



# Factors Influencing Shopper's Purchase Intention on Live-Streams in Malaysia during Covid-19

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## Abstract

In Malaysia, live-stream shopping is becoming increasingly popular. Varshneya, Pandey, & Das (2017) and Sharma & Garga (2020) argued against requiring or specifying the importance of consumers' purchase intent in the marketplace. However, there has been limited research to identify factors influencing consumer purchase intention in Malaysia's live-stream shopping lifestyle. As a result, this study will fill in the research gap by examining the factors that influence Malaysians' purchase intentions through live-stream shopping. Study was achieved through quantitative research design on descriptive study to determine the relationship between the independent variables and the dependent variables. Data were successfully collected from 400 samples through convenience sampling where online questionnaire were distributed in the survey. To test the hypotheses, the data was analyzed using SPSS. The results show that four of the five factors can predict the dependent variable, purchase intention, with entertainment gratification being the most convincing predictor.

**Key Words:** Attractiveness, Trustworthiness, Entertainment Gratification and Purchase Intention.

**DOI Number:** 10.14704/nq.2022.20.6.NQ22001

**NeuroQuantology 2022; 20(6):01-10**

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## Background to the Study

Based on Malaysia perspectives, Malaysian Communications and Multimedia Commission (MCMC) shown online shopping increased from 48% in 2016 to 54% in 2018. There are around 80% of Malaysians are categories as Internet users and 62% are categories as mobile users in the live-stream shopping (Roger, 2018). According to Isa, Salleh, & Aziz (2016), the study was conducted consumer purchase intention towards impact of online social interaction in Malaysia, the majority of impacts included functional factors, psychological factors and content factors. According to Somdech et al. (2019) to determine factors consumer purchase intention through online shopping, the result showed that perceived benefits, perceived risks and psychological factors as truth impacted consumer purchase intention.

Based on industrial perspectives, this research study is creating an advantage to the online stores, as research findings may propose an effective new

business model in the marketplace. In addition, the research study also identifies fundamental factors that influencing purchase intention of consumers on live-stream shopping. The revenue may generate in term of B2C business model when retailers have better understanding on what motivates online shoppers to purchase products. This study presents suggestions for the expansion of live-stream shopping in Malaysia and types of expectation to drive the social commerce in Malaysia.

## Problem Statement

Live-stream has been increased exponentially in several countries such as United States, China and Europe (Frank & Soo, 2018). Thus, the research study prompt to identify what are factors could significantly predict on live-stream shopping in Malaysia.

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The live-stream in western countries considered as unusual situation to consumers, whereas live-



stream in China considered as a common interaction between live-stream sellers and consumers (David, 2018). Does attractiveness, expertise, trustworthiness, entertainment gratification and informativeness have an influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia? According to Cai et.al (2018), the live-stream shopping lifestyle is a new scene in the marketplace. Hence, this research study attempts to identify factors that influence consumers' purchase intention through live-stream in Malaysia.

### Research Objectives

This research is demonstrating factors influencing consumer purchase intention on live-stream shopping lifestyle in Malaysia. The research is keen to identify influences to meet the objectives listed as below.

RO1: To determine the influence of attractiveness towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.

RO2: To assess the influence of expertise towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.

RO3: To ascertain the influence of trustworthiness towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.

RO4: To determine the influence of entertainment gratification towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.

RO5: To assess the influence of informativeness towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.

### Literature Review

#### Purchase Intention

Online shopping attitudes and behaviour have made an effort to classify factors influencing to online shopping, the factors included internet knowledge, education background and household income (Li & Zhang, 2019). The finding of some research towards consumer purchase intention based on customer perceptions and purchase behaviour trend, the result showed that individual characteristics, psychological and cultural not significantly affected the generation in consumer purchase intention (Goyal, 2016).

Online shopping considered as brick and click system which carried accessibility characteristics to place order in customising place and time (Somdech, Watcharin & Kittisak, 2019). According

to Jiang, Adnan, Manmeet et al. (2015), bad experience of the website caused shopping cart abandonment rate enlarged. According to Somdech et al. (2019) to determine factors consumer purchase intention through online shopping, the result showed that perceived benefits, perceived risks and psychological factors as truth impacted consumer purchase intention. The research showed that consumer purchase intention caused by perceived benefits when the condition of consumer engages in the platform and psychological factors were connected with characteristics of consumer purchase intention (Agyapong, 2017). Many people in Malaysia dislike communication with seller through online shopping, therefore companies only playing their role to improve websites layout to attract potential customers in the e-commerce platform (Shopper, 2016).

### Factors Influencing Consumer Purchase Intention

The section explains the five factors such as attractiveness, expertise, trustworthiness, entertainment gratification and informativeness which will be influencing the consumers' purchase intention.

#### Attractiveness

According to Samat, Ramlee & Annual (2016) stated that attractiveness directly influenced towards purchase intention of SNS and supported credibility. The questionnaires were distributed to the users involved in SNS for data analysis. Based on Baniya (2017), the physical attractiveness also directly influenced the product loyalty of Nepali regular customers. The questionnaires were distributed to the consumers who staying in the Kathmandu Valley for data analysis. However, physical attractiveness not influencing celebrity endorsement towards consumer buying behaviour in Pakistan (Malik & Qureshi, 2017). The questionnaires were distributed to the educated audience in Pakistan for data analysis. According to Nilesh et. al (2019) stated that superstar attractiveness directly influenced towards consumers' purchase intention. The questionnaires were distributed to the consumers aged 18 years old and above for data analysis. Based on Singhal, Jena & Tripathy (2019), the attractiveness directly influenced consumer purchase intention in their country. The questionnaires were distributed to the consumers who purchased remanufactured



products for data analysis.

### Expertise

Based on Samat, Ramlee & Annual (2016) stated that expertise directly influenced towards purchase intention of SNS and supported credibility. The questionnaires were distributed to the users involved in SNS for data analysis. Based on Baniya (2017), the expertise also directly influenced the product loyalty of Nepali regular customers. The questionnaires were distributed to the consumers who staying in the Kathmandu Valley for data analysis. The self-administered questionnaires were distributed to the customers who enjoy in the main five fast foods of Harare. The online questionnaires were distributed to the travellers who using online consumer reviews of services. According to Ma, Zhang & Ding (2021), the expertise directly influenced customers' participation and purchase intention in the marketplace. The questionnaires were distributed to 233 respondents who like to shop online.

### Trustworthiness

Similarly Samat, Ramlee & Annual (2016) stated that trustworthiness directly influenced towards purchase intention of SNS and supported credibility. The questionnaires were distributed to the users involved in SNS for data analysis. According to Saleem & Ellahi (2017), the trustworthiness is one of reasons influencing electronic word of mouth on purchase intention of fashion products on social networking websites in the marketplace. The online questionnaires were distributed to the Facebook users for data analysis. Batbayar et.al (2018) mentioned that trustworthiness is not influencing towards online purchase intention of air ticketing service among the website quality in Mongolia.

### Entertainment Gratification

According to Aluri, Slevitch, & Larzelere (2016) stated EG is one of the factors for travellers in the hunt for when using surrounded social media channels in the hotel website. The online questionnaires were distributed to the Generation Y who using social media channels in the hotel website for data analysis. Based on Tan et.al (2017), EG is identified as consumer purchase intention in the social media websites. The online questionnaires were distributed to the selected online consumers based on demographic set for

data analysis. According to Marimuthu & Ganapathi (2018) stated EG is a reasons channel to online purchase intention toward cars. The online questionnaires were distributed to the consumers involved in the car purchasing in Maduarai for data analysis. Based on Zamzuri et.al (2018), EG has significant influenced towards consumers 'online purchase intention. The survey was distributed to the online purchasers especially those younger for data analysis. According to Sabri (2019), EG is an issue channel to luxury purchase behaviour through harnessing social media. The semi-structured interviews were distributed to the consumer in Dubai mall for data analysis.

### Informativeness

Referring to Aluri, Slevitch, & Larzelere (2016), they stated informativeness is not the factors for travellers in the hunt for when using surrounded social media channels in the hotel website. The online questionnaires were distributed to the Generation Y who using social media channels in the hotel website for data analysis. Based on Chaturvedi, Gupta & Hada (2016), informativeness considered as the consumers 'purchase behaviour who buy apparels through social media e-commerce system. The self-administered questionnaires were distributed to the social media users in Rajasthan for data analysis. According to Lee, Byon & Ammon (2016), informativeness influenced on consumers' attitude toward advertising related to golf products. The questionnaires were distributed to the members of golf ranges in Seoul and Kyong-gi for data analysis. Based on Zamzuri et.al (2018), informativeness has significant influenced towards consumers 'online purchase intention. The survey was distributed to the online purchasers especially those younger for data analysis.

### Theoretical Framework

The Theory of Planned Behaviour (TPB) by Ajzen (1991), is an extended theory from Theory of Reasoned Action (TRA) in 1980, it is combining a new theory which is perceived behavioural control. Therefore, the behaviour intention is the major clue of TPB where an existence of an actual behaviour can be projected in the marketplace. The intention is determined by three independent predictors such as (1) behaviour attitude, (2) subjective norm, and (3) perceived behavioural control (Ajzen, 1991; Humaira & Hudrasyah, 2016). According to Figure



below, three theories impact a person intention which eventually effects the behaviour.

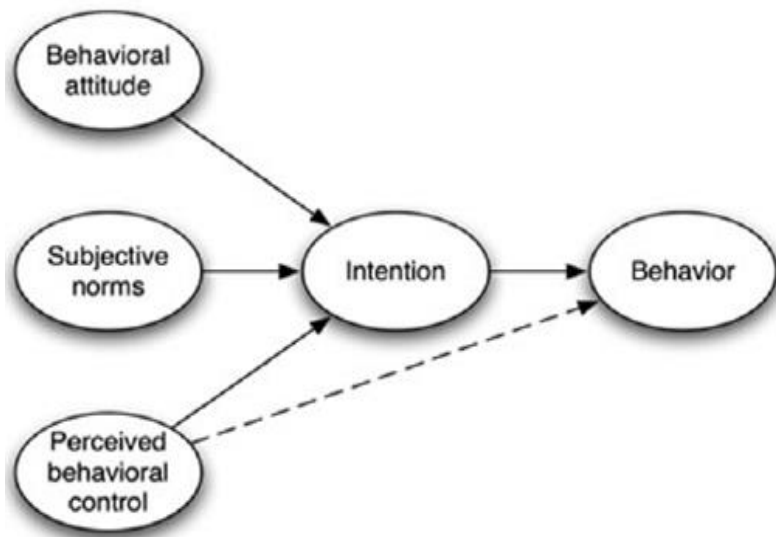


Figure 1. Theory of Planned Behaviour Model (Ajzen, 1991)

Past literatures that implemented TPB model. In spite of the usefulness of TBP, many researchers have agreed that the original model has poor analytical power due to the applicability and lack of

domain-specific features (Cooper & Conchie, 2018). According to Ajzen (1991), TPB model suppose include other components which exclude three core components stated.

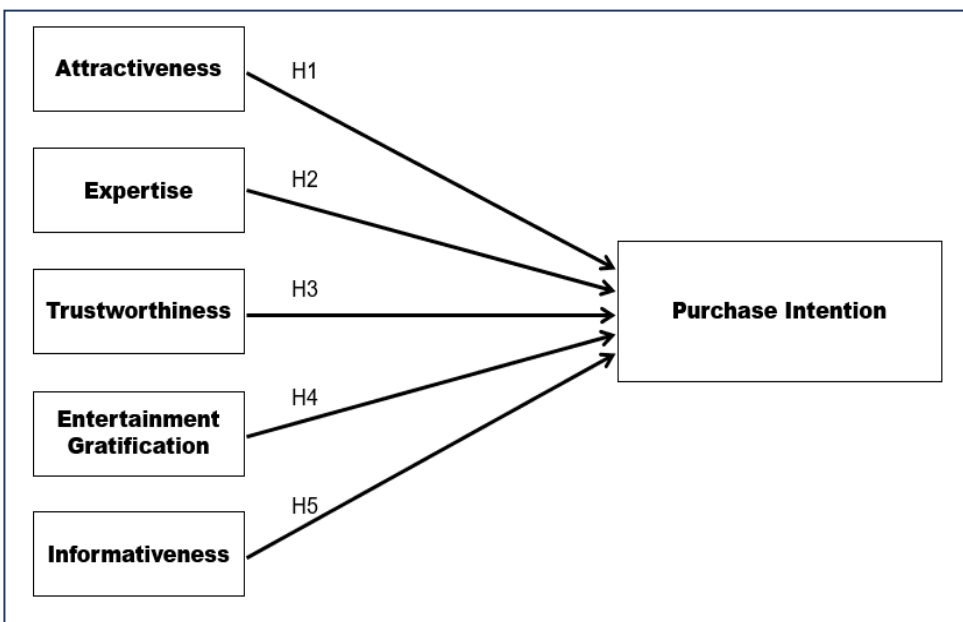


Figure 2. Conceptual Framework

Figure 2 demonstrates the factors of independent variables such as attractiveness, expertise, trustworthiness, entertainment gratification and informativeness, whereas the dependent variable of purchase intention uses to measure context of live-stream shopping lifestyle in Malaysia.

**Hypotheses Testing**

These are the hypothesis developed in this study for testing:

H1: Attractiveness has positive influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.

H2: Expertise has positive influence towards consumer purchase intention on live-stream



shopping lifestyle in Malaysia.  
 H3: Trustworthiness has positive influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.  
 H4: Entertainment gratification has positive influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.  
 H5: Informativeness has positive influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.

**Methods**

Streaming users in Malaysia are 14.1 million (Statista, 2020b). According to Krejcie & Morgan (1970), the sample size is 384 when population more than 1 million. Therefore, 400 sets of questionnaires will be distributed to selected Malaysian who had experienced watching live-stream video of product or service in the social media. Any Malaysian who had experienced watching live-stream video of product or service in the social media will be selected for the study. Respondents who have viewed the live-stream video would provide related experience-based information in the study.

**Data Analysis**

**Table:** KMO and Bartlett’s Test for Actual Study

KMO and Bartlett’s Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.846
Bartlett’s Test of Sphericity	Approx. Chi-Square	15754.778
	df	276
	Sig.	.000

Table above shown KMO and Bartlett’s Test for actual study. The KMO value is 0.846. Based on Backhaus et al. (2016), the value of Pilot Test compulsory to achieve more than 0.6 to be recognized in the research study. The result shown KMO achieved more than 0.8 category as good factor analysis indicator. The Bartlett’s Test of Sphericity is shown as  $p < 0.05$ , the sampling is suitable for actual study.

**Reliability Analysis**

**Table:** Reliability Test for Actual Study

**Table:** Multiple Regression Coefficients Result

Variables		Cronbach’s Alpha	Number of Items
DV	Purchase Intention	0.897	4
IV	Attractiveness	0.853	4
	Expertise	0.884	4
	Trustworthiness	0.907	4
	Entertainment Gratification	0.815	4
	Informativeness	0.922	4

Table above shown Reliability Test for Actual Study in order to make sure dependant variable, independent variables and all items included are correct items in the questionnaire. According to Hair et.al (2016), the Cronbach alpha is a value compulsory to achieve more than 0.7. The Cronbach alpha is 0.897 for purchase intention, 0.853 for attractiveness, 0.884 for expertise, 0.815 for entertainment gratification and 0.922 for informativeness. Whereas the trustworthiness achieved 0.907 which is higher than pilot test with 0.781. All variables achieved more than 0.7, therefore variables are suitable for further analysis.

**Results**

**Table:** Regression ANOVA for Multiple Regression

Model		Sum of Squares	df	Mean Square	F	p-value
1	Regression	150.195	5	30.039	36.434	0.000
	Residual	135.179	394	1.089		
	Total	285.374	399			

Table above shown Regression ANOVA for Multiple Regression in order to analyse the extend of variances and movement between independent variables themselves and independent variables to dependent variable. According to Sekaran & Bougie (2019), the  $p\text{-value} < 0.05$  is to verify independent variables to dependent variable and independent variables themselves have significant relationship when the confidence level at 95%. Based on the result,  $p\text{-value} < 0.05$ . It is reflected IVs are accepted and there is significant different between consumer purchase intention (DV) and attractiveness, expertise, trustworthiness, entertainment gratification and informativeness in the study (IVs).



Variables	Standardized Coefficients	p-value	Collinearity Statistics	
	Beta		Tolerance	VIF
(Constant)	0.591	0.161		
Attractiveness	0.108	0.025	0.718	1.399
Expertise	0.242	0.925	0.391	2.960
Trustworthiness	0.184	0.005	0.483	2.023
Entertainment Gratification	0.425	0.000	0.796	1.396
Informativeness	0.136	0.045	0.512	1.960

Table above shown Multiple Regression Coefficients Result in order to identify which factor consist the highest influence on dependent variable. Based on the outcome, attractiveness, trustworthiness, entertainment gratification and informativeness have p-value<0.05. This is reflected factors with p-value<0.05 have significant relationship with consumer purchase intention especially live-stream shopping lifestyle in Malaysia. Whereas, expertise has p-value>0.05, this is reflected no significance relationship with consumer purchase intention. Based on beta-coefficient value, entertainment gratification has the highest beta-coefficient compare to

attractiveness, expertise, trustworthiness and informativeness. Meanwhile, entertainment gratification has the highest influence towards consumer purchase intention compare to others.

Thus, the multiple regression model is:

$$\gamma = \beta_0 + \beta_1(\text{entertainment gratification}) + \beta_2(\text{trustworthiness}) + \beta_3(\text{informativeness}) + \beta_4(\text{attractiveness})$$

$$\text{Purchase Intention} = 0.591 + 0.425(\text{entertainment gratification}) + 0.184(\text{trustworthiness}) + 0.136(\text{informativeness}) + 0.108(\text{attractiveness})$$

**Findings**

Hypotheses	Result
H1: Attractiveness has positive influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.	Accepted
H2: Expertise has positive influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.	Rejected
H3: Trustworthiness has positive influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.	Accepted
H4: Entertainment gratification has positive influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.	Accepted
H5: Informativeness has positive influence towards consumer purchase intention on live-stream shopping lifestyle in Malaysia.	Accepted

Based on the research findings, multicollinearity issue not exist among all the IVs. This is reflected all variables are correctly projected the relation with dependent variable in the study. Based on the outcome, the VIF value is between 1 to 3. Hence, the outcomes of study shown all IVs are having significant influence with the purchase intention. Attractiveness have an influenced towards consumer purchase intention on live-stream shopping lifestyle in Malaysia. Based on the outcome,  $\beta = 0.108$  and p-value = 0.025. Hence, H1 is accepted in the study. According to Singhal, Jena & Tripathy (2019), the attractiveness is one of factors influenced directly towards consumer purchase intention on remanufactured products in the country. The result of this research findings

aligned with the previous study stated in the literature review.

Expertise have an influenced towards consumer purchase intention on live-stream shopping lifestyle in Malaysia. Based on the outcome,  $\beta = 0.242$  and p-value = 0.925. Hence, H2 is rejected in the study. This result is not aligned with the previous studie such as Ma, Zhang & Ding (2021). This result shown consumer purchase intention on live-stream shopping lifestyle is not inspired by the sellers’ expertise.

Trustworthiness have an influenced towards consumer purchase intention on live-stream shopping lifestyle in Malaysia. Based on the outcome,  $\beta = 0.184$  and p-value = 0.005. Hence, H3 is accepted in the study. According to Saleem &



Ellahi (2017), the trustworthiness is one of factors influenced consumer purchase intention of fashion products on social networking websites. This is followed by Batbayar et.al (2018), trustworthiness played a fundamental role where online purchase intention of air ticketing service in Mongolia. The result of this research findings aligned with the previous studies stated in the literature review.

Entertainment gratification have an influenced towards consumer purchase intention on live-stream shopping lifestyle in Malaysia. Based on the outcome,  $\beta = 0.425$  and  $p\text{-value} = 0.000$ . Hence, H4 is accepted in the study. According to Zamzuri et. al (2018), the entertainment gratification is one of factors influenced and triggered consumer purchase intention especially those younger in the marketplace. The result of this research findings aligned with the previous study stated in the literature review.

Informativeness have an influenced towards consumer purchase intention on live-stream shopping lifestyle in Malaysia. Based on the outcome,  $\beta = 0.136$  and  $p\text{-value} = 0.045$ . Hence, H5 is accepted in the study. According to Chaturvedi, Gupta & Hada (2016), the informativeness is one of factors influenced consumer purchase intention who buy apparels through social media e-commerce system in Rajasthan. The result of this research findings aligned with the previous study stated in the literature review.

## Conclusion

The study collected and established that understanding consumer purchase intention is vital for marketers in order to improve business by formulating strong marketing strategies in the marketplace. The research objectives were to understand consumer purchase intention on live-stream shopping lifestyle in Malaysia with five factors such as attractiveness, expertise, trustworthiness, entertainment gratification and informativeness. Five factors were aligned to the previous studies in the literature review.

Based on the discussion of findings, factors such as attractiveness, expertise, trustworthiness, entertainment gratification and informativeness may assisting marketers in enhancing marketing strategies. It is emphasized that consumer purchase intention may increase due to the attractiveness of advertisements content, live-stream seller should emphasise more on how benefits or valuable of products and apply two ways communication in the live-streaming process. Live-stream sellers should

always engage with live-stream audiences and answer the questions from live-stream audiences. Hence, there is a possibility to convert regular customers into loyal customers in the company.

In the industrial perspectives, the attractiveness should not only include live-stream sellers' attire, but also involves content of advertisements in the e-commerce platform. The service provider should deliver advertisements as attractive as possible in order to attract consumers. Some of live-stream audiences like to create connection with live-stream seller. Hence, live-stream sellers can share stories and show uniqueness in order to develop attention towards products via emotions. In fact, majority of audiences do not accept and refuse to purchase products due to low quality live-stream content. Therefore, live-stream sellers have to always make sure the stable internet connection with solid microphone in the live-stream period.

Based on the research study, the Theory of Planned Behaviour (TPB) is implementing in order to determine the relationships of purchase intention on live-stream shoppers in Malaysia. The outcomes shown that attractiveness, trustworthiness, entertainment gratification and informativeness are positively related to the Purchase Intention. Based on Wang & Scheinbaum (2017), the good physical appearance is category as a major reason of attractiveness.

According to Baniya (2017), the top seller is the one with attractive appearance and persuade the consumer decision making in the marketplace. It is recommended that live-stream sellers to establish proper physical appearance in order to grab the consumers' purchase intention. As a result, the good personality may drive in and increase the sales of a product through live-streaming.

According to Malik & Qureshi (2017), trustworthiness category as the acceptance level of information among consumers and the confidence level based on information distributed by the live-stream. The technique of promoting products by trusted supplier through live-stream is important in order to drive in the consumers' trustworthiness and accepted by consumers in the marketplace (Todd & Melancon, 2018). Thus, trustworthiness is playing an important role in the live-stream shopping. It is fundamental to develop trust between live-stream sellers and consumers in order to increase purchase intention in the marketplace.

A perceived enjoyment may refer as entertainment gratification (Harn & Tanakinjal, 2016). Basically,

consumers feel gratified when consumer feel their desire and also increase willingness to obtain product through e-commerce platform (Ramayah, 2017). A motivating entertainment gratification will give positive effect on the consumers' attitude in using the media (Cai & Wohn, 2019). Entertainment gratification is interrelated to fun, enjoyable and pleasurable in order to acquire the interaction through live-stream top seller. Hence, the more pleasure is anticipated to be gained, the more consumers will have the purchase intention through live-stream shopping.

Informativeness fulfilment is the supportive and resourceful information readily available in the social media contents for users (Zamzuri et.al, 2018). Therefore, information especially from live-stream top seller will easily activate the consumers' purchase intention in the marketplace. Meanwhile, live-stream sellers should always deliver truthful information regarding products and complete in a timely manner when react consumers' response. As a result, consumers may drive in the purchase intention on live-stream shopping platform.

As the past researchers might be out-of-date based on time lapse throughout the researches. Based on this research study, the Theory of Planned Behaviour (TPB) is implementing in order to determine the relationships of purchase intention on live-stream shoppers. In fact, there are limited researchers who considered on live-stream shopping lifestyle in Malaysia. As a result, this research study may have significances in order to fill in the research gap.

Based on the regression model summary,  $r$  value is 0.746 and  $r$ -square value is 0.508. This is reflected 74.6% of the consumer purchase intention influenced IVs in the study. The model is a positive linear regression with 50.8%. There are five IVs in the research study, all IVs such as attractiveness, expertise, trustworthiness, entertainment gratification and informativeness are positively related to the Purchase Intention.

The study contributes as a source of reference to academicians and researcher in the future. Based on the contribution, the future researcher may improve the conceptual framework in the research study and understanding factors influencing consumer purchase intention on live-stream shopping lifestyle in Malaysia.

Initially, it is related to limitation of data collection method. As researcher not had much knowledge in primary data collection, hence online questionnaires created in order to do data

collection. The full data collected only in Malaysia and majority of respondents are friends or friends of friends in specific state. Thus, the full data collected not able to generalize to other regions. Secondly, there is limitation of sampling method. As non-probability sampling has the lower level of simplification of research findings compared to the probability sampling. In addition, non-probability sampling also not able to calculate confidence intervals and margins of error in the research study. Lastly, there is limitation of context of study. As the live-stream shopping lifestyle is a new phenomenon in the marketplace. Therefore, the upcoming studies can be supported by gathering different sample size and create useful insights in the related field of study.

The research study is exposed the connection between the consumer purchase intention and factors that will influence on live-stream shopping lifestyle in Malaysia. The independent factors included attractiveness, expertise, trustworthiness, entertainment gratification and informativeness towards live-stream shopping lifestyle in Malaysia. Nevertheless, there are some parts have not been covered on consumer purchase intention in the live-stream industry. The full data collected only in Malaysia and majority of respondents are friends or friends of friends in specific state. Thus, the full data collected not able to generalize to other regions. Nevertheless, the researcher believes this research data valuable to other researchers in order to explore the consumer purchase intention either in the live-stream shopping or other durable products or services industries in the marketplace.

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