

FACTORS INFLUENCING MALAYSIAN
CONSUMERS' PURCHASE INTENTION TOWARDS
LIVE-STREAMING COMMERCE IN THE COSMETICS
INDUSTRY

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BACHELOR OF MARKETING (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

TEH HONG PIOW FACULTY OF BUSINESS AND
FINANCE

DEPARTMENT OF MARKETING

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BY

KOAY JIA YI

LEE SU LIN

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

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DEDICATION

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ABSTRACT

Live streaming commerce has grown rapidly in Malaysia as it provides real-time product demonstrations and interactive communication. The Theory of Planned Behaviour (TPB) was utilised, with attitude, subjective norms, perceived behavioural control, trust in product, and expertise as independent variables (IVs), while purchase intention is the dependent variable (DV). The target population consisted of Malaysian audiences aged 18 and above who had watched cosmetics-related live-streaming.

According to the study's findings, attitude, subjective norms, and trust in product have significant relationships with purchase intention, while perceived behavioural control and expertise have insignificant relationships with purchase intention. Furthermore, this study provides deeper insights for cosmetics companies and live-streaming platforms to increase consumer purchases of cosmetics through live-streaming.

Keywords: Live-streaming Commerce, Cosmetics, Purchase Intention, Malaysia, Theory of Planned Behaviour

Subject Area: HF1-6182 Commerce

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LIST OF ABBREVIATIONS

AT	Attitude
DV	Dependent Variable
EX	Expertise
IV	Independent Variable
PBC	Perceived Behavioural Control
PI	Purchase Intention
SN	Subjective Norms
SPSS	Statistical Package for Social Sciences
TIP	Trust in Product
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action

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CHAPTER 1: RESEARCH OVERVIEW

1.1 Research Background

Recently, the rapid growth of the Internet has transformed consumer behaviour and lifestyles with people actively using accessible Internet facilities such as e-commerce platforms to make online purchases (Wiratama et al., 2021). According to Ikenson (2022), global e-commerce transactions amounted \$4.2 trillion in 2020 and are predicted to increase by 21% in 2022 and 24.5% in 2025. Meanwhile, the number of Malaysian e-commerce users is forecast to rise by 7.2 million between 2025 and 2029, representing a 62.02% growth (Statista, 2025). Thus, Malaysia has become one of Southeast Asia's fastest-growing digital economies due to the technology breakthroughs, supportive government regulations, and changing consumer behaviours (TDG, 2025).

Due to recent significant developments in network technology, live commerce has become a viable long-term growth option for e-commerce (Zhang et al., 2022). According to Ibrahim (2021), the live-streaming commerce sector grew by up to 99% between 2019 and 2022. E-commerce business owners have used live-streaming commerce as a tool to showcase their products or services (Lin et al., 2023). Additionally, numerous small individual sellers have utilised live-streaming services as a direct marketing strategy (Wongkitrungrueng & Assarut, 2020). Wang et al. (2022) mentioned that comment features in live-streaming allow streamers to respond promptly to shoppers' questions, providing greater convenience than traditional e-commerce websites. Furthermore, the streamer demonstrates the product and provides real-time information and descriptions, thereby attracting the consumer's interest and encouraging purchase intention (Zhong et al., 2022).

According to Azizan and Chiew (2023), during the COVID-19 pandemic period, Malaysians were required to remain at home and follow the Movement Control Order (MCO). The cosmetics industry modifies its marketing strategy by utilising digital platforms and expanding into e-commerce due to strict social limitations (Farisha et al., 2022). Therefore, live-streaming has gained popularity in Malaysia over the past few years (Jacob, 2022). After Lazada introduced virtual live-streaming features to its mobile app in 2018 (Das et al., 2021), Shopee and Zalora followed in 2019 and 2021, respectively, which rapidly developed live-streaming in Malaysia. As evidence, 79% of Malaysian respondents stated that they purchased items via live commerce or live events hosted on social media platforms (Statista, 2025). The sales from live shopping events reached RM 2.1 billion in 2023 (Verified Market Research, 2025). According to Wynn (2025), TikTok Shop Live, Shopee Live, Facebook Live, Instagram Live, and Lazada Live are the leading live-streaming platforms in Malaysia. Each of the live platforms has its target audience and essential features. Compared to other countries, Malaysia is relatively new to real-time spending on live commerce (Wong et al., 2025).

This study will concentrate on live-streaming commerce in the cosmetics industry. Malaysian cosmetic products are classified by intended use into skincare products, hair-care products, make-up cosmetics, fragrances, personal-hygiene products, and sun-care products (Expert, 2023). Cosmetic items are managed by Malaysia's Control of Drugs and Cosmetics Regulations (CDCR) (NPRA, n.d.). The NPRA manages registered and notified cosmetics in the local market to ensure the products meet regulatory quality, safety, and efficacy standards (Seksyen Surveilans & Aduan, 2025). According to Bogal et al. (2024), although NPRA monitors the cosmetics, consumers should be cautious and select the appropriate cosmetic product before buying and using it, as many irresponsible online sellers utilise social media to provide unregulated cosmetics. As a result, it is vital to understand Malaysian purchase intentions toward live-streaming commerce further.

1.2 Research Problem

Malaysia is considered a key player in the development of live-streaming commerce (Chan et al., 2021). Compared with neighbouring countries such as Singapore (17%), Indonesia (23%), and Vietnam (27%), Malaysia records a higher proportion of live sellers conducting live-streaming sessions (40%). In addition, nearly half of Malaysian live sellers (47%) conduct sessions that extend to approximately two hours (Ignatius, 2023). Data also shows that beauty products are the most frequently purchased category through live-streaming in Malaysia, accounting for 55% of purchases. However, compared with countries like China and the United States, the adoption of live-streaming commerce in Malaysia is still relatively slower (Oppotus, 2021), which may be due to limited government support (Lu & Chen, 2021). Unlike China, Malaysia does not have national-level policies or structured training for live-streaming commerce, and most live-streaming activities are independently managed without professional guidance. This may influence consumer trust and purchase intention. Therefore, it is necessary to gain insight into the determinants affecting Malaysian consumers' intention to buy cosmetics through live-streaming.

Live-streaming commerce has developed into a strong e-commerce channel due to its capacity to provide direct and instant interaction between buyers and sellers. It makes it possible for retailers to offer customised information and extra customer support, fostering a pleasurable shopping experience that promotes sales (Wang et al., 2022). Nevertheless, live-streaming in the cosmetics sector faces challenges in reproducing the physical retail experience. While AR tools allow virtual try-ons, they cannot fully replicate the real sensory experience of touch, scent, or skin compatibility (Baron, 2023). According to Statista (2025), a survey showed that most Malaysians still prefer offline channels for beauty and skincare, with 60% purchasing fragrance offline compared to just 19% online in the first quarter of 2023, with 60% purchasing fragrance products offline compared to only 19% online. Most respondents (50%) indicated that they preferred buying cosmetics from pharmacies, making them the dominant retail channel. As evidence, Watson Malaysia has

launched two pink stores in 2025, which motivate, attract and transform the way beauty enthusiasts shop. The Watson managing director mentioned that customers to connect with brands through sensory elements such as touch, hearing, sight, taste, and smell in store, reflecting Watson's dedication to enhance customers' appearance, promote positive actions, and improve overall well-being (TheStar, 2025). This strong preference for in-store shopping suggests that live-streaming commerce lacks full sensory engagement and might directly affect consumers' attitudes to buy cosmetics online.

Additionally, the purchasing behaviour of individuals in Malaysia is strongly influenced by close social relationships, particularly friends and family (Mamun et al., 2020). Ma (2021) demonstrated that sharing live-streams with friends can influence their shopping choices and become a preferred method of shopping. Social and peer pressure can affect how consumers, particularly teenagers, respond when making decisions about what to buy through interactions, trust, habits, advice, and information (Gunawan et al., 2023).

Live-streaming commerce enhances product education, as the complexity of skincare ingredients and makeup methods is easier to explain and demonstrate visually in real time (Petrova, 2025). Moreover, some live-streaming platforms lack full integration with e-commerce systems. For instance, Facebook Live lacks a built-in shopping cart and an integrated checkout for customers (Lim, 2022). This disconnected structure creates a sense of operational complexity and a lack of control, especially among new live-streaming customers. Customers who are unfamiliar with the system may feel incapable of completing the purchase smoothly.

Although live-streaming offers more giveaways and better prices than the official online store, it still fails to gain customer trust in product quality assurance, after-sales support, and convenience (Mintel, 2020). This issue is particularly evident in Malaysia's cosmetics shopping. According to Ramesh (2025), the Health Ministry

seized RM12 million in illegal cosmetics between 2021 to November 2024, while Chin (2024) highlighted that many counterfeit cosmetics sold online in Malaysia are produced without safety standards and quality assurance, leading to infections, allergic reactions, and other health problems. Similarly, a Lemon8 app user shared her experience of purchasing fake skincare products from Shopee (Lemon8, 2025). Fulfilment problems are also a major factor that undermines trust in the product. Buri (2025) mentioned that up to 78% of cosmetic orders on TikTok Shop live-stream failed due to bundle assembly delays, shade mismatches, and expired products. These discrepancies between live-streaming sessions and the products delivered cause customers to question the authenticity and reliability of the products, thereby diminishing their trust in live-streaming. In Malaysia, live-streaming platforms such as Shopee and TikTok integrate regular e-commerce and live selling tools into the same app interface (Admin, 2025), which may potentially make consumers unable to differentiate the product sources from regular e-commerce and live-streaming. Furthermore, Malaysia's live-streaming was developed after COVID-19 (Tan et al., 2024), and platform regulations are still immature. Dr Lim Ing Kien, an aesthetic dermatology expert, noted that the challenges of enforcing and monitoring illegal cosmetics are limited ministry resources, and many illegal cosmetics are sold on online shopping platforms (Ramesh, 2025). Hence, the majority of Malaysian consumers preferred to buy beauty and cosmetics through physical stores (Statista, 2025), as consumers believe cosmetics purchased from physical stores are more reliable.

Additionally, dependence on influencers or hosts remains a major issue within live-streaming commerce. While big influencers may reach wider audiences, smaller influencers are often perceived as more knowledgeable and relatable, leading to higher conversion rates (Gu et al., 2023). This suggests that the knowledge and competence of influencers is crucial in affecting consumer reactions. In some cases, a lack of product knowledge or professional integrity has led to public backlash. For instance, a local beauty influencer faced criticism after endorsing a mercury-containing cosmetic product that caused skin reactions, prompting doubts about the influencer's credibility (Fong, 2025). Similarly, the Malaysian IGP warned about

illegally imported Thai beauty products promoted by influencers, raising public concern about the lack of expertise and awareness in such endorsements (Reporters, 2025). Besides that, Borchers et al. (2022) found that Influencers who endorse products excessively are perceived by consumers as self-interested which increases consumer resistance. Despite the interactive benefits of influencer livestreaming, consumer resistance to influencer marketing in live-streaming may still exist (Liu et al., 2024). According to Lou (2022), viewers might still be aware of streamers' monetary rewards, which could cause skepticism. This highlights the importance of influencer expertise.

A previous study adopted the original Theory of Planned Behaviour (TPB) model to investigate the association between live-streaming and purchasing intentions in Malaysia (Hasim et al, 2023). However, due to the continuously evolving market environments, the factors that influence individual behavioural intentions have become increasingly complicated, showing the shortcomings of the original TPB model (Long et al., 2024). For instance, Zhang and Chen (2023) and Sim et al. (2023) have applied the extended TPB model in live-streaming studies. Moreover, previous studies have explored live-streaming contexts in other countries such as China (Xing et al., 2025; Li et al., 2025; Wang et al., 2024) and Indonesia (Maharani & Setyaning, 2025). However, it may not apply to Malaysia because respondents from different countries and cultural contexts may perceive live-streaming purchase intention differently (Yeow et al., 2024). Due to the recent rise in popularity of live-streaming, only a few research have been conducted on the connection between live-streaming and purchase intention (Sim et al., 2023; Lim et al., 2022), especially in Malaysia. Therefore, this study extended the TPB model by including trust in product and expertise as additional variables to further explore Malaysians' purchase intention in the cosmetic industry via live-streaming commerce.

1.3 Research Objectives & Research Questions

1.3.1 General Objective

The present investigation is intended to evaluate the key determinants shaping Malaysian consumers' intention to purchase cosmetics via live-streaming platforms.

1.3.2 Specific Objectives

- i. To study the impact of Attitudes on Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry.
- ii. To study the impact of Subjective Norms on Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry.
- iii. To study the impact of Perceived Behavioural Control on Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry.
- iv. To study the impact of Trust in Product on Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry.
- v. To study the impact of Expertise on Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry.

1.3.3 Research Questions

- i. Does Attitudes significantly influence Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry?
- ii. Does Subjective Norms significantly influence Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry?
- iii. Does Perceived Behavioural Control significantly influence Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry?
- iv. Does Trust in the product significantly influence Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry?
- v. Does Expertise significantly influence Malaysian consumer's purchase intention towards live-streaming commerce in the cosmetics industry?

1.4 Research Significance

From a practitioner's standpoint, this study is useful to cosmetic brands and companies to better understand how to strengthen Malaysian consumers' confidence in purchasing cosmetics via live-streaming commerce. This study includes trust in product and expertise as additional variables. Cosmetic companies can enhance product credibility by providing transparent information and verified reviews. Furthermore, when streamers' expertise in product knowledge and demonstrations during live-streaming sessions can increase Malaysians' purchase intentions in cosmetics.

Furthermore, this study benefits the live-streaming platforms that have been included in surveys because Malaysians frequently purchase fake cosmetic products on online platforms, which leads to customers being hesitant to use live-streaming to purchase cosmetics. The study will help live-streaming platforms in Malaysia better understand the factors that impact Malaysians' purchase intentions for cosmetics. At the same time, live-streaming platforms can develop more detailed guidelines or consumer protection policies, especially for sensitive items like cosmetics. This will contribute to the live-streaming platform being more systematic, while being reliable to live-streamers and consumers, as well as increasing customers' purchases of cosmetics through its live-streaming commerce.

Academically, this study has extended the TPB model by including trust in product and expertise as additional variables, which provide comprehensive information on Malaysian consumers' purchase intention in the cosmetics industry. Hoo et al. (2025) study in Malaysia focuses on impulse cosmetics purchases on live shopping platforms. Based on the above justification, limited research has been conducted about live-streaming in Malaysia, and there remains room to expand the TPB model. Therefore, this study investigates the Malaysian consumers' purchase intentions toward cosmetics in live-streaming commerce to fill the research gap by extending the TPB model, which contributes academically and provides insight for cosmetics companies to improve Malaysian consumers' purchase intentions in live-streaming.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The discussion in this chapter centres on the extended Theory of Planned Behaviour (TPB) model that was applied, which consists of attitude, subjective norms, perceived behavioural control, trust in product and expertise to investigate Malaysians' purchase intention of cosmetics through live-streaming commerce. This chapter also includes a review of variables, the development of the theoretical and conceptual frameworks, and hypothesis formulation.

2.1 Underlying Theory- Theory of Planned Behaviour (TPB)

Icek Ajzen proposed the Theory of Planned Behaviour (TPB), which claimed that an individual's intention generally determines their behaviour (Ajzen, 1991). The TPB model is an expansion of the Theory of Reasoned Action (Montaño & Kasprzyk, 2008). The TRA model makes the assumption that individuals possess full control over their behaviour, but it is limited to actions impacted by other factors or a lack of volitional control (Long et al., 2024). Unlike the TRA, the TPB model simplifies the behavioural theory, which states that individuals are expected to perform specific actions if they regulate their activities (Lim et al., 2022). To overcome the TRA's limitations, Ajzen proposed the idea of perceived behavioural control to assess people's control beliefs, which provide a more thorough framework (Ajzen, 1991).

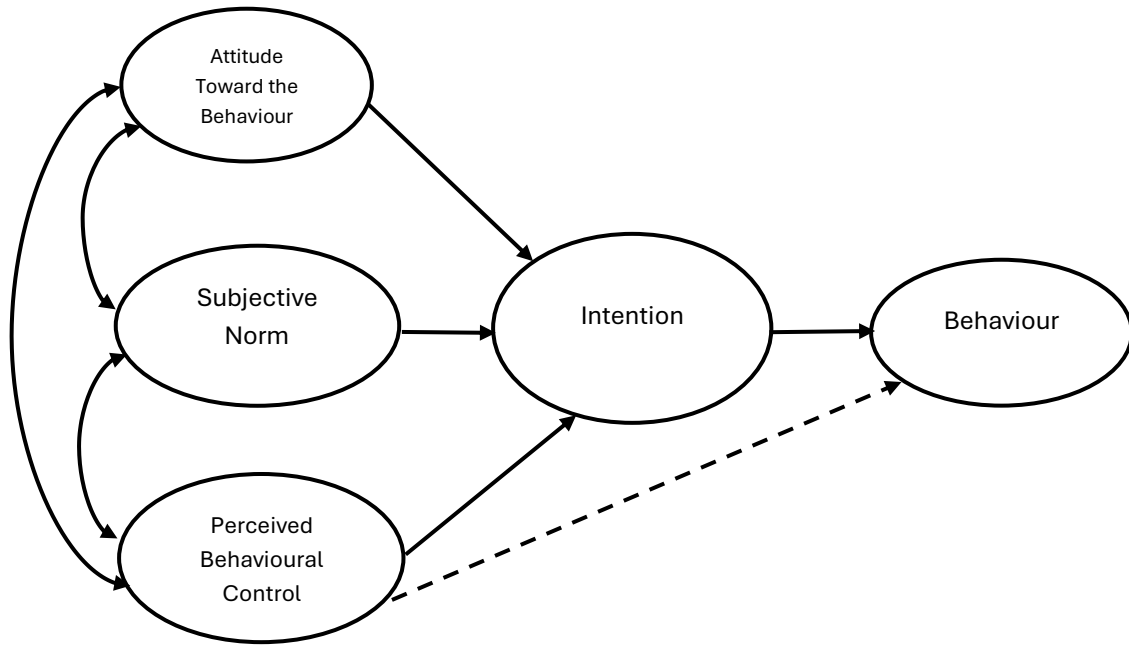


Figure 2.2: Theory of Planned Behaviour

Adapted from: Ajzen, I. (1991). The theory of planned behaviour.

Organizational behaviour and human decision processes, 50(2), 179-211.

Attitude, subjective norms, and perceived behavioural control are the three predictor variables in the TPB model (refer to Figure 2.2). Behavioural intention is influenced by an individual's attitude toward a particular behaviour (Apasrawirote & Yawised, 2022). Attitude is a person's general evaluation of the behaviour and its potential outcomes (Ajzen, 1991). Subjective norms describe the perceived social influence or pressure that affects individuals' decisions to participate or avoid certain behaviours (Huang et al., 2021). Moreover, perceived behavioural control reflects the extent to individual's perceived ability to do a certain behaviour (Rohde, 2020).

The TPB model has been extensively utilised in marketing research to anticipate consumer behaviour, including online purchasing behaviour (Sutisna & Handra, 2022), impulse buying on live-streaming platforms (Li & Kang, 2023), and green cosmetics purchase intention (Sapri et al., 2023). Live e-commerce involves more media and real-time engagement than traditional e-commerce, and customers' purchase motivations may differ (Zhang & Chen, 2023). According to Hasim et al.

(2023), more research is required to determine the impact of live-streaming on purchase intentions. As a result, the TPB model is expanded to assess the influence of live-streaming commerce on Malaysian consumers' purchase intentions for cosmetics by incorporating three original TPB variables and two additional variables, which are trust in product and expertise.

2.2 Review of Variables

2.2.1 Dependent Variable (DV)- Purchase Intention

Morwitz (2014) suggests that purchase intention refers to a customer's tendency to make a purchase and is widely recognised as an indicator of future sales and behavioural patterns. It refers to the stage in which a consumer develops an intention to purchase a specific brand or product during the decision-making process (Shah et al., 2012). In live-stream shopping settings, purchase intention represents the level of willingness or desire a customer has to acquire items or services featured on the platform (Lu et al., 2016). Customers' intention to purchase is strongly correlated with their likelihood of engaging in live-stream shopping (Song et al., 2022). Purchase intention, in this setting, indicates how likely consumers are to purchase cosmetic products after exposure to live-streaming content on platforms including Facebook, Instagram, TikTok, Shopee, and Lazada.

2.2.2 Independent Variable (IVs)- Attitudes

Though attitudes can be influenced by achieving specific psychological motivations, they are typically formed and developed over time and are not easily changed (Lien & Cao, 2014). More specifically, as people learn more about the topic or item they are assessing, their attitudes may change (Shaouf et al., 2016). The TPB posits that beliefs form a key part of attitudes and significantly influence an individual's behavioural intention. As defined by Sentosa and Mat (2012), attitudes are the 'positive or negative feelings' connected to engaging in a particular behaviour. Attitude refers to Malaysian consumers' overall evaluation of purchasing cosmetics through live-streaming shopping platforms, whether positive or negative in this study.

2.2.3 Independent Variable- Subjective Norms

As stated by Ajzen (1991), subjective norms reflect perceived social influence that motivates individuals either to perform or to avoid a specific behaviour, shaped by the expectations of important reference groups. Within the decision-making context, subjective norms serve as a crucial determinant because people are more likely to behave according to what is expected by those who are important to them (Sandve & Øgaard, 2014). People are influenced by their social surroundings, which mainly consists of friends and family. However, people's communities can also have an impact (Ajzen & Fishbein, 1972). Regarding live-streaming e-commerce, individuals considering whether to adopt or purchase are guided by the views and feedback of those they are socially connected to (Yang et al., 2016). Subjective norms reflect the perceived influence of significant reference groups, including friends, family members, and socially connected

individuals, on consumers' intention to purchase cosmetic products through live-streaming platforms in this study.

2.2.4 Independent Variable- Perceived Behavioural Control

Perceived behavioural control (PBC) reflects an individual's perceived capability to complete a task (Roy et al., 2025). However, perceived control over behaviours may differ based on the situations and behaviours (Huang et al., 2021). Similarly, Ajzen (1991) stated that people's perspectives on perceived behavioural control may vary based on their prior experiences, abilities, resources, and environmental constraints. Beliefs regarding an individual's capability to manage a behaviour in a certain situation influence the likelihood of performing that behaviour (D'Souza et al., 2021). Perceived behavioural control in this context involves consumers' ability and confidence in navigating the live-streaming interface and interacting with the cosmetics live-streamer. If the live-streaming interface is complicated to operate or understand, consumers may feel that they cannot effectively control the process, which reduces their purchase intention via live-streaming.

2.2.5 Independent Variable- Trust in Product

According to Lin et al. (2019), trust affects consumers' willingness to buy. Trust in product reflects the consumer's perception that the goods will satisfy their requirements, such as the goods they receive will match the promoted information (Zhang et al., 2022). Additionally, consumer trust

relies on quality certifications and vegan cosmetics packaging or labels (Ngo-Thi-Ngoc et al., 2024). Customers consider that purchasing products through e-commerce live-streaming would not compromise their interest, and the information they receive about the item is reliable and accurate (Duan & Begum, 2024). Trust in product in this study related to consumers' knowledge that the cosmetics product showcased during live-streaming sessions is authentic, matches its presentation, and meets the expected standards in ingredients, packaging, labels and performance. This is especially critical in Malaysia's cosmetics industry, where widespread counterfeit issues and inadequate regulatory systems have caused consumers to hesitate toward live-streaming purchases.

2.2.6 Independent Variable- Expertise

Expertise can be described as how knowledgeable, skilled, and informed a source is perceived to be within a specific field (Wang & Scheinbaum, 2017). It is a complex concept without a universally accepted definition, but it generally involves specialised knowledge, practical skills, and relevant experience within a specific domain (Germain & Ruiz, 2009). Experts are typically seen as highly knowledgeable and capable individuals, often developed through extensive training or real-world experience (Ericsson, 2006). Within live-streaming contexts, content delivered by sellers viewed as experts tends to have a stronger impact on consumers' purchasing decisions (Todd & Melancon, 2018). Expertise is conceptualised as the degree to which a live-stream seller is perceived to have knowledge and experience in presenting cosmetic products in this study. It includes their ability to explain product details, provide accurate information, and demonstrate familiarity with the product, which can influence viewers' purchase intention.

2.3 Conceptual Framework

Independent Variable

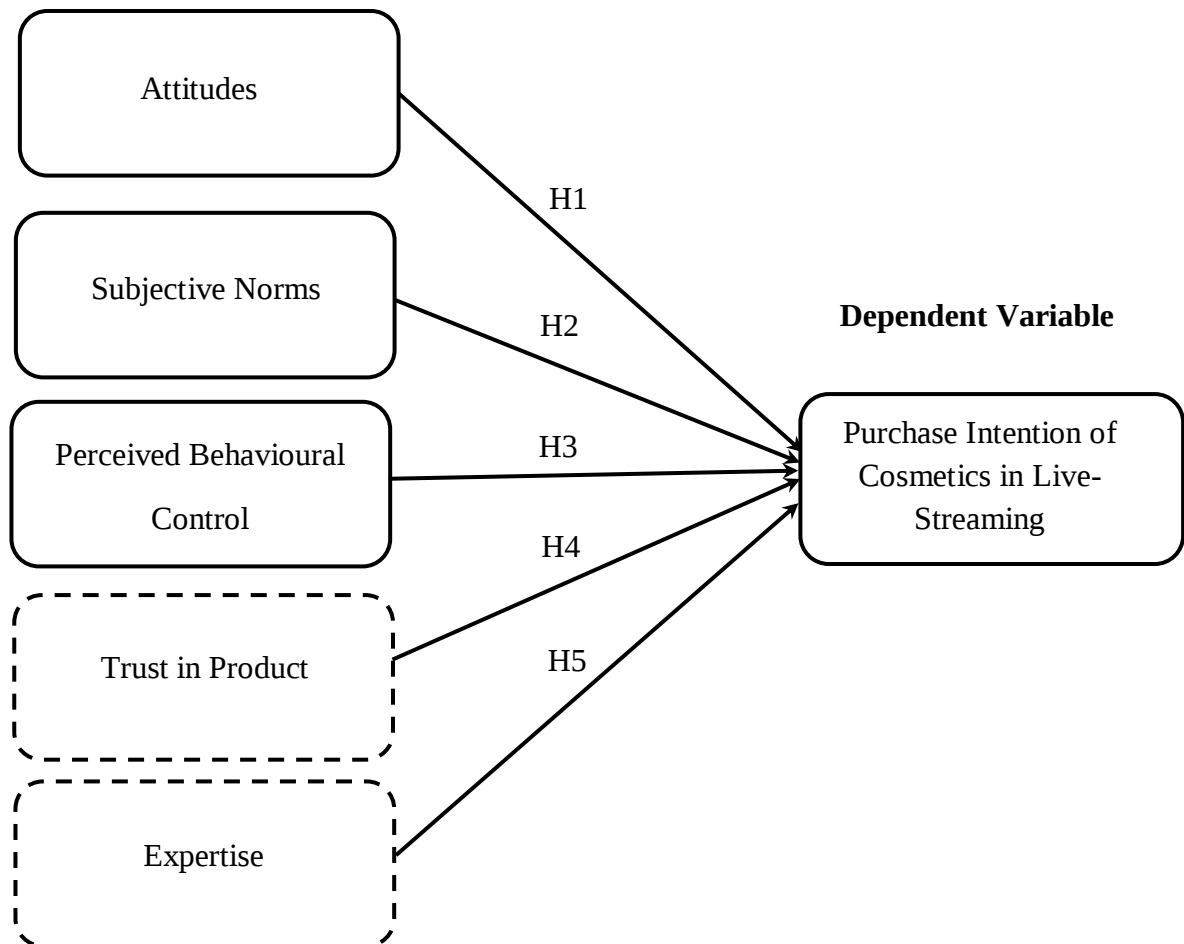
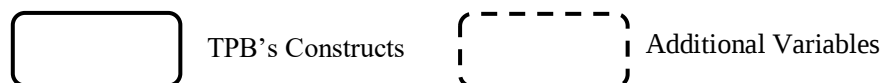


Figure 2.3: Conceptual Framework



2.4 Hypothesis Development

Mohammed and Ferraris (2021) found that customer's attitude has a big impact on whether or not they plan to continue using social media to make online purchases. Live-streaming commerce represents a new approach to online retail that provides richer product information than standard online channels through combined visual and audio presentation (Ho et al., 2022). Besides, Liu et al. (2022) suggested that buying via live-streaming platforms satisfies consumers' social needs in addition to offering them more affordable products. Chen et al. (2021) also emphasised that live-streaming shopping promotes stronger social ties by allowing for real-time communication between customers, streamers, and other viewers. Apasrawirote and Yawised (2022) found that customers can shop from the comfort of their homes with the ease and efficiency of live-streaming. Whereas Liao et al. (2022) stated that the communication between viewers and live streamers increases customer confidence and decisiveness in their purchasing decisions in addition to making the shopping experience more enjoyable. Real-time interaction features in online streaming environments help consumers experience familiarity that closely mirrors traditional in-store shopping (Guo et al., 2022). Consistent with this, Hwang and Youn (2023) found that product demonstrations in live-stream shopping lower product uncertainty and subsequently increase purchase intention. Lowering uncertainty about the products also builds consumers' confidence and leads to more positive attitudes toward the products. As a result, consumers with positive attitudes generally show stronger intentions to purchase than those with negative attitudes.

Hence, the hypothesis is formulated:

H1: Attitudes significantly influence the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

Hasim et al. (2023) found that subjective norms are vital in influencing consumers' purchase intentions within live-streaming settings. In online shopping settings,

subjective norms describe the social influence that affects people's decisions to buy from online retailers (Roy et al., 2025). According to Noor et al. (2020), the perception of social acceptability increases the probability that consumers will make a purchase. Live-streaming shopping involves more interpersonal interaction than traditional online shopping channels (Lee & Chen, 2021). Because of the increased interaction, customers can get more reviews, suggestions, and opinions from other people while they are shopping live (Ho et al., 2022). Liang et al. (2021) state that consumers are more likely to participate in live-streaming e-commerce when they receive support and approval from their close social networks, including friends, family, and work-related contacts. Therefore, consumers perceiving live-streaming shopping as socially accepted or encouraged by close others generally demonstrate greater purchase intention toward cosmetic products than those holding negative perceptions.

Thus, the hypothesis is formulated:

H2: Subjective norms significantly influence the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

A previous study showed that consumers' purchase intention in live-streaming shopping is affected by perceived behavioural control (Hasim et al., 2023). Live-streaming facilitates consumers to take greater control over their choices and behaviours (Long et al., 2024). This autonomy allows consumers to seek different products and compare before making purchasing decisions (Xu et al., 2020). If live-streaming content is uninteresting or meaningless to the consumers' needs, they can stop watching and prevent any purchase behaviour (Wang et al., 2022). Consumers need to be knowledgeable about the platform and the goods and services provided via live-streaming (Li et al., 2021). Consumers who can easily browse the live-streaming platforms and possess the necessary technological skills have a higher likelihood of purchasing than consumers with lower perceived behavioural control (Hasim et al., 2023). According to Gonçalves et al. (2022), the performativity of control beliefs influences consumer decisions in the sustainable cosmetics industry. As a result, when consumers feel confident in navigating the live-streaming

interface and understanding cosmetics demonstrations, their perceived control increases, which results in higher purchase intention.

Hence, the hypothesis is formulated:

H3: Perceived behavioural control significantly influences the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

Previous studies have stated that trust in products is positively associated with purchase intention (Chen et al., 2024; Ding et al., 2025). Greater trust in products leads consumers to have a higher likelihood of buying the products (Chen et al., 2024). Moreover, consumers are uncertain and concerned about defective and duplicated products when purchasing online (Wong et al., 2025). Ming et al (2021) demonstrate that consumers' confidence and satisfaction can be improved through product quality. During live-streaming sessions, consumers can choose how to acquire product-related information, such as via likes, reposts, and comments (Zhang et al., 2022). This is because consumers actively seek product information to verify the product's reliability and decrease risks when live-streaming (Ding et al., 2025). Thus, when consumers trust the authenticity and quality-matching presentation of cosmetics during live-streaming, their likelihood of purchasing cosmetics increases.

Thus, the hypothesis is formulated:

H4: Trust in product significantly influences the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

Zhang et al. (2023) found that expertise of streamers has a positive effect on consumers' intention to buy within live-streaming commerce. Influencers with high expertise often provide detailed, high-quality information and demonstrate strong

knowledge of products or services, helping them better meet consumers' needs and preferences (Shao, 2023). Consequently, consumers show a greater willingness to engage with influencers who possess strong knowledge (Wongkitrungrueng & Assarut, 2020). Live-streaming also enables real-time interaction, allowing influencers to offer product recommendations and advice instantly (Addo et al., 2021). Therefore, streamers with high expertise can better explain product features, respond to enquiries, and support informed purchase decisions, ultimately encouraging consumers to buy cosmetics through live-streaming.

Hence, the hypothesis is formulated:

H5: Expertise significantly influences the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

2.5 Conclusion

In summary, this chapter proposed a new framework and included a thorough explanation of the underlying theories. This study is designed to enhance understanding of the associations between variables and purchase intention through variable analysis and hypothesis development.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter outlined the research design employed to answer the study's research questions. Furthermore, pilot tests were conducted to evaluate whether the proposed techniques were suitable for use in the actual data collection. The tools used for data analysis were further clarified to maintain the study's validity and accuracy. All analytical procedures were systematically documented and aligned with the research objectives to ensure consistency.

3.1 Research Design

Research design is a crucial framework that guides the entire research process, from hypothesis formulation to data analysis. It provides the structure necessary to integrate all elements of a study, ensuring credibility, minimising bias, and maximising generalisability (Singh, 2014).

According to Manjunatha (2019), descriptive research aims to better understand current issues by using data collection methods that clarify the situation and answer questions of who, what, when, where, and how. It is often used in the early stage of a study to help develop potential hypotheses (Swatzell & Jennings, 2007). This study aimed to investigate the factors influencing Malaysian consumers' purchase intention in cosmetics live-streaming. Therefore, a descriptive research design was adopted.

Descriptive studies commonly use surveys and observations for data collection (Nassaji, 2015). The quantitative approach focuses on the collection and analysis of numerical data to describe, explain, and forecast variables of interest (Wilson, 1996). Håkansson (2013) also identified several commonly applied quantitative strategies, including surveys, ex-post facto designs, case studies, and experimental approaches. Hence, this study employed a questionnaire survey in order to collect structured data suitable for statistical analysis.

3.2 Sampling Design

3.2.1 Target Population

The target population, as outlined by Kabir (2016), consists of the entire group from which researchers collect data and draw conclusions. The present study focused on Malaysian audiences aged 18 and above who had been exposed to cosmetic-related live-streaming content. This group was chosen because they have direct experience with the phenomenon and can provide relevant insights into consumer behaviour in live-streaming cosmetics.

3.2.2 Sampling Frame

As stated, the target population comprised Malaysian individuals aged 18 and above. However, no accessible sampling frame was available, as it was difficult to obtain a complete list of individuals in this group who had experience watching cosmetics via live-streaming commerce.

3.2.3 Sampling Technique

A non-probability sampling method was employed as the sampling frame was not available and accessible. Non-probability sampling indicates that the person chosen for the sample has an uncertain probability (Bhardwaj, 2019). Meanwhile, as the respondents had to meet specific requirements (Loh et al., 2019), this study employed judgmental sampling, also referred to as selective sampling (Dixit et al., 2021). According to Bhardwaj (2019), judgmental sampling is effective as researchers can choose the participants who match the study requirements and provide reliable feedback. Therefore, judgmental sampling was applicable because the target respondents had to be Malaysians with prior experience watching live-streaming in the cosmetics industry, which were the required eligibility requirements. To ensure these conditions were met, the survey form included two screening questions: "Are you a Malaysian?" and "Have you ever watched a live-streaming session on cosmetics?" Participants who selected "Yes" for both questions were allowed to continue with the survey, while the others were automatically ended the survey.

3.2.4 Sample Size

Hinkin (1998) stated that an ideal sample size for each set of scales is between 1:4 and at least 1:10 of the item-to-response ratio. In this study, there were 30 measurement items in total, which indicated that a sample size of 120 to 300 was reasonable. Meanwhile, this study employed an item-to-response ratio of 1:10. Consequently, 30 items multiplied by 10 resulted in a total of 300 respondents, which aligns with Hinkin's recommended sample size ratio for the target population.

3.3 Data Collection Method

3.3.1 Primary Data

According to Stewart (2025), primary data refer to raw and unprocessed information obtained by researchers for a particular study purpose. Primary data may be obtained through observation, questionnaires and focus groups (Costa, 2022). Data for this study were obtained from targeted respondents through an online questionnaire hosted on Google Forms. By utilising online questionnaires, researchers are able to access a large number of target respondents immediately from any location, and it is flexible for respondents to complete the questionnaire at their own convenience (Cleave, 2023). The questionnaires were in English and were administered to target respondents through social media platforms because social media is an efficient method to build connections with respondents and share information (Torrentira, 2020).

3.3.2 Questionnaire Design

An English questionnaire was created using Google Forms and shared with target respondents via social media as a data collection tool. The questionnaire has pre-screening questions, Section A, and Section B. To ensure only eligible participants proceeded to the next section, two pre-screening questions: "Are you a Malaysian?" and "Have you ever watched a live-streaming session on cosmetics?" were employed to identify and screen out the non-target respondents. Section A of the demographics part covered the gender, age, and race. Meanwhile, Section B focused on target respondents' responses and views on the (Dependent Variable: PI) and determinants (Independent Variable: AT, SN, PBC, TIP, EX). This section included 30 measurement items adapted from previous studies, with 5 questions for each variable (refer to Table 3.2). In Section B, each respondent was given a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5), which measured Malaysian intention to purchase cosmetics via live-streaming commerce. The five-point Likert scale is consistent with a wide collection of scientifically verified questions and external benchmark data, and it generates accurate quantitative data that is accessible (WorkTango, n.d.).

Table 3.3.2

Sources of Measurement Items

Variables		Measurement Items	Adapted from:
Purchase Intention	PI 1	I am likely to consider buying cosmetics from the live-stream seller.	Chan et al. (2021); Zhang et al. (2023)
	PI 2	If I were to buy cosmetics, I would choose to buy them from the live-stream seller.	
	PI 3	There is a high chance that I would purchase cosmetics from the live-stream seller.	
	PI 4	I am willing to purchase the cosmetics recommended by the live-stream seller.	
	PI 5	I would strongly recommend others to purchase cosmetics I saw during the live-streaming.	
Attitudes	AT 1	I enjoy participating in live-streaming commerce for cosmetics.	Zhang and Chen (2023); Patel et al. (2023)
	AT 2	Participating in live-streaming commerce for cosmetics makes me feel happy.	
	AT 3	I like the concept of purchasing cosmetics through live-streaming commerce.	

Subjective Norms	AT 4	The idea of purchasing cosmetics through live-streaming commerce is appealing to me.	Zhang and Chen (2023); Patel et al. (2023)
	AT 5	My overall attitude towards live-streaming commerce for cosmetics is positive.	
	SN 1	The people around me encourage me to participate in live-streaming commerce for cosmetics.	
	SN 2	The people around me believe it is worthwhile to participate in live-streaming commerce for cosmetics.	
	SN 3	The people around me are willing to shop for cosmetics through live-streaming commerce.	
Perceived Behavioural Control	SN 4	I often hear people around me talk about live-streaming commerce for cosmetics.	
	SN 5	I believe I should purchase cosmetics through live-streaming commerce because people around me do the same.	
	PBC 1	Purchasing cosmetics via live-streaming commerce is entirely within my control.	

	PBC 2	I have enough ability to purchase cosmetics through live-streaming commerce.	Long et al. (2024)
	PBC 3	I have enough knowledge to purchase cosmetics through live-streaming commerce.	
	PBC 4	I have the resources to purchase cosmetics through live-streaming commerce.	
	PBC 5	It is easy for me to purchase cosmetics from live-streaming commerce.	
Trust in Product	TIP 1	I believe the cosmetics that I order from live-streaming commerce will be as I imagined.	Zhang et al. (2022); Ngo-Thi- Ngoc et al. (2024)
	TIP 2	I believe I will be able to use the cosmetics in the same way as demonstrated in the live-streaming commerce.	
	TIP 3	I believe the cosmetics that I receive will be the same as those shown in the live-streaming commerce.	
	TIP 4	I believe that cosmetics sold through live-streaming commerce have a safety certification.	

	TIP 5	I believe the claims on the labels of cosmetics from live-streaming commerce.	
Expertise	EX 1	I believe the live-stream seller possesses extensive knowledge about cosmetics.	Chan et al. (2021); Zheng et al. (2023)
	EX 2	I believe the live-stream seller is an expert in the cosmetics industry.	
	EX 3	I believe the live-stream seller has extensive experience with cosmetics.	
	EX 4	I believe the live-stream seller is skilled in the cosmetics industry.	
	EX 5	I believe the live-stream seller shares useful and relevant information about the cosmetics with viewers.	

3.3.3 Pre-Test

Pre-testing is an essential step in research methodology and questionnaire design to assess and refine measurement tools. It helps identify issues such as unclear wording, complex syntax, or overlapping response items (Snijkers, 2002). It also ensures that questions are presented in a clear manner, while the response options are appropriate, complete, and distinct from one another, supporting consistent interpretation between researchers and respondents (Converse & Presser, 1986). Feedback from three UTAR

marketing lecturers was used to correct grammatical errors and improve clarity, ensuring the final questionnaire was more effective and reliable.

Table 3.3.3

Feedback from a Pre-test Expert

	Measurement Items	Comments	After amendment
Expert 1	-	No changes required.	-
Expert 2	PI 4: My willingness to buy the cosmetics from the live-stream seller is high.	- TIP 1 and TIP 3 carry a similar meaning.	PI 4: I am willing to purchase the cosmetics recommended by the live-stream seller.
	TIP 1: I believe the cosmetics that I order from live-streaming commerce will be as I imagined.		TIP 1 and TIP 3 no changes required as both deal with the intersection of expectations and reality in live-streaming commerce. The key difference is in focus.
	TIP 3: I believe the cosmetics that I receive will be the same as those shown in the live-streaming commerce.		TIP 1 is more about personal imagination.

Expert 3	TIP 1: I believe the cosmetics that I order from live-streaming commerce will be as I imagined.	-Live-streaming commerce or platform?	TIP 1: Remain. "Commerce" refers to the shopping mode, while "platform" refers to specific apps; TIP focuses on product trust, not platform trust.
	EX 4: I believe the live-stream seller is skilled in the cosmetics industry.	- Skillful?	EX 4: Remain. Use "skilled" to described ability in a specific area, and "skillful" to describe how well something is performed.

3.3.4 Pilot Test

A pilot test acts as an initial trial run of research procedures to assess their suitability before the main study is undertaken (In, 2017). Perneger et al. (2015) suggest that at least 30 participants are required to identify common problems and maintain reliability. Similarly, Sharma et al. (2020) note that sample sizes within this range can yield reliable estimates for a variety of research objectives and help refine methodological approaches. Therefore, this study gathered a total of 30 representative respondents to ensure adequate feedback and meaningful preliminary results.

3.4 Proposal Analysis Tool

The questionnaire data were analysed using Statistical Package for the Social Sciences (SPSS) software in this study. According to Awati (2024), SPSS is a simple software tool for evaluating statistical data and making data-driven decisions. Meanwhile, SPSS software is mainly used for survey data analysis, particularly by educational institutions, market researchers, and marketing organisations (Williams, 2025). Therefore, this study employed SPSS software to ensure objectivity and reliability of the data.

3.4.1 Descriptive analysis

Descriptive analysis refers to a basic statistical technique that summarises and interprets historical data, spotting patterns and trends without the need for experimental manipulation (Geetha and Sujatha, 2024). Zikmund et al. (2009) explain that this method focuses on describing key characteristics of data, including averages, distribution patterns, and the extent of variation. It is also considered the first stage of data analysis, where information is organised and examined to generate meaningful insights (Kemp et al., 2018). Bhattacharjee (2012) further notes that descriptive analysis involves the computation of statistical measures. Descriptive statistics help researchers find patterns in their data set. Before conducting more complex statistical tests, descriptive analysis was used to present respondents' demographic characteristics and important variables.

3.4.1.1 Reliability Test

Validity describes how well an instrument accurately measures the intended concept, while reliability ensures the consistency and stability of the results (Karnia, 2024). Cronbach's Alpha is a frequently adopted statistic for reliability, particularly in determining its objectivity (Amirrudin et al., 2021). Cronbach's alpha values range between 0 and 1, with 0 indicating poor consistency and 1 indicating perfect consistency. Zikmund et al. (2009) mentioned that alpha values ranging from 0.80 to 0.95 demonstrate strong reliability, whereas values below 0.60 suggest weak reliability.

Table 3.4.1.1

Guideline of Cronbach's Alpha Coefficient

Alpha Coefficient Range	Strength of Association
More than 0.9	Excellent
0.8 - 0.9	Very Good
0.7 - 0.8	Good
0.6 - 0.7	Moderate
Less than 0.6	Poor

Source: Hair, J. F., Page, M., & Brunsveld, N. (2023). Essentials of business research methods. Routledge.

Table 3.4.1.2

Reliability Analysis of Pilot Study

Variables		Number of items	Cronbach's Alpha	Results of Reliability
Dependent Variable (DV)	PI	5	0.841	Very Good
Independent Variable (IV)	AT	5	0.902	Excellent
	SN	5	0.903	Excellent
	PBC	5	0.704	Good
	TIP	5	0.918	Excellent
	EX	5	0.871	Very Good

3.4.2 Inferential Analysis

Inferential analysis enables forecasting a broader population using data from a smaller population and to analyse the relationships between variables (Sreekumar, 2023). This data was analysed using Pearson's Correlation Analysis and Multiple Regression Analysis.

3.4.2.1 Pearson Correlation Analysis

The Pearson Correlation Coefficient is employed to assess the degree and relevance of a linear association between two variables (Sekaran & Bougie, 2016). Table 3.4.2.1 shows the coefficient value ranges, which ranged from -1.0 to +1.0, with 0 indicating no association between the two variables (Hair et al., 2019). The IV (AT, SN, PBC, TIP, EX) and DV (PI) were utilised to analyse the correlation among the variables.

Table 3.4.2.1

Range of Pearson Correlation Value

Pearson Correlation Range	Strength of Association
± 0.81 to ± 1.00	Very Strong
± 0.61 to ± 0.80	Strong
± 0.41 to ± 0.60	Moderate
± 0.21 to ± 0.40	Weak
± 0.20	Very Weak

Source: Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill Building Approach. John Wiley & Sons.

3.4.2.2 Multiple Regression Analysis

Multiple regression analysis is an effective statistical technique for forecasting a dependent variable using several independent variables (Sun et al., 2023). This analysis also explores how several independent variables affect the dependent variable. Hence, multiple regression analysis was conducted to assess the effect of several independent variables (AT, SN, PBC, TIP, and EX) on the dependent variable (PI).

The equation is specified as follows:

$$PI = A + \beta_1(AT) + \beta_2(SN) + \beta_3(PBC) + \beta_4(TIP) + \beta_5(EX)$$

Where:

PI = Purchase Intention towards cosmetics in live-streaming commerce

A = Constant

AT = Attitudes

SN = Subjective Norms

PBC = Perceived Behavioural Control

TIP = Trust in Product

EX = Expertise

3.5 Conclusion

In short, the research methodology adopted has been outlined in the present chapter. Additionally, SPSS software was employed to analyse the collected data.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

In the present chapter, analysis of data was carried out using SPSS. The demographic profiles of respondents were analysed through descriptive statistics, whereas inferential statistics were employed to evaluate the key variables in the research model. 309 questionnaires were distributed in total, while 300 valid responses were used for data analysis. Due to not meeting the specified criteria, 9 cases were omitted, consisting of 2 non-Malaysians and 7 respondents with no prior exposure to cosmetics live-streams.

4.1 Descriptive Analysis

4.1.1 Gender

Figure 4.1.1 shows that female participants made up 84% (N=252), whereas male respondents represented 16% (N=48).

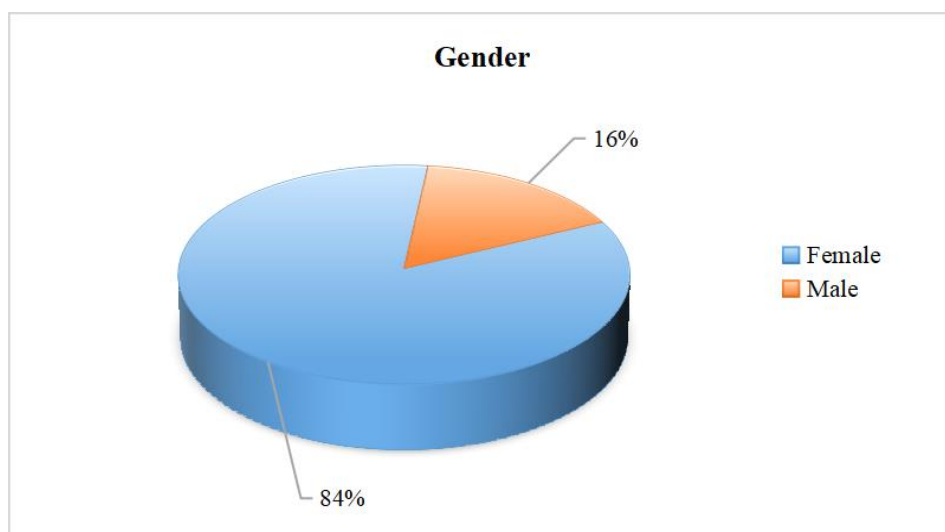


Figure 4.1.1: Gender

4.1.2 Age

Figure 4.1.2 shows that the majority of survey participants were aged 18–25 years (63.3%, N=190), followed by those aged 26–33 years (25%, N=75). Respondents aged 34–41 years accounted for 7.3% (N=22), those aged 42–49 years made up 3% (N=9), and the smallest group, aged 50 years and above, accounted for 1.3% (N=4).

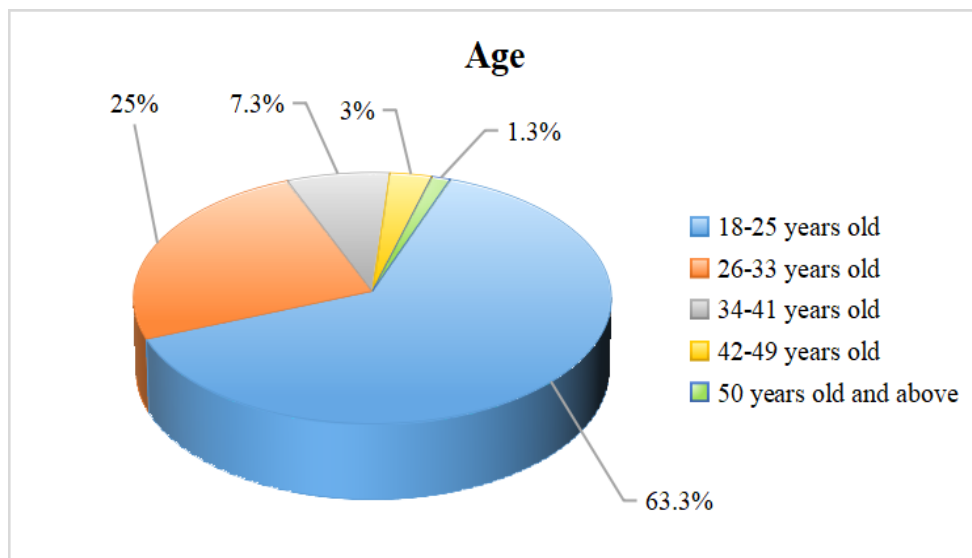


Figure 4.1.2: Age

4.1.3 Race

Figure 4.1.3 shows that most respondents were Chinese (66.3%, N=199), followed by Malay (27.3%, N=82) and Indian (3.3%, N=10). The remaining 3.1% were from other races, including Bumi Putera Sabah (N=2), Kadazan (N=2), Dusun (N=1), Iban (N=3), and Bugis (N=1).

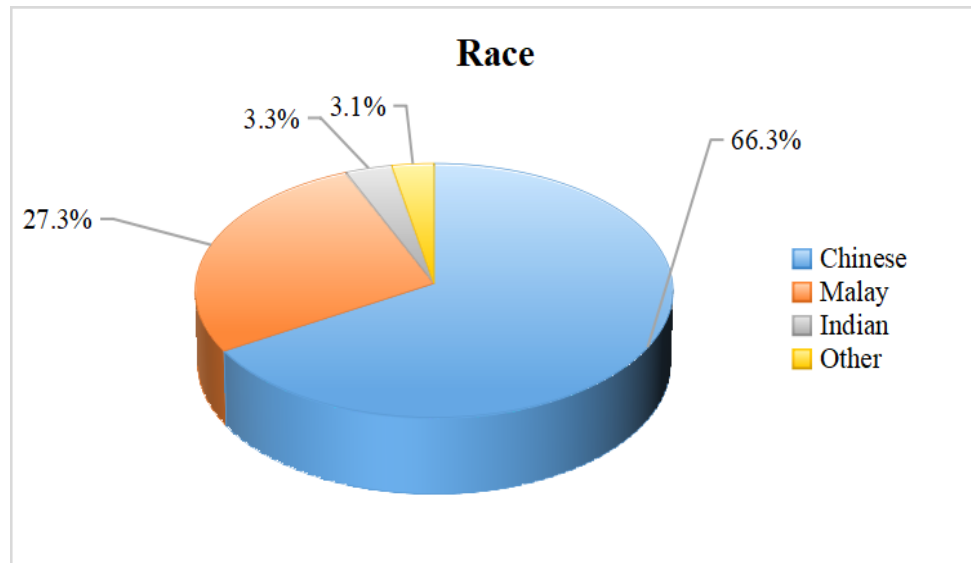


Figure 4.1.3: Race

4.1.4 Income level

Figure 4.1.4 illustrates that the largest proportion of survey participants earned below RM1000, accounting for 44% (N=132). This was followed by respondents earning RM1001–RM2000, who represented 15.7% (N=47). Respondents earning RM3001–RM4000 accounted for 14.7% (N=44), while those earning RM2001–RM3000 made up 13.3% (N=40). The smallest proportion of respondents earned RM4001 or above, accounting for 12.3% (N=37).

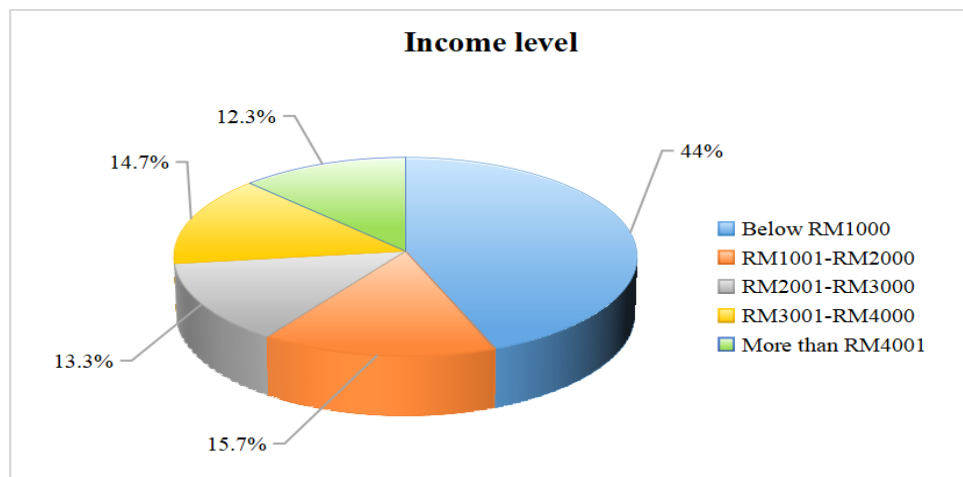


Figure 4.1.4: Income level

4.1.5 Amount spent on cosmetics live-streaming

Based on *Figure 4.1.5*, most respondents reported spending RM100 or less on live-streaming commerce, accounting for 44% (N=132). The second highest spending category was RM101–RM150, representing 26.3% of respondents (N=79). This was followed by respondents who spent RM151–RM200, accounting for 16.3% (N=49). Additionally, 8% of respondents (N=24) reported spending RM201–RM250. The least selected spending category was more than or equal to RM251, reported by 5.3% of respondents (N=16).

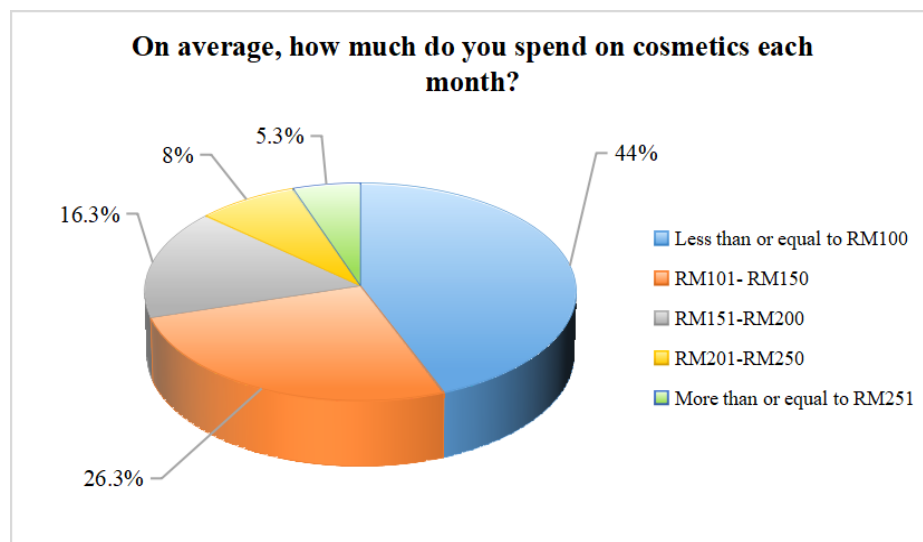


Figure 4.1.5: Amount spent on cosmetics live-streaming

4.1.6 Frequency of engagement with cosmetics live-streaming commerce

According to *Figure 4.1.6*, respondents who watched cosmetics live-streaming commerce daily accounted for 12.3% (N=37), while those who watched it weekly accounted for 34.3% (N=103). Furthermore, respondents who watched cosmetics live-streaming commerce monthly accounted for 26%

(N=78), whereas 27.3% of respondents (N=82) did so less frequently than once per month.

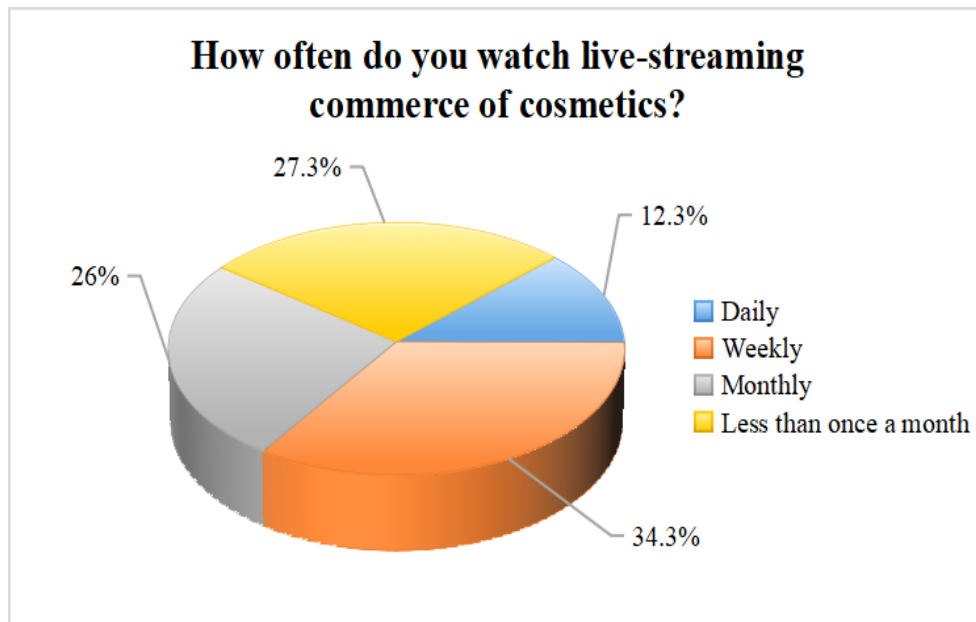


Figure 4.1.6: Frequency of Engagement with Cosmetics Live-Streaming Commerce

4.1.7 Most frequently used platform for cosmetics live-streaming commerce

According to *Figure 4.1.7*, TikTok was the most frequently used platform for cosmetics live-streaming commerce, accounting for 44.7% of respondents (N=134). Shopee ranked second, with 24% of respondents (N=72). Instagram was the third most frequently used platform for cosmetics live-streaming commerce, representing 19.3% of respondents (N=58). In addition, Facebook was the fourth most frequently used platform, with 5.3% of respondents (N = 16). Other platforms, including Taobao, Rednote, and Douyin, collectively accounted for 4.7% of responses (N = 14). Lazada was identified as the least frequently used platform for cosmetics live-streaming commerce, representing only 2% of respondents (N = 6).

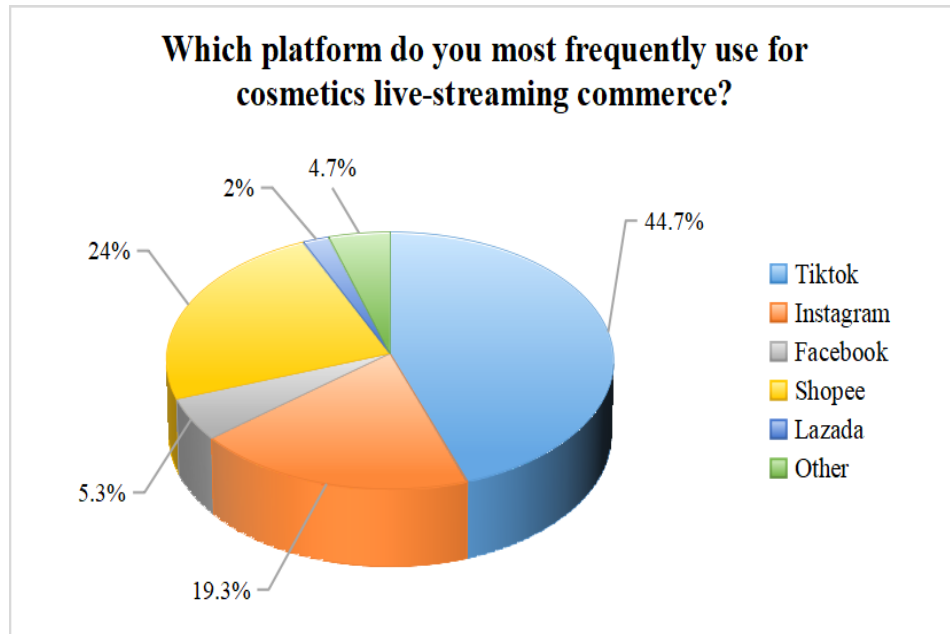


Figure 4.1.7: Most frequently used platform for cosmetics live-streaming commerce

4.2 Reliability Test

A reliability test was conducted using a sample of 300 responses, as shown in Table 4.2.1. Reliability less than 0.60 is considered poor, 0.70 range is acceptable, while 0.80 and above is good (Sekaran and Bougie, 2016). Based on the results below, all variables demonstrate reliability because their Cronbach's Alpha values exceed 0.7. Table 4.2.1 indicates that the independent variables (IVs), including SN (0.901) and EX (0.902), have excellent reliability, while AT (0.859), PBC (0.800), and TIP (0.888) have very good reliability. Moreover, purchase intention (PI) achieved a Cronbach alpha value of 0.876, demonstrating a very good reliability. Consequently, all the variables in this study are highly accurate and applicable to future research.

Table 4.2.1

Results of Reliability

Variables		Number of items	Cronbach's Alpha	Results of Reliability
Dependent Variable (DV)	PI	5	0.876	Very Good
	AT	5	0.859	Very Good
Independent Variable (IV)	SN	5	0.901	Excellent
	PBC	5	0.800	Very Good
	TIP	5	0.888	Very Good
	EX	5	0.902	Excellent

4.3 Inferential Analysis

4.3.1 Pearson Correlation Coefficient Analysis

As shown in Table 4.3.1.1, the correlation coefficients between each IV and the DV fall from 0.531 to 0.748. The value between 0.40 - 0.59 interprets a moderate relationship, 0.60 - 0.79 represents a strong correlation, and 0.80 - 1.0 denotes a very strong relationship (Evan, 1996). Thus, PBC (0.531) has a moderate positive relationship with PI, while TIP (0.748), AT(0.737), EX (0.638), and SN (0.631) have strong positive relationships with PI.

Table 4.3.1.1

Pearson Correlations Coefficient Analysis

		AT	SN	PBC	TIP	EX	PI
AT	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	300					
SN	Pearson Correlation	.518**	1				
	Sig. (2-tailed)	<.001					
	N	300	300				
PBC	Pearson Correlation	.470**	.444**	1			
	Sig. (2-tailed)	<.001	<.001				
	N	300	300	300			
TIP	Pearson Correlation	.683**	.580**	.579**	1		
	Sig. (2-tailed)	<.001	<.001	<.001			
	N	300	300	300	300		
EX	Pearson Correlation	.612**	.572**	.412**	.725**	1	
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		
	N	300	300	300	300	300	

PI	Pearson Correlation	.737**	.631**	.531**	.748**	.638**	1
	Sig. (2- tailed)	<.001	<.001	<.001	<.001	<.001	
	N	300	300	300	300	300	300

**Correlation is significant at the 0.01 level (2-tailed)

4.3.2 Multiple Regression Analysis

As presented in Table 4.3.2.1, PI, AT, SN, PBC, TIP, and EX have a positive correlation of $R = 0.832$. Furthermore, Sekaran and Bougie (2016) define R-square, also known as R^2 , as the amount of variance explained by the predictor in the dependent variable. The model summary shows an R^2 value of 0.693, which means that 69.3% of the variance in purchase intention is explained by the five independent variables tested in this study. In other words, AT, SN, PBC, TIP, and EX (IVs) in this study had 69.3% influenced Malaysian consumers' purchase intentions for live-streaming commerce in the cosmetics industry.

Table 4.3.2.1

Summary of model

Model	R	R^2	Adjusted R^2	Std. Error of the Estimate
1	.832 ^a	.693	.687	.43821

- a. Predictors: (Constant), EX, PBC, SN, AT, TIP
- b. Dependent Variable: PI

According to Table 4.3.2.2, the F-value is 132.486, with a significance level (P-value) of less than 0.01. As the P-value is below 0.05, showing that the IVs are significantly associated with the DV. Hence, AT, SN, PBC, TIP and EX can demonstrate the variance that influences Malaysian consumers' purchase intentions for live-streaming commerce in the cosmetics industry.

Table 4.3.2.2

Table of ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127.205	5	25.441	132.486	<.001 ^b
	Residual	56.456	294	.192		
	Total	183.662	299			

- a. Dependent Variable: PI
- b. Predictors: (Constant), EX, PBC, SN, AT, TIP

According to Table 4.3.2.3, the standardised coefficient of AT (0.356) has the most impact on the other independent variables (IVs), followed by TIP (0.304) and SN (0.209). Additionally, the table reveals that the P-values for AT, SN and TIP are below 0.001, showing strong significance. Thus, this means the IVs (AT, SN, TIP) have a significant association with the DV (PI). Conversely, PBC and EX accounted for 0.066 and 0.326 (P-value)

accordingly, which exceeded 0.05, indicating no significantly affect the PI. Consequently, the interpretation of the equation is formulated below:

$$PI = - 0.302 + 0.409 (AT) + 0.177(SN) + 0.306 (TIP)$$

Whereby,

PI = Purchase Intention

AT = Attitude

SN = Subjective Norms

TIP = Trust in Product

As PBC and EX have a less significant correlation with the PI (DV), they were excluded from the equation above. The regression equation shows that AT, SN, and TIP have a positive influence on PI. In short, H1, H2 and H4 are supported, whereas H3 and H5 are not supported.

Table 4.3.2.3

Coefficients of equation

Model		Unst. Coefficients		Std. Coefficients		Sig.	95.0% Confidence Interval for B		Correlations		
		B	Std. Error	Beta	t		Lower Bound	Upper Bound	Zero-order	Partial	Partial
1	(Constant)	-.302	.227		-1.330	.184	-.748	.145			
	AT	.409	.053	.356	7.684	<.001	.304	.513	.737	.409	.248
	SN	.177	.036	.209	4.948	<.001	.106	.247	.631	.277	.160
	PBC	.111	.060	.075	1.843	.066	-.008	.230	.531	.107	.060
	TIP	.306	.057	.304	5.358	<.001	.193	.418	.748	.298	.173
	EX	.050	.051	.049	.983	.326	-.050	.149	.638	.057	.032

- a. Dependent Variable: PI

4.4 Conclusion

Chapter 4 includes all data analysis and interpretation in table format. The findings demonstrate that attitude (AT), subjective norms (SN), and trust in product (TIP) are important factors influencing Malaysian consumers' purchase intentions towards live-streaming commerce in the cosmetics industry.

CHAPTER 5: DISCUSSION, CONCLUSION, AND IMPLICATIONS

5.0 Introduction

This chapter focuses on the study's primary results, summarises the statistical analysis concisely, and proposes avenues for future research. It also examines the research implications in greater depth, offering suggestions to enhance the quality of future studies.

5.1 Discussions of Major Findings

Table 5.1

Hypothesis testing's results

Hypothesis	Significant value	Result
H1: Attitudes significantly influence the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.	<0.001	Supported

H2: Subjective norms significantly influence the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.	<0.001	Supported
H3: Perceived behavioural control significantly influences the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.	0.066	Not supported
H4: Trust in product significantly influences the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.	<0.001	Supported
H5: Expertise significantly influences the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.	0.326	Not supported

H1: Attitudes significantly influence the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

The findings reveal that **H1 is supported**, because its p-value is less than 0.05. Malaysian consumers tend to develop positive perceptions of live-streaming commerce, indicating their receptiveness toward purchasing cosmetics through this channel. This finding is consistent with earlier studies.

Dynamic product displays and immersive environments enhance viewers' impressions and enthusiasm, leading to increased purchase behaviour (Ho et al., 2022; Hu & Chaudhry, 2020). Aligned with Hu and Chaudhry (2020), these findings suggest that favourable evaluations and positive emotional responses toward live-streaming can lead to stronger purchase intentions. Similarly, live-streaming fosters enhanced communication between streamers and consumers, fostering positive attitudes and facilitating purchase decisions (Zhang & Chen, 2023). Therefore, favourable attitudes toward live-streaming shopping increase the likelihood that consumers will turn them into real purchase decisions.

H2: Subjective norms significantly influence the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

The findings reveal that **H2 is supported** because its p-value is below 0.05, suggesting that subjective norms significantly influence consumers' purchase intention toward live-streaming. Malaysian consumers perceive the people around them as being supportive of purchasing cosmetics through live-streaming platforms, which may positively affect their own purchase intentions. This indicates that when consumers perceive encouragement or participation from key individuals in their social network regarding live-stream shopping, their likelihood of purchasing cosmetics through such channels increases.

This finding is consistent with earlier studies. According to Hasim et al. (2023), Malaysians belong to a collectivist society in which individuals are strongly shaped by the views and expectations of people within their close social circles. Social approval from close reference groups can strengthen consumers' intention to purchase cosmetics through live-streaming platforms. Similarly, social influence from family and social groups can shape consumers' attitudes and strengthen their

purchasing decisions (Putri et al., 2025; Krisnawati, 2021). Therefore, stronger social influence from important reference groups increases consumers' intention to purchase cosmetics through live-streaming commerce.

H3: Perceived behavioural control significantly influences the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

The findings reveal that the p-value for perceived behavioural control (PBC) exceeds 0.05, implying that PBC does not influence purchase intention (PI). Therefore, **H3 is not supported**. This finding is inconsistent with previous studies, which showed that PBC was positively related to PI in live-streaming (Long et al., 2024; Hasim et al., 2023). The insignificant finding may be attributed to the contextual differences in consumer behaviour.

According to Huang et al. (2021), perceived control regarding behaviours may differ based on different situational contexts and behaviours. Likewise, Nguyen et al. (2024) stated that perceived behavioural control might contain individual perceptions of internal factors such as knowledge, abilities, and willpower, while also including external factors like time, availability, and cooperation from others. Most Malaysian respondents in this study are between 18 and 25. According to Hasim et al. (2023), these young age respondents are usually tech-savvy and more open to new technology. In addition, these respondents have experience using social media platforms and can navigate the shopping process confidently (Andika et al., 2025). Based on the findings of this study, the mean for most of the items in this variable is more than four, which indicates that most Malaysian respondents already have the resources, ability, and knowledge to purchase cosmetics via live-streaming (refer to Appendices 2.0).

H4: Trust in product significantly influences the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

The results reveal that **H4 is supported** because its p-value is less than 0.05. This aligns with previous studies, which found that trust in product impacts consumers' purchase intention in live-streaming (Zhang et al., 2025; Yang et al., 2025; Ding et al., 2025; Chen et al., 2024; Ruckwatin, 2024; Chen et al., 2020). The findings reveal that Malaysian consumers strongly emphasise product quality and consistency in live-streaming commerce, especially when the products received are similar to those presented during the live session. Similarly, Ma et al. (2022) highlighted that the advancement of live-streaming has led consumers to place more emphasis on product quality.

Based on Zhang et al. (2025), trust in the product indicates consumers' belief that livestreamed products are authentic, as the platform provides high-quality, real-time demonstrations that meet expectations. Furthermore, consumers rely on product quality and transparency to reduce perceived risks and foster product trust (Chandrruangphen et al., 2022). Thus, when consumers trust the cosmetics product, uncertainty is reduced, thereby increasing Malaysian consumers' purchase intention in live-streaming.

H5: Expertise significantly influences the Malaysian consumers' purchase intention towards live-streaming commerce in the cosmetics industry.

The findings reveal that H5 is **not supported** because its p-value exceeds 0.05, meaning expertise does not significantly affect consumers' purchase intentions in live-streaming. These results differ from Zhang et al. (2023), who found that streamers' level of knowledge and skill positively affects consumers' buying intentions in live-stream commerce.

However, this result aligns with several previous studies (Chan et al., 2021; Yung et al., 2022; Sim et al., 2023; Zhong et al., 2022). This may result from companies leveraging celebrities as spokespersons or brand ambassadors to strengthen engagement in live-streaming, as their popularity and attractiveness can attract viewers even if they are not product experts. This is reinforced by Chan et al. (2021), who found that viewers are drawn to celebrities due to their appeal. However, celebrities' expertise does not significantly influence purchase decisions. Sim et al. (2023) observed that consumers tend to regard streamers primarily as product promoters rather than credible experts, which leads to decision-making being guided more by personal assessment than by the streamers' input. Similarly, Zhong et al. (2022) found that influencers' knowledge and competence regarding products is seen as an expected role rather than a key factor affecting young consumers' purchase intention. As a result, consumers tend to depend more on their own evaluations than on the streamer's perceived professionalism when assessing products. Therefore, expertise does not significantly influence Malaysian consumers' purchase intention toward live-streaming in the cosmetics industry.

5.2 Implications of the study

5.2.1 Theoretical Implications

This empirical study extends the Theory of Planned Behaviour (TPB) by integrating Trust in Product and Expertise in examining Purchase Intention in the Malaysian cosmetics live-streaming setting. While existing literature has indicated that Perceived Behavioural Control and Expertise significantly influence Purchase Intention, including Xun (2025), this study found that both variables do not have a significant effect. These insignificant findings

contribute to new knowledge by suggesting that certain variables may not universally influence Purchase Intention across different contexts. This study underscores the key contribution of Attitudes, Subjective Norms, and Trust in Product on Purchase Intention, while encouraging further investigation into the insignificant effects of Perceived Behavioural Control and Expertise.

Additionally, incorporating Trust in Product extends TPB by highlighting its role as an important determinant of Purchase Intention beyond the original constructs. According to Hasim et al. (2023), Subjective Norms were previously found to be the key predictor in Malaysia, whereas this study shows that Attitude is the most crucial determinant. Therefore, the current study offers a unique perspective on Purchase Intention in cosmetics live-streaming and provides useful insights for future research.

5.2.2 Practical Implications

The current study presents useful actionable implications for cosmetics firms in the cosmetics sector and online streaming sales platforms to boost consumers' buying intention. The present study's outcomes reveal that attitude, subjective norm, and trust in product strongly shape purchase intention, with attitude being the most important factor. Therefore, companies should place greater emphasis on these factors during live-streaming to enhance consumers' purchase intention.

Firstly, since attitude is the most significant to influence purchase intention, cosmetics companies should focus on creating positive consumer

perceptions toward live-streaming shopping experiences. Companies are encouraged to strengthen their live-streaming content quality to enhance consumers' overall experience. Improving technical aspects, such as audio quality can help consumers better understand product explanations and remain engaged throughout the live-streaming. In addition, live-streaming platforms and cosmetics companies should ensure that the payment system is smooth, secure, and free from technical errors, as a convenient purchasing experience can strengthen positive consumer attitudes toward live-streaming shopping. Furthermore, companies may consider assigning assistants to monitor the comment section and respond promptly to viewers' questions. This approach ensures that consumers receive timely feedback as sometimes streamers are unable to address all inquiries, thereby improving interaction quality and enhancing overall satisfaction during live-streaming.

Secondly, the significant influence of subjective norms indicates that consumers' purchase intentions are shaped by social influence from their surrounding social groups. Cosmetics companies can encourage participation through recommendations from close social circles, which can strengthen purchase motivation. For example, companies may offer vouchers, such as free shipping or discounts on future purchases, to encourage viewers to invite others to join the live-streaming. In addition, rewarding previous buyers who share reviews or experiences during live-streaming can enhance social proof and influence other viewers' purchasing decisions, particularly in the Malaysian context, where consumers are more influenced by friends, family, and social surroundings.

Finally, as trust in product significantly affects purchase intention, cosmetics companies should prioritise strengthening consumers' confidence in product quality during live-streaming. Companies are encouraged to provide detailed product information, including ingredient explanations, certifications such as KKM and SIRIM, and clear demonstrations that reflect

the actual product performance. Improving product quality and providing authentic customer feedback, guarantees, and clear return or refund policies can further reduce perceived risk and enhance consumer trust. Additionally, live-streaming platforms should implement verification systems for sellers and product authenticity to ensure a trustworthy shopping environment, which can ultimately enhance consumers' confidence and encourage purchase intention.

5.3 Limitations of the Study

Table 4.3.2.1 shows a R^2 value of 0.693, indicating that 69.3% of the variance in purchase intention was explained by the five independent variables in the model, with the remaining around 30.7% unexplained. This demonstrates that this study did not include all the determinants affecting Malaysian consumers' purchase intentions in the live-streaming cosmetics context. Purchase intention in live-streaming is often impacted by different situational, psychological, and platform factors. Variables such as limited-time promotional strategies, social presence, entertainment value, and consumer impulsiveness may contribute to purchase intention but were not incorporated into this study.

5.4 Recommendation for Future Research

Given the limitation of the R^2 value of 0.693, future research is recommended to include additional variables such as price promotion, entertainment value and other potential factors to increase the R^2 value. By including additional variables, future

researchers may gain deeper insight into Malaysian consumers' purchase intention in live-streaming platforms.

5.5 Conclusion

In summary, this chapter discussed and interpreted the study's findings based on the hypothesis results, which were analysed using SPSS software. The discussions provided a clearer insight into the linkages between the independent variables and purchase intention in Malaysia's live-streaming cosmetics commerce. Furthermore, this chapter highlighted the theoretical and practical implications for practitioners. Lastly, the study recognised its limitations, along with directions for future research to improve the quality of future studies.

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APPENDICES

Appendix 1.0: Internal Consistency Analysis (Pilot Test)

Reliability Scale: Pilot Study: Purchase Intention (PI)

➔ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.841	.854	5

Item Statistics

	Mean	Std. Deviation	N
PI1	4.0667	.73968	30
PI2	4.2333	.89763	30
PI3	4.0333	1.09807	30
PI4	4.4000	.67466	30
PI5	4.1667	.94989	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.180	4.033	4.400	.367	1.091	.021	5

Cronbach's Alpha	on Standardized Items	N of Items
.841	.854	5

Item Statistics

	Mean	Std. Deviation	N
PI1	4.0667	.73968	30
PI2	4.2333	.89763	30
PI3	4.0333	1.09807	30
PI4	4.4000	.67466	30
PI5	4.1667	.94989	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.180	4.033	4.400	.367	1.091	.021	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PI1	16.8333	8.351	.715	.563	.795
PI2	16.6667	7.333	.785	.683	.768
PI3	16.8667	7.430	.555	.338	.847
PI4	16.5000	9.017	.613	.468	.822
PI5	16.7333	7.651	.647	.597	.808

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.9000	11.955	3.45763	5

Reliability Scale: Pilot Study: Attitude (AT)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.903	5

Item Statistics

	Mean	Std. Deviation	N
AT1	4.1000	1.06188	30
AT2	4.0333	.92786	30
AT3	4.2000	.88668	30
AT4	4.2333	.93526	30
AT5	4.4333	.56832	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.200	4.033	4.433	.400	1.099	.023	5

Cronbach's Alpha	Standardized Items	N of Items
.902	.903	5

Item Statistics

	Mean	Std. Deviation	N
AT1	4.1000	1.06188	30
AT2	4.0333	.92786	30
AT3	4.2000	.88668	30
AT4	4.2333	.93526	30
AT5	4.4333	.56832	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.200	4.033	4.433	.400	1.099	.023	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AT1	16.9000	7.955	.867	.790	.857
AT2	16.9667	8.861	.824	.725	.865
AT3	16.8000	9.338	.766	.799	.878
AT4	16.7667	9.013	.781	.712	.875
AT5	16.5667	11.633	.598	.653	.915

Double-click to activate

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.0000	14.276	3.77834	5

Reliability Scale: Pilot Study: Subjective Norms (SN)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.908	5

Item Statistics

	Mean	Std. Deviation	N
SN1	3.9667	1.09807	30
SN2	4.0667	.82768	30
SN3	4.2333	.72793	30
SN4	4.1667	.98553	30
SN5	4.1667	1.01992	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.120	3.967	4.233	.267	1.067	.011	5

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.903	.908	5

Item Statistics

	Mean	Std. Deviation	N
SN1	3.9667	1.09807	30
SN2	4.0667	.82768	30
SN3	4.2333	.72793	30
SN4	4.1667	.98553	30
SN5	4.1667	1.01992	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.120	3.967	4.233	.267	1.067	.011	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SN1	16.6333	9.275	.821	.706	.870
SN2	16.5333	11.016	.777	.620	.880
SN3	16.3667	11.826	.722	.595	.893
SN4	16.4333	10.254	.752	.615	.883
SN5	16.4333	9.978	.769	.604	.880

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.6000	15.972	3.99655	5

Reliability Scale: Pilot Study: Perceived Behavioural Control (PBC)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
Total		30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.704	.720	5

Item Statistics

	Mean	Std. Deviation	N
PBC1	4.4000	.62146	30
PBC2	4.5667	.56832	30
PBC3	4.3667	.76489	30
PBC4	4.4333	.62606	30
PBC5	4.4000	.67466	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.433	4.367	4.567	.200	1.046	.006	5

Cronbach's Alpha	on Standardized Items	N of Items
.704	.720	5

Item Statistics

	Mean	Std. Deviation	N
PBC1	4.4000	.62146	30
PBC2	4.5667	.56832	30
PBC3	4.3667	.76489	30
PBC4	4.4333	.62606	30
PBC5	4.4000	.67466	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.433	4.367	4.567	.200	1.046	.006	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PBC1	17.7667	3.357	.509	.318	.636
PBC2	17.6000	3.214	.670	.504	.579
PBC3	17.8000	3.407	.322	.271	.724
PBC4	17.7333	3.444	.459	.310	.656
PBC5	17.7667	3.426	.409	.349	.677

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
22.1667	4.902	2.21411	5

Reliability Scale: Pilot Study: Trust in Product (TIP)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.918	.920	5

Item Statistics

	Mean	Std. Deviation	N
TIP1	4.1000	.99481	30
TIP2	4.1000	1.09387	30
TIP3	4.2667	.78492	30
TIP4	4.2000	.92476	30
TIP5	4.1667	1.01992	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.167	4.100	4.267	.167	1.041	.005	5

Cronbach's Alpha	on Standardized Items	N of Items
.918	.920	5

Item Statistics

	Mean	Std. Deviation	N
TIP1	4.1000	.99481	30
TIP2	4.1000	1.09387	30
TIP3	4.2667	.78492	30
TIP4	4.2000	.92476	30
TIP5	4.1667	1.01992	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.167	4.100	4.267	.167	1.041	.005	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
TIP1	16.7333	11.375	.789	.691	.899
TIP2	16.7333	10.271	.883	.794	.879
TIP3	16.5667	12.806	.755	.607	.908
TIP4	16.6333	11.620	.823	.688	.892
TIP5	16.6667	11.609	.721	.555	.913

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.8333	17.661	4.20249	5

Reliability Scale: Pilot Study: Expertise (EX)

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	30	100.0
	Excluded ^a	0	.0
	Total	30	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.871	.875	5

Item Statistics

	Mean	Std. Deviation	N
EX1	4.1333	.89955	30
EX2	4.1333	.81931	30
EX3	4.4000	.77013	30
EX4	4.3000	.79438	30
EX5	4.3000	.87691	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.253	4.133	4.400	.267	1.065	.014	5

Cronbach's Alpha	on Standardized Items	N of Items
.871	.875	5

Item Statistics

	Mean	Std. Deviation	N
EX1	4.1333	.89955	30
EX2	4.1333	.81931	30
EX3	4.4000	.77013	30
EX4	4.3000	.79438	30
EX5	4.3000	.87691	30

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.253	4.133	4.400	.267	1.065	.014	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EX1	17.1333	7.499	.636	.434	.860
EX2	17.1333	7.292	.787	.726	.821
EX3	16.8667	7.706	.736	.578	.835
EX4	16.9667	7.344	.806	.742	.817
EX5	16.9667	7.964	.548	.310	.881

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.2667	11.444	3.38285	5

Appendix 2.0: Internal Consistency Analysis

Reliability Scale: Purchase Intention (PI)

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.876	.877	5

Item Statistics

	Mean	Std. Deviation	N
PI1	3.9867	.83395	300
PI2	4.0367	.98585	300
PI3	4.0700	.95296	300
PI4	4.0967	.96458	300
PI5	3.9567	1.04487	300

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.029	3.957	4.097	.140	1.035	.003	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PI1	16.1600	10.871	.689	.499	.855
PI2	16.1100	9.898	.723	.533	.845
PI3	16.0767	10.038	.730	.540	.843
PI4	16.0500	10.088	.708	.509	.849
PI5	16.1900	9.773	.688	.489	.855

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.1467	15.356	3.91872	5

Reliability Scale: Attitude (AT)

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.859	.857	5

Item Statistics

	Mean	Std. Deviation	N
AT1	4.1067	.89702	300
AT2	4.0767	.92030	300
AT3	4.1833	.83589	300
AT4	4.2033	.87054	300
AT5	4.2933	.73650	300

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.173	4.077	4.293	.217	1.053	.007	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
AT1	16.7567	7.282	.738	.588	.812
AT2	16.7867	7.312	.703	.549	.822
AT3	16.6800	7.663	.712	.548	.820
AT4	16.6600	7.637	.678	.509	.828
AT5	16.5700	8.728	.549	.302	.858

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.8633	11.657	3.41421	5

Reliability Scale: Subjective Norms(SN)

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.901	.903	5

Item Statistics

	Mean	Std. Deviation	N
SN1	3.7267	1.14148	300
SN2	3.9367	1.04064	300
SN3	4.0567	.96777	300
SN4	3.9600	1.10868	300
SN5	3.7533	1.20165	300

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	3.887	3.727	4.057	.330	1.089	.020	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
SN1	15.7067	13.599	.782	.633	.873
SN2	15.4967	14.177	.794	.646	.871
SN3	15.3767	15.132	.719	.537	.888
SN4	15.4733	14.023	.751	.571	.880
SN5	15.6800	13.516	.738	.563	.884

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
19.4333	21.484	4.63507	5

Reliability Scale: Perceived Behavioural Control (PBC)

➔ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.800	.803	5

Item Statistics

	Mean	Std. Deviation	N
PBC1	4.3267	.69395	300
PBC2	4.4033	.63403	300
PBC3	4.2667	.73304	300
PBC4	4.3300	.71844	300
PBC5	4.4100	.74638	300

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.347	4.267	4.410	.143	1.034	.004	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
PBC1	17.4100	4.744	.564	.352	.768
PBC2	17.3333	4.765	.637	.413	.748
PBC3	17.4700	4.564	.584	.360	.762
PBC4	17.4067	4.470	.640	.413	.743
PBC5	17.3267	4.742	.502	.287	.789

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
21.7367	6.930	2.63257	5

Reliability Scale: Trust in Product (TIP)

→ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.888	.889	5

Item Statistics

	Mean	Std. Deviation	N
TIP1	4.0633	.91768	300
TIP2	4.1100	.91324	300
TIP3	4.1400	.90358	300
TIP4	4.0667	.97230	300
TIP5	4.0967	.98517	300

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.095	4.063	4.140	.077	1.019	.001	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
TIP1	16.4133	9.982	.759	.624	.857
TIP2	16.3667	10.139	.731	.553	.863
TIP3	16.3367	10.204	.729	.575	.864
TIP4	16.4100	9.882	.720	.561	.866
TIP5	16.3800	9.882	.706	.547	.869

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.4767	15.227	3.90216	5

Reliability Scale: Expertise (EX)

➔ Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	300	100.0
	Excluded ^a	0	.0
	Total	300	100.0

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

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.902	.902	5

Item Statistics

	Mean	Std. Deviation	N
EX1	4.0767	.93113	300
EX2	3.9767	1.01632	300
EX3	4.1767	.91006	300
EX4	4.0933	.89851	300
EX5	4.2800	.77692	300

Summary Item Statistics

	Mean	Minimum	Maximum	Range	Maximum / Minimum	Variance	N of Items
Item Means	4.121	3.977	4.280	.303	1.076	.013	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
EX1	16.5267	9.554	.775	.611	.877
EX2	16.6267	9.044	.786	.643	.875
EX3	16.4267	9.483	.816	.667	.868
EX4	16.5100	9.762	.768	.607	.878
EX5	16.3233	10.942	.649	.442	.903

Scale Statistics

Mean	Variance	Std. Deviation	N of Items
20.6033	14.882	3.85775	5

Appendix 3.0: Pearson Correlation Coefficient Analysis

→ Correlations

		Correlations					
		AT	SN	PBC	TIP	EX	PI
AT	Pearson Correlation	1	.518**	.470**	.683**	.612**	.737**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	<.001
	N	300	300	300	300	300	300
SN	Pearson Correlation	.518**	1	.444**	.580**	.572**	.631**
	Sig. (2-tailed)	<.001		<.001	<.001	<.001	<.001
	N	300	300	300	300	300	300
PBC	Pearson Correlation	.470**	.444**	1	.579**	.412**	.531**
	Sig. (2-tailed)	<.001	<.001		<.001	<.001	<.001
	N	300	300	300	300	300	300
TIP	Pearson Correlation	.683**	.580**	.579**	1	.725**	.748**
	Sig. (2-tailed)	<.001	<.001	<.001		<.001	<.001
	N	300	300	300	300	300	300
EX	Pearson Correlation	.612**	.572**	.412**	.725**	1	.638**
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		<.001
	N	300	300	300	300	300	300
PI	Pearson Correlation	.737**	.631**	.531**	.748**	.638**	1
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	
	N	300	300	300	300	300	300

** . Correlation is significant at the 0.01 level (2-tailed).

Appendix 4.0: Multiple Regression Analysis

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	EX, PBC, SN, AT, TIP ^b	.	Enter

a. Dependent Variable: PI

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			
						F Change	df1	df2	Sig. F Change
1	.832 ^a	.693	.687	.43821	.693	132.486	5	294	<.001

a. Predictors: (Constant), EX, PBC, SN, AT, TIP

b. Dependent Variable: PI

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	127.205	5	25.441	132.486	<.001 ^b
	Residual	56.456	294	.192		
	Total	183.662	299			

a. Dependent Variable: PI

b. Predictors: (Constant), EX, PBC, SN, AT, TIP

Coefficients ^a											
Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	95.0% Confidence Interval for B		Correlations			
	B	Std. Error				Lower Bound	Upper Bound	Zero-order	Partial	Part	
1	(Constant)	-.302	.227								
	AT	.409	.053	.356	7.684	<.001	.304	.513	.737	.409	.248
	SN	.177	.036	.209	4.948	<.001	.106	.247	.631	.277	.160
	PBC	.111	.060	.075	1.843	.066	-.008	.230	.531	.107	.060
	TIP	.306	.057	.304	5.358	<.001	.193	.418	.748	.298	.173
	EX	.050	.051	.049	.983	.326	-.050	.149	.638	.057	.032

a. Dependent Variable: PI

Casewise Diagnostics ^a				
Case Number	Std. Residual	PI	Predicted Value	Residual
88	-3.527	2.40	3.9455	-1.54555
91	-3.485	1.00	2.5271	-1.52715
111	-3.334	1.40	2.8610	-1.46096
123	3.518	5.00	3.4583	1.54167
146	-4.055	1.20	2.9767	-1.77673
236	-3.470	1.20	2.7205	-1.52047

a. Dependent Variable: PI

Appendix 5.0: Descriptive Statistics

➔ Regression

Descriptive Statistics			
	Mean	Std. Deviation	N
PI	4.0293	.78374	300
AT	4.1727	.68284	300
SN	3.8867	.92701	300
PBC	4.3473	.52651	300
TIP	4.0953	.78043	300
EX	4.1207	.77155	300

Appendix 6.0: Research Instrument

Screening Questions

Please respond to the following screening questions sincerely. These questions are to measure your relevance and requirements for live-streaming commerce in the cosmetics industry.

Q1. Are you a Malaysian?

☐ Yes

☐ No

Q2. Have you ever watched a live-streaming session on cosmetics?

(The cosmetics products include skincare, make-up, haircare, suncare, personal hygiene and fragrance products)

☐ Yes (Please proceed to Section A)

☐ No (Thank you for your participation)

Section A: Demographic Profile

In this section, we would like you to fill in some of your details. Please tick your answer, and your answers will be kept strictly confidential.

Q1. Gender

☐ Male

☐ Female

Q2. Age

☐ 18-25 years old

☐ 26-33 years old

☐ 34-41 years old

☐ 42-49 years old

☐ 50 years old and above

Q3. Race

☐ Malay

☐ Chinese

☐ Indian

☐ Other(s): please state

Q4. Income level

☐ Below RM1000

☐ RM1001- RM2000

☐ RM2001- RM3000

☐ RM3001 - RM4000

☐ More than RM4001

Q5. On average, how much do you spend on cosmetics each month?

☐ Less than or equal to RM100

☐ RM101- RM150

☐ RM151-RM200

☐ RM201-RM250

☐ More than or equal to RM251

Q6. How often do you watch live-streaming commerce of cosmetics?

☐ Daily

☐ Weekly

☐ Monthly

☐ Less than once a month

Q7. Which platform do you most frequently use for cosmetics live-streaming commerce?

☐ TikTok

☐ Instagram

☐ Facebook

☐ Shopee

☐ Lazada

☐ Other(s): please state

Section B: Construct Measurement

This section is seeking your opinion on the factors that influence the purchase intention in live-streaming commerce in the cosmetics industry. Respondents are asked to rate their agreement with the following statement on a scale of 1 to 5.

1. = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree

Purchase Intention (PI)						
No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PI 1	I am likely to consider buying cosmetics from the live-stream seller.	1	2	3	4	5
PI 2	If I were to buy cosmetics, I would choose to buy them	1	2	3	4	5

	from the live-stream seller.					
PI 3	There is a high chance that I would purchase cosmetics from the live-stream seller.	1	2	3	4	5
PI 4	I am willing to purchase the cosmetics recommended by the live-stream seller.	1	2	3	4	5
PI 5	I would strongly recommend others to purchase cosmetics I saw during the live-streaming.	1	2	3	4	5

Attitudes (AT)						
No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
AT 1	I enjoy participating in live-streaming commerce for cosmetics.	1	2	3	4	5
AT 2	Participating in live-streaming commerce for cosmetics makes me feel happy.	1	2	3	4	5
AT 3	I like the concept of purchasing cosmetics through live-streaming commerce.	1	2	3	4	5
AT 4	The idea of purchasing	1	2	3	4	5

	cosmetics through live-streaming commerce is appealing to me.					
AT 5	My overall attitude towards live-streaming commerce for cosmetics is positive.	1	2	3	4	5

Subjective Norm (SN)						
No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
SN 1	The people around me encourage me to participate in live-streaming commerce for cosmetics.	1	2	3	4	5
SN 2	The people around me believe it is worthwhile to participate in live-streaming commerce for cosmetics.	1	2	3	4	5
SN 3	The people around me are willing to shop for cosmetics through live-streaming commerce.	1	2	3	4	5
SN 4	I often hear people around me talk about live-streaming commerce for cosmetics.	1	2	3	4	5

SN 5	I believe I should purchase cosmetics through live-streaming commerce because people around me do the same.	1	2	3	4	5
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Perceived Behavioural Control (PBC)						
No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PBC 1	Purchasing cosmetics via live-streaming commerce is entirely within my control.	1	2	3	4	5
PBC 2	I have enough ability to purchase cosmetics through live-streaming commerce.	1	2	3	4	5
PBC 3	I have enough knowledge to purchase cosmetics through live-streaming commerce.	1	2	3	4	5
PBC 4	I have the resources to purchase cosmetics through live-streaming commerce.	1	2	3	4	5
PBC 5	It is easy for me to purchase cosmetics	1	2	3	4	5

	from live-streaming commerce.					
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Trust in Product (TIP)						
No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
TIP 1	I believe the cosmetics that I order from live-streaming commerce will be as I imagined.	1	2	3	4	5
TIP 2	I believe I will be able to use the cosmetics in the same way as demonstrated in the live-streaming commerce.	1	2	3	4	5
TIP 3	I believe the cosmetics that I receive will be the same as those shown in the live-streaming commerce.	1	2	3	4	5
TIP 4	I believe that cosmetics sold through live-streaming commerce have a safety certification.	1	2	3	4	5
TIP 5	I believe the claims on the labels of cosmetics from live-streaming commerce.	1	2	3	4	5

Expertise (EX)						
No	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
EX 1	I believe the live-stream seller possesses extensive knowledge about cosmetics.	1	2	3	4	5
EX 2	I believe the live-stream seller is an expert in the cosmetics industry.	1	2	3	4	5
EX 3	I believe the live-stream seller has extensive experience with cosmetics.	1	2	3	4	5
EX 4	I believe the live-stream seller is skilled in the cosmetics industry.	1	2	3	4	5
EX 5	I believe the live-stream seller shares useful and relevant information about the cosmetics with viewers	1	2	3	4	5