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UNDERGRADUATE FINAL YEAR PROJECT

Final Year Project Assessment Form - Report

Final Year Project Title:

Livestreaming Content: Investigating Factors that Enhance Engagement and Traction Among Xiao Hong Shu Consumers in Malaysia

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No	Criteria	Excellent (8 - 10 marks)	Good (5 - 7 marks)	Fair (3 - 4 marks)	Poor (0 - 2 marks)	Awarded
1	Title and Abstract	Clear, concise, and informative; abstract summarizes all key elements effectively.	Title and abstract are clear but may miss some key elements.	Title and abstract are somewhat unclear or incomplete.	Title and abstract are unclear and do not summarize key elements.	
2	Introduction	Comprehensive background and context; clearly stated research question/hypothesis.	Adequate background; some context missing; research question/hypothesis is stated.	Background and context are vague; research question/hypothesis is unclear.	Background and context are missing or inadequate; research question/hypothesis is absent.	
3	Literature Review	Extensive review, critical analysis, and synthesis of relevant literature.	Adequate review with some analysis of relevant literature.	Limited review with minimal analysis of relevant literature.	Inadequate or no review of relevant literature.	
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8	Conclusion	Comprehensive conclusion with discussions on implications supported by findings. Suggests future research.	Conclusion is present with key points somewhat summarized. Discussions on implications somewhat supported by findings. Suggests future research.	Weak conclusion, does not effectively summarize findings or suggest future research. Implications irrelevant to findings.	Conclusion is absent or very weak.	
9	Writing Quality	Excellent writing, free from errors, clear and professional.	Writing is clear but contains some errors or lacks professionalism.	Writing is unclear in parts, contains errors, and lacks professionalism.	Writing is unclear, contains numerous errors, and is unprofessional.	
10	References	Extensive and relevant references, properly formatted.	References are relevant but formatting is inconsistent.	Few references, some may be irrelevant or improperly formatted.	References are absent, irrelevant, or improperly formatted.	
					Total	

LIVESTREAMING CONTENT: STRATEGIC
APPROACH THAT ENHANCE ENGAGEMENT AND
TRACTION AMONG XIAO HONG SHU
CONSUMERS IN MALAYSIA

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BY

ADELINE KONG QING QING

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

BACHELOR OF INTERNATIONAL BUSINESS
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- (4) The word count of this research report is 10,000.

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DEDICATION

I dedicate this research project to my family and friends for their support of my academic pursuits. Support and assistance from them have helped me enhance my knowledge and education throughout this journey. Making this journey an unforgettable experience to cherish.

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List of Abbreviations

UGT	Uses & Gratification Theory
AOC	Authenticity of Conversation
PS	Platform Selection
E	Enjoyment
PT	Pass Time
P	Promotion
I	Influencer
PLS-SEM	Partial Least Squares Structural Equation Modelling

PREFACE

This research project has been prepared as part of my final year project submitted in partial fulfilment of the requirement for the degree of Bachelor of International Business (Honours) in Universiti Tunku Abdul Rahman under the supervision of Puan Ezatul Emilia binti Muhammad Arif. This study aims to provide knowledge, results and findings about the factors of enhancing engagement and traction in livestreaming. The objective of this research is to investigate the factors that enhance engagement and traction in livestreaming among Xiao Hong Shu consumers in Malaysia using the UGT theory. This study aims to analyse the relationship between Authenticity of Conversation, Platform Selection, Enjoyment, Pass Time, Promotion, Influencer and Consumer Engagement and Traction in Livestreaming.

ABSTRACT

Using the Uses and Gratifications Theory (UGT), this study examines the factors driving consumer engagement and traction in livestreaming among Malaysian Xiao Hong Shu users. The study looks at six important factors that includes authenticity of conversation, platform selection, enjoyment, pass time, promotion and influencer. Promotion, and influencer had less of an impact than authenticity of conversation, platform selection, enjoyment, pass time with consumer engagement, according to a quantitative technique using questionnaire that involved a poll of 468 respondents. The results offer useful implications for marketers looking to maximize livestreaming tactics, as well as theoretical advances in UGT applications to digital commerce. Thus, the conclusion of this study encourages the creation of entertaining, interactive, and captivating livestream content that is aimed at improving customer behavior and brand engagement.

Keywords: Consumer Engagement, Traction, Social Media, Digital Marketing, Livestreaming

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

Livestreaming shopping gained popularity in Malaysia after Lazada added virtual livestreaming shopping features to its app in 2018. In 2019 and 2021, Shopee and Zalora respectively followed. 56% of Malaysians, which mostly aged 32 used livestreaming shopping to finish a transaction in 2021. LSS is a recent development that is only now beginning to gain traction (Duan & Begum, 2024). Hence, this study aims to identify the factors for business owners to consider in creating livestreaming content in order to enhance consumer engagement and traction, focusing on a new pool of consumers in Xiao Hong Shu.

1.1 Research Background

In the present world, internet today is becoming an increasingly popular mode of communication. Due to the rapid growth of the internet, traditional marketing has emerged to become digitalized where it is called digital marketing. Digital marketing uses myriad mediums to present advertisements which includes search engine advertising, video advertising, email marketing, in-app marketing, social media marketing and so forth.

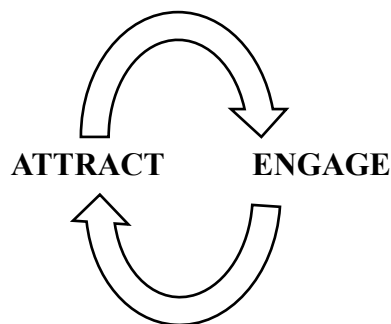
Social media marketing nowadays has gotten fairly prevalent and can be seen often whenever individuals go into their social media. Billions of users worldwide have made social media emerged as a key technology of this prevailing moment. To illustrate, as of 31st March 2019, Facebook as one of the world's largest and most prominent social media platforms, has reported a 2.38 billion monthly active users and 1.56 billion daily active users (*Company Info*, n.d.). Considering the availability of vast potential audience that exists and spends several hours per day scrolling through social media across numerous platforms, it is natural that marketers have used social media as a medium for marketing (Appel et al., 2020). Over the last decade, social media has facilitated more complex and diverse interactions between businesses and their customers.

In the course of time, an emergence of new kind of social media, identified as “Livestreaming”, was invested by the well-known companies like Microsoft, Google and Amazon. As a case in point, Twitch, Amazon-owned social media platform, is created as a livestreaming system that allows users to do live broadcast to viewers by showcasing video, audio materials and even real time footage. Furthermore, the programme has a feature that enables streamers and viewers to connect in real time via a live interactive chat room. Due to its ability to draw a significant viewership, livestreaming is able to offer new marketing opportunities. This can be explained by the fact that livestreaming facilitates an immediate connection between marketers and potential customers, enhancing traditional marketing strategies like product placement and endorsement. These interactions provide legitimate experiences for potential customers through real-time commercials, sparking further conversation in chat rooms, giveaway

sessions and so forth, to market brands, products and services. As a case in point, Reese Chocolate collaborated with Twitch and marketed their products for a span of two months using these techniques and saw an increase in sales (Edwards et al., 2020).

However, to boost sales, consumer engagement and traction in marketing is of vital importance, where consumer engagement refers to the involvement in numerous brand-related endeavors and interactions actively. According to Gavilanes et al. (2018), digital consumer engagement is defined as interactions with a domain including product, service or brand via media. They define stages of digital engagement depending on customer investment into low, moderate and high level. The interactions lead to quantifiable actions inclusive of; clicks, likes, and writing comments, fall under low, moderate, high level respectively. Whereas for traction, it refers to the process of a brand gaining and maintaining customers, which commonly related with expansion and market penetration. It is about consumers get attracted by a brand by any exposure of its product through different channels: online or physical. Both consumer engagement and traction drive the cycle of attract to engage.

Figure 1.1 Attract Engage Cycle



Source: Developed for Research Purpose

Figure 1.1 shows that a consumer either gets attracted to a product first then engage to it or engage to the product first then get attracted to it. It is possible to go both ways. Advertisements can be a good example of attraction leading to engagement of a consumer. When a consumer comes across iPhone 15's advertisement, it may lead to him or her wanting to discover more of its information by searching on internet. Meanwhile, trying out brands on the spot in physical stores, pop-up stores or even events can prompt engagement leading to attraction. A successful try-out eventually will lead to purchase once a consumer is satisfied while using the product.

1.2 Research Problem

The uniqueness of livestreaming is that the contents are generated in real-time and genuine. The contents are completely unscripted unlike other social media platforms. Therefore, using livestreaming approach can provide authenticity to marketing strategy. To illustrate, streamers are expected to share their own opinions on products and answer viewers' question without prodding. However, it is found that these "genuine" scenario may be less genuine than they seem. This is due to the fact that streamers acknowledge that marketing firms have made investments in their content where there is zero transparency surrounding the firms' control on the content and user-streamer interactions during sponsored parts. As an illustration, a livestreamer was asked by a viewer in the live chatroom the reason why he or she was contributing to childhood obesity when the livestreamer was promoting Hershey's Chocolate. The comment was then deleted by the chat moderator which the reason was said to be ambiguous. Through this example, study showed that the censorship that was meant towards the content is regard as deleterious to Hershey's image (Edwards et al, 2020).

1.3 Research Questions & Research Objectives

1.3.1 Research Questions

- Is there a relationship between authenticity of conversation and consumer engagement and traction?
- Is there a relationship between platform selection and consumer engagement and traction?
- Is there a relationship between enjoyment and consumer engagement and traction?
- Is there a relationship between pass time and consumer engagement and traction?
- Is there a relationship between promotion and consumer engagement and traction?
- Is there a relationship between influencer and consumer engagement and traction?

1.3.2 Research Objectives

- To assess the relationship between authenticity of conversation and consumer engagement and traction.
- To assess the relationship between platform selection and consumer engagement and traction.
- To assess the relationship between enjoyment and consumer engagement and traction.

- To assess the relationship between pass time and consumer engagement and traction.
- To assess the relationship between promotion and consumer engagement and traction.
- To assess the relationship between influencer and enhancing consumer engagement and traction.

1.4 Research Significance

The purpose of this research is to investigate the factors in enhancing consumer engagement and traction in a livestreaming session.

As livestreaming has become a significant tool for enhancing consumer engagement and traction, its implications for industry, society and digital economy can be substantial. First, livestreaming enables brands to exhibit products instantaneously, which creates a sense of urgency where it can drive sales. For instance, many vendors broadcast live on Facebook to market their items, introducing each product individually and asking viewers to remark in the chatroom whether or not they want to buy it in a very short time. Second, livestreaming provides a vast selection of material, catering to various interests and requirements, so different sorts of audiences will be drawn in. To illustrate, EA Sports identifies gaming streamers on Twitch and pays them to promote their recently launched video game. Moreover, livestreaming makes earnings through ads, direct sales and sponsorships, which benefits the digital economy. By way of example, a few brand promotion events can happen at the same time, therefore revenue can be generated at once.

To sum up, in the progress of these impacts, consumer engagement and traction can be fostered. However, to generate better results, an effective strategy should be practiced. Through this research, sellers can be benefited. In order to improve

interaction, draw in viewers, and enhance purchases, sellers may use this data to hone their tactics, choose platforms that work, and capitalize on elements like authenticity, fun, and promotions.

1.5 Research Scope

The scope of this research is on livestreaming advertisements, where consumers are the target audience. The location of this research is on the internet.

1.6 Conclusion

This study discusses the overview of this research, emphasizing the need for a deeper comprehension of the strategic ways to improve consumer engagement and traction through livestreaming.

CHAPTER 2: LITERATURE REVIEW

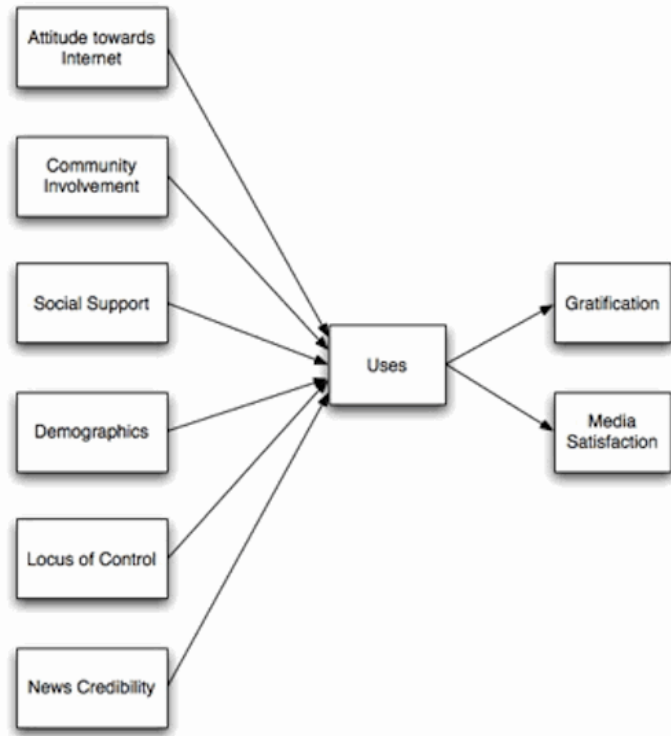
2.0 Introduction

A list of previous research initiatives undertaken by scholars that the researcher had assessed was presented in this chapter.

2.1 Underlying theories

2.1.1 Uses and Gratification Theory (UGT)

Figure 2.1 Original UGT Framework

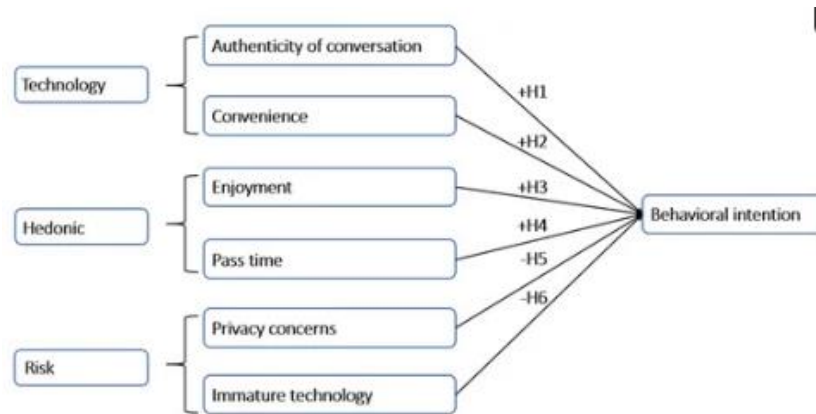


Source from: Pensil (2011)

“UGT” is referred to as Uses and Gratification Theory, is a well-known theory that applies in media research. This theory will be employed in this study to identify what drives a media user choosing their desired channels in order to fulfil their own wants and needs. Social and psychological variables contributed to these wants and needs, resulting in the incentive that drives media consumption. For instance, there are some people uses social media to broaden their social circle, whilst some other people use it to play games or even watch movie online (Kumari et al., 2024). Needs are categorized into five dimensions in terms of psychological and social needs that may be met by media consumption according to the UGT model established in 1973 by Katz, Gurevitch, and Haas, including cognitive, affective, social integrative and tension-release needs.

In the past few years, technical and social satisfaction was added into the UGT model as well. Technical satisfaction relates to whether people can produce the intended outcome effectively and accurately with the technology available, which is especially crucial in the internet era as it serves as a foundation for c-commerce (Marjerison et al., 2022). C-commerce, as known as conversational commerce, refers to firms that communicate with their consumers by texting, chatting, and other form of voice technology apps, everything that relates to communication. E-commerce typically refers to purchasing through the internet, while c-commerce refers to shopping using messaging form of applications (Naceva, 2021). Thus, as livestreaming has the ability to offers a real-time experience that promotes social interaction and participation, livestreaming is considered a c-commerce channel (Bai et al., 2024).

Figure 2.2 Expanded Version of Uses and Gratification Model (UGT)



Source from: Marjerison et al., 2022

2.2 Review of Variables

2.2.1 Technology

According to Nawaz et al. (2024), studies have carried out amongst the pandemic have furnished significant perspectives on the trend of digital technology and its influence on entertainment and social interactions. Authenticity of conversation and platform selection is crucial when it comes to digital marketing. Utilizing technology may be a good way to enhance consumer engagement through genuine conversations and platform choices.

2.2.1.1 Authenticity of conversation

Authenticity means authenticus in Latin and in Greek, authentikos, both of which mean trustworthy and authoritative. The level of authenticity depends on the honesty and sincerity when they express themselves, no matter human or not. Authenticity may refer to both a person's qualities and a consumer's faith in a product or service. Consumer awareness and need for authenticity represent the distinction between truth and deception (Marjerison et al., 2022). Authenticity is a key factor in the attractiveness of social media influencers to followers, according to research. Research indicates that authenticity is crucial for assessing items and companies in today's consumer market (Koles et al., 2024). Hence, the higher the level of authenticity, the more a brand can gain trust from its customers.

Whereas for conversation, consumers utilize social media channels to share their thoughts on products and services. Due to the consumers utilization of social media by commenting and conversing online, these discussions have significant significance for organizations. To illustrate, they can have an impact on an organization's product sales (Patroni et al., 2022). In this study, I will be combining the idea of authenticity and conversation to study how genuine a

conversation should be in order to aim the best result in enhancing consumer engagement through livestreaming. Through real information (authenticity of conversation) provided by live streamers, to what extent will increase the engagement of consumers towards a brand.

2.2.1.2 Platform selection

Platform selections define people chooses their desired platform for their desired purpose from various of social media platforms like Instagram, Facebook, Twitter, Twitch and so on. According to studies, advertising spillovers occur across platforms, with fan involvement on Facebook sparking interest and leading to interactions on other platforms such as Twitter or Instagram, so increasing brand reach and effect (Unnava & Aravindakshan, 2021). In the context of social media, different platforms offer varied social purposes through their own features, design, and functionality. According to Van Der Sanden et al. (2022), the more diverse the platform it gets, the more the functionality overlaps. As an example, Instagram, Facebook and Twitter share the same features which includes posting pictures or thoughts, livestream feature, chatting and so forth.

Consequently, users must make platform selection that matches their own purposes. This allows users to see what they prefer, where users may select the correct platform to improve their using experience. It was stated that the UGT looks at how users select between different social media sites on an individual level by deciding how to utilize various media through picking platforms that suit certain wants or gratifications (Van Der Sanden et al., 2022). In this study, platform selection will be utilized to determine which platform users choose to engage with when it comes to searching for brands' information or even shopping. Instagram, Facebook, Shopee, and other platforms, for example,

include livestreaming features that allow individuals to find short reviews of livestreams and become interested in them, where this may lead to them clicking into a livestream session.

2.2.2 Hedonic

Hedonic defines how consumers experience delight, excitement, and emotional fulfilment. Study shows that hedonic is able to effect user engagement (Penkitti & Lekmat, 2022). In this study, hedonic includes four factors including enjoyment, pass time, promotion and influencer. Hedonic perceptions are often inspired by common experiences that are linked with positive feelings in order to constantly receive a good bargain (Jee, 2021). Users' positive attitudes about the product will strengthen their bias towards it. In several research, users' attitudes are seen as a key component influencing their behavior and product demand (Marjerison et al., 2022).

2.2.2.1 Enjoyment

According to Pe-Than et al (2014), the term "enjoyment" is referred to the level of pleasure and delight associated with an activity. Customers will be more efficient and enjoy their buying experience if an effective perceived system for online establishment is in place. Research shown that the increase of enjoyment of online shopping can lead to the increase of purchase intention and customer sentiments. Enjoyable experience of online shopping may have a beneficial impact on customer attitudes by driving purchase intention and influencing consumer attitudes. When utilizing social networking service (SNS), people

feel happier and more comfortable, which allows them to execute their tasks better and obtain comprehensive information about items.

According to motivation theory as cited in Bilal et al. (2023), perceived enjoyment is a major incentive for using information systems. Perceived enjoyment online is defined as the customer's view when making an online purchase is enjoyable. enjoyment could be viewed as interacting hedonistic systems. The perception of pleasure is the driver of online shopping intention as pleasure is an appropriate response that enhances perceived enjoyment. While customers spend considerable time scrolling through products via online, social commerce platforms should include this element when creating ads, as perceived enjoyment online is strongly related with online purchasing and increases purchase intentions (Bilal et al., 2023). Enjoyment will be utilized in this study to determine how a livestreaming session can ignite enjoyment enough to encourage them to engage and stay until the end of the session.

2.2.2.2 Pass time

According to Oeldorf-Hirsch & Chen (2022), pass time defines as when a person spent time on a particular activity like watching movies during leisure time, where this can link to the term screen time. In this digitalized era, it is believed that most people go online whenever they have free time like scrolling through social media, watching movies online, shopping online and so forth, where this is referred to as “screen time”. Screen time is referred to the amount of time spent on screen-based activities such as computers, television, video games, and especially mobile devices (Oeldorf-Hirsch & Chen, 2022).

Moreover, screen time involves searching for information online. Searching for information before making a choice to make a purchase of products or services is very common nowadays. This behavior is to satisfy consumers' need for

knowledge, where they compare sellers to sellers to make the best purchase (Chiu et al., 2019). Due to the long period of time of searching, their screen time will eventually increase. People nowadays not only do online shopping online, but more than that. Therefore, it is believed that there are people who enjoys watching livestreams for whatever purposes during their free time to pass the time. Due to this, brands may seize this opportunity to market their products and services through livestreaming.

2.2.2.3 Promotion

In e-commerce, promotion is one of the most common used marketing tools, where brands spend a significant percentage of their annual budget on product marketing. According to some experts, a time constraint can boost demand. As cited in Zhu et al. (2024), time pressure impedes an individual's ideal approach, and consumers exhibit enhanced decision-making skills when faced with time restrictions. Clients who are under time pressure feel pressured to act, which in turn fuels their desire to make a purchase.

As mentioned in Jee (2021), prior Schindler (1989) research have adopted consumers' sensations and perceptions during smart shopping to characterize their self-concepts of a certain enthusiasm that is caused by a price promotion. These findings are associated with the hedonic gains of sales promotion techniques used to encourage people to buy products and services. In order to save money on a purchase, smart shoppers evaluate how willing they are to put in the time and effort to find and use promotional information. Customers' strong feeling of achievement and pride in their purchases, along with their demand for intrinsic enjoyment from price savings, are the main causes of such shopper self-perception. In particular, study found that consumers who felt entitled owing to their efforts and successes were more likely to choose joys

from experiences as rewards. In this research, promotion will be used to determine how promotions can drive people to enhance engagement through livestreaming.

2.2.2.4 Influencer

Influencers are well-known social media users who are viewed as role models by their fans or can be called followers. As their fans believe they know a lot about them and often communicate with them virtually, their followers feel connected to them. Therefore, this intimacy enables influencers to influence others. Because they are perceived as possessing unique abilities, influencers might have millions or even billions of followers. They create online persona by sharing personal experiences through photos, videos and activities. As a case of point, Angelababy, a well-known Chinese actress slash influencer, got invited by Maybelline New York to do live broadcast and successfully sold 10,000 lipsticks in only two hours (Lu & Siegfried, 2021).

Furthermore, influencer marketing has emerged as a tool for persuading customers. It has been studied that more than 60% of businesses utilize influencer marketing to achieve their communication goals on social media. All of this illustrates that influencer marketing has become critical to firms' ability to communicate with consumers. Moreover, influencers' sense of humor is vital for attracting attention and building communities of followers, which increases influencers' impact on their followers. Humor has been demonstrated to increase brand perception, enhance audience attention to advertising, and promote the acceptance of basic, direct messages. To illustrate, research has shown that the hedonic motivations of Instagram followers are associated with their intentions to persist in following and connecting with certain accounts, as well as to pay attention to the advice of influencers in order to resemble them

(Barta et al., 2023). Influencers will be used to show how effective they are to drive engagement in a livestream session throughout this study. Comparing non- influencer live streamer and influencers, who will achieve best result of viewers.

2.2.3 Dependent Variable

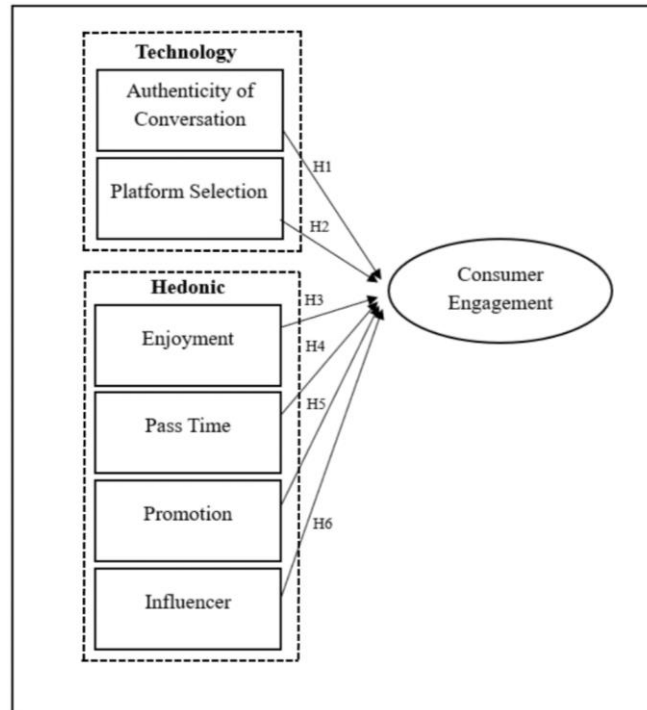
Consumer engagement refers to when users interact with brands on social media platforms including commenting under brands' posts, visiting brands' social media page, clicking into brands' website link and so forth. The purpose of the consumers is to not only gain information, but also convey marketing messages through their views about companies, goods, and services (Sardar et al., 2024). Whereas for traction, it defines how brands attract consumers attention or gaining interest on social media platforms that will lead to engagement. As an example, brands use paid advertisements on Instagram so users can come across the ads while scrolling through their feed.

Livestreaming is an important type of media channel in this study, where brands use livestreaming to enhance consumer engagement and traction. To illustrate, the popularity of live-streaming platforms and advancements in technology have led to a significant increase in the number of businesses using digital marketing for sales (Huang et al., 2024).

Since livestreaming is the media channel in this study, its content is eventually crucial as well. Livestreaming swiftly gained popularity as an efficient way to communicate and sell items online. Livestream shopping, which combines online retail and live streaming, promotes items through live video content and allows merchants and brands to interact with their customers in virtual environments (Ki et al., 2024).

2.3 Proposed Theoretical/ Conceptual Framework

Figure 2.3 Conceptual Framework



Source: Developed for Research Purpose

The conceptual framework is developed with the reference of the expanded version of UGT framework under the study of Marjerison et al (2022). It shows the relationship between the independent variables and dependent variable that are linked to the test for this research. Figure below shows that two independent variables (Authenticity of conversation, Platform selection) under technology and four independent variables (Enjoyment, Pass Time, Promotion, Influencer) under hedonic will influence the dependent variable (Consumer Engagement). Comparing with the expanded version, risk element is not included due to differences in study purpose. This research focuses on investigating the factors

that enhance engagement and traction in livestreaming, where risk is irrelevant in this topic.

2.4 Hypotheses Development

2.4.1 Relationship between Authenticity of Conversation and Consumer Engagement and Traction

According to Koles et al. (2024), authenticity is shown to positively affect a variety of consumer responses. Stronger perceptions of brand trust and equity, more resilient consumer-brand relationships, increased emotional brand attachment and positive word of mouth, and more willingness to pay a price premium are the consumer engagement activities, hence, resulting in the authenticity of conversation influencing consumer engagement. This relationship should be tested to see when a marketing content is genuine, it attracts consumer to engage rather than fake contents. As businesses are real, what they produce or market should be real as well, hence, this relationship should be positive.

H1: Authenticity of conversation positively influences consumer engagement and traction.

2.4.2 Relationship between Platform Selection and Consumer Engagement and Traction

As cited in Liu et al. (2024), Youtube, Facebook, Instagram, Wechat and Tiktok, each of them has billions of users. These platforms play an important role in information distribution and personal experience sharing, as well as influencing people's daily purchase decisions, which this leads to the high engagement rate if marketing (e.g. eWOM) is in place. To illustrate, market survey reported an 80% of consumers in the US made purchase through friends' recommendations on social media. Different social media platforms share similar features, regardless of this fact, they have different audiences. This relationship is to show which type of channels consumers choose to interact with brands in order to gain information, shopping and many more. Nonetheless, people still interact with brands whichever platform they choose, as brands does not only market their products or services in one platform.

H2: Platform Selection positively influences consumer engagement and traction.

2.4.3 Relationship between Enjoyment and Consumer Engagement and Traction

According to Bilal et al. (2023), an enjoyable experience can have a beneficial impact on the perceived benefits or advantages of a specific product or service. When customers see a product as pleasurable, it improves their evaluation by adding another degree of pleasure, improving the product's attractiveness and perceived worth. Furthermore, the sense of satisfaction can reduce the perceived cost of the transaction. Regardless of the price tag or possible drawbacks associated with a product, the enjoyment gained from its use can offset these costs, making the overall transaction more favorable. Perceived enjoyment may enhance the relationship between consumer attitude and purchase intention. When customers have a positive attitude towards a product

and like using it, their likelihood of making a purchase increases. Individuals are more likely to transform their happy mood into real purchase activities.

H3: Enjoyment positively influences consumer engagement and traction.

2.4.4 Relationship between Pass Time and Consumer Engagement and Traction

In today's digital world, consumers seek for information using internet and it is believed that this action will continue in the future. Based on the research by Chiu et al. (2019), consumers shop online will require the same amount of time to pass as traditional purchasing (i.e. shopping in physical stores). As an example, consumers might spend hours searching and comparing information online. A product sold online were disclosed similar information by different seller online due to transparency. Thus, search results will not differ much although buyers spend longer time searching for information. However, consumers remain eager in order to gain information online so that they will be satisfied after the product is in their hands. This phenomenon can be perceived as people do online shopping to pass time, which is the same as people go shopping to pass time. When people search information for products or services they want to purchase can be known as engaging with the brand. Therefore, the longer they spend time online searching for information, the longer they engage with the brand.

H4: Pass time positively influences consumer engagement and traction.

2.4.5 Relationship between Promotion and Consumer Engagement and Traction

According to Zhang & Li (2024), classic large-scale online promotional activities help online businesses quickly boost their sales and brand image. Examples of the classic large-scale online promotional activities are “Double Eleven”, “Double Twelve”, “Black Friday” and many more. Customer loyalty is defined when consumers make repeated purchases, share information and leave positive recommendations throughout the large-scale promotion over time, which these actions highlighted continuity and personal attachment. As a case of point, consumers who made purchase in the “Double Eleven” event in the current year are likely to participate again in the following year. Hence, in this study, this relationship is to show how promotional activities drive consumer engagement as they would do shopping during the promotion period.

H5: Promotion positively influences consumer engagement.

2.4.6 Relationship between Influencer and Consumer Engagement and Traction

Many influencers often use social media sites like Facebook, Instagram, TikTok, and Weibo to promote companies and products. Customers therefore see a lot of advertisements every time they access any social networking site. Even if influencers conceal these advertising signals in their daily posts, they nonetheless overwhelm consumers with information. As a result, users only interact with the messages that really stick out to them. This implies that in order to successfully draw in customer interaction, influencers must produce a post that sticks out (Guo & Wang, 2024). This partnership demonstrates how

influencers may draw customers to engage with the company they support in marketing. Influencers are anticipated to have a favorable impact on consumer engagement due to their big followings.

H6: Influencer positively influences consumer engagement.

2.5 Conclusion

Chapter two discusses the literature review and hypotheses, which will be the guidance of the following chapters.

CHAPTER 3: METHODOLOGY

3.0 Introduction

Chapter three explores the research methodology that will be used to carry out this research.

3.1 Research Philosophy

Research philosophy directs the process of how data of a study is. From gathering, analyzing and applying, connecting to the underlying assumptions, knowledge and essence of the study itself. It pertains to the distinctive approach of acquiring knowledge. (*Research Philosophy - Research Methodology*, n.d.). As this study started with a theory that is developed from reading of literature, deductive approach was utilized. Subsequently, a research strategy was designed to test the theory (Saunders et al., 2009).

3.2 Research Design

The framework of research methodologies and techniques that a researcher adopts to carry out research is known as research design. It enables researchers to refine research methodologies that suits the topic matter and set up their research for success. The research design is classified into quantitative or qualitative (Bhat, 2018). In this study, quantitative approach will be utilized.

3.2.1 Quantitative Research Method

Quantitative research is an approach where it aims to gather data that can be quantified using objective instruments, in other words, collecting data that can be measured numerically. This approach also defined as a testing theory by measuring variables and analyzing data using statistical processes. It seeks to identify links, patterns, or trends in data and apply them to a wider population (Fleetwood, 2018). The quantitative research approach strives to produce true and trustworthy data to explain, forecast, or regulate a situation. Moreover, quantitative research methodologies enable valid and reliable data gathering and analysis to answer questions or to test hypotheses. To conduct research, questionnaire will be utilized to collect data in this research. Hence, to conduct effective research, researchers must formulate appropriate questions, gather and analyze relevant data. In quantitative research methods, data is analyzed using strong statistical tools, allowing researchers to draw sound and accountable findings. As a result, researchers can assure that their findings are compatible with academic norms and dependable as a foundation for decision-making and scientific advancement (Barella et al., 2024).

3.3 Data Collection Method

Data collection is an essential stage throughout the research process that enables researchers to obtain information that answers research questions, to test hypotheses and meeting research objectives. To ensure the validity and dependability of study findings, studies shall carry out effective data collection procedures. Data collection method is divided into two categories which includes primary and secondary data collection, and primary data collection was employed in this study to gather required data.

3.3.1 Primary Data Collection

Primary data is defined as unpublished information obtained directly for a specific purpose by a researcher. It refers to information obtained from firsthand experience, where the fact that it is unpublished is more credible, authentic and objective. It is said that to be more reliable than secondary data as it lacks human intervention. Research methodology demands distinct and qualified information which cannot be found from current sources; hence, primary data is crucial in this study. Nonetheless, collecting primary data can be a challenging work due to the accuracy and relevance of information. The common practices of primary data collection often incorporate questionnaires and interviews (Kabir, 2016). In this study, google form questionnaire will be utilized as a primary data collection tool. The questionnaire prepared for the data collection of this study involves two sections of statement questions, where

the first section is on demographic and the second section asks questions related to this study. Respondents are required to answer by rating from the range of strongly disagree to strongly agree.

3.4 Sampling Design

3.4.1 Target Population

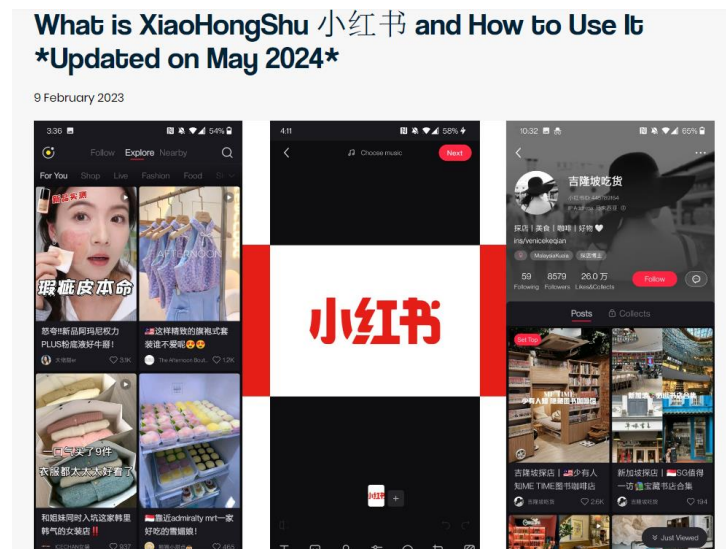
A subset or sector of the greater population that is the major focus of a research is known as the target population. It refers to a distinct group of people who share certain qualities or satisfy certain requirements. Target populations are identified based on research questions or initiative objectives. This study targets on online consumers in Malaysia as the target population.

3.4.2 Sampling Frame and Sampling Location

The list of individuals in the population of interest from which a probability sample is drawn is called a sample frame. Sometimes not every member of the population of interest is included in a sample frame (Rukmana, 2014). In this study, Malaysian Xiao Hong Shu users will be chosen to represent Malaysian internet customers. Xiao Hong Shu (Figure 3.1), a China-based social media application that is widely used among Malaysians, features a livestreaming function, which allows users or brands to sell products during livestreams.

Livestream sessions can be easily founded while scrolling through post feeds, which can effectively drive consumer engagement.

Figure 3.1 Xiao Hong Shu, a China-based Social Media Application



Source: *What Is XiaoHongShu 小红书 And How To Use It* (2023)

For sampling location, it defines the location where the data related to this study was obtained. In this study, Malaysia would be the best location selected for data collection as it has a vibrant social media landscape.

3.4.3 Sampling Elements

Sampling elements are referred to the units of population being analyzed. In this study, every Malaysians who are users of Xiao Hong Shu are recognized as the sample in this study. Hence, they are selected to fill in the questionnaire.

3.4.4 Sampling Technique

Sampling technique enable researchers to make useful conclusions about larger populations using smaller samples. Choosing appropriate sampling procedures ensures study outcomes are accurate and reliable. In this study, probability theory will be used, specifically simple random sampling. Simple random sampling is a probabilistic sampling technique used in research approaches. Simple random sampling is the most common type of sampling, as in every member in the population has an equal chance of being selected (Wang, 2024).

3.4.5 Sampling Size

According to Qualtrics (2023), in market research, sample size refers to the number of participants involved in a survey or study. In surveys with huge populations, sample size is quite significant as it is unreasonable to expect everyone to respond or provide results. Hence, research selects a random sample of persons who reflect the population as a whole. In order to get accurate results, appropriate amount of data is a must when analyzing. Moreover, according to Roscoe (1975), it is suggested that a sample size of at least 30 but not more than 500 for most behavioral studies (Memon et al., 2020). The target population in Xiao Hong Shu which are Malaysians is approximately 2.5

million, in which this indicates the population size (*Xiaohongshu*, n.d.). To calculate sample size, z-score, margin or error and population size is needed to calculate with the formula below:

Figure 3.2 Sample Size Formula

$$\text{Necessary Sample Size} = \frac{(\text{Z-score})^2 \times \text{StdDev} \times (1-\text{StdDev})}{(\text{margin of error})^2}$$

Source: Qualtrics (2023)

Using this formula, we can know that 385 respondents is needed to collect data for this research.

3.5 Research Instrument

3.5.1 Questionnaire Design

The questionnaire is broken down to two sections which are Section A and B. It is in English (UK). There are single-choice questions set in this questionnaire.

In section A, there are three general demographic questions for respondents to complete. These questions require respondents to provide their personal

information in order to gather accurate information. The questions are set to ask respondents' gender, age, employment status and ethnicity.

Meanwhile in section B, there are twenty-three questions under this section, which shows the variables of this study which includes consumer engagement and traction, authenticity of conversation, platform selection, enjoyment, pass time, promotion and influencer. This section's measuring items will be based on the Five-Point Likert Scale, with 1 represents strongly disagree and 5 represents strongly agree.

3.6 Construct Measurement

3.6.1 Origin and Measure of the Construct

Figures 3.1 and 3.2 below is shown as the origin of constructs. The scales are picked out from published literature with minimal alterations to match the research questions and which became the current research instruments as follows:

Table 3.1 Research Instrument and Measurement Scale of Section A

Questions	Options	Construct Management
Gender	Female	Nominal Scale
	Male	
Age	18 years old to 24 years old	Ordinal Scale

	25 years old to 34 years old 35 years old to 44 years old 45 years old to 54 years old 55 years old and above	
Employment Status	Student Employed Self- employed Unemployed Retired	Nominal Scale

Source: Developed for the research

Table 3.2 Research Instrument and Measurement Scale of Section B

Sources	Construct	Item	Operation Definition	Construct Management
(Marjerison et al., 2022)	Authenticity of conversation	AOC1	I find it easy to communicate with live streamers in a normal way.	Ordinal Scale
		AOC2	Chatting with a live streamer is almost the same as chatting with a non-influencer.	
		AOC3	I can talk to the live streamer in a very natural way.	

(Saffanah et al., 2023)	Platform Selection	PS1	I often buy products from social media platforms.	Ordinal Scale
		PS2	Social media platform shopping helps me imagine the product as it is in the real world.	
		PS3	Using social media to search for information about any product that I am thinking about buying is very trendy.	
(Irtisamul et al., 2024)	Enjoyment	E1	I have fun interacting during a session of live streaming.	Ordinal Scale
		E2	Participating in a livestreaming session provides me a lot of fun.	
		E3	I enjoy participating in a	

		E4	livestreaming session.	
		E5	Livestream stimulates my curiosity. Livestream leads to my exploration.	
(Marjerison et al., 2022)	Pass time	PT1	Participating in a livestreaming session is a pleasant way to spend some time.	Ordinal Scale
		PT2	Joining a livestreaming session can help fight boredom.	
		PT3	I can join a livestream to spend time when I have nothing better to do.	
(Saffanah et al., 2023)	Promotion	P1	I can find out promotions about new products through a livestreaming session.	Ordinal Scale

(Sinha & Verma, 2020)		P2	I like trying new brands of any product on the availability of sales promotion during a livestream.	
		P3	I feel pleased to purchase any product with sales promotion during a livestream.	
(Kim et al., 2024)	Influencer	I1	This influencer appears to be original.	Ordinal Scale
		I2	If an influencer endorses his/her product on his/her livestream, I will buy the product.	
		I3	I would try one of the same brands that this influencer endorses during his/her livestream in the future.	
(Ki et al., 2024)	Consumer Engagement and Traction	CET1	I like joining livestreaming sessions.	Ordinal Scale

		CET2	I often join livestreaming sessions.	
		CET3	I usually participate in livestreaming sessions to watch celebrities broadcast, live shopping, live gaming and live concerts.	

Source: Developed for the research

3.6.2 Measurement Scale

According to Anjana (2021), measurement is the process of assigning numerical numbers to occurrences in order to produce different scales. Therefore, scaling is the process of developing meaningful units of measurement and systematic rules to quantify empirical observations. The features of the values assigned to the variables in a data set are explained by scales or levels of measurement, helping to define and categorize variables. The kind of measuring scale to be used depends on the kind of data collected, and the scale dictates the statistical methods to be applied throughout the analysis. Both nominal and ordinal scales are employed in this investigation.

3.6.2.1 Nominal Scale

Nominal scale is also known as categorical variable scale, which is used to categories variables. Numbers are often used to identify and categorize things, individuals, events including passport numbers, student identification number, phone number and so forth. These types of numbers do not have a precise numerical value. In a study, nominal scales was used to analyze categorical variables including gender, marital status, blood group and many more. The nominal scale does not consider the interval or order of numbers (Anjana, 2021). In this study, nominal scale will be utilized to gather respondents' demographical information like gender, employment status and ethnicity in section A, and two single-choice questions (e.g. "Yes or NO") in section B.

3.6.2.2 Ordinal Scale

Ordinal scale is a ranking scale that assigns numbers to variables based on their relative location in the data collection. Variables are arranged in sequence in order for them to be grouped (Anjana, 2021). In this study, in section A, age will be addressed, whereas in section B, a frequency or occurrence question will be covered. For section C, a Five-Point Likert Scale is used to assess the respondent's agreement with the statement by rating (1=Strongly Disagree, 2=Disagree, 3=Neutral, 4=Agree, and 5=Strongly Agree).

3.7 Data Processing

When data is obtained, data processing takes place and converts data into usable information. Data processing must be done appropriately to ensure that no negative impact on the final result or data output. The raw data is gathered, refined, sorted, processed, analyzed, and displayed in a usable format. Before going into data processing, collecting data is a crucial step, where the questionnaire undergoes ethical clearance in order to make sure zero language errors and perfect organization and structure (Fleetwood, 2022). In this study, there are three steps to complete data processing, which involves data editing, data cleaning and data coding.

3.7.1 Data Editing

Data editing defines the process of reviewing and adjusting survey data. This action aims to ensure the obtained data is in certified quality (Government of Canada, 2021). The survey question for this study was seat for pilot test and ethical clearance before it was used for data collection.

Table 3.3 Result of Pilot Test

	Cronbach's alpha
Consumer Engagement and Traction	0.838
Authenticity of Conversation	0.881

Enjoyment	0.988
Influencer	0.962
Pass Time	0.924
Platform Selection	0.899
Promotion	0.947

Source: Developed for the research

3.7.2 Data Coding

Data coding, specifically quantitative coding, is the process of grouping non-numerical data assigning numerical codes to each category (*Quantitative Coding - Data Management Expert Guide*, n.d.). Upon receiving responses, data were segmented using a data analysis tool.

3.7.3 Data Cleaning

Data cleaning is referred to correcting and deleting inaccurate, corrupted, replication or incomplete data for a dataset. There is a higher risk of data duplication or mislabeling when multiple sources of data are mixed (*Data Cleaning*, n.d.). For the purpose of this study, data collected went through a cleaning process to separate unusable data.

3.8 Proposed Data Analysis Tools

For this study, Partial Least Squares Structural Equation Modeling (PLS-SEM) will be the proposed data analysis tool by using the SMARTPLS software application. This model can be utilized for business research as it has the ability to quantify unobservable latent variables (Wong, 2013).

3.8.1 Descriptive Analysis

The term “descriptive analysis” refers to a sort of data study aids in defining, clarify, or reviewing data points so that patterns might emerge that satisfy all of the data's needs (Rawat, 2021). This research analyses the questionnaire findings for the respondents' demographic data using Microsoft Excel.

3.8.2 Inferential Analysis

With the help of inferential statistics, inferences and forecasts can be drawn from data. By utilizing inferential statistics, it allows to gain insight into the broader population from which the sample was drawn once data from it has been gathered (Bhandari, 2020).

3.8.2.1 Measurement Model Assessment

PLS-SEM uses a measurement model to determine how well observable indicators (e.g., survey items) represent their corresponding latent components. If the measurement models all meet the requirements, the structural model will be examined next. To check the reliability of the variables, this study uses Cronbach's Alpha to assess. According to the rule of thumb about Cronbach's Alpha, the higher the score in the range of 0 to 1, the higher the reliability. The ideal score of the Cronbach's Alpha is more than 0.7 (Miremadi et al., 2013).

3.8.2.2 Structural Model Assessment

As cited in Pamornmast et al. (2019), Structural Model Assessment is a framework that provides data for studying imbalances while projecting occupational demand requirements. Collinearity, relationship significance and model explanatory power are all factors to consider while evaluating structural model. Analyzing the structural model begins with evaluating the collinearity problem. The degree of strong correlation between the two model indicators is known as collinearity. Verifying the importance and relevance of the structural links included in the model is the next stage. To verify the suggested relationship between the model variables, the path coefficients of the structural model are analyzed (Pamornmast et al., 2019). A Variance Inflation Factor with values more than five serious collinearity issues is used to measure collinearity. For the p-value to be significant, the relationship significance between the variables needs to be less than 0.05. R-square is used to calculate the

explanatory power of the model; values of 0.75, 0.50, and 0.25 are regarded as substantial, moderate, and weak, respectively. Overfitting, however, is indicated by values that show 0.90 or above.

3.9 Conclusion

In conclusion, all data is ready for analysis. Chapter 4 is where study will focus on the interpretation and analysis.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

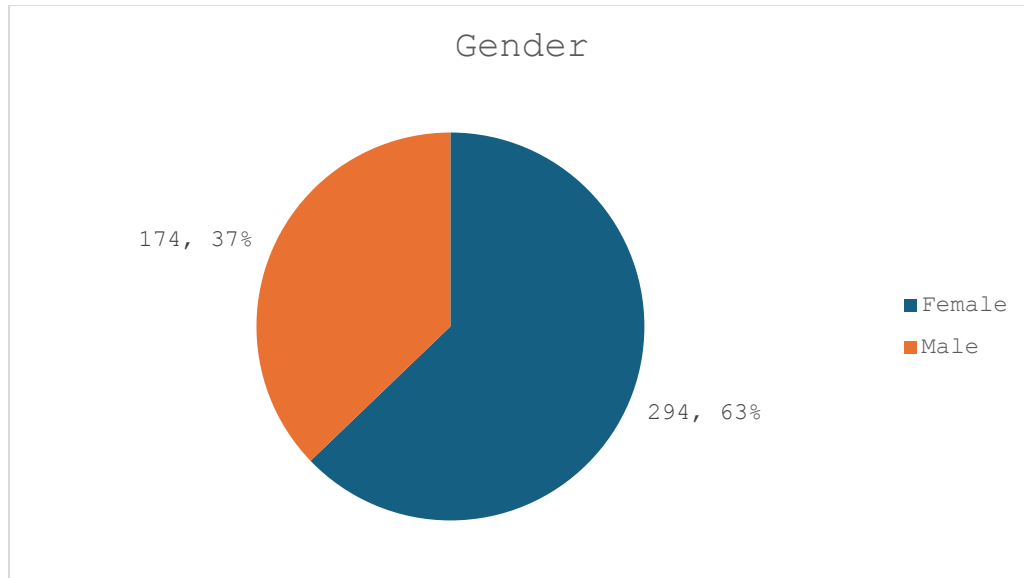
The data analysis patterns and findings that are pertinent to the suggested study questions and hypotheses are presented in this chapter. Only 468 of the 491 samples that were gathered are acceptable for analysis following data cleaning.

4.1 Descriptive Analysis

4.1.1 Demographic Characteristics of Respondents

4.1.1.1 Gender

Figure 4.1 Gender

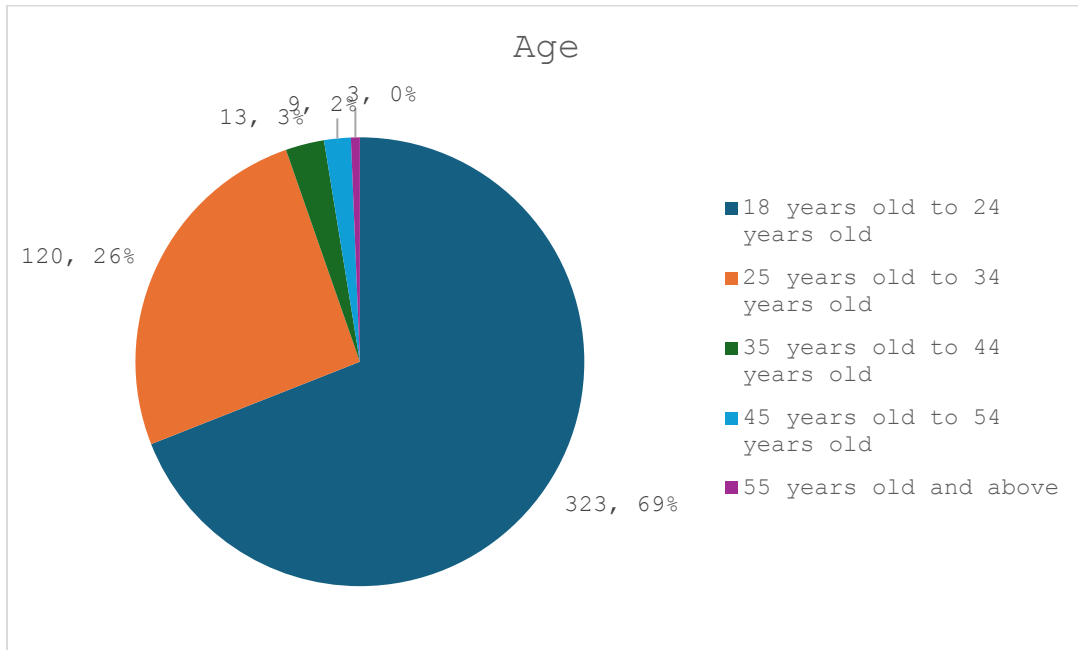


Source: Developed for the research

Figure 4.1 shows the gender of the respondents collected. There is a total of 468 respondents, where there are 63% are female respondents, with a total of 294 respondents. Whereas for male respondents, they occupy 37% of the total respondents, with a total of 174 respondents. This suggests that interactions in Xiao Hong Shu may be dominated by female customers.

4.1.1.2 Age

Figure 4.2 Age

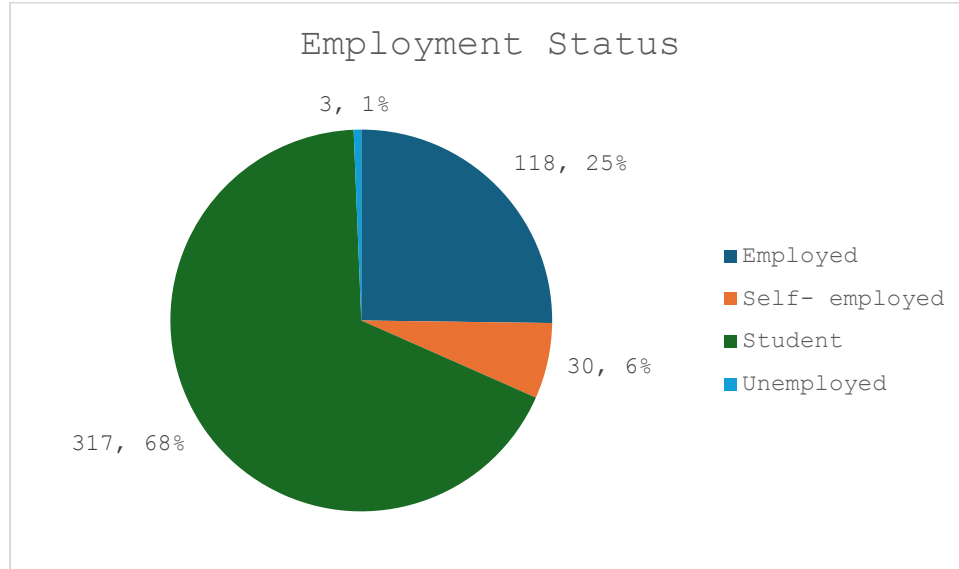


Source: Developed for the research

Figure 4.2 demonstrates that the largest age group is 18 to 24 years old, accounting for 323 respondents out of 468 respondents, which occupies 69% of the whole. Subsequently, 120 respondents are 25 to 34 years old, which stands for 26% of the total respondents. Meanwhile, there are 13, which is 3% of respondents are at the age of 35 years old to 44 years old. For the range of 45 years old to 54 years old, there are 9 of all falls under this age group, which is 2%. Lastly, the remaining 0% respondents falls under the range of 55 years old and above, which is only 3 respondents. This indicates that the main audience in Xiao Hong Shu are young adults, which is typical as they are a high-engaged demographic in an app that is a growing trend nowadays.

4.1.1.3 Employment Status

Figure 4.3 Employment Status



Source: Developed for the research

Figure 4.3 displays the employment status of the respondents. Students dominates the total population of respondents, which 68% is reported, with a total of 317 respondents. 118 respondents are employed and 30 respondents are self-employed. They respectively occupy 25% and 6% of the total respondents. Meanwhile, there are only 3 respondents are unemployed, which occupies only 1% of the total respondents. However, there are zero retirees collected from this survey. This can be explained by how people aged 18 to 24 years old dominated the total respondents.

4.2 Reliability Analysis

Figure 4.4 Cronbach's Alpha Value

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable
4	0.6-.69	Questionable
5	0.5-0.59	Poor
6	Less than 0.59	Unacceptable

Source: Zahreen Mohd Arof et al (2018)

Cronbach's alpha values are used to measure the internal consistency of the questionnaire. The pilot test has been conducted using 30 samples. The results yield with all the values were more than 0.7. By considering all the dataset for 468, the Cronbach's alpha values increased above 0.8, tells that the questionnaire are more than good.

Table 4.1 Cronbach's Alpha

	Cronbach's alpha
Consumer Engagement and Traction	0.747
Authenticity of Conversation	0.812
Enjoyment	0.889
Influencer	0.835
Pass Time	0.832
Platform Selection	0.794
Promotion	0.877

Source: Developed for the research

Table 4.1 indicates the output generated from the SMARTPLS application. From the result of table 4.1, it observed that all the variables are within good and acceptable values with more than 0.71. Of all the variables, Authenticity of Conversation has a value of 0.812, Enjoyment has 0.889, Influencer has 0.835, Pass Time has 0.832, Platform Selection has 0.794, Promotion has 0.877 while Consumer Engagement and Traction has 0.747.

4.3 Correlation Analysis

4.3.1 Pearson's Correlation Analysis

To determine how strongly two variables are related, correlation analysis has been used.

Figure 4.5 Correlation Interval

Coefficient Interval	Correlation
0.00 – 0.199	Very Weak
0.20 – 0.399	Weak
0.40 – 0.599	Medium
0.60 – 0.799	Strong
0.80 – 1.000	Very Strong

Source: Rizqullah & Siregar (2021)

Table 4.2 Pearson's Correlation Coefficient Result

	Consumer Engagement and Traction	Authenticity of Conversation	Enjoyment	Influencer	Pass Time	Platform Selection	Promotion
Consumer Engagement and Traction	1.000	0.691	0.857	0.662	0.877	0.784	0.708
Authenticity of Conversation	0.691	1.000	0.723	0.636	0.689	0.588	0.588
Enjoyment	0.857	0.723	1.000	0.727	0.742	0.666	0.693
Influencer	0.662	0.636	0.727	1.000	0.560	0.639	0.624
Pass Time	0.877	0.689	0.742	0.560	1.000	0.606	0.603
Platform Selection	0.784	0.588	0.666	0.639	0.606	1.000	0.771
Promotion	0.708	0.588	0.693	0.624	0.603	0.771	1.000

_Source: Developed for the research

The coefficients of correlation range between 0 to 0.399 is considered to be low. From range 0.4 to 0.599 is moderate, whereas from range 0.6 to 1 is considered as strong correlation.

According to the correlation coefficient result, the correlation between authenticity of conversation and consumer engagement and traction, influencer and consumer engagement and traction, promotion and consumer engagement and traction are strong. Meanwhile, enjoyment and consumer engagement and traction, pass time and consumer engagement and traction, consumer engagement and consumer engagement and traction are very strong.

4.4 Structural Equation Modeling

4.4.1 Structural Model Assessment

By using the linear regression formula, it will show how the dependent variable (i.e. consumer engagement through livestreaming) is explained by multiple independent variables (i.e. authenticity of conversation, platform selection, enjoyment, pass time, promotion and influencer):

$$Y = \beta_1 X_1 + \beta_2 X_2 + \dots$$

By the path coefficients value, a model of consumer engagement and traction has been developed:

$$\text{Consumer Engagement and Traction} = -0.066 \text{ Authenticity of conversation} + 0.329 \text{ Platform selection} + 0.367 \text{ Enjoyment} + 0.487 \text{ Pass Time} - 0.043 \text{ Promotion} - 0.018 \text{ Influencer}$$

0.329 tells us that for every one unit increase in the platform selection will increase the consumer engagement through livestreaming by 0.329, whereas the other variables remain unchanged. It goes the same way for enjoyment and pass time, where they respectively cause the increment of consumer engagement through livestreaming by 0.367 and 0.487 when they increase by a unit. However, for authenticity of conversation, it will decrease the consumer engagement through livestreaming by 0.066 if it increases by one unit. It goes the same for promotion and influencer as well. When they increase by one unit each, consumer engagement through livestreaming will decrease by 0.043 and 0.018 respectively.

Table 4.3 Structural Model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Rejection of Null Hypothesis
Authenticity of Conversation -> Consumer Engagement and Traction	-0.066	-0.065	0.027	2.444	0.015	rejected

Enjoyment -> Consumer Engagement and Traction	0.367	0.369	0.032	11.547	0.000	rejected
Influencer -> Consumer Engagement and Traction	-0.018	-0.020	0.025	0.725	0.468	Not rejected
Pass Time -> Consumer Engagement and Traction	0.487	0.485	0.023	20.783	0.000	rejected
Platform Selection -> Consumer Engagement and Traction	0.329	0.327	0.028	11.809	0.000	rejected
Promotion -> Consumer Engagement and Traction	-0.043	-0.042	0.030	1.417	0.156	Not rejected

Source: Developed for the research

Prior to determining the significance of the relationship, we must comprehend that the null hypothesis is rejected when the p-value is less than 0.05. Conversely, the null hypothesis will not be rejected if the p-value is greater than 0.05.

From table 4.3, the p-values are presented on each of the variables. It shows that p-values for Authenticity of Conversation, Enjoyment, Pass Time and Platform Selection are less than the threshold level of 0.05, which this indicates that they are having a significant effect on consumer engagement through livestreaming. The respective p-values of the variables stated are 0.015, 0.000, 0.000 and 0.000.

The results have supported the findings of how the hedonic elements (i.e. enjoyment, pass time) are the motivations of engagement and traction in livestreaming. The significant findings for AOC and PS clearly addressed the study gap by confirming their crucial roles in promoting consumer involvement. While PS emphasizes the strategic significance of selecting platforms based on user preferences, AOC overcomes the gap by highlighting the significance of transparent interactions. These results deepen the understanding of livestreaming engagement and offer advertisers practical advice on how to improve their tactics.

On the other hand, the two other variables displayed in table 4.4, which includes influencer and promotion have p-values of more than 0.05, which are 0.468 and 0.156 respectively. There is sufficient evidence to indicate that the influencer and promotion are not affecting the consumer engagement, which deviates from the accepted view regarding their usefulness in digital marketing. This can be due to demographic factors for promotion and uncertainty in influencer marketing.

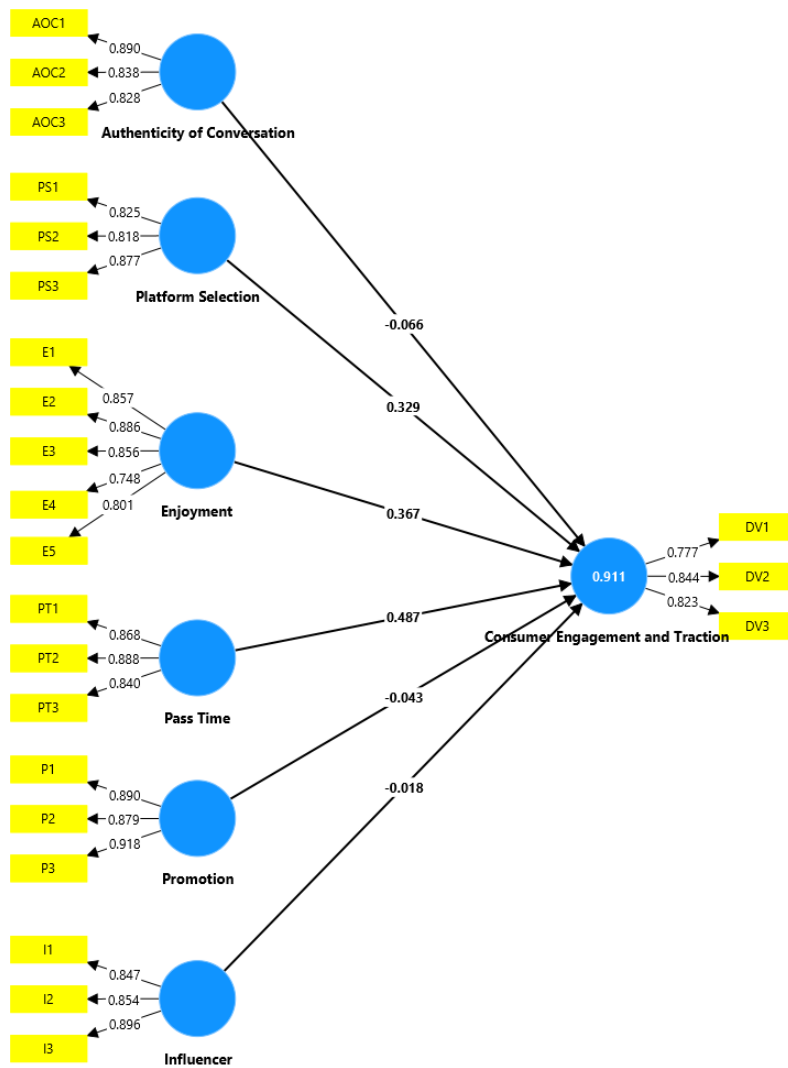
Therefore, the finalized model of the consumer engagement through livestreaming is:

$$\text{Consumer Engagement and Traction} = -0.066 \text{ Authenticity of conversation} + 0.329 \text{ Platform selection} + 0.367 \text{ Enjoyment} + 0.487 \text{ Pass Time}$$

From the above model, it is observed that consumer engagement is expected to decrease by 0.066 for each one-unit increment in Authenticity of Conversation, increase by 0.329 in Platform Selection, increase by 0.367 in Enjoyment and increase by 0.487 in Pass Time.

4.4.2 R-squared

Figure 4.6 Result Output Generated by SMARTPLS 4



Source: Developed for the research

According to figure 4.6, R-squared = 0.911 indicates that 91.1% of the variation in the consumer engagement through livestreaming is explained by the variation in the predictors. Whereas the other 8.9% is explained by the other factors which is not included in this study.

4.5 Hypothesis Testing

H1: Authenticity of conversation positively influences consumer engagement and traction.

Table 4.3 indicates that the significance value of AOC is 0.015 ($p < 0.05$). Hence, H1 is supported, showing significant relationship with consumer engagement and traction.

H2: Platform Selection positively influences consumer engagement and traction.

Table 4.3 indicates that the significance value of PS is 0.000 ($p < 0.05$). Hence, H2 is supported, showing significant relationship with consumer engagement and traction.

H3: Enjoyment positively influences consumer engagement and traction.

Table 4.3 indicates that the significance value of E is 0.000 ($p < 0.05$). Hence, H3 is supported, showing significant relationship with consumer engagement and traction.

H4: Pass time positively influences consumer engagement and traction.

Table 4.3 indicates that the significance value of PT is 0.000 ($p < 0.05$). Hence, H4 is supported, showing significant relationship with consumer engagement and traction.

H5: Promotion positively influences consumer engagement and traction.

Table 4.3 indicates that the significance value of P is 0.156 ($p > 0.05$). Hence, H5 is not supported, showing no significant relationship with consumer engagement and traction.

H6: Influencer positively influences consumer engagement and traction.

Table 4.3 indicates that the significance value of I is 0.468 ($p > 0.05$). Hence, H6 is not supported, showing no significant relationship with consumer engagement and traction.

4.6 Conclusion

The survey's data analysis results were displayed in this chapter. It comprises inferential analysis for the variables in this study as well as descriptive analysis for survey respondents. The theories have been put to the test.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATION

5.0 Introduction

In addition to discussing the study's consequences, limits, and suggestions for further research, this chapter provides a summary of the conversation and conclusions drawn from the investigation.

5.1 Summary of Major Findings

Table 5.1 Hypothesis Testing Result and Decisions

No.	Hypothesis	Result	Decision
H1	Authenticity of conversation positively influences consumer engagement and traction.	P value = 0.015	Hypothesis supported
H2	Platform Selection positively influences consumer engagement and traction.	P value = 0.000	Hypothesis supported
H3	Enjoyment positively influences consumer engagement and traction.	P value = 0.000	Hypothesis supported
H4	Pass time positively influences consumer engagement and traction.	P value = 0.000	Hypothesis supported
H5	Promotion positively influences consumer engagement and traction.	P value = 0.156	Hypothesis is not supported
H6	Influencer positively influences consumer engagement and traction.	P value = 0.468	Hypothesis is not supported

Source: Developed for the research

H-null is rejected when the p-value is greater than 0.05, and it is not rejected when it is less than 0.05. The results of the significance variables and the hypothesis's conclusion are compiled in Table 5.1, which indicates that there is a significant relationship between customer engagement and traction and authenticity of conversation, platform selection, enjoyment, and pass time. Since promotion, and influencer are more than 0.05, they have no significant relationship to consumer engagement and traction. As a result, out of six, four hypotheses are supported, and the other two hypotheses are rejected.

The reason behind the rejection is that, according to Choi et al (2025), influencer marketing in livestreaming can elicit viewer resistance, which lowers viewing because livestreaming does not completely circumvent viewers' capacity for persuasion. To illustrate, when viewers think the influencer's efforts are deceptive or overly commercial, they may react negatively, which is a psychological reaction in which people resist perceived attempts to alter their behavior. This resistance frequently manifests as disengagement, which defined as a decline in trust in the influencer that led to a decline in viewership.

According to the study of Lamei et al (2025), where the study is about whether mobile promotion automation decrease overall purchases. According to the findings, consumers who are exposed to regular marketing patterns are more prone to form routines and schedule their subsequent purchases around these days. When promotions are unavailable, these behaviors have a negative impact on the likelihood that customers will make a purchase, which lowers overall customer purchases. From this, it can be seen that since students dominated the total respondents, it is understandable that students may try to save up and avoid making purchases until there is a big promotion like the Double Eleven event, as this demographic is often budget conscious.

Meanwhile, authenticity of conversation is accepted due to its ability to build trust, increases credibility, and decreases customer skepticism, all of which increase advocacy and loyalty that led to customer engagement and traction (Bulmer et al., 2024). For platform selection, it has been demonstrated that social media user interaction, such as likes, retweets, comments and so on can favorably affect offline consumer behavior (Unnava & Aravindakshan, 2021). For enjoyment, pleasurable experiences can trigger positive impulses in an SNS context, which could boost the intention to buy (Bilal et al., 2023). Lastly, according to Chiu et al (2019), in an online situation, if consumers are interested in a specific product, they will compare until they feel they have adequate information to make a decision that they feel is reasonable.

5.2 Implications of this Study

These findings of this study contribute to filling a research gap by offering insights into the investigation of the factors that enhance engagement and traction among Xiao Hong Shu consumers in Malaysia. Its implications have received noticeably less attention. This study provides a thorough understanding of how the factors enhance the engagement and traction in livestreaming. This advances academic research while offering useful data to other researchers.

In terms of theoretical implications, this study highlights the impact of technology and hedonic incentives on consumer engagement by applying and extending the Uses and Gratifications Theory (UGT) to livestreaming. It opens the door for further research in digital commerce by identifying additional factors like authenticity and platform selection.

In terms of applications, sellers might use the research's conclusions to develop livestreaming tactics that successfully connect with their target market. Moreover, this study gives consumers the ability to recognize sincere and worthwhile livestream sessions. On a larger scale, the industry gains from insights that promote innovation in livestreaming platforms and ethical marketing practices.

5.3 Limitations of this Study & Recommendations for Future Study

Although useful in providing statistical insights into the strategic approach of the inquiry that improves traction and engagement with Malaysian Xiao Hong Shu consumers, there are certain limitations that need be addressed in subsequent studies.

The number of variables is restricted in this study. Without taking into account a wider range of variables, the investigation concentrates on variables only from the UGT. In reality, consumer behavior in livestreaming is likely influenced by a broader range of variables that were not included in this research, for example:

1. **Peer Influence:** Consumer behavior is frequently influenced by peer recommendations, particularly in social commerce. This variable may contribute to the explanation of how social proof affects engagement (Gunawan et al., 2023).
2. **Type of Content:** Different livestream has different content. The type of content will eventually affect how viewers engage and interact (Wang & Choi, 2022).
3. **Internet Speed:** This is the most important factor when it comes to livestreaming. In regions that is lack in digital infrastructure, poor connectivity may make it more difficult to engage and reduce traction.

There are way more variables that could be included other than these examples. The exclusion of these variables means that the study provides a focused but narrower perspective, which might not fully explain the complexities of consumer engagement in different livestreaming settings. Future study efforts may expand the range of factors under investigation, utilizing a more comprehensive methodology to comprehend the diverse factors of enhancing consumer engagement and traction.

5.4 Conclusion

This research aimed to examine the factors influencing consumer engagement and traction through livestreaming, focusing on key variables such as authenticity of conversation, platform selection, enjoyment, pass time, promotion, and influencer. The

findings provide valuable insights into how these factors impact consumer behavior in the context of livestreaming, offering both theoretical and practical implications.

The study found that certain variables, such as authenticity of conversation, enjoyment, platform selection, and pass time, significantly enhance consumer engagement. These factors highlight the importance of creating engaging, interactive, and enjoyable livestream sessions to attract and retain audience attention. On the other hand, variables like promotion and influencer were found to have less impact in some contexts, suggesting the need for tailored strategies to leverage their potential effectively.

Future research is recommended to explore more variables that is beyond in this research in order to gain a more comprehensive and in-depth understanding of the factors affecting livestreaming consumer engagement. Moreover, future studies could study other demographics as this research primarily highlights young adults. While this research focuses on Xiao Hong Shu, future studies could study the features like the algorithm-driven recommendations in any other social media platform to know its effectiveness in enhancing engagement.

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Appendices

Appendix 1.1 Ethical Clearance Approval Letter



Re: U/SERC/78-352/2024

9 September 2024

Dr Fitriya Binti Abdul Rahim
Head, Department of International Business
Faculty of Accountancy and Management
Universiti Tunku Abdul Rahman
Jalan Sungai Long
Bandar Sungai Long
43000 Kajang, Selangor

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

We refer to your application for ethical approval for your students' research project from Bachelor of International Business (Honours) programme enrolled in course UKMZ3016. We are pleased to inform you that the application has been approved under Expedited Review.

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Strategic Approaches to Enhance Consumer Engagement and Traction Through Livestreaming Content: A Comparative Analysis of Effective Tactics and Best Practices	Adeline Kong Qing Qing	Pn Ezatul Emilia Binti Muhammad Arif	9 September 2024 – 8 September 2025
2.	Factors Influencing Customers Acceptance of Malaysian Traditional Bank's Digital Channels	Chan Huey Teng	Dr Tee Peck Ling	
3.	Relationship Marketing Affecting the Customer Experience in Using AI-Chatbot	Chan Pei Yee	Dr Yeong Wai Mun	
4.	Factors that Influence Employee Performance in the Workplace	Chen Kar Him	Dr Komathi a/p Munusamy	
5.	Social Media Advertising Format that Affect Consumer Behaviour in Malaysia	Cheong Yi Qian	Dr Fok Kuk Fai	
6.	Consumer Intentions to Switch Accommodations from Traditional Hotels to Airbnb	Chia Rong Wei	Dr Law Kian Aun	
7.	Engulfed by Recommendation Systems: Walking Away Empty-handed Becomes a Challenge	Chin Kai Ning	Pn Ezatul Emilia Binti Muhammad Arif	
8.	The Interrelations Between Artificial Intelligence (AI) Usage and Academic Performance	Chin Wie Jane	Dr Low Mei Peng	
9.	Factor Affecting University Students' Behavioural Intention to Use ChatGPT for Academic Purpose	Chock Yee Fai	Pn Farida Bhanu Binti Mohamed Yousoof	
10.	The Impact of ESG Initiatives on Green Product and Consumer Purchase Intentions	Choi Yoon Qi	Dr Foo Meow Yee	
11.	Factors Influencing Gender Entrepreneurial Intention Among Malaysian Undergraduate Students	Chong Chean You	Dr Kalaivani a/p Jayaraman	
12.	The Influence of Technological Infrastructure on the Success of Digital Reading Platforms Globally Among Students	Chong Li Xian	Dr Komathi a/p Munusamy	

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Appendix 3.1 Questionnaire

Dear Respondents,

I am Adeline Kong Qing Qing, a final year Bachelor of International Business (Hons) student at Universiti Tunku Abdul Rahman (UTAR). I am currently working on my final year project that goes by the title *"Livestreaming Content: Investigating Strategic Approach that Enhance Engagement and Traction Among Xiao Hong Shu Consumers in Malaysia"*.

This questionnaire aims to gather valuable insights and feedback on various strategies that could improve consumer engagement and increase traction in the Xiao Hong Shu community particularly Malaysians through livestreaming content.

This questionnaire consists of two sections:

- Section A: Demographics
- Section B: Opinions on Strategic Approach that Enhance Engagement and Traction

Your participation in this survey is completely voluntary. All responses will remain STRICTLY CONFIDENTIAL and will be used solely for academic purposes. The survey will take approximately 3 to 10 minutes to complete, and your input is greatly appreciated.

If you have any questions or would like more information about this research project, please feel free to contact the adelinekqq26@utar.my.

Sincerely,

Adeline Kong.

Data Protection Act

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

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:

- For assessment of any application to UTAR
- For processing any benefits and services
- For communication purposes
- For advertorial and news
- For general administration and record purposes
- For enhancing the value of education
- For educational and related purposes consequential to UTAR
- For the purpose of our corporate governance
- For consideration as a guarantor for UTAR staff/students applying for his/her scholarship/ study loan

2. Your personal data may be transferred and/or disclosed to the third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.

4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this [form](#) you hereby authorize and consent to us processing (including disclosing) your data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.

2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.

3. You may access and update your personal data by writing to us at adelinekqq26@lutar.my.

- You have notified me that I at this moment understood, consented and agreed per UTAR above notice.
- I disagree, my personal data will not be processed.

Section B: Opinions on Strategic Approach that Enhance Engagement and Traction

Please answer all questions in this section.

Please choose the likeliness on agreeing or disagreeing with each of the following questions based on a scale ranging from 1 (Strongly Disagree) to 7 (Strongly Agree):

1 - Strongly Disagree (SD)

2 - Disagree (D)

3 - Neutral (N)

4 - Agree (A)

5 - Strongly Agree (SA)

No.	Statements	SD	D	N	A	SA
I. Authenticity of Conversation						
1.	I find it easy to communicate with live streamers in a normal way.	1	2	3	4	5
2.	Chatting with a live streamer is almost the same as chatting with a non-influencer.	1	2	3	4	5
3.	I can talk to the live streamer in a very natural way.	1	2	3	4	5
II. Platform Selection						
1.	I often buy products from social media platforms.	1	2	3	4	5
2.	Social media platform shopping helps me imagine the product as it is in the real world.	1	2	3	4	5
3.	Using social media to search for information about any product that I am thinking about buying is very trendy.	1	2	3	4	5

I. Enjoyment						
1.	I have fun interacting during a session of live streaming.	1	2	3	4	5
2.	Participating in a livestreaming session provides me a lot of fun.	1	2	3	4	5
3.	I enjoy participating in a livestreaming session.	1	2	3	4	5
4.	Livestream stimulates my curiosity.	1	2	3	4	5
5.	Livestream leads to my exploration.	1	2	3	4	5
II. Pass Time						
1.	Participating in a livestreaming session is a pleasant way to spend some time.	1	2	3	4	5
2.	Joining a livestreaming session can help fight boredom.	1	2	3	4	5
3.	I can join a livestream to spend time when I have nothing better to do.	1	2	3	4	5
III. Promotion						
1.	I can find out promotions about new products through a livestreaming session.	1	2	3	4	5
2.	I like trying new brands of any product on the availability of sales promotion during a livestream.	1	2	3	4	5
3.	I feel pleased to purchase any product with sales promotion during a livestream.	1	2	3	4	5

IV. Influencer						
1.	Influencer appears to be original.	1	2	3	4	5
2.	If influencer endorses his/her product on his/her livestream, I will buy the product.	1	2	3	4	5
3.	I would try one of the same brands that this influencer endorses during his/her livestream in the future.	1	2	3	4	5
V. Consumer Engagement and Traction						
1.	I like joining livestreaming sessions.	1	2	3	4	5
2.	I often join livestreaming sessions.	1	2	3	4	5
3.	I usually participate in livestreaming sessions to watch celebrities broadcast, live shopping, live gaming and live concerts.	1	2	3	4	5