A Study on Purchase Intention of Agricultural Produce on Shopee Live-Streaming in Malaysia

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ABSTRACT
The purpose of this study is to look into the purchasing intentions of Shopee live-stream shoppers in Malaysia when it comes to agricultural produce. Despite the fact that purchase intention is well-known and well-studied using theory of reasoned action, there are still gaps in the literature. Furthermore, live streaming is a relatively new phenomenon that, despite its growing popularity, has received insufficient research. As a result, there are calls to better understand how it influences purchase intentions. This study tested five hypotheses to explain the relationship between live-stream sellers’ attributes and viewers’ purchase intention based on the theory of reasoned action, utilitarian gratification theory, and source credibility theory. The methodology used in this study is a quantitative-based correlation research design. Adapting previous literature, 390 samples were collected. The questionnaires were distributed to respondents via email using a convenient sampling method.

KEYWORDS
Agricultural Produce, Attractiveness, Entertainment Gratification, Expertise, Informativeness Gratification, Live-Stream, Purchase Intention, Trustworthiness

INTRODUCTION
Many researchers have prioritized research on how celebrity endorsers affect brand credibility, brand attitude, and ultimately purchase intentions (Ford, 2018; Malik & Qureshi, 2017; Wang & Scheinbaum, 2018). However, the same findings may not apply to social influencers who are neither traditional celebrities nor producers of professional promotional materials (Sun et al., 2021). Other studies have investigated the contributors to purchase intentions on various social media platforms such as Instagram (Djafavora & Rushworth, 2017), YouTube (Xiao et al., 2018), and very generally on “social media websites” (Kian et al., 2017).

Various studies have been conducted in agricultural e-commerce, such as understanding how the e-commerce capabilities of Chinese agricultural companies activate their market-capitalizing agility and operational adjustment agility (Lin et al., 2020), motivations that contribute toward
farmers’ adoption of e-commerce and the extent of benefiting from investing in the adoption (Liu et al., 2021). However, the authors are not aware of any research that has been done yet on selling agricultural produce on live-streaming platforms and the effect of these platforms on consumers’ purchase intentions.

Studies on the factors that influence purchase intentions of live-streaming shoppers, especially in Malaysia and in the context of agricultural produce, have been inadequate. Hence, this study aims to bridge the literature gaps in understanding if five variables—entertainment gratification, informativeness gratification, expertise, trustworthiness, and attractiveness—have a significant relationship with the agricultural produce purchase intention of live-streaming consumers in Malaysia.

In March 2020, after Malaysia announced the Movement Control Order (MCO), farmers in Cameron Highlands, dumped hundreds of tons of produce owing to disruption in the supply chain, such as manpower shortages, shuttered markets and restaurants, and logistical complications (Hassan & Leong, 2020). During the early stages of the MCO, 91% of Malaysian farmers faced difficulties in selling agricultural products (Amir et al. 2020), and 23,000 farmers reported a 40% drop in sales from March to July 2020 (Jacobs, 2020). About 58% of survey respondents in a study by Amir et al. (2020) cited “limited market” as the main issue affecting selling their agricultural produce, while other issues included distribution, marketing costs, delayed orders, and inventory levels. In 2019, 25 million of the 32.25 million Malaysians were on board social media, and 40.24 million had mobile subscriptions, a mobile penetration rate of more than 100%, and 24 million users accessed social media via their mobile gadgets (Export.gov, 2019).

This study aims to investigate the purchase intention of the existing Shopee live-stream shoppers toward agricultural produce in Malaysia to further propel this industry. The authors hope to provide agri-businesses valuable insights into the significant factors of consumers’ purchase intentions on the growing e-commerce trend of live streaming and to contribute this know-how to the government to help ensure an undisrupted food supply chain.

This paper first delves into the conceptual background of factors influencing purchase intention via live streaming. The research model and hypotheses are then presented. The research methodology, data analysis, and results, as well as a discussion of the findings, implications, and limitations, are also included.

CONCEPTUAL BACKGROUND

In this section, the theoretical basis of the study is explained along with the reviews of purchase intention via live streaming.

Underpinning Theories

The conceptual framework of this study is established from three theoretical theories:

- Theory of reasoned action (TRA)
- Uses and gratification theory (UGT)
- Source credibility theory (SCT)

The TRA explains human behavior in specific situations. According to the TRA model, which links attitudes, subjective norms, and behaviors, individual intentions predict behavior (Liu et al., 2017). TRA reveals a person’s motivation and intention to engage in a specific behavior (Ajzen, 1985). This theory forms the basis on the focus of this study, purchase intention.

UGT coined by Katz and Blumber (1974), explains why people engage with certain media at a certain time, such as television, and what needs and gratifications these media fulfill. UGT considers media audiences active users, not passive recipients of information. Because live streaming is
interactive, this theory suited the context. Huang, Bao, and Li (2017) based their research on prior UGT studies and identified three major types of gratifications. Only hedonic gratification (represented by entertainment gratification) and utilitarian gratification (represented by informativeness gratification) would be adopted in this study because they drive purchase and consumption behaviors (Adomaviciute, 2013). Social gratification, as a small part of TRA, was not included in the study.

SCT describes the influence of perceived expertise and trustworthiness on the audience, which is more persuaded when the source is credible (Hovland, Janis, & Kelley, 1953). SCT measures people’s acceptance of information from an expert versus a less knowledgeable communicator (O’Keefe, 1990). This study examines social media influencers’ expertise, trustworthiness, and attractiveness effect on live-streaming shoppers.

**Purchase Intention**

Asadi et al. (2020) surveyed 177 potential consumers of electric vehicles to investigate the effect of altruism on electric vehicle adoption from a pro-environmental behavior angle and found that perceived value, attitude, attribution of responsibility, subjective norms, perceived consumer effectiveness, awareness of consequences, and personal norms have a significantly positive influence on their purchase intention of electric vehicles.

These findings are supported by Hamzah and Tanwir (2020), who found that perceived green value, perceived behavioral control, and perceived environmental responsibility correlate positively with the green purchase intention of hybrid vehicles among 256 vehicle owners in Kuala Lumpur.

In examining the relationship between brand prominence and purchase intention, Aw et al. (2021) revealed survey results from 300 university students in Malaysia that suggested that consumers’ purchase intention is not directly driven by brand prominence; rather, it is stimulated by generating a psychological response (self-congruence), followed by cognitive evaluation (perceived value for money). In this research, the authors examine five other common factors influencing the purchase intention of live-stream shoppers in particular—entertainment gratification, informativeness gratification, expertise, trustworthiness, and attractiveness—and elaborate in detail on their respective relationship with the theory under study.

**Entertainment Gratification**

Hedonic motivation, or perceived enjoyment, is the main driver of the use of media and adoption of technology (Talukder et al., 2019). It is the extent to which using technology is enjoyable (Davis et al., 1992). In an investigation of social community-based purchase of movie tickets in mainland China, the perceived usefulness, perceived enjoyment, and trust toward members mediate the relationship between similarities and users’ purchase intention, ultimately affecting users’ social shopping behavior (Fu et al., 2018).

To understand Chinese consumers’ live-stream shopping intentions, Ma (2021) surveyed 339 of them and established that hedonic gratification was a significant indicator of purchase intentions on those platforms. Research on the motivational factors of online shopping intention among 217 young executives who are frequent online shoppers showed that there was a significant relationship between entertainment gratification and online shopping continuous intention because online consumers would have favorable attitudes toward the platform if it offered them rewarding entertainment (Zamzuri et al., 2018).

**Informativeness Gratification**

Chang et al. (2020) determined that information completeness was deemed essential for consumers to be able to scrutinize the relative benefits and relevance of the messages on online commerce platforms owing to the constant bombardment of asymmetrical information.

In another study information completeness and information currency were found to significantly affect perceived persuasiveness, which is positively linked to purchase intention (Gao, 2020). Similarly,
Zamzuri et al. (2018) used informativeness gratification to evaluate the quality of information on the online shopping sites and found that consumers’ online purchase intentions are strongly associated with the site’s extent of informativeness gratification.

Regarding social commerce platforms, all three information technology (IT) affordances under study—guidance shopping, metavoicing, and visibility—are related to information gratification, and all three have significant effects on live-streaming engagement, which is ultimately positively linked to purchase intention (Sun et al., 2019).

**Expertise**

Expertise can be defined as the degree to which the endorser is perceived as someone well informed, competent, and experienced (Hovland & Wiess, 1951). It is a key indicator of an individual’s influence and credibility; therefore, it is natural for consumers to put their faith in experts who are expected to know more about their field than the rest of us, allowing consumers to confidently assess products (Hu et al., 2019).

The relationship between source expertise has been proven to positively affect purchase intention. Information helpfulness, on the contrary, source trustworthiness has not been. Hence, one can infer that in the context of electronic word of mouth, consumers had to depend on expert sources to assess information helpfulness because determining the reliability of online reviews is difficult (Filieri et al., 2018).

This finding resonates with the suggestion that celebrity expertise about a product is essential in advertisements owing to the significant relationship between consumers’ perceived expertise and their purchase intention and should be deemed precious for fast-food companies for gaining market share (Shenje, 2017).

**Trustworthiness**

“Perceived trustworthiness” has been referred to as the characteristics of honesty, believability, and dignity possessed by the endorser as observed by consumers (Friedman et al., 1976). Consumers would assume that the message communicated to them is highly credible if they believe that the source is trustworthy (Hovland & Weiss, 1951).

Research on celebrity endorsement using the source credibility model and source attractiveness model demonstrated that attractiveness, trustworthiness, and expertise have a significant effect on a purchase decision (Hui, 2017; Sokolova & Kefi, 2019).

Sokolova and Kefi (2018) examined French consumers’ para-social interaction (PSI) with beauty influencers on YouTube and Instagram and their perceived credibility related to purchase intention, and it was evident that perceived credibility has a positive impact on both generations Y and Z consumers. However perceived credibility carries more weight among generation Y consumers, whereas PSI is more impactful than credibility among generation Z consumers.

**Attractiveness**

To be able to persuade, a communicator needs three key characteristics—authority, credibility, and social attractiveness—and these characteristics are associated with compliance, internalization, and identification, respectively (Kelman, 1958). Social attractiveness refers to the tendency to befriend or prefer a media figure as a social or professional partner; both this trait and physical attractiveness have been proven to be a predictor of PSI in the context of traditional or new media (Sokolova & Kefi, 2019).

Physical attractiveness refers to the level of appeal of an individual’s physical characteristics (Kurtin et al., 2018). Physical attractiveness was found to be negatively associated with PSI, but positively associated with the credibility of the social media figure; both PSI and credibility would lead to purchase intentions (Sokolova & Kefi, 2018).
An interesting finding by Sokolova and Kefi (2018) was a negative effect between physical attractiveness and PSI for bloggers in the beauty industry that are not in the luxury segment, inferring that the roles played by social media influencers are different from models used to portray roles in traditional media for the luxury market (Sokolova & Kefi, 2018).

Personnel on social media interact with their audience more spontaneously and frequently than their traditional media counterparts; physical attractiveness could hence be deemed less essential in the mass-market beauty market than for the luxury segment where more emphasis is placed on quality (Djafarova & Rushworth, 2017). However, according to Levi et al. (2017), very attractive celebrities do not always produce a favorable outcome in advertisements.

THE PROPOSED MODEL AND HYPOTHESES

The proposed model aims to investigate the significant relationship between entertainment gratification, informative gratification, expertise, trustworthiness, and attractiveness with purchase intention. The authors argue that with the support of theories shared earlier, the following hypothesis (H) can be formulated as follows:

**H1:** Entertainment gratification has a significant influence on the purchase intention of Shopee live-stream shoppers toward agricultural produce in Malaysia.

**H2:** Informativeness gratification has a significant influence on the purchase intention of Shopee live-stream shoppers toward agricultural produce in Malaysia.

**H3:** Expertise has a significant influence on the purchase intention of Shopee live-stream shoppers toward agricultural produce in Malaysia.

**H4:** Trustworthiness has a significant influence on the purchase intention of Shopee live-stream shoppers toward agricultural produce in Malaysia.

**H5:** Attractiveness has a significant influence on the purchase intention of Shopee live-stream shoppers toward agricultural produce in Malaysia.

The proposed model and hypotheses are presented in Figure 1.

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**Figure 1. The proposed model and hypotheses**

![Proposed Model Diagram](image)
RESEARCH METHODOLOGY

In this section, sampling size and the data collection process are discussed.

Sample Size and Data Collection

The target research population of this study would be consumers based in Malaysia who are live-stream shoppers of agricultural produce on Shopee. Malaysia has 16.53 million online shoppers (export.gov, 2019). In a Malaysia-based survey by polling firm Ipsos, 82% of the respondents reported that they have used Shopee in the past six months (Loheswar, 2021). Thus, this study infers that there are potentially 15.6 million Shopee users who would also watch live-stream shopping on the platform.

According to the Krejcie and Morgan (1970) sample size determinant table and considering non-sampling errors, the appropriate number of surveys that should be distributed for this study is 385. The distribution would be through nonprobability sampling owing to the challenges posed by the COVID-19 pandemic. Thus, the questionnaires would be distributed via convenient snowball sampling; that is, to 385 friends and associates who may be live-stream shoppers of agricultural produce.

Data Analysis and Results

The study used IBM SPSS statistical software to analyze the data gleaned from regression tests performed to evaluate the significance of the hypotheses.

Reliability Test

Table 1 shows that the Cronbach alpha values for all variables exceed 0.7, indicating an acceptable level of internal consistency, and hence, all variables are reliable for this study.

Regression Analysis

The R-square score of 0.557 shown in Table 2 implies that 55.7% of the variance in the DV is accounted for by the five IVs as a set.

Table 1. Cronbach alpha for Dependent Variables (DVs) and Independent Variables (IVs)

<table>
<thead>
<tr>
<th>Variables</th>
<th>Cronbach’s Alpha</th>
<th>Cronbach’s Alpha Based on Standardized Items</th>
<th>N of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purchase intention</td>
<td>0.850</td>
<td>0.851</td>
<td>4</td>
</tr>
<tr>
<td>Entertainment gratification</td>
<td>0.852</td>
<td>0.856</td>
<td>4</td>
</tr>
<tr>
<td>Informativeness gratification</td>
<td>0.836</td>
<td>0.837</td>
<td>4</td>
</tr>
<tr>
<td>Expertise</td>
<td>0.860</td>
<td>0.860</td>
<td>4</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>0.895</td>
<td>0.896</td>
<td>4</td>
</tr>
<tr>
<td>Attractiveness</td>
<td>0.926</td>
<td>0.926</td>
<td>4</td>
</tr>
</tbody>
</table>

Table 2. Regression analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>R Square</td>
</tr>
<tr>
<td>1</td>
<td>.746a</td>
<td>.557</td>
<td>.551</td>
<td>.55672</td>
<td>.557</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Mean_AT, Mean_TR, Mean_IG, Mean_EG, Mean_EX
The value of the adjusted R² is 0.551. Because the R-square value is larger than 0.5 and the p value shown by ANOVA in Table 3 is less than 0.05, the overall regression model significantly predicts purchase intention and fit for research.

From Table 4, the overall regression model is significant and can be summarized by:

\[ F(5, 384) = 94.426, \ p < .05, \ R^2 = .557 \]

The equation for predicting the purchase intention based on multiple linear regression analysis is:

\[ \text{Purchase Intention} = -0.576 + 0.443 \ (EG) + 0.192 \ (IG) + 0.063 \ (EX) + 0.290 \ (TR) + 0.040 \ (AT) \]

The tolerance values for all variables range from 0.482 to 0.822, which are larger than 0.100. The values of Variance Inflation Factor (VIF) range from 1.217 to 2.074, which are less than 5. These indicate that the variables in this study are not affected by multicollinearity and that the p values are acceptable.

The significance of each IV is shown in Table 4. The p values of all IVs except Expertise (EX) and Attractiveness (AT) are less than the alpha value of 0.05. This means that the three IVs are statistically significant and that their unique variances that account for the DV are statistically significant. The p values for EX and AT are 0.231 and 0.253, respectively, which are larger than 0.05; thus, they do not have statistically significant unique variances that account for the DV.

Based on the regression analysis, the following points can be concluded for the hypotheses. These conclusions are shown in Table 5.

### Table 3. ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>149.429</td>
<td>5</td>
<td>29.886</td>
<td>96.426</td>
<td>.000b</td>
</tr>
<tr>
<td>Residual</td>
<td>119.015</td>
<td>384</td>
<td>.310</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>268.444</td>
<td>389</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: Mean_PI
b. Predictors: (Constant), Mean_AT, Mean_TR, Mean_IG, Mean_EG, Mean_EX

### Table 4. Coefficients

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
<th>95.0% Confidence Interval for B</th>
<th>Correlations</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td>Lower Bound</td>
<td>Partial</td>
<td>Part</td>
</tr>
<tr>
<td>(Constant)</td>
<td>-.576</td>
<td>.184</td>
<td>-3.124</td>
<td>.002</td>
<td>-.939</td>
<td>-.214</td>
<td></td>
</tr>
<tr>
<td>Mean_EG</td>
<td>.443</td>
<td>.047</td>
<td>.434</td>
<td>9.475</td>
<td>.000</td>
<td>.351</td>
<td>.535</td>
</tr>
<tr>
<td>Mean_IG</td>
<td>.192</td>
<td>.062</td>
<td>.152</td>
<td>3.110</td>
<td>.002</td>
<td>.070</td>
<td>.313</td>
</tr>
<tr>
<td>Mean_EX</td>
<td>.063</td>
<td>.053</td>
<td>.056</td>
<td>1.200</td>
<td>.231</td>
<td>-.040</td>
<td>.167</td>
</tr>
<tr>
<td>Mean_TR</td>
<td>.290</td>
<td>.038</td>
<td>.286</td>
<td>7.644</td>
<td>.000</td>
<td>.216</td>
<td>.365</td>
</tr>
<tr>
<td>Mean_AT</td>
<td>.040</td>
<td>.035</td>
<td>.043</td>
<td>1.145</td>
<td>.253</td>
<td>-.029</td>
<td>.110</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Mean_PI
Table 5. Summary of hypotheses (H) results

<table>
<thead>
<tr>
<th>H</th>
<th>Hypothesis</th>
<th>Standardized Beta, β</th>
<th>p-value</th>
<th>Finding</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>Entertainment gratification has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia.</td>
<td>.434</td>
<td>.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H2</td>
<td>Informativeness gratification has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia.</td>
<td>.152</td>
<td>.002</td>
<td>Supported</td>
</tr>
<tr>
<td>H3</td>
<td>Expertise has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia.</td>
<td>.056</td>
<td>.231</td>
<td>Not supported</td>
</tr>
<tr>
<td>H4</td>
<td>Trustworthiness has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia.</td>
<td>.286</td>
<td>.000</td>
<td>Supported</td>
</tr>
<tr>
<td>H5</td>
<td>Attractiveness has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia.</td>
<td>.043</td>
<td>.253</td>
<td>Not supported</td>
</tr>
</tbody>
</table>

Note: The DV is Mean_PI; the significance level is at 0.05.

DISCUSSION

This section discusses the findings of this study, their contributions, and their implications. The limitations and recommendations for future research are also discussed.

Findings

As shown in Table 5, three hypotheses (H1, H2, and H4) are supported, whereas H3 and H4 are not.

**H1 (Supported)**

Entertainment gratification has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia. This study further validated that a high degree of perceived enjoyment during live-stream shopping gives customers hedonic gratification, which may influence their willingness to watch live-stream shopping and eventually make a purchase (Ma, 2021).

**H2 (Supported)**

Informativeness gratification has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia. Informativeness gratification was found to be a significant influence of purchase intention. This finding is similar to that of Chen, Cenfetelli, and Benbasat (2019).

**H3 (Not Supported)**

Expertise has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia. This finding contradicts with the findings of Filieri et al. (2018), where in the context of electronic word of mouth, consumers reported that expert sources, but not source trustworthiness, are the most significant contributor of information helpfulness, which predicts purchase intention.
H4 (Supported)

Trustworthiness has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia. This finding contradicts with those of Filieri et al. (2018), where source trustworthiness was found to not be a predictor of information helpfulness, a mediator of purchase intention. As mentioned earlier, this could be due to the context of the study, which was the reviews left by other users of the product.

H5 (Not Supported)

Attractiveness has a significant influence on the purchase intention of live-stream shoppers toward agricultural produce in Malaysia. An unexpected finding of this study is that the attractiveness of the live-stream seller does not predict purchase intention. This finding is not consistent with the finding of Weismueller et al. (2020), who reported that attractiveness had a positive, though varying degree of influence on purchase intention.

CONTRIBUTIONS AND IMPLICATIONS

This study contributed to theoretical advancement in several ways. First, to the best of the authors’ knowledge, this is one of the few studies that delve into the attributes of sellers that influence purchase intention specifically in live-stream shopping and in the Malaysian scene. Live streaming is a relatively new avenue that requires additional research for practitioners to fully benefit from it (Wongkitrungrueng & Assarut, 2018). This study seemed to have yielded unexpected results distinct from those that studied influencers that do not engage consumers via live stream.

Second, according to SCT, the potential value associated with messaging can be maximized if the source is perceived to be credible (Hovland, Janis, & Kelley, 1953). Results of the research partially support this assertion because only trustworthiness, but not expertise, is proven to be a predictor of purchase intention.

This study offers several critical insights for marketers and businesses. Small sellers especially, usually with low brand awareness, now have better clarity on which attributes to prioritize when selecting influencers to represent and promote their brands, specifically in for live-stream shopping.

Brands and live-stream hosts should prioritize their attributes in the order of importance: entertainment gratification, trustworthiness, and informativeness gratification. For example, while introducing the products, they need to ensure that the audience is entertained throughout the session—from the moment they tune in to when they exit. This includes any waiting period, which is a unique dilemma for live streams because the live audience is made to wait for the session to begin, for more viewers to join the session, or any other reasons.

The government may also consider allowing government officials to appear in selected segments as ambassador or spokesperson in the live stream to boost the trustworthiness of the seller. These officials may play the role of a credible neutral party that promote, for example, the benefits of consuming produce from a certain geography in the country, to boost consumer confidence and eventually purchase intention. The same strategy can be deployed to drive other industries in the country that is critical to the national economy—for example, tourism.

LIMITATIONS AND FUTURE RESEARCH

A contextual questionnaire was used in this study, so the respondents’ purchase intention may not translate into purchase behavior (Meng et al., 2021). Future research on this topic may perform experiments in a consumer laboratory and in the field to examine consumers’ purchase behavior for
live-stream shopping based on the TRA model. Lastly, this research topic only covered agricultural produce as the live-stream shopping product on the Shopee platform in Malaysia. Therefore, future research could study other product types on other live-stream platforms, such as Instagram, Facebook, Taobao, or Lazada. Research on purchase intent on these platforms may yield other conclusions.

CONCLUSION

This study examined the effects of five live-stream seller attributes on consumers’ purchase intentions based on TRA, UGT, and SCT. Entertainment gratification, informativeness gratification, and trustworthiness were found to be significant predictors of purchase intention, whereas expertise and attractiveness of the live-stream host were not. This study yields novel findings because it affirms the factors affecting the purchase intention on face-to-face business as well as on live streaming. The findings also reflect some of the insights into the one of the most popular shopping platforms used in the country.

ACKNOWLEDGMENT

The authors thank INTI International University, Malaysia, for providing financial support to publish this paper.
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Wong Chee Hoo received a PhD in marketing from Universiti Putra Malaysia’s Graduate School of Management in 2012. He had worked in the advertising industry for more than two decades, lastly at one of Malaysia’s largest media companies. The past four years have seen him serve as an associate professor at INTI International University Malaysia. He is an associate managing editor for the Journal of Business and Social Sciences, where he provides peer reviews of manuscripts (JoBSS). His research interests lie in the areas of sustainable marketing, brand strategy, and consumer intent.