

UNIVERSITI TEKNOLOGI MARA

**GEN-Z ONLINE IMPULSE BUYING
OF CELEBRITY-OWNED BRANDS
ON LIVE STREAMING
COMMERCE:
A STIMULUS – ORGANISM –
RESPONSE FRAMEWORK**

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ABSTRACT

Live streaming commerce can be viewed as a new business model that are mainly concerned with the marketing of making consumers purchase products impulsively. In line with the increasing amount of celebrity launching their own brands, Malaysia will be benefitted economically through this niche industry. This research investigate the key factors that impact the online impulse buying among Gen-Z consumers in west coast zone of Sabah. More specifically, it aims to establish the correlation between Source Credibility Model (SCM) and Stimulus-Organism-Response Theory (S-O-R) among Gen-Z respondents in the west coast zone of Sabah, Malaysia as well as the mediating effect of perceived enjoyment influences. Partial Least Squares – Structural Equation Modelling (PLS-SEM) was applied to analyse the data collected. The result of the PLS-SEM analysis confirmed that attractiveness of the source has the strongest relationship with online impulse buying of celebrity-owned brands on live streaming commerce. This research also shows that attractiveness and expertise have positive effect on live streaming commerce. Regarding the mediating effect, the result of this study revealed that expertise and trustworthiness did not influence or mediate the relationship between Stimulus-Organism-Response Theory and online impulse buying. The findings indicate that only attractiveness of the celebrity or live streamer mediate the relationship between perceived enjoyment and online impulse buying among Gen-Z. Furthermore, the result of this study reveals that expertise and trustworthiness did not mediate the relationship between perceived enjoyment and online impulse buying among Gen-Z. The findings of this research add to the existing body of knowledge, theoretical and aid in the development of marketing strategies by business owners and celebrity-owned brands management.

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CHAPTER 1

INTRODUCTION

1.1 Overview

This chapter starts with the study's background, which provides an overview of live-streaming commerce. It highlights the evidence of digital technology in business and e-commerce today. Next, the problem statement addresses this study's various issues and gaps based on past and current research. Finally, it is followed by statements on the study's research questions, objectives, scope, and significance.

1.2 Background of Study

In the era of rapid technological advancement, businesses must continuously be as innovative as possible in building business models around digital technologies and platforms to align with consumer purchasing trends. Consequently, marketers now shifted their focus towards marketing 5.0 as the marketing industry has changed towards technology for humanity (Hermina et al., 2022). According to Kotler et al. (2023), Marketing 5.0 is an evolved fundamentals of marketing which includes a combination of human-mimicking technologies that help create, communicate, deliver, and ultimately enhance the value of customer experience. This includes a broad array of emerging business technologies combined, which are Artificial Intelligence (AI), Neurolinguistic Programming (NLP), Sensors, Internet of Things (IoT), Robotics, Augmented Reality (AR), as well as Blockchain Technology.

As a result of this technological shift, businesses in Malaysia were positively digitalizing to make up for the shortfall in the traditional styles and venture into digital technology (Digital News Asia, 2021). Specifically, the growth of e-commerce has been a defining feature of this digital transition. According to Lazada's Transforming Southeast Asia – From Discovery to Delivery' report, e-commerce penetration of e-commerce in Malaysia is 47.1% in 2022 and is projected to reach 53.2% by 2025. On top of that, e-commerce spending also is expected to grow over the next several years,