

Live Streaming Commerce: Malaysian Consumers' Purchase Intention on Live Streaming Media

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Abstract: *The way people buy things and advertise them has changed because of new and improved technology. Most Malaysians now use online shopping to buy things from websites like Shopee or Lazada. E-commerce has changed over time and now includes social media e-commerce and live streaming commerce. Live commerce is a new way to promote products and services by connecting customers, brands, items and streamers in real-time. In China, many people like to watch live shows where a person sells things online. This is called live commerce and is done by skilled broadcasters on special websites. During the Covid-19 outbreak, Shopee and Facebook started to use live videos to sell products to customers. This research aims to help businesses and streamers in Malaysia learn how to attract more buyers and achieve their goals in live-streaming commerce. This idea has figured out how five factors affect Malaysian people's decision to buy live streaming and understand how excited they are to purchase it. These factors were parts gathered from previous studies, including product uncertainty, streamer trustworthiness, information completeness, social interaction, and perceived enjoyment. The research was done online and had 152 young people aged between 18 and 40 answering questions. Descriptive, normality, validity, correlation and regression analyses were performed using SPSS. The findings show streamer trustworthiness, information completeness, social interaction, and perceived enjoyment have a positive impact on Malaysian consumers' purchase intention for live commerce.*

Keywords: Live streaming, perceived enjoyment, purchase intention, information completeness, product uncertainty, social interaction, streamer trustworthiness

1. Introduction

Commerce means the exchange of things or services with money or something else of equal value between people. The business grew by opening physical stores made of bricks. Nowadays, buying and selling things is different, even when we do it on an international level. New ways of buying and selling things have been made possible by technology. These include online shopping (e-commerce), buying things on our phones (mobile commerce), selling things on social media (S-commerce), and buying and selling things while streaming online (live commerce).

E-commerce is a web commercial center that permits businesses to offer merchandise or administrations online., E-commerce stages incorporate Taobao, Lazada, Shopee, Amazon, eBay, Walmart, and others. In 2020, worldwide e-commerce deals surpassed \$4.2 trillion and are anticipated to reach 21% in 2022 and 24.5% in 2025 (Ikenson, 2022). Social media

commerce is the integration between social encounters and e-commerce exchanges into a single way to buy through stages like Facebook Shop, Instagram Shop, and TikTok Shop. Evaluated 3.5 billion individuals utilized social media in 2019 and 2020, with more than 300 million modern social media clients. It can be seen that more individuals socialize through online stages, and most individuals favor to buy based on proposals and motivation from individuals they believe, counting family, companions, community, and genuine influencers or celebrities they take after on social media. In 2021, China’s social commerce stages such as Taobao and Xiaohongshu created surpassed \$400 billion in income. E-commerce deals in China are estimat4ed to reach \$1.2 trillion by 2025 (Murdoch et al., 2022). Within the Joined together States (US), deals are anticipated to reach around \$79 billion in 2025 (see Figure 1). In Malaysia, S-commerce is anticipated to reach an yearly rate of 45.2%. Social media commerce has ended up the moment most well known shopping strategy after e-commerce in Southeast Asian nations such as Malaysia, Singapore, and Thailand (Chevi, 2022).

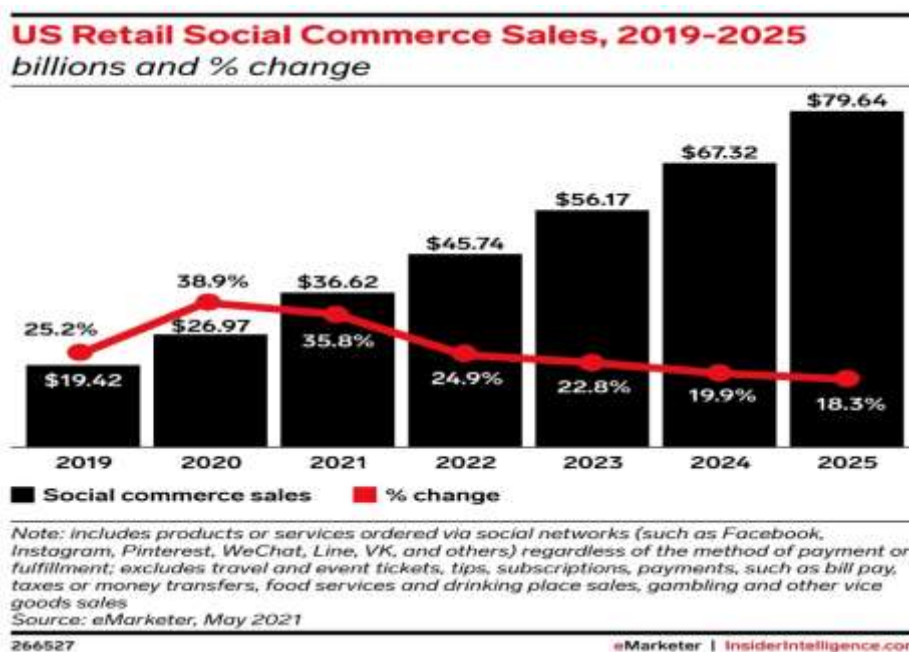


Figure 1: United States retail social commerce sales 2019 to 2025

Live broadcasting on social media is very important for online businesses. Live streaming commerce is when people use live videos to sell products in real-time (Arora, et al, 2021) They may also use influencers, brands or businesses to help them sell to audiences watching the videos. Some examples of live commerce platforms include Taobao Live, Shopee Live, Facebook Live, and others. These steps allow companies to use their growing customers to increase sales and improve the rate at which people buy their products. In Figure 2, you can see an example of how people in Southeast Asia use live commerce. In 2016, China's Taobao Live started selling things through live video. The market for live commerce in China has been growing rapidly, at a rate of 280% each year from 2017 to 2020. The sales of this market are expected to reach \$423 billion by 2022. (Arora, et al, 2021) Because of covid being everywhere in 2020, people are buying things differently. This has caused live commerce to become more successful. Currently, many people are using live streaming to sell things. It has become very popular, especially during the Covid pandemic in 2020. It grew by around 76%. (Chevalier, 2021) In simpler words: The Asia Pacific region is most interested in live-streaming shopping, especially China. Around 7034 million people in China used live streaming in 2021. (Thomala, 2021)



Figure 2: Southeast Asia's live streaming commerce ecosystem (Pii, 2022)

Streaming shopping increased by 53% in Malaysia in early 2021 compared to the end of 2020, and it stayed at 22% in the second quarter (see Figure 3). This was because of a thing called the Complete Development Control Arrange. The Malaysian government group called MDEC has been helping businesses in Malaysia by creating programs like Shop Malaysia Online and Go eCommerce that help companies use new technology. MDEC has an online event called "Be Strategic" to encourage and support live streaming sales. They want to share skills and strategies to help with live selling. (Hanif, 2022)



Figure 3: Malaysia's live stream shopping purchasers during MCO, (Oppotus, 2021)

The Covid illness spread caused governments to have a complete shutdown of countries. Stores had to stop working for a short time and couldn't communicate or have any contact with customers. According to Bernama (2021), about 37,000 business owners in Malaysia, including small business owners and medium-sized businesses, had to close down because of the widespread effects and inability to keep going. The way people buy things has changed a lot because of the covid outbreak. People prefer buying online which promotes the use of digital shopping. JCPenney closed some stores to avoid going bankrupt, while Amazon made the most money during the pandemic because of its online platform. In the US, people spent a lot of money, \$211.5 billion, shopping online during the months of April, May, and June in 2020 (Tkyo, 2020; Linz,2020). This was 31.8% more than they spent during the same time last year. Industry players have succeeded by choosing advanced activities during this time (Wertz, 2021). The popularity of technology made it hard for businesses to adapt to changes and advancements. According to a report by McKinsey in 2020, digital transformation can be achieved by using digital tools for online business and marketing, like live streaming. Experts believe that businesses in Malaysia don't have enough knowledge about live streaming and its importance in e-commerce. Everyone can use these websites, but some people don't realize they need to make changes. Furthermore, Malaysian companies and products have not achieved the expected results, and the impact is unclear.

Lu and Chen (2021) explained that China's live streaming industry is growing rapidly as a way to help reduce poverty. In other countries, live selling online is just starting and there isn't much government support yet. In Malaysia, streamers are not as well-trained as those in China. China's Alibaba has started a training program called LiveNOW for Malaysians. The idea is to teach key opinion leaders (KOLs) how to live stream and do business. The program lasts for two days. Basically, live selling mostly happens through online platforms instead of in-person. (Gomes, 2020)

Live shopping platforms in China, such as Taobao and Jing Dong, can now livestream shopping events within their apps. They have also partnered with Douyin and Kuaishou to enable in-app livestream shopping (Greenwald, 2020), Taobao Live dominates 80% of the market for live streaming. In Malaysia, more people are using live streaming to advertise their products or events. They use platforms like Facebook Live and Shopee Live. Since February 2020, the time spent on watching Shopee Live has increased by 200% in Malaysia (Mulia, 2020). The online shopping industry in Malaysia will get bigger by 45.2% Over two-thirds of Malaysians will buy things on social media that year, according to Wood and Advanced Trade Lab. To help businesses get seen more across the country, new online platforms have been made available, like Bigo Live (Wood, 2022). In 2021, during a live event on Bigo Live called Bigo Pasar Malam, there were about 100 people selling things and over 150,000 people watched. Some sellers were able to sell over 100 items in just 2 hours during a live event (Cambosa, 2021). Malaysia is not using live streaming as much as China, but they believe that live streaming shopping will become popular if they use the right methods and approach (Oppotus, 2021).

Lu and Chen (2021) found that Chinese consumers may not want to buy things on live streaming websites if the website is unstable and the quality is not good. Some factors that can greatly affect Chinese consumers when they buy live streaming are the honesty of the person doing the streaming, the ability to communicate with others, and how enjoyable the experience is for the viewer (Gao et al., 2021; Ma., 2021; Clement Addo et al., 2021; Sun et al., 2019). A recent study suggests that Malaysians enjoy watching live streams, and being entertained as well as getting accurate information. This can influence their decision to buy things while watching live streams (Chan, et al., 2021). Many research articles focus on China, which means not much about Malaysian consumers who want to buy live-streaming services. China and Malaysia are both in Asia. Malaysia doesn't have all the information about its past, so information from China might help.

This research study aims:

- (i) To examine how product uncertainty influences Malaysian consumers' purchase intention on live streaming.
- (ii) To examine how streamer trustworthiness influences Malaysian consumers' purchase intention on live streaming.
- (iii) To examine how information completeness influences Malaysian consumers' purchase intention on live streaming.
- (iv) To examine how social interaction influences Malaysian consumers' purchase intention on live streaming.
- (v) To examine how perceived enjoyment influences Malaysian consumers' purchase intention on live streaming.

2. Discussion of Key Variables

In this study, we are measuring buying behavior as the main focus. In simple words, "buy aim" means when people want to buy things from sellers through live shopping. In addition to buying things, it also means considering using live streaming to make purchases in the future. The study by Ma (2021) showed that when people share live streams with their friends, it can influence their shopping choices and become their preferred way of shopping. If you don't buy anything during a live video, watching the video can be considered a purchase. It means the possibility of buying things in the future. In Malaysia, young people often research and compare products before buying them, especially when they are live streaming.

Product uncertainty is a factor that can affect whether people buy things while watching live streams. When shopping online, people may not know if a product is good or if it suits them, especially for things like makeup and clothing. If someone sells stuff while showing it live but they aren't good at explaining what the product does or how well it works, it could make people unsure if they want to buy it (Dimoka et al., 2012).

Lu and Chen (2021) found that streamer–consumer” relationship is important in live streaming commerce. When streamers share similar values with them, consumers may feel close to the streamer, which helps build trust. If people who watch streams have similar values to the person streaming, then the viewers might feel close to them. This can make the viewers believe in the things that the streamer is building. Many people online who make videos are businesses, but sometimes famous people make live videos too because they are famous and popular with lots of fans. They are known as trustworthy experts who can give good information and helpful advice for buying things. To explain, there are famous people in China who do live streaming shows that have helped make China's live streaming industry successful. They are good at what they do and have gained a lot of viewers' trust, like Li Jiaqi and Viya.

Gao et al. (2021) found that information completeness could affect whether people choose to buy and watch live streams. This is called "data completeness". This means if the information about a product shown in a live video is enough or not. The important information about the thing is its brand, function, price, color, and more. Customers can use this information to make much better live streaming decisions. The information about the products should be updated regularly and match the current trends and styles. This is called "information currency" (Nelson et al., 2005)

Social interaction or client engagement is an basic highlight of live video and an imperative perspective that pre-recorded video cannot deliver. Social interaction highlights such as answers, comments, likes, and interface clicks on live gushing stages can influence consumers' buying purposeful (Wang et al., 2017; Zhou et al., 2016). This real-time synchronized interaction happens between buyers; buyers and streamers; buyers and stages. It too implies that client conduct towards a brand or company is predominant to buy in real-time commerce (Sun et al., 2019).

Perceived enjoyment (PE) is characterized as “the degree to which the action of employing a particular innovation is seen to be pleasant, aside from any execution results coming about from innovation use” (Venkatesh 2000). U&G hypothesis says that individuals have distinctive reasons for utilizing diverse sorts of media, counting excitement. This moreover happens with live spilling, where individuals who need to have fun or be engaged will look for live spilling

shopping. Clients appreciate shopping for fun and enthusiastic benefits, particularly amid uncommon events or deals (Ma, 2021)

3. Relationships between Independent Variables and Dependent Variable, and Hypotheses Development

3.1 Product Uncertainty and Purchase Intention

Lu and Chen (2021) explained that customers often feel insecure when buying things online. If there's a problem with the item, buyers may decide not to buy it or return it. Lu and Chen (2021) suggested that if shoppers have concerns about whether a product is a good value or good quality, they are less likely to buy it. In 2021, when an item is easily damaged, people don't trust it and don't want to buy it because they don't want to waste their money on something that won't work well. Chen et al., 2021, found that product instability can affect people's decisions to buy things, and similar results were shared. Compared to shopping online, customers might not trust the quality or size of the item just by looking at pictures or reading information about it. When there isn't enough information or the customer thinks it's not truthful, they may not want to buy while watching a live stream. Hypothesis 1 is proposed

H1: Product uncertainty has a negative influence on the purchase intention of live streaming.

3.2 Streamer Trustworthiness and Purchase Intention

According to Clement Addo et al. (2021), followers support their celebrities, which makes them more excited to buy things. Todd and Melancon (2017) found that when popular or trustworthy people stream live videos of products, consumers are more likely to trust the information and buy those products. A study by Lu and Chen (2021) found that if people trust a person who streams videos online, then they are likely to trust that person's ability to advertise or promote a product. When selling things, it is important for the person in charge to think about what the customer likes and wants. In Malaysia, many salespeople show products and try to convince shoppers to buy them. Hypothesis 2 is proposed:

H2: Streamer trustworthiness has a positive influence on the purchase intention of live streaming.

3.3 Information Completeness and Purchase Intention

According to Gao et al. (2021), if product information or features are fully communicated on live streaming video, consumers are more likely to purchase products through live streaming. Live streaming helps viewers learn more by talking to the person streaming. They can decide if they want to buy something and it helps them make a stronger decision. This also applies to the research done by Chan and his colleagues. In 2021, people tend to trust and buy things based on what streamers say because of the accurate and helpful information they provide. Live e-commerce is when things are shown online through a video. This makes the products look real and can help customers learn more about the product (Sun et al., 2019). When consumers can see more information about a product, they are more likely to decide to buy it. When people say negative things about a product online, it is hard for sellers to fix it online in stores but easier on live television (Sun et al., 2019). Hypothesis 3 is proposed:

H3: Information completeness has a positive influence on the purchase intention of live streaming.

3.4 Social Interaction and Purchase Intention

A study by Gao et al. (2021) described social interaction or live conversations depicted in live video help build a closer relationships and trust. This helps people learn more about products and makes them less likely to change their minds about buying them. This means that it encourages people to buy things and watch videos regularly. Ma, 2021 found that social media platforms are effective for live-streaming commerce because they provide interaction and support, which are important factors for consumers when making purchases (Sun et al, 2019). For illustration, watchers can associate with other shoppers through the stage component, and streamers can address watcher concerns or comments in genuine time. Social interaction in this live mode is accessible in live commerce, but not in e-commerce. Hypothesis 4 is proposed:

H4: Social interaction has a positive influence on the purchase intention of live streaming.

3.5 Perceived Enjoyment and Purchase Intention

Chan et al, (2021) discovered that when people interact with streamers, it makes them happy and satisfied. Ma (2021) suggested that making people feel happy when they watch live broadcasts could encourage them to buy things. For example, streak deals through gamification can improve the conversation between viewers and streamers. This means that if online platforms that allow people to watch live videos and interact with each other are good, then people will have a better viewing experience, which may make them more likely to buy things. Bhudiawan and Tjhin's (2022) found that if people enjoy watching live streams, they are more likely to be satisfied and buy things. Hypothesis 5 is proposed:

H5: Perceived enjoyment has a positive influence on the purchase intention of live streaming.

Summary of Hypothesis Development

The table below presents the summary of five proposed hypotheses in the study:

Table 1: Summary of hypotheses development

H1	Product uncertainty has a negative influence on the purchase intention of live streaming.
H2	Streamer trustworthiness has a positive influence on the purchase intention of live streaming.
H3	Information completeness has a positive influence on the purchase intention of live streaming.
H4	Social interaction has a positive influence on the purchase intention of live streaming.
H5	Perceived enjoyment has a positive influence on the purchase intention of live streaming.

3.6 Theoretical Framework

Based on the hypotheses formed, the theoretical framework is presented accordingly:

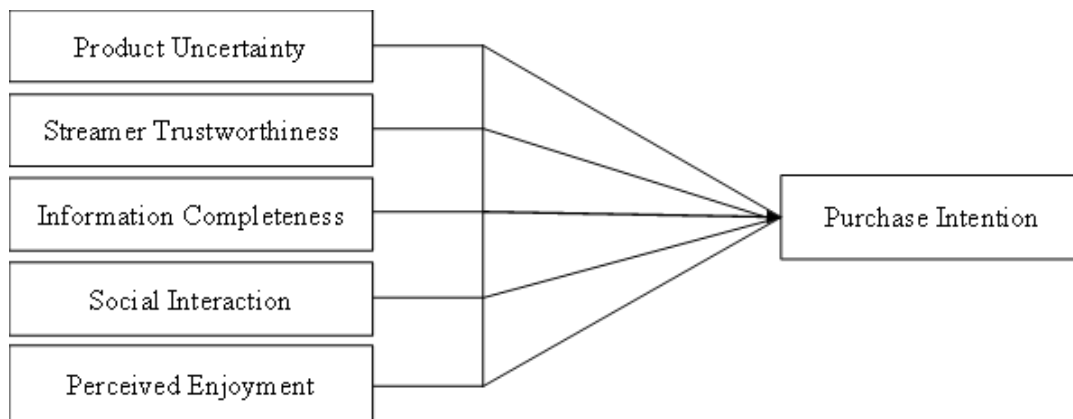


Figure 4: Factors influencing consumers' purchase intention in live streaming commerce

4. Methodology

The information related to research methods, including research design (population and sample size, sampling method, data collection method, data collection method, unit of analysis, construct measurement, and questionnaire design), and several data analysis techniques which include normality test, factor analysis, validity & reliability test, correlation and regression analysis. The results were analyzed in the findings.

5. Findings

The findings for this study include respondents' demographic, analysis of descriptive results, and other tests including normality, factor, reliability, correlation, regression analysis, and a result summary.

5.1 Demographic Descriptive Analysis Output

Out of 152 responses, 38. 2% were between 18 and 25 years old, 34. 2% were between 26 and 30, and 27. 6% were between 31 and 40 years old. Female respondents accounted for 61. 8% and male respondents accounted for 38. 2%. Respondents were divided into 4 groups: students, working adults, non-working adults and others. The biggest group of people are working adults, which make up 73%.

The questionnaire also asked about satisfaction and suggestions for live-streaming commerce in Malaysia. Most respondents surveyed didn't know how to measure fulfillment, while 31. 6% were happy with live commerce in Malaysia. About 45% of people surveyed think that Malaysian businesses should use live-streaming sales, but 33% are unsure.

5.2 Data Descriptive Analysis Output

5.2.1 Normality Test Result

Based on the definition of Skewness and Kurtosis, the data are considered normally distributed if the skewness value is ≤ 2 or the kurtosis is ≤ 4 .

According to the data on "Purchase Intention," there is a slight imbalance (-0. 473) and flattening (-0. 592), but they are within the expected range. When we accept that there may be unknown factors that affect our product, there may be some unusual patterns in the data we collect. In this case, we found that the data had a skewness of -1. 177 and a kurtosis of 2. 428, which are both within the expected range. According to the "Streamer Trustworthiness" test, the data shows a slight leaning towards being uneven (-0. 284 skewness) and slightly flatter than normal (0. 085 kurtosis) When we say information is complete, we can see something called skewness and kurtosis. In this case, the skewness is -0. 741 and the kurtosis is 0. 746, which is normal. According to the concept of social interaction, there is a slight difference in the information with a skewness of -0. 350 and kurtosis of 0. 516, both within the expected range. The numbers for "skewness" and "kurtosis" will be -0. 598 and 0593 respectively, which is normal. Details or specific information are presented in Table 2.

Table 2: Skewness and Kurtosis of variables

	N	Skewness		Kurtosis		Result
	Statistic	Statistic	Std. Error	Statistic	Std. Error	
Purchase intention	152	-0.473	0.197	-0.592	0.391	Normal
Product uncertainty	152	-1.177	0.197	2.428	0.391	Normal
Streamer trustworthiness	152	-0.284	0.197	0.085	0.391	Normal

Information completeness	152	-0.741	0.197	0.746	0.391	Normal
Social interaction	152	-0.350	0.197	0.516	0.391	Normal
Perceived enjoyment	152	-0.598	0.197	0.593	0.391	Normal

5.2.2 Factor Analysis Result

The results of the tests are shown in Tables 4 and 5. The analysis yielded five factors that explained 81.73% of the variance in the data. Factor 1 is called "information completeness" because the following items are heavily loaded: IC2, IC1, IC3, and IC4. The first factor explained 18.07% of the variance after rotation. Factor 2 showed "social interactions" due to the high load on the following items: SI3, SI4, SI2, and SI1. Figure 2 explained that 16.89% of the change happened after the turn. Factor 3 "product uncertainty" because it showed a tall pile of things labeled PU2, PU4, PU1, and PU3. It explained about 17% of the changes that happened after the revolution. Perceived enjoyment was given to Factor 4 because it showed a tall stack made up of items labeled as PE3, PE2, PE1, and PE4. It explained 16.02% of the variance after rotation. Streamer Trustworthiness was given a high ranking because of four factors: ST3, ST4, ST1, and ST2. It explained 14.07% of the variance after rotation. As such, the order of items in Table 5 represents their importance to each factor from high to low. The result also indicates the correlation between items and factors.

Employing a scree plot and a fixed factor of 5 to decide the basic components, the examination yielded five factors that clarified 81.73% of the fluctuation within the information. Factor 1 was named "information completeness" since the taking after things are heavily stacked: IC2, IC1, IC3, and IC4. The primary factor clarified 18.07% of the change after rotation. Factor 2 was hailed as "social interaction" due to the tall stack on the taking-after things: SI3, SI4, SI2, and SI1. Factor 2 clarified 16.89% of the change after the turn. Factor 3 was named "product uncertainty" due to the high load on the taking-after things: PU2, PU4, PU1, and PU3. It clarified 16.68% of the change after rotation. Factor 4 was named "perceived enjoyment" due to the tall stack on the taking after things: PE3, PE2, PE1, and PE4. It clarified 16.02% of the fluctuation after the turn. Factor 5 was named "streamer trustworthiness" due to the high load on the items: ST3, ST4, ST1, and ST2. It clarified 14.07% of the fluctuation after rotation. In this manner, the arrangement of Tables 3 and 4 shows their significance to each figure from high to low. The result moreover appears the variables and items' relationship.

Table 3: Total variance explained

Component	Initial Eigenvalues			Total Variance Explained			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	9.541	47.705	47.705	9.541	47.705	47.705	3.614	18.068	18.068
2	3.188	15.942	63.646	3.188	15.942	63.646	3.378	16.890	34.958
3	1.493	7.463	71.109	1.493	7.463	71.109	3.336	16.678	51.636
4	1.240	6.201	77.310	1.240	6.201	77.310	3.205	16.023	67.659
5	.884	4.419	81.729	.884	4.419	81.729	2.814	14.070	81.729
6	.491	2.456	84.185						
7	.452	2.260	86.445						
8	.413	2.063	88.509						
9	.358	1.791	90.300						
10	.286	1.428	91.728						
11	.278	1.388	93.116						
12	.253	1.266	94.382						
13	.208	1.039	95.421						
14	.195	.973	96.394						
15	.171	.857	97.252						
16	.155	.777	98.028						
17	.136	.681	98.709						
18	.097	.486	99.195						
19	.090	.450	99.646						
20	.071	.354	100.000						

Extraction Method: Principal Component Analysis.

Table 4: Rotated component matrix

	Rotated Component Matrix ^a				
	1	2	3	4	5
IC2	.859				
IC1	.854				
IC3	.774				
IC4	.655	.465			
SI3		.787			
SI4		.770			
SI2		.756			
SI1	.458	.632			
PU2			.897		
PU4			.885		
PU1			.879		
PU3			.874		
PE3				.818	
PE2				.798	
PE1				.789	
PE4	.479			.666	
ST3					.785
ST4					.778
ST1					.749
ST2		.529			.655

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.
a. Rotation converged in 7 iterations.

5.2.3 Validity Analysis Findings

Based on KMO and BTS tests in Table 5, all independent variables were found a value of KMO is 0.89 and a significant value of BTS is less than 0.001. KMO value is in the range of 0.8 to 0.9. BTS value is acceptable and proved to be valid at less than 0.05

Table 6: KMO and Bartlett's test result
KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.890
Bartlett's Test of Sphericity	Approx. Chi-Square	2816.792
	df	190
	Sig.	<.001

5.2.4 Reliability Analysis Findings

According to Table 6's interpretation of Cronbach's Alpha, the value greater than 0.7 is acceptable. Cronbach alpha's value of a total of 24 items under dependent variable and independent variables is 0.945, which is more than 0.9 and can be interpreted as excellent. The result also indicates a reliable scale.

Table 6: Reliability test result

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.946	.945	24

5.2.5 Correlation Analysis Findings

R-value is utilized to look at the connections between the independent variable and dependent variables in Table 7. The dependent variable, purchase intention, and independent variable which is product uncertainty is 0.149, appearing that the relationship between the two factors is immaterial. On the other hand, R-value of buy purposeful and streamer reliability is 0.5, showing a direct positive relationship between the two factors. The R-value of purchase intention and information completeness is 0.612, showing a direct positive relationship

between the two factors. The R-value of purchase intention and social interaction is 0.544, showing a direct positive relationship between the two factors. The R-value of purchase intention and perceived enjoyment is 0.611, demonstrating a direct positive relationship between the two variables.

Table 7: Correlation interpretation

Hypothesis	Relationship	R	Interpretation
H1	PU > PI	0.149	Negligible correlation
H2	ST > PI	0.50	Moderate positive correlation
H3	IC > PI	0.612	Moderate positive correlation
H4	SI > PI	0.544	Moderate positive correlation
H5	PE > PI	0.611	Moderate positive correlation

5.2.6 Regression Analysis Findings

Through multiple linear regression analysis, the significance value (P value) was interpreted to evaluate the relationship between the dependent variable, “purchase intention” and the five independent variables.

Table 8: Regression analysis result and interpretation

Hypothesis	Relationship	R ²	P	Beta	Decision
H1	PU > PI	0.022	0.068	0.158	Rejected
H2	ST > PI	0.250	<0.001	0.506	Supported
H3	IC > PI	0.375	<0.001	0.597	Supported
H4	SI > PI	0.296	<0.001	0.54	Supported
H5	PE > PI	0.373	<0.001	0.598	Supported

Table 8 show the regression analysis. The P esteem 0.068 of H1 demonstrates that there's no relationship between purchase intention and product uncertainty. The P values for H2, H3, H4, and H5 are less than 0.05, demonstrating (ST, IC, SI, and PE) are noteworthy to the variables. The positive beta values moreover demonstrate there are positive connections between these factors. Since the four IVs are noteworthy to the DV, in this way, H2, H3, H4, and H5 are bolstered, and these factors seem emphatic to impact the purchase intention of Malaysian customers in live streaming commerce.

R² clarifies the goodness of fit between the independent and dependent variables. R² esteem of 0.022 appears that as it were 2% of the variety in purchase intention is clarified by product uncertainty. The esteem is low since there's no relationship between the PU and PI. As R² esteem of 0.25 shows that 25% of the variety in purchase intention is clarified by streamer trustworthiness; an R² esteem of 0.375 demonstrates that 37.5% of the variety in buy purposeful is clarified by information completeness; an R² esteem of 0.296 shows that 29.6% of the variety in buy deliberate is clarified by social interaction; an R² esteem of 0.373 shows that 37.3% of the variety in buy deliberate is clarified by seen satisfaction. Among the free factors, the R² information completeness (37.5%) and perceived enjoyment (37.3%) are higher than others, showing that the models clarify more variability.

Summary of Results

Concurring with the normality test, the data are normally distributed. As for the factor analysis examination, the components are partitioned into 5 components. The examination is effective and the scale is dependable. Interpreted the results of regression and correlation, where only

H1 is rejected, other hypotheses, H2, H3, H4, and H5 are supported, and there's a positive relationship between variables.

6. Discussion of Results

6.1 Purchase Intention of Malaysia Consumers on Live Streaming

Most people agreed that they would consider live streaming for business. Almost half of the people surveyed (47.4%) strongly agreed or agreed with this statement. This information can be found in Reference section B, PI1. PI2 found out that 39.5% of people agreed with the statement "I wanted to buy things through live streaming commerce". 39.4% of people agreed with the idea of recommending live-streaming shopping to their friends. This means that people are recommending live commerce to their friends and family, similar to what was found in Ma 2021. Few Malaysians enjoy buying as much as Chinese customers do, but most people surveyed were unsure about this idea or disagreed with it. Out of all the people surveyed about PI1, around 30% were not sure about it, and 22% strongly disagreed with the idea and said why they disagreed. Malaysian consumers might not be interested in live-streaming shopping after the MCO. However, it could mean that consumers may just try to do more research and be cautious before making an actual purchase.

6.2 The Relationship between Product Uncertainty and Purchase Intention

It seems that Malaysian consumers' decision to buy from live streams is not affected by how reliable the product is. In the latest study, Chen et al., (2019) looked at things differently compared to what Lu and Chen (2021) did in their previous research. Most people who don't watch live streaming are worried about the safety of the products being advertised. The study by Lu and Chen (2021) found that many people don't want to buy things on live streaming because they're not sure if they'll look good in them. Some people are worried that the item they saw in a video might look different in real life. This is especially true for people in Malaysia. For those interested in buying things through streaming live videos, their worries about product quality have been overcome by the factors that positively influence their purchasing decisions. As a result, this concern was not significant in affecting their willingness to buy.

6.3 The Relationship between Streamer Trustworthiness and Purchase Intention

The results of how often a streamer goes online and the reason why people buy things are really important. People who watch live streaming may support the streamer they are watching, but this does not have a big impact on what they buy while watching. A survey showed that very few people said "I am a supporter of the streamer" when asked about what they buy while watching. Compared to what kind people think about Compassionate Addo and others. In 2021, the results are different, and good quality doesn't really change if people want to buy something on live streaming. If people in Malaysia think the streamer is truthful, they might want to buy it. Almost half of the people surveyed agreed that they trusted the streamer, which supports what Todd and Melancon said in 2017. Furthermore, the results are similar to a study done by Lu and Chen (2021), where the majority of people surveyed (45.4%) also agreed with ST3, "I believe that the person promoting the products is an expert." If shoppers trust the person streaming, they're more likely to trust the things they suggest to buy.

6.4 The Relationship between Information Completeness and Purchase Intention

The results show that when information is complete, Malaysian shoppers are more likely to buy things while live streaming. The study shows that the most important factor affecting Malaysians' decision to buy live streaming products is the regression test. It suggests that if the

information about the product is complete and up-to-date, Malaysians are more likely to buy. Around 619% and 566% of people agreed and strongly agreed that the information about the product in the live video was complete and up to date. The results are similar to the study by Gao et al, 2019. This text talks about research done by Sun et al, 2019 in the year 2021. In 2019, both experts discussed how sharing a lot of information about a product and making it easy to see can make people more likely to buy it during live commerce. Live streaming platforms have a good feature of live chat where viewers can ask questions if they are confused. This helps customers get more information, which is similar to what Chan et al. said Can you explain what text you would like me to simplify. In the end, people in Malaysia will buy more things when they have more information.

6.5 The Relationship between Social Interaction and Purchase Intention

As previously mentioned, live streaming is used to broadcast in real time. So, more than half of the people who were asked (54. 6%) agreed that talking to the person streaming a video would make them more interested in buying things while watching it live. Live streaming helps people who are not sure about the quality of a product. This way, sellers and buyers can interact and communicate with each other. This is similar to what happened in Ma's study in 2021. Interacting with others on social media helps Malaysians make better choices when buying live streaming services. This supports what Gao et al., 2021. have said This text refers to a study done by Sun and colleagues in 2021. Only 29% of people strongly agreed or agreed that they feel like they belong to the community when it comes to SI4. Many companies create a group of people who like and support them so that they can build relationships with customers. However, using live-streaming platforms can be difficult.

6.6 The Relationship between Perceived Enjoyment and Purchase Intention

The happiness of Malaysian customers when watching live streams affects their decision to buy things a lot. Many people are not sure if they like live commerce, but it can be great for getting rid of boredom. Basically, if there are special events or sales happening, more than half of the people asked said they would shop online using live video. It is nice that people like sales, especially during the 11. 11 sale During holidays, people like to shop and take advantage of the free time to watch live videos and buy things. Ma (2021) and Chan (2021) believe that gamification in live streaming can attract more customers and increase their willingness to purchase. The result of the study supports this hypothesis (Bhudiawan and Tjhin, 2022) . Some people were surveyed about live commerce, and the results showed that a lot of them thought it was enjoyable and fun. This means that if people like the features of live commerce, they may be more likely to buy something.

7. Conclusion

This study aims to find out why people in Malaysia buy live streaming services and what influences their decision to do so. Online shopping is becoming more popular in Malaysia because there are many websites available and the government is supporting technology advancements. Nevertheless, it is believed that most people have not signed up for business growth or purchasing purposes. It is very important that everyone understands the need for improvement. Malaysia can become a great place to watch videos live and increase online sales. This survey provides useful suggestions to help marketers and businesses understand Malaysian customers. In short, marketers should focus on using live streaming to promote their brands or products and turn them into platforms to make sales

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