# FACTORS INFLUENCING MALAYSIAN CONSUMERS' IMPULSE BUYING BEHAVIOUR IN LIVE STREAMING COMMERCE

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# FACTORS INFLUENCING MALAYSIAN CONSUMERS' IMPULSE BUYING BEHAVIOUR IN LIVE STREAMING COMMERCE

BY

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

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(3) Sole contribution has been made by me in completing the FYP.

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DEDICATION

This research project is mainly dedicated to:

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| | |
|---|---|
| ANOVA | Analysis of Variance |
| B/ β | Beta |
| df | Degree of Freedom |
| DV | Dependent Variable |
| F | F ratio |
| GMV | Gross Merchandise Value |
| H1 | Hypothesis 1 |
| H2 | Hypothesis 2 |
| H3 | Hypothesis 3 |
| H4 | Hypothesis 4 |
| H5 | Hypothesis 5 |
| H6 | Hypothesis 6 |
| H7 | Hypothesis 7 |
| IBB | Impulse Buying Behaviour |
| IQ | Information Quality |
| IV | Independent Variable |
| LSC | Live Streamers Characteristics |
| MDEC | Malaysian Digital Economy Corp |
| N | Sample Population |
| p | P-value |

| | |
|---|---|
| PAD | Pleasure, Arousal, and Dominance |
| PC | Purchase Convenience |
| PE | Perceived Enjoyment |
| PP | Product Price |
| PU | Product Usefulness |
| PV | Perceived Value |
| $R^2$ | R-squared |
| Adj $R^2$ | Adjusted R-squared |
| SE | Standard Error |
| Sig. | Significance |
| SOR | Stimulus-Organism-Response |
| SPSS | Statistical Package for Social Sciences |

# PREFACE

Live streaming commerce appears to be one of the most popular retail platforms since the epidemic. According to earlier research, consumers are becoming more receptive to online purchasing. In recent years, live streaming shopping has grown in popularity in Malaysia. Analysing consumer behaviour in live streaming commerce is crucial for e-commerce companies and local marketers to thrive in this industry. Unfortunately, there is little and inadequate research on live streaming commerce in Malaysia. Thus, it is advised that study be done on Malaysian consumers' impulsive buying decisions through live streaming commerce.

# ABSTRACT

With the quick expansion of Malaysia's e-commerce industry and the popularity of live streaming sales, more and more consumers are using live streaming to make purchases consequently. Thus, the purpose of this paper is to determine the factors that affect Malaysian consumers' impulse buying behaviour during live streaming commerce. This study used the Stimulus-Organism-Response model as a theoretical framework to examine the influence of live streamer characteristics, information quality, product usefulness, purchase convenience, product price on perceived enjoyment and perceived value, as well as the influence of perceived enjoyment and perceived value on impulse buying behaviour in live streaming commerce.

To achieve this, a self-administered questionnaire will be used to collect a convenience sample of 300 Malaysian consumers who had ever engaged in live streaming commerce. The Statistical Package for Social Sciences (SPSS) will be used to test the hypotheses and analyse the data.

The findings of this study demonstrate that consumers' perceived enjoyment in live streaming commerce is positively impacted by live streamers characteristics and information quality. Besides, product usefulness, purchase convenience, and product price have a significant relationship with perceived value. The study also discovered that during live streaming commerce, consumers' impulse buying behaviour is stimulated by perceived enjoyment and perceived value. This research offers theoretical contributions, managerial implications, limitations, and recommendations for further research at the conclusion of the study.



Keywords: live streamers characteristics, purchase convenience, perceived enjoyment, impulse buying behaviour, live streaming commerce

# CHAPTER 1: RESEARCH OVERVIEW

## 1.0 Introduction

This chapter provides a thorough overview of this research topic, including five agenda which will be discussed below.

## 1.1 Research Background

Social e-commerce has emerged as a crucial component of e-commerce due to the increased bandwidth of the internet technology (Lee & Chen, 2021). A new social e-commerce concept known as "live streaming commerce" has emerged because of the popularity of live streaming and the usage of live streaming by some merchants on social e-commerce platforms (Sun et al., 2019). According to Geng & Hao (2021), it develops a sophisticated live streaming marketing strategy of "private space + retail + full scene" for customers, transcending time and location constraints (Zhang et al., 2022).

Live streaming commerce involves interacting with customers in real time. The product's appearance, features, and associated introduction are shown by the live streamer. Customers could inquire about things like product prices and shipping charges. Customers' behaviour can be influenced by the live streamer's responses based on the live stream content. To complete the transaction, they click on the merchant's embedded link (Liu & Sun & Lee, 2021). Three categories of live streaming commerce exist, first is the live streaming platforms that integrate into business activities (like TikTok), followed by e-commerce web pages, markets, or smartphone apps that integrate live streaming functions (like Shopee, Lazada, or Taobao); and social media platforms that integrate live streaming features to promote sales (like Facebook and Instagram) (Wongkitrungrueng & Assarut, 2020). Live streaming commerce offers significant benefits over traditional e-commerce when it comes to good exhibition, expenditure of time, purchasing, and marketing

logic (Li & Li & Cai, 2021). In addition to being a crucial channel for retailers, live streaming commerce is a novel business strategy that enables retailers to engage and communicate directly with customers (Lee & Chen, 2021).

Figure 1.1: Facebook Live Streaming

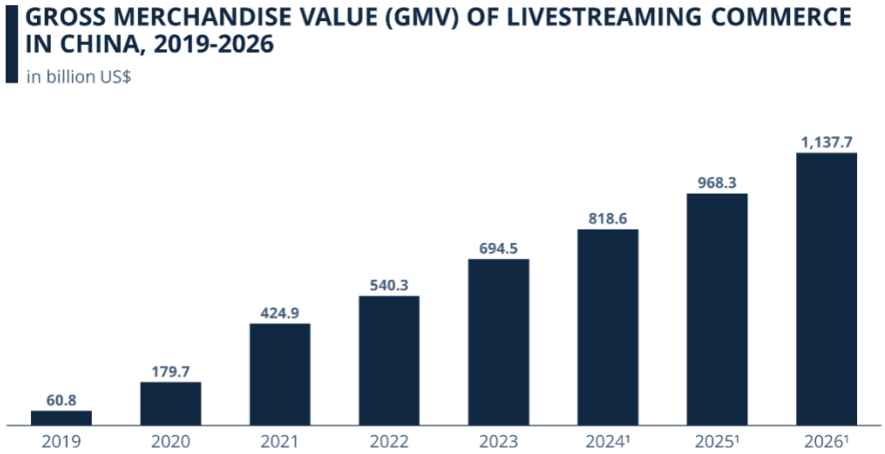

Adapted from: Join Online Broadcasting (n.d.). *Home [Facebook Page]*. Facebook

Impulse buying behaviour is characterized by spontaneous and unplanned purchases, which is especially noticeable in the live streaming commerce industry. Wang and Li (2022) demonstrated how live content's persuasiveness and interaction, when combined with temporary sales and marketing tactics, can greatly increase consumers' propensity for impulse purchases. Live streaming commerce in Malaysia has given retailers new opportunities to take use of these tactics. According to Siti and Farah (2023), the sense of urgency that flash sales and the live streamers' persuasive techniques produce makes Malaysian viewers more likely to make impulse buying during live broadcasts. Furthermore, impulse buying behaviour is further enhanced by the emotional appeal of live conversations,

product demonstrations, and influencer endorsements, which is a crucial to consider in this context (Mohd & Ariff, 2024).

Live streaming has evolved as a new e-commerce channel. Alibaba's Taobao Live started in May 2016 (Arora et al., 2021). In addition to being a reliable digital tool to increase consumer interaction and sales, live streaming soon became a standard feature of Singles' Day (Double 11) sales event, which are China's biggest shopping occasions (Zhang et al., 2022). According to Global Times (2024), as of November 12, 2024, Taobao reported that their sales during the "Double 11" shopping event increased significantly with 589 brands reaching sales of over 100 million yuan, a 46.5% increase from the same period the previous year. Furthermore, according to Koutsou-Wehling (2024), the number of transactions in China's live streaming commerce business has increased rapidly in recent years. During the COVID-19 pandemic, live streaming commerce sales increased quickly, and there was no typical decrease in the following years. Rather, the gross merchandise value (GMV) in China has increased to $540.3 billion in 2022 and was anticipated to keep growing. The number of live commerce transactions in China surpassed $694.5 billion in 2023, as shown in Figure 1.2. It is anticipated that their GMV would surpass $1.1 trillion by 2026.

Figure 1.2: China's Live Commerce GMV from 2019 to 2026

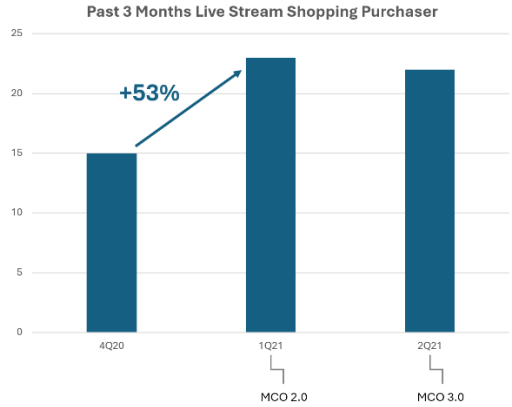



Adapted from: Koutsou-Wehling, N. (2024). *Live commerce china 2024: Top Platforms, GMV & Consumer trends*. ECDB

Moreover, live streaming in Malaysia is relatively a new trend when compared to other nations like China. Numerous businesses, brands, and applications like Shopee and Lazada have engaged in live streaming using their own channels in Malaysia. According to Tuan in New Straits Times (2023), more local sellers were able to use the Shopee platform due to live streaming and affiliate marketing. Live streaming indicators via Shopee Live shows that Malaysians engaged with local influencers 3.5 billion times and spent over 34 million hours on live streaming on Shopee Live. For retailers with sales exceeding RM500,000, live streaming orders account for 10% to 40% of their total orders on the platform. In comparison to the previous year, Shopee affiliate-driven orders increased by 420%, and the company onboarded over 20,000 additional affiliates.

In Malaysia, live stream shopping grew by 53% at the start of 2021 compared to the end of 2020, and it stayed at 22% during the second quarter, as shown in Figure 1.3. the Comprehensive Development Control Arrangement program is responsible for this. Through the development of initiatives like Shop Malaysia Online and Go eCommerce, Malaysian Digital Economy Corp (MDEC), a government agency in Malaysia, has been assisting companies in the country in utilizing new technology (Hanif, 2022). The "Be Strategic" online event was organized by MDEC to promote and assist live streaming sales. To boost live streaming sales, they intend to exchange tactics and expertise (Tan et al., 2024).

Figure 1.3: Live Stream Shopping Consumers during the MCO in Malaysia




Adapted from: Asha and Lee, V. (2021). *Livestream shopping: The future of e-commerce?*. Oppotus

## 1.2 Research Problem

With the emergence of live streaming commerce and has become more popular worldwide, numerous empirical research has examined the consumers' impulse buying behaviour during live streaming (Lee & Chen, 2021; Lou et al., 2022). Nevertheless, there are limited studies on live streaming commerce sector in Malaysia, thus, creating a research gap. Since live shopping has grown for its popularity in Malaysia recently, it is especially crucial to look into the variables that can lead to impulse buying behaviour by Malaysian consumers during the live streaming.

In the context of live streaming commerce, live streamer serves as the retail salespeople as they can completely exhibited, described, and tried on the products during live streaming session to help consumers better understand the brands and products (Zhang et al., 2022). Besides, customers increased their perceived enjoyment with their shopping experiences when they receive high-quality information (Gao et al. 2012). Credibility of the information can lower the perceived risk of consumers and boost transaction confidence (Nicolaou et al. 2013). However, in the case of live streaming commerce, there are currently few empirical research that examine the influence of these factors on customers' perceived enjoyment. Therefore, it helps live streaming commerce businesses to consider the quality of their live streaming by knowing how these factors affect consumers' perceived enjoyment.

Furthermore, several researchers have discovered that consumers' perceived value is influenced by product usefulness (Teas & Agarwal, 2000; Snoj & Korda & Mumel, 2004). According to previous research, product usefulness is a key factor in determining purchase intention. Certain product attributes like product quality and fulfilment will cause consumers' perceived value to increase and leading to impulse buying behaviour (Ladhari et al., 2017). Numerous studies have demonstrated that consumers are prepared to pay more for convenience or sacrifice convenience in favour of a service at a cheaper cost. This means that creating more convenient services in purchasing a merchandise will raise consumers' perceived value (Ngoc Thuy, 2011; Pham et al., 2018). In general, consumers compare the

price of a product to determine their perceived value (Konuk, 2019). According to Dodds et al. (1991), when the product's price is reasonable, it will result in a higher perceived value of consumers. The findings of previous empirical studies also demonstrate that perceived value is influenced by product price (Oh, 2000; Ferreira et al., 2010; Konuk, 2019). Nevertheless, there is not much research that has been done in relation to live streaming commerce. By understanding the relationship between these factors and consumers' perceived value, online retailers in Malaysia can create effective strategies to boost consumer purchase intention in live selling and boost their sales income.

## 1.3 Research Objectives

### 1.3.1 General Objective

To determine the factors that affect Malaysian consumers' impulse buying behaviour in live streaming commerce.

### 1.3.2 Specific Objectives

i. To examine the influence of live streamers characteristics on perceived enjoyment in live streaming commerce.
ii. To examine the influence of information quality on perceived enjoyment in live streaming commerce.
iii. To examine the influence of product usefulness on perceived value in live streaming commerce.
iv. To examine the influence of purchase convenience on perceived value in live streaming commerce.
v. To examine the influence of product price on perceived value in live streaming commerce.
vi. To examine the influence of perceived enjoyment on consumer's impulse buying behaviour in live streaming commerce.
vii. To examine the influence of perceived value on consumer's impulse buying behaviour in live streaming commerce.

# 1.4 Research Questions

## 1.4.1 General Question

Do live streamer characteristics, information quality, product usefulness, purchase convenience, and product price affect consumers' impulse buying behaviour in live streaming commerce?

## 1.4.2 Specific Questions

i. Does live streamers characteristics significantly influence perceived enjoyment in live streaming commerce?
ii. Does information quality significantly influence perceived enjoyment in live streaming commerce?
iii. Does product usefulness significantly influence perceived value in live streaming commerce?
iv. Does purchase convenience significantly influence perceived in live streaming commerce?
v. Does product price significantly influence perceived value in live streaming commerce?
vi. Does perceived enjoyment significantly influence consumer's impulse buying behaviour in live streaming commerce?
vii. Does perceived value significantly influence consumer's impulse buying behaviour in live streaming commerce?

## 1.5 Significance of the Study

By investigating the ways in which product usefulness, product price, and information quality impact consumers' perceived enjoyment and perceived value, this study seeks to close the essential gap in the empirical study on impulse buying behaviour in Malaysian scenario. It is essential to comprehend these elements in Malaysian context, as live streaming commerce has quickly grown in popularity and grown to be a significant component of the digital buying environment.

Firstly, live commerce offers a special in-the-moment engagement between buyers and sellers that can encourage impulsive transactions (Xu et al., 2020). Examining this behaviour can help us understand how traits like social influence, immediacy, and interactivity – which are frequently less common in typical online shopping – drive impulsive purchases (Wang et al., 2021). Consumer decision-making in live stream sales is significantly influenced by elements like live streamer characteristics, purchase convenience (Chen & Lin, 2022), product price, and so on. This study highlights the significance of external stimulus in influencing shopping decisions by illuminating how these elements lead to impulsive purchases (Lee & Chen, 2021). Moreover, businesses can create more successful marketing strategies by knowing how live streaming affects consumer behaviour. Companies may use real-time marketing technologies, arrange products optimally, and produce interesting content to draw in impulsive customers (Zhang et al., 2019). Understanding impulsive buying behaviour will help companies better serve the demands of their customers as live streaming commerce expands. This will ultimately support the expansion, innovation, and competition in the e-commerce industry, which will benefit the larger digital economy.

Finally, this study also adds to the body of knowledge on consumers' impulsive buying behaviour. This can assist academics and researchers in creating fresh frameworks, concepts, as well as hypotheses that clarify consumer behaviour and impulse buying in various settings. This study can be used to support and close gaps in the literature by researchers planning to carry out related empirical research in the future.

## 1.6 Conclusion

To put it briefly, the chapter gives a summary of the recent state of live streaming commerce in Malaysia as well as trends in live streaming commerce around the world. This study aims to determine the factors that influence Malaysian customers' impulsive purchases during live streaming and offer insightful information to companies, scholars, and regulators.

# CHAPTER 2: LITERATURE REVIEW

## 2.0 Introduction

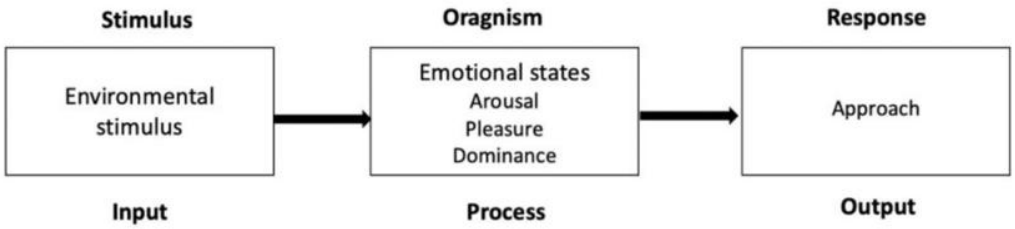
A thorough literature review of the variables is given in this chapter. The study's conceptual framework and hypotheses development are presented after the underlying theoretical model is provided as a reference.

## 2.1 Underlying Theories

### 2.1.1 Stimulus-Organism-Response (SOR) Model

The Stimulus-Organism-Response Model (SOR) Model was developed by Mehrabian and Russell in 1974. The model describes how people react to environmental stimuli (Mehrabian & Russell, 1974). According to the SOR model depicted in Figure 2.1, the organismic components have mediated the relationship between stimuli and human behavioral responses, such as actions or reactions (Mehrabian & Russell, 1974). The SOR model is made up of three components in general, including stimulus, organism, and response. Stimulus is thought of as an external aspect of a single person; Organism is the internal condition brought on by stimulus; and Response is the ultimate outcome.

Figure 2.1: Stimulus-Organism-Response Model




Adapted From: Mehrabian, A., and Russell, J. A. (1974). *An approach to environmental psychology*. Cambridge: M.I.T. Press

According to the model, various external circumstances may cause emotional or cognitive reactions, which might then result in modifications to consumer behaviour (Jacoby, 2002). According to Mehrabian and Russell (1974), emotional states can be used to understand with three sectors, which is pleasure, arousal, and dominance. Pleasure is measuring the level of individuals are content or delighted of something; Arousal is a measurement of the level of energy or activity that a person experiences; Dominance is known as the state in which people feel controlled and impacted by the environment. Consequently, these dimensions assume that people experience emotional states in every context.

The response in the SOR model often refers to the consumer's ultimate choice or outcome, which may comprise approach behaviour or avoidance behaviour (Sherman et al., 1997; Donovan & Rossiter, 1982). Approach behaviour is the term used to describe the positive responses that customers have to a certain setting, such as the intention to stay, browse, and purchase (Bitner, 1992; Mehrabian & Russell, 1974). As a result, an impulse buying behaviour will be the approach behaviour to be investigated in this study.

In addition to being a basis theory for analysing consumer behaviour in traditional business shops, the SOR model aids in the investigation of consumer purchasing behaviour in online retail setting (Eroglu et al., 2003). With the growth in e-commerce activity, individuals increasingly often make impulse buying online without considering their financial condition. This SOR model paradigm has recently been applied in a few empirical research to examine online impulse buying behaviour (Liu et al., 2020).

## 2.2 Review of Variables

### 2.2.1 Impulse Buying Behaviour

Impulse buying is defined as a planned, unplanned, or impulse purchasing behaviour by Stern (1962). According to Rook (1987), impulse buying is the practice of customers making a purchase right away when they are shopping because of the setting and intense feelings they are experiencing. In general, physical stores were where impulse buying initially emerged. According to Beatty and Ferrell (1998), impulse buying is defined as a purchase choice made without considering all the options and information that are available. In a similar vein, impulse buying is primarily motivated by emotions and exhibits irrationality (Verhagen & Van Dolen, 2011). Furthermore, impulse buying is defined as an entirely irrational need to purchase (Chung et al., 2017). Accordingly, some research has verified that several in-store stimuli, including store ambience (Kasmad, 2022), sales incentives (Mandolfo et al., 2022), and welcoming staff (Pallikkara et al., 2021), might cause customers to make impulse buying. Since online shopping eliminates any limitations that may exist in physical stores, consumers frequently engage in impulsive online shopping because of the explosive growth of e-commerce (Rodrigues et al., 2021). Therefore, impulse buying behaviour is the propensity of customers to make impulsive purchases while watching live streaming sales, which are influenced by their emotional state.

### 2.2.2 Live Streamers Characteristics

Live streamer is known as an Internet celebrity that has gained popularity on social media (Gerrath & Usrey, 2020; Chen et al., 2021). In contrast to typical celebrity endorsements like those of movie and television stars and athletes with higher social prestige, many live streamers are regular people, sometimes referred to as "grassroots" celebrities (Wang, 2021). Live streamer is the key player when it comes to live streaming commerce (Li et al., 2024). Live streamer can engage more with audiences and potential consumers since they typically have greater product knowledge and expertise (López et al., 2021) and are more familiar with the lives

of regular consumers (Al-Emadi & Yahia, 2020). Most researchers have examined live streamer characteristics using Ohanian's (1990) source credibility theory, which summarizes live streamer characteristics as being credible, professionally displayed through extensive knowledge or expertise, and appealing enough to draw in consumers (Fang, 2014; Guo et al., 2022). According to Ma et al. (2022) and Li et al. (2021), interactivity is one of the characteristics of live streamers that can increase consumers' trust in live streaming and increase their propensity to purchase. Furthermore, according to research on consumer identification, people are more inclined to follow KOLs who share similar hobbies, spending patterns, and way of life (Li et al., 2021). Most study that has been done on live streamers acknowledges the significance of their professionalism, popularity, attractiveness, and interaction. Thus, live streamers characteristics in this study are referred to as the qualities that live streamers exhibit during live streaming (Li et al., 2024).

### 2.2.3 Information Quality

Information quality refers to how the audience views the accuracy, dependability, and comprehensiveness of the information presented by live streamers during the live streaming (Xu et al., 2020). There are some factors that go into evaluating the quality of information, including the information accuracy, credibility, and completeness of the information (Hilligoss & Rieh, 2008). Live streaming commerce enhances the quality of product information in both technical and non-technical ways. According to earlier research, information media formats (text, picture, and video) are among the most important stimuli in SOR model (Chan et al., 2017). The live streaming commerce mechanism facilitates a synchronous interactive channel in which the audience may access information of interest in real time and the live streamers can reply to questions about the product in real time as well (Hilvert-Bruce et al., 2018; Sjöblom & Hamari, 2017). As a result, the live streaming commerce technique offers high-quality product information as a crucial motivator to encourage consumer choices (Xu et al., 2020). Therefore, information quality in this study is defined as the accuracy, dependability, and comprehensiveness of the information presented by live streamers during live streaming commerce (Xu et al., 2020).

### 2.2.4 Product Usefulness

From the perspective of consumer, products are viewed as a collection of advantages, but not as attributes (Lai, 1995). According to Hooley and Saunders (1993), customers are less interested in the technical features of a product or service than in the benefits that can be obtained by purchasing, using, or consuming the product. Along with the fundamental advantages, products in competitive marketplaces frequently provide a wide range of additional attributes, including features, style, symbolism, longevity, quality, and associated services (Lai, 1995). Product usefulness is known as the advantages that consumers believe a product or service offers to meet their demands from a consumer-centric standpoint (Dahl et al., 1999; Henard & Szymanski, 2001; Moldovan et al., 2011). According to Voss et al. (2003), product usefulness has been linked to positive views toward products. Potential customers are more receptive to a new product during the adoption process when they believe it will benefit them and meet their demands (Im & Workman, 2004). Accordingly, product usefulness has strongly positively impacted the product success (Szymanski et al., 2007). The usefulness of the product can increase the market size (Moldovan et al., 2011), and customers will be drawn to it and make snap decisions to buy it to fulfil their needs (Li et al., 2014). Therefore, product usefulness in this study is defined as the advantages that consumers believe a product or service offers to meet their demands (Li et al., 2014).

### 2.2.5 Purchase Convenience

Convenience is one of the key elements of driving online purchases (Kwek et al., 2010). In this study, convenience is defined as easy access to markets. The Oxford Dictionary defines convenience as the ability to accomplish a task without trouble. Managing consumer purchases is made simple by the Internet. It is because customers no longer need to deal with traffic bottlenecks, parking lot challenges, and walking between stores. Customers only need to remain in front of their computers to access the Internet. Djan and Adawiyyah (2020) claimed that convenience is considered the aspects of consumer's time, space, and efforts. According to Djan and Adawiyyah (2020), the markers of purchase convenience

are referred to as (a) easy access, (b) searching, (c) possession, and (d) comfortable transactions. This means that: (a) Access convenience makes it simple for customers to obtain products; (b) Customers can easily search for products with convenience; (c) Possession convenience is obtaining and carrying out transactions; and (d) transaction convenience is making purchases and returns. Purchases convenience is defined as consumers saving time and effort when they shop online (Gupta & Kim, 2010). Lin and Lo (2016) discovered that customers' favorable feelings are strongly influenced by how convenient the shopping environment is. Customers are therefore more likely to make a purchase when the interface is easier to use (Lee & Chen, 2021). Hence, purchase convenience in this study is referred to as the time and effort consumers saved when they are watching the live streaming commerce (Lee & Chen, 2021).

### 2.2.6 Product Price

Product price is known as the amount of money used to purchase a product or service (Djatmiko & Pradana, 2016). The price determines the interaction between demand and supply among the production components. Consumers' perceptions of prices have a big impact on their decisions to buy a product. Consumers derive substantial meaning from price perception which interprets product information (Kotler & Keller, 2016). According to Djatmiko and Pradana (2016), pricing decisions are influenced by a complicated web of competition and environmental factors. Hence, price is a crucial element in purchase intentions, especially for products that are bought regularly (Safitri, 2018). This in turn affects the decision regarding the brand, product, and retailers to patronize (Faith & Agwu, 2014). Consumers are very rational when determining the advantages they anticipate from paying for a product (Al-Mamun and Rahman, 2014). Price attributes are one of the primary motivations for engaging in online shopping (Lee & Chen, 2021). Product price is the marketing tactic used by retailers to lower the retail price of specific items to draw in customers (Kim & Johnson, 2016). In addition to setting a single price, businesses also establish a structured pricing system that accounts for the various products in each product line. The factors that may be utilized to assess the price are fair price, fixed price, reliable price, and relative price. Hence, product

price in this study is referred to as the amount of money that consumers used to purchase a product (Djatmiko & Pradana, 2016).

### 2.2.7 Perceived Enjoyment

According to Davis (1989), perceived enjoyment is known as an end-user's sense of pleasure and sensation when utilizing a system. According to Sun and Zhang (2006), perceived enjoyment is "the degree of pleasure an individual experiences when interacting with an environment". It has been determined that the concept of perceived enjoyment is a suitable way to describe an individual's affective reaction. Perceived enjoyment in the context of online stores refers to how enjoyable the online purchasing experience is, independent of any potential physical effects (Parboteeah et al., 2009). Lewis et al. (2016) defined the perceived enjoyment as the level of satisfaction a customer feels when utilizing a certain photo-sharing function in a social commerce application. Holdack et al. (2022) stated perceived enjoyment is pleasant feeling where demands are met. It can be defined as the emotional demands of customers during the purchasing process and relates to their mental happiness and satisfaction following their use of a website or system (Won et al., 2023). Perceived enjoyment in this study is defined as the level of interest people found while they engaged with live shopping and relates to enjoyment.

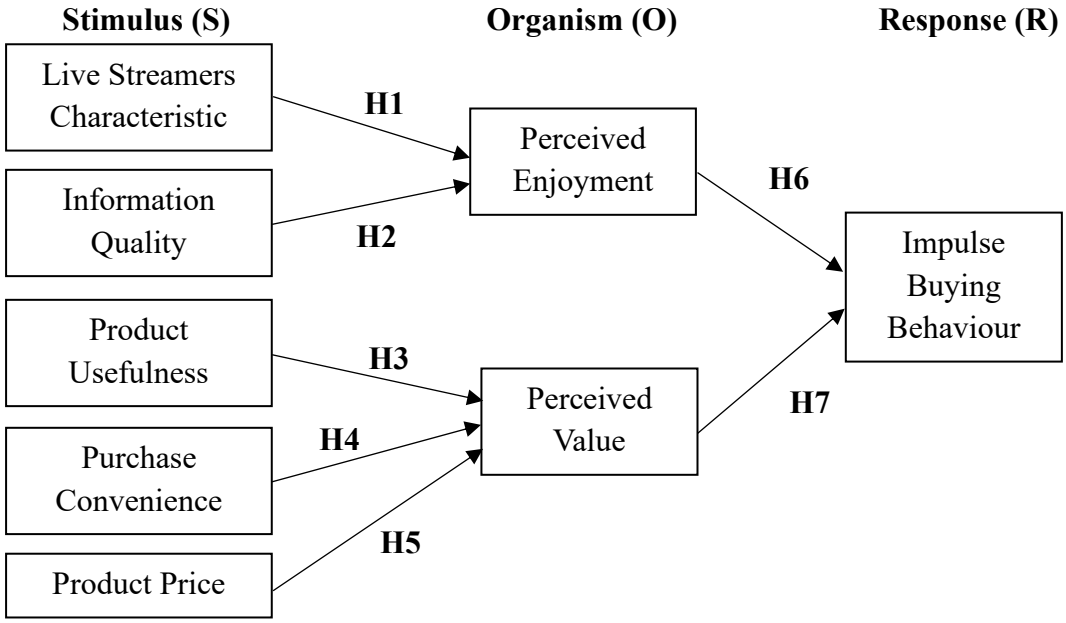
### 2.2.8 Perceived Value

Perceived value is a common method for forecasting user adoption behaviour. Customer satisfaction is significantly impacted by the product quality, service quality, and perceived value. Consumer perceived value has emerged as a crucial factor in determining how these connections are shaped through social media use and interaction (Zhang et al., 2022). Zeithaml (1988, p. 12) first defined customer perception as "the overall evaluation of product effects based on the customer's perception of product acceptance and giving". According to Bettman (1998), customer perceived value is defined as the value that a customer perceives or experiences when using a service. Perceived value may be thought of as an overall

assessment of product performance in the limited-time marketing link of e-commerce platforms by balancing perceived benefits and perceived purchase costs. Therefore, perceived value in this study is referred to as the value perceived or experienced by the customer through participation in live streaming commerce (Zhang et al., 2022).

## 2.3 Proposed Conceptual Framework

Figure 2.2: Conceptual Framework




Source: Developed for the research.

Figure 2.2 has shown the proposed conceptual framework in the study. The SOR model served as the foundation for the framework's development. This study suggested direction to investigate the relationship of antecedent variables that influence Malaysian consumers' impulsive buying behaviour during live streaming commerce. In this framework, perceived enjoyment serves as the dependent variable of live streamer characteristic and information quality, while perceived value serves as the dependent variable of product usefulness, purchase convenience, and product price. On the other hand, impulse buying behaviour is the dependent variable of perceived enjoyment and perceived value.

## 2.4 Hypotheses Development

### 2.4.1 The Relationship between Live Streamers Characteristics and Perceived Enjoyment

The live streamer endorsements can positively impact consumers' positive perceptions of the promoted products (Bergkvist & Zhou, 2016). This has improved consumers' cognitive assimilation due to the brand and the appealing live streamers are associated (Xu et al., 2020). According to Li et al. (2023), the live streamer's characteristic can greatly improve the live shopping experience for customers by encouraging engagement, enhancing social presence, and more successfully satisfying their enjoyment. Live streamers are content creators and have expertise in a specific area, who have a sizable follower by consistently providing insightful content on social media (Lou & Yuan, 2019). Consumers are more likely to engage with the live streamers who have the brand and product knowledge. According to Lee and Chen (2021), live streamers have a significant influence on sales performance in live streaming commerce. They confirmed that these traits positively affect consumers' perceptions of enjoyment. Therefore, a hypothesis is proposed:

*H1: Live streamer characteristics have a significant positive relationship with perceived enjoyment.*

### 2.4.2 The Relationship between Information Quality and Perceived Enjoyment

According to previous studies, consumers' perceived enjoyment can be significantly predicted by the quality of information (Srivastava & Sivaramakrishnan, 2021). The perceived enjoyment is generally improved by high-quality information, such as providing reliable and real-time information (Zhang et al., 2021). Furthermore, live streamers frequently give consumers pertinent information in an efficient manner to boost their interest, which will also positively affect their perceived enjoyment with the live streamers (Wongkitrungrueng &

Assarut, 2020). Vivid product displays may also draw audiences in and encourage them to engage emotionally with live streamers while watching live streaming commerce, increasing their perceived enjoyment with the live streamers (Sun et al., 2019). Furthermore, live streamers may encourage customer learning by providing information about the product that is deemed relevant or helpful, which will positively influence their perceived enjoyment while watching live streaming (Lo et al., 2022). Therefore, it can be assumed that information quality has a positive influence on perceived enjoyment (Luo et al., 2024). The following hypothesis is proposed:

*H2: Information quality has a significant positive relationship with perceived enjoyment.*

### 2.4.3 The Relationship between Product Usefulness and Perceived Value

Product usefulness is a significant determinant of consumers' perceived value. In general, it is related to the consumers' perceived value on the product usefulness and what the product provides, including its performance and dependability (Othman et al., 2017). This has given online retailers a chance to differentiate themselves by providing dependable, attractive, and well-designed products that customers like (Ampadu et al., 2022). Moreover, consumers are more likely to be satisfied when they believe that the products are worthwhile and that using them offers utility value (Gan & Wang, 2017). Therefore, it is reasonable to assume that the increase in product usefulness may lead to an increase in perceived value on consumers' impulse buying behaviour. The following hypothesis is put forward:

*H3: Product usefulness has a significant positive relationship with perceived value.*

### 2.4.4 The Relationship between Purchase Convenience and Perceived Value

Numerous studies have demonstrated that consumers are prepared to pay more for convenience or sacrifice convenience in favour of a service at a cheaper cost. Thus, creating more convenient services will raise customers' perceived value (Pham et al., 2018). Customers will see online purchase convenience favourably when they can effectively manage online purchase services with less time and effort (Zeqiri et al., 2023). Jiang et al. (2014) state that consumers' need for convenience is deeply rooted, and their focus has shifted to practical spending options as time allocation becomes simpler and less complicated. This demonstrates how purchase convenience positively influences perceived value (Lin, 2016). As a result, it is reasonable to assume that the increase in purchase convenience may lead to an increase in perceived value (Adirinekso et al., 2020). The following hypothesis is put forward:

*H4: Purchase convenience has a significant positive relationship with perceived value.*

### 2.4.5 The Relationship between Product Price and Perceived Value

According to Wangenheim and Bayon (2007), product price is significant since it is an external cue and one of the most important types of information that affect consumers' perceived value. Hence, research has demonstrated a significant positive relationship between product price and perceived value because the reduction in price might enhance purchasing power (Beneke et al., 2013). When consumers acquire products at a discounted price, they are more likely to increase their perceived value and provide positive reviews (Chen & Yao, 2018). Additionally, Lee et al. (2021) suggested that perceived value is positively impacted by product pricing features. The following hypothesis is put forward:

*H5: Product price has a significant positive relationship with perceived value.*

### 2.4.6 The Relationship between Perceived Enjoyment and Impulse Buying Behaviour

Rook and Gardner (1993) backed up the idea that impulsive buying is significantly influenced by both arousal and enjoyment. Furthermore, consumers' perceived enjoyment has significantly influenced the consumers' impulsive buying, particularly in the setting of social commerce platform (Xiang et al., 2016). According to Sohn and Lee (2017), positive emotions are the primary driver of impulsive buying. Moreno et al (2021) discovered that the desire to make impulsive buying is positively impacted by positive emotions, such as arousal and pleasure. Previous studies have shown that when customers purchase online retailers, their impulsive buying behaviour and perceived enjoyment are positively correlated (Tertieny et al., 2024). Therefore, the hypothesis is proposed:

*H6: Perceived enjoyment has a significant positive relationship with impulse buying behaviour.*

### 2.4.7 The Relationship between Perceived Value and Impulse Buying Behaviour

When the perceived value is higher, the desire to purchase is larger and will result in impulsive buying (Sun et al., 2023). Similarly, Beatty and Ferrell (1998) also verified that customers' propensity to make impulse buying is positively connected with their perception of the worth of products. In other words, the probability of impulse buying behaviour increases with perceived value. According to O'cass and McEwen (2004), the consumers' perception of products or services is positively influenced by the feelings and social values associated with the actual act of buying. Consequently, these values raise the probability of impulse buying. Moreover, customers will have a positive perceived value and be more inclined to purchase the products if they believe that the thorough assessment of the helpful information of the products, convenience of obtaining the products, and the financial advantage in the live streaming exceeds their initial expectations (Zhang et al., 2022). Thus, a hypothesis is proposed:

*H7: Perceived value has a significant positive relationship with impulse buying behaviour.*

## 2.5 Conclusion

In conclusion, this chapter has covered the literature review on variables influencing Malaysian consumers' impulsive buying during live streaming commerce. A conceptual framework with the fundamental of SOR model is put forward to relate stimulus (live streamer characteristic, information quality, product usefulness, purchase convenience, and product price) to the organism (perceived enjoyment and perceived value) and response (impulse buying behaviour).

# CHAPTER 3: METHODOLOGY

## 3.0 Introduction

Chapter 3 covers the research methodology, including eight categories which will be described in detail below.

## 3.1 Research Design

Creswell (2017) asserts that research design is a systematic strategy outlining the techniques and steps for gathering and evaluating data to answer a particular research question or hypothesis. While according to Kazdin (2021), it functions similarly to a blueprint that directs the choice of research methodologies, data gathering approaches, sampling plans, and analytic procedures. By guaranteeing the validity, reliability, and precision of the research findings, an efficient research design minimizes bias and error and enables researchers to reach significant and reliable conclusions (Chali et al., 2022).

### 3.1.1 Quantitative Research

Quantitative research is defined differently by different researchers. According to Creswell (2017), quantitative research involves the use of mathematically based techniques and specific statistics for analysis as well as the collection of numerical data to explain certain occurrence. Furthermore, Ghanad (2023) described quantitative research as the systematic collection and analysis of statistical information to identify structures, linkages, and phenomena. Moreover, Jamieson et al. (2023) stated that it uses statistical methods to measure variables and make unbiased, broadly applicable findings.

Quantitative research was gathered to explore the hypothesis put forward in this study and identify the variables that may influence Malaysian consumers to make

impulse buying during live streaming commerce. According to Fischer et al. (2023), one benefit of quantitative research methods is that they are especially well-suited for extrapolating findings from a sample to a sizable population or group of individuals.

### 3.1.2 Descriptive Research

The goal of descriptive research is to methodically characterize traits, occurrences, or populations without changing them (Furidha, 2023). According to D'Alessandro et al. (2020), descriptive research entails watching, documenting, and evaluating facts to give a precise picture of a situation and support in-depth comprehension and well-informed decision-making.

According to this concept, descriptive research is employed because it can describe the characteristics of customers who shop live. Based on these characteristics, researchers can investigate the emotional and environmental elements that influence impulse buying behaviour as well as the prevalence of impulse buying among Malaysian customers during live streaming commerce.

## 3.2 Sampling Design

Sampling is known as the process of choosing a subset of a population investigation (Lohr, 2021). According to Cash et al. (2022), a smaller group of people can draw conclusions about the broader population. Thus, it is crucial to collect a substantial number of respondents for researchers to draw broad conclusions about the traits, opinions, and attitudes of the population (Akinbami et al., 2022).

### 3.2.1 Target Population

Target population is known as the group of persons about whom the researcher expects to make conclusions (Stratton, 2021). Consumers in Malaysia that have previously made purchases through live shopping are the research's target group. The target respondents' age, race, occupational status, and income level are all unrestricted if they are Malaysians with previous experience shopping through live streaming commerce.

### 3.2.2 Sampling Frame

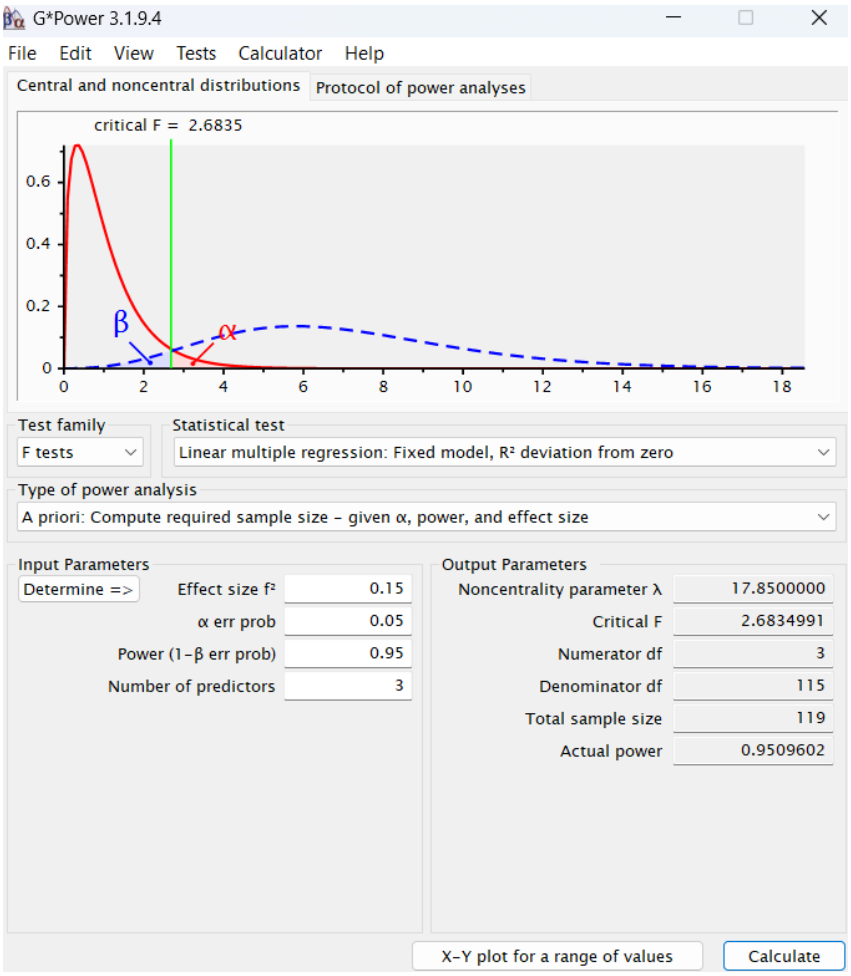
Sampling frame is the group of origin items from that are used when the sample is taken (Baltes & Ralph, 2022). Stated differently, sampling frame is known as the full set of sample units chosen from the population (Rahman et al, 2022). It is not necessary to use the sampling frame in this study. It is because a comprehensive and easily available list of live streaming users in Malaysia does not exist.

### 3.2.3 Sampling Technique

Purposive sampling is where researchers specifically select study participants according to predefined characteristics or standards. Respondents who satisfied the following requirements were chosen for this study: (1) they had previously engaged in live shopping; (2) they were citizens of Malaysia; and (3) they were at least 18 years old. This approach can be helpful when researching a particular community or when generalizability is not the main objective (Robinson, 2024).

### 3.2.4 Sampling Size

Figure 3.1: Sampling Size Required by Using G*Power




Adapted from: G*Power software version 3.1.9.4

G*Power is a software used in social, behavioural, and biomedical sciences to perform statistical tests (Kang, 2021). G*Power version 3.1.9.4 can be used to calculate the sample size needed for this study. Based on Figure 3.1, the test family is F-test, the statistical test is linear multiple regression, and the type of power analysis is to calculate the required sample size. The effect size $f^2$ value is 0.15, the alpha error probability value is 0.05, the power value (1-β error probability) is 0.95, and there are 3 predictors in this study. Therefore, the total sample size for this study is 119, which is the minimum number of respondents required for this study.

## 3.3 Data Collection Methods

### 3.3.1 Primary Data

According to Mazhar et al. (2021), primary data is initial information collected for a particular research goal and problem. Numerous methods can be used to collect primary data such as focus groups, observations, experiments, interviews, and surveys. To reduce the time and effort, primary data for this research was collected via an online survey that allowed for automated data collection and remote interviewing of respondents (Taherdoost, 2021). To collect primary data from a range of respondents with various jobs, a Google Form was made and distributed.

## 3.4 Research Instrument

### 3.4.1 Questionnaire Design

Most researchers and scholars in higher education now face the significant issue of survey non-response (Taherdoost, 2022). Braun et al. (2021) discovered that the increase in the probability of response may be impacted by various survey design techniques, such as survey duration and question structure. A well-designed questionnaire is essential for boosting the response rate because it makes answering the questions easier for responders. A self-administered questionnaire was designed for this research. Respondents are given multiple-choice answers for every question, making it simple and quick for them to select the response that suits them the best.

For the questionnaire's design, the first page serves as a cover page, outlining the research topic and objectives in detail. It also notifies respondents of the confidentiality and privacy guarantees and obtains their acknowledgement for the study. It is followed by the questionnaire's main body, which is divided into four sections.

A screening question was developed in Section A to weed out customers who had never engaged in live streaming purchasing to improve accuracy and avoid errors and irrelevant results. To collect basic information on the respondents, Section B asked demographic questions about their gender, age, race, occupation, education level, and monthly revenue for both individuals and households. In contrast, Section C asked broad questions concerning the buying habits of customers during live streaming transactions. For example, inquiries concerning how frequently customers engage in live shopping, what platforms they use to watch live streaming, what product categories they typically search for when live shopping, and how much they spend on live shopping on average each month. Additionally, Section D looks at the independent variables such as live streamers characteristics, information quality, product usefulness, purchase convenience, and product price that influence consumers' perceived enjoyment and perceived value during live streaming commerce. It also looks at how these factors affect consumers' impulse buying behaviour during live streaming commerce.

### 3.4.2 Instrument Development

Table 3.1 demonstrates the specifics of the measuring items based on various study constructions.

Table 3.1: Survey Instrument

| Variables | Sources | Original Questions | Modified Questions |
|---|---|---|---|
| Live Streamers Characteristic (LSC) | (Zhang, Zhang & Wang, 2022) | 1. When watching the live commerce, I think the anchors will respond to my questions in a timely manner. | 1. When watching live streaming commerce, I think the live streamers will answer my questions quickly. |
| | | 2. The communication and interaction of the anchors made me feel that the live commerce marketing activity was very valuable. | 2. The interaction of the live streamers makes me feel that the live streaming commerce marketing activities are very useful. |

| | | | |
|---|---|---|---|
| | | 3. I think the product information recommended by anchors for me is authentic and credible. | 3. I think the product information recommended by live streamers is authentic (such as product quality, user reviews, and personal experience). |
| | | 4. Through the direct experience of the anchor to the product, I deepened my understanding of the product. | 4. I learn more about the product through the live streamers. |
| | | 5. I think anchors are familiar with the product and have professional knowledge, so they can explain clear and accurate activity information. | 5. I think live streamers have professional knowledge about the product. |
| Information Quality (IQ) | (Xu, Wu, & Li, 2020) | 1. I think the content provided by the streamer is reliable (such as product, brand, and use experience). | 1. I think the content provided by the streamers is reliable (such as product, brand, and usage experience). |
| | | 2. In the live stream, I think the content provided by the streamer is true. | 2. I think the content provided by the streamers is true in the live streaming commerce. |
| | | 3. The streamer provides real-time information to meet my needs in the live stream. | 3. The live streamers provide content to meet my needs in the live streaming commerce**.** |
| | | 4. In the live stream, I think the content provided by the streamer is complete. | 4. I think the content provided by the streamers is complete in the live streaming commerce. |
| Product Usefulness (PU) | (Lee & Chen, 2021) | 1. The product in live streaming commerce is necessary. | 1. The product in live streaming commerce is necessary. |
| | | 2. The product in live streaming commerce is beneficial. | 2. The product in live streaming commerce is beneficial. |

| | | | |
|---|---|---|---|
| | | 3. The product in live streaming fulfils a need. | 3. The product in live streaming fulfils a need. |
| Purchase Convenience (PC) | (Lee & Chen, 2021) | 1. Live streaming commerce provides procedures for ordering. | 1. Live streaming commerce provides procedures for ordering. |
| | | 2. A first-time buyer can purchase from live streaming commerce without much help. | 2. A first-time buyer can purchase from live streaming commerce without much help. |
| | | 3. Live streaming commerce is very convenient to use. | 3. Live streaming commerce is very convenient to use. |
| | | 4. Live streaming commerce allows me to make a purchase whenever I want. | 4. Live streaming commerce allows me to make a purchase whenever I want. |
| | | 5. Live streaming commerce allows me to make shopping without going out. | 5. Live streaming commerce allows me to do shopping without going out. |
| Product Price (PP) | (Feng, Mamun, Masukujjaman, Wu & Yang, 2024) | 1. This live streaming commerce provides the best possible price to meet my needs. | 1. This live streaming commerce provides the best possible price to meet my needs. |
| | | 2. I prefer to stick with the current price without searching for a lower one. | 2. I prefer to stick with the current price without searching for a lower one. |
| | | 3. The price of product delivery corresponds to its performance. | 3. The price of product delivery corresponds to its performance. |
| | | 4. The discount price on the live streaming commerce is very cheap. | 4. The discount price on the live streaming commerce is very affordable. |
| | | 5. The price of products on this live streaming commerce is reasonable. | 5. The price of products on this live streaming commerce is reasonable. |
| Perceived Enjoyment (PE) | (Xiang, Zheng, Lee & | 1. My interaction with streamer was disgusting /enjoyable. | 1. Shopping with live streaming commerce is enjoyable. |

| | | | |
|---|---|---|---|
| | Zhao, 2016) | 2. My interaction with streamer was dull/ exciting. | 2. Shopping with live streaming commerce is exciting. |
| | | 3. My interaction with streamer was unpleasant /pleasant. | 3. Shopping with live streaming commerce is pleasant. |
| Perceived Value (PV) | (Kim, Chan & Gupta, 2007) | 1. Compared to the fee I need to pay, the use of M-Internet offers value for money. | 1. Compared with other shopping methods, the cost of live shopping offers value for money. |
| | | 2. Compared to the effort I need to put in, the use of M-Internet is beneficial to me. | 2. Compared with other shopping methods, the effort spent on live shopping is beneficial to me. |
| | | 3. Compared to the time I need to spend, the use of M-Internet is worthwhile to me. | 3. Compared with other shopping methods, the time spent on live shopping is worthwhile to me. |
| | | 4. Overall, the use of M-Internet delivers me good value. | 4. Overall, the use of live shopping delivers me good value. |
| Impulse Buying Behaviour (IBB) | (Zhang, Zhang & Wang, 2022) | 1. When I watch the livestream of e-commerce, I often buy something that I didn't intend to buy. | 1. When I watch the live streaming commerce, I often buy something that I didn't intend to buy. |
| | | 2. When I watch the live commerce, I often find some goods I want to buy that are not in my plan. | 2. When I watch the live streaming commerce, I often find some products I want to buy that are not in my plan. |
| | | 3. In the flash sale, I will have a strong desire to buy goods. | 3. In the live streaming commerce, I will have a strong desire to buy goods. |
| | | 4. I have a sudden urge to buy something during a flash sale. | 4. I have a sudden urge to buy something during a |

| | | | |
|---|---|---|---|
| | | | live streaming commerce. |
| | | 5. After reading the preferential content of the product, I have a great possibility to buy. | 5. After watching the live streaming content of the product, I have a great possibility to buy. |

Source: Developed for the research.

## 3.5 Measurement Scales

### 3.5.1 Nominal Scale

The elements in the first three sections of the questionnaire were examined in the research using a nominal scale measuring approach.

Figure 3.2: Example of Nominal Scale in Questionnaire

**1. Gender**

- Male
- Female

Source: Developed for the research.

### 3.5.2 Ordinal Scale

The second and the third part of the questionnaire used in the research were measured using an ordinal scale. For example, Section B covered the monthly income level, age, and highest level of education of everyone, Section C included the regularity of live shopping and average expenditure in live shopping per month.

Figure 3.3: Example of Ordinal Scale in Questionnaire

**6. Individual Monthly Income Level**

- Below RM 2,000
- RM 2,000 – RM 4,000
- RM 4,001 – RM 6,000
- RM 6,001 – RM 8,000
- RM 8,001 – RM 10,000
- Above RM 10,000

Source: Developed for the research.

### 3.5.3 Likert Scale

5-point Likert scale is the most used scale format (Malhotra & Peterson, 2006). Respondents can readily read the full set of scale descriptions when using a 5-point Likert scale (Joshi et al., 2015). According to Bouranta et al. (2009), The 5-point Likert scale is said to improve response rates and reduce confusion. Thus, the 5-point Likert scale in Section D of the questionnaire was used to analyse all the variables (LSC, IQ, PU, PC, PP, PE, PV, and IBB).

Table 3.2: Example of Likert Scale in Questionnaire

| | **Statement** | **Strongly Disagree** | | | | **Strongly Agree** |
|---|---|---|---|---|---|---|
| 1. | The product in live streaming commerce is necessary. | 1 | 2 | 3 | 4 | 5 |
| 2. | The product in live streaming commerce is beneficial. | 1 | 2 | 3 | 4 | 5 |
| 3. | The product in live streaming fulfils a need. | 1 | 2 | 3 | 4 | 5 |

Source: Developed for the research.

Table 3.3: Summary of Measurement Scales Based On Questionnaire Items

| Section | Title | Items | Measurement Scales |
|---|---|---|---|
| A | Screening | Live shopping experience | Nominal |
| B | Demographic Profile | Gender | Nominal |
| | | Age | Ordinal |
| | | Ethnicity | Nominal |
| | | Highest Education Level | Ordinal |
| | | Occupational Status | Nominal |
| | | Individual Monthly Income Level | Ordinal |
| | | Household Monthly Income Level | Ordinal |
| C | General Questions | Frequency of live shopping | Ordinal |
| | | Platform used for watching live streaming | Nominal |
| | | Product categories usually searched in live shopping | Nominal |
| | | Average monthly spends during live shopping | Ordinal |
| D | Variables | Live Streamer Characteristic | Likert Scale |
| | | Information Quality | |
| | | Product Usefulness | |
| | | Purchase Convenience | |
| | | Product Price | |
| | | Perceived Enjoyment | |
| | | Perceived Value | |
| | | Impulse Buying Behaviour | |

Source: Developed for the research.

## 3.6 Pre-Test

Pre-testing in research is known as the practice of assessing and refining a data collection instrument, such as a survey, interview guides, or experimental protocol prior to its use in a comprehensive study (Buschle et al., 2022). Taherdoost (2022) highlighted that the main goal of pre-testing in research is to identify and correct issues like ambiguous questions, poor instructions, or technical difficulties that could compromise the validity and reliability of the data collected. The pre-testing session was conducted from 16$^{th}$ to 21$^{st}$ February 2025, with three academic staffs in UTAR and four potential respondents were invited to participate in this session.

The average time taken to complete the survey was 10 minutes, and some recommendations were made by the academic staffs to improve the clarity of the questionnaire. After a discussion with supervisor, changes were made in the questionnaire.

## 3.7 Pilot Test

Pilot test is a small-scale preliminary study to identify mistakes, determine whether participants comprehend the questions, and prevent misunderstandings (Bell et al., 2022). Rose et al. (2023) stated that pilot testing reduces the likelihood respondents will face difficulties while filling in the survey as well as provide a few evaluations on the item's dependability of data that will be gathered.

31 participants were chosen at random from the research region and asked to fill out the questionnaire. One responder, however, did not meet the research criteria because they had never engaged in live shopping before; as a result, their response was removed. 30 respondents were ultimately selected for the test, and the outcomes are displayed in the following table:

Table 3.4: Pilot Test Reliability Study

| Variables | Items | Scale | Cronbach's Alpha |
|---|---|---|---|
| Live Streamers Characteristics (LSC) | 5 | 1-5 | 0.900 |
| Information Quality (IQ) | 4 | 1-5 | 0.837 |
| Product Usefulness (PU) | 3 | 1-5 | 0.955 |
| Purchase Convenience (PC) | 5 | 1-5 | 0.736 |
| Product Price (PP) | 5 | 1-5 | 0.777 |
| Perceived Enjoyment (PE) | 3 | 1-5 | 0.806 |

| | | | |
|---|---|---|---|
| Perceived Value (PV) | 4 | 1-5 | 0.928 |
| Impulse Buying Behaviour (IBB) | 5 | 1-5 | 0.737 |

Source: Developed for the research.

According to Gani et al. (2020), pilot test's reliability should be at least 0.70. According to the findings, the Cronbach's Alpha value for every variable is higher than 0.70, suggesting that all the constructs have sufficient reliability. In addition, Forero (2024) proposed 4 cut-off values to determine the degree of reliability, which included poor reliability, moderate reliability, high reliability, and excellent reliability. Consequently, the LSC, PU, and PV variables are regarded as having excellent reliability, while the rest of five constructs (IQ, PC, PP, PE, IBB) have high reliability.

## 3.8 Data Analysis Technique

### 3.8.1 Descriptive Analysis

Descriptive analysis is a statistical technique used to condense and clarify data so that its key features may be understood (Durán et al., 2021). It entails using metrics like mean, median, mode, frequency, and standard deviation to arrange, visualize, and display data. Without generating hypotheses or establishing causal linkages, this method assists in locating patterns, trends, and connections within data. Researchers and decision makers can obtain important insights and reach well-informed decisions by using descriptive analysis to simplify complex data sets. In this research, the demographics of the respondents were examined using descriptive analysis.

### 3.8.2 Internal Reliability Test

An internal reliability test is testing the internal consistency and dependability of a scale's items (Shrestha, 2021). The most popular metric for evaluating internal consistency is Cronbach's alpha (Cronbach, 1951). If the Cronbach's alpha score is nearer one, the variable has a better degree of internal consistency. The construct's internal consistency reliability is poor and unacceptable if the value is less than 0.6. To increase the consistency, it is recommended that these items be removed from the measurement (Sekaran & Bougie, 2019). Additionally, when the value is greater than or equal to 0.7, the reliability is deemed satisfactory (Teresi, 2022).

Table 3.5: Cronbach's Alpha Rule of Thumb

| **Cronbach's Alpha** | **Internal Consistency** |
|---|---|
| $\alpha \geq 0.9$ | Excellent |
| $0.9 > \alpha \geq 0.8$ | Good |
| $0.8 > \alpha \geq 0.7$ | Acceptable |
| $0.7 > \alpha \geq 0.6$ | Questionable |
| $0.6 > \alpha \geq 0.5$ | Poor |
| $0.5 > \alpha$ | Unacceptable |

Source: Jain, S., and Angural, V. (2017). *Use of Cronbach's alpha in dental research*. Medico Research Chronicles.

### 3.8.3 Inferential Analysis

#### 3.8.3.1 Multiple Linear Regression Analysis

Multiple regression analysis is a statistical technique that evaluates a dependent variable's variance by regressing the IVs on it (Sekaran & Bougie, 2019). This analysis independently determines the degree of relationship between a DV and multiple IVs (Alita et al., 2021).

The general equation for multiple regression analysis is:

$y = b_1x_1 + b_2x_2 + \ldots + b_nx_n + c$

For this study, three equations were made:

Equation 1: $PE = \beta_1LSC + \beta_2IQ + c$
Equation 2: $PV = \beta_1PU + \beta_2PC + \beta_3PP + c$
Equation 3: $IBB = \beta_1PE + \beta_2PV + c$

Whereby, LSC = Live Streamer Characteristic
IQ = Information Quality
PU = Product Usefulness
PC = Purchase Convenience
PP = Product Price
PE = Perceived Enjoyment
PV = Perceived Value
IBB = Impulse Buying Behaviour

Regression analysis analyses the outcome using several statistical values. First, $R^2$ is a statistical metric that shows what proportion of the variance of DV that may be explained by the IVs (Karch, 2020). The greater the $R^2$ value, the better the model fits the data (Kasuya, 2019). Additionally, the regression model's overall statistical significance is evaluated using the F-value. In the meanwhile, the significance of a single predictor is evaluated using the t-value (Sarstedt et al., 2019). The p-value is commonly employed to assist researchers plan whether a hypothesis is supported or rejected. According to Montgomery et al (2021), a p-value of lower than 0.05 shows a significant relationship. According to Olsen et al. (2020), the unstandardized beta (B) is utilized to describe DV's size can fluctuate with a one-unit change in the independent variable. Furthermore, to determine which independent factors have a greater impact on the dependent variable, the standardized beta (β) value is also used.

## 3.9 Conclusion

In summary, this chapter discussed a variety of methodologies used to carry out the study. A quantitative and descriptive research are utilized in the study. Besides, a purposive sampling is recommended to gather the data sources to test on the relationship of the hypothesis and investigate internal reliability. Lastly, descriptive analysis and interferential analysis were also included.

# CHAPTER 4: DATA ANALYSIS

## 4.0 Introduction

This chapter presents the research findings, starting with the examination of respondents' demographic profile. The research data is analyzed in this section utilizing Statistical Package for Social Sciences (SPSS) software, ver. 29.

## 4.1 Respond Rates and Screening

Data from Malaysian consumers with prior live shopping experience were gathered through the creation of Google form. During the data collection period, Facebook Messenger, Instagram, Shopee Chats, Lazada Messages, and WhatsApp were used to send and distribute the survey link. A total of 310 of the 350 surveys that were sent out were returned, yielding an 88.6% response rate. Following a screening procedure to filter out consumers who have never engaged in live shopping (10 cases), 300 respondents were examined in more detail.

## 4.2 Demography of Respondent

The analysis of 300 responders is discussed in this section. The demographics of the respondents are explained and visualized using tables (i.e., frequency distribution tables) and graphics (i.e., pie charts).

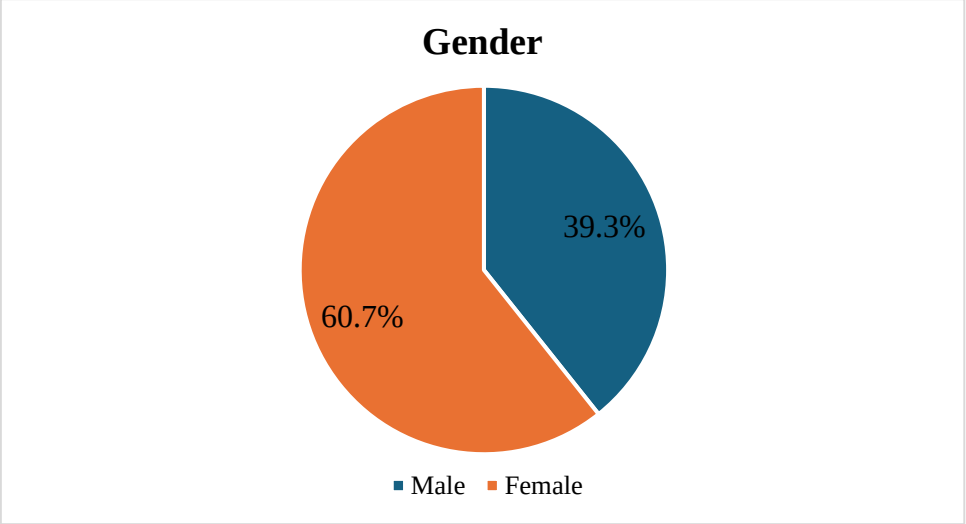
### 4.2.1 Gender

Table 4.1: Gender

| | Frequency | Percent (%) | Valid Percent (%) | Cumulative Percent (%) |
|---|---|---|---|---|
| Male | 118 | 39.3 | 39.3 | 39.3 |
| Female | 182 | 60.7 | 60.7 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

Source: Developed for the research.

Figure 4.1: Gender




Source: Developed for the research.

Table 4.1 and Figure 4.1 display the gender distribution of respondents, with female respondents made up the largest percentage (60.7%), while male respondents made up just 39.3%.

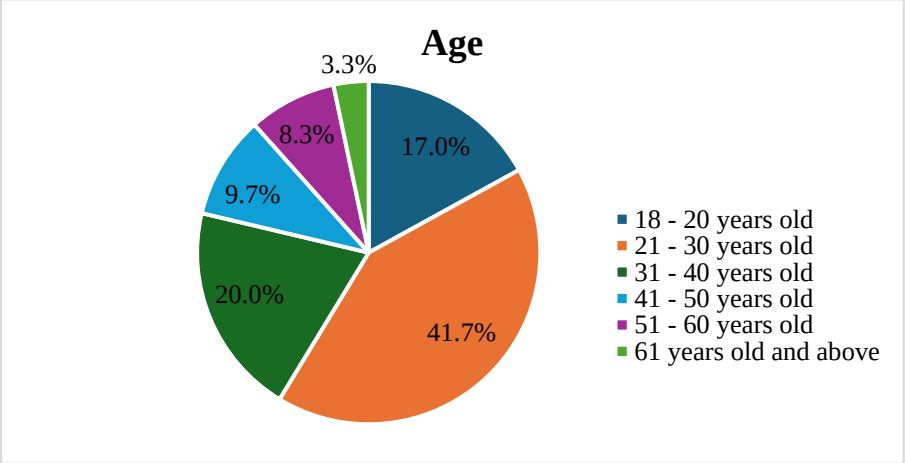
### 4.2.2 Age

Table 4.2: Age

| | Frequency | Percent (%) | Valid Percent (%) | Cumulative Percent (%) |
|---|---|---|---|---|
| 18 – 20 years old | 51 | 17.0 | 17.0 | 17.0 |
| 21 – 30 years old | 125 | 41.7 | 41.7 | 58.7 |
| 31 – 40 years old | 60 | 20.0 | 20.0 | 78.7 |
| 41 – 50 years old | 29 | 9.7 | 9.7 | 88.4 |
| 51 – 60 years old | 25 | 8.3 | 8.3 | 96.7 |
| 61 years old and above | 10 | 3.3 | 3.3 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

Source: Developed for the research.

Figure 4.2: Age




Source: Developed for the research.

Table 4.2 and Figure 4.2 show the age distribution of the respondents. With 41.7% of the total responses, the 21 – 30 age group was the largest, followed by the 31 – 40 age group (20.0%) and the 18 – 20 age group (17.0%). Furthermore, 9.7% of the responders were 41 – 50 years old. the proportion of responders in the age group of 51 – 60 and above 61 years old was comparatively low, at 8.3% and 3.3%, respectively.

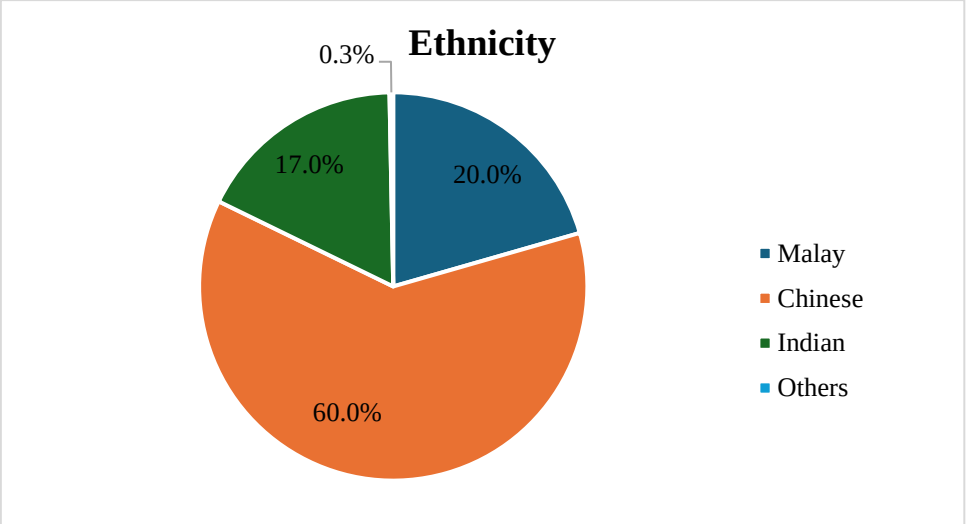
### 4.2.3 Ethnicity

Table 4.3: Ethnicity

| | Frequency | Percent (%) | Valid Percent (%) | Cumulative Percent (%) |
|---|---|---|---|---|
| Malay | 68 | 22.7 | 22.7 | 22.7 |
| Chinese | 180 | 60.0 | 60.0 | 82.7 |
| Indian | 51 | 17.0 | 17.0 | 99.7 |
| Others | 1 | 0.3 | 0.3 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

Source: Developed for the research.

Figure 4.3: Ethnicity




Source: Developed for the research.

Table 4.3 and Figure 4.3 have shown the ethnic composition of respondents. The ethnic composition of the respondents includes Chinese (60.0%), Malay (20.0%), Indian (17.0%), and other ethnic groups (0.3%). Chinese account for a higher proportion in this study, while the proportion of Indians is relatively low.

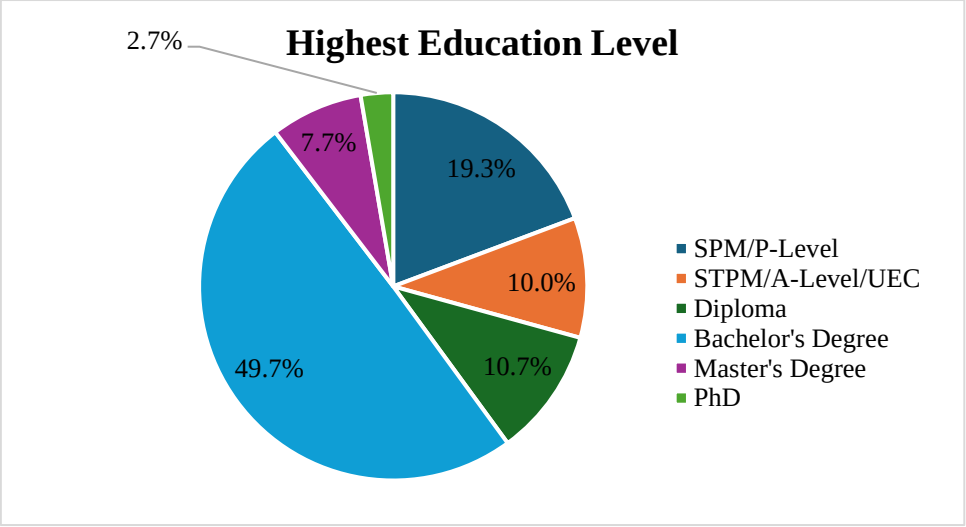
### 4.2.4 Highest Education Level

Table 4.4: Highest Education Level

| | Frequency | Percent (%) | Valid Percent (%) | Cumulative Percent (%) |
|---|---|---|---|---|
| SPM/O-Level | 58 | 19.3 | 19.3 | 19.3 |
| STPM/A-Level/UEC | 30 | 10.0 | 10.0 | 29.3 |
| Diploma | 32 | 10.7 | 10.7 | 40.0 |
| Bachelor's Degree | 149 | 49.7 | 49.7 | 89.7 |
| Master's Degree | 23 | 7.7 | 7.7 | 97.4 |
| PhD | 8 | 2.7 | 2.7 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

Source: Developed for the research.

Figure 4.4: Highest Education Level




Source: Developed for the research.

Table 4.4 and Figure 4.4 exhibit the highest education level of the respondents. 49.7% of the respondents reported having a bachelor's degree, while 19.3% reported having SPM/O-Level. Diploma, STPM/A-Level/UEC, and master's degree accounted for 10.7%, 10.0%, and 7.7% respectively. Finally, 2.7% of respondents had a PhD degree.

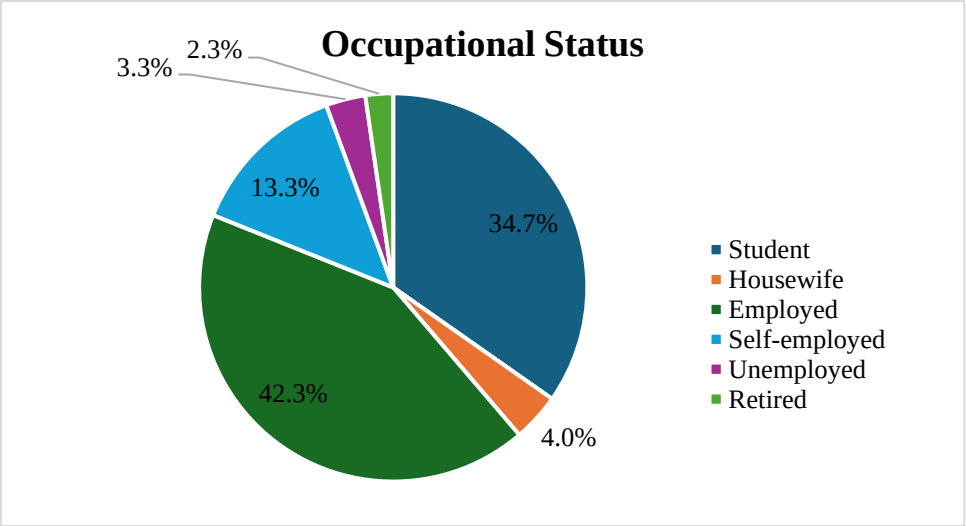
### 4.2.5 Occupational Status

Table 4.5: Occupational Status

| | Frequency | Percent (%) | Valid Percent (%) | Cumulative Percent (%) |
|---|---|---|---|---|
| Student | 104 | 34.7 | 34.7 | 34.7 |
| Housewife | 12 | 4.0 | 4.0 | 38.7 |
| Employed | 127 | 42.3 | 42.3 | 81.0 |
| Self-employed | 40 | 13.3 | 13.3 | 94.3 |
| Unemployed | 10 | 3.3 | 3.3 | 97.6 |
| Retired | 7 | 2.3 | 2.3 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

Source: Developed for the research.

Figure 4.5: Occupational Status




Source: Developed for the research.

Table 4.5 and Figure 4.5 display the occupational composition of respondents. 42.3% of them were identified as employed, 34.7% as students, and 13.3% as self-employed. Housewives accounted for 4.0% of them for this study. In contrast, unemployed and retired responders accounted for 3.3% and 2.3% respectively.

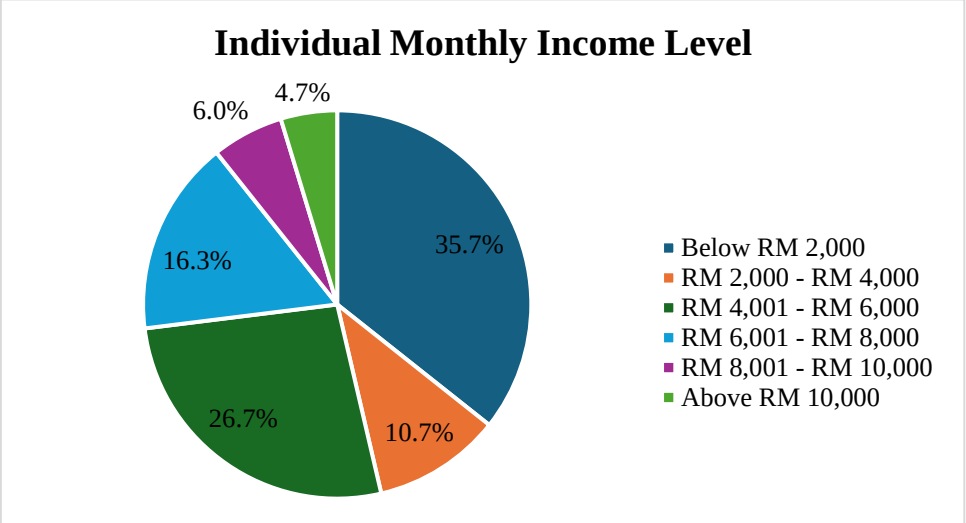
### 4.2.6 Individual Monthly Income Level

Table 4.6: Individual Monthly Income Level

| | Frequency | Percent (%) | Valid Percent (%) | Cumulative Percent (%) |
|---|---|---|---|---|
| Below RM 2,000 | 107 | 35.7 | 35.7 | 35.7 |
| RM 2,000 – RM 4,000 | 32 | 10.7 | 10.7 | 46.4 |
| RM 4,001 – RM 6,000 | 80 | 26.7 | 26.7 | 73.1 |
| RM 6,001 – RM 8,000 | 49 | 16.3 | 16.3 | 89.4 |
| RM 8,001 – RM 10,000 | 18 | 6.0 | 6.0 | 95.4 |
| Above RM 10,000 | 14 | 4.7 | 4.7 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

Source: Developed for the research.

Figure 4.6: Individual Monthly Income Level




Source: Developed for the research.

Table 4.6 and Figure 4.6 listed respondents' individual monthly income levels. The largest percentage of them (35.7%) were those whose income was less than RM2,000. Furthermore, out of the respondents, 16.3% claimed their income level was between RM6,001 and RM8,000, and 26.7% said their income level was between RM4,001 and RM6,000. Furthermore, 10.7% of those surveyed said they

made between RM2,000 and RM4,000 every month. Lastly, 4.7% of respondents earned more than RM10,000 per month, and 6.0% of respondents earned between RM8,001 and RM10,000 per month.

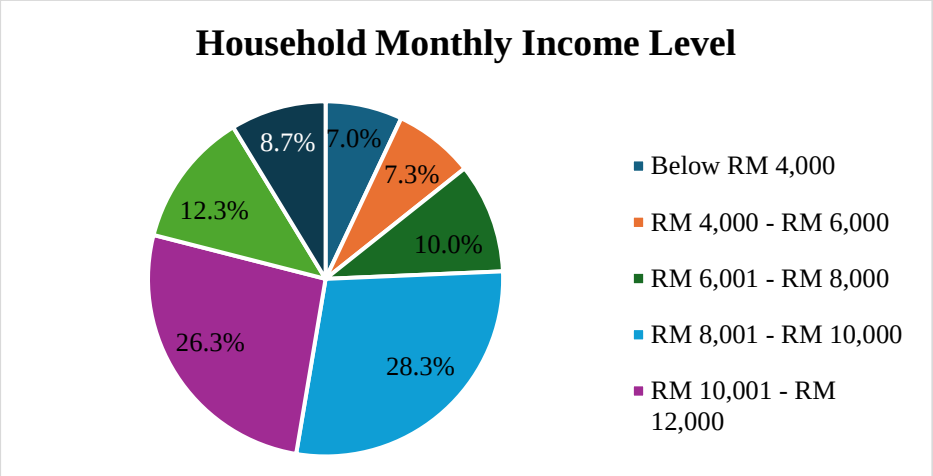
### 4.2.7 Household Monthly Income Level

Table 4.7: Household Monthly Income Level

| | Frequency | Percent (%) | Valid Percent (%) | Cumulative Percent (%) |
|---|---|---|---|---|
| Below RM 4,000 | 21 | 7.0 | 7.0 | 7.0 |
| RM 4,000 – RM 6,000 | 22 | 7.3 | 7.3 | 14.3 |
| RM 6,001 – RM 8,000 | 30 | 10.0 | 10.0 | 24.3 |
| RM 8,001 – RM 10,000 | 85 | 28.3 | 28.3 | 52.6 |
| RM 10,001 – RM 12,000 | 79 | 26.3 | 26.3 | 78.9 |
| RM 12,001 – RM 14,000 | 37 | 12.3 | 12.3 | 91.2 |
| Above RM 14,000 | 26 | 8.7 | 8.7 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

Source: Developed for the research.

Figure 4.7: Household Monthly Income Level




Source: Developed for the research.

Table 4.7 and Figure 4.7 highlighted the monthly household income levels of the respondents. The largest percentage of them (28.3%) were those whose income between RM8,001 and RM10,000, while 26.3% of the respondents stated that their income was between RM10,001 and RM12,000, and 12.3% of the respondents said that their income was between RM12,001 and RM14,000. In addition, 10.0% and 8.7% of the respondents indicated that their monthly income was between RM6,001 and RM8,000 and above RM14,000. Lastly, the respondents with a monthly income between RM4,000 and RM6,000 and below RM4,000 accounted for 7.3% and 7.0% respectively.

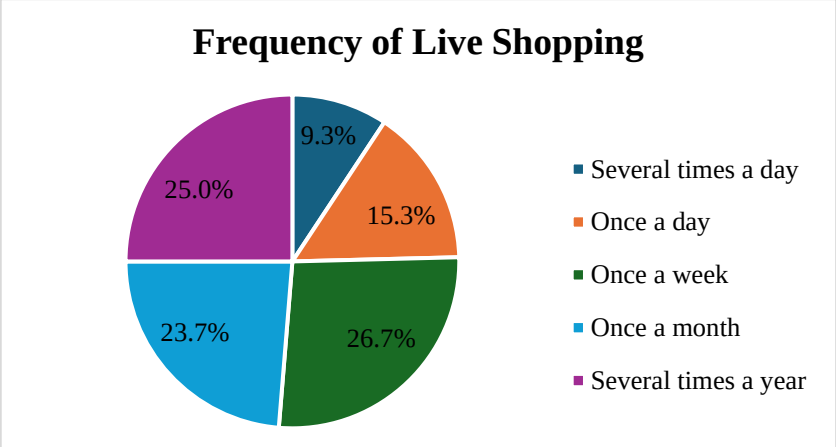
### 4.2.8 Frequency of Live Shopping

Table 4.8: Frequency of Live Shopping

| | Frequency | Percent (%) | Valid Percent (%) | Cumulative Percent (%) |
|---|---|---|---|---|
| Several times a day | 28 | 9.3 | 9.3 | 9.3 |
| Once a day | 46 | 15.3 | 15.3 | 24.6 |
| Once a week | 80 | 26.7 | 26.7 | 51.3 |
| Once a month | 71 | 23.7 | 23.7 | 75.0 |
| Several times a year | 75 | 25.0 | 25.0 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

Source: Developed for the research.

Figure 4.8: Frequency of Live Shopping




Source: Developed for the research.

Table 4.8 and Figure 4.8 depicted the frequency of live shopping by the respondents. Based on the findings, 26.7% of the respondents shop through live streaming commerce once a week, 25.0% of the respondents do it several times a year, and 23.7% of the respondents do it once a month. Only 15.3% of the respondents said they do it once a day. On the contrary, fewer respondents do it several times a day, accounting for 9.3%.

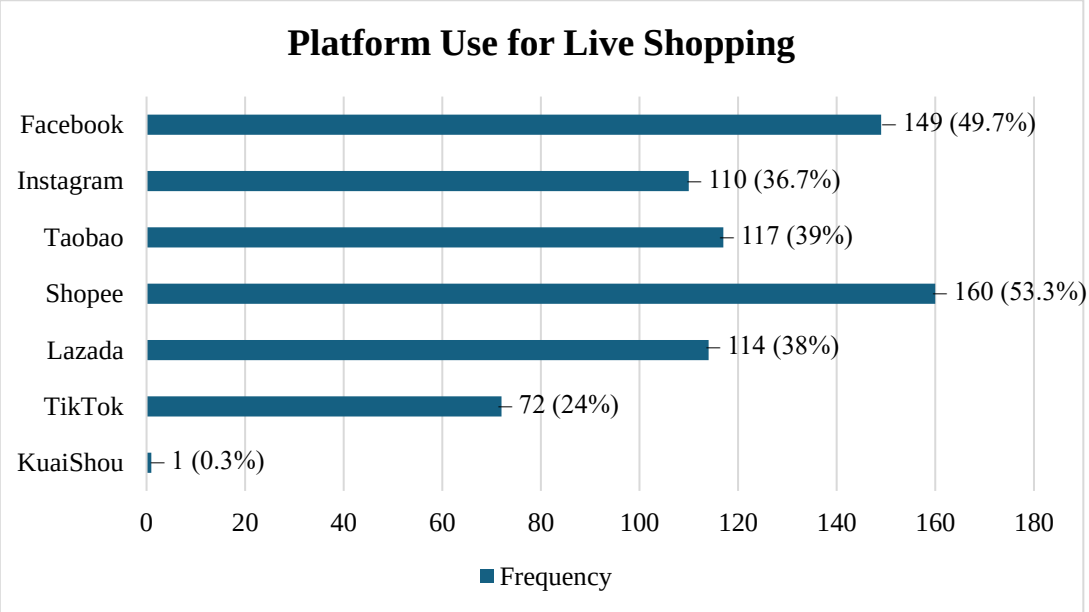
### 4.2.9 Platform Use for Live Shopping

Table 4.9: Platform Use for Live Shopping

| | Frequency | Percent (%) | Valid Percent (%) |
|---|---|---|---|
| Facebook | 149 | 49.7 | 49.7 |
| Instagram | 110 | 36.7 | 36.7 |
| Taobao | 117 | 39.0 | 39.0 |
| Shopee | 160 | 53.3 | 53.3 |
| Lazada | 114 | 38.0 | 38.0 |
| TikTok | 72 | 24.0 | 24.0 |
| KuaiShou | 1 | 0.3 | 0.3 |

Source: Developed for the research.

Figure 4.9: Platform Use for Live Shopping




Source: Developed for the research.

Table 4.9 and Figure 4.9 show the platforms that respondents use for live shopping. Shopee is the main platform for respondents to conduct live shopping, accounting for 53.3%. Facebook ranks second, accounting for 49.7%. It is followed by Taobao (39%), Lazada (38%), Instagram (36.7%), and TikTok (24%). Moreover, only 0.3% of respondent use other platforms for live shopping.

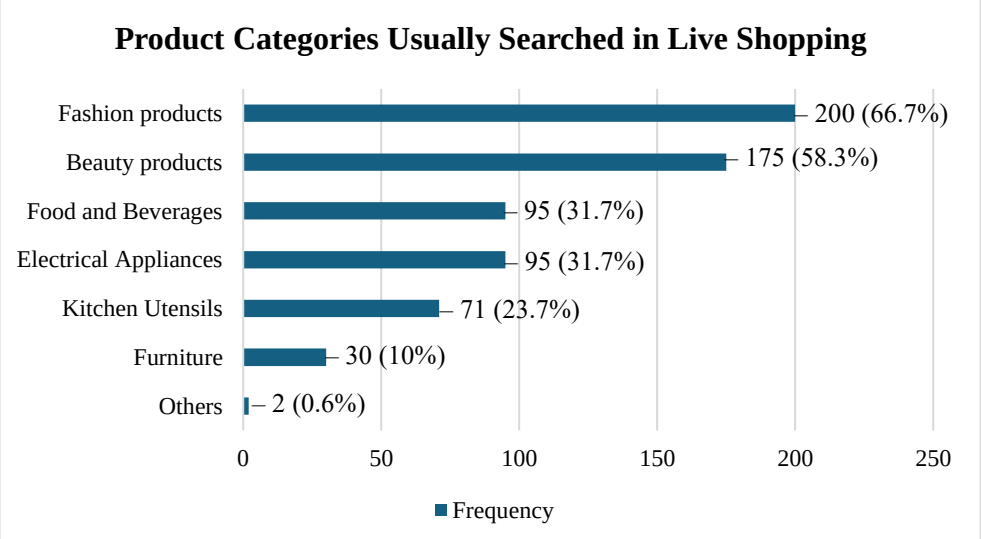
### 4.2.10 Product Categories Usually Searched in Live Shopping

Table 4.10: Product Categories Usually Searched in Live Shopping

| | Frequency | Percent (%) | Valid Percent (%) |
|---|---|---|---|
| Fashion products (i.e., clothing, shoes, bags, jewellery, etc.) | 200 | 66.7 | 66.7 |
| Beauty products (i.e., cosmetics, skin care, etc.) | 175 | 58.3 | 58.3 |
| Food and Beverages | 95 | 31.7 | 31.7 |
| Electrical Appliances | 95 | 31.7 | 31.7 |
| Kitchen Utensils | 71 | 23.7 | 23.7 |
| Furniture | 30 | 10.0 | 10.0 |
| Others | 2 | 0.6 | 0.6 |

Source: Developed for the research.

Figure 4.10: Product Categories Usually Searched in Live Shopping




Source: Developed for the research.

Table 4.10 and Figure 4.10 illustrate the categories of products that respondents frequently search for during live shopping. The results show that fashion products are the most frequently searched products during live shopping, which is 66.7%. Furthermore, 58.3% of respondents searched for beauty products during live shopping. The search volume for food and beverage and electrical appliances accounted for 31.7% each, while kitchen utensils was 23.7%. In contrast, the search volume for furniture was very small, only 10%, and only 0.6% of respondents had not searched for these products during live shopping.

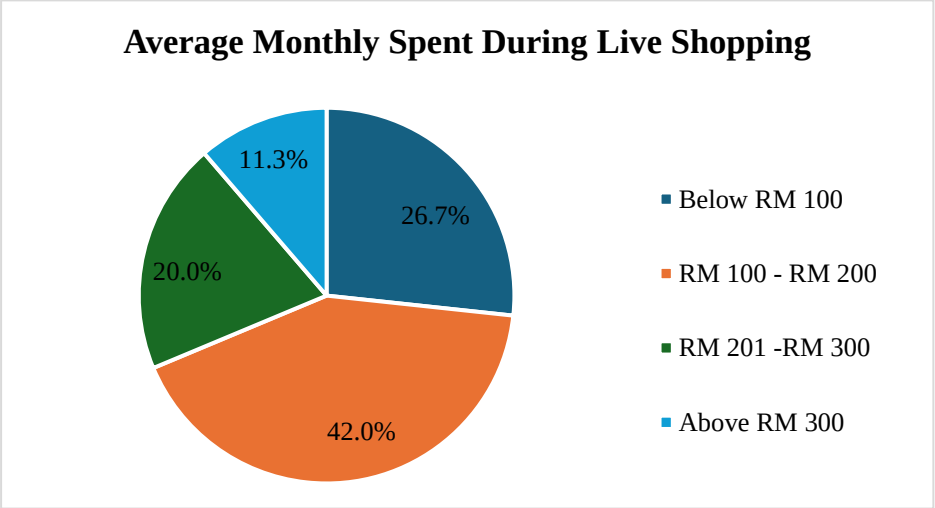
### 4.2.11 Average Monthly Spent During Live Shopping

Table 4.11: Average Monthly Spent During Live Shopping

| | Frequency | Percent (%) | Valid Percent (%) | Cumulative Percent (%) |
|---|---|---|---|---|
| Below RM 100 | 80 | 26.7 | 26.7 | 26.7 |
| RM 100 – RM 200 | 126 | 42.0 | 42.0 | 68.7 |
| RM 201 – RM 300 | 60 | 20.0 | 20.0 | 88.7 |
| Above RM 300 | 34 | 11.3 | 11.3 | 100.0 |
| **Total** | **300** | **100.0** | **100.0** | |

Source: Developed for the research.

Figure 4.11: Average Monthly Spent During Live Shopping




Source: Developed for the research.

Table 4.11 and Figure 4.11 indicated the average expenditure of the respondents per month during live shopping. 42.0% of the respondents said that they spent between RM100 and RM200, while another 26.7% of the respondents spent less than RM100. Some respondents (20.0%) spent between RM201 and RM300 per month, while only 11.3% of the respondents spent more than RM300 per month on live shopping.

## 4.3 Internal Reliability Test

Cronbach's alpha index was used to calculate the internal reliability of each variable, and a total of 34 items and 300 samples were tested.

Table 4.12: Internal Reliability Test

| Variables | Items | Scale | Cronbach's Alpha |
|---|---|---|---|
| Live Streamers Characteristics | 5 | 1-5 | 0.818 |
| Information Quality | 4 | 1-5 | 0.812 |
| Product Usefulness | 3 | 1-5 | 0.773 |
| Purchase Convenience | 5 | 1-5 | 0.838 |
| Product Price | 5 | 1-5 | 0.770 |
| Perceived Enjoyment | 3 | 1-5 | 0.813 |
| Perceived Value | 4 | 1-5 | 0.793 |
| Impulse Buying Behaviour | 5 | 1-5 | 0.872 |

Source: Developed for the research.

Table 4.12 lists the Cronbach's alpha values of each construct. The results show that the alpha values of all constructs are higher than 0.7, so the reliability of all constructs is high. According to the Cronbach's alpha rule of thumb, all constructs, including LSC (0.818), IQ (0.812), PU (0.773), PV (0.838), PP (0.770), PE (0.813), PV (0.793) and IBB (0.872), have an acceptable and good reliability (0.70-0.90).

# 4.4 Multiple Linear Regression Analysis

## 4.4.1 Regression Analysis for Predicting Perceived Enjoyment

Table 4.13: Regression Analysis for Predicting Perceived Enjoyment

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .722[a] | .521 | .518 | 2.10040 |

a. Predictors: (Constant), IQ, LSC

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1425.853 | 2 | 712.926 | 161.600 | <.001[b] |
| | Residual | 1310.267 | 297 | 4.412 | | |
| | Total | 2736.120 | 299 | | | |

a. Dependent Variable: PE

b. Predictors: (Constant), IQ, LSC

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 1.815 | .596 | | 3.044 | .003 | .641 | 2.989 |
| | LSC | .155 | .042 | .229 | 3.716 | <.001 | .073 | .236 |
| | IQ | .439 | .051 | .533 | 8.657 | <.001 | .339 | .539 |

a. Dependent Variable: PE

Source: Developed for the research.

From the above results, we can construct an equation:

**Equation (1):**

PE = 1.815 + (0.155) LSC + (0.439) IQ

This formula states that PE will rise by 0.155 units for every unit increase in LSC and by 0.439 units for every unit increase in IQ.

The $R^2$ value is 0.521 according to the results. This indicates that the live streamers characteristics and information quality account for 52.1% of the variance in the perceived enjoyment. Other influencing factors that cannot be addressed by this research model account for the remaining 47.9% of the variation.

According to the statistical findings, two independent factors significantly affect perceived enjoyment in this regression model ($F=161.600$, $p<0.001$). Perceived enjoyment is significantly impacted by live streamers' characteristics ($t=3.716$, $p<0.001$). This implies that consumers' perceived enjoyment of live streaming increases with the well-being of live streamers. H1 is therefore supported.

Furthermore, perceived enjoyment is significantly impacted by the information quality ($t=8.657$, $p<0.001$). This implies that consumers' perceived enjoyment of live streaming increases with the calibre of information provided by live streamers. H2 is therefore also supported.

### 4.4.2 Regression Analysis for Predicting Perceived Value

Table 4.14: Regression Analysis for Predicting Perceived Value

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .763[a] | .582 | .578 | 2.46093 |

a. Predictors: (Constant), PP, PU, PC

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 2496.376 | 3 | 832.125 | 137.401 | <.001[b] |
| | Residual | 1792.624 | 296 | 6.056 | | |
| | Total | 4289.000 | 299 | | | |

a. Dependent Variable: PV

b. Predictors: (Constant), PP, PU, PC

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 1.458 | .753 | | 1.936 | .054 | -.024 | 2.941 |
| | PU | .134 | .059 | .110 | 2.284 | .023 | .019 | .250 |
| | PC | .232 | .048 | .270 | 4.804 | <.001 | .137 | .327 |
| | PP | .408 | .048 | .472 | 8.549 | <.001 | .314 | .502 |

a. Dependent Variable: PV

Source: Developed for the research.

From the above results, an equation is as follows:

**Equation (2):**

PV = 1.458 + (0.134) PU + (0.232) PC + (0.408) PP

This formula states that PV will rise by 0.134 units for every unit increase in PU. For every 1 unit increase in PC, PV will increase by 0.232 units. In addition, for every 1 unit increase in PP, PV will increase by 0.408 units.

The $R^2$ value is 0.582 according to the results. This suggests that product price, purchase convenience, and product usefulness account for 58.2% of the variation in perceived value. Other influencing elements that this research model cannot explain account for the remaining 41.8%.

According to the statistical findings, perceived value is significantly influenced by the three independent variables in the regression model ($F=137.401$, $p<0.001$). H3 is supported as product usefulness significantly affects perceived value ($t=2.284$, $p<0.05$); that is, the more useful the product, the greater the consumer's perceived value.

In addition, purchase convenience has a significant relationship with perceived value ($t=4.804$, $p<0.001$), that is, the more convenient the live purchase process is, the higher the consumer's perceived value is, so H4 is supported. Additionally, product price has a significant relationship with perceived value ($t = 8.549$, $p < 0.001$), which is the higher of the product affordability will lead to a higher consumer's perceived value, thus H5 is supported.

### 4.4.3 Regression Analysis for Predicting Impulse Buying Behaviour

Table 4.15: Regression Analysis for Predicting Impulse Buying Behaviour

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|---|---|---|---|---|
| 1 | .751[a] | .563 | .560 | 3.33849 |

a. Predictors: (Constant), PV, PE

**ANOVA**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 4271.828 | 2 | 2135.914 | 191.639 | <.001[b] |
| | Residual | 3310.208 | 297 | 11.145 | | |
| | Total | 7582.037 | 299 | | | |

a. Dependent Variable: IBB

b. Predictors: (Constant), PV, PE

**Coefficients**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 3.512 | .879 | | 3.996 | <.001 | 1.782 | 5.242 |
| | PE | .587 | .100 | .353 | 5.875 | <.001 | .390 | .784 |
| | PV | .591 | .080 | .445 | 7.411 | <.001 | .434 | .748 |

a. Dependent Variable: IBB

Source: Developed for the research.

From the above results, an equation is established:

**Equation (3):**

IBB = 3.512 + (0.587) PE + (0.591) PV

According to this formula, IBB will rise by 0.587 units for every unit increase in PE. Additionally, IBB will rise by 0.591 units for every unit increase in PV.

The results indicate that the $R^2$ value is 0.563. This indicates that perceived value and perceived enjoyment account for 56.3% of the variation in impulse buying behaviour. Nevertheless, other contributing factors that are not covered by this research model account for the remaining 43.7% of the variation.

The statistical results show that in this regression model, two independent variables have a significant impact on impulse buying behaviour ($F=191.639$, $p<0.001$). Specifically, perceived enjoyment has a significant effect on impulse buying behaviour ($t =5.875$, $p<0.001$). This indicates that the greater the enjoyment consumers perceived in live streaming, their impulse buying behaviour will also increase. Therefore, H6 is supported.

Lastly, perceived value has a significant effect on impulse buying behaviour ($t=7.411$, $p<0.001$). This means that the higher the value consumers perceived, the higher their impulsive buying behaviour will be. Hence, H7 is also supported.

## 4.5 Hypotheses Testing

Table 4.16 summarize a conclusion of the hypothesis testing results for these seven hypotheses proposed.

Table 4.16: Summary of Hypotheses Testing Results

| Hypothesis | Path | Findings | Result |
|---|---|---|---|
| H1 | LSC → PE | $\beta = 0.229$<br>$p < 0.001$ | Supported |
| H2 | IQ → PE | $\beta = 0.533$<br>$p < 0.001$ | Supported |
| H3 | PU → PV | $\beta = 0.110$<br>$p = 0.023$ | Supported |
| H4 | PC → PV | $\beta = 0.270$<br>$p < 0.001$ | Supported |
| H5 | PP →PV | $\beta = 0.472$<br>$p < 0.001$ | Supported |
| H6 | PE → IBB | $\beta = 0.353$<br>$p < 0.001$ | Supported |
| H7 | PV → IBB | $\beta = 0.445$<br>$p < 0.001$ | Supported |

Source: Developed for the research.

## 4.6 Conclusion

This chapter conducted statistical and inferential analysis on 300 samples and excluded consumers who had no experience in live shopping. The results showed that all the hypotheses proposed were supported.

# CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

## 5.0 Introduction

Chapter 5 provides a summary of the completed research topic. This chapter concludes the statistical evaluation and comprehension of the main results. The limits of the study will also be emphasized, and suitable suggestions for further study will be offered.

## 5.1 Demographic Profile

300 live streaming commerce consumers from Malaysia took part in the survey. Only 39.3% of the respondents were male (118 respondents), whereas 60.7% were female (182 respondents). Most respondents were between the ages of 21 and 30 (41.7%, 125 respondents). Furthermore, a larger percentage of respondents were employed (42.3%, 127 respondents). This is due to the younger respondents were exposed to technology from an early age and are more likely to follow trends and attempt new things, which increases their interest in live streaming commerce purchasing.

Regarding the purchasing behaviour of Malaysian consumers during live streaming commerce, 26.7% (80 respondents) stated that they shop through live streaming commerce once a week. Shopee was the most popular e-commerce platform for live streaming shoppers (53.3%, 160 respondents). Additionally, during live streaming commerce, Malaysian consumers conducted more searches for fashion products (66.7%, 200 respondents). Furthermore, most live stream shoppers spent between RM100 and RM200 on a monthly average (42%, 126 respondents), with only 11.3% of consumers spent more than RM300 (34 respondents).

## 5.2 Discussion of Major Findings

Table 5.1 illustrates the hypothesized results of this study.

Table 5.1: Hypothesis Testing Summary

| Hypothesis | Relationship | Result |
|---|---|---|
| H1 | Live streamers characteristics has a significant positive influence on perceived enjoyment of consumers during live streaming commerce. | **Supported** |
| H2 | Information quality has a significant positive influence on perceived enjoyment of consumers during live streaming commerce. | **Supported** |
| H3 | Product usefulness has a significant positive influence on perceived value of consumers during live streaming commerce. | **Supported** |
| H4 | Purchase convenience has a significant positive influence on perceived value of consumers during live streaming commerce. | **Supported** |
| H5 | Product price has a significant positive influence on perceived value of consumers during live streaming commerce. | **Supported** |
| H6 | Perceived enjoyment has a significant positive influence on impulse buying behaviour of consumers during live streaming commerce. | **Supported** |
| H7 | Perceived value has a significant positive influence on impulse buying behaviour of consumers during live streaming commerce. | **Supported** |

Source: Developed for the research.

### 5.2.1 Relationship between Live Streamers Characteristics and Perceived Enjoyment

According to H1, live streamers characteristics are positively correlated with consumers' perceived enjoyment during live streaming commerce. The study's statistical findings support the relationship between the two constructs ($\beta = 0.229$, $p < 0.001$). This finding is in line with earlier research showing a positive correlation between live streamers characteristics and perceived enjoyment (Bergkvist & Zhou, 2016; Xu et al., 2020). Live streamers' ability to emotionally

connect with the consumers through their appeal and credibility can lead to parasocial interactions. These one-sided relationships improved the consumers' perceived enjoyment and influenced their purchasing decisions. Therefore, this can be explained as a well-behaved live streamer raises the level of perceived enjoyment.

### 5.2.2 Relationship between Information Quality and Perceived Enjoyment

According to H2, perceived enjoyment is predicted by information quality in live streaming commerce contexts. The study's statistical findings demonstrate that consumers' perceived enjoyment in live streaming commerce is significantly enhanced by information quality ($\beta = 0.533$, $p < 0.001$). This result appears to be in line with earlier studies that found a positive relationship between information quality and perceived enjoyment (Zhang et al., 2021). A clear and comprehensive product information can put consumers in a state of flow, where they are enjoying and completely absorbed in the activity. This immersive experience raises consumers' perceived enjoyment (Shi et al., 2024). Perceived enjoyment is typically more influenced by the information quality than by live streamers characteristics. This is a result of consumers prioritizing information clarity and utility when making judgments about what to buy (Zhou & Tong, 2022).

### 5.2.3 Relationship between Product Usefulness and Perceived Value

H3 argues that product usefulness is positively related to consumers' perceived value. According to the study's statistical findings, there is a relationship between product usefulness and perceived value ($\beta = 0.110$, $p = 0.023 < 0.05$). This outcome is consistent with earlier research demonstrating a positive correlation between perceived value and product usefulness (Othman et al., 2017). According to Qing and Jin (2022), in live streaming commerce, product usefulness has a considerable

impact on perceived value. According to the study, consumers view a product as having greater value when they find it beneficial, which boosts their trust.

### 5.2.4 Relationship between Purchase Convenience and Perceived Value

H4 stated that purchase convenience significantly affects perceived value. According to the study's statistical findings, consumers' perceived value in live streaming commerce are significantly positively impacted by purchase convenience ($\beta = 0.270$, $p < 0.001$). This result seems consistent with earlier studies that found a positive correlation between purchase convenience and perceived value (Zeqiri et al., 2023). Convenience can increase the perceived value of shopping by reducing the amount of work needed to find, acquire, hold, and exchange products. Real-time demonstrations and interactive sessions streamline the shopping experience in a live streaming commerce setting, increasing its effectiveness. This effectiveness raises the perceived value for consumers (Wang, 2024).

### 5.2.5 Relationship between Product Price and Perceived Value

According to H5, product price is positively correlated with perceived value during live streaming commerce. H5 is supported by significant value, which shows that product price significantly increases consumers' perceived value during live streaming commerce ($\beta = 0.472$, $p < 0.001$). Prior research has emphasized how product price influences consumers' perceived value (Beneke et al., 2013). Consumers are more satisfied and likely to buy a product when they believe it offers good value for their money (Zhang, 2023). Consumers weigh price and quality while evaluating products. They may swiftly evaluate this balance in a live streaming commerce setting because product attributes and pricing information are shown instantly, frequently giving price more weight as a value factor. This is in line with the conclusions of Shi et al. (2023), who emphasized how pricing affects consumers' perceived value.

### 5.2.6 Relationship between Perceived Enjoyment and Impulse Buying Behaviour

H6 suggested that during live streaming commerce, consumers' perceived enjoyment and impulse buying behaviour were positively correlated. According to the study's findings, there is a significant positive relationship between consumers' perceived enjoyment and impulse buying behaviour ($\beta = 0.353$, $p < 0.001$). Prior research has also shown that impulse buying behaviour is positively correlated with perceived enjoyment (Beatty & Ferrell, 1988; Zhang et al., 2021). Perceived enjoyment can weaken self-control and make impulsive buying more likely to happen. For instance, live streamer's interaction might increase perceived value, which has a direct impact on consumers' desire to make an impulse purchase (Lin et al., 2023). Furthermore, consumers may be prompted to make impulsive buying because of the streamers and audience's immediate interaction, which can boost satisfaction (Indriastuti et al., 2024).

### 5.2.7 Relationship between Perceived Value and Impulse Buying Behaviour

H7 pointed out that perceived value is positively correlated with impulse buying behaviour during live streaming commerce. The statistical result reveals that perceived value has a significant positive relationship with impulse buying behaviour, and confirming H7 ($\beta = 0.445$, $p < 0.001$). This result is also confirmed by Sun et al. (2023) indicating that perceived value has a significant relationship with impulse buying behaviour. According to Beatty and Ferrell (1998), consumers' perceived value of products is positively correlated with their propensity to make impulse buying. Zhang et al. (2022) also proved that consumers will be more likely to have a positive perceived value if they believe that the products exceed their initial expectations, resulting in an increase in impulse buying behaviour.

## 5.3 Implications of the Study

### 5.3.1 Theoretical Implications

This study makes a significant theoretical contribution by expanding the application of the stimulus-organism-response (SOR) model to the live streaming commerce scenario in Malaysia. Currently, the context of live streaming commerce in Malaysia is still not well covered in the literature. While previous research has investigated impulse buying behaviour in the global live streaming environment (Lee & Chen, 2021; Lou et al., 2022), few studies have focused on how the model functions in Southeast Asian markets, particularly Malaysia. By empirically confirms that information quality positively affects perceived enjoyment and that perceived value positively affect impulse buying behaviour, the robustness of the SOR framework in new cultural and technological contexts is confirmed by this study.

Moreover, this study supports the idea that perceived enjoyment and perceived value lead to impulse buying behaviour, which is in line with earlier research showing that affective and cognitive assessments influence consumer behaviour (Mehrabian & Russell, 1974; Eroglu et al., 2003). By adding live streaming specific stimuli, this improves the SOR model in the context of digital shopping and offers a more sophisticated explanation of how consumer psychology functions in a real-time social commerce setting.

### 5.3.2 Practical Implications

The results offer insightful information for Malaysian live streaming commerce businesses and online retailers looking to boost consumer engagement and boost sales.

Firstly, employing live streamers who are charismatic, knowledgeable, and offer high-quality, trustworthy information can improve the online shopping experience, as seen by the significant effect of live streamers characteristics and information quality on perceived enjoyment. Retailers can thus prioritize on educating streamers to use more accurate product demonstrations and captivating communication styles, as they have been shown to lower perceived risk and boost consumer happiness (Gao et al., 2012; Nicolaou et al., 2013).

Besides, businesses should prioritize value-driven offerings because of the positive impact that product usefulness, purchase convenience, and product price have on perceived value. This entails choosing products with obvious useful advantages, streamlining the checkout procedure, and implementing aggressive pricing plans. Konuk (2019) noted that good product prices can improve consumers' perceived value, which can have a big impact on purchase decisions in the hectic live streaming shopping environment.

Lastly, since perceived enjoyment and perceived value are strong motivators for impulse buying behaviour, marketers should concentrate on producing immersive, emotionally charged live streams that effectively convey the advantages and worth of their products. Businesses may encourage consumers to make immediate purchases by improving the total consumer experience. This will raise conversion rates and income in Malaysia's expanding live streaming commerce market.

## 5.4 Limitations of the Study

Even though this study has made a substantial contribution, it undoubtedly has some shortcomings that should be acknowledged and noted for future research to advance.

### 5.4.1 Limiting Research Based on Positive Emotions

The sole focus of this study was the impact of positive emotions on consumers' impulsive buying during live shopping. Consumers may not always feel positive when they watch the live streaming sales because of the characteristics of live streaming commerce. One of the hallmarks of live streaming commerce is the restricted in time attribute, which could elicit negative emotions. According to earlier research, negative emotions also have a strong driving force and are therefore likely to result in impulse buying behaviour (Ma & Wang, 2021).

### 5.4.2 Omission of Mediation Relationship

This study only considers the direct relationships between stimulus factors (live streamer characteristics, information quality, product usefulness, purchase convenience, and product price), organism factors (perceived enjoyment and perceived value), and response factors (impulse buying behaviour) in the context of live streaming commerce in Malaysia. However, it ignores the possible mediating roles of organism components in the SOR framework. The comprehension of how consumers' emotional and cognitive reactions to stimulus elements impact their impulse buying behaviour may be limited if these mediation pathways are ignored. By investigating the degree to which perceived enjoyment and perceived value mediate the relationship between stimulus factors and impulse buying behaviour, future study could offer a more thorough explanation (Türkdemir et al., 2023).

### 5.4.3 Unexplained Constructs

This study discovered that the regression model's $R^2$ value had suggested other significant factors that may influence the impulse buying behaviour of Malaysian consumers. According to the study's findings, the explanatory power of perceived enjoyment, perceived value, and impulse buying behaviour was 52.1%, 58.2%, and 56.3% respectively. This suggests that other factors may influence Malaysian consumers' perceived enjoyment, perceived value and impulse buying behaviour when they are in live streaming shopping context.

## 5.5 Recommendations for Future Research

### 5.5.1 Explore Negative Emotions

Generally, live streaming is usually meant to establish a limited-time environment, with dealers generally offering limited inventory and temporary promotions. Consumers may feel under pressure to take advantage of these offers, and some may become overwhelmed when they see other consumers making purchases in live streaming commerce (Ma & Wang, 2021). Researchers must thus investigate the different negative emotions such as jealousy (Madadkhani et al., 2023) and fear of missing out (Bläse et al., 2024), that can lead consumers to make impulse buying in live streaming commerce (He et al., 2023). This gives researchers a more thorough understanding of how Malaysian consumers make impulsive buying depending on various emotional states.

### 5.5.2 Incorporating Mediation Analysis

To better understand how stimulus elements indirectly affect impulse buying behaviour, future research should incorporate the mediation role of organism factors (perceived enjoyment and perceived value) in the SOR framework. For marketers looking to successfully use live streaming commerce to influence consumer purchasing decisions, testing these mediation effects can reveal subtle pathways and offer more practical implications.

### 5.5.3 Consider Other Constructs

Future studies should investigate additional constructs that can influence consumers' impulse buying behaviour in live streaming commerce to enhance the model's overall fit. Since key opinion leaders are a new trend, it is advised to include them as new stimulus variables. Researchers may be able to better understand their perceived enjoyment, perceived value, as well as impulse buying behaviour in live streaming commerce by examining additional stimulus predictors such as product variety (Karim et al., 2021), time constraints (Harahap & Wahyuni, 2024), and brand reputation (Hayat et al., 2023). Furthermore, trust is one of the main elements influencing consumers' intents to make impulsive buying (Sanapang et al., 2024). Impulse buying exposes consumers to more risks and uncertainties because it is not preplanned and lacks a thorough information search procedure. Consequently, in the study of live streaming environments, consumer trust may be a significant organismic predictor of consumers' impulse buying behaviour.

## 5.6 Conclusion

In conclusion, this study offers new perspectives on the role of live streamers characteristics (LSC), information quality (IQ), product usefulness (PU), purchase convenience (PC), product price (PP), perceived enjoyment (PE), perceived value (PV), and impulse buying behaviour (IBB) in the live streaming commerce context, all of which are using the SOR model as a guide. The findings demonstrate the positive effects of LSC, IQ, PU, PC, PP, PE, and PV on consumers' IBB during live shopping. LSC and IQ have a positive correlation with consumers' PE, while PU, PC, and PP have a positive correlation with consumers' PV; PE and PV have a positive correlation with consumers' IBB. The survey then discovered that IQ had the biggest influence on consumers' PE in live shopping. Furthermore, it was discovered that PP had the biggest influence on consumers' PV in live shopping. PV had the biggest influence on consumers' IBB in live streaming commerce. Lastly, to understand Malaysian consumers' impulse buying behaviour, future research can consider additional factors that can influence consumers' impulse buying behaviour during live streaming commerce.

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# APPENDICES

## Appendix 1: Survey Questionnaire

**UNIVERSITI TUNKU ABDUL RAHMAN**

FACULTY OF ACCOUNTANCY AND MANAGEMENT

BACHELOR OF INTERNATIONAL BUSINESS (HONS)

**Title of Research:**

**Factors Influencing Malaysian Consumers' Impulse Buying Behaviour in Live Streaming Commerce**

Dear respondent,

I am a final-year student from Universiti Tunku Abdul Rahman (UTAR) who pursuing degree in Bachelor of International Business (HONOURS). Currently, I am conducting a survey entitled "Factors Influencing Malaysian Consumers' Impulse Buying Behaviour in Live Streaming Commerce". The objective of this research is to identify the factors that affect consumer to purchase impulsively during the live commerce. You are cordially invited to take part in this study by answering this questionnaire.

Your participation in this research project is entirely voluntary. Your response will be kept strictly **PRIVATE** and **CONFIDENTIAL**. All information will be protected and used solely for academic research purpose. This questionnaire would take approximately **TEN (10)** minutes to complete. Your contribution of effort and time taken to this work are highly appreciated.

Thank you for your valuable time and participation.

Yours Sincerely,

Tan Zhi Wei

(22UKB02416)

**Personal Data Protection Notice**

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

**Acknowledgement of Notice**

- I have been notified and that I hereby understood, consented and agreed per UTAR above notice.
- I disagree, my personal data will not be processed.

**SECTION A: SCREENING**

Instruction: Please complete the following question by selecting ONE for the relevant option.

NOTE: Live streaming is a live video of messages being sent or received in real time, which can occur on social networking platforms like Facebook, Instagram, TikTok, and others, as well as e-commerce sites like Taobao, Shopee, Lazada and etc.

Do you have any prior e-commerce or social media live streaming purchasing experience?

- Yes. Please proceed to section B.
- No. (Thank you, please return the questionnaire, we appreciate your participation.)

## SECTION B: DEMOGRAPHIC PROFILE

Instruction: Please complete the following question by selecting ONE for the relevant option.

1. Gender
   - Male
   - Female

2. Age
   - 18 – 20 years old
   - 21 – 30 years old
   - 31 – 40 years old
   - 41 – 50 years old
   - 51 – 60 years old
   - 61 years old and above

3. Ethnicity
   - Malay
   - Chinese
   - Indian
   - Others: ____ (please specify)

4. Highest Education Level
   - SPM/O-level
   - STPM/A-level/UEC
   - Diploma
   - Bachelor's Degree

- Master's Degree
- PhD

5. Occupational Status
   - Student
   - Housewife
   - Employed
   - Self-employed
   - Unemployed
   - Retired

6. Individual Monthly Income Level
   - Below RM 2,000
   - RM 2,000 – RM 4,000
   - RM 4,001 – RM 6,000
   - RM 6,001 – RM 8,000
   - RM 8,001 – RM 10,000
   - Above RM 10,000

7. Household Monthly Income Level
   - Below RM 4,000
   - RM 4,000 – RM 6,000
   - RM 6,000 – RM 8,000
   - RM 8,001 – RM 10,000
   - RM 10,001 – RM 12,000
   - RM 12,001 – RM 14,000
   - Above RM 14,000

## SECTION C: GENERAL QUESTION

Instruction: Please complete the following question by selecting the best answer that represent you.

1. How often do you perform live shopping?

- Several times a day
- Once a day
- Once a week
- Once a month
- Several times a year

2. Which live streaming commerce platforms do you typically use to live shopping? (Choose all that apply)

- Facebook
- Instagram
- Taobao
- Shopee
- Lazada
- TikTok
- Others: ____ (please specify)

3. What kind of products do you usually search for during live shopping? (Choose all that apply)

- Fashion products (i.e., clothing, shoes, bags, jewellery, etc.)
- Beauty products (i.e., cosmetics, skin care, etc.)
- Food and Beverages
- Electrical Appliances
- Kitchen Utensils
- Furniture
- Others: ____ (please specify)

4. How much do you spend on average during live shopping each month?
   - Below RM 100
   - RM 100 – RM 200
   - RM 201 – RM 300
   - Above RM 300

## SECTION D: CONSTRUCT MEASUREMENTS

Instruction: In this section, you are required to indicate the extent to which you agreed or disagreed with each statement using 5-point Likert scale. Please select the answer that you think is the most relevant to you.

### Live Streamers Characteristics

| | Statement | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | When watching live streaming commerce, I think the live streamers will answer my questions quickly. | 1 | 2 | 3 | 4 | 5 |
| 2. | The interaction of the live streamers makes me feel that the live streaming commerce marketing activities are very useful. | 1 | 2 | 3 | 4 | 5 |
| 3. | I think the product information recommended by live streamers is authentic (such as product quality, user reviews, and personal experience). | 1 | 2 | 3 | 4 | 5 |
| 4. | I learn more about the product through the live streamers. | 1 | 2 | 3 | 4 | 5 |
| 5. | I think live streamers have professional knowledge about the product. | 1 | 2 | 3 | 4 | 5 |

**Information Quality**

| | Statement | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | I think the content provided by the live streamers is reliable (such as product, brand, and usage experience). | 1 | 2 | 3 | 4 | 5 |
| 2. | I think the content provided by the live streamers is true in the live streaming commerce. | 1 | 2 | 3 | 4 | 5 |
| 3. | The live streamers provide content to meet my needs in the live streaming commerce**.** | 1 | 2 | 3 | 4 | 5 |
| 4. | I think the content provided by the live streamers is complete in the live streaming commerce. | 1 | 2 | 3 | 4 | 5 |

**Product Usefulness**

| | Statement | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | The product in live streaming commerce is necessary. | 1 | 2 | 3 | 4 | 5 |
| 2. | The product in live streaming commerce is beneficial. | 1 | 2 | 3 | 4 | 5 |
| 3. | The product in live streaming fulfils a need. | 1 | 2 | 3 | 4 | 5 |

**Purchase Convenience**

| | Statement | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | Live streaming commerce provides procedures for ordering. | 1 | 2 | 3 | 4 | 5 |
| 2. | A first-time buyer can purchase from live streaming commerce without much help. | 1 | 2 | 3 | 4 | 5 |
| 3. | Live streaming commerce is very convenient to use. | 1 | 2 | 3 | 4 | 5 |
| 4. | Live streaming commerce allows me to make a purchase whenever I want. | 1 | 2 | 3 | 4 | 5 |
| 5. | Live streaming commerce allows me to do shopping without going out. | 1 | 2 | 3 | 4 | 5 |

**Product Price**

| | Statement | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | This live streaming commerce provides the best possible price to meet my needs. | 1 | 2 | 3 | 4 | 5 |
| 2. | I prefer to stick with the current price without searching for a lower one. | 1 | 2 | 3 | 4 | 5 |
| 3. | The price of product delivery corresponds to its performance. | 1 | 2 | 3 | 4 | 5 |
| 4. | The discount price on the live streaming commerce is very affordable. | 1 | 2 | 3 | 4 | 5 |
| 5. | The price of products on this live streaming commerce is reasonable. | 1 | 2 | 3 | 4 | 5 |

**Perceived Enjoyment**

| | Statement | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | Shopping with live streaming commerce is enjoyable. | 1 | 2 | 3 | 4 | 5 |
| 2. | Shopping with live streaming commerce is exciting. | 1 | 2 | 3 | 4 | 5 |
| 3. | Shopping with live streaming commerce is pleasant. | 1 | 2 | 3 | 4 | 5 |

**Perceived Value**

| | Statement | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | Compared with other shopping methods, the cost of live shopping offers value for money. | 1 | 2 | 3 | 4 | 5 |
| 2. | Compared with other shopping methods, the effort spent on live shopping is beneficial to me. | 1 | 2 | 3 | 4 | 5 |
| 3. | Compared with other shopping methods, the time spent on live shopping is worthwhile to me. | 1 | 2 | 3 | 4 | 5 |
| 4. | Overall, the use of live shopping delivers me good value. | 1 | 2 | 3 | 4 | 5 |

**Impulse Buying Behaviour**

| | Statement | Strongly Disagree | | | | Strongly Agree |
|---|---|---|---|---|---|---|
| 1. | When I watch the live streaming commerce, I often buy something that I didn't intend to buy. | 1 | 2 | 3 | 4 | 5 |
| 2. | When I watch the live streaming commerce, I often find some products I want to buy that are not in my plan. | 1 | 2 | 3 | 4 | 5 |
| 3. | In the live streaming commerce, I will have a strong desire to buy goods. | 1 | 2 | 3 | 4 | 5 |
| 4. | I have a sudden urge to buy something during a live streaming commerce. | 1 | 2 | 3 | 4 | 5 |
| 5. | After watching the live streaming content of the product, I have a great possibility to buy. | 1 | 2 | 3 | 4 | 5 |

## Appendix 2: Ethical Clearance Form

UNIVERSITI TUNKU ABDUL RAHMAN DU012(A)
Wholly owned by UTAR Education Foundation Co. No. 578227-M

Re: U/SERC/78-420/2024

23 December 2024

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

Dear Dr Fitriya,

**Ethical Approval For Research Project/Protocol**

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

The details of the research projects are as follows:

| No. | Research Title | Student's Name | Supervisor's Name | Approval Validity |
|---|---|---|---|---|
| 1. | The Factors that Impact Women's Intention to Purchase Luxury Handbags in Malaysia | Lee Wen | Dr Mahendra Kumar a/l Chelliah | 23 December 2024 – 22 December 2025 |
| 2. | Evaluating Customer Satisfaction in International Coffee Chains in Malaysia By Using SERVQUAL Model | Wong Xuan | Dr Malathi Nair a/p G Narayana Nair | |
| 3. | Integrated Marketing Communication (IMC) Motivates Student's eWoM Intentions and Choice of University Through Brand Equity | Oo Kai Shi | Dr Tang Kin Leong | |
| 4. | Exploring the Impact of Social Media Marketing on Consumer Brand Engagement in Fashion Branded Jewellery | Leow Yi Ling | Dr Malathi Nair a/p G Narayana Nair | |
| 5. | Factors Influencing Women's Barriers to Career Advancement Within Malaysian Workplaces | Chia Xin Rou | Dr Kalaivani a/p Jayaraman | |
| 6. | Factor Affecting Customers' Trust in E-commerce | Lai Yen Ee | Mr Low Choon Wei | |
| 7. | Factors of Students' Behavioral Intention to Adopt Artificial Intelligence (AI) Chatbots in Higher Education | Seow Jia Ling | Dr Foo Meow Yee | |
| 8. | The Influence of Green Marketing Strategies on Consumer Purchase Intention for Electric Vehicles | Ng Chang Da | Dr Yeong Wai Mun | |
| 9. | Factors Influencing Job Satisfaction in Malaysia's Hospitality Industry | Janice Tan | Mr Khairul Anuar Bin Rusli | |
| 10. | Factors Influencing Malaysian Consumers' Impulse Buying Behaviour in Live Streaming Commerce | Tan Zhi Wei | Dr Corrinne Lee Mei Jyin | |
| 11. | How Working Abroad Affects Consumer Behaviour: A Study on Factor Influencing Consumers' Purchasing Behaviour When Working Abroad | Li Wen Kee | Mr Khairul Anuar Bin Rusli | |

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| No. | Research Title | Student's Name | Supervisor's Name | Approval Validity |
|---|---|---|---|---|
| 12. | The Linkage Between Entrepreneurial Motivation Towards Their Business Strategy Choices in Malaysian SMEs | Pua Shue Ling | Dr Mahendra Kumar a/l Chelliah | 23 December 2024 – 22 December 2025 |
| 13. | Exploring the Motives of Generation Z's Purchase Intention for Branded Sport Shoes | Jeow Bin Hong | Dr Malathi Nair a/p G Narayana Nair | |
| 14. | The Effectiveness of Live-Streaming Commerce in Driving Consumer Engagement and Purchasing Intention | Leong Ze Qi | Dr Fok Kuk Fai | |
| 15. | The Impact of Generative AI on Employee Output | Lim Qi Fei | Dr Corrinne Lee Mei Jyin | |
| 16. | Analyzing The Effects of Workplace Culture on Employee Retention Rate Among SME Companies in Malaysia | Yaw Wei Jian | Mr Khairul Anuar Bin Rusli | |
| 17. | The Perception of Youths on The Board of Directors' Performance towards Sound Governance | Lee Xing Jia | Dr Abdullah Sallehhuddin Bin Abdullah Salim | |
| 18. | Evaluating the Influence of Monetary and Non-Monetary Rewards in Enhancing Employee Performance | Geetha Kaurr Chandi A/P Stevender Singh | Dr Komathi a/p Munusamy | |
| 19. | Analyzing the Adoption of Mobile Payment Systems Among Malaysian University Students | Samuel Rinaldo | | |
| 20. | The Comparative Influence of Traditional Celebrities and Digital Influencers in Fashion Industry for Generation Z | Lai Pei Xuan | Pn Ezatul Emilia Binti Muhammad Arif | |
| 21. | Analysing the Effectiveness of Real-time Inventory Technology in Optimising Central Kitchen Operations | Sim Kah Khai | | |
| 22. | Analyzing the Key Challenges that Demotivates Women Entrepreneurs to Execute Online Business in Malaysia | Yeo Yee Shen | | |
| 23. | Influencer Marketing Effectiveness: Analyzing the Impact of Influencers in Driving Consumer Purchase Intention Among Generation Z | Foo Yen Thung | Dr Choo Siew Ming | |

The conduct of this research is subject to the following:

(1) The participants' informed consent be obtained prior to the commencement of the research;

(2) Confidentiality of participants' personal data must be maintained; and

(3) Compliance with procedures set out in related policies of UTAR such as the UTAR Research Ethics and Code of Conduct, Code of Practice for Research Involving Humans and other related policies/guidelines.

(4) Written consent be obtained from the institution(s)/company(ies) in which the physical or/and online survey will be carried out, prior to the commencement of the research.

Should the students collect personal data of participants in their studies, please have the participants sign the attached Personal Data Protection Statement for records.

Thank you.

Yours sincerely,

**Professor Ts Dr Faidz bin Abd Rahman**
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
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# Appendix 3: Pilot Test

## Scale: Live Streamers Characteristics

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 93.8 |
| | Excluded[a] | 2 | 6.3 |
| | Total | 32 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .900 | .888 | 5 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| LSC1 | 3.37 | 1.712 | 30 |
| LSC2 | 3.80 | 1.648 | 30 |
| LSC3 | 3.40 | 1.793 | 30 |
| LSC4 | 4.20 | 1.400 | 30 |
| LSC5 | 4.60 | .814 | 30 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| LSC1 | 16.00 | 23.517 | .877 | .852 | .848 |
| LSC2 | 15.57 | 23.633 | .914 | .872 | .839 |
| LSC3 | 15.97 | 22.930 | .865 | .821 | .853 |
| LSC4 | 15.17 | 27.385 | .796 | .723 | .870 |
| LSC5 | 14.77 | 37.013 | .336 | .206 | .944 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 19.37 | 40.999 | 6.403 | 5 |

## Scale: Information Quality

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 93.8 |
| | Excluded[a] | 2 | 6.3 |
| | Total | 32 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .837 | .844 | 4 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| IQ1 | 3.40 | 1.653 | 30 |
| IQ2 | 3.50 | 1.592 | 30 |
| IQ3 | 3.80 | 1.690 | 30 |
| IQ4 | 3.77 | 1.478 | 30 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| IQ1 | 11.07 | 14.202 | .865 | .944 | .700 |
| IQ2 | 10.97 | 14.723 | .855 | .944 | .708 |
| IQ3 | 10.67 | 20.920 | .254 | .075 | .966 |
| IQ4 | 10.70 | 15.872 | .819 | .774 | .733 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 14.47 | 27.706 | 5.264 | 4 |

## Scale: Product Usefulness

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 93.8 |
| | Excluded[a] | 2 | 6.3 |
| | Total | 32 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .955 | .956 | 3 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PU1 | 3.37 | 1.712 | 30 |
| PU2 | 3.80 | 1.648 | 30 |
| PU3 | 3.40 | 1.793 | 30 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PU1 | 7.20 | 10.993 | .922 | .851 | .921 |
| PU2 | 6.77 | 11.633 | .893 | .801 | .944 |
| PU3 | 7.17 | 10.626 | .903 | .821 | .937 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 10.57 | 24.392 | 4.939 | 3 |

## Scale: Purchase Convenience

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 93.8 |
| | Excluded[a] | 2 | 6.3 |
| | Total | 32 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .736 | .743 | 5 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PC1 | 3.57 | 1.591 | 30 |
| PC2 | 4.00 | 1.438 | 30 |
| PC3 | 3.27 | 1.639 | 30 |
| PC4 | 4.53 | .819 | 30 |
| PC5 | 3.87 | 1.548 | 30 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PC1 | 15.67 | 19.126 | .251 | .414 | .788 |
| PC2 | 15.23 | 15.013 | .724 | .822 | .598 |
| PC3 | 15.97 | 15.206 | .568 | .665 | .661 |
| PC4 | 14.70 | 21.528 | .388 | .449 | .734 |
| PC5 | 15.37 | 14.930 | .654 | .638 | .623 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 19.23 | 25.151 | 5.015 | 5 |

## Scale: Product Price

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 93.8 |
| | Excluded[a] | 2 | 6.3 |
| | Total | 32 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .777 | .761 | 5 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PP1 | 4.17 | 1.367 | 30 |
| PP2 | 4.13 | 1.383 | 30 |
| PP3 | 3.17 | 1.895 | 30 |
| PP4 | 3.13 | 1.871 | 30 |
| PP5 | 4.07 | 1.285 | 30 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PP1 | 14.50 | 22.672 | .654 | .432 | .707 |
| PP2 | 14.53 | 25.568 | .399 | .196 | .780 |
| PP3 | 15.50 | 17.500 | .755 | .993 | .653 |
| PP4 | 15.53 | 17.292 | .789 | .993 | .638 |
| PP5 | 14.60 | 28.662 | .200 | .295 | .828 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 18.67 | 33.057 | 5.750 | 5 |

## Scale: Perceived Enjoyment

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 93.8 |
| | Excluded[a] | 2 | 6.3 |
| | Total | 32 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .806 | .784 | 3 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PE1 | 4.60 | .814 | 30 |
| PE2 | 3.40 | 1.653 | 30 |
| PE3 | 3.50 | 1.592 | 30 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PE1 | 6.90 | 10.369 | .340 | .135 | .984 |
| PE2 | 8.10 | 4.024 | .913 | .943 | .411 |
| PE3 | 8.00 | 4.345 | .894 | .941 | .438 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 11.50 | 12.810 | 3.579 | 3 |

## Scale: Perceived Value

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 93.8 |
| | Excluded[a] | 2 | 6.3 |
| | Total | 32 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .928 | .929 | 4 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PV1 | 3.10 | 1.807 | 30 |
| PV2 | 3.47 | 1.814 | 30 |
| PV3 | 3.27 | 1.874 | 30 |
| PV4 | 4.13 | 1.358 | 30 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PV1 | 10.87 | 21.154 | .890 | .849 | .887 |
| PV2 | 10.50 | 21.017 | .895 | .824 | .885 |
| PV3 | 10.70 | 20.976 | .857 | .784 | .899 |
| PV4 | 9.83 | 27.178 | .719 | .588 | .944 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 13.97 | 39.206 | 6.261 | 4 |

## Scale: Impulse Buying Behaviour

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 30 | 93.8 |
| | Excluded[a] | 2 | 6.3 |
| | Total | 32 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .737 | .715 | 5 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| IBB1 | 3.00 | 1.857 | 30 |
| IBB2 | 3.07 | 1.760 | 30 |
| IBB3 | 3.13 | 1.889 | 30 |
| IBB4 | 2.47 | 1.634 | 30 |
| IBB5 | 4.07 | 1.363 | 30 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| IBB1 | 12.73 | 19.030 | .813 | .829 | .549 |
| IBB2 | 12.67 | 27.333 | .284 | .102 | .770 |
| IBB3 | 12.60 | 19.903 | .723 | .767 | .591 |
| IBB4 | 13.27 | 23.168 | .624 | .592 | .644 |
| IBB5 | 11.67 | 32.161 | .106 | .058 | .803 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 15.73 | 35.651 | 5.971 | 5 |

# Appendix 4: Internal Reliability Test

## Scale: Live Streamers Characteristics

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 300 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 300 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .818 | .822 | 5 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| LSC1 | 4.10 | 1.195 | 300 |
| LSC2 | 4.13 | 1.130 | 300 |
| LSC3 | 4.07 | 1.165 | 300 |
| LSC4 | 4.10 | 1.126 | 300 |
| LSC5 | 4.02 | 1.263 | 300 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| LSC1 | 16.32 | 13.381 | .598 | .540 | .786 |
| LSC2 | 16.29 | 12.854 | .729 | .583 | .748 |
| LSC3 | 16.35 | 13.137 | .657 | .502 | .768 |
| LSC4 | 16.32 | 13.421 | .648 | .495 | .771 |
| LSC5 | 16.40 | 14.241 | .441 | .362 | .834 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 20.42 | 20.037 | 4.476 | 5 |

## Scale: Information Quality

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 300 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 300 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .812 | .813 | 4 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| IQ1 | 4.07 | 1.197 | 300 |
| IQ2 | 4.06 | 1.146 | 300 |
| IQ3 | 4.08 | 1.161 | 300 |
| IQ4 | 4.11 | 1.084 | 300 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| IQ1 | 12.25 | 7.457 | .700 | .582 | .728 |
| IQ2 | 12.26 | 7.471 | .748 | .614 | .706 |
| IQ3 | 12.24 | 9.302 | .398 | .168 | .868 |
| IQ4 | 12.21 | 7.979 | .705 | .523 | .730 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 16.32 | 13.469 | 3.670 | 4 |

## Scale: Product Usefulness

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 300 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 300 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .773 | .775 | 3 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PU1 | 4.03 | 1.253 | 300 |
| PU2 | 4.08 | 1.195 | 300 |
| PU3 | 4.03 | 1.276 | 300 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PU1 | 8.11 | 4.965 | .539 | .313 | .769 |
| PU2 | 8.06 | 4.561 | .696 | .489 | .597 |
| PU3 | 8.11 | 4.647 | .595 | .401 | .709 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 12.14 | 9.546 | 3.090 | 3 |

## Scale: Purchase Convenience

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 300 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 300 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .838 | .840 | 5 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PC1 | 4.16 | 1.252 | 300 |
| PC2 | 4.23 | 1.075 | 300 |
| PC3 | 4.19 | 1.145 | 300 |
| PC4 | 4.27 | 1.111 | 300 |
| PC5 | 4.34 | 1.072 | 300 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PC1 | 17.03 | 12.547 | .606 | .376 | .818 |
| PC2 | 16.96 | 13.233 | .653 | .480 | .803 |
| PC3 | 17.01 | 12.622 | .684 | .509 | .794 |
| PC4 | 16.93 | 13.232 | .622 | .422 | .811 |
| PC5 | 16.86 | 13.274 | .650 | .445 | .804 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 21.20 | 19.496 | 4.415 | 5 |

## Scale: Product Price

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 300 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 300 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .770 | .772 | 5 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PP1 | 4.08 | 1.181 | 300 |
| PP2 | 4.03 | 1.261 | 300 |
| PP3 | 4.03 | 1.202 | 300 |
| PP4 | 4.14 | 1.201 | 300 |
| PP5 | 4.05 | 1.228 | 300 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PP1 | 16.25 | 12.523 | .633 | .419 | .696 |
| PP2 | 16.30 | 14.351 | .342 | .260 | .795 |
| PP3 | 16.31 | 11.919 | .704 | .504 | .669 |
| PP4 | 16.20 | 13.991 | .420 | .286 | .767 |
| PP5 | 16.28 | 12.216 | .638 | .478 | .692 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 20.33 | 19.206 | 4.382 | 5 |

## Scale: Perceived Enjoyment

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 300 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 300 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .813 | .813 | 3 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PE1 | 4.02 | 1.177 | 300 |
| PE2 | 4.00 | 1.182 | 300 |
| PE3 | 4.12 | 1.188 | 300 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PE1 | 8.12 | 4.802 | .575 | .376 | .830 |
| PE2 | 8.14 | 4.054 | .777 | .612 | .621 |
| PE3 | 8.02 | 4.488 | .646 | .504 | .760 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 12.14 | 9.151 | 3.025 | 3 |

## Scale: Perceived Value

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 300 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 300 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .793 | .795 | 4 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| PV1 | 4.06 | 1.244 | 300 |
| PV2 | 4.08 | 1.164 | 300 |
| PV3 | 4.05 | 1.248 | 300 |
| PV4 | 4.11 | 1.164 | 300 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| PV1 | 12.24 | 8.959 | .515 | .288 | .786 |
| PV2 | 12.22 | 8.251 | .709 | .545 | .689 |
| PV3 | 12.25 | 8.484 | .592 | .353 | .747 |
| PV4 | 12.19 | 8.810 | .605 | .466 | .741 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 16.30 | 14.344 | 3.787 | 4 |

## Scale: Impulse Buying Behaviour

**Case Processing Summary**

| | | N | % |
|---|---|---|---|
| Cases | Valid | 300 | 100.0 |
| | Excluded[a] | 0 | .0 |
| | Total | 300 | 100.0 |

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

| Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items | N of Items |
|---|---|---|
| .872 | .873 | 5 |

**Item Statistics**

| | Mean | Std. Deviation | N |
|---|---|---|---|
| IBB1 | 4.03 | 1.276 | 300 |
| IBB2 | 4.01 | 1.259 | 300 |
| IBB3 | 4.12 | 1.168 | 300 |
| IBB4 | 4.05 | 1.238 | 300 |
| IBB5 | 4.06 | 1.248 | 300 |

**Item-Total Statistics**

| | Scale Mean if Item Deleted | Scale Variance if Item Deleted | Corrected Item-Total Correlation | Squared Multiple Correlation | Cronbach's Alpha if Item Deleted |
|---|---|---|---|---|---|
| IBB1 | 16.25 | 16.628 | .683 | .490 | .849 |
| IBB2 | 16.26 | 16.830 | .672 | .467 | .852 |
| IBB3 | 16.16 | 17.082 | .716 | .543 | .841 |
| IBB4 | 16.23 | 16.203 | .765 | .600 | .829 |
| IBB5 | 16.21 | 16.998 | .661 | .450 | .854 |

**Scale Statistics**

| Mean | Variance | Std. Deviation | N of Items |
|---|---|---|---|
| 20.28 | 25.358 | 5.036 | 5 |

## Appendix 5: Regression Analysis for Predicting Perceived Enjoyment

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | IQ, LSC[b] | . | Enter |

a. Dependent Variable: PE

b. All requested variables entered.

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .722[a] | .521 | .518 | 2.10040 | .521 | 161.600 | 2 | 297 | <.001 |

a. Predictors: (Constant), IQ, LSC

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 1425.853 | 2 | 712.926 | 161.600 | <.001[b] |
| | Residual | 1310.267 | 297 | 4.412 | | |
| | Total | 2736.120 | 299 | | | |

a. Dependent Variable: PE

b. Predictors: (Constant), IQ, LSC

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 1.815 | .596 | | 3.044 | .003 | .641 | 2.989 |
| | LSC | .155 | .042 | .229 | 3.716 | <.001 | .073 | .236 |
| | IQ | .439 | .051 | .533 | 8.657 | <.001 | .339 | .539 |

a. Dependent Variable: PE

## Appendix 6: Regression Analysis for Predicting Perceived Value

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | PP, PU, PC[b] | . | Enter |

a. Dependent Variable: PV

b. All requested variables entered.

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .763[a] | .582 | .578 | 2.46093 | .582 | 137.401 | 3 | 296 | <.001 |

a. Predictors: (Constant), PP, PU, PC

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 2496.376 | 3 | 832.125 | 137.401 | <.001[b] |
| | Residual | 1792.624 | 296 | 6.056 | | |
| | Total | 4289.000 | 299 | | | |

a. Dependent Variable: PV

b. Predictors: (Constant), PP, PU, PC

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 1.458 | .753 | | 1.936 | .054 | -.024 | 2.941 |
| | PU | .134 | .059 | .110 | 2.284 | .023 | .019 | .250 |
| | PC | .232 | .048 | .270 | 4.804 | <.001 | .137 | .327 |
| | PP | .408 | .048 | .472 | 8.549 | <.001 | .314 | .502 |

a. Dependent Variable: PV

## Appendix 7: Regression Analysis for Predicting Impulse Buying Behaviour

**Variables Entered/Removed[a]**

| Model | Variables Entered | Variables Removed | Method |
|---|---|---|---|
| 1 | PV, PE[b] | . | Enter |

a. Dependent Variable: IBB

b. All requested variables entered.

**Model Summary**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | | | | R Square Change | F Change | df1 | df2 | Sig. F Change |
| 1 | .751[a] | .563 | .560 | 3.33849 | .563 | 191.639 | 2 | 297 | <.001 |

a. Predictors: (Constant), PV, PE

**ANOVA[a]**

| Model | | Sum of Squares | df | Mean Square | F | Sig. |
|---|---|---|---|---|---|---|
| 1 | Regression | 4271.828 | 2 | 2135.914 | 191.639 | <.001[b] |
| | Residual | 3310.208 | 297 | 11.145 | | |
| | Total | 7582.037 | 299 | | | |

a. Dependent Variable: IBB

b. Predictors: (Constant), PV, PE

**Coefficients[a]**

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Lower Bound | Upper Bound |
| 1 | (Constant) | 3.512 | .879 | | 3.996 | <.001 | 1.782 | 5.242 |
| | PE | .587 | .100 | .353 | 5.875 | <.001 | .390 | .784 |
| | PV | .591 | .080 | .445 | 7.411 | <.001 | .434 | .748 |

a. Dependent Variable: IBB