

Table of Contents

Abstract.....	viii
Background.....	1
Literature Review.....	2
a. Parasocial Relationship on YouTube.....	2
b. Donation Behaviours in Livestreaming.....	3
Purpose of Study.....	5
Methods.....	5
a. Definition of Terms.....	5
b. Participants.....	5
c. Data Collection.....	6
d. Analysis.....	8
Results.....	8
Discussion.....	13
Limitations.....	16
Conclusion.....	17
Acknowledgements.....	17
References.....	19

Table of Figures

Table 1. Descriptive Data	8
Table 2. Average Weekly Watch Time	9
Table 3. Categorization of Parasocial Relationship	9
Table 4. Categorization of Intention to Donate.....	9
Table 5. Inter-correlation Matrix	10
Table 6. Simple Linear Regression Analysis.....	11
Table 7. Model Coefficients - Donation Intention	11
Table 8. Reasons to Donate.....	12



Appendices

Appendix A. Ethical Clearance Letter.....	23
Appendix B. Informed Consent	24
Appendix C. EPSI Scale Items.....	27
Appendix D. Intention to Donate Scale Items.....	28
Appendix E. Donation Habit Items	29
Appendix F. Demographic Data	30
Appendix G. Donation Behaviour Data	31
Appendix H. Normality Test (Shapiro-Wilk)	32
Appendix I. Normality Test (Kolmogorov-Smirnov).....	32