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Final Year Project Assessment Form - Report

Final Year Project Title:

Stimulus-Driving Purchasing Intentions: Impact on Marketing Communication Characteristics on E-Commerce Platforms

Name:	Liew Le Yi	Student ID:	21UKB01960
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No	Criteria	Excellent (8 - 10 marks)	Good (5 - 7 marks)	Fair (3 - 4 marks)	Poor (0 - 2 marks)	Awarded
1	Title and Abstract	Clear, concise, and informative; abstract summarizes all key elements effectively.	Title and abstract are clear but may miss some key elements.	Title and abstract are somewhat unclear or incomplete.	Title and abstract are unclear and do not summarize key elements.	
2	Introduction	Comprehensive background and context; clearly stated research question/hypothesis.	Adequate background; some context missing; research question/hypothesis is stated.	Background and context are vague; research question/hypothesis is unclear.	Background and context are missing or inadequate; research question/hypothesis is absent.	
3	Literature Review	Extensive review, critical analysis, and synthesis of relevant literature.	Adequate review with some analysis of relevant literature.	Limited review with minimal analysis of relevant literature.	Inadequate or no review of relevant literature.	
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STIMULUS-DRIVING PURCHASING INTENTIONS:
IMPACT OF MARKETING COMMUNICATION
CHARACTERISTICS ON E-COMMERCE PLATFORMS

LIEW LE YI

BACHELOR OF INTERNATIONAL BUSINESS
(HONOURS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF ACCOUNTANCY AND MANAGEMENT
DEPARTMENT OF INTERNATIONAL BUSINESS

DECEMBER 2025

STIMULUS-DRIVEN PURCHASING INTENTIONS:
IMPACT OF MARKETING COMMUNICATION
CHARACTERISTICS ON E-COMMERCE PLATFORMS

BY

LIEW LE YI

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

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FACULTY OF ACCOUNTANCY AND MANAGEMENT
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Student ID:

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Liew Le Yi

21UKB01960



Date: 17 December 2025

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DEDICATION

I dedicate this research project to my dear family and friends, whose unwavering support has been instrumental throughout my academic journey. Their encouragement and guidance have enriched my knowledge and made this experience truly unforgettable.

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LIST OF ABBREVIATIONS

S-O-R	Stimulus-Organism-Response Model
CAGR	Compound Annual Growth Rate
SMEs	Small and Midsize Enterprises
Q&A	Question and Answer
TPB	Theory of Planned Behavior
SEM	Structural Equation Modeling
FOMO	Fear of Missing Out
PLS-SEM	Partial Least Squares Structural Equation Modeling
sPLS	Sparse Partial Least Squares
CQ	Content Quality
CI	Consumer Interactivity
IC	Influencer Credibility
PP	Product Presentation
BV	Perceived Brand Value
PI	Consumer Purchase Intention
AI	Artificial Intelligence

PREFACE

This research project has been prepared as part of my Final Year Project, submitted in partial fulfilment of the requirements for the Bachelor of International Business (Honours) at Universiti Tunku Abdul Rahman, under the supervision of Puan Ezatul Emilia Binti Muhammad Arif. The aim of this study is to the impact of message quality, interaction quality and source credibility on consumer purchase intention. This research conducted based on individuals who actively use digital platforms, particularly those engaging with entrepreneur live streaming in Malaysia, using Stimulus-Organism-Response Model as the structural framework. Specifically, this study examines the relationship between content quality, consumer interactivity, influencer credibility and product presentation on consumers' purchase intention with the mediator role by perceived value of the brand.

ABSTRACT

This study explores how marketing communication characteristics influence consumers' purchase intention in Malaysia. Using the Stimulus-Organism-Response Model, it examines the impact of message quality, interaction quality and source credibility on consumer purchase intention. A total of 391 participants were surveyed using convenience sampling through Google Form. The research aims to investigate the effectiveness of live streaming on brand building and consumer purchase intention by focusing on specific stimulus variables: content quality, influencer credibility, consumer interactivity and product presentation. It empowers businesses and marketers to tailor their advertising strategies according to their target audience's preferences and behavior.

Keywords: Perceived Value of the Brand, Consumer Purchase Intention, E-Commerce, Marketing Communication Characteristics, Stimulus-Organism-Response Mod

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

This research will investigate how marketing communication characteristics serve as strategic stimuli influencing consumer purchase intentions within Malaysia's e-commerce platforms, such as Shopee, Lazada and TikTok. Marketing communication characteristics in this research comprise message quality (content quality and product presentation), interaction quality (consumer interactivity) and source credibility (influencer credibility) which together describe how clearly, engagingly and convincingly marketing messages are delivered to consumers. By applying the Stimulus-Organism-Response (S-O-R) model, this study not only further investigates the direct effects of these characteristics but also interrogates their mediated emotional and cognitive impacts on purchasing intention.

1.1 Research Background

This research examines how marketing communication characteristics on e-commerce platforms drive consumers' purchase intentions in Malaysia's digital economy through the S-O-R model.

1.1.1 Marketing Communication Characteristics

In recent years, digital advances have transformed marketing and commerce, with live streaming emerging as a key driver of this change. In Malaysia, live streaming has surged in popularity, supported by approximately 70% social media penetration (Kemp, 2025). This rapid growth is fueled by increasing consumer demand for interactive, real-time and immersive digital content.

Marketing communication characteristics on e-commerce platforms span multiple sectors including retail, entertainment, education and corporate communications in Malaysia. Beyond mere promotion, these characteristics enable interactive engagement, authentic storytelling, community building and personal branding opportunities for marketers. Studies indicate that subjective norms and perceived behavioral control shape consumers' purchase intentions in Malaysia's live commerce landscape, underscoring key cultural and social influences (Wongkitrungrueng & Assarut, 2020).

1.1.2 Message Quality

Over time, digital marketing in Malaysia has surged dramatically, as businesses increasingly rely on high-quality message such as clear content and compelling where platforms like Shopee, Lazada and TikTok have transformed how businesses connect with over 30 million internet-savvy consumers, many excelling in message quality through superior content creation and compelling product presentation that captivates attention amid fierce digital noise (The Marketeer, 2025). Imagine scrolling endlessly, it's not just ads, but meticulously crafted visuals, persuasive narratives and immersive demos that turn passive viewers into eager buyers, with SMEs now capturing 70% of online sales by mastering these elements to evoke trust and desire in real-time.

Leadership within marketing agencies, e-commerce and tech sectors increasingly adopts strategies that emphasize authentic content and visually engaging product displays. Despite these advances, challenges remain, including digital literacy gaps, uneven access to advanced content tools and sociocultural factors that influence the reach and effectiveness of message quality, encompassing content quality and product presentation is critical to optimizing brand building and consumer purchase intention.

1.1.3 Interaction Quality

In today's digital economy, interaction quality serves as a crucial driver for engaging consumers and enhancing brand perception through real-time consumer interactivity. While Wongkitrungrueng and Assarut (2020) highlight how interactive features provide practical benefits alongside hedonic and symbolic value, such as enjoyable experience and a sense of brand identity, the findings from Malaysia reveal a complementary perspective, with over 60% of online shoppers reporting that high interaction quality boosts their trust and confidence in making purchase decisions (Marketing Magazine, 2023). This underscores that beyond mere enjoyment, trust-building via responsive, two-way communication is pivotal in the Malaysian context. Therefore, this study examines how interaction quality fosters immediate personal connections and engagement, directly influencing purchase intention within the dynamic S-O-R framework.

1.1.4 Source Credibility

Source credibility, particularly influencer credibility has become as a strategic pillar in online marketing on many platforms such as Tiktok, Shopee and Lazada where trusted sources authentically convey brand values and product benefits to build consumer loyalty. Unlike traditional advertising, influencers leverage their perceived expertise, trustworthiness and attractiveness to deliver relatable endorsements through interactive content, fostering stronger emotional connections and purchase confidence in real-time digital interactions (Zenodo, 2024).

In Malaysia, the surge in social commerce amplifies this effect as influencers connect with diverse audiences via live demos, storytelling and Q&A sessions, which positioning brands as reliable amid rising mobile usage and competitive marketplace. While some studies emphasize technical expertise and others highlight likability, inconsistencies persist, underscoring the need for a

Malaysia-specific S-O-R investigation into how influencer credibility directly shapes consumer purchasing intentions.

1.1.5 Consumer Purchase Intention

Consumer purchase intention acts as the main outcome variable in this study, defined as a consumer's conscious plan or willingness to buy a product or service in the near future, generally influenced by cognitive assessments of attitudes, motivations, and perceived value (Poturak & Softić, 2019). In the S-O-R framework, it emerges as the final “response”, activated after stimuli process through organism mediator perceived value of the brand, making it ideal for dissecting platform-driven shopping dynamics.

In Malaysia’s vibrant social commerce scene, these dynamics manifest amid rising mobile usage, with live features and influencer endorsements fostering trust and urgency that propel platform users toward purchases. However, inconsistent findings come prioritizing emotional resonance, others technical utility which underscore the need for a contextualized S-O-R investigation to clarify how these stimuli shape intentions among Malaysian consumers (Sun et al., 2023).

1.1.6 Reason Using Stimulus-Organism-Response (S-O-R) Model

The Stimulus-Organism-Response (S-O-R) model was selected over the Theory of Planned Behavior (TPB) for this study due to its superior alignment with the dynamic, stimulus-driven nature of online shopping platforms. TPB primarily emphasizes cognitive predictors such as attitudes, subjective norms and perceived behavioral control to explain deliberate intentions, which suits planned behaviors but overlooks the immediate environmental cues such as ads, user interfaces and promotions that trigger impulsive responses in e-commerce settings (Ha, 2020). In contrast, S-O-R directly models how external stimuli influence internal organism states (e.g., emotions, trust or perceived enjoyment) before leading to behavioral

responses like purchases, providing a more nuanced framework for analyzing convenience-sampled data from active platform users.

For this research, S-O-R offers practical advantages in methodology and analysis, including simpler mediation paths that facilitate efficient structural equation modeling (SEM) or PLS-SEM on smaller sample sizes typical of student research.

1.2 Research Problem

While live streaming commerce is rapidly expanding in Malaysia, academic research on its role in empowering entrepreneurs remains limited. Existing studies from China and other Southeast Asian countries have explored individual factors such as content quality, interactivity, influencer credibility, and product presentation (Chen & Lin, 2018). For example, research by Lim et al. (2021) show that live streaming hosts, promotional strategy and timing all positively influence sales and consumer engagement. However, these studies often treat each variable in isolation without examining their combined impact. In contrast, scholarship from China has begun integrating emotional and psychological mechanisms, such as the Fear of Missing Out (FOMO) and impulsion, finding they can mediate purchase intention in the live commerce environment (Luo, 2025). This difference highlights a research gap and reveals a contradiction which Malaysian studies tend to focus narrowly on technical and promotional aspects, while broader international research considers psychosocial factors and their interactions.

Additionally, live streamers contend with unique challenges such as online harassment, reliance on platform infrastructure and skill gaps, which few studies have addressed in the Malaysian context (Lo, 2023). The lack of comprehensive and integrative research that considers both technical, promotional and psychosocial factors, along with the barriers faced by entrepreneurs. This means current literature cannot fully explain how these dynamics shape purchase intentions and brand value in Malaysia.

This study positions itself as the solution by investigating how Malaysian entrepreneurs leverage marketing communication characteristics to engage consumers, integrating technical, emotional and contextual factors and examining the support systems that can boost participation and success within Malaysia's digital economy. In addressing these gaps, the research seeks to gain a full insight of entrepreneurial empowerment, sustainable growth to gain customer trust in Malaysia's live streaming commerce.

1.3 Research Objectives

1.3.1 General Objective

To investigate how live streaming contributes to brand building and influences consumers' purchase intentions in Malaysia by examining the stimuli provided by streamers, the cognitive and emotional responses of viewers and the resulting behavioural outcomes within a digital commerce ecosystem.

1.3.2 Specific Objectives

- i.** To determine the relationship between content quality and consumers' purchase intention.
- ii.** To determine the relationship between consumer interactivity and consumers' purchase intention.
- iii.** To determine the relationship between influencer credibility and consumers' purchase intention.
- iv.** To determine the relationship between product presentation and consumers' purchase intention.

1.4 Research Question

- i. Is there any relationship between **content quality** and **consumer purchase intention**?
- ii. Is there any relationship between **consumer interactivity** and **consumer purchase intention**?
- iii. Is there any relationship between **influencer credibility** and **consumer purchase intention**?
- iv. Is there any relationship between **product presentation** and **consumer purchase intention**?

1.5 Research Significance

This study makes an academic contribution by enriching the digital marketing literature, particularly within the Malaysian context. By exploring the interactions between marketing communication characteristics, brand building and consumer purchase intentions, the research provides new insights into how digital ecosystems shape market behaviours.

1.6 Conclusion

Chapter 1 has established the context, background, and significance of this study by outlining the rapid growth of live streaming in Malaysia's digital economy. It highlighted the importance of marketing communication characteristics as a catalyst for brand building and consumer engagement within a structural framework. The chapter also introduced key research objectives and questions, focusing on how marketing communication characteristics influence consumer purchase intentions and contribute to entrepreneurial success in Malaysia's evolving digital marketplace.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

This chapter reviews key concepts and prior research related to the variables in this study. Guided by the Stimulus-Organism-Response (S-O-R) model, it identifies the independent variables (stimuli), organism (internal responses) and dependent variables (outcomes). The review not only summarises previous studies but also critically examines where findings converge or diverge, highlights contextual gaps and identifies limitations in existing literature.

2.1 Underlying the theory

2.1.1 Stimulus-Organism-Response Model (S-O-R)

The Stimulus-Organism-Response (S-O-R) model explores on how live streaming influences consumer behaviour through internal psychological processes. Widely utilized in marketing research, this model illustrates how external stimuli such as content presentation, interactivity and influencer communication can shape consumers' purchase intentions.

In this research, the S-O-R model is particularly suitable for examining how entrepreneurs in Malaysia leverage live streaming not just as a sales tool, but as a platform for personal branding and empowerment. By leveraging this model, the research seeks to explore how digital platforms can drive consumer engagement while empowering live streamers within Malaysia's dynamic digital economy (Chen, Liu & Su, 2023).

No existing work examines these combined variables' effects on consumers' purchase intention, with perceived value of the brand as mediation, in Malaysia's

live commerce. This research addresses it through S-O-R model, advancing both academic discourse and entrepreneurial strategies.

2.1.2 Stimulus

In the context of live streaming, stimuli refer to the external cues or features presented during a session such as content quality, interactivity, influencer credibility and product presentation. These elements represent the initial point of engagement between streamers and their audiences and are critical in shaping how viewers perceive both the brand and the individual behind it.

For entrepreneurs in Malaysia, delivering high-quality and engaging live streams is not only a promotional tactic but a strategic means to convey authenticity, foster trust and build business credibility in a fast-paced digital marketplace. Media richness through detailed demonstrations, expressive non-verbal cues and interactive features, which stimulates multisensory involvement, heightening viewer immersion and emotional connection. This dynamic environment makes stimuli particularly influential in shaping brand perception and consumer trust via screen-based interactions.

2.1.3 Organism

The "organism" element includes consumers' inner feelings and mental processes sparked by live streaming features. Authentic entrepreneur presentations with credible, engaging content foster emotional connections which will build trust and cultivate favorable brand perceptions among viewers. These internal processes are pivotal in driving consumer engagement and shaping behavioral intentions.

In the Malaysian context, live streaming offers entrepreneurs a unique platform not only to promote products but also to share personal narratives, values and

business journeys. This fosters relatability and a deeper psychological connection with viewers, which serves as a foundation for building stronger and more loyal consumer relationships in the digital environment. Prior studies show that consumer trust and emotional engagement mediate the link between live streaming features and purchase intentions (Chen, Liu & Su, 2023).

However, some research suggests that in certain contexts, functional cues such as clear product demonstrations may have a more significant impact than emotional cues, indicating that findings can be based on the situational factors and consumer preferences (Zhang, 2025). This underscores the complexity of the organism component as it encompasses both affective and cognitive dimensions in shaping consumer responses.

2.1.4 Response

The final component, response, refers to the observable outcomes of consumers' internal reactions, such as purchase intention, brand loyalty, and ongoing engagement with the live streamer. For women-led businesses, these behavioural outcomes signal the effectiveness of their live streaming strategies in building brand awareness and cultivating a supportive consumer community. In this way, live streaming not only drives commercial success but also contributes to broader goals of empowerment by amplifying entrepreneur's visibility and influence in Malaysia's digital economy. While some studies confirm that live streaming strongly drives purchase intentions, other caution that purchase decisions are not guaranteed, as consumer may watch streams purely for entertainment. This indicates an area of contradiction in findings.

2.2 Review of Variables

2.2.1 Marketing Communication Characteristics

Marketing communication characteristics in this research refer to the key features of how brands communicate with consumers on e-commerce platforms. They include message quality (content quality and product presentation), interaction quality (consumer interactivity) and source credibility (influencer credibility). Together, these dimensions describe how clearly, engagingly and convincingly marketing messages are delivered to shape consumer purchase intention.

2.2.2 Content quality

Content quality covers the clearness, usefulness, correctness, and delivery style of details shared in live streams. In live streaming contexts, superior content quality is essential for capturing and sustaining viewer attention while molding perceptions of the product and brand. Clear visuals, organized product explanations and emotionally engaging storytelling contribute to stronger consumer trust.

According to Oktavianti and Haryanto (2023), they emphasize that when content is visually appealing, informative and professionally delivered, it improves consumer understanding and confidence. However, existing findings remain inconsistent, as some studies prioritization technical clarity while others emphasize emotional resonance, indicating the need for a contextualized investigation within Malaysia's live streaming environment.

2.2.3 Consumer Interactivity

Interactivity describes the degree to which users can actively alter the format and substance of a mediated setting in real time. During live streams, it enables

audiences to interact straight with hosts, pose queries, and get immediate replies, thereby building feelings of belonging and participation. Li et al. (2023) note that elevated interactivity boosts involvement by delivering a tailored and reactive encounter. These differing outcomes imply that ideal interactivity thresholds might differ by situation and cultural setting.

2.2.4 Influencer Credibility

In today's live streaming landscape, influencer credibility can make or break the success of a brand. It's not just about how many followers someone has, but how real they appear to their audience. When influencers appear knowledgeable, honest, and relatable, viewers tend to trust their recommendations more readily. This trust often translates into stronger engagement and a greater willingness to purchase. For many consumers, especially in social commerce settings, seeing a familiar and credible face presenting a product live can feel more convincing than a traditional advertisement. A study by González-González et al. (2023) found that influencer credibility, shaped by perceived expertise, trustworthiness and authenticity has a strong impact on consumer behaviour, particularly in driving purchase intention and brand connection during live streams. However, in some markets, celebrity influencers are less persuasive than micro-influencers due to authenticity concerns. This reflects a divergence in findings on which type of influencer is most effective.

2.2.5 Product Presentation

The way a product is presented during a live stream can significantly influence how consumers perceive its value and usefulness. Unlike static product listings, live streaming allows sellers to demonstrate product features in real-time, show different angles, provide usage tips and answer viewer questions instantly. This dynamic form of presentation not only reduces uncertainty but also builds confidence in the purchase decision. Effective product presentation combines

visual clarity, engaging narration, and a seamless demonstration flow will make the product appear more tangible and desirable.

Recent research shows that effective live product demos boost shoppers' sense of product quality and directly sway buying decisions by offering richer, more engaging purchase experiences (Liu, Zhang, & Wang, 2024). Nevertheless, other studies note that overly scripted or promotional demonstrations can reduce trust (Sun et al., 2022). This inconsistency suggests that authenticity in presentation is crucial for effectiveness. Consumers in live streaming environments seek genuine, transparent interactions that allow them to assess product value realistically rather than feeling subjected to hard-selling tactics.

2.2.6 Perceived Value of the Brand

Perceived brand value represents consumers' overall evaluation of a brand's worth, determined by the benefits they perceive relative to costs like time, money, and effort. In live streaming commerce, this perception arises not only from product functionality but also from the holistic shopping experience (Zenodo, 2024). When live streams deliver relevant content while building trust and connection, they elevate perceived brand value among viewers (Wu & Huang, 2023).

As highlighted by Chen, Liu, and Su (2023), trust transfer and emotional engagement generated through live streaming play a crucial role in strengthening consumers' perceived brand value, which in turn can positively influence their future purchase decisions. However, some studies argue that price sensitivity can override perceived brand value in purchase decisions, especially in price-competitive markets (Guo et al., 2021). This study addresses these inconsistencies by integrating the S-O-R model with empowerment theory to examine how live streaming simultaneously shapes commercial outcomes and socio-psychological empowerment among Malaysian entrepreneurs.

2.2.7 Consumer Purchase Intention

Consumer purchase intention indicates a person's likelihood to buy a product, influenced by their emotions, perceptions, and overall shopping experience. In live streaming commerce, purchase intention is influenced by the session's vibe and the host's skill in engaging viewers (Nawaz & Kaldeen, 2020). When the content feels genuine, emotionally engaging and the presenter appears trustworthy, viewers are more inclined to consider making a purchase.

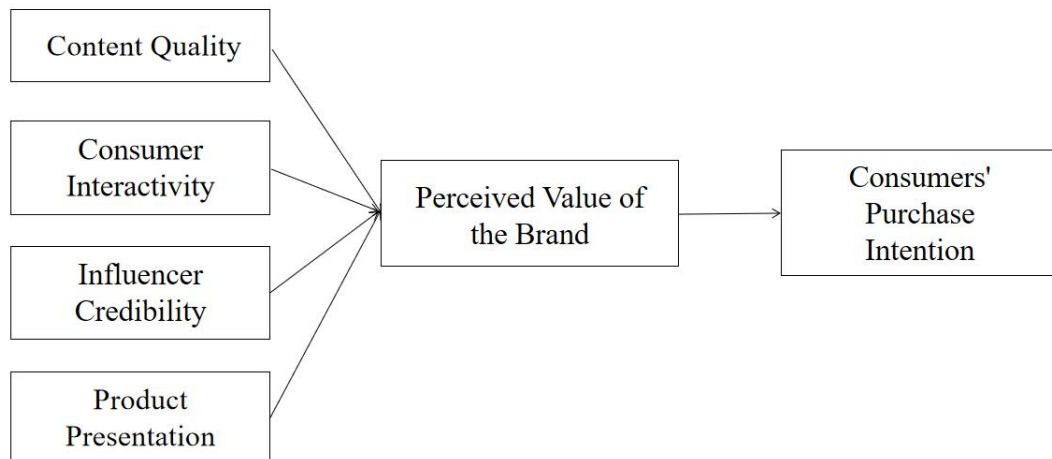
A recent study emphasized that emotional cues like excitement, friendliness and the streamer's overall image play a vital role in driving purchase behavior by creating a more personal and persuasive shopping experience (Zhang, Su, Zhu, & Wang, 2025). By contrast, other studies argue that functional factors such as price, delivery and convenience outweigh emotional cues (Cai & Wohn, 2019).

While emotional cues such as streamer authenticity and excitement foster trust and a personalized shopping experience, practical considerations including price and convenience remain critical, particularly within culturally diverse and price-sensitive markets. This research enriches the literature by further investigate the dynamic interplay between these factors within Malaysia's sociocultural digital marketplace, filling a critical gap in comprehending consumers' purchase intention in live commerce settings.

2.3 Proposed Structural Framework

The constructed structural framework is shown in Figure 2.1

Figure 2.1: Structural Framework



Source: Developed for Research Purpose

2.4 Hypotheses Development

2.4.1 There is a relationship between content quality and consumer purchase intention.

Content quality plays a pivotal role in influencing consumers' attitudes and purchase decisions during live streaming sessions. High-quality content characterized by clarity, relevance, creativity and consistent value significantly enhances the viewing experience, strengthening consumer confidence in the product or brand presented. As Lin et al. (2021) indicate, content that is informative and visually appealing increases viewer satisfaction and engagement, which translates into higher purchase intention. Similarly, Xu et al. (2020) found that authentic and well-structured content builds trust between streamers and audiences, making viewers more likely to act on product recommendations. In live streaming, clear audio, high-quality visuals and structured content delivery boost viewer satisfaction and trust. These are key drivers of purchase intention in digital commerce. This inconsistency underscores the need to examine content quality

through an integrated emotional-behavioral framework, especially in live streaming where relational dynamics are more prominent.

H1: There is a significant relationship between content quality and consumer purchase intention.

2.4.2 There is a relationship between consumer interactivity and consumer purchase intention.

Interactivity distinguishes live streaming from traditional marketing by enabling real-time communication between streamers and viewers, which builds connection, responsiveness, and engagement (Zhang, Su, Zhu & Wang, 2025). According to Lu et al. (2022), interactive features such as live chats, Q&A sessions, polls, and viewer comments not only enhance the entertainment value of streams but also promote two-way engagement, which positively influences consumer trust and decision-making. When viewers can ask questions, receive immediate feedback, or see their comments acknowledged during a live session, they feel more involved and valued, increasing their purchase intention (Park & Lin, 2020). In the Malaysian live streaming context, real-time interactivity creates a dynamic environment that strengthens consumer trust and connection, ultimately enhancing the willingness to purchase.

H2: There is a significant relationship between interactivity and consumer purchase intention.

2.4.3 There is a relationship between influencer credibility and consumer purchase intention.

Influencer credibility is typically characterized by an influencer's trustworthiness, expertise, and authenticity (González, 2023). When viewers perceive influencers as genuine and knowledgeable, they tend to trust their product recommendations

more, fostering stronger emotional bonds and substantially boosting purchase willingness. The alignment between an influencer's image and the promoted product further boosts endorsement effectiveness.(Lim et al., 2020). In Malaysia's live streaming marketplace, influencers who demonstrate credibility through expertise and authenticity gain higher audience trust. This trust translates into greater consumer confidence in endorsed products, ultimately boosting purchase intentions.

H3: There is a significant relationship between influencer credibility and consumer purchase intention.

2.4.4 There is a relationship between product presentation and consumer purchase intention.

Effective product presentation during live streaming is crucial for capturing and retaining viewer interest. According to Chen and Lin (2018), clear and engaging product demonstrations increase product transparency and reduce consumer uncertainty, thereby boosting purchase confidence.

Live streaming's dynamic nature enables showcasing products through close-ups, real-time demonstrations and testimonials, offering a richer shopping experience compared to static images or text descriptions. As Ma et al. (2022) emphasize, compelling product presentations improve product appeal and perceived quality, thereby increasing the likelihood of purchase. Therefore, live streamers who deliver detailed and engaging product presentations tend to convert more viewers into customers.

H4: There is a significant relationship between product presentation and consumer purchase intention.

2.5 Conclusion

This chapter synthesized key literature and theories on live streaming, brand building and consumer behavior, while introducing the study's structural framework and also hypotheses. The following chapter will outline the research methodology for data collection and analysis.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter examines how live streaming drives brand building and consumer engagement in Malaysia's growing digital commerce ecosystem. It outlines the sampling strategy, data collection methods, measurement instruments, data analysis techniques and overall research design. Adopting a quantitative approach, the study gathers empirical data to explore relationships among marketing communication characteristics such as content quality, product presentation, influencer credibility and interactivity. This structured methodology supports the research objectives, seeking to illuminate how digital platforms enhance consumer engagement and brand growth in Malaysia's dynamic e-commerce landscape.

3.1 Research Design

This research is using a quantitative research design to rigorously investigate live streaming's impact on brand building and consumer engagement in Malaysia's digital commerce landscape. The quantitative method excels at gathering numerical data to uncover relationships among core variables, including content quality, interactivity, influencer credibility, product presentation and consumer outcomes such as purchase intention and engagement (Taherdoost, 2021).

By a structured survey, the research collects consistent responses from a diverse sample of Malaysian consumers active in live streaming commerce. This approach enables robust analysis of correlations and patterns, yielding actionable insights into how digital marketing strategies which particularly live streaming, strengthen consumer-brand connections in Malaysia's thriving e-commerce market.

3.1.1 Quantitative Research Method

Quantitative research represents a systematic methodology centered on collecting and analyzing numerical data to test hypotheses and identify relationships among variables. It employs structured instruments such as questionnaires and surveys to collect standardized responses suitable for statistical analysis (Creswell & Creswell, 2018). This method is particularly appropriate for investigating consumer behavior in digital marketing contexts, as it facilitates the identification of key factors influencing purchase intentions and brand trust.

Unlike qualitative research, which seeks deep understanding of individual experiences, quantitative research emphasizes objectivity, measurement, and generalizability (Babbie, 2020). By applying a quantitative approach, this study rigorously evaluates how marketing communication characteristics affect Malaysian consumers' purchase intentions in live streaming commerce by the mediation role of perceived value of the brand.

3.2 Data Collection Method

Data collection is a critical phase in the research process, essential for examining study objectives, testing hypotheses, and ensuring reliable findings. Accurate and trustworthy data are especially important in fields such as social sciences, business and technology (Taherdoost, 2021). This study uses structured questionnaires to collect primary data, allowing for first-hand, context-specific insights directly addressing the research problem. Structured surveys are efficient for gathering standardized responses from a broad sample, facilitating statistical analysis to reveal patterns and relationships. By collecting data directly from respondents engaged in live streaming commerce, this approach enhances the validity and applicability of the findings, accurately representing actual consumer experiences and behaviours (Creswell & Creswell, 2018).

3.2.1 Primary Data Collection

Primary data means those information gathered straight from original sources by the researcher specifically for the research's goals (Etikan, 2021). It provides new and firsthand insights closely aligned with the research objectives, unlike secondary data, which is derived from previously collected information. This method enables collection of relevant, context-specific data that accurately reflects Malaysian consumers' perceptions and behaviours in live-streaming commerce (Bhat, 2022). Structured surveys excel at collecting uniform quantitative data from large groups, enabling dependable statistical testing and bolstering the credibility and relevance of study outcomes (Creswell & Creswell, 2018).

3.3 Sampling Design

A research sample constitutes a subset of individuals drawn from a larger population to participate in a study. It requires precisely defining the target population, establishing an appropriate sampling frame, and employing effective sampling techniques to ensure the selected participants faithfully mirror the broader group's characteristics (Rahman, 2023).

3.3.1 Target Population

In research design, the target population refers to the larger group or community to which researchers intend to generalize their findings (Socio.Health, 2024). For this study, the target population comprises individuals who actively use digital platforms, particularly those engaging with entrepreneur live streaming. This target group is selected because it represents mature users with sufficient awareness and experience in digital platform usage, making them more capable of providing meaningful and reliable insights for the study.

3.3.2 Sampling Size

Sample size denotes the number of respondents drawn from the target population for the study. In quantitative research, selecting an optimal sample size is essential to yield accurate, reliable, and generalizable results. If a sample size too small risks inadequate statistical power, while an excessively large one proves inefficient (Taherdoost, 2022).

For this study, which examines consumer behaviour in live streaming commerce in Malaysia, a minimum sample size of 385 is chosen. This figure aligns with conventional guidelines for achieving a 95% confidence level and a 5% margin of error, suitable for large populations of digital platform users (Bartlett et al., 2021). Collecting data from at least this number of respondents will provide precise and credible results that can be generalized to the wider digital user population.

3.3.3 Sampling Frame and Location

The sampling frame constitutes the accessible list or database of individuals from which the research sample is selected. It serves as the practical representation of the target population, ensuring selected participants accurately capture the study's intended context (Etikan & Bala, 2021). In this study, the sampling frame comprises Malaysian consumers actively participating in live streaming commerce platforms. This cohort is especially pertinent, as it embodies the primary audience fueling sales and engagement in live streaming commerce. And the location will be within Malaysia as this research is to investigate Malaysian consumers' purchase intention in live commerce.

3.3.4 Sampling Technique

This research utilizes convenience sampling to recruit readily available respondents from Malaysian live streaming users, enabling efficient data collection despite its non-random nature (Etikan & Bala, 2021). Researchers choose readily available individuals such as people nearby, social media respondents or campus visitors, not giving everyone in the population an equal chance.

In this research, convenience sampling will be applied to Malaysian digital platform users who engage with live streaming commerce. Convenience sampling is particularly suitable for quantitative research as it strengthens the statistical power of hypothesis testing and reduces systematic error (Sharma, 2021). Fast, low-cost, simple to implement which perfect for student theses targeting urban Malaysian live commerce users.

3.4 Questionnaire Design

The survey questionnaire comprises three sections and is designed in English (UK). It features single-choice questions.

Section A comprises five general demographic questions, which collect information such as gender, age, highest education level, occupation, and monthly income. These questions help to qualify respondents based on characteristics relevant to the study's objectives.

Section B consists of four questions introducing respondents to the research topic and gathering their opinions. The items focus on data utilization and literacy, particularly in relation to privacy and personal information.

Section C contains twenty-four questions measuring the S-O-R of this study, including marketing communication characteristics, perceived brand value, and consumer purchase intention. The items in this section are measured using a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

3.5 Measurement

The measurement of constructs in this study is based on validated scales adapted from past research to ensure reliability and also validity. Each construct is operationalized using multiple items measured on a five-point Likert scale, ranging from 1 = Strongly Disagree to 5 = Strongly Agree.

Content quality, interactivity, influencer credibility, and product presentation are assessed through adapted items from prior live-streaming and e-commerce studies. Perceived brand value is measured as the mediating variable, while consumers' purchase intention serves as the response. The Likert scale format was chosen because it effectively captures attitudes, perceptions, and behavioural intentions, providing robust quantitative data for analysis (Sullivan & Artino, 2021).

3.5.1 Measurement Scale

In this study, both **nominal and ordinal scales** will be applied to measure the survey responses. The selection of an appropriate measurement scale is important, as it ensures that the questions align with the type of data required and the responses expected from participants (Bhandari, 2023). Using the correct scale allows the researcher to obtain accurate and meaningful results, while poorly chosen scales may result in irrelevant responses or cause respondents to feel uncomfortable when answering.

3.5.1.1 Nominal Scale

A **nominal scale** is the simplest measurement level, classifying variables into distinct categories without implying order, quantity, or numerical value. It uses labels or numbers solely for identification, such as gender, ethnicity or product types, where no mathematical operations like addition or ranking apply (Bhandari, 2023).

3.5.1.2 Ordinal Scale

An ordinal scale arranges variables into categories with a clear order or ranking, though intervals between ranks are not necessarily equal. Examples include

customer satisfaction levels (Babbie, 2020). While this scale provides information about order, it does not measure the magnitude of difference between categories.

3.5.2 Measurement Instrument

The measurement instrument for this study is a structured Google form questionnaire crafted to assess respondents' demographic profiles, perceptions, and behavioral intentions regarding live-streaming commerce. Table 3.1 shows that the variables and the measurement components that align with them were taken from a variety of research articles.

Table 3.1 Variable and Measurement Components

Author(s)	Construct (Variable)	Item	Original Question
(Oktavianti, Suryani, & Hermanto, 2025)	Content Quality (Stimulus)	CQ1	1. The content is clear and easy to understand.
(Oktavianti, Suryani, & Hermanto, 2025)		CQ2	2. The livestream content provides relevant and useful information about the product.
(Oktavianti, Suryani, & Hermanto, 2025)		CQ3	3. The visuals and audio in the livestream are high quality.
(Oktavianti, Suryani, & Hermanto, 2025)		CQ4	4. The product is presented accurately without misleading details.
(Joo & Yang, 2023)	Consumer Interactivity (Stimulus)	CI1	1. The streamer responds promptly to my comments during the livestream.
(Joo & Yang,		CI2	2. The livestream allows two-way

2023)			communication between me and the streamer.
(Joo & Yang, 2023)		CI3	3. The streamer addresses questions and feedback from viewers during the session.
(Joo & Yang, 2023)		CI4	4. I can influence the livestream content by making requests or suggestions.
(Chen & Yang, 2023)	Influencer Credibility (Stimulus)	IC1	1. I believe the influencer provides honest and trustworthy information.
(Chen & Yang, 2023)		IC2	2. I believe the influencer to be reliable in their endorsements.
(Chen & Yang, 2023)		IC3	3. I believe the influencer is knowledgeable and well-informed about the products.
(Chen & Yang, 2023)		IC4	4. I believe the influencer considers what is the best for consumers.
(Fu & Hsu, 2023)	Product Presentation (Stimulus)	PP1	1. The product presentation during the livestream makes it easy to understand the product's features.
(Fu & Hsu, 2023)		PP2	2. The livestream provides rich, engaging details about the product.
(Fu & Hsu, 2023)		PP3	3. The way the product is showcased makes me feel more confident to

			decide on buying it.
(Fu & Hsu, 2023)		PP4	4. The interactive presentation enhances my perception of the product's quality.
(Wu & Huang, 2023)	Perceived Value of The Brand (Organism)	PV1	1. Products offered via live streaming seem genuine and authentic.
(Wu & Huang, 2023)		PV2	2. Live streaming products offer good value for money.
(Wu & Huang, 2023)		PV3	3. Live streaming promotions appear attractive and compelling.
(Wu & Huang, 2023)		PV4	4. Online shopping outperforms other methods in my view.
(Zhang, Wang, & Ariffin, 2024)	Consumer Purchase Intention (Response)	CP1	1. I believe I am more likely to purchase the product recommended by the streamer.
(Zhang, Wang, & Ariffin, 2024)		CP2	2. I believe the streamer's presentation makes me inclined to purchase immediately.
(Zhang, Wang, & Ariffin, 2024)		CP3	3. I believe I might purchase the product even if I hadn't planned to.
(Zhang, Wang, & Ariffin, 2024)		CP4	4. I believe the product demonstration prompts me to make a quick buying decision.

Source: Developed for Research Purpose

3.6 Data Processing

Data processing entails collecting raw data from sources like surveys and transforming it into usable, meaningful information through structured steps such as cleaning, coding and analysis. It plays a vital role in helping businesses refine their strategies and achieve a competitive edge (Duggal, 2024).

3.6.1 Data Checking

Data validation, also known as data checking, is the process of verifying data accuracy and quality to ensure reliability before analysis. This strengthens methodology rigor alongside nominal and ordinal scales and convenience sampling discussions. Especially with automated systems that minimize human intervention, it becomes critical to validate data entry to meet established quality standards. In this study, the dataset's reliability and validity are affirmed through meticulous data review. Ensuring data validity is essential for producing accurate and dependable research outcomes (Kakarash, 2023).

3.6.2 Data Editing

Editing is a refinement process that improves the quality of a written work. It shapes and organizes the information within a text so that it becomes clearer and more engaging for readers. In the context of research, data editing ensures that the collected data is both accurate and consistent (Kakarash, 2023). For this study, data editing will be applied to the questionnaire to remove irrelevant responses. For instance, individuals who never watch live-streaming session and thereby strengthen the credibility of the findings.

3.6.3 Data Coding

According to Lynn & Lyberg (2022), data coding shifts qualitative data into a quantitative format for more straightforward analysis by sorting responses and data segments and distributing numerical or symbolic codes to them. This

procedure reduces the process of finding patterns and trends and increases the effectiveness of data analysis in the meantime.

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

Table 3.2 Questionnaire Data Coding

Section A: Demographics		
Q1	Gender	<p>“Female” is coded as 1</p> <p>“Male” is coded as 2</p> <p>“Prefer not to say” is coded as 3</p>
Q2	Age	<p>“Below 18” is coded as 1</p> <p>“18 - 24” is coded as 2</p> <p>“25 - 34” is coded as 3</p> <p>“35 - 44” is coded as 4</p> <p>“45 - 54” is coded as 5</p> <p>“55 and above” is coded as 6</p>
Q3	Highest Education Level	<p>“Secondary/ High School” is coded as 1</p> <p>“Diploma” is coded as 2</p> <p>“Bachelor’s Degree” is coded as 3</p> <p>“Master's Degree” is coded as 4</p> <p>“PHD” is coded as 5</p>
Q4	Occupation	<p>“Student” is coded as 1</p> <p>“Self-employed” is coded as 2</p> <p>“Private sector employee” is coded as 3</p> <p>“Government employee” is coded as 4</p> <p>“Unemployed” is coded as 5</p>
Q5	Monthly Income	<p>“Less than RM2000” is coded as 1</p> <p>“RM2001 - RM4000” is coded as 2</p> <p>“RM4001 - RM6000” is coded as 3</p> <p>“RM6001 - RM8000” is coded as 4</p> <p>“No income” is coded as 5</p>

Source: Developed for Research Purpose

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

Q1: How often do you watch live streaming sessions?

- “Daily” is coded as 1
- “Weekly” is coded as 2
- “Monthly” is coded as 3
- “Rarely” is coded as 4
- “Never” is coded as 5

Q2: What is your main purpose of watching live streaming?

- “Entertainment” is coded as 1
- “Shopping (Live Commerce)” is coded as 2
- “Learning/ Information” is coded as 3
- “Social Interaction” is coded as 4

Q3: Female entrepreneurs in Malaysia are increasingly using live streaming to reach more customers.

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

Q4: Do you think live streaming helps female entrepreneurs in Malaysia build their personal brand?

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

- “Strongly disagree” is coded as 1

Lastly, the responses for each survey question in Section C are coded as below:

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

3.7 Proposed Data Analysis Tool

In this section of the research, the instruments used for data analysis will be discussed. The tools identified as suitable for this study are descriptive analysis and the SmartPLS software.

3.7.1 Descriptive Analysis Tool

Descriptive statistics summarize and organize a dataset's key features by compiling responses or observations into structured formats, revealing fundamental patterns and measures for clearer data comprehension (Bhandari, 2023). In this study, the data collected through the survey questionnaire will be analysed using descriptive statistics and the results will be presented in visual forms such as pie charts, bar chart and graphs. These visualizations clearly depict response proportions, enabling precise interpretation and supporting robust conclusions.

3.7.2 Smart PLS Tool

Partial Least Squares Structural Equation Modeling (PLS-SEM) is one of the most widely used techniques for analyzing multivariate data, particularly in complex

models with latent variables. This approach enables researchers to operationalize latent variables using observed indicators and is particularly valuable in examining complex relationships among constructs. The SmartPLS 4 software offers a robust platform for conducting such analyses and is extensively used in social science and business research due to its ability to manage small sample sizes, non-normal data, and complex model structures (Hair et al., 2021).

In this study, Sparse Partial Least Squares (sPLS) will be applied for comprehensive statistical analysis of the survey data. Cronbach's alpha assesses the internal consistency of constructs, confirming the measurement model's reliability through item inter-correlations. Correlation analysis then examines relationships among variables, identifying significant associations prior to advanced modeling. Furthermore, the study will investigate the relationships between the stimulus (content quality, consumer interactivity, influencer credibility, product presentation), organism (perceived value of the brand) and response (consumer purchase intention).

To show these connections, this diagram will also be created using sPLS. It will assist in collecting questions for every variable, after which it will be tested, and an analysis will be performed. Next, the bootstrapping techniques will be used to produce p-values, r-values (correlation coefficients), and significance values to validate the results. This statistical validation made sure that the results weren't the result of chance and that they could be used to achieve the goal of figuring out how the live streaming and female empowerment will impact on brand building and consumer purchase intention.

3.8 Conclusion

This chapter outlines the questionnaire construction process and the analytical methods applied to its results. Data processing ensures collected information accuracy for effective analysis using suitable tools. Subsequent chapters present these analyses alongside findings to evaluate research objective fulfillment.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter analyzes and interprets the collected survey data to uncover key patterns and relationships. In this developed research, 391 responses of data were received from September 2025 to November 2025. All the 391 responses of this survey will be used and analyzed using PLS-SEM.

4.1 Descriptive Analysis

4.1.1 Descriptive Analysis: Demographic Profile

4.1.1.1 Gender

Table 4.1: Gender

Gender				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Male	195	49.9	195	49.9
Female	147	37.6	342	87.5
Prefer not to say	49	12.5	391	100

Source: Developed for Research Purpose

Table 4.1 presents the gender distribution of the respondents, where out of 391 participants, 195 (49.9%) identified as male, 147 (37.6%) as female, and 49 respondents (12.5%) preferred not to disclose their gender. This distribution reflects a diverse sample with balanced gender representation, which is important for understanding consumer behaviors across different demographic groups in live streaming commerce contexts.

4.1.1.2 Age

Table 4.2: Age

Age				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Below 18	6	1.53	6	1.53
18 - 24	209	53.45	215	54.99
25 - 34	125	31.97	340	86.96
35 - 44	38	9.72	378	96.68
45 - 54	8	2.05	386	98.72
55 and above	5	1.28	391	100

Source: Developed for Research Purpose

Table 4.2 shows the distribution of respondents by age group. The largest proportion, 209 out of 391 respondents (53.45%), are aged 18 to 24 years old. This is followed by 125 respondents (31.97%) in the 25 to 34 age group. The 35 to 44 age bracket includes 38 respondents (9.72%), while 8 respondents (2.05%) are between 45 and 54 years old. Additionally, 8 respondents (2.05%) are under 18 years old, and 5 respondents (1.28%) are 55 years old or above.

4.1.1.3 Highest Education Level

Table 4.3: Highest Education Level

Education Level				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Secondary/ High School	11	2.81	11	2.81
Diploma	37	9.46	48	12.27
Bachelor's	303	77.49	351	89.77

Degree				
Master's Degree	26	6.65	377	96.42
PHD	14	3.58	391	100

Source: Developed for Research Purpose

Table 4.3 presents the highest educational qualifications of the respondents. The majority, 303 out of 391 respondents (77.49%), hold a bachelor's degree, making it the predominant education level. This is followed by 37 respondents (9.46%) with a Diploma, 26 respondents (6.65%) with a master's degree, 14 respondents (3.58%) with a PhD, and 11 respondents (2.81%) who completed Secondary or High School education.

4.1.1.4 Occupation

Table 4.4: Occupation

Occupation				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Student	181	46.29	181	46.29
Self-employed	11	2.81	192	49.10
Private sector employee	184	47.06	376	96.16
Government employee	12	3.07	388	99.23
Unemployed	3	0.77	391	100

Source: Developed for Research Purpose

Table 4.4 illustrates the occupational distribution of the respondents. The largest group comprises private sector employees, with 184 respondents (47.06%). Students form the next largest group, accounting for 181 respondents (46.29%). The self-employed and government employees represent smaller proportions, with

11 respondents (2.81%) and 12 respondents (3.07%), respectively. The unemployed category includes 3 respondents (0.77%).

4.1.1.5 Monthly Income

Table 4.5: Monthly Income

Monthly Income				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Less than RM 2000	165	42.20	165	42.20
RM2001 - RM4000	107	27.36	272	69.56
RM4001 - RM6000	73	18.67	345	88.23
RM6001 - RM8000	37	9.46	382	97.70
No income	9	2.30	391	100

Source: Developed for Research Purpose

Table 4.5 displays the monthly income distribution of the respondents. The largest share, 165 respondents (42.20%), earn less than RM 2,000 per month. This is followed by 107 respondents (27.36%) in the income range of RM 2,001 to RM 4,000, and 73 respondents (18.67%) earning between RM 4,001 and RM 6,000. Respondents with monthly incomes from RM 6,001 to RM 8,000 comprise 37 individuals (9.46%), while 9 respondents (2.30%) reported having no income.

4.1.2 Descriptive Analysis: General Information and Opinion towards Topic

4.1.2.1 General Information

Table 4.6 General information

How often do you watch live streaming sessions?				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Daily	116	29.67	116	29.67
Weekly	108	27.63	224	57.30
Monthly	66	16.88	290	74.18
Rarely	62	15.86	352	90.04
Never	39	9.97	391	100

Source: Developed for Research Purpose

Table 4.6 presents the frequency distribution of respondents watching live streaming sessions, based on a total of 391 participants. Among them, 116 respondents (29.67%) reported watching live streaming daily, indicating a substantial portion of the audience engages daily. Weekly viewers number 108 (27.63%), bringing the combined total of daily and weekly viewers to 224 respondents or 57.30%. Those who watch live streaming monthly account for 66 respondents (16.88%). The group that rarely watches live streaming comprises 62 respondents (15.86%), while 39 respondents (9.97%) indicated that they never watch live streaming.

4.1.2.2 Opinion towards Topic

Table 4.7 Opinion towards topic

What is your main purpose of watching live streaming?				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Entertainment	39	9.97	39	9.97
Shopping (Live Commerce)	243	62.14	282	72.11
Learning/ Information	72	18.41	354	90.52
Social Interaction	37	9.46	391	100

Source: Developed for Research Purpose

Table 4.7 presents respondents' main purposes for watching live streaming, based on a total of 391 participants. The majority, 243 respondents (62.14%), watch live streams primarily for shopping, highlighting the prominent role of live commerce in attracting viewers. Entertainment is the main purpose for 39 respondents (9.97%), while learning or obtaining information motivates 72 respondents (18.41%). Social interaction accounts for the viewing purpose of 37 respondents (9.46%).

4.1.2.3 Respondents' agreement on Use of Live Streaming by Malaysian Entrepreneurs

Table 4.8 Respondents' agreement on Use of Live Streaming by Malaysian Entrepreneurs

Entrepreneurs in Malaysia are increasingly using live streaming to reach more customers				
	Frequency	Percentage	Cumulative	Cumulative

		(%)	Frequency	Percentage (%)
Strongly agree	101	25.83	101	25.83
Agree	245	62.66	346	88.49
Neutral	22	5.63	368	94.12
Disagree	14	3.58	382	97.70
Strongly disagree	9	2.30	391	100

Source: Developed for Research Purpose

Table 4.8 summarizes respondents' opinions on the increasing use of live streaming by entrepreneurs in Malaysia. Out of 391 respondents, 101 individuals (25.83%) strongly agree that entrepreneurs are increasingly using live streaming to reach more customers. The majority, 245 respondents (62.66%), agree with this statement, making a combined total of 346 respondents (88.49%) who hold positive views. Meanwhile, 22 respondents (5.63%) remain neutral. Only a small portion disagrees, with 14 respondents (3.58%) disagreeing and 9 respondents (2.30%) strongly disagreeing.

4.1.2.4 Respondents' agreement on Live Streaming Helping Malaysian Entrepreneurs Build Personal Brands

Table 4.9 Respondents' agreement on Live Streaming Helping Malaysian Entrepreneurs Build Personal Brands

Do you think live streaming helps entrepreneurs in Malaysia build their personal brand?				
	Frequency	Percentage (%)	Cumulative Frequency	Cumulative Percentage (%)
Strongly agree	191	48.85	191	48.85
Agree	154	39.39	345	88.24

Neutral	20	5.12	365	93.36
Disagree	14	3.58	379	96.94
Strongly disagree	12	3.07	391	100

Source: Developed for Research Purpose

Table 4.9 summarizes respondents' opinions on whether live streaming helps entrepreneurs in Malaysia build their personal brand. Out of 391 respondents, 191 individuals (48.85%) strongly agree with this statement, while 154 respondents (39.39%) agree, resulting in a combined total of 345 respondents (88.24%) having a positive view. A smaller group of 20 respondents (5.12%) remain neutral. Disagreement is expressed by 14 respondents (3.58%), and only 12 respondents (3.07%) strongly disagree. These results indicate a strong consensus that live streaming is a valuable tool for personal brand building among Malaysian entrepreneurs.

4.2 Reliability Analysis

4.2.1 Before Pilot Testing

Table 4.10: Pilot Testing Cronbach's Alpha

	Item	Cronbach's alpha
Consumer Interactivity	CI	0.692
Consumer Purchase Intention	PI	0.779
Content Quality	CQ	0.713
Influencer Credibility	IC	0.750
Perceived Brand Value	BV	0.742
Product Presentation	PP	0.843

Source: Developed for Research Purpose

Cronbach’s alpha values are used to assess the internal consistency of a questionnaire, with higher values indicating better reliability. As demonstrated in Table 4.10, all variables fall within the acceptable range. Generally, alpha values above 0.70 are viewed as acceptable, good, or excellent, whereas values below 0.70 may suggest questionable reliability (Khairul Zahreen Mohd Arof et al., 2018). Specifically, Table 4.9 shows Product Presentation (PP) having the highest alpha value of 0.843, indicating excellent reliability. Consumer Purchase Intention (PI) and Influencer Credibility (IC) also show strong reliability, with alpha values of 0.779 and 0.750, respectively. Perceived Brand Value (BV) and Content Quality (CQ) have acceptable reliability scores of 0.742 and 0.713. Meanwhile, Consumer Interactivity (CI) has the lowest reliability at 0.692, which is considered questionable. Given that the pilot test included more than the recommended minimum of 30 samples, these reliability levels support moving forward with full-scale research.

4.2.2 After Pilot Testing

Table 4.11: Cronbach’s Alpha

	Item	Cronbach’s alpha
Consumer Interactivity	CI	0.752
Consumer Purchase Intention	PI	0.792
Content Quality	CQ	0.747
Influencer Credibility	IC	0.688
Perceived Brand Value	BV	0.793
Product Presentation	PP	0.753

Source: Developed for Research Purpose

Figure 4.1: Range of Reliability and its Coefficient of Cronbach’s Alpha

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

Source: Zahreen Mohd Arof et al., 2018

Using a substantial sample size of 391 respondents, Table 4.10 shows that the Cronbach's alpha values indicate reliable measurement scales. Perceived Brand Value (BV) achieved the highest internal consistency with an alpha of 0.793, reflecting strong reliability. Consumer Purchase Intention (PI) and Product Presentation (PP) showed acceptable to good reliability, with alpha values between 0.753 and 0.792. Consumer Interactivity (CI) also had a solid alpha of 0.752, while Content Quality (CQ) followed closely with 0.747. Influencer Credibility (IC) recorded the lowest alpha at 0.688, which remains acceptable given the large sample size. Overall, these coefficients confirm that the instruments used are consistent and valid for conducting full-scale analysis in this study.

4.3 Correlation Analysis

4.3.1 Pearson's Correlation Analysis

Table 4.12: Pilot Testing Cronbach's Alpha

	CI	PI	CQ	IC	BV	PP
Consumer Interactivity	1.000	0.615	0.493	0.565	0.690	0.768
Consumer	0.615	1.000	0.646	0.543	0.677	0.706

Purchase Intention						
Content Quality	0.493	0.646	1.000	0.667	0.655	0.562
Influencer Credibility	0.565	0.543	0.667	1.000	0.706	0.619
Perceived Brand Value	0.690	0.677	0.655	0.655	1.000	0.714
Product Presentation	0.768	0.706	0.562	0.619	0.714	1.000

Source: Developed for Research Purpose

Figure 4.2: Interpretation of Correlation Coefficient

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

Source: Napitupulu et al., 2018

Pearson’s correlation coefficient quantifies the strength and direction of the linear relationship between two continuous variables (Napitupulu et al., 2018). The coefficient ranges indicate different levels of association: 0.80–1.00 represents a very strong correlation, 0.60–0.79 a strong correlation, 0.40–0.59 moderate, 0.20–0.39 weak, and 0.00–0.19 very weak correlation.

Table 4.11 displays the correlation coefficients among the study variables, revealing positive relationships that range from moderate to strong. For example, Consumer Interactivity (CI) shows strong correlations with Perceived Brand Value (BV) at 0.690 and Product Presentation (PP) at 0.768, implying that interactive engagement closely relates to consumers' perceptions of brand value and product presentation. Consumer Purchase Intention (PI) also strongly correlates with CI (0.615), Content Quality (CQ) (0.646), and Product Presentation (0.706), highlighting its multifaceted influences. These findings correspond with marketing research conventions where correlations above 0.5 indicate meaningful associations that likely impact consumer behaviour.

Furthermore, the absence of weak correlations supports the reliability and consistency of the measurement scales and the conceptual framework used in this study.

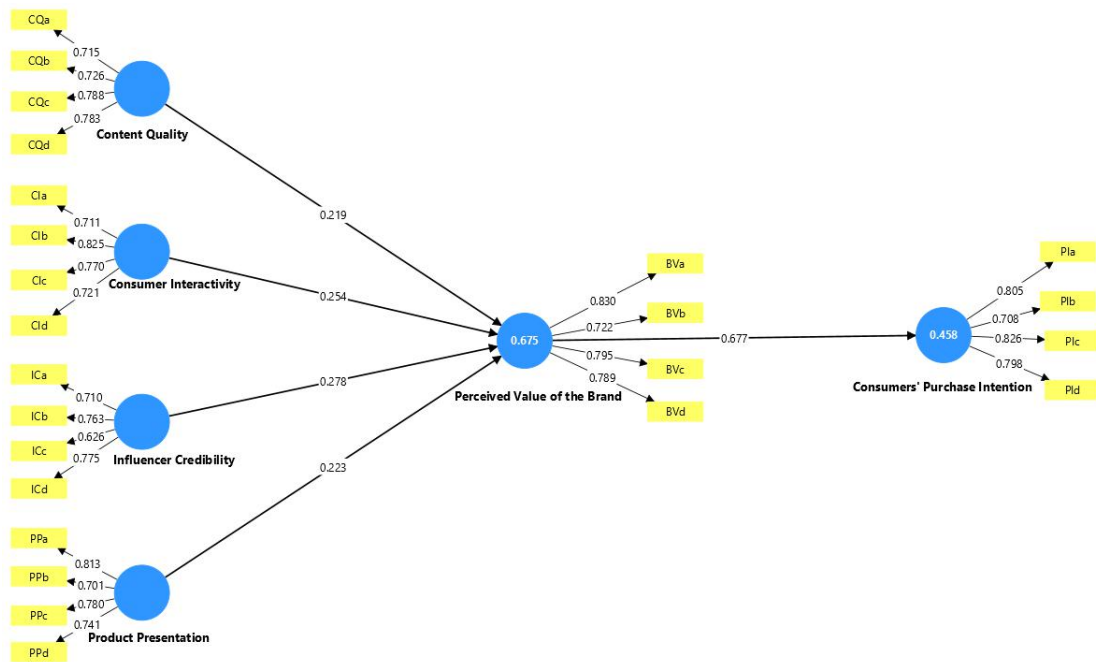
4.4 Structural Equation Modelling

Following the reliability and correlation assessments, the structural model was examined using the bootstrapping method incorporated in Sparse Partial Least Squares (sPLS) with 391 valid samples. This method aims to analyse the relationships among independent, moderator and dependent variables within the model. Additionally, sPLS is well-suited for identifying the most influential variables, such as Perceived Brand Value, by testing the significance of path coefficients (β -values). The structural model presented below serves as the analytical foundation for deriving the research conclusions.

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

4.4.1 Structural Model Assessment (Path Coefficient)

Figure 4.3: Result Output Generated by SmartPLS 4



Source: Generated for Research Purpose

Refer to Figure 4.3, the R-squared value of 0.675 on Perceived Brand Value explains that there are 67.5% of the variation in perceived brand value is accounted for by the combined factor of content quality, consumer interactivity, influencer credibility and product presentation. The remaining 32.5% is attributed to other factors not included in this model. On the other hand, the R-squared value of 0.458 on the Consumer Purchase Intention outlines that there are 45.8% of the variation in the consumer purchase intention is influenced by Perceived Brand Value.

Meanwhile, the variables are significantly influencing Purchasing Intention forming an equation of:

[Perceived Brand Value = β_1 Content Quality + β_2 Consumer Interactivity + β_3 Influencer Credibility + β_4 Product Presentation]

[Perceived Brand Value = 0.219 Content Quality + 0.254 Consumer Interactivity + 0.278 Influencer Credibility + 0.223 Product Presentation]

Table 4.13: Structural Model

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Rejection of Null Hypothesis
Content Quality -> Perceived Brand Value	0.254	0.251	0.075	3.405	0.001	Rejected
Consumer Interactivity -> Perceived Brand Value	0.219	0.223	0.061	3.625	0.000	Rejected
Influencer Credibility ->	0.278	0.276	0.063	4.407	0.000	Rejected

Perceived Brand Value						
Perceived Brand Value -> Consumer Purchase Intention	0.677	0.681	0.037	18.109	0.000	Rejected
Product Presentation -> Perceived Brand Value	0.223	0.226	0.080	2.770	0.006	Rejected

Source: Developed for Research Purpose

P value < 0.05 = H null rejected

P value > 0.05 = H null non rejected

When looking at p-values, researchers often use 0.05 as the cutoff for statistical significance. If the p-value is 0.05 or lower, there's enough evidence to ditch the null hypotheses, the relationship or effect you're seeing is statistically significant. Conversely, a p-value greater than 0.05 suggests insufficient evidence to reject the null hypotheses, implying that the effect is not statistically significant based on the data.

In Table 4.13, the p-values for Content Quality, Consumer Interactivity, Influencer Credibility, and Product Presentation in relation to Perceived Brand Value are all below 0.05, indicating statistically significant relationships because the null hypotheses is rejected. Specifically, the p-values are 0.001, 0.000, 0.000, and 0.006, respectively. Similarly, the p-value for Perceived Brand Value's effect on Consumer Purchase Intention is also below 0.05, confirming its significant role in influencing purchase intention.

Thus, the final model of Perceived Brand Value will be presented as:

$$[\text{Perceived Brand Value} = 0.254 \text{ Content Quality} + 0.219 \text{ Consumer Interactivity} + 0.278 \text{ Influencer Credibility} + 0.223 \text{ Product Presentation}]$$

The model reveals that for each one-unit increase in content quality, perceived brand value is predicted to rise by 0.254 units. Similarly, a one-unit enhancement in consumer interactivity corresponds to a 0.219 unit increase in perceived brand value. Furthermore, influencer credibility contributes to perceived brand value, with an expected increase of 0.278 units, and 0.223 for every one-unit increment in product presentation. These results indicate that improvements in each variable positively influence consumers' willingness to purchase.

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

$$[\text{Consumer Purchase Intention} = 0.677 \text{ Content Quality}]$$

Lastly, the above model shows that consumer purchase intention is expected to have an increment by 0.677 for every one-unit increase in Perceived Brand Value. It results that Perceived Brand Value is contributed efficiently to the Consumer Purchase Intention.

4.4.2 T-statistics

The t-statistics reveal that Content Quality (CQ) significantly influences Perceived Brand Value (BV) with a high t-value of 3.625, and Influencer Credibility (IC) shows an even stronger effect with a t-value of 4.407. Consumer Interactivity (CI) also significantly impacts Consumer Purchase Intention, supported by a t-value of 3.405. Although Product Presentation shows the lowest t-value (2.770), it remains statistically significant at $p = 0.006$, indicating a weaker yet meaningful contribution to perceived brand value. This data show that the Content Quality (CQ) and Influencer Credibility (IC) are more critical drivers of perceived brand value in motivating purchase decisions.

4.4.3 R-squared

From figure 4.3, the R-squared = 0.675 tells that 67.5% of the variation in Perceived Brand Value is explained by the combined factor of Content Quality, Consumer Interactivity, Influencer Credibility and Product Presentation. While the other 0.325 or 32.5% is explained by the other factors which are not included in this study. Meanwhile, the R-squared value of 0.458 on the Perceived of Brand Value illustrate that there are 45.80% of the variation in the Consumers' Purchase Intention is influenced by Perceived of Brand Value.

4.5 Hypotheses Testing

H1: Content quality positively affects consumers' purchase intention.

Table 4.13 presents that the significance value of content quality is 0.000 ($P < 0.05$). Hence, H1 is accepted, confirming a significant relationship between content quality and consumers' purchase intention through the mediating role of perceived of brand value.

H2: Consumer interactivity positively affects consumers' purchase intention.

Table 4.13 presents that the significance value of content quality is 0.001 ($P < 0.05$). Hence, H2 is accepted, confirming a significant relationship between consumer interactivity and consumers' purchase intention through the mediating role of perceived of brand value.

H3: Influencer credibility positively affects consumers' purchase intention.

Table 4.13 presents that the significance value of content quality is 0.000 ($P < 0.05$). Hence, H3 is accepted, confirming a significant relationship between influencer credibility and consumers' purchase intention through the mediating role of perceived of brand value through the mediating role of perceived of brand value.

H4: Product presentation positively affects consumers' purchase intention.

Table 4.13 presents that the significance value of content quality is 0.006 ($P < 0.05$). Hence, H4 is accepted, confirming a significant relationship between product presentation and consumers' purchase intention through the mediating role of perceived of brand value.

4.6 Conclusion

This chapter presents the findings from the analysis of survey data, which includes both a descriptive overview of the respondents and an inferential examination of the study's variables. In addition, the hypotheses outlined in the research have been systematically tested and evaluated.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter presents the study's key findings first, then explores their implications. It addresses research limitations and suggests directions for future studies. The chapter concludes with a summary of main points.

5.1 Discussion of Findings

5.1.1 Discussion of Descriptive Analysis

The survey included both male and female participants. The age group of 18 to 24 constituted the majority, likely because this demographic is highly active on digital platforms and more exposed to online surveys. A substantial portion of respondents held bachelor's degrees, reflecting a well-educated sample well-equipped to comprehend the survey content and deliver insightful responses.

As previously stated, respondents aged 18 to 24 made up a significant portion of the sample. These individuals are probably current university students or private sector employees who are active social media users and are interested in how the studied variables influence consumer purchase intentions. Furthermore, most respondents reported employment in the private sector, which aligns with their age and income levels, with over half earning RM2001 or more per month

5.1.2 Discussion of Hypotheses Result and Decision

Table 5.1: Hypotheses Result and Decision

No	Hypothesis	P-values	Decision
H1	There is a significant relationship between content quality and consumers' purchase intention through the mediating role of perceived of brand value.	0.000	Hypotheses supported
H2	There is a significant relationship between consumer interactivity and consumers' purchase intention through the mediating role of perceived of brand value.	0.001	Hypotheses supported
H3	There is a significant relationship between influencer credibility and consumers' purchase intention through the mediating role of perceived of brand value.	0.000	Hypotheses supported
H4	There is a significant relationship between product presentation and consumers' purchase intention through the mediating role of perceived of brand value.	0.006	Hypotheses supported

Source: Developed for Research Purpose

Table 5.1 shows the outcomes and decisions for hypothesis support. Among the four proposed hypotheses, all were supported as their p-values were below 0.05, demonstrating significant relationships between the sources and response through the mediation role of perceived value of the brand. Specifically, H1 (content quality and consumer purchase intention) had a p-value of 0.000, H2 (consumer interactivity and consumer purchase intention) had 0.001, H3 (influencer credibility and consumer purchase intention) had 0.000, and H4 (product

presentation and consumer purchase intention) had 0.006, confirming the significance of these relationships.

These results theoretically advance S-O-R framework by providing empirical evidence that live streaming stimuli do not exert direct effects on purchase behavior, but require psychological translation through the organism stage (perceived brand value) before generating behavioral responses. This mediation pattern confirms S-O-R's foundational premise that environmental cues must first shape internal cognitive-emotional states to drive action, distinguishing live streaming's indirect influence mechanism from traditional direct-response marketing models.

The consistent mediation across all stimuli strengthens theoretical understanding of digital commerce dynamics, proving emotional-cognitive processing as essential for converting interactive digital experiences into commercial outcomes within Malaysia's gendered live streaming ecosystem.

5.2 Implication of Study

This research leverages the S-O-R (Stimulus-Organism-Response) framework to investigate the effectiveness of live streaming on brand building and consumer purchase intention by focusing on specific stimulus variables: content quality, influencer credibility, consumer interactivity and product presentation. These stimuli impact the organism stage, represented by perceived brand value, which subsequently influences consumer purchase intention as the response. Unlike prior research examining variables in isolation, this study integrates them holistically to offer a comprehensive view of their collective impact on consumer purchase intention.

With empirical support for each hypothesis, it is evident that enhancing any of these stimulus factors can positively influence consumer attitudes and drive purchase intention. For content quality, delivering educational and authentic content is key to establishing brand credibility. Boosting consumer interactivity through comments, live chats and interactive features can fortify engagement and encourage a stronger connection to the brand. Influencer credibility establishes

trust and relatability, making it an influential factor in digital campaigns, particularly when influencers genuinely resonate with their audience. Product presentation, as shown by the results, remains crucial for catching attention and conveying a brand's value.

In addition, this study also empowers businesses and marketers to tailor their advertising strategies according to their target audience's preferences and behavior. This confirms S-O-R theory by empirically demonstrating that live streaming stimuli do not act directly, but are psychologically translated into value perceptions before influencing action. This strengthens the argument that emotional-cognitive mediation is essential in digital commerce environments.

5.3 Limitation of Study

This study faces several notable limitations that may limit the scope and generalizability of its findings. Primarily, the research focuses on four key variables which are content quality, influencer credibility, consumer interactivity and product presentation within the S-O-R framework. By narrowing focus to these factors, other important influences such as price competitiveness, personalization, security concerns and experiential elements like product testing are excluded. These omitted aspects could also play substantial roles in shaping consumer purchase intentions, so future investigations may be needed to provide a more holistic view.

Second, the investigation is geographically restricted to Malaysia. This regional emphasis means that consumer attitudes, digital behaviors and market trends explored in the study may not mirror those found in other countries or across different demographic groups. As a result, generalizing these findings to broader populations should be done with caution and additional research across multiple regions could be beneficial for building greater external validity.

Third, the dynamic nature of e-commerce and digital marketing introduces further limitations. Technologies and advertising approaches evolve rapidly, with novel formats like AI-powered campaigns, augmented reality or highly interactive

virtual events increasingly influencing consumer decision-making. Variables that are currently influential may become less relevant as newer digital trends emerge, making certain conclusions time-sensitive.

In summary, this study provides valuable insights into key e-commerce advertising factors and their effects on purchase intention, though limitations in variable selection, regional scope, and evolving technology trends warrant consideration. Addressing these issues in future research will help refine understanding and support businesses in adapting to the continuous evolution of the digital marketplace.

5.4 Recommendations

First, researchers should prioritize examining gender differences more specifically by implementing structural equation models that allow for multi-group analysis. This approach will clarify how male and female consumers respond differently to brand-building tactics, trust cues and purchase triggers within livestream environments. By dissecting the interaction between gender and key stimulus variables, future studies can offer actionable recommendations for brands seeking to tailor live streaming content to diverse audiences.

Second, expanding the qualitative dimension of research through in-depth interviews, focus groups or digital ethnography can provide richer insight into gendered emotions, motivations and social influences during live-streamed commerce events. Such qualitative data will complement existing quantitative findings and reveal nuanced user preferences, patterns of skepticism or enthusiasm and guidance for crafting targeted marketing strategies with gender-sensitive communication.

Third, as digital platforms and technologies rapidly transform, future researchers should monitor the evolution of user interface features, content styles and interactive mechanisms. For example, exploring the implications of AI-powered influencer avatars, gamification or augmented reality in live-stream shopping may unveil new brand-building opportunities and shifts in consumer expectations.

Researchers should also investigate how changing social and cultural norms in Malaysia shape gendered perceptions of authenticity, expertise and purchase intent.

In conclusion, advancing research in this area requires a multifaceted approach: leveraging gender-aware quantitative modeling, embracing deep qualitative exploration and rapidly adapting to technological innovation and cultural change. These measures will help academics and marketers design inclusively engaging livestream campaigns that foster brand loyalty and drive consumer action among varied gender segments in the Malaysian market.

5.5 Conclusion

This study offers a thorough examination of how marketing communication characteristics shapes consumer purchase intentions in Malaysia through the mediation role of perceived value of the brand. Integrating the S-O-R framework and emphasizing marketing communication characteristics, it reveals the core mechanisms fueling engagement and buying behavior in digital commerce environments.

The findings demonstrate that live streaming has the potential to create authentic connections and strengthen brand loyalty. These results are especially relevant for businesses aiming to leverage live-streaming platforms as interactive, real-time tools for marketing, customer engagement and deeper brand differentiation in a fast-evolving digital landscape.

Furthermore, this study highlights the need for future research to broaden its perspective by considering more diverse variables, demographic groups and emerging technologies. Emphasizing both quantitative and qualitative approaches will better capture the complexities of consumer behavior and keep pace with the rapid advancements in digital marketing.

Overall, the insights gained from this research not only inform academic understanding but also empower Malaysian businesses to design more effective,

inclusive and innovative live-streaming campaigns that resonate with both male and female consumers, laying a stronger foundation for brand building and consumer purchase intention.

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APPENDICES

Appendix 3.1

Dear Respondents,

I am Liew Le Yi, a student of the Bachelor of International Business (Hons) at University Tunku Abdul Rahman (UTAR). I am currently conducting my final year project titled "**Stimulus-Driving Purchasing Intentions: Impact on Marketing Communication Characteristics on E-Commerce Platforms**".

This questionnaire aims to collect responses on consumers' purchase intention towards marketing communication characteristics in Malaysia. The survey consists of the following sections:

- Section A: Demographics
- Section B: General information and opinions related to the topic
- Section C: Opinions of Marketing Communication Characteristics (including Content Quality, Interactivity, Influencer Credibility, Product Presentation, Perceived Brand Value and Consumer Purchase Intention)

Your participation is entirely voluntary. All responses will be kept STRICTLY CONFIDENTIAL and are used solely for academic purposes only. Additionally, this survey will be approximately 5 to 15 minutes to complete. Your response is much appreciated.

If you have any inquiries regarding this research, please do not hesitate to contact the researcher through email lly030526@lutar.my

Sincerely,

Liew Le Yi

Data Protection Act

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

Notice:

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

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

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

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

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

Consent:

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

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

You may access and update your personal data by writing to us at lly030526@lutar.my

You have notified me that I at this moment understood, consented and agreed per UTAR above notice

I disagree, my personal data will not be processed

Section A: Demographics

(Please tick “o” only one answer in the relevant box for each of the following statements)

1. Gender

- Female
- Male
- Prefer not to say

2. Age

- Below 18
- 18 - 24
- 25 - 34
- 35 - 44
- 45 - 54
- 55 and above

3. Highest Education Level

- Secondary / High School
- Diploma
- Bachelor’s Degree
- Master’s Degree
- PHD

4. Occupation

- Student
- Self-employed
- Private sector employee
- Government sector employee
- Unemployed

5. Monthly Income

- Less than RM2000
- RM2000 – RM4000
- RM4001 – RM6000
- RM6001 – RM8000
- No income

Section B: General information & opinion towards topic

1. How often do you watch live streaming session?
 - Daily
 - Weekly
 - Monthly
 - Rarely
 - Never

2. What is your main purpose of watching live streaming?
 - Entertainment
 - Shopping (Live Commerce)
 - Learning/ Information
 - Social Interaction

3. Entrepreneurs in Malaysia are increasingly using live streaming to reach more customers.
 - Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

4. Do you think live streaming helps entrepreneurs in Malaysia build their personal brand?
 - Strongly agree
 - Agree
 - Neutral
 - Disagree
 - Strongly disagree

Section C: Opinions on Marketing Communication Characteristics

Please answer all questions in this section.

Please indicate your level of agreement with the following statements.

(1= Strongly Disagree, 5= Strongly Agree)

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

No.	Statement	SD	D	N	A	SA
Content Quality						
1.	The content shared during live streaming sessions is informative and helpful.					
2.	I am more likely to engage with live streams that are creative and visually appealing.					
3.	High-quality visuals and audio during live streams improve my impression of the brand.					
4.	The product details shown clear and not misleading.					
Consumer Interactivity						
1.	The host's personality during live streams affects my feelings about the brand.					
2.	I enjoy the interactive experience					

	during live streaming sessions.					
3.	Viewers' comments and questions are acknowledged by the streamer.					
4.	Live streaming makes me more interested in the brand being promoted.					
Influencer Credibility						
1.	The personality and reputation of the live streamer influence my trust in the brand.					
2.	I can count on the influencer's endorsements.					
3.	I believe the live streamer is knowledgeable about the products they promote.					
4.	I consider live streamers who interact sincerely with viewers to be more credible.					
Product Presentation						
1.	I believe the live streamers introduce make the viewers easier to understand products they promote.					
2.	I more likely to purchase the product that been presented in live streaming session.					
3.	The demonstration of the product strengthens my confidence to buy.					
4.	I consider the way the product is					

	presented to be informative.					
Perceived Value of the Brand						
1.	I believe the products featured in live streams are authentic.					
2.	I believe the products sold through live streaming are worth the price.					
3.	I believe the products from live streaming provide fair value for the money spent.					
4.	I believe buying products via live streaming is more worthwhile compared to others channel.					
Consumer Purchase Intention						
1.	I trust products more when I see them demonstrated live.					
2.	I am more likely to follow a brand after watching its live stream.					
3.	I have made purchases after watching a live streaming session.					
4.	I believe live streaming creates a more transparent shopping experience.					

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 FYP Final Report

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Re: U/SERC/78-600/2025

16 October 2025

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

Dear Dr Fitriya,

Ethical Approval For Research Project/Protocol

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

The details of the research projects are as follows:

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
1.	Exploring the Relationship Between AI Competency and Employment Hope Among Final-Year Undergraduates	Wong Shu Hui	Dr Low Mei Peng	16 October 2025 – 15 October 2026
2.	Examining the Knowledge Gap of Undergraduates' Awareness of the Consumer Protection Act 1999 in Relation to Influencer Marketing	Lim Jia Yu	Dr Tan Pei Meng	
3.	Examining the Drivers of AI technologies for Academic Productivity Among Higher Education Students	Esther Lee Ke Xin	Dr Low Mei Peng	
4.	E-waste Recycling Behavior	Teh Wai Quan		
5.	The Dark Side of Digital Learning: Investigating Technostress, Academic Disengagement, and Self-Perception of Academic Performance Among University Students	Weiline Chong Wei Ling		
6.	Determinants of Firm Performance Among Malaysian SMEs in Cross-Border E-Commerce	Lee Yee Heng	Dr Farah Waheeda Binti Jalaludin	
7.	The Influence of E-Commerce Live Streaming Features on Consumer Trust and Purchase Intention in Malaysia	Lai Jing Yu		
8.	The Role of Operational Efficiency in Enhancing Online Buyer Satisfaction	Liew Xin Ying	Dr Komathi a/p Munusamy	
9.	Examining the Drivers of Employee Job Performance in the Malaysian Service Industry	Chong Yen Yi	Dr Cheah Lee Fong	
10.	Understanding E-waste Recycle Practice in Malaysia through the lens of Behavioral Reasoning Theory	Tan Wei Yan	Dr Low Mei Peng	
11.	Brewing Preference: A Study on Consumer Purchase Intention Towards ZUS Coffee	Kong Carol	Dr Law Kian Aun	

No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
12.	Workforce Motivator Amongst Millennials and Centennials	Lim Wei Ming	Dr Komathi a/p Munusamy	16 October 2025 – 15 October 2026
13.	Exploring Job Seekers' Experiences and Intention to Use AI Technologies in Recruitment in Malaysia	Nyew Shuen Yee	Dr Mahendra Kumar a/l Chelliah	
14.	The Role of Emotional Marketing on Instagram in Shaping Generation Z's Purchase Intention toward Pop Culture Collectibles	Chu Hor Yin	Dr Malathi Nair a/p G Narayana Nair	
15.	The Impact of Cross-Cultural Human Resource Management Practices on Employee Performance in Multinational Corporation (MNCs)	Pang Yun Ling	Dr Cheah Lee Fong	
16.	Factors that Influence Consumers' Purchase Intention Based on Brand Trust for Battery Electric Vehicle (BEV) in Malaysia	Chaw Khun Thin	Dr Sia Bee Chuan	
17.	The Impact of Marketing on Customer Behaviour: Fashion and Daily Clothing	Reyes Loh Chang Le	Dr Law Kian Aun	
18.	Factors Influencing Purchase Intention on Plant-Based Food in Malaysia	Tan Guan Ming	Pn Faridah Hanum Binti Amran	
19.	Factors Influencing Consumers' Intention to Participate in Racquet Sports	Pang Poh Yee	Dr Cheah Lee Fong	
20.	Factors of Hybrid Workplace that Affect Employees' Work Performance	Tan Ling Zi	Ms Hooi Pik Hua @ Rae Hooi	
21.	The Influence of TikTok on Consumer Purchase Decisions for Beauty and Personal Care (BPC) Products Among Generation Z in Malaysia	Lim Zhi Qing	Dr Sia Bee Chuan	
22.	False Feedback, Real Consequences: The Effect of Fake Reviews on E-commerce Trust and Credibility	Lee Kar Man	Ms Low Suet Cheng	
23.	The Impact of Delivery Service, Time, Security and Privacy, and Price on Consumer Satisfaction Towards Online Food Delivery Services in Malaysia	Loy Hew Lam		
24.	To Assess the Digital Literacy of Great Eastern Life Assurance Policyholders to use E-Connect	Jank Eng Jian Yee	Pn Ezatul Emilia Binti Muhammad Arif	
25.	Factors Influencing the Consumer Purchasing Intention on Instagram	Tan Shi Wei	Dr Foo Meow Yee	
26.	The Impact of Social Media Influencers on Gen Z's Purchase Decisions	Ling Keng Hong	Dr Law Kian Aun	
27.	Exploring the Influence of Loyalty Program on Customer Loyalty Among University Students in the Food and Beverage Industry	Liew Lok Xuan	Mr Low Choon Wei	
28.	A Comparative Study on the Impact of Social Media Marketing on Anti-Corruption Awareness Between Millennials and Generation Z in Malaysia	Heng Kian Houu	Dr Abdullah Sallehuddin bin Abdullah Salim	
29.	The Influence of Cultural Sensitivity on Purchase Intention in Malaysia	Leong Sin Yee	Dr Yeong Wai Mun	
30.	Factors Influencing Academic Dishonesty Through AI Tools Among Business Undergraduates Students	Pang Wan Qing	Dr Lim Wan Leng	
31.	Exploring the Drivers of Willingness to Pay for Sustainable Fashion Brand Among Young Adults	Ng Kai Er	Dr Malathi Nair a/p G Narayana Nair	
32.	The Impact of Social Media Influencers on Brand Trust and Consumer Purchase Intentions of Skincare Product Among Generation Z	Chu Kah Fei	Dr Cheah Lee Fong	
33.	Social Media as a Tool for Creating Environmental Awareness to the Public	Yap Hong Jin	Dr Abdullah Sallehuddin bin Abdullah Salim	
34.	Examining the Influence of Government Incentives and Perceived Value on Green Purchase Intentions for Electric Vehicles Among Consumers in Klang Valley	Heng Yan Xiang		
35.	Building Brand Equity in the Global Food and Beverage (F&B) Industry: A Study of the Influence of Selected Marketing and Branding Activities on University Students' Perception	Chua Seow Wern	Ms Goh Poh Jin	

Kampar Campus : Jalan Universiti, Bandar Barat, 31900 Kampar, Perak Darul Ridzuan, Malaysia

Tel: (605) 468 8888 Fax: (605) 466 1313

Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia

Tel: (603) 9086 0288 Fax: (603) 9019 8868

Website: www.utar.edu.my



No.	Research Title	Student's Name	Supervisor's Name	Approval Validity
36.	The Impact of Alibaba's Global E-Commerce Training (GET) Program Towards UTAR Students	Low Zhi Qing	Pn Ezatul Emilia Binti Muhammad Arif	16 October 2025 – 15 October 2026
37.	The Impact of Micro-Influencer Attributes On Consumer Choices in Social Media	Chan Qiao En	Ms Tai Lit Cheng	
38.	Gen Z's Cross-Border Shopping Habits in Malaysia: Why They Buy Global Brands Online	Lim Ze Jun	Dr Law Kian Aun	
39.	Examining Green Governance on How Corporate Governance Influences Environmental Responsibility in International Business	Khor Yong Li	Dr Abdullah Sallehuddin bin Abdullah Salim	
40.	Perception of Young Adults Towards Coffee as a Lifestyle Product Influencing Purchase Intention	Lee Wei Jien	Ms Goh Poh Jin	
41.	The Role of Instagram Reels in Shaping Young Adults Buying Behavior	Ow Jia Ming Clement		
42.	Live Streaming and Female Empowerment in Malaysia: Impact on Brand Building and Consumer Purchase Intention	Liew Le Yo	Pn Ezatul Emilia Binti Muhammad Arif	
43.	Lazy or Revolutionary? The Impact of Perceived Effort on the Overall Perception of Quality of Using AI in Digital Marketing	Yap Shao Qian		
44.	The Influence of Digitalization on Supply Chain Efficiency in Malaysian SMEs	Neng Wei Bin	Dr Komathi a/p Munusamy	
45.	Factors Affecting SMEs' Performance in Malaysia	Brandon Cheong Zhun Hin	Dr Law Kian Aun	
46.	The Influence of Socio-Psychological and Social Environment Stimuli on Impulse Buying Behaviour Among Generation Z Consumers in the Fast Fashion Market: A Stimulus-Organism-Response Approach	Georgina Adrianna Stalin Jerah	Ms Puvaneswari a/p Veloo	
47.	Factors Affecting Malaysian Consumers' Purchase Intention Green Products	Loh Chun Hong	Dr Foo Meow Yee	
48.	Blind Box: The Factor Influencing Generation Z	Chooi Qiao Yi		
49.	Influential Factors of Buying Behavior of Generation Z Towards the Blind Boxes Industry in Malaysia	Aw Ho Yi		
50.	Exploring the Relationship Between Brand Attachment and Impulse Purchase among K-pop Fans	Cheong Yik Lum	Dr Yeong Wai Mun	
51.	Factors Influencing Digital Marketing Effectiveness: An Analysis of Campaign Performance	Ling Zhi Bin	Pn Ezatul Emilia Binti Muhammad Arif	
52.	Determinants of Electric Vehicle Purchase Intentions Among Malaysian Consumers	Teoh Khai Hong	Pn Faridah Hanum Binti Amran	
53.	The Impact of Influencer Marketing on Gen Z Purchase Decision	Tan Joey	Ms Hooi Pik Hua @ Rae Hooi	
54.	Determinants of AI Components that Influences Employees Productivity	Lam Kah Fei	Dr Mahendra Kumar a/l Chelliah	
55.	Coping with Rising Costs: A Correlational Study of Mental Accounting, Financial Management Practices, and BNPL Spending on Essential and Non-Essential Goods by Malaysian Urban Households	Florence Chan Yu Jiao	Mr Lee Yoon Heng	
56.	How Integrated Marketing Communication (IMC) Strategies Influence UTAR Students' Trust And Loyalty Toward Local Brand	Foo Chwan Jiunn	Dr Law Kian Aun	
57.	Sustainable Supply Chain Practices in Last-Mile Delivery	Lee Guy Hoe	Dr Komathi a/p Munusamy	
58.	How FoMO-AI and Technology Acceptance Factors Affect the Intention to Learn Artificial Intelligence	Choo Min Xin	Dr Corrinne Lee Mei Jyin	
59.	Does Emotional Branding Affect Consumer Purchase Intention	Hang Wei Jun	En Khairul Anuar Bin Rusli	
60.	How Influencer Marketing Influences Online Buying Intention of Gen Z-ers in Selangor	Lee Zixuan		

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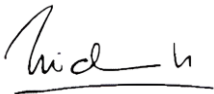
The conduct of this research is subject to the following:

- (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 Dr Zuraidah Abd Manaf
Chairman
UTAR Scientific and Ethical Review Committee

c.c Dean, Faculty of Accountancy and Management
 Director, Institute of Postgraduate Studies and Research