



APPENDIX D

UNIVERSITI TUNKU ABDUL RAHMAN
FACULTY OF ACCOUNTANCY AND MANAGEMENT
UNDERGRADUATE FINAL YEAR PROJECT
Final Year Project Assessment Form - Report

Final Year Project Title:

EXPLORING THE IMPACTS OF E-COMMERCE ADVERTISING ON CONSUMER PURCHASE INTENTION IN KLANG VALLEY

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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.	
4	Problem Statement & Objectives	A clear, specific, and well-defined research problem was identified, including its significance and relevance. Clearly defined, specific, and measurable objectives.	Clearly stated problem, but may lack specificity or clarity in its significance. Objectives are stated but may lack specificity or measurability.	Problem statement is present but lacks clarity, specificity, or relevance. Objectives are vague or not well-defined.	The problem statement is unclear or missing. Objectives are absent or unclear.	
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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	

EXPLORING THE IMPACTS OF E-COMMERCE
ADVERTISING ON CONSUMER PURCHASE INTENTION
IN KLANG VALLEY

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DECEMBER 2024

EXPLORING THE IMPACTS OF E-COMMERCE
ADVERTISING ON CONSUMER PURCHASE INTENTION
IN KLANG VALLEY

BY

LIM QI YI

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

BACHELOR OF INTERNATIONAL BUSINESS (HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
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- (1) This undergraduate FYP is the end result of my own work and that due acknowledgment has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this FYP has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Sole contribution has been made by me in completing the FYP.
- (4) The word count of this research report is 17057 words.

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Date: 5 December 2024

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Last but not least, I appreciate all the 388 respondents who are willing to spend their time to participate in my questionnaire survey which has provided me with valuable data for my research.

DEDICATION

I want to dedicate this research study to my family members, who have always been there for me while I've been working on it. Their unwavering love, care, and contributions are greatly appreciated.

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Abstract

There are two main purposes of this study, the primary is to examine the impacts of various e-commerce advertising methods that will influence consumers' purchase intention in Klang Valley. The impacts include influencer attractiveness, content, and visuals. The secondary is to compare which e-commerce advertising method is the best around Klang Valley in the current digitalize phase which are short-form video advertising, influencer advertising, and livestream advertising.

This study explores how businesses, particularly SMEs, struggle to use effective e-commerce advertising to increase customer engagement and purchase intentions considering the constraints of social media and online platforms. It aims to identify the most cost-effective advertising strategies for increasing sales and brand recognition in order to bridge the performance gap caused by ineffective digital marketing strategies.

There are a total of 388 questionnaire responses will be collected from respondents with convenient sampling and snowballing techniques. Following, the data will be analyzed using Statistical Packages for Social Science (SPSS) to measure the central tendency and structure the demographic analysis. Furthermore, Sparse Partial Least Squares (SPLS) will be utilized for significance analysis to determine the impact and identify the most effective e-commerce advertising methods. The analysis result has shown that every listed hypothesis achieve positive relationships and influencer advertising is named as the best e-commerce advertising method throughout the research.

In order to help companies maximize marketing efforts and improve customer engagement, this study investigates how e-commerce advertising methods impact consumer decision-making. The significance of the research also assists marketers to enhance the online shopping experience as it provides insights that could guide businesses to align their strategies with consumer preferences.

Keywords: Impacts. E-commerce, E-commerce Advertising Method, Consumers' Purchase Intention, E-commerce Strategies

Chapter 1: Research Overview

1.0 Introduction

The continuous development of electric commerce led to the heavy usage of e-commerce advertising as a strategy for businesses to reach potential customers. In this research, e-commerce advertising and how it influences consumer purchase intention with their impacts will be illustrated. This chapter begins with an overview of the research project, outlines the research objectives and questions, and develops hypotheses.

1.1 Research Background

The research background will be focused on e-commerce advertising description, impacts of the e-commerce advertising, and the consumers' purchase intention after engaging the e-commerce advertisements.

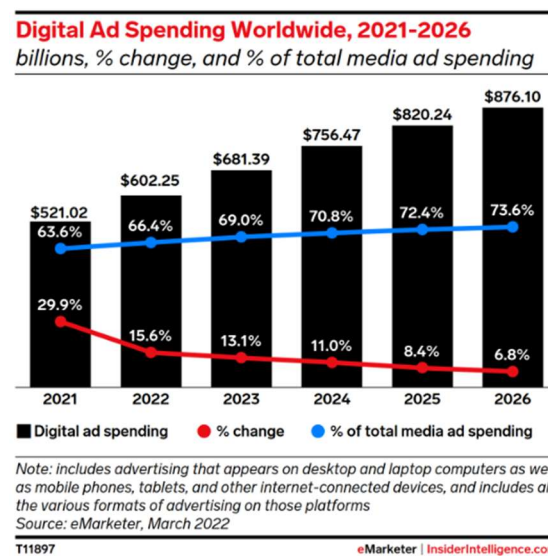
1.1.1 E-commerce Advertising

In the world today, e-commerce advertising has modernized online retail by leveraging various digital strategies to achieve high rates of customer engagement and sales. According to Laradi et al. (2024), the key to this revolution is personalized and programmatic advertising that utilizes advanced consumer data to deliver targeted advertisements. The researcher also listed out the types of e-commerce advertisements that firms often use to reach targeted customers including display banners, email campaigns, websites, mobile, and search engine ads (Laradi et al., 2024).

The extension of mobile device usage has led to the widespread adoption of mobile advertising by firms. Mobile advertising faces diverse shortcomings such as concerns related to trust, data privacy, and security concerns (Hajian et al., 2024). However, the personalized advertising generated from the consumer data has wavered consumers' preferences and behaviors which have made mobile advertising an alternative to reach efficiency (Hajian et al., 2024).

The continuous development of social media has led to significant growth in digital advertisement spending, which reached \$602.25 billion in 2022 in **figure 1**(Chen et al., 2023). Meanwhile, the advanced communication system in social media acts as an effective service for firms to engage with consumers. Associated with this situation, has created challenges for businesses to generate more creative advertisements on social media to grab the attention of social media users (Wajid et al., 2021).

Figure 1: Digital Ad Spending Worldwide, 2021-2026



Cramer-Flood, E. (2022). Worldwide Ad spending 2022.

1.1.2 Impacts

Digital advertising has evolved into a vital tool for influencing consumer decisions considering e-commerce has revolutionised business-consumer interactions. The key to e-commerce advertising success is its **ability to connect emotionally, establish credibility, and obtain consumers' attention** through a variety of indicates. Developing strategies that not only attract in but also turn prospects into consumers requires an understanding of how these components interact in digital environments. Through investigating the fundamental workings of these variables, this study strives to pinpoint the e-commerce advertising formats that influence consumer purchases the most successfully (Onofrei et al., 2022).

1.1.3 Consumer Purchase

Consumer purchase means the intention of the consumer to purchase the products which indicates the possibility that the consumer is willing to purchase certain products. Researchers have investigated that there is an increased chance that purchase intention will reflect a higher chance of purchasing, thus increasing the value and efficiency of the business (Chen et al., 2022). According to Kim and Park (2023), purchase intention is also defined as a predictor of purchase, which is the likelihood that the customer will obtain by referring to their needs, attitude, and perception of that particular product and service. Purchase intention will also expose customers' attitudes toward the products and services due to the reason that it shows the perceptual decision of consumers (Kim & Park, 2023). Therefore, understanding how to influence consumers' purchase intention is a pragmatic way for businesses to achieve goals.

According to Chen et al. (2022), consumer purchase intention will always be significantly influenced by various types of advertising and promotions that appear on their eyes through swiping social media or using electronic gadgets consistently. Therefore, the construct of purchase intention will be one of the study variables in this particular report.

1.2 Problem Statements

The primary research problem is that ineffective advertising used by certain businesses might trigger negative shopping experiences for their customer. The lack of in-depth product information and genuine social engagement on the Internet may detach and leave customers' shopping experiences open to uncertainty, which may discourage them from making a purchase. Furthermore, customers have high expectations for relevant and personalized advertising. Businesses might find challenging to effectively engage customers and drive sales in the online environment if they have lack understand of various e-commerce advertising (Huang et al., 2022).

Plenty of businesses are unaware of how social media advertising features can encourage consumption and sharing intentions, failure to realize this can result in unnecessary expenses. Social media today plays a vital role due to the rapid advancement of communication technology and the interactive marketing opportunities it provides. Firms might find it difficult to develop attribution models that are accurate, which could result in the misallocation of

marketing funds intended to improve customer engagement through appropriate and effective advertising (Ji et al., 2021).

Furthermore, companies are steadily implementing digital marketing strategies to improve their brand positioning in the intense technological advances age which relies on a variety of e-commerce advertising to engage and influence consumers' purchase decisions. Moreover, poorly executed e-commerce advertising may result in ad campaigns that are not as profitable and minimize brand visibility and awareness in the targeted market. As a result, it could be a significant issue that requires understanding the selection of advertising tactics to resolve (Raza et al., 2024).

Although e-commerce advertising has become highly effective, research still lacks a comprehensive understanding regarding how important factors such as influencer attractiveness, content quality, and visuals interact with one another across e-commerce advertising methods like influencer, live-streaming, and short-form videos advertising to influence consumers' purchase intentions. This gap restricts the creation of successful tactics in the digital market (Chen et al., 2024).

Even with over 26 million active social media users and a high internet penetration rate, Malaysia's digital marketing industry is still in the early stages because they are unsure of the impact and effectiveness of digital strategies, and many marketers are hesitant to invest in them (Mohd et al., 2022). Due to this issue, renders urban areas particularly exposed to e-commerce advertising tactics, which makes them perfect for research. This research focuses on Malaysia's urban centre, Klang Valley to explore the impacts of e-commerce advertising methods on consumers' purchase decisions.

1.3 Research Objectives

1.3.1 General Objective

The primary objective of this research is to **determine the various types of impact including influencer attractiveness, content, and visuals in different e-commerce advertising method that influence consumers' purchase intentions**. After that, the moderating role of short-form video advertising, influencer advertising, and livestream advertising will be evaluated. Lastly, this mentioned e-commerce advertising method will be compared and defined the best **e-commerce advertising method in Klang Valley to assist businesses in the future**

1.3.2 Specific Objectives

1. To analyze the effect of influencer attractiveness on consumer purchase intention through different e-commerce advertising methods (short-form video, influencer, and livestream advertising)
2. To estimate the impact of content quality on consumer purchase intention, mediated by different e-commerce advertising methods.
3. To assess the role of visuals in influencing consumer purchase intention through the identified advertising methods.
4. To identify which e-commerce advertising method has the strongest mediating effect on consumer purchase intention.

1.4 Research Questions

1.4.1 Main Research Questions

How do e-commerce advertising methods moderate the relationship between influencer attractiveness, content, visuals, and consumer purchase intention in Klang Valley?

1.4.2 Sub-Research Question

1. What is the effect of influencer attractiveness on consumer purchase intention via short-form video, influencer, and livestream advertising?
2. How does content quality affect consumer purchase intention when moderated by these e-commerce advertising methods?
3. What role do visual elements play in shaping purchase intention through different e-commerce advertising methods?
4. Which e-commerce advertising method has the strongest moderating effect on purchase intention?

1.5 Significance of Study

The constantly evolving state of e-commerce has contributed to an important modification in consumer behavior, with advertising acting as a key factor that influences purchase intentions. The essential connections among various e-commerce advertising formats will be investigated in this study. This research also intends to provide thorough insights into how these advertising strategies affect consumer decision-making in the realm of e-commerce by executing this investigation.

Businesses involved in e-commerce must comprehend the impact of various advertising strategies to maximize their marketing investments (Thongkham & Srivarapongse, 2020). In order to provide useful guidance for businesses to improve their advertising efficiency and maximize consumer engagement, this study aims to crystalize how these forms of advertising influence consumer decisions. In addition, the goal of this research is to provide marketers, advertisers, and students who operate online businesses in e-commerce platforms with useful information. Businesses better align their marketing strategies with consumer preferences and behaviors by distinguishing the most efficient ways to advertise.

Additionally, this study benefits customers by enhancing their online shopping experience. Being aware of which types of advertising are most persuasive allows consumers to make more informed decisions when deciding what they want to purchase. Trust is the foundation for long-lasting relationships between brands and consumers. It provides consumers the assurance to buy and the belief that the products they've witnessed in commercials are real.

1.6 Conclusion

In conclusion, this particular chapter introduces readers with a distinct overview of the research background, problem statement, and significance of the study. The upcoming chapter will also highlight important theories and literature review. Subsequently, the suggested theoretical framework will be developed, and the hypotheses are going to be addressed.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This particular chapter will highlight the theory discussion and the studies of different variables. Then the variables will be part of the conceptual framework which is purposely formed for this research and the formulation of the hypothesis will also be covered. This chapter also help the reader to identify the moderator variables which are the e-commerce advertising chosen for this research.

2.1 Theory Application

To investigate how different e-commerce advertising approaches affect consumers' purchase intentions, this research integrates three major theories: the Elaboration Likelihood Model (ELM), Source Credibility Theory (SCT), and Social Influence Theory (SIT). The ELM explains how consumers process information either through peripheral cues or through deep, thoughtful consideration via central routes. SCT at the same time conceives the effectiveness of a message is mainly established by the perceived expertise and trustworthiness of the source delivering it. SIT examines how social proof, such as likes, shares, and endorsements from peers and influencers, influences consumer attitudes and actions. This integrated approach will provide a comprehensive understanding of the mechanisms driving consumers' e-commerce purchase intentions.

2.1.1 Theory 1 Social Influence Theory (SIT)

Social Influence Theory is a framework for comprehending how influencers and social media affect the attitudes and behaviors of their followers. Its identity compliance, identification, and internalization as the three primary processes (Miah et al., 2022). When

individuals accept influence to gain approval or avoid rejection due to external rewards or penalties, compliance occurs. Identification then represents the process whereby followers take action to stay in touch with an influencer they find appealing or inspiring. Meanwhile, internalization occurs when followers consent to influence because it corresponds with their values and beliefs. This situation happened often due to the result of the influencer's authority and credibility. This theory contributes to the understanding of the processes by what type of advertising and how it affects the purchase intentions of consumers on social media (Tafesse & Wood, 2021).

2.1.2 Theory 2 Elaboration Likelihood Model (ELM)

This particular research will also utilize the widely used Elaboration Likelihood Model (ELM) to investigate how social influence is able to influence e-commerce consumer decision-making. According to Song et al. (2023), the Elaboration Likelihood Model (ELM) outlines two ways to persuade individuals: the central route uses in-depth information processing and results in more stable attitude changes. Meanwhile, the periphery route relies on superficial cues and less cognitive effort such as images and endorsements, and generates fewer enduring changes. The alternative between these routes relies on consumers' motivation and their ability to process information, highlighting how social cues, such as endorsements have the ability to shape purchasing behaviour differently based on these factors (Kumar et al., 2023).

2.1.3 Theory 3 Source Credibility Theory

According to Alam et al. (2024), Source Credibility Theory illustrates the message's ability to persuade others largely depends upon how credible its source is considered to be, which is influenced by factors such as the source's perceived discrimination, expertise, dependability, and trustworthiness. According to this concept, individuals are more likely to embrace and be influenced by information from sources they believe to be reliable because credibility improves the efficiency of communication. When it involves influencer marketing, an influencer's perceived credibility is determined by their attractiveness, knowledge, and truthfulness, which in turn affects consumer behavior and purchase intentions.

2.2 E-commerce Advertising Methods

E-commerce advertising is known to be one of the strategic methods of using paid advertisements to promote goods or services online. These e-commerce advertising methods aim to attract potential customers and increase e-commerce platform sales in the course of events. For the appearance of their advertisements, advertisers usually work with a variety of publishers, including digital news sources or blogs, and incur huge expenses to advertise on social media platforms such as Facebook, Xiao Hong Shu, and Instagram and video-sharing websites including TikTok and YouTube (Vrontas, 2023). The impact influencer attractiveness, content, and visuals in these e-commerce advertising offers are the key to encourage consumer purchase. There are many e-commerce advertising methods available in the current industry, however, for the purpose of comparing currently trending e-commerce advertising, this research will focus on three e-commerce advertising methods which are short-form video advertising, influencers advertising, and livestream advertising.

2.2.1 Short-Form Video Advertising

According to Xiao et al. (2023), short-form video advertising that appears on social media such as TikTok, Facebook, and others has emerged as an essential advertisement strategy in social commerce, which has been fuelled by the growth of social networks. Furthermore, according to Meng et al. (2024), short-form video duration is around a few seconds to a few minutes, which has eventually become the most popular format today known as the “information age” which means that individuals prefer fast, convenient, and easy to understand advertisement, thus, Short-form Video Advertisement is the common e-commerce advertisement method used in today. It also involves features that allow consumers to conduct directly purchase products through embedded links or the caption of video posts.

The involvement of users is significantly enhanced by the multimodal content creation functions of short-form video applications, which integrate audio, visuals, and engaging effects (Yin et al., 2024). Through the utilization of appealing and attractive displays, this sort of advertising is in alignment with the independent variables of attractiveness, visuals, and content. Advertisements will be more visually appealing and successful by utilizing several features such as music and attractive influencers (Yin et al., 2024).

2.2.2 Influencer Advertising

Influencer advertising has come to prominence as a popular approach used by brands to interact with customers on social media. Influencer posts often mix in with non-commercial content, giving them a powerful influence over consumer opinions and purchase decisions. This is the reason why, even with disclosures about these commercial relationships, influencer marketing continues to have a significant impact on consumer purchase. (Stubb & Colliander, 2019).

According to Miah et al. (2022), influencers nowadays have a greater power to influence consumer decisions because they are frequently considered as more trustworthy and relatable than traditional celebrities. Through the sharing of product reviews, endorsements, and personal experiences, they establish genuine relationships with those who follow them. The lines between advertising and personal expression are blurred by this combination of sponsored and organic content, increasing the effectiveness of promotional messaging. Influencers who engage with their followers build a closer bond with them, which amplifies the effect of their recommendations.

2.2.3 Livestream Advertising

According to Lin et al. (2023), the global live-streaming e-commerce market is expected to grow swiftly in coming years due to the heavy usage of social medias. Retailers frequently use short video advertisements to attract viewers into live rooms where streamers advertise products in real-time. Meanwhile, live streaming has a distinguished "see-now-buy-now" appeal that generates a sense of urgency and encourages impulsive purchases, making it a useful tactic to accelerate the decision-making process (Lin et al., 2023). Sales can also be significantly increased by using the streamer's skill in product presentation and in-the-moment question and answer (Q&A), which builds consumer trust. A sense of urgency is also created by the real-time interaction, which frequently increase purchases (Yin et al., 2024).

The mounting of live streaming advertisements in the global market is fuelled by its ability to magnetize users into live rooms through various ways including short video advertising and the way the streamers use to introduce products, build trust, and convince customer behavior with their professional and reliability. This platform's dynamic nature and media-rich features guarantee an engaging shopping experience that encourages customer interaction and impulsive purchases (Sun et al., 2024).

2.3 Impacts

After defining the kind of advertising, the impact will be examined in detail. Every advertisement uses a variety of visuals, content, and attractiveness cues to influence consumer behavior. In order to determine how the particular form of e-commerce advertising (moderator) interacts with these elements as independent variables (IVs), the study will look at how this interaction affects the dependent variable (DV), which is consumer purchase intention.

2.3.1 Influencer's Attractiveness

Attractive influencers are more likely to be thought of as warmer, inclined to succeed, and more acceptable, which has a positive effect on the way individuals react to their endorsements. Strong alignment between the influencer and the brand increases the impact of the influencer's endorsement by influencing consumers to view the product with greater appreciation. Influencers frequently build their social media careers on their visual appeal and strong social media presence; hence their beauty not only attracts followers but also greatly increases the value they provide to the brands they support. This combination of social and physical attractiveness, referred to as dual appeal, highlights the significant impact that "Instafamous" micro-celebrities have on modern digital marketing (Kim & Park, 2023).

Furthermore, the ability of an influencer to capture an audience and produce positive reactions through audiovisual charisma which encompasses elements like visual appeal, tone of voice, facial expressions, and posture study is referred to in this context as influencer attractiveness in motion advertising which involves livestream and short-form video advertising. There are three essential components of influencer beauty that have been identified: vocal, physical, and knowledge (Akhtar et al., 2024).

According to Akhtar et al. (2024), the term "vocal attractiveness" describes how an influencer's tone and pitch may contribute to a conversation enjoyable and leave a favourable impression that lasts. "Physical attractiveness" refers to an influencer's overall visual appeal and image, including the audience's perception of their appearance, manners, and sense of fashion and style. "Expertise" describes the abilities, know-how, and professional skills that an influencer applies to persuade their audience. Marketing managers usually use influencers' audiovisual cues to effectively reach and engage their target audiences as consumers become more resistant to traditional marketing and celebrity endorsements.

2.3.2 Content

Content is essential when presenting product information and details, in the meantime, the themes of the whole advertisement play the pragmatic role as the core of producing advertisement to show in potential consumers' eyes with a preferred theme (Qi et al., 2024).

Short-form video (SFV) advertisements' primary content features are their source and the type of information they offer. The positive entertainment elements such as humour, upbeat music, and visual imagery have been shown to enhance the appeal of advertisements. As an example, humour and distinctive material are essential for effective influencer marketing on these platforms (Meng et al., 2024). According to Barta et al. (2023), in a survey of Spanish TikTok users, humour and originality in the content are crucial factors in determining the success of influencer marketing while using Short-form video especially. When these aspects passionately connect with the audience, they are more likely to engage with and be persuaded by the content. This demonstrates how important creative and interesting content is for influencer marketing campaigns in the e-commerce industry. By producing this level of content, influencers may successfully grab attention and have a positive impact on consumers' purchase intentions, especially on platforms like TikTok where these attributes are highly valued (Barta et al., 2023).

Live-stream content is also graded as a potent tool in the e-commerce space because it combines entertainment with right-at-the-moment product demonstrations, which is especially effective at sparking consumer interest and boosting sales (Gu et al., 2024). The content includes storytelling of the experience of using the sponsored product, direct selling of the product with promotion if purchased immediately and having a Q&A section regarding a product. In order to foster a sense of community, viewers may witness demonstrations, ask questions, get instant product details, and engage with influencers and other viewers. Compared to traditional advertising, influencer content feels more genuine and relatable because it incorporates product endorsements into their personal narratives (Gu et al., 2024).

Meanwhile, influencer marketing is dual in nature which balances brand-driven promotions with personalized recommendations. It continues to have a significant impact on consumer behaviour even after disclosures of commercial relationships (Stubb & Colliander, 2019). Influencers build genuine connections with their followers through their content of sharing product reviews, and personal stories. (Miah et al., 2022). In addition, the content may also convey the complex story of a brand's exclusiveness, increasing consumer engagement by

revealing the brand's story. This is because brand stories engage audiences more deeply than advertisements that only highlight a product's surface features (H. Zhang & Wang, 2024).

2.3.3 Visual of Advertising

The visuals of the advertising selected also act as one of the impacts that will influence consumer purchase. Short-form video advertising effectively highlights a product's appearance and demonstrates its use in simulated conditions to help viewers visualize the practicality of a product while establishing the connection between the product and their own needs. These motion pictures promote intellectual patience by providing interesting visual and auditory cues, which help consumers make more informed choices. Short films also contribute to transparency by increasing visibility and mitigating the effects of disparities in information and uncertainty (Yin et al., 2024).

Livestreaming introduces real-time interaction that allows customers to visualize both sellers and products, leading to a more thorough and intuitive comprehension of the offerings. The ability for users to observe products in use and personally evaluate their reliability because of the visual component greatly diminishes the sense of uncertainty. In this situation, trust plays a critical mediating role in e-commerce livestreaming since it increases consumer confidence in the buying process by allowing real-time product observation (Zhai & Chen, 2023). Meanwhile, virtual streamers and other AI-powered digital human characters improve the customer experience by offering real-time, personalized responses to questions, which increases user satisfaction and encourages them to complete a purchase. Online shopping environments may profit greatly from live streaming as it reduces uncertainty and builds trust through the combination of interactive AI elements and real-time visuals (Yao et al., 2024).

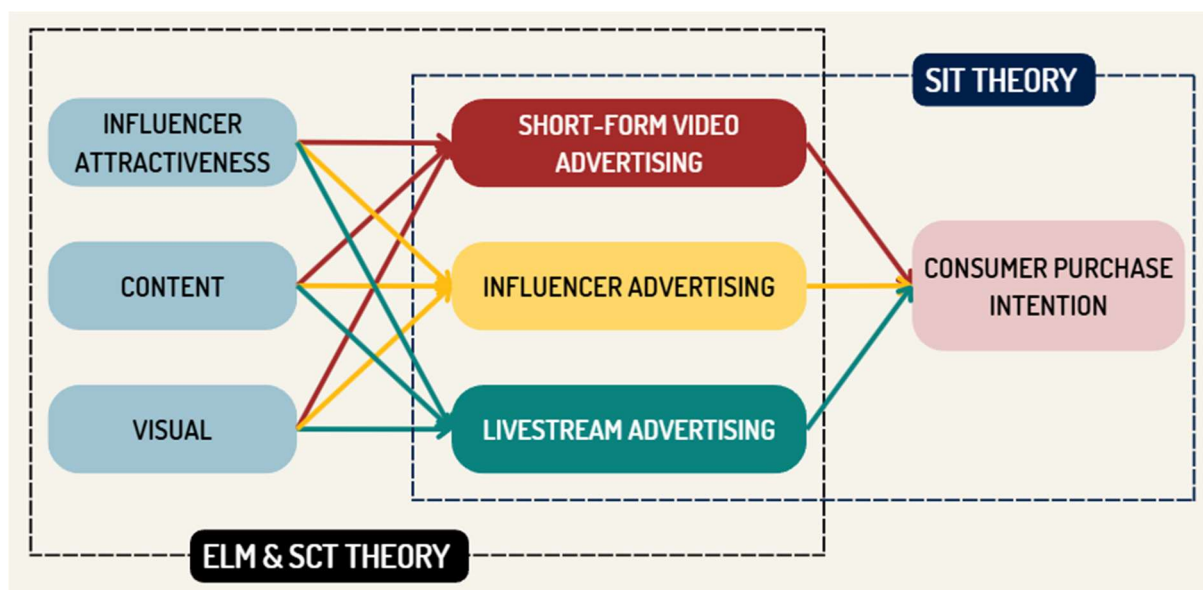
According to Bruns & Meibner (2023), the way that visual elements direct user attention, particularly on platforms like Instagram and TikTok, is a major factor in how effective these elements are at influencing engagement and capturing user attention in influencer advertising. These days, social media photos tend to be filled with details, such as the product being promoted, the endorser's face, and the surrounding environment, such as a home or any aesthetic and artistic pictures. Users' perceptions and interactions with content are frequently influenced by visual elements observed in influencer advertising posts, such as the prominence of products, informative appeals, and overall design complexity. Influencers able to improve the effectiveness of their sponsored posts and increase user engagement by conforming to users'

expectations of standard advertisement design. Furthermore, visual cues consisting of brightness and colour, which are either cognitive or sensory, guide attention to visually prominent areas. These elements, addressed by the term visual salience, are crucial for drawing viewers' attention and have a tendency to affect how users view and choose among the products that influencer posts promote (Bruns & Meibner, 2023).

2.4 Proposed Conceptual Framework

The constructed conceptual framework is shown in Figure 2.1, the theory, Elaboration Likelihood Model (ELM), and Social Credibility Theory (SCT) will be covered from the independent variables which are the *impacts* including influencer attractiveness, content, and visual to moderator variables which are the *ecommerce advertising* including Short-form Video Advertising, Influencer advertising, and Livestream Advertising. Meanwhile, the Social Influence Theory covers the moderator variable to the dependent variable which is *consumers' purchase intention*.

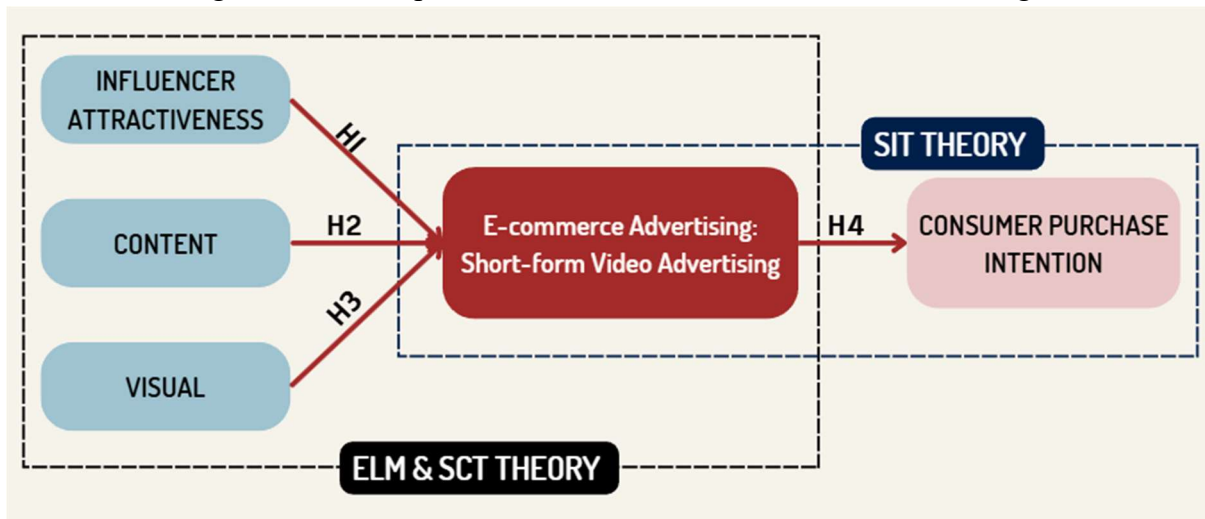
Figure 2.1 Conceptual Framework



Source: Developed for Research

The framework will then break into three different frameworks for a clearer and more concise view because there are three different moderator variables that need to be compared for this particular research to *define the best e-commerce advertising method* in Klang Valley, Malaysia. The frameworks are constructed below:

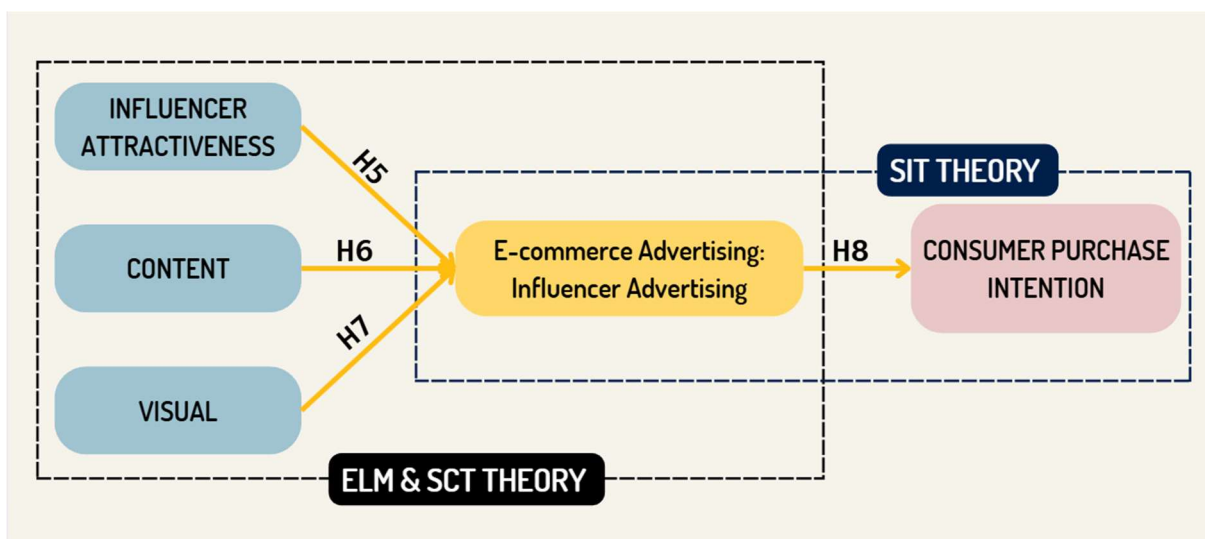
Figure 2.2: Conceptual Framework Short-Form Video Advertising



Source: Developed for Research

Refer to the Diagram 2.2 for the conceptual framework above, with the employing of the moderator variable short-form video advertising, the proposed conceptual model indicates an integrative method of examining the relationships between the impacts which are independent variables including influencer attractiveness, content, and visual appeal and how they impact on consumer purchase intentions. In the context of **short-form video e-commerce advertising method**, the framework provides a structured viewpoint on how these variables interact to influence consumer purchase behaviour. subsequently, it is based on a comprehensive review of the literature and previous research that has been conducted.

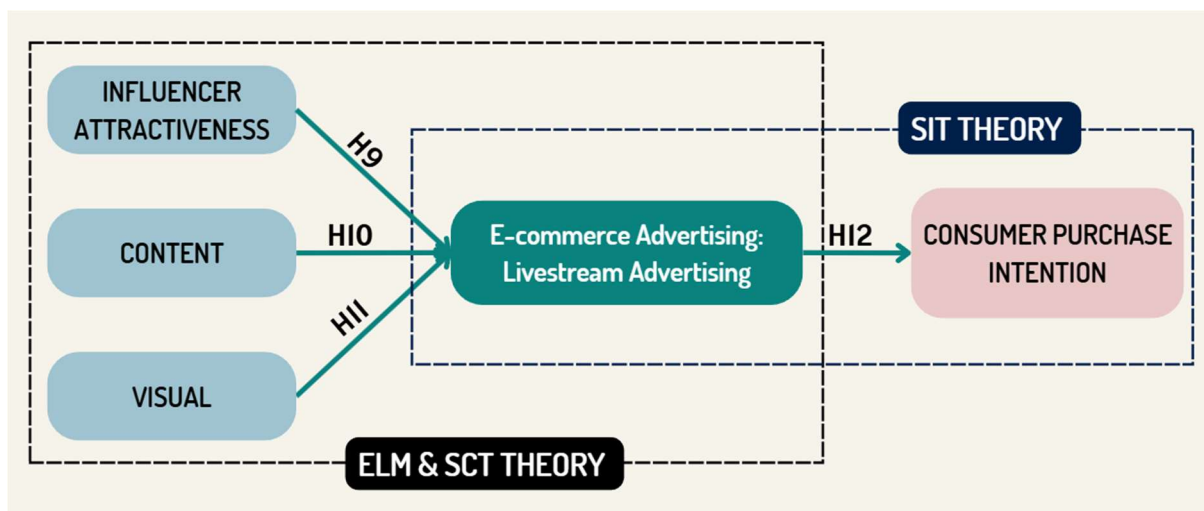
Figure 2.3: Conceptual Framework Influencer Advertising



Source: Developed for Research

In recognition of the above conceptual framework, Diagram 2.3. This model investigates how the independent variables including influencer attractiveness, content quality, and visual appeal influence consumer purchase intentions by applying the moderator variable influencer advertising. This framework similar to the first framework, emphasises the constant interaction between influencers' attractiveness, advertising content and visual to improve consumer engagement in the context of influencer advertising.

Figure 2.4: Conceptual Framework Livestream Advertising



Source: Developed for Research

The conceptual framework at Diagram 2.4 This model uses the moderator variable livestreaming advertising to examine how independent factors like visual appeal, content quality, and influencer attractiveness affect consumers' intentions towards making purchases. Through the creation of an interactive, real-time environment, livestreaming enables engaging customer experiences. The model shows how all of these variables work together to improve audience participation, strengthen emotional bonds, and eventually influence purchasing decisions. On the basis of earlier research, it offers insights into the increasing importance of live, interactive e-commerce platforms in shaping consumer behavior.

These conceptual frameworks in Diagram 2.2, Diagram 2.3, and Diagram 2.4 are the core of the research for analysis and comparison to identify the best e-commerce advertising method in Klang Valley.

2.5 Hypotheses of Study

There are a total of TWELVE hypotheses to be proven in this research:

2.5.1 E-commerce Advertising Method: Short-form Video Advertising

H1: Is there a relationship between influencer attractiveness and short-form video advertising?

- H₀: There is no relationship between influencer attractiveness and short-form video advertising.
- H₁: There is a positive relationship between influencer attractiveness and short-form video advertising.

H2 Is there a relationship between content and short-form video advertising?

- H₀: There is no relationship between content and short-form video advertising.
- H₁: There is a positive relationship between content and short-form video advertising.

H3 Is there a relationship between visuals and short-form video advertising?

- H₀: There is no relationship between visuals and short-form video advertising.
- H₁: There is a positive relationship between visuals and short-form video advertising.

H4 Is there a relationship between short-form video advertising methods and consumer purchase intention?

- H₀: There is no relationship between short-form video advertising methods and consumer purchase intention.
- H₁: There is a positive relationship between short-form video advertising methods and consumer purchase intention.

2.5.2 E-commerce Advertising Method: Influencer Advertising

H5 Is there a relationship between influencer attractiveness and influencer advertising?

- H₀: There is no relationship between influencer attractiveness and influencer advertising.
- H₁: There is a positive relationship between influencer attractiveness and influencer advertising.

H6 Is there a relationship between content and influencer advertising?

- H₀: There is no relationship between content and influencer advertising.
- H₁: There is a positive relationship between content and influencer advertising.

H7 Is there a relationship between visuals and influencer advertising?

- H₀: There is no relationship between visuals and influencer advertising.
- H₁: There is a positive relationship between visuals and influencer advertising.

H8 Is there a relationship between influencer advertising methods and consumer purchase intention?

- H₀: There is no relationship between influencer advertising methods and consumer purchase intention.
- H₁: There is a positive relationship between influencer advertising methods and consumer purchase intention.

2.5.3 E-commerce Advertising Method: Livestream Advertising

H9 Is there a relationship between influencer attractiveness and livestream advertising?

- H₀: There is no relationship between influencer attractiveness and livestream advertising.
- H₁: There is a positive relationship between influencer attractiveness and livestream advertising.

H10 Is there a relationship between content and livestream advertising?

- H₀: There is no relationship between content and livestream advertising.
- H₁: There is a positive relationship between content and livestream advertising.

H11 Is there a relationship between visuals and livestream advertising?

- H₀: There is no relationship between visuals and livestream advertising.
- H₁: There is a positive relationship between visuals and livestream advertising.

H12 Is there a relationship between livestream advertising methods and consumer purchase intention?

- H₀: There is no relationship between livestream advertising methods and consumer purchase intention.
- H₁: There is a positive relationship between livestream advertising methods and consumer purchase intention.

2.6 Hypothesis Development

2.6.1 Is there a relationship between influencer attractiveness and short-form video advertising?

In short-form video advertising, influencer attractiveness significantly increases consumer purchase intentions. Attractive influencers are more likely to draw in and hold the attention of viewers, which is important in the fast-paced format of short-form videos, declare by Akhtar et al. (2024) in his research. In this context, attractiveness encompasses more than just physical appearance, it also involves charisma, style, and the influencer's aptitude for using audiovisual components to effectively communicate a message. According to Jin and Ryu (2020),

influencers who are able to incorporate their personal charm with captivating content have a higher chance of creating a strong emotional bond with their audience, which in turn increases the desirability of their products.

Social and physical attractiveness operate particularly well together in short-form videos where viewers need to be engaged right away. Since their attractiveness raises the perceived credibility of the product being promoted, consumers are more likely to trust and be convinced by influencers they find appealing. Influencers can successfully affect consumer behaviour and increase purchase intentions by creating this connection. Therefore, it is anticipated that influencer attractiveness in short-form video advertising will positively impact consumer purchasing behaviour.

H₁: There is a positive relationship between influencer attractiveness and short-form video advertising.

2.6.2 Is there a relationship between content and short-form video advertising?

The effectiveness of short-form video advertising is largely dependent on the quality of the content since it has a direct impact on how viewers view and engage with the advertisement. According to Meng et al. (2024), content that strikes a balance between entertainment and informational value preserves viewers' interest while fostering trust. Short-form videos must have content that engages viewers quickly and expresses the value of the product. This includes components that appeal to consumers and raise the possibility that they will develop favourable opinions about the product, such as humour, eye-catching imagery, and real product demonstrations.

Furthermore, influencers strengthen consumer trust and mitigate any doubts about the promoted product when they use short-form videos to deliver relevant, relatable, and reliable content. The integration of knowledge and entertainment has a strong influence on consumers' intentions for purchasing. Strong emotional appeal is produced by content that is both entertaining and educational, increasing the likelihood that viewers will follow through on their purchase intentions and eventually increasing sales. Therefore, it is anticipated that the quality of the content in short-form advertisements will positively affect the consumers' purchase intention.

H₁: There is a positive relationship between content and short-form video advertising.

2.6.3 Is there a relationship between visuals and short-form video advertising?

Short-form video advertising's visual appeal has a big impact on how viewers interpret and react to the commercial. In a crowded digital space, attention-grabbing visuals such as imaginative designs, product placements, and general aesthetic appeal are essential for drawing in customers, stated by Bruns & Meibner (2023). In addition to helping to make the advertising more memorable, well-designed visuals also aid in the simplification of complex product information, which will facilitate consumers' comprehension of the benefits and value of the promoted product (Meng et al., 2024).

In addition, visuals that enhance the influencer's aesthetic and brand identity produce a seamless experience that emotionally connects with consumers. Consumers are more likely to interact with the brand and think about making a purchase when these images capture their attention and arouse feelings of connection. Consequently, it is anticipated that short-form video advertising's visual appeal will favorably affect consumers' intentions to make purchases.

H₁: There is a positive relationship between visuals and short-form video advertising.

2.6.4 Is there a relationship between short-form video advertising and consumer purchase intention?

Businesses looking to influence consumer behaviour are increasingly using short-form video advertising. Research has demonstrated that short-form videos, especially those with visually appealing elements, captivating content, and attractive influencers, produce an engaging narrative that connects with viewers. Short-form video advertising contributes to the development of trust and product recall by offering an engaging, genuine, and entertaining experience. Customers are more likely to buy the promoted products when they emotionally connect with the content (Onofrei et al., 2022).

The strength of the short-form video format is its capacity to express powerful messages in a short time, leaving enduring impressions that affect the consumers' purchase intention. Consequently, it is anticipated that short-form video advertising will have a positive impact on consumers' intentions to make purchases, particularly when it incorporates important components like influencer appeal, high-quality content, and effective visual design.

H₁: There is a positive relationship between short-form video advertising and consumer purchase intention.

2.6.5 Is there a relationship between influencer attractiveness and influencer advertising?

Attractiveness plays an important role in influencer advertising because it shapes consumer perceptions and motivates purchase intentions. Influencers who are seen as attractive, whether by their looks, social appeal, or communication abilities, are better able to draw in and hold on to customers. According to Kim & Park (2023), an influencer's physical and social attractiveness improves their capacity to gain the audience's confidence and trust. Because consumers view attractive influencers as more relatable and trustworthy, they are more likely to follow through on their recommendations.

A major factor that encourages brand loyalty and purchase intentions is the social component of attractiveness, such as an influencer's capacity to emotionally connect with their audience. Stronger customer relationships with the brand result from this combination of social and physical attractiveness, which in turn promotes purchases. Purchase intentions are thus anticipated to be strongly influenced by influencer attractiveness, which is predicted to have a positive correlation with influencer advertising and consumer behaviour.

H₁: There is a positive relationship between influencer attractiveness and influencer advertising.

2.6.6 Is there a relationship between content and influencer advertising?

The core of influencer marketing is content since it determines how well influencers can interact with their audience and influence their purchase intention. In contrast to content produced by brands themselves, influencer-generated content is seen as more relatable and authentic (Bu et al., 2022). Credibility and trust are increased by influencers' capacity to deliver content that connects with their audience. Influencers help lowering consumer uncertainty and direct purchase decisions by sharing their own experiences and product evaluations

The influencer and their followers develop an emotional bond through this content-driven strategy, which raises brand loyalty and purchase intention. Offering content that is in line with the audience's interests and the influencer's own style increases the likelihood that viewers will become customers. Therefore, it is anticipated that influencer advertising content will favourably affect consumers' intentions to make purchases.

H₁: There is a positive relationship between content and influencer advertising.

2.6.7 Is there a relationship between visuals and influencer advertising?

Influencer advertising relies heavily on visual components to draw in customers and successfully communicate brand messages. In order to stand out in a crowded digital space, sponsored posts on social media platforms frequently use visually striking elements like product placement, backgrounds, and aesthetic appeal. According to Bruns & Meißner (2023), consumer behaviour is significantly influenced by visual salience, which is the presentation of the product or message in an eye-catching and memorable way.

Influencers may significantly boost customer engagement and reputation by carefully choosing visual components for their posts, such as matching their appearance to the brand's image or using eye-catching design elements. A unified, eye-catching advertisement has the ability to influence consumer purchase intention when the images blend in with the influencer's persona. As a result, it is anticipated that images used in influencer marketing will favourably affect consumers' intentions to make purchases.

H₁: There is a positive relationship between visuals and influencer advertising.

2.6.8 Is there a relationship between influencer advertising and consumer purchase intention?

Consumer purchase intentions are significantly impacted by influencer advertising, especially when influencers successfully capitalise on their beauty, reputation, and quality of content. Influencers who establish a solid rapport with their audience foster the trust and emotional bonds that motivate consumers to make purchases. Customers are more inclined to believe the advice of influencers with whom they have a personal connection, according to Kim & Park (2023). Purchase intentions are greatly increased by this trust as well as the influencer's capacity to communicate products in a genuine and approachable manner.

Additionally, influencers strengthen the legitimacy of their recommendations by interacting with their followers and sharing firsthand product experiences. By fostering brand loyalty, this ongoing interaction increases the likelihood that customers will follow through on their recommendations. Influencer marketing is therefore anticipated to have a impact on consumers' intentions to make purchases.

H₁: There is a positive relationship between influencer advertising and consumer purchase intention.

2.6.9 Is there a relationship between influencer attractiveness and livestream advertising?

The consumers' purchasing intention in livestream advertising is significantly influenced by the influencer attractiveness. The influencer's appeal is even more important because livestream offers an interactive, real-time setting. Attractive influencers who can communicate with viewers through both their charisma and physical appearance aid in establishing instant trust and emotional bonds with the audience (Yao et al., 2024).

Moreover, consumers are more likely to believe the recommendations of attractive influencers because they make the shopping experience feel more intimate and relatable. The idea that influencer attractiveness in livestream advertising positively influences purchase intentions is supported by the relationship between the influencer's attractiveness and the engagement levels it generates. The more attractive the influencer will enhance livestream advertising to achieve higher consumers' purchase intentions.

H₁: There is a positive relationship between influencer attractiveness and livestream advertising.

2.6.10 Is there a relationship between content and livestream advertising?

The content that is shown during livestream advertising has a big impact on the consumers' purchase intention. Having capability to interact with the audience directly in real-time is one of the special features of livestream advertising. Because of its interactive features, influencers can better connect with their audience by addressing customer concerns, answering questions, and giving live product demonstrations (S. Song et al., 2024). Content that is genuine, educational, and personal in livestream advertising will creating a comfortable environment that influencer consumer purchase decision.

Furthermore, real-time product reviews and showcases are frequently included in livestreaming content, which raises the product's perceived value by letting viewers try it out before buying. Livestreams that provide thorough explanations and relatable personal experiences are likely to increase consumer purchase intentions. As a result, it is anticipated that consumer purchase intentions will positively correlate with the quality of the content in livestream advertising.

H₁: There is a positive relationship between content and livestream advertising.

2.6.11 Is there a relationship between visuals and livestream advertising?

In livestream advertising, consumers' perceptions of the product and brand are greatly influenced by the livestream's visual appeal, which includes the background, the product presentation, and overall aesthetics. According to Tong et al. (2022), a livestream's visual complexity can either increase or decrease viewer engagement. Customers can concentrate on the product in a visually balanced setting that is neither overly complicated nor overly simple, which strengthens their bond and increases their likelihood to purchase it.

Furthermore, the opinions of consumers can also be influenced by the influencer's look and the way they visually represent the product. Trust and engagement can rise if the influencer's aesthetic complements the brand of the product and produces unique visual experience. The balance of visual appeal in livestreaming is crucial for promoting purchase intentions because images that arouse curiosity and gather positive feelings may possess a big impact on consumers' purchase intention.

H₁: There is a positive relationship between visuals and livestream advertising.

2.6.12 Is there a relationship between livestream advertising and consumer purchase intention?

A combination of interactive and real-time elements, livestream advertising has become a potent instrument for influencing consumers' intentions to make purchases. Customers feel more secure about their purchases because they can interact with the influencer and the product directly during the livestream. According to Yao et al. (2024), viewers' trust and likelihood to buy are significantly increased by instant access to product demonstrations, live Q&A sessions, and the opportunity to communicate with the influencer in real time.

Livestreams' immersive quality, the influencer's legitimacy, and the captivating images and content collaborate together to produce a genuine and tailored shopping experience. This special combination of engagement and trust-building increases the intention to purchase. Livestreaming's impact on consumer behaviour is unquestionable, which makes it a useful tool for brands looking to increase sales as it continues to expand in e-commerce. As a result, livestream advertising is anticipated to significantly increase consumers' purchase intentions.

H₁: There is a positive relationship between livestream advertising and consumer purchase intention.

2.7 Conclusion

In this chapter, the literature that use to form the framework that connects different impacts in e-commerce advertising to consumer purchase intention has been appropriately reviewed. Examining numerous academic publications has provided strong evidence in favour of the four hypotheses, laying a strong basis for the investigation. To help readers gain a complete understanding of the subject, the chapter delivers an organised and concise summary of the most important findings from an abundance of sources. After this, the research methodology will be the main topic of discussion in the next chapter.

Chapter 3: Methodology

3.0 Introduction

The research methodology used for this study will be described in detail in this particular chapter. It contains an overview of the measurement scales, methods of analysis, data collection procedures, sample selection, and research design. These components constitute the study's framework when utilized together, which will guarantee a systematic approach to the research objectives and questions.

3.1 Research Design

Research design refers to the blueprint for conducting a study that provide the guides of the data collection, data measurement, and analysis of data. It functions as an organized approach that assures the systematic and smooth nature of the research process (Bhat, 2024). The research problem, hypotheses, independent and dependent variables, and data collection techniques are all assisted by the research design. Identifying the most effective method for investigating a particular research question allows researchers to produce valid, trustworthy, and generally applicable results. Therefore, the study's credibility and overall success are influenced by the chosen research design (Singh, 2024). In this chapter the chosen research design will be the quantitative research, and causal research.

3.1.1 Quantitative Design

Quantitative research is known as a systematic study that concentrates on assembling, quantifying, and evaluating data through statistical, or computational methods in order to spot relationships, patterns, and trends. This form of research is commonly utilized to measure variables, test hypotheses, and find connections or patterns in the data. In order to obtain numerical data that can be extrapolated to a wider population, it depends on structured instruments such as experiments, surveys, and pre-existing databases. Moreover, quantitative research findings will often draw clear and, unbiased outcomes which are frequently presented as graphs, charts, and tables (Sreekumar, 2024).

In this instance, the questionnaire's design is crucial for verifying the hypothesis and producing the results of this research. A large number of participants' structured data could be gathered by the questionnaire, enabling users to quantify their attitudes and actions regarding e-commerce advertising. This methodology facilitates the statistical testing of hypotheses and the formation of conclusions regarding the influence of different advertising strategies on the purchase intentions of consumers. Quantitative research is a potent tool for this study given that it can be used to find significant correlations and forecast future consumer behaviour using the survey data (Sreekumar, 2024).

3.1.2 Causal research

On the other hand, causal research is necessary for this research with the reason to determine and understand the cause-and-effect relationships between the various impacts of e-commerce advertising and customer purchase intention by investigating whether modifications to an independent variable will inevitably result in changes in a dependent variable (Dovetail Editorial Team, 2023). The identification of structures and interactions between variables becomes possible through causal research, which at the same time proves essential for understanding how certain factors influence outcomes (Villegas, 2023).

Apply to this study, causal research is utilized to investigate which type of e-commerce advertising method including short-form video advertising, livestream advertising, and influencer advertising will influence consumer purchase. To achieve the outcome more accurately, the research has the objective of exploring whether shifting the independent

variables which are the advertising content, visual appeal, and influencer attractiveness directly influences consumer purchase behaviour.

3.2 Data Collection Method

The data collection process serves as essential for systematically gathering and analysing information in order to answer research questions, test hypotheses, and evaluate outcomes. It is fundamental in a variety of fields, including humanities, business, and sciences, with the primary goal of gathering accurate and reliable data (Data Collection, 2023). For the purpose of guaranteeing that the results are based on first-hand, appropriate details, this study places a strong emphasis on acquiring primary data. This accurate and empirically based methodology ensures that the gathered data successfully examines the research question, offering immediately applicable and practical insights (Pritha, 2020).

3.2.1 Primary Data

Primary data is extremely important because it is firsthand information that was gathered directly from sources using techniques involving surveys, experiments, and interviews. In order to make sure the data complies with the specific requirements of the study, researchers must carefully choose sources, taking into account the target population and research objectives (Bhat, 2023).

Therefore, the primary tool for gathering data in this study will be a questionnaire that has been designed specifically to investigate the elements of e-commerce advertising methods that affect consumers' decisions to buy. To obtain thorough answers, the questionnaire will combine different type of questions according to the independent, moderator, and dependent variables. The survey will be conducted using Google Forms and is intended for respondents who are frequent social media users and have made purchases online after watching the advertisements. This approach was selected due to its effectiveness, affordability, and speed at which a significant amount of necessary information could be gathered.

3.3 Sampling Design

A sample is a subset of people chosen for research purposes from a larger population. This approach entails defining the target population with accuracy, selecting a sampling frame, and using particular methods for sampling.

3.3.1 Target Population

The target population represents the group of individuals at whom the research response is aimed, to carry out investigations and make inferences. This group is chosen under particular standards that complement the study's goals, guaranteeing that the information gathered is essential and representative of the larger population that the investigation aims to clarify (Saurabh & Prasad, 2021). Apply to this study, the target population remains social media users in Klang Valley, Malaysia who have the highest probability of engagement with e-commerce advertising while browsing platforms on mobile devices. The participants were chosen specifically because they are more likely to make purchases after spotting advertisements on social media, providing useful insights into the factors that influence consumer behaviour in this scenario. This demographic was chosen to collect relevant and useful information on how e-commerce advertising methods impact purchasing decisions.

3.3.2 Sampling Size

Sample size signifies the number of individuals included in a research study that effectively represents the total population. In Klang Valley, there are approximately **8,816,000 units of** individuals (*Kuala Lumpur, Malaysia Metro Area Population 1950-2024*, n.d.) therefore the ideal sample size is around 385 for this particular research (Qualtrics, 2023).

The sample size calculation include some key factors that must be implemented before calculated which include population size, confidence level, margin of error, and assumed proportion (standard deviation). After implementing this inside the calculation format then the 385 sample size will only be generated.

The **population size**, in this research, is about 8,816,000 units which had represents the total number of units in Klang Valley. Despite the size of this, sample size calculations are made such that the necessary sample size remains constant in direct proportion to the size of the population beyond a certain point.

Meanwhile, the confidence level defines that to what extent that the sample accurately reflects the population. A 95% confidence level is often employed in research, which indicates that there is 95% certainty that the sample accurately represents the population. The Z-score of 1.96 that corresponds to this level is crucial to the calculation. In contrast, the margin of error describes how much the sample results may differ from the true population values. It is usually set at 5%, striking a balance between accuracy and practicality. When the exact proportion of the population is unidentified, we anticipate the maximum variability, which is a 50% standard deviation, to ensure a large enough sample size to represent a wide range of possible outcomes (Qualtrics, 2023).

To bring more clarity regarding the sample size calculation the format below is used (Qualtrics, 2023):

$$\text{Sample Size} = \frac{Z^2 \times p \times (1 - p)}{e^2}$$

Z is the Z-score relate to the confidence level (1.96 for 95% confidence),

p is the standard deviation of the population (0.5 or 50%),

e is the margin of error (0.05 or 5%).

Insert the exact number inside the format is shown as below:

$$\frac{(1.96)^2 \times 0.5 \times (1 - 0.5)}{0.05^2} = 384.16$$

The total amount of 384.16 will then be identified as 385 units of sample size, therefore, it has shown that the ideal sample size is around 385 units and the questionnaire need to achieve this number of participations from Klang Valley

3.3.3 Sampling Frame and Location

A sampling frame refers to a list or database with components used when choosing a sample for a study. For the reason that lying behind which used to guarantee that the sample selected is accurate to represent the entire population under research, it comprises all the accessible population units (Villegas, 2023). Therefore, it will be suitable to figure out the research objectives with the conduct of a questionnaire as a research method. The Google Forms will be used as the platform to facilitate survey execution for the creation of the questionnaire survey. In an attempt to reduce error, the objective and topic of the survey should be taken into consideration when defining the accurate sample frame, to the extent that it is practical. The suggested sample size was determined by taking into account the population proportion, overall population size, margin of error, and appropriate confidence level.

The sample location brings the definition of the area where the data will be collected. This study is aimed at participants in Klang Valley, Malaysia. Firstly, the QR Code that can access the questionnaire survey will be generated because the Google Form was used to distribute the questionnaire. Researchers will provide the QR Code to students at University Tunku Abdul Rahman Sungai Long to physically contacting them and request them to fill up the questionnaire.

Moreover, the questionnaire will be sent online at the same time. It will allow the participants to fill up the demographic section and determined whether they are from Klang Valley. Therefore, whoever has the potential to be the targeted population will receive the survey questionnaire and collect the data from them. The questionnaire will appear in the Facebook Community and be posted on Instagram Story and allow individuals to share with others which is known as snowballing technique that will be discussed in the subsection that illustrates sampling techniques.

3.3.4 Sampling Technique

Sampling techniques are known as the methods utilized to select individuals or units from a population to be enrolled in the research. These techniques guarantee that the sample truly represents the population and allow researchers to draw significant inferences. There are two main sampling techniques which are non-probability and probability sampling. Non-probability sampling opts for participants systematically, which means that each individual has an equal chance of being chosen, which may give rise to bias. Probability sampling, in contrast, selects participants randomly, providing each individual with an equal chance and resulting in a more representative sample (McCombes, 2019).

Applying to this research, non-probability sampling will be conducted as the research has subjective criteria instead of random selection. There are many types of non-probability sampling and the technique this research will utilize is convenient sampling. The reason lying behind this is it allows for rapid and efficient data collection as convenient sampling selects participants according to the ability to access them easily and in proximity (Kassiani, 2022).

The other technique also under the non-probability technique is known as the snowball sampling technique. It is utilized when the participants are hard to approach. The procedure of this technique is to start from a small initial group of participants and then share to other potential participants from their network which will then show the signs of growing participants through referrals in a continuous process (Kassiani, 2023).

Applying this technique to this research, after figuring out the first batch of participants, then they will be requested to share this research with their friends and families that will be potential to this research. The reason to use it in this research is because this research questionnaire requires a large number of respondents which is around 385 participants after calculating it out. After applied this strategy, it will gather varied consumer sample, as each individual will have various experience while engaging with e-commerce advertising (Kassiani, 2023).

3.4 Questionnaire Design

The questionnaire for this research has been separated into five sections to evaluate the impact of various e-commerce advertising methods on customer purchase decisions.

Firstly, Section 1 retrieves demographic information, such as age, gender, education level, occupation, and income, to provide a basic understanding of the participants. The second section emphasizes their interactions with various e-commerce advertising formats, such as short-form video, influencer, and live-stream advertising.

The other three sections delve into the independent, dependent, and moderator variables. Section 3 explores the independent variables that affect purchasing decisions, taking into account factors such as the attractiveness of influencers, the level of the content, and the visual appeal. In contrast, in Section 4, respondents' opinions regarding the effectiveness of these methods of advertising are gathered, and in Section 5, respondents' purchase intentions as impacted by the e-commerce advertisements they've engaged are measured. It will then ensure that comprehensive data relevant to the research objectives is obtained. Meanwhile, the research articles and journals that had been investigated to form this particular questionnaire will be listed in 3.5.2 which lists the Measurement Instruments of the questionnaire survey.

3.5 Measurement

In this fragment of the research, the measurement scale and measurement instruments will be illustrated.

3.5.1 Measurement Scale

Measurement scales are essential for establishing the collection and analysis of variables. There are a total of four measurement levels, with varying amounts of complexity and accuracy. Whereas the ordinal scale ranks data in addition to categorising it, the nominal scale only classifies data in a fixed order. The ratio scale incorporates all prior features with a significant zero point, while the interval scale provides consistent distances between data points. It is crucial to comprehend these scales because they outline the kind of statistical analysis that is capable of being performed on the data (Bhandari, 2020).

In this research, the measurement scale that will be employing is a nominal and ordinal scale. A nominal scale will be utilized for determining specific data properties involving gender, age, and occupation that do not possess numerical value. Respondents will provide demographic information through questionnaires, such as gender, age, monthly income, race, and frequency of social commerce purchases. This demographic classification will then be used to support further analysis in this research (Bhandari, 2020).

Meanwhile, the ordinal scale is a measurement scale that ranks data, indicating their relative positions but not measuring the exact differences between them. In this research, the 5-point Likert scale will be employed to evaluate respondents' attitudes towards specific questions, with responses ranging from "strongly disagree" to "strongly agree," providing a structured method for categorising and evaluating the results based on their ordinal nature (Bhandari, 2020).

3.5.2 Measurement Instrument

The instruments for measurement used to generate the questionnaire for this research are originated from earlier research. Table 3.1 shows that the variables and the measurement components that align with them were taken from a variety of research articles.

Table 3.1 Variables and Measurement Components

Author(s)	Construct (Variable)	Item	Original Question
Author (year) Meng et al., 2024)	Influencer Attractiveness	IA1	You enjoy this ad because the appearance of its character attracts you.
(Kim & Park, 2023)		IA2	I find VI very attractive physically
(Kim & Park, 2023)		IA3	I will buy the product if she started to endorse it
(Kim & Park, 2023)		IA4	I have the intention to buy the product from her Instagram post.
Meng et al., 2024	Content Quality	CQ1	I felt what the ad said was quite reasonable, so I bought it.
Meng et al., 2024		CQ2	The plots of the ads are very similar to my real-life experience, so I bought the product...
Onofrei et al., 2022		CQ3	The content I can obtain on social media (Facebook Instagram) is timely (up-to-date) and relevant to my needs

(Bu et al., 2022)		CQ4	I can rely on information from this influencer.
(Q. Huang et al., 2024)	Visual Appeal	VA1	The visualization display content of live streaming is rich
(Tong et al., 2022)		VA2	The live streaming room is pleasing
(Tong et al., 2022)		VA3	The live streaming room makes me happy
(Tong et al., 2022)		VA4	After viewing this live streaming video, I would consider purchasing the presented product
(Q. Zhang et al., 2024)	Short-form video	SFA1	Short video is a good source of information.
(Q. Zhang et al., 2024)	Advertising	SFA2	Short video provides timely, updated and relevant information.
(Q. Zhang et al., 2024)		SFA3	Watching a short video is enjoyable.
(Yin et al., 2024)		SFA4	I intended to purchase products on SFV apps
(S. Song et al., 2024)	Live stream	LS1	CONTENT The streamer helped me familiarize myself with the product.
(S. Song et al., 2024)		LS2	. The streamer helped me evaluate the product.
(S. Song et al., 2024)		LS3	The streamer helped me understand the performance of the product.
(S. Song et al., 2024)		LS4	Livestreaming Advertising will influence my purchase decisions.
(Li et al., 2023)	Influencer Advertising	IFA1	I watch that ad to show my concern for the influencer
(Li et al., 2023)		IFA2	That ad tends to evoke within me a desire to experience what the influencer is describing.
(Miah et al., 2022)		IFA3	Recognizable of celebrity endorsers motivates me to purchase a product.
(Miah et al., 2022)		IFA4	Celebrity endorsement fosters positive feelings toward online shopping.
(Onofrei et al., 2022)	Purchase Decision	PD1	Given the chance, I would consider purchasing the product/service depicted in the post shared by people in my social media network in the near future
(Yao et al., 2024)		PD2	I will buy the products that this virtual streamer promotes in the live streaming room.
(Bu et al., 2022)		PD4	I would follow brand recommendations from this influencer.

Source: Developed for Research

3.6 Data Processing

Data processing represents a procedure of transferring raw data into meaningful information to draw conclusions for this research. There are a few steps, including checking, editing, and coding. (Lynn & Lyberg, 2022)

3.6.1 Data Checking

A critical phase in research is data checking, which involves thoroughly looking over the information gathered to ensure that it is accurate, comprehensive, and consistent. This procedure entails confirming that the data corresponds to the anticipated formats, discovering and correcting any mistakes, and making sure that no information is missing or duplicated (Yen, 2020). In this study, researchers may ensure that the dataset is valid and dependable by carefully examining the data, making sure the validity of the data is significant in generating accurate and trustworthy research findings. Furthermore, data verification prevents errors from spreading and jeopardizing the research's findings (Lynn & Lyberg, 2022).

3.6.2 Data Editing

Data editing is defined as the process of repeatedly making adjustments to the gathered data with the duty to fix mistakes, minimize discrepancies, or eliminate unnecessary data. By ensuring that the data acquired through this study is genuine, clean, and prepared for analysis, this phase raises the standard of the research findings (Lynn & Lyberg, 2022). Therefore, for the questionnaire designed for this particular research, data editing will be applied to make sure irrelevant information, for instance, respondents that do not belong to Klang Valley will be eradicated and raise the trustworthiness of this study.

3.6.3 Data Coding

According to Lynn & Lyberg (2022), data coding shifts qualitative data into a quantitative format for more straightforward analysis by sorting responses and data segments and distributing numerical or symbolic codes to them. This procedure reduces the process of finding patterns and trends and increases the effectiveness of data analysis in the meantime.

For this research, the data coding will be shown in Table 3.2

Table 3.2 Questionnaire Data Coding

Section 1: Demographic		
Q1	Age	“18-24” is coded as 1 “25-34” is coded as 2 “35-44” is coded as 3 “45 above” is coded as 4
Q2	Gender	“Male” is coded as 1 “Female” is coded as 2 “Prefer not to say” is coded as 3
Q3	Education Level	“High school or equivalent” is coded as 1 “Bachelor's degree” is coded as 2 “Master's degree” is coded as 3 “Other” is coded as 4
Q4	Occupation	“Student” is coded as 1 “Employed” is coded as 2 “Unemployed” is coded as 3 “Retired” is coded as 4
Q5	Yearly Income	“Less than RM1000” is coded as 1 “RM1000 – RM3000” is coded as 2 “RM3000 – RM5000” is coded as 3 “Above RM5000” is coded as 4

Source: Developed for research

Moving on, the responses for each survey question in Section 2 are coded as below:

- “Frequently” is coded as 1
- “Occasionally” is coded as 2
- “Rarely” is coded as 3
- “Never” is coded as 4

Lastly, the responses for each survey question from Section 3 to Section 5 are coded as below:

- “Strongly Disagree” is coded as 1
- “Disagree” is coded as 2
- “Neutral” is coded as 3
- “Agree” is coded as 4
- “Strongly Agree” is coded as 5

3.7 Proposed Data Analysis Tool

In this section of the research, the instrument that is used to analyse the data will be discussed. The tools that are suitable to conduct analysis are known as the descriptive analysis tool and Smart PLS tool.

3.7.1 Descriptive Analysis Tool

Descriptive analysis is one of the analysis tools employed to identify and clarify the key characteristics of a data set. It offers summaries of the data set and measurements, covering topics like range, variance, and standard deviation and the measures of central tendency which is the mean, median, and mode. It also helps to comprehend the fundamentals of the data, which also makes it possible to discover patterns, trends, and distributions within the set of data and to present quantitative descriptions in an understandable format (Bhandari, 2020).

In this research, the data collected from the survey questionnaire will proceed to generate of pie chart, bar chart or graph showing the percentage of each response and drawing out the conclusion which is more accurate and trustworthy.

3.7.2 Smart PLS tool

SmartPLS is a software tool for Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) method. It is ideal for advanced statistical analysis of complex models, helping researchers examine both direct and indirect effects between variables. SmartPLS is especially useful for handling small sample sizes, making it versatile for various types of research data (Global Library, n.d.).

Apply it to this research, the sPLS (sparse Partial Least Squares) tools used to conduct a comprehensive statistical analysis of survey data. To ensure the reliability of the survey the Cronbach's alpha will be calculated to assess the internal consistency of the respondent, confirming the confidence level of the collected data. Moving on is to perform correlation analysis to identify relationships between variables, examining the connection between independent variables (influencer attractiveness, content, and visual), moderator variables (Short-form Video Advertising, Influencer Advertising, and Livestream Advertising) and dependent variable (consumers' purchase intention).

The diagrams will also be constructed with sPLS to visualize these relationships, the constructed diagram will help gather the questions for each variable, then, test its relationship

and conduct analysis. Moving on, to validate the results, the bootstrapping tools will be applied, to generate p-values, r-values (correlation coefficients), and significance values. This statistical validation ensured that the findings were not due to random variation and it can be used to fulfil the objective which is determining which e-commerce advertising method is the best to influence consumers' purchase intentions.

3.8 Conclusion

Throughout this chapter, the idea of constructing a questionnaire is defined and the way to analyze the questionnaire results is also identified. The data processing will help to ensure the data collected is on the right track and is able to analyze by the data analysis tool. In the further chapter, the analysis will be conducted, and the results will be proposed to identify whether the objectives of the research are met.

Chapter 4 Data Analysis

4.0 Introduction

This chapter begins with a pilot test section, outlining the results derived from the initial phase of the data collection. Following this, a demographic analysis will be conducted for all the respondents, then the descriptive analysis will be utilized on the respondents' characteristics, independent variables, moderator variables, and dependent variables. The main objective of this section is to analyse all 423 respondents. However, since the survey targeted respondents specifically from the Klang Valley region, non-Klang Valley responses were excluded during the data cleaning process, resulting in 388 valid samples for further analysis (N=388).

4.1 Pilot Test

A pilot test is an initial experiment conducted to assess a proposed project, procedure, or study's viability, efficacy, and possible drawbacks. Before a full-scale deployment, this trial run allows users to collect feedback, reduce risks, and, ensure a more impactful and successful result by testing its reliability (Simkus, 2023).

Figure 4.1: Cronbach's Alpha Values for Pilot Test

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: (Mohd Arof et al., 2019)

Apply to this particular research, 30 students at University Tunku Abdul Rahman Sungai Long, were selected as they are considered individuals who have heavy usage of social media daily. Therefore, the research objectives that compare the best e-commerce advertising method able to run well and identified. The questionnaire used was similar to the questionnaire distributed for research, but the pilot test survey had been sent out before the actual survey. Figure 4.1 shows the Cronbach's Alpha Value which will be used to test the reliability of the pilot test.

Table 4.1: Pilot Test-Cronbach's Alpha

	Cronbach's alpha
Content	0.801
Influencer Advertising	0.853
Influencer Attractiveness	0.832
Livestream Advertising	0.824
Purchase Intention	0.792
Short-form Video Advertising	0.837
Visual	0.862

Source: Generated for Research Purpose

As shown in Table 4.1, with the sample of 30 respondents, the Cronbach's alpha value of each variables in pilot test has surpassed 0.70 threshold which consider as acceptable reliability levels. The results had shown the cronbach value of the Content 0.801, Influencer Advertising 0.853, Influencer Attractiveness 0.832, Livestream Advertising 0.824, Purchase Intention 0.792, Short-form Video Advertising 0.837 and lastly Visual 0.862. These results had clarified that the survey question is reliable and the actual questionnaire is allowed to proceed to send out.

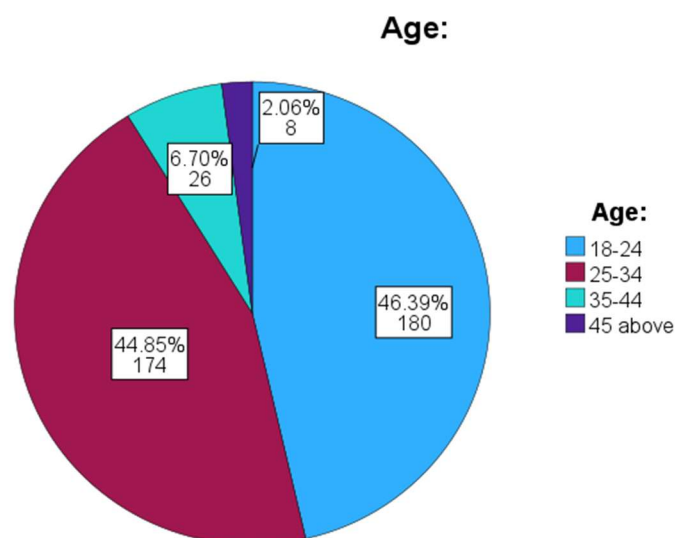
4.2 Demographic Analysis

The first analysis is the Demographic Analysis which focus on the demography of the questionnaire participants (Hayes, 2024). Each question related to the demographic will be presented in a pie chart along with its description. The survey response had achieve a 429 units however, 41 responses will be cleared as it is not fit to the research objectives which is analyzing the Klang Valley respondents, thus the sample for all the analysis will be 388 units from Klang Valley (N=388).

4.2.1 Age

The first demographic analysis refers to the age of the respondents. Figure 4.2.1 and Table 4.2.1 outline the results clearly. The major participants are falls between the age of 18 to 24 years old which achieves 180 units (46.4%), followed by the age of 25 to 34 years old with 174 units of participants (44.9%). There are 26 participants (6.7%) which refers to an age gap of 35 to 44 years old and lastly, 8 units of participants (2.1%) belong to 45 years old and above. In total, there are 388 valid responses collected (N=388). The age gap majority falls in 18 to 24 years old and 25 to 34 years old which is suitable for this research because individuals during this age are usually have heavy utilisation of social media applications.

Figure 4.2.1: Age



Source: Generated by SPSS for Research Purpose

Table 4.2.1: Age

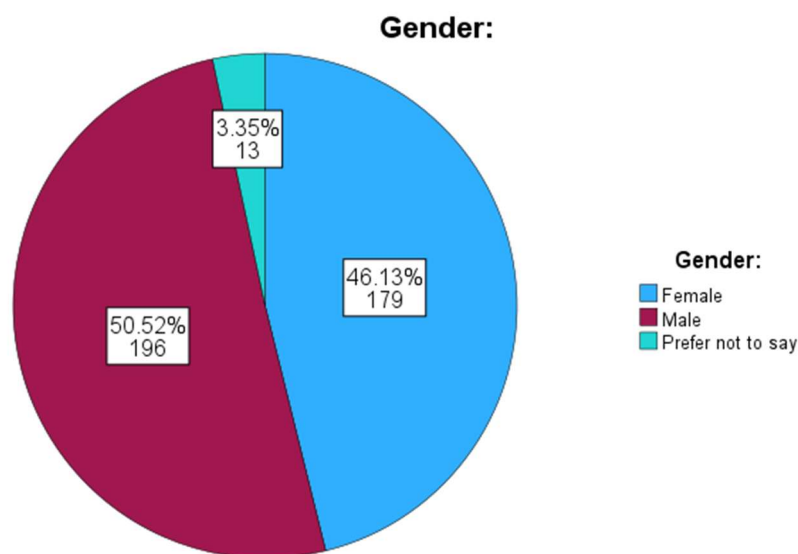
Age:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-24	180	46.4	46.4	46.4
	25-34	174	44.8	44.8	91.2
	35-44	26	6.7	6.7	97.9
	45 above	8	2.1	2.1	100.0
	Total	388	100.0	100.0	

Source: Generated by SPSS for Research Purpose

4.2.2 Gender

Refer to Figure 4.2.2 and Table 4.2.2 below, which illustrate the data on the gender of the respondents. Out of the sample of 388 respondents (N=388), the male respondents surpassed half of the distribution with a total of 196 male respondents (50.5%) and followed by 179 female respondents (46.1%). The relatively equal proportions show the perspectives gathered from the survey are not heavily biased toward one gender, which can lead to an inclusive and comprehensive analysis of the data. In contrast, there were 13 participants (3.4%) who refused to disclose their gender when filling out the questionnaire.

Figure 4.2.2: Gender



Source: Generated by SPSS for Research Purpose

Table 4.2.2: Gender

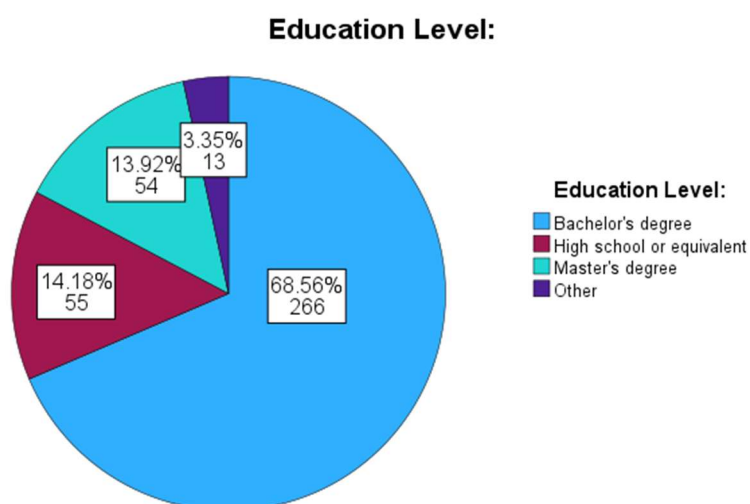
Gender:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	179	46.1	46.1	46.1
	Male	196	50.5	50.5	96.6
	Prefer not to say	13	3.4	3.4	100.0
	Total	388	100.0	100.0	

Source: Generated by SPSS for Research Purpose

4.2.3 Education Level

Figure 4.2.3 and Table 4.2.3 illustrate the education level of the 388 respondents (N=388). The major participants of the questionnaire achieved a Bachelor's Degree educational level with a total of 266 units (68.6%), followed by high school or equivalent with 55 units (14.2%), and participants achieved a Master's Degree Education Level have 54 units (13.9%) which is 2 units behind of Master's Degree Education and lastly, there are 13 units of participants (3.4%) belongs to others education level that is not included in the survey. The results may be biased towards the attitudes and preferences of bachelor's degree, since perceptions of the impacts listed and the familiarity with e-commerce advertising may be positively correlated with higher education levels thus, it might be a positive result for the findings.

Figure 4.2.3: Education Level



Source: Generated by SPSS for Research Purpose

Table 4.2.3: Education Level

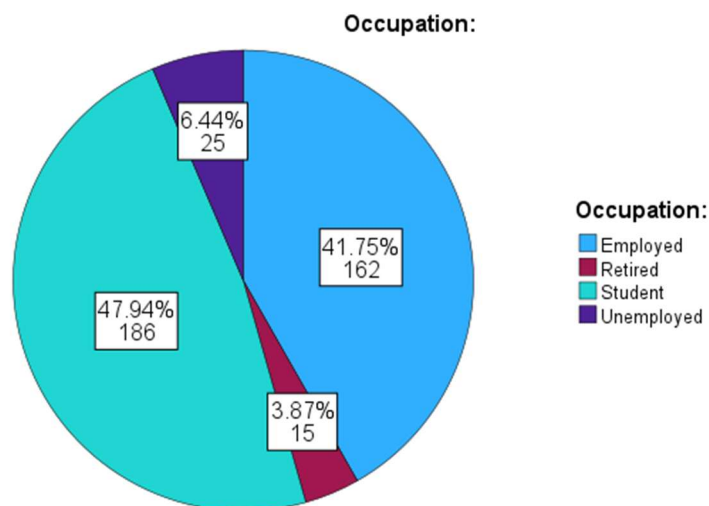
Education Level:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor's degree	266	68.6	68.6	68.6
	High school or equivalent	55	14.2	14.2	82.7
	Master's degree	54	13.9	13.9	96.6
	Other	13	3.4	3.4	100.0
	Total	388	100.0	100.0	

Source: Generated by SPSS for Research Purpose

4.2.4 Occupation

The occupations among the 388 participants (N=388) have been outlined in Figure 4.2.4 and Table 4.2.4. The majority of the participants are students who achieve 186 units (47.9%) more than half of the participants. The subsequent participants are employed with 162 units (41.8%) and 25 units of participants are unemployed (6.4%) lastly, participants who had retired are 15 units (3.9%). The occupation is impactful to this research as student used social media frequently, and employed individual might have higher opportunities to reach different advertising methods as their company might did advertising as well.

Figure 4.2.4: Occupation



Source: Generated by SPSS for Research Purpose

Table 4.2.4 Occupation

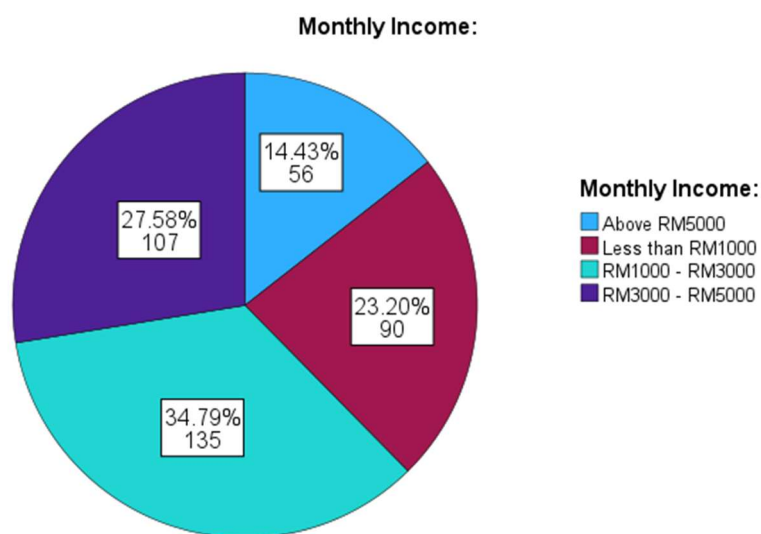
Occupation:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Employed	162	41.8	41.8	41.8
	Retired	15	3.9	3.9	45.6
	Student	186	47.9	47.9	93.6
	Unemployed	25	6.4	6.4	100.0
	Total	388	100.0	100.0	

Source: Generated by SPSS for Research Purpose

4.2.5 Income Level

From the sample of 388 (N=388), the income level of the respondent achieves quite average data. As shown in Figure 4.2.5 and Table 4.2.5, there is a total of 90 participants (23.2%) that have below RM1000 monthly income, moving on, the major participants have RM1000-RM3000 monthly income which achieves 135 units (34.8%). Moving on, there is a total of 107 participants (27.6%) who have an RM3000-RM5000 income level and lastly 56 participants (14.4%) achieve more than RM5000 for their monthly income.

Figure 4.2.5: Monthly Income



Source: Generated by SPSS for Research Purpose

Table 4.2.5: Monthly Income

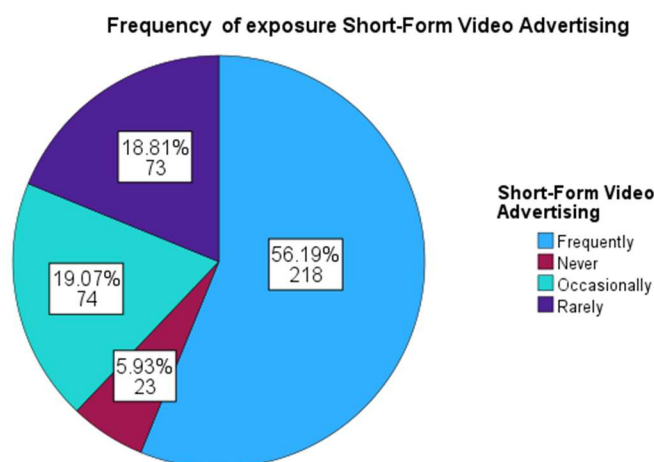
Monthly Income:					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above RM5000	56	14.4	14.4	14.4
	Less than RM1000	90	23.2	23.2	37.6
	RM1000 - RM3000	135	34.8	34.8	72.4
	RM3000 - RM5000	107	27.6	27.6	100.0
	Total	388	100.0	100.0	

Source: Generated by SPSS for Research Purpose

4.2.6 Frequency of Exposure to Short-Form Video Advertising

Among the sample of 388 (N=388), the frequency of exposure to short-form video advertising achieves an appealing distribution. Figure 4.1.6 and Table 4.1.6 outlines that the majority of respondents, totalling 218 participants (56.2%), are frequently exposed to short-form video advertisements. Subsequently, 74 participants (19.1%) reported occasional exposure, while 73 participants (18.8%) indicated they were rarely exposed. Lastly, there are only 23 participants (5.9%) stated they had never been exposed to this particular advertisement. This means that the majority of the respondents had approached Short-form Video Advertising which may give a more related opinion from themselves.

Figure 4.2.6: Frequency of Exposure to Short-Form Video Advertising



Source: Generated by SPSS for Research Purpose

Table 4.2.6: Frequency of Exposure to Short-Form Video Advertising

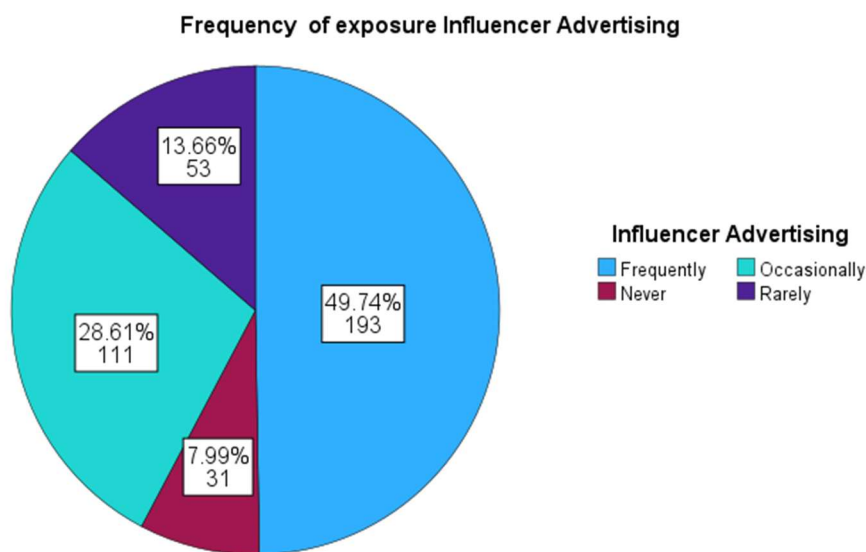
Frequency of exposure Short-Form Video Advertising					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	218	56.2	56.2	56.2
	Never	23	5.9	5.9	62.1
	Occasionally	74	19.1	19.1	81.2
	Rarely	73	18.8	18.8	100.0
	Total	388	100.0	100.0	

Source: Generated by SPSS for Research Purpose

4.2.7 Frequency of Exposure to Influencer Advertising

Refer to Figure 4.2.7 and Table 4.2.7, the majority of respondents with 49.7% distribution from the 388 (N=388) sample, or 193 participants, said they were frequently exposed to influencer advertising. Furthermore, 111 participants (28.6%) have occasional exposure, whereas 53 participants (13.7%) are rarely exposed. Just 31 participants, or 8% of the total, reported that they had never seen influencer advertising. This means that the majority of the respondents had seen Influencer Advertising before filling out this questionnaire which led to greater understanding of the questions provided.

Figure 4.2.7: Frequency of Exposure to Influencer Advertising



Source: Generated by SPSS for Research Purpose

Table 4.2.7: Frequency of Exposure to Influencer Advertising

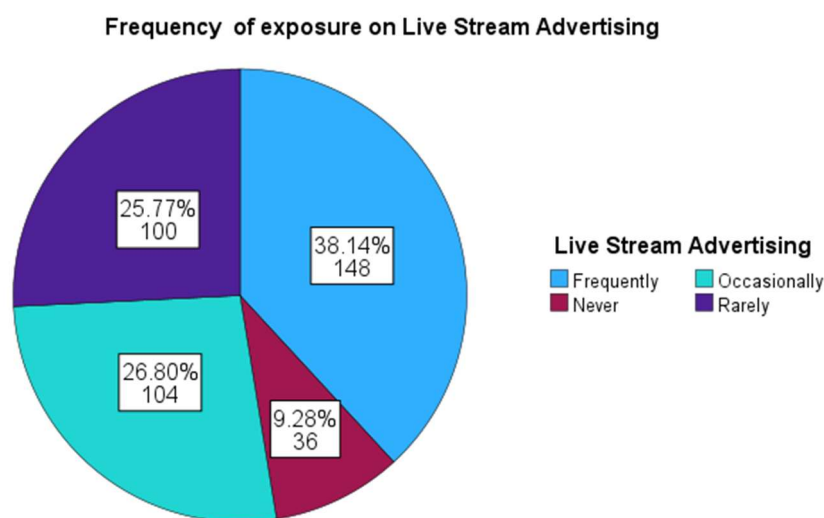
Frequency of exposure Influencer Advertising					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	193	49.7	49.7	49.7
	Never	31	8.0	8.0	57.7
	Occasionally	111	28.6	28.6	86.3
	Rarely	53	13.7	13.7	100.0
	Total	388	100.0	100.0	

Source: Generated by SPSS for Research Purpose

4.2.8 Frequency of Exposure to Livestream Video Advertising

Figure 4.2.8 and Table 4.2.8 shows that from the 388 respondents (N=388), the largest group, consisting of 148 participants (38.1%), reported frequent exposure to the livestream advertisements. Followed by 104 participants (26.8%) who are occasionally exposed and 100 participants (25.8%) who are rarely exposed. A minority of 36 participants (9.3%) indicated they had never been exposed to the livestream advertisements. This had means that almost every respondent was approached to livestream advertising before and may fill up the questionnaire based on their experience and thoughts more accurately.

Figure 4.2.8: Frequency of Exposure to Livestream Advertising



Source: Generated for Research Purpose

Table 4.2.8: Frequency of Exposure to Livestream Advertising

Frequency of exposure on Live Stream Advertising					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	148	38.1	38.1	38.1
	Never	36	9.3	9.3	47.4
	Occasionally	104	26.8	26.8	74.2
	Rarely	100	25.8	25.8	100.0
	Total	388	100.0	100.0	

Source: Generated for Research Purpose

4.3 Central Tendencies Measurement of Constructs

Each of the construct was evaluated on a 5-point Likert scale, with 1 indicating "strongly disagree" and 5 indicating "strongly agree." Participants tended to agree with the items related to this construct, as evidenced by the highest mean score of 4.0374 for Short-form Video Advertising shown in Table 4.3.1. Other constructs with comparable mean scores of about 3.86, indicating constant levels of agreement, included content, influencer advertising, and livestream advertising. However, with the lowest mean score of 3.5599, Visual appeared to have a somewhat lower degree of agreement than the others. Overall, the Klang Valley respondents tended to lean towards agreement, according to the mean scores for all constructs.

Table 4.3.1: Descriptive Analysis of Klang Valley

Descriptive Statistics (Klang Valley)				
	N	Sum	Mean	Std. Deviation
Influencer Attractiveness	388	1483.25	3.8228	0.83004
Content	388	1507.75	3.8860	0.79731
Visual	388	1381.25	3.5599	0.99796
Short-form Video Advertising	388	1566.50	4.0374	0.73283
Influencer Advertising	388	1508.00	3.8866	0.81374
Livestream Advertising	388	1499.25	3.8640	0.82967
Purchase Intention	388	1481.50	3.8183	0.83149
Valid N (listwise)	388			

Source: Generated by SPSS

4.4 Reliability Analysis

Reliability analysis ensures the questions accurately measure the desired construct by evaluating a questionnaire's internal consistency. As shown in Figure 4.4 below, Cronbach's alpha is a frequently used statistic for this purpose; values above 0.7 indicate acceptable reliability, while values above 0.9 are regarded as excellent. This measure aids in certifying the consistency of data collection tools by lowering measurement errors (Hassan, 2024).

Figure 4.4: Cronbach's Alpha Values

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: (Mohd Arof et al., 2019)

The questionnaire intends to compare which e-commerce advertising method is the best among the participants in Klang Valley, thus, the sample of **388 (N=388)** after data cleaning. There will be three frameworks illustrated after the survey is collected as the moderator variables are separated. Therefore, all three framework's Cronbach values will be identified.

Table 4.4.1: Short-Form Video-Cronbach's Alpha

	Cronbach's alpha
Content	0.768
Influencer Attractiveness	0.771
Purchase Intention	0.784
Short-form Video Advertising	0.768
Visual	0.866

Source: Generated for Research Purpose

Table 4.4.1 illustrates the Cronbach's alpha values of short-form video advertising from the sample of 388 respondents. The results from the sample show that all of the constructs had acceptable reliability levels. The reliability of Content 0.768, Influencer Attractiveness 0.771, Purchase Intention 0.784, and the focused Short Form Video Advertising 0.768 was confirmed to be good and acceptable as they all surpassed the 0.70 threshold. The factor Visual showed the highest reliability with a Cronbach's alpha of 0.866,

Table 4.4.2: Influencer Advertising-Cronbach's Alpha

	Cronbach's alpha
Content	0.768
Influencer Advertising	0.811
Influencer Attractiveness	0.771
Purchase Decision	0.784
Visual	0.866

Source: Generated for Research Purpose

In addition, Table 4.4.2 shows the Cronbach's alpha values of influencer advertising generated from the sample of 388 respondents (N=388). The results from the sample show that other than influencer advertising, the other factors are in the same value compared to Table 4.4.1. Similar to Table 4.4.1, all of the constructs had acceptable reliability levels where the Content was 0.768, Influencer Attractiveness was 0.771, and Purchase Decision was 0.784, surpassing the 0.70 threshold. The factor Visual showed the highest reliability with a Cronbach's alpha of 0.866 and the Influencer Advertising is in good reliability condition where it achieves 0.811.

Table 4.4.3: Livestream Advertising-Cronbach's Alpha

	Cronbach's alpha
Content	0.768
Influencer Attractiveness	0.771
Livestream Advertising	0.81
Purchase Intention	0.784
Visual	0.866

Source: Generated for Research Purpose

Lastly, Table 4.4.3 outlines Cronbach's alpha values of Livestream advertising from the sample of 388 respondents (N=388). The results of the factors other than livestream advertising remain the same reliability compared to Table 4.4.1 and Table 4.4.2 including content, influencer attractiveness, and purchase decision that surpassed the 0.7 level. The factor visual remains at a good reliability level at 0.866 followed by the livestream advertising which had reached 0.81.

4.5 Correlation Analysis

Correlation analysis is an important analysis that is utilized for measuring the strength and direction of the linear relationship between two variables (Dovetail Editorial Team, 2023). It will also be used in this particular research. The correlation coefficient is categorized as follows from very weak to very strong which is illustrated in Figure 4.5.

Figure 4.5: Interpretation of Correlation Coefficient

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: (Napitupulu et al., 2018)

Similar to Cronbach's alpha reliability test, there will be three frameworks' Correlation Coefficients will be identified also to fulfill the intention of this research to compare which e-commerce advertising method is the best.

Table 4.5.1: Short-Form Video-Correlation Coefficients

	Content	Influencer Attractiveness	Purchase Intention	Short-form Video Advertising	Visual
Content	1	0.722	0.713	0.651	0.578
Influencer Attractiveness	0.722	1	0.671	0.608	0.547
Purchase Intention	0.713	0.671	1	0.655	0.648
Short-form Video Advertising	0.651	0.608	0.655	1	0.495
Visual	0.578	0.547	0.648	0.495	1

Source: Generated for Research Purpose

The correlation table in Table 4.5.1 shows the factors that fall in strong and medium relationships among the constructs. The correlation values indicated as medium from the range of 0.40 to 0.599 including Content and Visual, Influencer attractiveness and visual, and Short-form Video Advertising and visual. Meanwhile, the strong correlation value is in the range of 0.6-0.799 which includes Content and Influencer Attractiveness, Content and Purchase Intention, Content and Short-form Video Advertising, Influencer Attractiveness and Purchase Intention, Influencer Attractiveness and Short-Form Video Advertising, Purchase Intention and Short-Form Video Advertising, and lastly Purchase Intention and Visual.

Table 4.5.2: Influencer Advertising-Correlation Coefficients

	Content	Influencer Advertising	Influencer Attractiveness	Purchase Intention	Visual
Content	1	0.735	0.724	0.714	0.579
Influencer Advertising	0.735	1	0.708	0.739	0.61
Influencer Attractiveness	0.724	0.708	1	0.672	0.548
Purchase Intention	0.714	0.739	0.672	1	0.649
Visual	0.579	0.61	0.548	0.649	1

Source: Generated for Research Purpose

In table 4.5.2 also shows the correlation that falls in strong and medium relationships among the constructs. The medium correlation values are the Content and Visual, and also Influencer Attractiveness and Visual. However, the strong correlation includes Content and Influencer Advertising, Content and Influencer Attractiveness, Content and Purchase Decision, Influencer Advertising and Influencer Attractiveness, Influencer Advertising and Purchase Decision, Influencer Advertising and Visual, Influencer Advertising and Purchase Decision and lastly Purchase Decision and Visual.

Table 4.5.3: Livestream Advertising-Correlation Coefficients

	Content	Influencer Attractiveness	Livestream Advertising	Purchase Intention	Visual
Content	1	0.724	0.646	0.717	0.579
Influencer Attractiveness	0.724	1	0.63	0.67	0.549
Livestream Advertising	0.646	0.63	1	0.739	0.692
Purchase Intention	0.717	0.67	0.739	1	0.655
Visual	0.579	0.549	0.692	0.655	1

Source: Generated for Research Purpose

Lastly, for livestream advertising correlation-coefficient value is also categorized as medium and strong similar to the other two as shown in Table 4.5.3. The medium level includes content and visual and influencer attractiveness and visual. For the strong level of coefficient, there are content and influencer attractiveness, content and livestream advertising, content and purchase decision, influencer attractiveness and livestream advertising, influencer attractiveness and purchase decision, livestream and purchase decision, livestream and visual, and lastly purchase decision and visual.

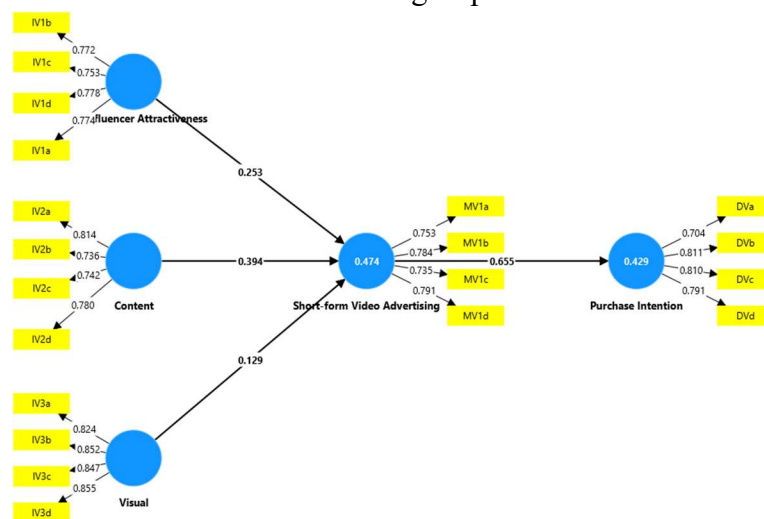
4.6 Structural Equation Modelling

After testing the reliability and correlation, the structural model was applied with the bootstrapping technique built in the Sparse Partial Least Squares (sPLS) with 388 valid samples. The objective of the structural equation is to examine the relationship of independent variables, moderator variables, and dependent variables. Additionally, this technique is suitable for comparing the best variables among the moderators (Short-form Video Advertising, Influencer Advertising, and Livestream Advertising) as it includes the test of the significance of path coefficients (β -values) which is the model below that can use to conclude the research findings.

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

4.6.1 Short-Form Video Advertising Structural Equation Model

Figure 4.6.1: Short-Form Video Advertising Impact Purchase Decision Framework



Source: Generated for Research Purpose

Refer to Figure 4.6.1, which shows the first framework after separating the moderators to make a comparison. The R-squared value of **0.474 on Short-form Video Advertising** explains that there are 47.4% of the variation in short-form video advertising is accounted for by the combined factor of influencer attractiveness, content, and visual appeal. The remaining 52.6% is attributed to other factors not included in this model. On the other hand, the R-squared value of **0.429 on the Purchase Decision** outlines that there are 42.9% of the variation in the purchase decision is influenced by Short-form Video Advertising.

Meanwhile, the variables are inserted on the multiplier linear formula as shown below:

$$\text{Short Form Video Advertising} = \beta_1 \text{Influencer Attractiveness} + \beta_2 \text{Content} + \beta_3 \text{Visual}$$

$$\text{Purchase Intention} = \beta_1 \text{Short-Form video Advertising}$$

$$\text{Short Form Video Advertising} = 0.253 \text{Influencer Attractiveness} + 0.394 \text{Content} + 0.129 \text{Visual}$$

$$\text{Purchase Intention} = 0.655 \text{Short-Form video Advertising}$$

Table 4.6.1: Short-Form Video Advertising Impact Purchase Decision Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Rejection of null
Content -> Short-form Video Advertising	0.394	0.394	0.068	5.799	0	Reject
Influencer Attractiveness -> Short-form Video Advertising	0.253	0.256	0.071	3.577	0	Reject
Short-form Video Advertising -> Purchase Intention	0.655	0.657	0.032	20.661	0	Reject
Visual -> Short-form Video Advertising	0.129	0.129	0.056	2.277	0.023	Reject

Source: Generated for Research Purpose

P value < 0.05 = H null rejected
P value > 0.05 = H null non rejected

Refer to Table 4.6.1, the p-values for all the variables Content to Short-form Video Advertising, Influencer Attractiveness to Short-form Video Advertising, Short-form Video Advertising to Purchase Intention, and Visual to Short-form Video Advertising are all less than the threshold level of 0.05, indicating that these factors have a statistically significant impact on their respective outcomes.

To be specific, the p-values for Content to Short-form Video Advertising (0), Influencer Attractiveness to Short-form Video Advertising (0), and Visual to Short-form Video Advertising (0.023) suggest these relationships are statistically significant because the hypothesis null had been rejected. Similarly, the p-value for Short-form Video Advertising to Purchase Intention (0) is below the 0.05 threshold as well, confirming that Short-Form Video Advertising plays a significant role in shaping Purchase Intention.

Therefore, the final mode of short-form video advertising is:

$$[\text{Short Form Video Advertising} = 0.253\text{Influencer Attractiveness} + 0.394\text{Content} + 0.129\text{Visual}]$$

The above model shows that short-form video advertising is expected to increase **0.253** for every one-unit increase in influencer attractiveness, **0.394** for every one-unit increase in content quality, and **0.129** for every one-unit increase in visual appeal. These coefficients indicate the relative contribution of each variable to the effectiveness of short-form video advertising.

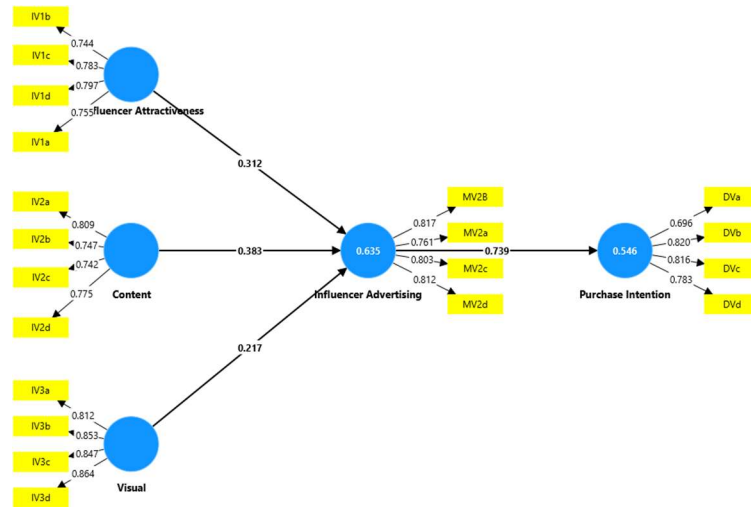
On the other hand, the final mode of Purchase Intention is:

$$[\text{Purchase Intention} = 0.655\text{Short-Form Video Advertising}]$$

Lastly, the above model shows that purchase intention is expected to have an increment by **0.655** for every one-unit increase in Short-form Video Advertising. It results that Short-Form Video Advertising is contributed efficiently to the purchase decision.

4.6.2 Influencer Advertising Structural Equation

Figure 4.6.2: Influencer Advertising Impact Purchase Decision Framework



Source: Generated for Research Purpose

Refer to Figure 4.6.2, for the Influencer Advertising generated framework. The R-squared value of **0.635 on Influencer Advertising** explains that there are 63.5% of the variation in Influencer Advertising is accounted for by the combined factor of influencer attractiveness, content, and visual appeal. The remaining 36.5% is not included in this model. Meanwhile, the

R-squared value of **0.546 on the Purchase Decision** illustrate that there are 54.6% of the variation in the purchase decision is influenced by Influencer Advertising.

Meanwhile, the variables are inserted on the multiplier linear formula as shown below:

$$\begin{aligned}\text{Influencer Advertising} &= \beta_1 \text{ Influencer Attractiveness} + \beta_2 \text{ Content} + \beta_3 \text{ Visual} \\ \text{Purchase Intention} &= \beta_1 \text{ Influencer Advertising}\end{aligned}$$

$$\begin{aligned}\text{Influencer Advertising} &= 0.312\text{Influencer Attractiveness} + 0.383\text{Content} + 0.217\text{Visual} \\ \text{Purchase Intention} &= 0.739 \text{ Influencer Advertising}\end{aligned}$$

Table 4.6.2: Influencer Advertising Impact Purchase Decision Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics ((O/STDEV))	P values	Rejection of Null
Content -> Influencer Advertising	0.383	0.382	0.058	6.597	0	reject
Influencer Advertising -> Purchase Intention	0.739	0.741	0.03	24.437	0	reject
Influencer Attractiveness -> Influencer Advertising	0.312	0.313	0.055	5.708	0	reject
Visual -> Influencer Advertising	0.217	0.219	0.045	4.851	0	reject

Source: Generated for Research Purpose

P value < 0.05 = H null rejected
P value > 0.05 = H null non rejected

Refer to Table 4.6.2, the p-values for all the variables including Content to Influencer Advertising, Influencer Attractiveness to Influencer Advertising, Influencer Advertising to Purchase Intention, and Visual to Influencer Advertising are all less than 0.05, prove that these variable have a statistically significant relationship between each other respectively.

The p-values for Content to Influencer Advertising (0), Influencer Attractiveness to Influencer Advertising (0), and Visual to Influencer Advertising (0) suggest these relationships are statistically significant as the rejection of the hypothesis null. Meanwhile, the p-value for Influencer Advertising to Purchase Intention (0) is below 0.05 as well, showing that Influencer Advertising plays a significant role in shaping Purchase Intention.

Therefore, the final model of Influencer advertising is:

$$[\text{Influencer Advertising} = 0.312\text{Influencer Attractiveness} + 0.383\text{Content} + 0.217\text{Visual}]$$

From this model, it is observed that Influencer advertising is expected to gain an increment by **0.312** for every one-unit increase in influencer attractiveness, by **0.383** for every one-unit increase in content quality, and by **0.217** for every one-unit increase in visual appeal. These coefficients indicate the relative contribution of each variable to the effectiveness of Influencer advertising.

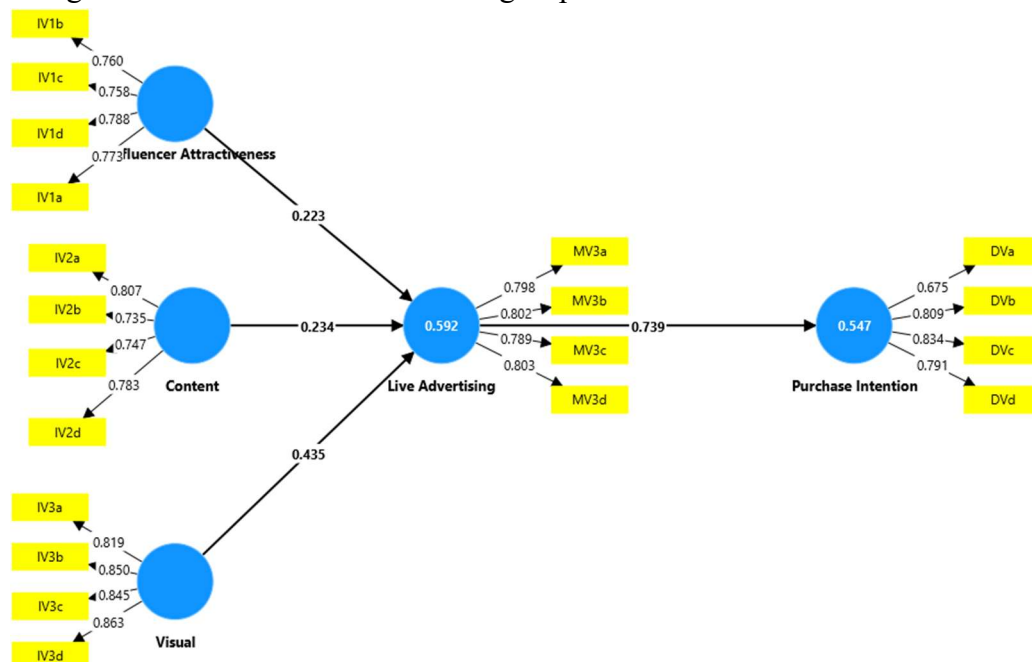
On the other hand, the final model of Purchase Intention is:

$$[\text{Purchase Intention} = 0.739\text{InfluencerAdvertising}]$$

Lastly, from the above model, it is observed that purchase intention is expected to have an increment by **0.739** for every one-unit increase in Influencer Advertising. This coefficient illustrates that there is a relative contribution of Influencer Advertising to the efficiency of Purchase Intention.

4.6.3 Livestream Advertising Structural Equation

Figure 4.6.3: Livestream Advertising Impact Purchase Decision Framework



Source: Generated for Research Purpose

Refer to Figure 4.6.3, for the Livestream Advertising generated framework. The R-squared value of **0.592 on Livestream Advertising** explains that there are 59.2% of the variation in Influencer Advertising is accounted for by the combined factor of influencer attractiveness,

content, and visual appeal. Meanwhile, the R-squared value of **0.547 on the Purchase Decision** demonstrates that there are 54.7% of the variation in the purchase decision is influenced by Livestream Advertising.

Meanwhile, the variables are inserted on the multiplier linear formula as shown below:

$$\text{Livestream Advertising} = \beta_1 \text{ Influencer Attractiveness} + \beta_2 \text{ Content} + \beta_3 \text{ Visual}$$

$$\text{Purchase Intention} = \beta_1 \text{ Livestream Advertising}$$

$$\text{Livestream Advertising} = 0.223 \text{ Influencer Attractiveness} + 0.234 \text{ Content} + 0.435 \text{ Visual}$$

$$\text{Purchase Intention} = 0.739 \text{ Livestream Advertising}$$

Table 4.6.3: Livestream Advertising Impact Purchase Decision Analysis

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Rejection of Null
Content -> Livestream Advertising	0.234	0.235	0.069	3.369	0.001	reject
Influencer Attractiveness -> Livestream Advertising	0.223	0.225	0.064	3.496	0	reject
Livestream Advertising -> Purchase Intention	0.739	0.741	0.031	23.47	0	reject
Visual -> Livestream Advertising	0.435	0.433	0.056	7.764	0	reject

Source: Generated for Research Purpose

P value < 0.05 = H null rejected
P value > 0.05 = H null non rejected

Refer to Table 4.6.3, the p-values are less than 0.05 for all the variables including Content to Livestream Advertising, Influencer Attractiveness to Livestream Advertising, Livestream Advertising to Purchase Intention, and Visual to Livestream Advertising, prove that these variables have a statistically significant relationship between each other respectively.

Similarly to the other two types of e-commerce advertising, the p-values for Content to Livestream Advertising (0.001), Influencer Attractiveness to Livestream Advertising (0), and Visual to Livestream Advertising (0) suggest these relationships are statistically significant as the rejection of the hypothesis null. Meanwhile, the p-value for Livestream Advertising to Purchase Intention (0) is below 0.05 as well, showing that it influence Purchase Intention significantly.

Therefore, the final model of Livestream advertising is:

$$[\text{Livestream Advertising} = 0.223\text{Influencer Attractiveness} + 0.234\text{Content} + 0.435\text{Visual}]$$

From this model, it is observed that Livestream advertising is expected to gain an increment by **0.223** for every one-unit increase in influencer attractiveness, by **0.234** for every one-unit increase in content quality, and by **0.435** for every one-unit increase in visual appeal. These coefficients signify the relative contribution of each variable to the efficiency of Livestream advertising.

On the other hand, the final model of Purchase Intention is:

$$[\text{Purchase Intention} = 0.739\text{Livestream Advertising}]$$

Lastly, refer to the model above, coincidentally, it is observed that purchase intention is expected to have an increment by **0.739** for every one-unit increase in Livestream Advertising which is same value to Influencer Advertising (0.739). This coefficient illustrates that there is a relative contribution of Livestream Advertising to the efficiency of Purchase Intention.

4.7 Comparison of Analysis

In this section, the comparison of three e-commerce advertising methods including Influencer Advertising, Livestream Advertising, and Short-form Video Advertising is conducted to fulfill the main objective of determining the most effective approach for driving consumer purchase decisions in Klang Valley. The examination of key variables is influencer attractiveness, content, and visual appeal, along with their impact on purchase intention and explanatory power (R-squared values).

4.7.1 Influencer Attractiveness

Influencer attractiveness helps determine the effectiveness of advertising methods significantly. Among the three frameworks, **Influencer Advertising achieves the highest impact of influencer attractiveness**, with a coefficient of **0.312**, showing that the appeal of influencers significantly drives engagement in this particular model. In contrast, Short-form Video Advertising has a moderate influence, with a coefficient of 0.253, which is slightly higher than the 0.223 observed for Livestream Advertising. After the analysis, influencer attractiveness remains an important factor across all methods, but is most positively affected in Influencer Advertising in Klang Valley.

4.7.2 Content

Similar to Influencer attractiveness, content also acts as a vital factor in all advertising methods, but its influence varies significantly. **Short-form Video Advertising** requires a heavy reliance on content, with a coefficient of **0.394**, making it the most content-driven framework. This highlights that the quality and relevance of the content are central to the success of short-form video advertising. Influencer Advertising tightly follows with a content coefficient of 0.383, However, Livestream Advertising, places less emphasis on content, with a coefficient of 0.234, showing that while content is important, other variables such as influencer attractiveness and visual appeal take precedence in this framework. Overall, for content-centric advertising, Short-form Video Advertising is the most suitable choice for digital advertising in Klang Valley .

4.7.3 Visual

Visuals play a defining role in **Livestream Advertising**, with a coefficient of **0.435**, indicating that the visual quality and presentation considered as the most influential variables in this method. The results are drastically higher than the coefficients for Influencer Advertising (0.217) and Short-form Video Advertising (0.129), where visual appeal seem to have a lesser dominant role. Therefore, **Livestream Advertising** is the best method for leveraging visual appeal as a primary driver of engagement of consumer in Klang Valley.

4.7.4 Purchase Decision

The influence of all three e-commerce advertising methods on purchase decisions varies across the framework. The results show that both Influencer Advertising and Livestream Advertising reveal the highest impact on purchase intention, with the same coefficient of 0.739. This points out that these methods strongly drive consumer purchase intention. In contrast, Short-form Video Advertising demonstrates a lower impact, with the lowest purchase decision coefficient of 0.655, suggesting that the influence is still there but lower compared to the other e-commerce advertising covered in this research. Therefore, when aiming to maximize purchase intention, **Influencer Advertising and Livestream Advertising** are the preferred choices over Short-form Video Advertising in Klang Valley.

4.7.5 R-Squared Comparison

The advertising frameworks' ability to explain differences in their respective results is demonstrated by their R-squared values. With an R-squared value of 0.635 for advertising effectiveness, influencer advertising has the highest power to explain. This means that the combination of influencer attractiveness, content, and visual constitutes 63.5% of the variation in influencer advertising. Furthermore, it has a strong predictive ability to influence consumer behaviour, as proven by its R-squared value of 0.546 for purchase decisions.

Livestream advertising appears in next, with an R-squared value of 0.547 for purchase decisions and 0.592 for advertising effectiveness. Although it clarifies advertising variance a little less effectively than Influencer Advertising, it is comparable in its ability to foresee consumer behaviour.

Short-form video advertising, on the opposite hand, has the lowest R-squared values (0.474 for advertising effectiveness and 0.429 for purchase decisions), indicating that this method is more heavily influenced by other factors that have not yet been investigated. **Influencer advertising are the most successful framework according to R-squared values** to be utilize as first choice of digital advertising in Klang Valley.

4.8 Conclusion

In summary, by presenting result patterns and carrying out thorough analyses, this chapter accomplished its data analysis goals. It successfully addressed every research question and goal, offering a clear understanding of how various factors affect the effectiveness of advertising. Because of its high explanatory power and strong performance across important variables, influencer advertising was found to be the most effective e-commerce advertising strategy in Klang Valley. These findings will be further examined, thorough conclusions will be drawn, and their wider implications for advertising strategies will be covered in the upcoming chapter.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATION

5.0 Introduction

The major findings of the study will be presented at the beginning of this chapter, and then their implications will be examined. After that, it will discuss the study's limitations and make recommendations for additional research. Lastly, a synopsis of the key ideas will wrap up the chapter.

5.1 Discussion of Major Findings

Table 5.1: Summary of Hypotheses Findings

Hypotheses	Significant Level (P-value)	Result
H1: There is a significant positive relationship between influencer attractiveness and short-form video advertising.	0	Supported
H2: There is a significant positive relationship between content and short-form video advertising	0	Supported
H3: There is a significant positive relationship between visual and short-form video advertising	0	Supported
H4: There is a significant positive relationship between short-form video advertising and consumer purchase intention	0.023	Supported
H5: There is a significant positive relationship between influencer attractiveness and influencer advertising.	0	Supported
H6: There is a significant positive relationship between content and influencer advertising	0	Supported
H7: There is a significant positive relationship between visual and influencer advertising	0	Supported
H8: There is a significant positive relationship between influencer advertising and consumer purchase intention	0	Supported

H9: There is a significant positive relationship between influencer attractiveness and livestream advertising.	0.001	Supported
H10: There is a significant positive relationship between content and livestream advertising	0	Supported
H11: There is a significant positive relationship between visual and livestream advertising	0	Supported
H12: There is a significant positive relationship between livestream advertising and consumer purchase intention	0	Supported

Source: Developed for the research

5.1.1 Short-form video Advertising

RO1: To examine the relationship between influencer attractiveness and short-form video advertising.

RO1: Will influencer attractiveness affect the short-form video advertising?

H1: There is a significant positive relationship between **influencer attractiveness** and short-form video advertising.

Description

The findings show a strong connection between influencer attractiveness and short-form video advertising with the utilization of linear regression analysis. Based on the p-value constructed by the analysis for influencer attractiveness, which is less than 0.001 and below the 0.05 value point, influencer attractiveness has a major impact on short-form video advertising. Consequently, Hypothesis H1 should be agreed. The supporting findings are conducted by Akhtar et al. (2024), attractiveness is a significant predictor of short-form video advertising.

RO2: To examine the relationship between content and short-form video advertising.

RO2: Will content affect the short-form video advertising?

H2: There is a significant positive relationship between **content** and short-form video advertising.

Description

The findings illustrated a significant correlation between content and short-form video advertising after conducting linear regression analysis. The P-value is 0, below the 0.05 threshold, showing that the content had a significant impact on short-form video advertising. Therefore, Hypothesis H2 should be agreed. According to Meng et al. (2024) the findings are supported because the journal article mentioned content is a significant indicator of short-form video advertising.

RO3: To examine the relationship between visual and short-form video advertising.

RO3: Will visual affect the short-form video advertising?

H3: There is a significant positive relationship between **visual** and short-form video advertising.

Description

The results demonstrate a significant correlation between visual and short-form video advertising using Sparse partial least squares (SPLS). Influencer attractiveness has a p-value of no more than 0.001, which is below the 0.05 significance level, implying that visuals have a significant impact on short-form video advertising. Therefore, hypothesis H3 is agreed. Findings are supported by Bruns & Meißner (2023), that visual is a crucial indicator in influencing short-form video advertising.

RO4: To examine the relationship between short-form video advertising and consumers' purchase intention.

RO4: Will short-form video advertising affect the consumers' purchase intention?

H4: There is a significant positive relationship between short-form video advertising and **consumers' purchase intention**.

Description

Short-form video advertising and consumers' purchase intentions are significantly correlated, according to the analysis using Sparse Partial Least Squares (SPLS). It is clear that short-form video advertising significantly influences the formation of purchase intentions, as evidenced by the p-value of 0.023, which is considerably below the significance level of 0.05. Consequently, hypothesis H4 is validated. These results are consistent with those of Onofrei et al. (2022), who stress that the efficacy of consumers' purchase intention is significantly influenced by short-form video advertising.

5.1.2 Influencer Advertising

RO5: To examine the relationship between influencer attractiveness and influencer advertising.

RO5: Will influencer attractiveness affect the influencer advertising?

H5: There is a significant positive relationship between **influencer attractiveness** and influencer advertising.

Description

The findings show a strong connection between influencer attractiveness and influencer advertising with the utilization of linear regression analysis at SPLS. Based on the p-value constructed by the analysis for influencer attractiveness, which is less than 0.001 and below the 0.05 cutoff point, influencer attractiveness has a major impact on influencer advertising. Consequently, Hypothesis H5 should be agreed. The supporting findings are conducted by Kim & Park (2023), the influencer attractiveness is a significant predictor of influencer advertising.

RO6: To examine the relationship between content and influencer advertising.

RO6: Will content affect the influencer advertising?

H6: There is a significant positive relationship between **content** and influencer advertising.

Description

The findings illustrated a significant correlation between content and influencer advertising after conducting linear regression analysis. The P-value is 0, below the 0.05 threshold, showing that the content had a significant impact on influencer advertising. Therefore, Hypothesis H6 should be agreed. According to Bu et al. (2022) the findings are supported because the journal article mentioned content is a significant indicator of influencer advertising.

RO7: To examine the relationship between visual and influencer advertising.

RO7: Will visual affect the influencer advertising?

H7: There is a significant positive relationship between **visual** and influencer advertising.

Description

The results demonstrate a significant correlation between visual and influencer advertising using Sparse partial least squares (SPLS). Influencer attractiveness has a p-value of no more than 0.001, which is below the 0.05 significance level, implying that visuals have a significant impact on influencer advertising. Therefore, hypothesis H7 is agreed. Findings are supported by Bruns & Meißner (2023), that visual is a crucial indicator in impacting influencer advertising.

RO8: To examine the relationship between influencer advertising and consumers' purchase intention.

RO8: Will influencer advertising affect the consumers' purchase intention?

H8: There is a significant positive relationship between influencer advertising and **consumers' purchase intention**.

Description

Influencer advertising and consumers' purchase intentions are significantly correlated, according to the analysis using Sparse Partial Least Squares (SPLS). It is clear that influencer advertising significantly influences the formation of purchase intentions, as evidenced by the p-value of 0, which is considerably below the significance level of 0.05. Consequently, hypothesis H8 is validated. These results are consistent with those of Kim & Park (2023), who state that the efficacy of consumers' purchase intention is significantly influenced by influencer advertising.

5.1.3 Livestream Advertising

RO9: To examine the relationship between influencer attractiveness and livestream advertising.

RO9: Will influencer attractiveness affect the livestream advertising?

H9: There is a significant positive relationship between **influencer attractiveness** and livestream advertising.

Description

The findings show a strong connection between influencer attractiveness and livestream advertising with the utilization of linear regression analysis at SPLS. Based on the p-value constructed by the analysis for influencer attractiveness, which is less than 0.001 and below the 0.05 cutoff point, influencer attractiveness has a major impact on livestream advertising. Consequently, Hypothesis H9 should be agreed. The supporting findings are conducted by Yao et al. (2024), the influencer attractiveness is a significant predictor of livestream advertising.

RO10: To examine the relationship between content and livestream advertising.

RO10: Will content affect the livestream advertising?

H10: There is a significant positive relationship between **content** and livestream advertising.

Description

The findings illustrated a significant correlation between content and livestream advertising after conducting linear regression analysis. The P-value is 0, below the 0.05 threshold, showing that the content had a significant impact on livestream advertising. Therefore, Hypothesis H10 should be agreed. According to S. Song et al., (2024) the findings are supported because the journal article mentioned content is a significant indicator of livestream advertising.

RO11: To examine the relationship between visual and livestream advertising.

RO11: Will visual affect the livestream advertising?

H11: There is a significant positive relationship between **visual** and livestream advertising.

Description

The results demonstrate a significant correlation between visual and livestream advertising using Sparse partial least squares (SPLS). Influencer attractiveness has a p-value of no more than 0.001, which is below the 0.05 significance level, implying that visuals have a significant impact on livestream advertising. Therefore, hypothesis H11 is agreed. Findings are supported by Tong et al. (2022), that visual is a crucial indicator in impacting livestream advertising.

RO12: To examine the relationship between livestream advertising and consumers' purchase intention.

RO12: Will livestream advertising affect the consumers' purchase intention?

H12: There is a significant positive relationship between livestream advertising and **consumers' purchase intention.**

Description

Livestream advertising and consumers' purchase intentions are significantly correlated, according to the analysis using Sparse Partial Least Squares (SPLS). It is clear that livestream advertising significantly influences the formation of purchase intentions, as evidenced by the p-value of 0, which is considerably below the significance level of 0.05. Consequently, hypothesis H12 is validated. These results are consistent with those of Yao et al. (2024), who state that the efficacy of consumers' purchase intention is significantly influenced by livestream advertising.

5.1.4 Summary of Major Findings

In summary, when comparing the three e-commerce advertising methods including Influencer Advertising, Livestream Advertising, and Short-form Video Advertising, ***Influencer Advertising defines as the most effective overall e-commerce advertising strategy.*** It leverages the strongest impact of influencer attractiveness (0.312) and performs well in the content (0.383), while achieving the highest R-squared values for both advertising effectiveness (0.635) and purchase decisions (0.546), as shown in Chapter 4.

The next best approach is livestream advertising, which has good R-squared values (0.592 for livestream advertising and 0.547 for purchase decisions), excels in visual appeal (0.435), and matches influencer advertising in influencing purchase intention (0.739).

Short-form Video advertising is the least effective strategy overall because, despite having strong content (0.394), it struggles to explain variation and sway consumer decisions. According to these results, for advertising that prioritises visual engagement, influencer advertising is suggested as the most effective strategy, closely followed by livestream advertising in Klang Valley, Malaysia.

5.2 Implication of Study

Prior studies have mostly examined certain e-commerce advertising strategies, like influencer, livestreaming, or short-form video advertising, without directly comparing how effective they are as a whole. By contrasting these three approaches, this study fills this knowledge gap by determining which significantly influences consumers' intentions to make purchases. Through an analysis of the independent variables of visual, influencer attractiveness, and content quality, this study offers a deeper understanding of each advertising method's strengths and how it uniquely influences consumers' purchases in Klang Valley.

The findings of this study are considered valuable for businesses and SMEs in the Klang Valley as they make decisions on which type of e-commerce advertising method to adopt to align with their goals. These companies can make well-informed decisions that suit their objectives and the preferences of their target audience by knowing which advertising strategy best stimulates purchase intentions. By providing businesses with practical insights, this research helps them allocate resources effectively and maximize the returns on their marketing investments.

In addition, the study also emphasizes the significance of the independent variables in determining how well e-commerce advertising works. Influencer attractiveness is essential for building emotional bonds and trust, especially in livestreaming and influencer advertising. In all three approaches, it has been demonstrated that high-quality content including messages that are educational, genuine, and captivating improves credibility. Last but not least, visual appeal is crucial for drawing viewers in and creating memorable brand experiences, particularly in livestreaming and short-form videos. Businesses may develop customised advertising strategies that relate with their target audience and increase purchase intentions by understanding the unique strengths of each variable.

5.3 Limitation of Study

This study is limited by its focus on three impacts influencer attractiveness, content, and visuals as the independent variables of the e-commerce advertising method that could influence consumer purchase intentions. Other potential factors, such as pricing, audio elements, and personalization, were not included and may also play a significant role in impacting the consumers' behaviour when they approach the e-commerce advertising method.

Moreover, the research exclusively concentrates on Klang Valley, which may limit the generalizability of the findings to other areas in Malaysia. Consumer behaviour and preferences may differ significantly across other regions, reducing the broader applicability of the study's results.

In addition, due to the rapidly evolving trend in the social digital network, these chosen e-commerce advertising methods might be substituted by more advanced and creative advertising methods in a short time. For instance, Artificial Intelligence AI-driven advertising, 3D Advertising, and more. Consequently, the results of the comparison might not be useful in a long-term situation.

Finally, the reliance on survey-based data collection introduces potential biases, including social desirability and self-reporting biases. Respondents might provide answers they believe are expected or socially acceptable, which can impact the accuracy and reliability of the data.

5.4 Recommendations

In order to address the drawbacks observed in this research, future research could broaden its focus to incorporate more independent variables outside influencer attractiveness, content, and visuals. Therefore, a more thorough understanding of what influences consumer purchase intentions in e-commerce advertising, factors like pricing strategies, audio components, and personalised advertising could be investigated. These extra factors might reveal more significant aspects of consumer behaviour and help firms improve their marketing plans.

Beside that's, it is also advised that future research expand its geographic scope in order to increase the findings' ability for generalisation. Deeper insights into different consumer behaviours and preferences might be obtained by broadening the research to include different regions of Malaysia or even foreign markets. Businesses would be able to adjust their strategies to a wider audience by gaining a more comprehensive understanding of how various demographics engage with e-commerce advertising methods.

Future studies should also examine more recent and creative e-commerce advertising strategies, consisting of AI-driven advertising, 3D interactive ads, and augmented reality marketing, considering the quick development of digital advertising technologies. Longitudinal research investigations that monitor how consumer behaviour changes as these new approaches are developed would help guarantee that the results are applicable and offer useful information for long-term marketing plans.

Lastly, a combination of methods approaches could be used in future research to reduce the biases inherent in survey-based data collection. Incorporating qualitative methods like focus groups or interviews with quantitative surveys could lead to a more comprehensive and precise understanding of consumer behaviour. Furthermore, integrating behavioural or observational data and employing random sampling techniques may lessen biases and increase the validity of the study's conclusions.

Future research may expand on the results of this study to provide more thorough and reliable insights into the effectiveness of e-commerce advertising strategies and their influence on consumer purchase intentions by addressing these recommendations.

5.5 Conclusion

In summary, this research objective is to identify the most effective form of e-commerce advertising methods among short-form video advertising, influencer advertising, and livestreams, while identifying the impact of key factors such as influencer attractiveness, content, and visual on consumers' purchase intentions. Through a comprehensive literature review, three conceptual frameworks were constructed, leading to the development of hypotheses that assists the investigation.

The questionnaire survey was employed to collect data, followed by a rigorous analysis using statistical tools such as SPLS tools. The findings provided valuable insights into which e-commerce advertising format contains the strongest influence on purchase intentions and highlighted the significance of the identified factors in each e-commerce advertising in shaping consumer behavior.

Lastly, this study has demonstrated a strong correlation between the independent variable and moderator variables, which is represented by three factors and e-commerce advertising methods, and the dependent variables, consumers' purchase intention. In particular, there is significant value in all of the variables. As a result, this research offers important insights into identifying the most effective e-commerce advertising tactics influencing Klang Valley consumers' intentions to make purchases, as well as the most effective impact to apply for specific e-commerce advertising methods chosen for this study. It is crucial to recognize the limitations of this study, and future research initiatives aiming at gaining a more thorough understanding of the topic should take these into consideration.

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Appendix

Appendix A: Questionnaire Survey

Section 1: Demographic Information

Please choose only one answer in the relevant box for each of the following statements
(choose one answer)

1. Age:

- ☐ 18-24
- ☐ 25-34
- ☐ 35-44
- ☐ 45 above

2. Gender:

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

3. Education Level:

- ☐ High school or equivalent
- ☐ Bachelor's degree
- ☐ Master's degree
- ☐ Other

4. Occupation:

- ☐ Student
- ☐ Employed
- ☐ Unemployed
- ☐ Retired

5. Yearly Income:

- Less than RM1000
- RM1000 – RM3000
- RM3000 – RM5000
- Above RM5000

6. Current Location:

- Klang Valley
- Others

Section 2: Exposure to E-commerce Advertising

Please indicate how often you encounter the following types of e-commerce advertisements:

(choose one answer)

1. Short-Form Video Advertising (e.g., TikTok, Instagram)

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

2. Influencer Advertising (e.g., social media influencers)

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

3. Live Stream Advertising (e.g., live product promotions)

- ☐ Frequently
- ☐ Occasionally
- ☐ Rarely
- ☐ Never

Section 3: Factors Influencing Purchase Decisions

Please indicate your level of agreement with the following statements using the scale provided:

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

No.	Statement	SD	D	N	A	SA
Influencer Attractiveness: Picture: Influencer: Elyn Leong Promoting Product: Cornetto Ice Cream 						
1	The appearance of the influencer in the ad attracts me.					
2	I find the influencer very attractive physically.					
3	I would buy the product if the influencer starts to endorse it.					
4	I have the intention to buy the product from the influencer's Instagram post.					
Content Quality						
1	ad content I engaged with influenced my purchase decision.					

2	ad content I engaged with provided real-life experiences that I could relate to.					
3	The content I followed on social media is up-to-date and relevant to my needs.					
4	I can rely on the information provided by the influencer I engaged with					

Visual Appeal:

Picture: Livestreaming Layout



1	The visualization display content of live streaming is rich					
2	The live streaming room is visually pleasing.					
3	The live streaming room makes me happy and contented.					
4	After viewing this live-streaming visual, I would consider purchasing the presented product					

Section 4: Perception of E-commerce Advertising Methods

Please indicate your level of agreement with the following statements using the scale:

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

No.	Statement	SD	D	N	A	SA
Short-form Video Advertising						
1	Short videos are a good source of information.					
2	Short videos provide timely and relevant information.					
3	Watching short videos is enjoyable and entertaining.					
4	Short-form videos will influence my purchase decisions.					
Influencer Advertising						
1	Celebrity endorsement fosters positive feelings toward online shopping.					
2	I watch influencer's ads to show my concern for the influencer					
3	Influencer's ads tend to evoke within me a desire to experience what the influencer is describing					
	Recognizability of celebrity endorsers motivates me to purchase a product.					
Live Stream Advertising						
1	The streamer I engaged with helped me familiarize myself with the product.					
2	The streamer I engaged with helped me evaluate and understand the product's performance.					
3	I find virtual streamers I engaged with are sincere and trustworthy.					
4	Livestreaming Advertising will influence my purchasing decisions.					

Section 5: Purchase Intention

Please indicate your level of agreement with the following statements using the scale provided:

Strongly Disagree (SD)	Disagree (D)	Neutral (N)	Agree (A)	Strongly Agree (SA)
1	2	3	4	5

No.	Statement	SD	D	N	A	SA
Purchase Intention						
1	I would consider purchasing the product/service shown in the ad.					
2	I will likely purchase the product/service as shown in the ad shared by individuals on social media.					
3	I intend to buy the products that the virtual streamer promotes.					
4	I would follow brand recommendations from influencers I engaged.					