

UNIVERSITI TEKNOLOGI MARA

**ANALYSIS OF LIVE – STREAM
SHOPPING BEHAVIOUR AMONG E-
PJJ STUDENTS AT UITM PASIR
GUDANG, JOHOR BAHRU**

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Thesis submitted in fulfilment
of the requirements for the degree of
Bachelor of Business Administration (Hons)
Marketing

Faculty of Business Management

February 2025

ABSTRACT

Live streaming has become a rapidly growing marketing trend in Malaysia, offering more interactive and engaging experiences compared to traditional online sales. By combining e-commerce and entertainment, live streaming showcases products in real-time, creating a dynamic shopping experience for consumers. This study explores the factors influencing live-stream shopping behaviour among E-PJJ students at UiTM Pasir Gudang, Johor. A quantitative approach was employed, utilizing convenience sampling to select 236 respondents. Data collection was conducted via a Google Form questionnaire. The findings reveal that perceived interactivity is the most significant factor influencing live-stream shopping behaviour. Despite its Cronbach's alpha value of 0.782 being slightly lower than other factors, perceived interactivity demonstrates a significant relationship with purchase behaviour ($p\text{-value} < 0.005$, $\beta = 0.265$). These results align with previous studies highlighting interactivity as a key driver of consumer behaviour in live-stream shopping. The study provides practical insights for merchants to enhance customer experience, trust, and sales through live-stream platforms. It also suggests future research to explore live-stream shopping behavior using the Technology Acceptance Model (TAM) within the Malaysian context. These findings contribute to a better understanding of live-stream shopping dynamics and support the development of more effective strategies for this emerging retail segment.

ACKNOWLEDGEMENT

With great gratitude, I would like to express my deepest gratitude to all parties who have helped and supported me throughout the implementation of this study.

First of all, I would like to express my deepest gratitude to my two supervisors, Madam Ruqaiyah binti Ab. Rahim and Madam Nor Fazlin binti Uteh, for their guidance, instruction, and unwavering support throughout this research. Their guidance, feedback, and commitment have been the foundation for the success of this study.

Next, the administrative staff at Universiti Teknologi MARA especially those who have shared their knowledge and provided support throughout my studies. I would also like to thank all the respondents who were willing to take the time to answer the questionnaire for this study. Their cooperation is very important in completing this study.

Not to be forgotten, I am very grateful to my beloved family, especially my husband and daughter, Nur Miqayla Surfina, for their patience, moral support, and unwavering encouragement throughout this academic journey. Hopefully this effort will benefit all parties and contribute to the expansion of knowledge.

TABLE OF CONTENTS

	Page
AUTHOR’S DECLARATION	ii
ABSTRACT	iii
ACKNOWLEDGEMENT	iv
TABLE OF CONTENTS	v
LIST OF TABLES	ix
LIST OF FIGURES	x
LIST OF SYMBOLS	xi
LIST OF ABBREVIATIONS	xii
CHAPTER 1: INTRODUCTION	1
1.1 An Overview E- PJJ Students	1
1.2 The Evolution of Live Stream	1
1.3 Problem Statement	4
1.4 Research Objective	5
1.4.1 General Objective	5
1.4.2 Specific Objective	5
1.5 Research Question	5
1.6 Significance of the Study	6
1.7 Scope of the study	6
1.8 Limitations of the study	6
1.9 Definition Terms	7
1.9.1 Live- stream behaviour	7
1.9.2 Perceived usefulness	8
1.9.3 Perceived ease of use	8
1.9.4 Perceived enjoyment	9
1.9.5 Perceived interactivity	10
1.10 Summary	10

CHAPTER 1

INTRODUCTION

1.1 An Overview E- PJJ Students

The Institute of Continuing Education and Professional Studies (iCEPS), formerly known as iNED, is a key provider of flexible education for Bumiputera adult learners in Malaysia. UiTM introduced off-campus education in 1973, and in 1990, the External Education Centre was established to support working adults in pursuing tertiary education. In October 2019, it was rebranded as iCEPS to strengthen its role in both local and international education markets. iCEPS programs are offered at several UiTM campuses across Malaysia, covering various fields of study at both diploma and degree levels. However, this study focuses specifically on e-PJJ students at UiTM Pasir Gudang, Johor. It aims to explore factors influencing their live-stream shopping behaviour, targeting respondents aged 19 to 45 years old. The findings will provide insights into consumer trends among e-PJJ students, benefiting businesses and online sellers.

1.2 The Evolution of Live Stream

The spread of the COVID-19 epidemic since the beginning of 2019 has triggered a new market segment through e-commerce applications in business. Recently, live streaming has become a new tool that allows merchants to choose the latest sales methods (Caroline Shalabi, 2024). Live streaming offers the potential for more engaging interactions than automation concepts in online sales. There are some significant differences between regular online shopping and live streaming shopping, including the ability to see products live, as well as the ability of viewers to ask questions and get information that can help them make purchasing decisions (Wang, Lu, Cao, Chu, Wang & Wattenhofer, 2022).

According to a study from "The History (and Future) of Live Shopping" by Switcher Studio (2021), the concept of e-commerce live streaming was first introduced in China in 2016 through the social giant, Taobao. Taobao created a new idea that completely changed the e-commerce landscape by combining the social component of