PURCHASE INTENTION OF COSMETICS ON LIVE-STREAM SHOPPING PLATFORMS IN MALAYSIA

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Abstract

Currently, live streamed shopping has emerged as a potentially lucrative and rapidly expanding market platform. There has only been a small amount of research done to investigate the factors that consumers cite as their primary motivation for using live-streaming as a platform. As a result, the purpose of this research is to determine what kinds of influences can have an effect on the purchasing of cosmetic products by online shoppers in Malaysia, with the end goal of closing the research gap that has been identified. Both the Gratification and Uses Theory (UGT), also known as the theory of entertainment gratification and the theory of informativeness gratification, as well as the source credibility theory, also known as the theory of trustworthiness, attractiveness, and expertise, are utilised in order to investigate the relationship between the theory of planned behaviour and the intention to make a purchase. 373 samples was collected using convenience sampling survey. In the context of live-stream cosmetics, research on the relationship between purchase intention and purchase behaviour is conducted with the assistance of the theory of planned behaviour. When compared to the practise of adopting just one theory, the adoption of all three theories can produce a result that is both more specific and more comprehensive. Aside from that, this research should provide a better understanding to sellers of the motivation factors that result in consumers completing a purchase, which gives retailers the opportunity to create their own business strategies to complete a sale. In addition to that, this research should provide a better understanding to sellers of the motivation factors that result in consumers completing a purchase. The study is aimed at internet users, specifically those who have experience watching live cosmetics-related streams on social media and have an interest in or knowledge of the cosmetics industry. In addition, the self-made questionnaire will be shared on social media platforms such as Facebook, Instagram, WhatsApp, and WeChat. The information that we have gathered will be analysed using models of linear regression in SPSS. In addition to that, linearity tests were carried out in order to offer empirical support for the items that were developed. This research has the potential to further strengthen the validity of UGT, SCT, and TPB, all of which have the potential to become obsolete as more time passes. In addition to that, it may offer a fresh approach to running a business for retailers, particularly for online retailers operating as small businesses.

Keywords: Live-stream shopping, entertainment gratification, informative gratification, trustworthiness, purchase intention, cosmetics.

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I. Introduction

Live streaming enables users to participate in a variety of activities, including those that are entertaining, social, and professional(Zorah et al., 2018). The advent of live streaming has had a significant influence on the social behaviour of users and their online shopping habits (Ho & Rajadurai, 2020). In live streaming shopping, a direct sales strategy is utilised, in which professionals or live sellers explain, promote, and sell directly to customers. (Lo & Tseng, 2021). By utilising live streaming, each vendor will have their own unique approach to demonstrating how to use the product, as well as their own unique perspective on the product. This will enable them to organise engaging live streams that will attract customers and encourage them to make live purchases. Live streaming allows customers to interact with a live seller in real time, which boosts the product's credibility and draws more attention to it from customers. The willingness of consumers to make purchases will directly increase as a result of the participation of celebrities in live streaming or live selling of web celebrities (Hyun & Li, 2020). As an illustration, the highest daily sales volume ever achieved by Taobao Live Streaming vendor WeiYa was three hundred million yuan.

Live streaming has garnered a lot of attention in China as one of the new strategies that can be implemented to increase e-commerce sales. The live streaming that is popular these days is a new category of content that comes after the graphic and the short video. It has the qualities of content e-commerce, and the interaction between the anchor and the audience in the live streaming scene naturally has the benefits of social e-commerce. The effect of live streaming being superimposed on other activities presents the industry characteristics of content and experience being upgraded twice as much. It was estimated that the transaction size of China's cosmetic e-commerce industry reached 19.88 billion yuan in 2020, with a lower growth rate than in 2019. This estimate was based on third-party data that was disclosed by Aliresearch (2020), which is China's largest online shopping platform. The data revealed that the GMV of the beauty category grew 31.17% year-on-year in 2020 due to the epidemic.

Live streaming has garnered a lot of attention in China as one of the new strategies that can be implemented to increase e-commerce sales. The cosmetics category live streaming has become an important player for many e-commerce layout live streaming platforms. As a result, the purpose of this study was to investigate the factors of motivation that trigger consumer purchase intent (PI) in cosmetic live streaming. In order to investigate the effect that cosmetic live streaming has on customers, we used a total of six different independent variables. These variables included purchase intention, information satisfaction, entertainment satisfaction, trustworthiness, attractiveness, and expertise. The purpose of this research is to investigate the factors that influence the purchasing decisions that consumers make regarding live-streamed cosmetics..

II. Literature Review

Underpinning models:

The pursuit of services that must be obtained from a particular object is the focus of utilitarian gratification (Moona, 2017). The term "informative gratification," or IG for short, was incorporated into the conceptual model. This body of research confirmed that IG has a positive influence on shoppers' PI (Prashar, 2017), and it also demonstrated that IG can be used to predict PI. This is necessary so that it can be determined whether or not the prompt response from the seller is able to capture the attention of the buyers or shoppers. Live streaming makes it possible for sellers to provide a prompt response to the inquiries raised by shoppers. A recent study provides additional information on the ways in which gratification for entertainment and gratification for informativeness have positively affected consumers' intentions regarding online shopping.

Aristotle is credited with developing the Source Credibility Theory. He emphasised that there were three attributes, which he referred to as logos, pathos, and ethos. All three play significant roles in ensuring that messages have their desired effect (Tran, 2018). If the source seems credible, then the information is very likely to persuade people to take a certain course of action. It is common knowledge that the essential components of SCT are trustworthiness and proficiency. When attractiveness was incorporated into SCM (source of credibility model) in the year 1990, this became a significant factor for the persuasive communicators who are attractive (Ohanian 1990).

This research makes extensive use of the theory of planned behaviour as its primary theoretical foundation. In his article "Theory of Reasoned Behavior," published in 1991, Ajzen explains that TPB is an extended theory based on the Theory of Reasoned Action, which was published in 1980. He does this by indicting a new theory called "perceived behavioural control." The most important justification for the TPB is the fact that a prediction of a specific behavior's repetition can be made in conjunction with the behavioural intention. Subjective norm, behavioural attitude, and personal behavioural characteristics (PBC) are the three factors that serve as predictors

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of an individual's intentions (Ajzen, 1991). In essence, each of these three concepts has an effect on an individual's intention, which in turn has an effect on behaviour.

Informativeness Gratification

IG is conceptualised in a variety of ways depending on the type of literary work. In the context of live streaming, the term "information gap" (IG) refers to the need that online customers have to get information that is complete, accurate, and quick from live suppliers in order to activate their buy intention (Gao et al., 2021). Consumers are more likely to make a purchase choice when a live vendor is able to give information that is accurate, comprehensive, and delivered in a timely manner regarding their product or trend. The connection between IG and PI is supported by empirical evidence, as seen in the table that can be found below.

Attractiveness

The outward look of a person is a significant factor in determining their level of attractiveness (Adams, 1977). A customer's perception of a business can be altered if the salesperson is attractive. The attractiveness of a live vendor is the factor that is most likely to influence a person's desire to make a purchase. If the information or product is delivered by an appealing live seller in the context of live shopping, consumers will be more receptive to receiving it, which will, in turn, lead to an increase in the consumers' desire to make a purchase (Sufian, 2021).

Expertise

The information that is presented to the consumer by the live seller in their capacity as an expert has a stronger influence on the consumer's choice and may be more persuasive, which leads to the consumer's intention to purchase the product. Within the framework of live broadcasting, the level of expertise possessed by the live seller will have an immediate and direct influence on the consumer's intention to make a purchase. This is because the level of expertise directly correlates to the level of trust that the consumer places in the live seller. Customers are more likely to put their faith in live sellers who are knowledgeable and give off the impression of being very intelligent. Researchers, Sufia et al. (2021), conducted an investigation into how the attractiveness, trustworthiness, expertise, and product fit of celebrity endorsements influenced the intention of consumers to make a purchase.

Entertainment Gratification

According to a variety of definitions of EG that can be found in the relevant literature. When viewers experience pleasure, excitement, admiration, and emotional trust while watching a live broadcast, it is possible that consumers' buy intentions are influenced in some way (Meng et al., 2021). You'll find the results of several empirical studies that demonstrate the connection between EG and PI listed in the table that follows. EG is an abbreviation for "enjoyment and excitement," and it is used in the context of live shopping to refer to the joy and excitement experienced as a result of interacting with a live merchant. If customers believe they will have a higher level of enjoyment by using the live streaming platform to shop, they are more likely to do so (Chen and Lin, 2018).

Trustworthiness

The degree to which customers have faith that the information provided by the live vendor is accurate and reliable is one aspect of trustworthiness. Another aspect of trustworthiness is the level to which customers are willing to accept the information provided by the live vendor (Zhou et al., 2021). When a reputable business uses live streaming to promote their wares, there is a significantly increased likelihood that potential buyers will believe and accept the information presented by the business. Customers will have a tendency to self-affirm the product by establishing a higher level of trustworthiness, which will lead to the development of a desire to make a purchase. Customers will have a tendency to self-affirm the product by establishing a higher level of trustworthiness.

Conceptual Framework

Figure 1 depicts the proposed research model for this study. The five independent variables of entertainment satisfaction, information satisfaction, expertise, trustworthiness, and attractiveness respectively for online consumers and livestream sellers, are used as predictors of PI in the left half of the structure. In addition, purchase intention on cosmetic live streaming is the dependent variable.

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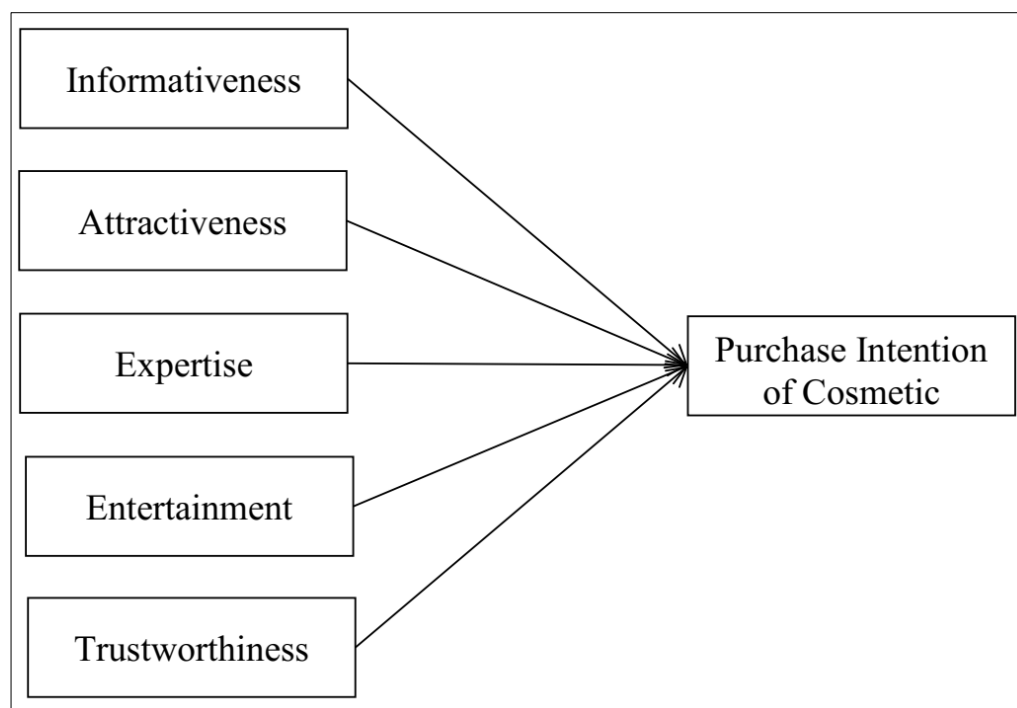
Source: Developed for research.

Figure 1: Conceptual Framework

III. Methodology

This paper studies which factors will affect consumers' purchasing intention of cosmetics in live streaming. Due to the epidemic, the people we surveyed were those who had watched the live streaming of goods in all regions, and most of them were from Malaysia and China. Due to certain limitations of this study, we will collect data within the specified time, which is about one month, which is reasonable for us. Because it saves time and costs and can get the required data within the specified time. We will use quantitative research to obtain many data, because the results of quantitative research are all numerical data, so it is more convenient for us to carry out statistical research. The relationship between dependent variables and independent variables can be clearly observed through the obtained data. Due to the epidemic situation, we will use Google Form to conduct questionnaire survey by online collection. So, you can get relevant data without touching it. We have adopted the questions in Reference. Good questions are necessary for good results. These are questions that researchers have tested repeatedly, so they're very reliable.

Since the survey is conducted online, it will not involve too much privacy or take up too much time for the surveyors, which will greatly improve their cooperation rate(Saunders et al, 2012). Our target audience consists of Internet users from a variety of countries, such as China, Malaysia, India, and others, who have viewed live cosmetics broadcasts. Sampling is desirable due to time and financial restrictions. It can save money and effort while also producing repeatable outcomes. Because a complete list of Internet users was not available, a census was not possible. As a result, in this investigation, non-probability sampling was used. The data was collected with the questionnaire was designed on Google Forms and then surveyed by posting the questionnaire to WhatsApp, WeChat, Instagram and Facebook. A total of 373 was successfully collected.

Nevertheless, since the study was conducted on shoppers who purchase cosmetics on live streaming, the above survey channels were considered the most relevant and appropriate way to conduct the survey. Respondents in online surveys are first and foremost people who usually use the Internet, and the data collection strategy for online surveys allows for the collection of large amounts of data from participants in a short period of time (Regmi & Pramod, 2016). Regression analyses are used to study the connection between gratification and uses motives as well as the credibility of the source motives towards the PI and PI towards purchase behaviour.

IV. Data Analysis

Inferential Analysis

Table 1: Model Summary

Model	R	R-Square	Adjusted R-Square	Standard Error of the Estimate
1	0.825	0.681	0.677	2.5408

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a. Predictors: (Constant), E, EG, IG, A, T.

Note: E=Expertise, EG=Entertainment Gratification, IG= Informativeness Gratification, A=Attractiveness, T=Trustworthiness, PI=Purchase Intention

According to the results shown in Table 1, the R-squared score of 0.825 implies that 82.5% of the variation in DV is attributable to EG, IG, A, E, T. Also, Table 3 gives the F-values for this study. In this study, the F-value was scored as 156.678 with a p-value below 0.05. It predicts that at the lowest point, one independent variable is associated with DV and makes this study meaningful. Therefore, the study model was appropriate for this study.

Table 2: Analysis of Variance (ANOVA)

	Model	Sum of Squares	df	Mean Square	F	p-value
1	Regression	5057.291	5	1011.458	156.678	<.001b
	Residual	2369.223	367	6.456		
	Total	7426.515	372			

Referring to Table 2, the four hypotheses H1 (EG), H2 (IG) and H5 (T) are supported because their p-values are below 0.05. In contrast, H3 (A) and H4 (E) have p-values above the threshold of 0.05 and are therefore not supported. In short, the three independent variables EG, IG and T were positively associated with PI, while A and E were not associated with PI.

Table 3: Multiple Linear Regression

Model		Unstandardized Coefficients		Standardized Coefficients	T	p-value	Collinearity Statistics		Hypotheses testing
		B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.341	0.769		1.743	0.082			
	EG	0.121	0.053	0.146	2.273	0.024	0.211	4.735	Supported
	IG	0.465	0.049	0.537	9.529	<0.001	0.273	3.658	Supported
	A	0.098	0.063	0.096	1.550	0.122	0.228	4.387	Not Supported
	E	-0.074	0.052	-0.082	0.082	0.158	0.256	3.899	Not Supported
	T	0.145	0.054	0.176	2.678	0.008	0.200	4.991	Supported

Dependent Variable(DV): PI

In addition, the degree of influence of each independent variable on PI can be measured by the parameter estimate (B) (Hair, Black, Babin, Anderson & Tatham, 2006). From Table 3, IG has the most significant effect on PI, followed by T, EG and A. Therefore, the following regression equation was developed.

PI= 1.314+0.121 (EG) +0.465 (IG) +0.098 (A) -0.074 (E) +0.145 (T)

V. Findings

Respondents Demographic Profile

The first section of the questionnaire is all about the demographic information of the respondents who are the focus of the study. This section includes questions on age, gender, where you are from, occupation, and monthly income. The survey questionnaire was completed by 373 individuals who responded to it. According to the findings, the largest proportion of respondents are between the ages of 21 and 35, accounting for 286 of the total respondents (76.6%). In addition, there are 69 respondents (18.5%) who are between the ages of 31 and 40 years

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old, and there are 16 respondents (4.3%) who are between the ages of 41 and 50 years old. In conclusion, there were a total of two respondents (0.5% of the total), who belonged to the age group of 51 and older. There were a total of 242 female respondents (64%) and 131 male respondents (35%), who took part in the survey questionnaire. China is the country in which the majority of our respondents live (48.3%), followed by others (22%), which can be residents of any country in the globe, followed by Malaysia (19.3%) and India (10.5%), respectively.

Students make up 231 (61.9%) of the respondents, followed by employees making up 86 (23.1%), managers making up 37 (9.9%), and other respondents making up 19 (5.1%). A total of 72 respondents, or 19.3%, have less than $2,000 in their retirement accounts. In addition, the bulk of respondents (141, or 37.8%) had incomes that range from RM2,000 to $3001 per month. Among the respondents, there were a total of 113 people who fell into the income bracket of RM 3001 to RM 4,000 and 47 people who fell into the income bracket of RM 4,001 and above, respectively.

Multiple Linear Regression

In conclusion, the link between EG, IG, A, E, and T are responsible for 68.1% of the total variance in PI. As a result of the fact that the p-values for Hypotheses 1 (EG), 2 (IG), and 5 (T) were all lower than 0.05, it is clear that there is a positive association between Hypotheses 1 (EG), 2 (IG), A, E, and T and PI. In a nutshell, the hypotheses H1, H2, H3, and H5 were validated. In contrast, both H4 (E) and H3 (A) have p-values that are more than 0.05, which indicates that there is no positive link between E and A and PI; hence, H4 and H3 cannot be supported.

VI. **Conclusion**

Informativeness Gratification

According to the results of this study, this hypothesis is supported. This study proves that information gratification has a positive impact on consumers' purchase intention. This coincides with Gao, Xu, Tayyab & Li (2021) which found the same results. This means that when consumers buy cosmetics in live streaming, the information they know about cosmetics will affect whether they will buy them. Compared with online shopping platforms, live streaming can communicate with consumers in real time, especially cosmetics. It is difficult for consumers to understand a cosmetic through pictures and words. Live streaming can increase consumers' understanding of product information through display, introduction and question and answer, which will greatly improve consumers' purchase intention. Therefore, the results of this study also prove that the communication and understanding of information directly affect consumers' purchase intention in live streaming.

Entertainment Gratification

This study supports the hypothese that Entertainment Gratification is positively relationship with consumers' purchase intentions in live streaming. The results of this study are consistent with Xu, Wu & Li,(2020) is the same, this means that there is a strong correlation between consumers' purchase intentions and their perceived entertainment. The entertainment of live strem shopping will affect consumers' purchase intention. Consumers think buying cosmetics on the live stream can bring them entertainment, because they can communicate with the seller.

Attractiveness

This study believes that the attractiveness of live streaming sellers is positively correlated with consumers' purchase intention, but the research results do not support this hypothesis. The research by Sufian, et al. (2021), is inconsistent with our result, the attractiveness of livestreaming sellers cannot stimulate consumers' purchase intention. This may be due to the different reasons of the objects of the survey. Most of the objects of this study are college students, and they may have their own cosmetics brands, so they don't pay much attention to the attractiveness of the sellers. They only pay attention to the cosmetics brands. Therefore, the attractiveness of sellers cannot be a factor affecting consumers' purchase intention. Sellers' appearance or physical attractiveness to the consumers does not stimulate their purchase intention.

Expertise

The results of this study on the relationship between expertise and customers' purchase intention do not support the hypothesis. This showed different results with Lee and Chen (2021). This study does not support the positive correlation between the professional knowledge of livestream sellers and the purchase intention of consumers. Sellers' expertise is not what consumers expect in live streaming. The reason for this result may be the audience watching the live streaming and products are the cosmetics. The product we study is cosmetics, and most of the buyers of cosmetics are young people, and they have a sufficient understanding of cosmetics, so they do not need too much product expertise of the seller. Therefore, it is proved in the survey that the seller's professional knowledge of cosmetics cannot be the reason that affects consumers' purchase intention.

Trustworthiness

The credibility of livestreaming sellers is positively correlated with consumers' purchase intention. This proves that the hypothesis is supported. This showed consistent result in Wu and Chen (2020). The trustworthiness of the seller is maintained by the seller's official certification and after-sales evaluation. A merchant with high trustworthiness will have a good reputation and official authorization certification. This research investigates the relationship between customers' motives and their PI for cosmetics when they are shopping for these items in person by employing an expanded theoretical model that integrates UGT, SCT, and TPB. According to the findings, a positive relationship exists between PI and trustworthiness, enjoyment with entertainment, and contentment with both information and trustworthiness. The findings of this research have a number of important repercussions for those who offer live streaming platforms, as well as for anybody or any firm that is contemplating constructing a business on a live streaming platform. To begin, experiential gratification, or EG, refers to the amount of pleasure and delight that customers derive from live shopping or from engaging with vendors.

Significant of study

According to the findings, customers find live shopping to be amusing and enjoyable since it provides them with two different avenues via which they may connect with the vendor. Live sellers should exploit the capabilities of live broadcasting, such as offering immediate answers, comments, and reaction buttons, to engage customers in live shopping. This will increase the likelihood that customers will make a purchase. Promoting items by using live streaming platforms as a platform is not only more cost-effective, but it also helps to affect the amount of enjoyment that customers perceive, which in turn stimulates their purchase intent (PI). This study demonstrates that the contact between live streaming merchants and potential consumers might activate their personal impulse (PI) to acquire cosmetics; as a result, there is a good chance that sales will increase as a result of this phenomenon. This study gives a more thorough knowledge of the motivating elements that impact buyers' PI of cosmetics in a real setting by merging the research models of UGT, SCT, and TPB. These models are designed to investigate the following: The inclusion of SCT in the study model, in addition to UGT, allows to evaluate the effect of the qualities of live vendors on buyers' purchase intentions and actions in relation to cosmetics when they are viewed via live streaming.

The research model that has been developed for this investigation focuses on the primary aspects that are regarded to be more significant to the character of live shopping. In this particular study, consideration was not given to variables that were deemed to be irrelevant to the nature of live shopping. For instance, UGT is used to address the real-time and entertainment characteristics of live streaming, SCT is used to determine the relationship between the attributes of live sellers and buyers' purchase intentions, and TPB is used to examine the link between buyers' purchase intentions and behaviours. All three of these models are used to examine the link between buyers' purchase intentions and behaviours. As a result, other academics and researchers now have access to information on the connection between motivating elements and PI in live-streaming buying as a result of this study, which represents a relatively novel research methodology.

In addition, the outcomes of the study revealed an R-square value of 0.681, which indicated that all five IVs were accountable for 68.10% of the variation in PI. It was found that three of the five IVs (EG, IG, and credibility) had a positive association with PI, but expertise and beauty did not have any link with PI at all. There has only been a very little amount of study done on live shopping in the context of the sample that is being discussed here. The findings of this study give valuable insights into motivating elements (EG, IG, and credibility), and they indicate that these aspects have an influence on purchasers' PI when it comes to purchasing cosmetics. In conclusion, this study offers a reference for academics and people who will conduct research in the future regarding the extension and improvement of the theoretical framework model and the comprehension of the motivational factors that influence buyers' purchase intentions for cosmetic products while they are live shopping.

This is a study that was done using a cross-sectional design, and the data for this study was only obtained in the current moment. Because of this, the findings from the analysis of the data that was gathered can only be applied to the current state of affairs, and the data that is being questioned will shift as more time passes. In order to get timely data results, it is advised that future researchers carry out longitudinal studies in relevant circumstances. This might be used to explore the attitudes of online shoppers towards live-stream cosmetic purchases. The findings could have different implications at different times. In addition to that, the questionnaire was only made available on the internet in the English language. Because the questionnaire was published by our four members of the group, the majority of respondents were our peers and students, with less data collected for those in other age groups, particularly those who were over the age of 50. This may limit the representatives of the findings of this study. The various age groups are distinguished from one another in a variety of ways, including racial and cultural distinctions as well as economic gaps.

As a result, discrepancies in consumer preferences between languages and age stages can lead to respondents having varying impressions of the benefits of live-stream cosmetic purchases. Because of this, the findings are not exhaustive and cannot be extrapolated to represent all online shoppers as a whole. As a consequence, this leads to

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the following: In order to circumvent this restriction, it is strongly suggested that researchers in the future make an effort to distribute questionnaires that are written in a variety of languages. For instance, researchers looking into Mandarin and Malay should broaden the spectrum of people who reply to their surveys. For instance, making the questionnaire available to people of all ages within the realm of online research. The fact that the questionnaire was completed through the internet was the third and last restriction of this study. The fact that the replies provided by the respondents could not be entirely genuine is one of the limitations of the questionnaire. In addition, as the number of online surveys increases, respondents who feel as though they are being coerced may develop survey weariness. As a result, it is possible that the data provided by these respondents are either wrong or unsuitable, which will result in a reduction in the dependability of the findings of this study. Combining online and paper survey methodologies is one approach to solving the difficulty described above. The assumption that respondents could be more honest with printed surveys stems from the fact that most respondents regard printed surveys to be more anonymous than internet surveys. In addition, locating respondents in close proximity to a traditional cosmetics shop ought to result in an increase in the number of replies.

This study provides to a greater understanding of the motivating variables that impact the PI of online buyers who purchase cosmetics via live streaming by providing new information about those aspects. The findings of this research indicate that a positive correlation exists between each individual variable (IV), with the exception of skill and beauty. It is acceptable to explain why the skill and attractiveness of live vendors do not have a big and beneficial influence on PI. One possible explanation is that live sellers do not have enough time. In a nutshell, the goals of the research have been accomplished. This was accomplished by effectively identifying motivating elements that have an effect on purchase intention.

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