while 38.8% of respondents said they were neutral; 10.6% of respondents stated disagree and there are 3.5% of respondents strongly disagreed. Furthermore, 11.8% of respondents strongly agreed that when the viewer receives a sense of sincerity from the broadcaster, it will influence their purchase behavior, 41.8% of respondents agree, 37.6% of respondents are neutral; 6.5% of respondents disagree, and the remaining 2.4% strongly disagreed.

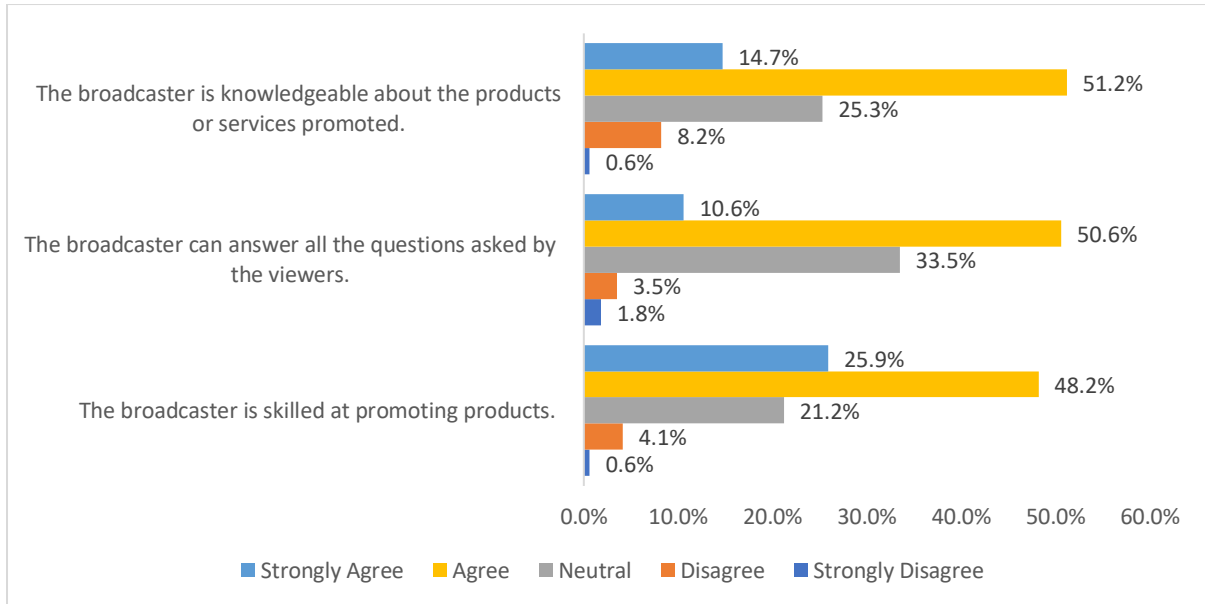


Figure 15. The expertise of the broadcaster (n=170)

The aforementioned figure (Figure 15) demonstrates that more than half of the respondents (a combined 65.9% for those who selected “strongly agree” and “agree”) think that having a broadcaster who is knowledgeable about the products or services being promoted will enhance the likelihood that viewer will make a purchase; while 25.3% of respondents had selected neutral; and there are only 8.8% of respondents selected disagree (a combined for those who selected “strongly disagree” and “disagree”).

Besides, there is a total of 61.2% of respondents agree (a combination of the respondents who selected “strongly agree” and “agree”) that they will be more likely to make a livestream purchase when the broadcaster is able to respond to all of the viewers' questions; while 33.5% of respondents showed neutral; 3.5% of respondents showed disagree; only there are only 1.8% of respondents selected strongly disagree. Moreover, there are 25.9% of respondents strongly agree with when a broadcaster is skilled at promoting products, their intention to make purchases will increase; 48.2% of respondents agreed with the statement; 21.2% of respondents are neutral; and there are only 4.7% of respondents disagree (a combined for those who selected “strongly disagree” and “disagree”).

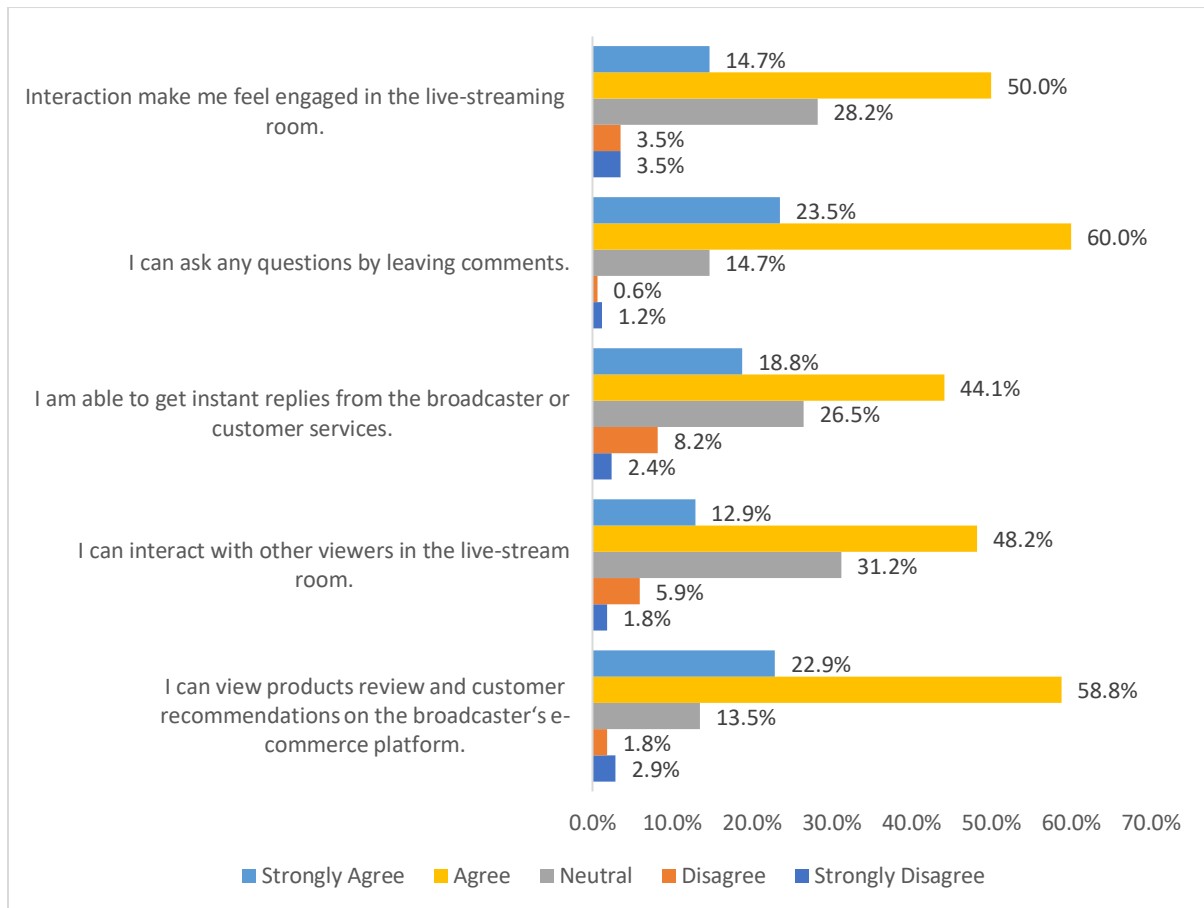


Figure 16. The interactivity of the broadcaster (n=170)

Interactivity is another quality of the broadcaster that will influence the viewers' purchasing decisions. Based on Figure 16, interaction can make the viewers feel engaged in the live-streaming room was strongly agreed by 14.7% of respondents, and agreed by half of the respondents, which is 50%; 28.2% of respondents mentioned neutral and 3.5% of respondents disagree and 3.5% strongly disagree. Secondly, 23.5% of respondents strongly agree with the ability to post comments to ask questions will influence their purchase behavior; more than half of the respondents, which is 60% agree with the statement; 14.7% of respondents mentioned neutral; and there are only 1.8% of respondents (a combined for those who selected “strongly disagree” and “disagree”) are disagree.

Thirdly, 18.8% of respondents strongly agreed that instant responses from broadcasters or customer service would have an impact on viewers' purchasing behavior; 44.1% of respondents are agree; 26.5% of respondents expressed neutrality; 8.2% of respondents are disagree; and 2.4% of respondents have strongly disagreed. Besides, 12.9% of respondents strongly agreed; 48.2% of respondents agree; 31.2% of respondents said it would be neutral that interaction between viewers in the livestream room would act as a motivator for purchase activity; however, this statement was disagreed by 5.9% of respondents and strongly disagree by 1.8% of respondents.

More than half of the respondents strongly agreed (22.9%) and agree (58.8%) that products review and customer recommendations on the broadcaster's e-commerce platform are able to influence the purchasing decision, 13.5% of respondents said they were neutral; it was disagreed by 1.8% of respondents and strongly disagree by 2.9% of respondents.

4.3.3 quality of product marketed

The quality of the product marketed is the dimension to study the external factors of livestream shopping that affect consumer purchasing behavior. Product price and product usefulness is the element of the quality of the product marketed.

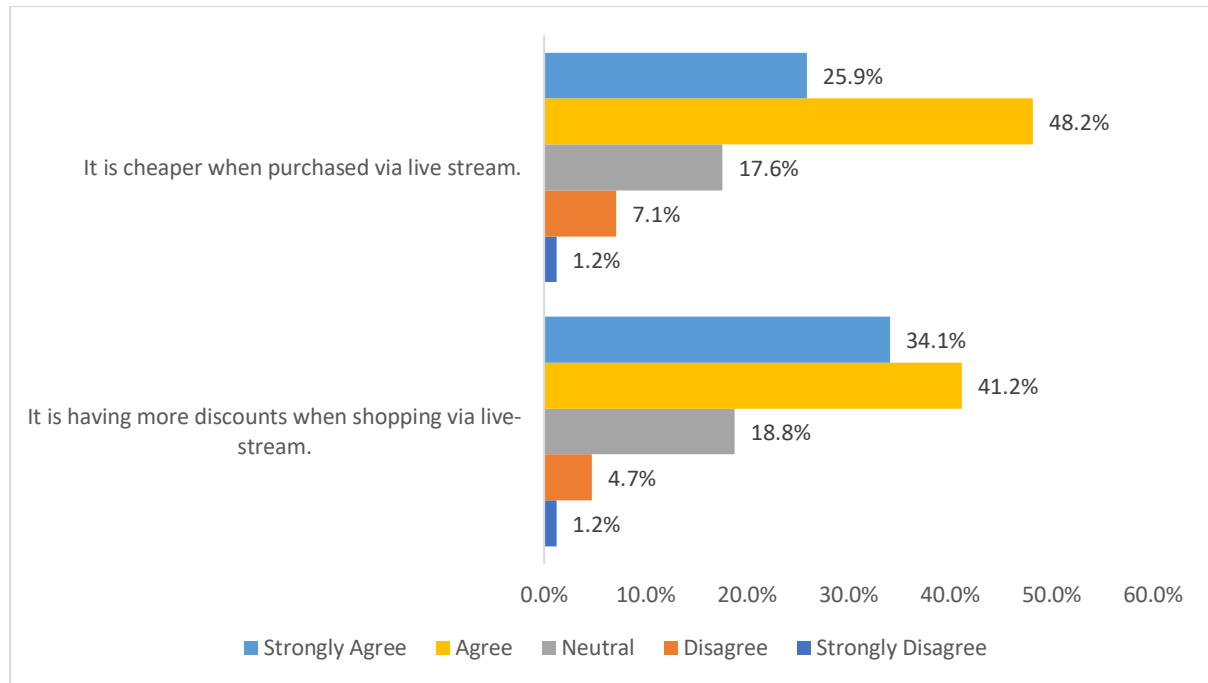


Figure 17. The product price of the product marketed (n=170)

The figure above (Figure 17) describes that 25.9% of respondents; 48.2% of respondents strongly agreed and agreed that product price in livestream shopping is cheaper compared to the physical store or online stores; 17.6% mentioned neutral and only 7.1% of respondents and 1.2% of respondents disagree and strongly disagree with the statement. Moreover, the majority of the respondents (a combined 75.3% for those who selected “strongly agree” and “agree”) agreed that livestream shopping has more discounts, 18.8% are neutral about this statement, 4.7% disagreed and 1.2% strongly disagreed.

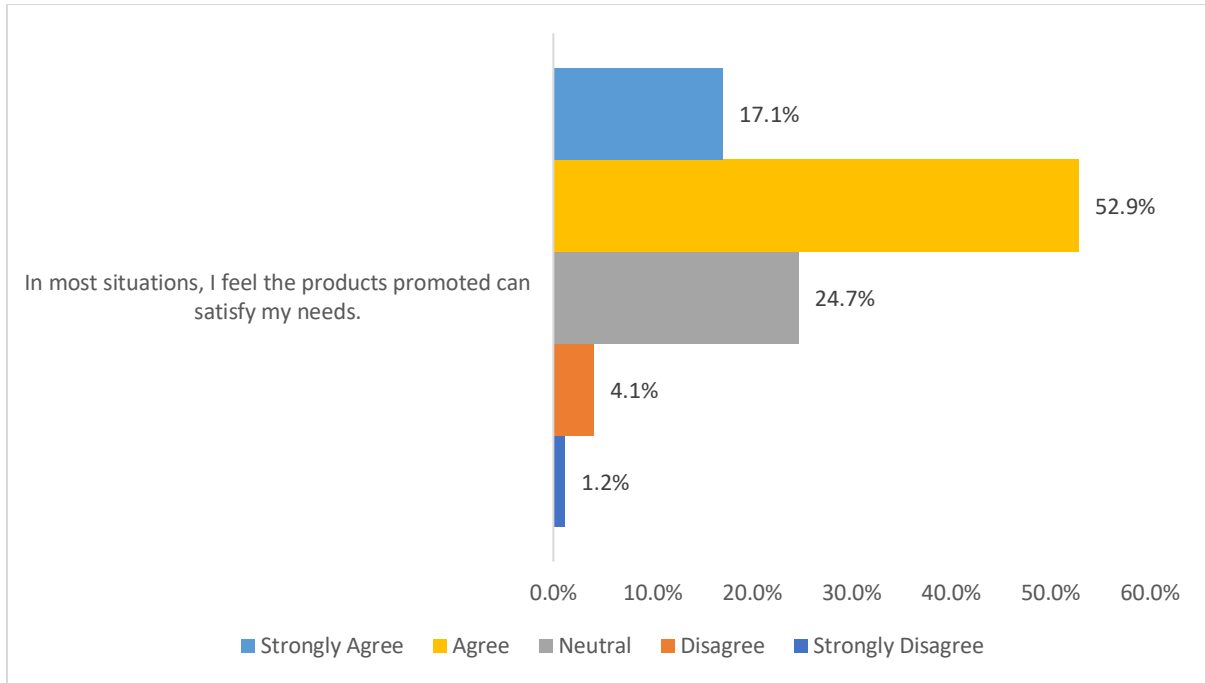


Figure 18. The product usefulness of the product marketed (n=170)

Based on Figure 18, there are 17.1% of respondents among the 170 respondents strongly agree that the product promoted can stratify their needs when watching a livestream shopping e-commerce platform; more than half of the respondents, 52.9% of respondents are agreed; 24.7% stated neutral, 4.1% of respondents mention disagree, and only 1.2% of respondents strongly disagree.

4.4 The Emotional and Cognitive (i.e., organism) that Lead to Consumer Purchasing Behavior in Live-streaming

There are two research questions under the research objectives of studying the Emotional and Cognitive (i.e., organism) that Lead to Consumer Purchasing Behavior in Live-streaming, therefore, there will be two parts of analysis in this section. Firstly, is to answer the research questions of what are the emotional and cognitive (i.e., organism) that lead to consumer purchasing behavior in live-streaming among youth aged from 15 to 30 in Klang Valley (Figure 19). Secondly, is to answer the research questions of how do "stimulus" and "organism" factors respectively affect consumer purchasing behavior among the youth aged from 15 to 30 in Klang Valley (Figure 20 to Figure 27).

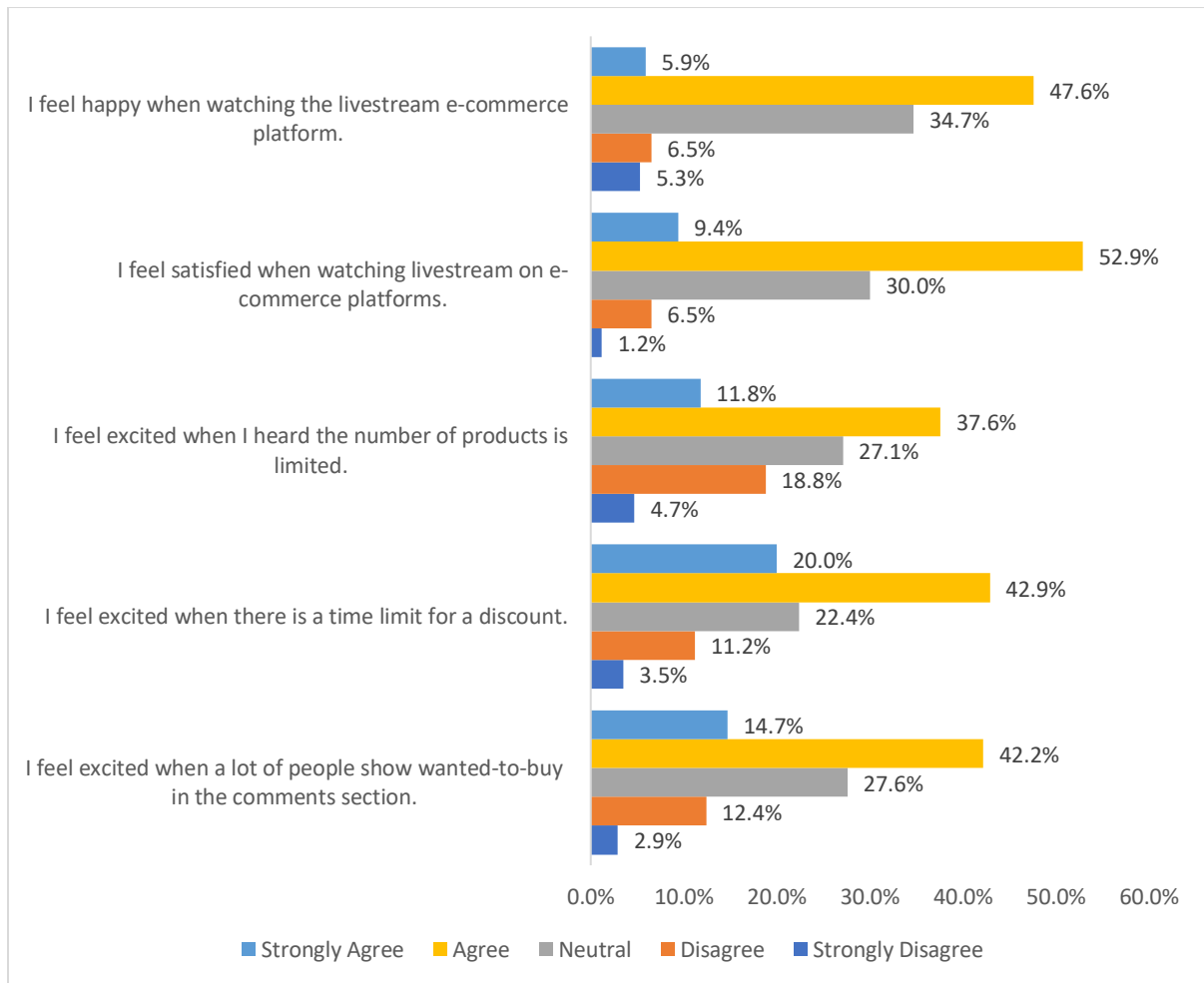


Figure 19. The arousal and pleasure of respondents during livestream shopping (n=170)

Figure 19 illustrates the emotional and cognitive state of the respondents when livestream shopping, 5.9% of respondents strongly agree with the claim that they would feel happy watching the livestream on the e-commerce platform; 47.6% of respondents agree; 34.7% of respondents are neutral on the statement; 6.5% of respondents disagree; 5.3% of respondents disagree. Secondly, 9.4% and more than half of the respondents, which is 52.9% of respondents strongly agreed and agree that they are satisfied with the live-streaming experience on e-commerce platforms; however, 30.0% said they were neutral; while 6.5% and 1.2% of respondents said they disagreed.

Thirdly, 11.8% of respondents strongly agree that they feel excited to hear that there are a restricted number of products being marketed on the livestream e-commerce platform, 37.6% of respondents agree; 27.1% are neutral; 18.8% and 4.7% of respondents disagree and strongly disagree. Fourth, a total of 62.9% of respondents (a combination of respondents who selected “strongly agree” and “agree”) say they will be excited if a discount for items sold on the livestream e-commerce platform has a time limit, 22.4% said they would choose neutral, and 14.7% (a combination of respondents who selected “strongly disagree” and “disagree”) said they would disagree.

Lastly, there are 14.7% of respondents strongly agree that they will feel excited when many viewers express their intention to make a purchase in the comments section, almost half of the respondents, which is 42.2% agree with the statement; 27.6% of respondents mentioned neutral; while 12.4% of respondents disagree, and the remaining 2.9% of respondents strongly disagree.

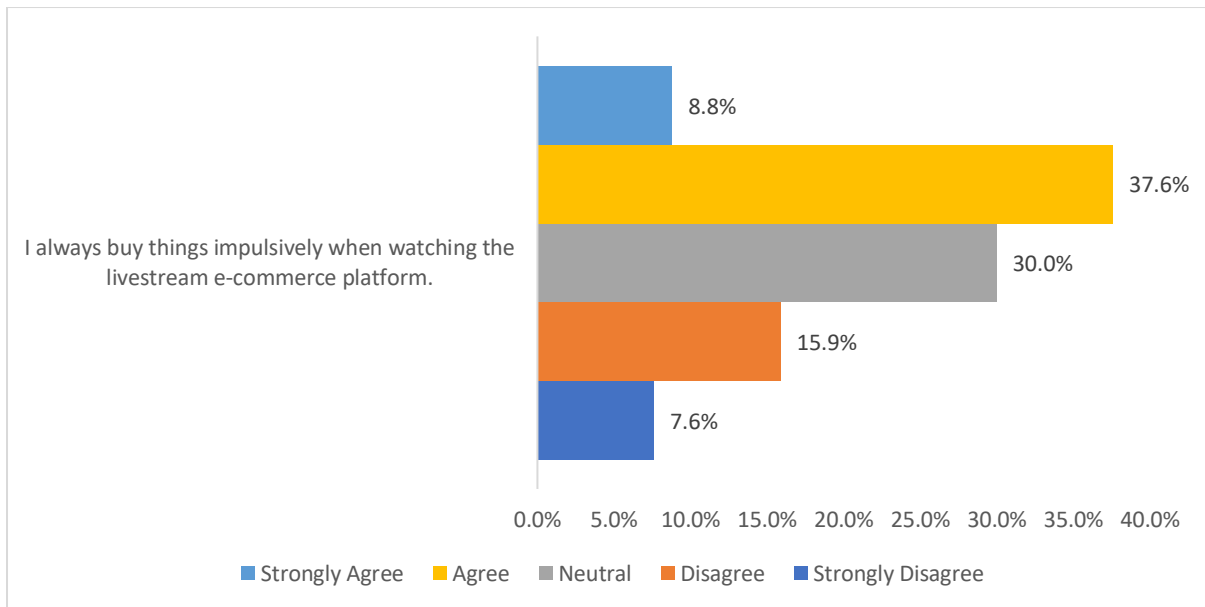


Figure 20. The impulsive buying behavior of respondents (n=170)

The bar chart above (Figure 20) shows that 8.8% of respondents strongly agree and 37.6% of respondents agree that they will always have purchased behavior impulsively when they are watching the livestream e-commerce platform; while this statement is disagreed by 15.9% of respondents strongly disagree by 7.6% of respondents, while the remaining 30.0% of respondents are neutral.

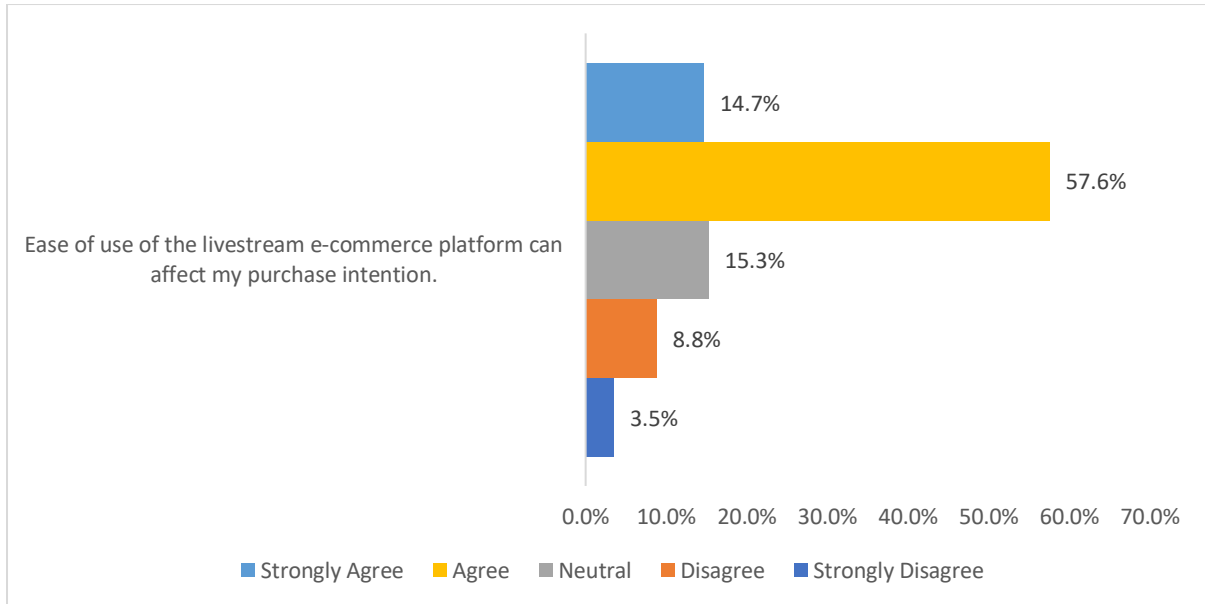


Figure 21. Ease of use is able to affect purchase intention (n=170)

Figure 21 demonstrates that the ease of use which includes the respondents can easily receive product information and the easier way of shopping compared to physical stores is also able to affect the respondents' behavior, this statement is strongly agreed by 14.7% of respondents, agreed by 57.6% of respondents, which occupied half of the percentage; disagreed by 8.8% of respondents and strongly disagree by 3.5% of respondents, while the remaining 15.3% of respondents mentioned neutral.

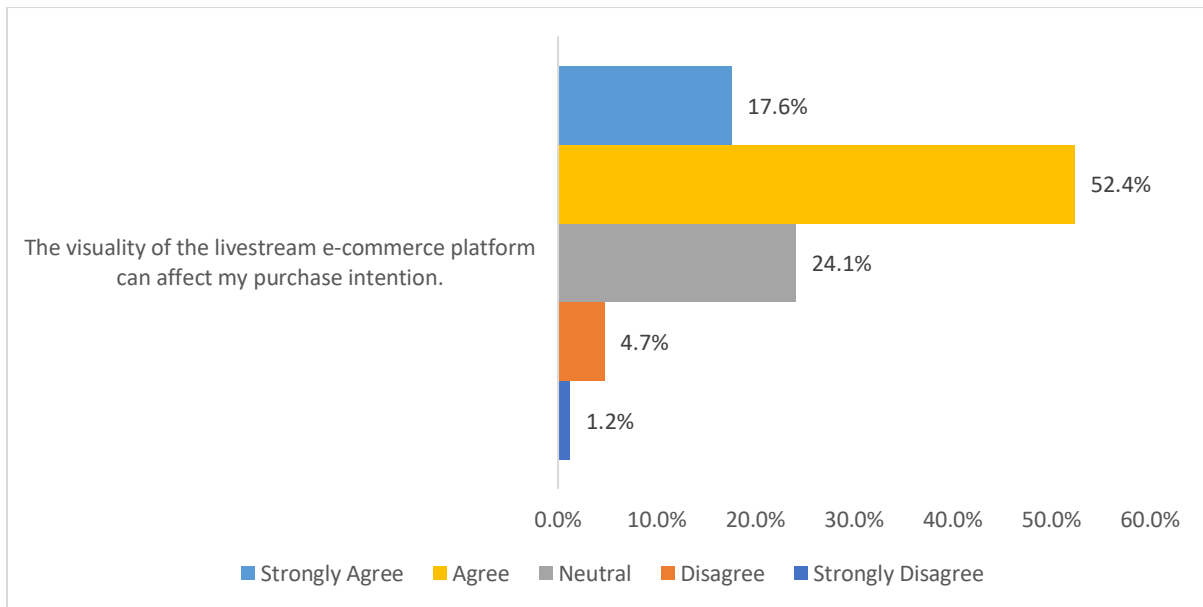


Figure 22. Visuality able to affect purchase intention (n=170)

According to Figure 22, many of the respondents strongly agree (17.6%) and agree (52.4%) stay in the position of visuality such as the well-designed layout of the livestream e-commerce platform and there is the information displayed in the livestream room is able to affect their purchase intention, while 24.1% of respondents are in a neutral position, and lastly, this statement is disagreed by 4.7% of respondents and strongly disagree by 1.2% of respondents.

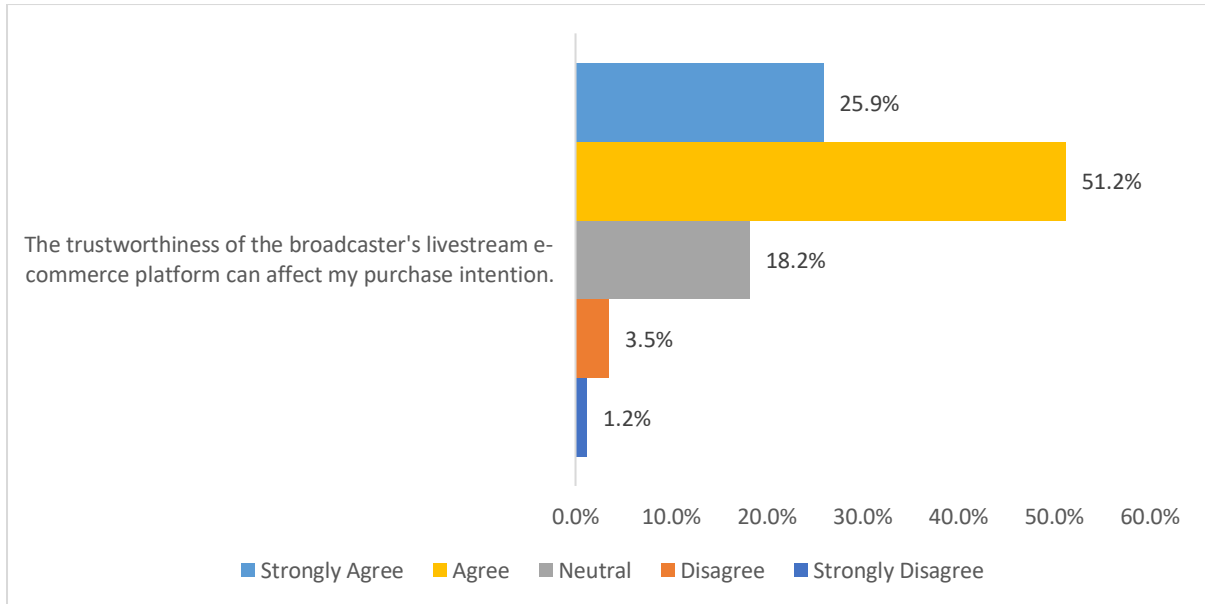


Figure 23. Trustworthiness of the broadcaster able to affect purchase intention (n=170)

Figure 23 demonstrates that 25.9% of respondents strongly agree with trustworthiness such as the honesty and sincerity of the broadcaster will affect their livestream shopping purchasing behavior, the majority of the respondents (51.2%) agree with the statement, 18.2% of respondents are neutral while only 3.5% of respondents and 1.2% of respondents mentioned disagree and strongly disagree.

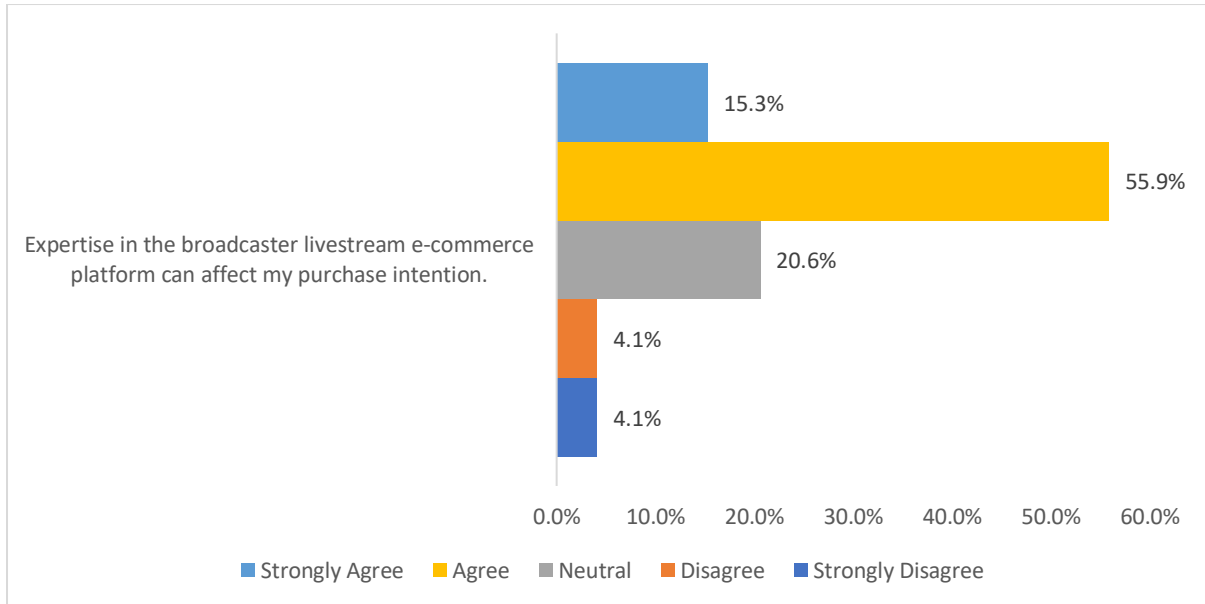


Figure 24. The expertise of the broadcaster is able to affect purchase intention (n=170)

Based on Figure 24, there is a combination of 71.2% of respondents, “strongly agreed” and “agree” with the statement about the expertise of broadcasters such as their skill in promoting products, the ability to answer viewer’s questions, and their knowledge of their products can increase their intention of livestream shopping; while 20.6% are neutral on this statement, and only 4.1% of respondents do not agree and strongly do not agree with the expertise of broadcaster can increase their intention of livestream shopping.

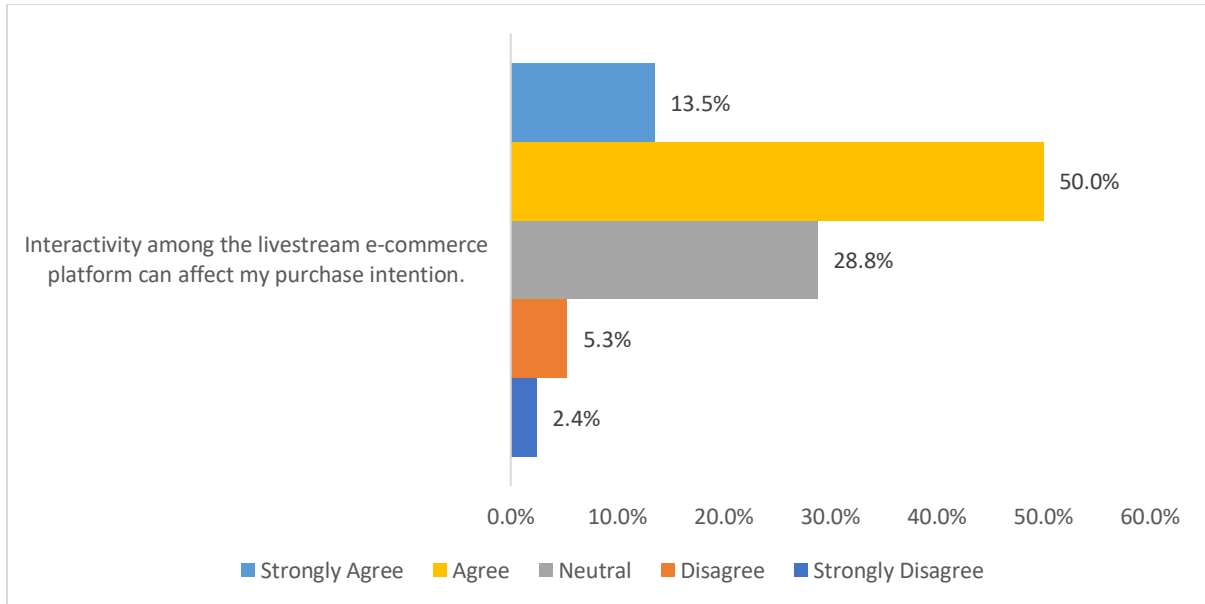


Figure 25. Interactivity able to affect purchase intention (n=170)

Figure 25 is showing the percentage of respondents who agree and disagree with the interactivity of the broadcaster is able to affect viewer purchase intention such as the customer review and product recommendations, the interaction between viewers in the livestream room, the instant replies from the broadcaster, the ability to leave comments, and the interaction engagement will affect respondents' purchase intention. This statement was strongly agreed by 13.5% of respondents, agreed by 50.0% of respondents, disagreed by 5.3% of respondents, strongly disagreed by 2.4% of respondents; while there are 28.8% of respondents selected neutral.

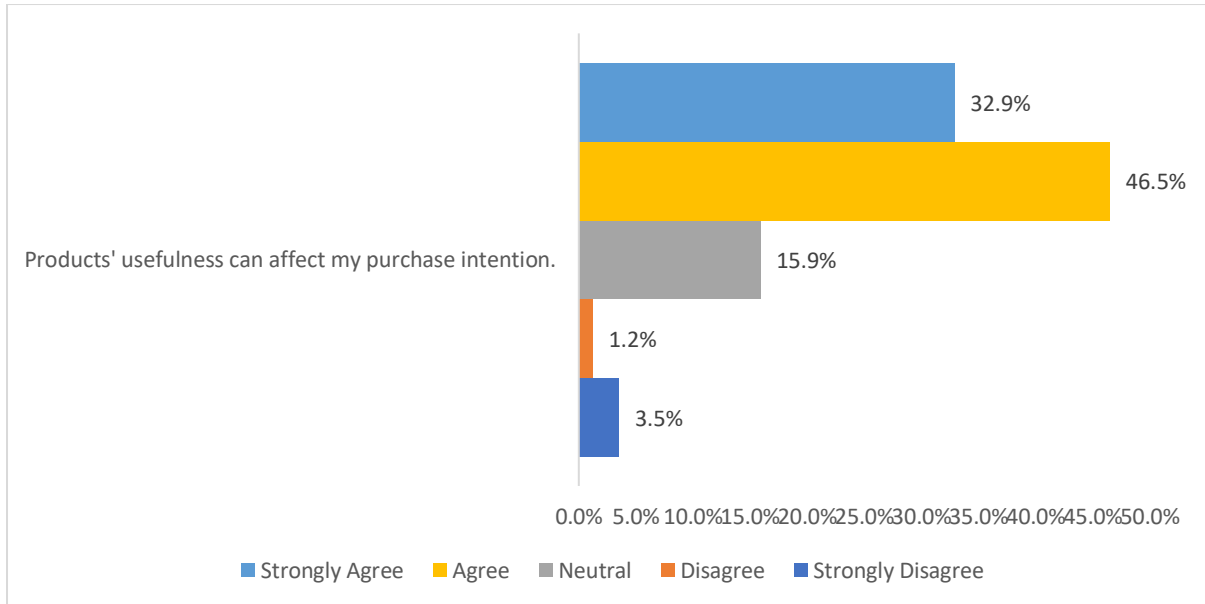


Figure 26. Products' usefulness able to affect purchase intention (n=170)

Figure 26 demonstrates that the majority of the respondents, a total of 79.4% (a combination of those who selected “strongly agree” and “agree”) support that the products' usefulness, which is the product promoted can stratify the respondents' needs when watching a livestream shopping e-commerce platform; 15.9% of respondents are neutral; and this has been disagreed by 1.2% of respondents and strongly disagreed by 3.5% of respondents.

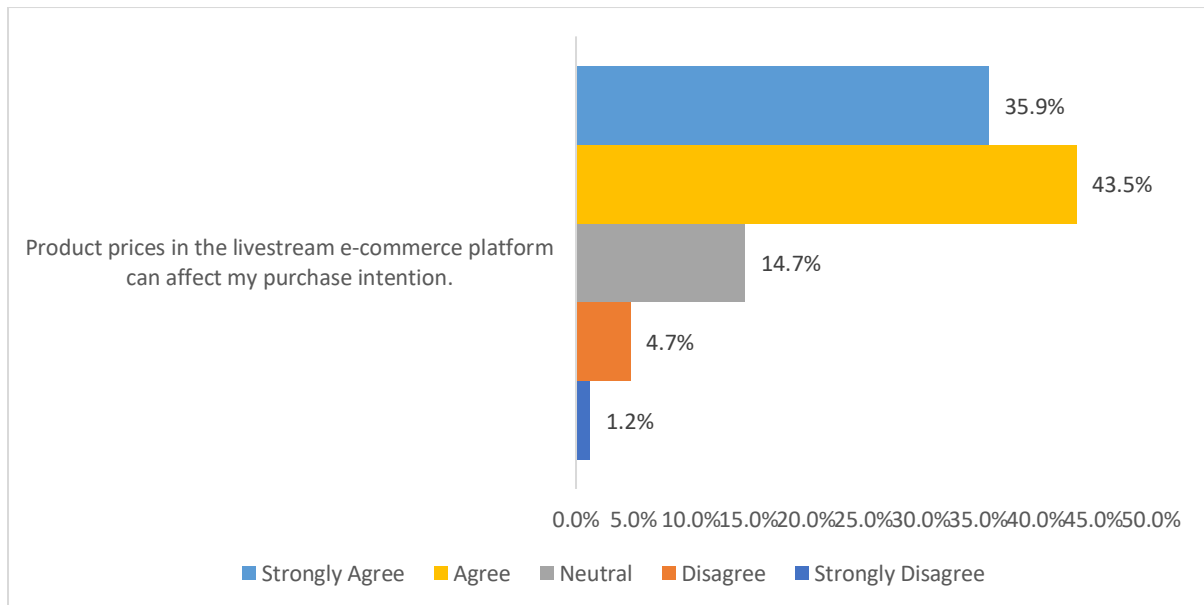


Figure 27. Products price able to affect purchase intention (n=170)

According to Figure 27, 35.9% of respondents strongly agree and 43.5% of respondents agree with product price such as the cheaper price and having more discounts is a stimulus that affects their response which is purchasing behavior, while 14.7% of respondents stay neutral, and there are 4.7% of respondents disagree and 1.2% of respondents strongly disagree.

CHAPTER V

DISCUSSION AND CONCLUSION

5.0 Questionnaire Results Inferences

The researcher collected a total of 170 valid respondents through quantitative methodology by using an online questionnaire. The data collected in Chapter IV Analysis of Data shows that the proportions of females are 68%, and males are 38%. Besides, this study targets youth aged 15 to 30 years old and from Klang Valley.

5.1 Discussion on Major Findings

The discussion of major findings will be discussed according to the elements in SOR Theory which are stimulus, organism, and responses. And, the stimulus, and organism are the factors that this study wanted to determine about their effect on consumer purchasing behavior among youth aged from 15 to 30 in Klang Valley.

5.1.1 stimulus (S)

The visuality of the livestream e-commerce platform is a stimulus that positively affects consumer purchasing behavior. The broadcaster can present important information about the products or services on the livestream page, such as the prices, and the details of the products. So that, the viewer can have a more direct understanding of the products or services from the broadcaster as the viewer can directly get the information from the livestream page. Besides, a well-designed layout showing the products' prices, pictures, and descriptions in the livestream e-commerce platform is also significant to consumer purchasing behavior. This is because visuality can enhance the feeling that the consumer feels when they are able to buy basic needs

of shopping in a cost-effective manner and the satisfaction of consumers in the process of shopping and the satisfaction of self-social image improvement (Liu et al., 2019)

The expertise of the broadcaster is also the stimulus that significantly affects consumer purchasing behavior. Expertise is a high level of skill or knowledge that can be a stimulus for consumers; consumers are more likely to interact with other users who are knowledgeable about brands and products (Lee & Chen, 2021). This is because when the broadcaster is knowledgeable about the products or services promoted, they will have a sense of professionalism, and the viewer will feel that the broadcaster is trustworthy when introducing the products or services. For example, the broadcaster can present the information concisely and clearly to the viewer. The expertise of the broadcaster included the availability of answering all the questions asked by the viewer, as the viewer will have a sense of interaction with the broadcaster. The skill of the broadcaster in promoting products is also important to impact the consumer purchasing behavior, such as by having higher skill in presentation and promoting, the viewer will be easier to be persuaded and influenced.

In addition, the product price of products marketed will also influence consumer purchasing behavior; according to the data collected in Chapter IV, it is cheaper when having livestream shopping compared to shopping physically or even online shopping. This is because the broadcaster has a few products to have special discounts on a specific day to increase their sales. They need to be cheaper compared to their original price in order to attract people to watch their live-streaming and to make an order via the livestream platform to enjoy the special discount. However, a research paper mentioned that the larger the price discounted, the lesser positive consumer feel about impulse buying online (Chen & Yao, 2018). The reason given by the researcher above is the discounted price will cause the public to have a perception of the products are getting cheaper because they might be defective, therefore, the discount will be less attractive to this consumer in the perspective of mobile auction.

5.1.2 *organism (O)*

Due to the emotional experience in live-streaming commerce has a significant impact on action tendency, the researcher confirmed that emotional states, arousal (the feeling of happiness or satisfaction), and pleasure (the feeling of being excited or stimulated), are the significant factors of impulsive buying behavior (Li et al., 2022). Additionally, consistent with the current objectives, an organism which is the emotional and cognitive states is able to affect the livestream purchasing behavior. Through the data analysis in Chapter IV, the researcher found out that the viewers will feel happy and excited when watching the livestream e-commerce. This result shows that the livestream e-commerce platform is able to affect the organism of the viewers by influencing their purchasing behavior.

5.1.3 *responses (R)*

The study's findings demonstrate that both internal (i.e., organism) and external (i.e., stimuli) elements can have an impact on a person's purchasing behavior (i.e., reactions). The external stimulus such as the visuality of the livestream e-commerce platform, the expertise of the broadcaster, and the product price of products marketed are effective external environments that are able to influence the respondents' responses. The aforementioned stimulus has the potential to influence viewers' behavior by influencing their perceptions, such as their purchasing experiences.

The findings also show that people will enjoy and be satisfied with the live-streaming experience. When viewers are stimulated by external factors (such as stimulation), their internal affective assessments rise, which has an impact on their behavior. Therefore, the likelihood that respondents will make a live-streaming purchase will increase if they are pleased and satisfied with the platform. According to the result found the viewer will be excited when heard the number of products is limited and when there is a time limit for the special discount. This shows

that external factors such as the promotion made by the live-streaming can stimulate the cognitive and emotional state of the respondents and lead to an action change.

5.2 Limitations of the Study

The objectives of the study have been met, however, there are still some limitations that arose throughout the research study. Firstly, the limited sample size of respondents. In this study, the researcher has only collected 200 respondents who are youth in Klang Valley to study the various “stimulus” and “organism” factors linked to livestream shopping in e-commerce platforms and how "stimulus" and "organism" factors respectively affect consumer purchasing behavior among the youth aged from 15 to 30 in Klang Valley; however, the valid respondents have only 170. Second, because Klang Valley is only a portion of Selangor State and this study aims to examine youth livestream shopping behavior in Klang Valley, this data might be insufficient to represent the data in the whole of Malaysia as a country, or Selangor, as a state. Additionally, this study focuses on young people between the ages of 15 and 30; however, persons over 30 may not be able to use the data.

Furthermore, since this study used purposive sampling and the respondents had to meet certain criteria in order to be considered authentic. The only respondents who met the requirements for filling out the survey were those who had engaged in livestream shopping and were youth between the ages of 15 and 30 who reside in the Klang Valley region. As a result, the data may only be used to represent Klang Valley residents between the ages of 15 and 30; it cannot be used to represent persons of all ages, nationalities, or states. Besides, the methodology of this study is the quantitative method using a close-ended questionnaire, hence, the question is fixed for the respondents to select and it does not provide in-depth insight into the question asked. So, the data can only represent the surface of the problem of study.

5.3 Recommendations for Future Study

In Malaysia, livestream shopping has become a popular marketing strategy, especially since the Covid-19 Pandemic. Future research is advised to be conducted using qualitative methodologies so that the researcher can gather more in-depth data and an open-ended response that is useful to the study in order to have more reliable and solid data to support this new area of study. For instance, in-depth interviews, focus groups, ethnography, or observation. As a result, the researcher can obtain respondents' more in-depth perspectives and data from the qualitative method. To lower the frequency of "Neutral" responses, the researcher should also make the questionnaire less ambiguous. As too many "Neutral" responses will have a negative impact on the study's ability to be validated.

The study's findings could be more reliable and representative if more responses were gathered. Additionally, the future study can investigate more deeply including the platform comparison, the researcher can compare the effectiveness of different livestream shopping platforms in Malaysia such as Shoppe Live, LazLive, and Facebook Live, in terms of audience engagement, conversion rate, and revenue. Moreover, further study can also examine the post-purchase behavior of livestream shopping in Malaysia, including the satisfaction level, product quality evaluation, and repurchase intention, to understand the long-term impact of this new shopping channel.

5.4 Conclusion

This study was motivated to study the impact of livestream e-commerce platforms on youth's purchasing behavior. The research objectives had been accomplished through this study. The results show that the external factors (i.e., stimulus) such as the visuality of the livestream e-commerce platforms positively affect consumer purchasing behavior (70% of respondents); the respondents agreed that the information such as the price and volume of the products shown

and the well-designed layout by showing the products' prices, pictures, and descriptions is able to affect their purchase intention. Secondly, the expertise of the broadcaster significantly affects consumer purchasing behavior (71.2% of respondents); the consumer purchasing behavior will be affected due to the knowledge of the broadcaster about the products and services promoted, the ability of the broadcaster to answer all the questions asked by the viewer and the skill of the broadcaster in promoting products. Moreover, the product price is also one of the external factors that affect consumer purchasing behavior (79.4% of respondents); the reason is that the products sold on livestream are cheaper and there are more discounts when shopping via live-streaming. For the emotional and cognitive (i.e., organism) factors, the viewer will feel happy and satisfied when watching the livestream e-commerce platform, hence leading to a significant impact on action tendencies. This chapter concludes with a discussion of the research finding, limitations of the study, and recommendations for further study.

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APPENDIX

Survey Question of The Impact of Live-streaming on Youth Purchasing Behaviour.

Dear respondents,

Hi there!

I am Yeong Shu Wee, a final year undergraduate student of Bachelor of Corporate Communication (Honours) from Universiti Tunku Abdul Rahman Sg Long Campus. The objectives of the study are to investigate the Malaysian youth in Klang Valley purchasing behavior regarding live streaming and to study how the relationship between broadcasters and audiences influences purchasing behavior.

Procedures

This survey questionnaire consists of 4 sections. Please answer ALL the questions listed in this questionnaire. Completing this survey questionnaire will take approximately 5-8 minutes.

Confidentiality

The data collected will be kept strictly confidential and will be used for educational and research purposes only. You may be sure that the answers you provide will be treated with the strictest confidentiality.

Participation

This survey participation is completely voluntary, you are free to withdraw from the study at anytime without consequences. There is no potential risk or harm to you for participating in this research project. Please be aware that there is no correct or incorrect answer to any statement. If you have any questions or doubts regarding this questionnaire, please contact me at shuwee.yong@utar.my.

Thank you for taking your valuable time to participate in this research project.

Figure 28. *Declaration of survey form*

1. Have you been livestream shopping? *

****Livestream shopping** is the action of purchasing products or services through a livestream e-commerce platform. For example, live-streaming on Facebook or Instagram, or Lazada.

Yes

No

Figure 29. *Filter question*

Section A - Demographic Profile

2. Gender *

- Male
- Female

3. Age *

- 15 to 20 years old
- 21 to 25 years old
- 26 to 30 years old

4. Job-status *

- Full-time student
- Employed
- Unemployed
-

Figure 30. Section A, demographic question (Question 2 to 4)

5. Area of present residence *

- Ampang
- Cyberjaya
- Gombak
- Kajang
- Klang
- Kuala Lumpur
- Petaling Jaya
- Puchong
- Putrajaya
- Rawang
- Selayang
- Sepang
- Serdang
- Shah Alam
- Subang Jaya

Figure 31. Section A, demographic question (Question 5)

6. Income level *

- Below RM4850
- RM4851 to RM10,970
- Above RM10,970

7. Approximately how long have you been shopping online? *

- Less than 1 year
- 1 to 2 years
- 3 to 5 years
- More than 5 years

Figure 32. Section A, demographic question (Question 6 to 7)

8. How frequently do you do online shopping? *

- Almost daily
- Weekly
- Monthly
- Every other month
- Bi-annually
- Only once per year

9. Approximately how long do you spend on livestream shopping per day? *

- Less than 2 hours
- 2 to 4 hours
- 4 to 6 hours
- More than 6 hours

Figure 33. Section A, demographic question (Question 8 to 9)

10. What is the average amount of money you spend on online shopping per month? *

- Less than RM500
- RM501 to RM1999
- RM2000 to RM3999
- RM4000 or more

Figure 34. Section A, demographic question (Question 10)

Section B - Live-streaming Habit

11. When did you start developing the habit of watching live-streaming when doing online shopping? *

- Before the Covid-19 Panedmic
- During the Covid-19 Pandemic

12. What applications do you used the most to do livestream shopping? *
⋮

Please select at most 3 options.

- Facebook
- Instagram
- Lazada
- Shopee
- Taobao
- DouYin (China's version of TikTok)
- TikTok (International version)
-

Figure 35. Section B, live-streaming habit question (Question 11 to 12)

Section C - The External Factors that Affect Purchasing Behaviour

13. To what extent do you agree with each of the following statements on watching live-stream while doing online purchasing? *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
(a) Live-streaming e-commerce platforms are easier to use compared to shopping physically.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(b) It is easier for me to receive product information during livestream shopping.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(c) It is cheaper when purchased via live stream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(d) It is having more discounts when shopping via live-stream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(e) There is information such as price and volume of products shown in the live stream.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Figure 36. Section C, questions of studying the external factors (Question 13)

(f) There is a well-designed layout by showing the products' prices, pictures, and descriptions.

(g) The broadcaster gives me a sense of honesty.

(h) The broadcaster gives me a sense of sincerity.

(i) The broadcaster is knowledgeable about the products or services promoted.

(j) The broadcaster can answer all the questions asked by the viewers.

(k) The broadcaster is skilled at promoting products.

(l) Interaction make me feel engaged in the live-streaming room.

(m) I can ask any questions by leaving

Figure 37. Section C, questions of studying the external factors (Question 13)

comments.

(n) I am able to get instant replies from the broadcaster or customer services.

(o) I can interact with other viewers in the live-stream room.

(p) I can view products review and customer recommendations on the broadcaster's e-commerce platform.

(q) In most situations, I feel the products promoted can satisfy my needs.

Figure 38. Section C, questions of studying the external factors (Question 13)

Section D - The Organism and Responses of an Individual towards Live-streaming Purchasing

14. To what extent do you agree with each of the following statements on watching live-stream while doing online purchasing? *

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
(a) I feel happy when watching the livestream e-commerce platform.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(b) I feel satisfied when watching livestream on e-commerce platforms.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(c) I feel excited when I heard the number of products is limited.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(d) I feel excited when there is a time limit for a discount.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(e) I feel excited when a lot of people show wanted-to-buy in the comments section.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
(f) I always buy things					

Figure 39. Section D, questions of studying the organisms and responses (Question 14)

impulsively when watching the livestream e-commerce platform.

(g) Ease of use of the livestream e-commerce platform can affect my purchase intention.

(h) The visuality of the livestream e-commerce platform can affect my purchase intention.

(i) The trustworthiness of the broadcaster's livestream e-commerce platform can affect my purchase intention.

(j) Expertise in the broadcaster livestream e-commerce platform can affect my purchase intention.

(k) Interactivity among the livestream e-commerce platform can affect my purchase intention.

Figure 40. Section D, questions of studying the organisms and responses (Question 14)

(l) Products' usefulness can affect my purchase intention.

(m) Product prices in the livestream e-commerce platform can affect my purchase intention.

Figure 41. Section D, questions of studying the organisms and responses (Question 14)