THE DEVELOPMENT OF ONLIVE: LIVE SHOPPING APP AT UPSI

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IJAZAH SARJANA MUDA KEJURUTERAAN PERISIAN (PERISIAN PENDIDIKAN) DENGAN KEPUJIAN

FAKULTI KOMPUTERAN DAN META-TEKNOLOGI UNIVERSITI PENDIDIKAN SULTAN IDRIS

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LAPORAN PROJEK TAHUN AKHIR DIKEMUKAKAN BAGI MEMENUHI
SYARAT UNTUK MEMPEROLEH IJAZAH SARJANA MUDA KEJURUTERAAN
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Tarikh

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(Dr. Azniah binti Ismail)

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ABSTRACT

E-Commerce is the process of conducting business over computer networks. Anyone, regardless of location, can use the Internet's services to buy or sell products. Unlike traditional commerce, which requires a person to go out and get products, online shopping has made it easier for humans to reduce physical work and save time. In recent years, e-commerce businesses are adopting new digital marketing strategies such as live video streaming in order to provide more authentic information to their customers. As a result, the purpose of this study is to develop an application called ONLive, which is a blending of e-commerce and a live streaming model. The development of this application was based on the Iterative Waterfall Methodology. Furthermore, a Google Form survey was used to collect responses from 10 potential users, including university students, and 10 university students were interviewed to elicit requirements. Based on the requirements analysis results, a customer segment with 6 gains and 5 pains was created in Value Proposition (VP) Canvas. As a result, 5 gain creators and 5 pain relievers were proposed as key features in the app as part of the VP Canvas solution. Android Studio, Flutter, ZEGOCLOUD, and Firebase are used to create the app. There are 28 functions available, including live video streaming, shopping, chat, login and account registration, and selling. When everything is in order, System Usability Scale (SUS) testing begin. Gradually, the ONLive application development has been completed. It is hoped that it will benefit students and university residents.

CONTAINS

CHAPTER 1

INTRODUCTION

1.1   Introduction

This study examine the impact of e-commerce and live shopping to university students especially UPSI students. Besides, this study also examines whether the project that was built can facilitate the affairs of university students in online business or not. Thus, the issues surrounding live shopping and e-commerce are discussed. In this chapter, it contains background study, problem statement, objectives, and the importance of this study.

1.2   Background of Study

E-Commerce is the process of conducting business over computer networks. Anyone, regardless of location, can use the Internet's services to buy or sell products. Unlike traditional commerce, which requires a person to go out and get products, online shopping has made it easier for humans to reduce physical work and save time. Technological advancements and the widespread use of the internet-fueled the growth of e-commerce. Businesses were able to create online storefronts and begin selling products and services over the internet with the introduction of web browsers and the ability to securely transmit sensitive information online.

Online shopping has grown rapidly due to higher product availability, faster shipping, and sometimes free shipping. Although consumers love the convenience of online shopping rather than trips to physical stores, the virtualization of the online shopping environment raises uncertainty for them (Bock, Lee, Kuan, & Kim, 2012; La & Choi, 2012; Pires, Stanton, & Eckford, 2004). E-commerce or online shopping refers to the process of buying and selling goods or services online. The phenomenon of online shopping has become increasingly popular these days because of its speed and ease of use for customers.

One of the growing branches of e-commerce is live shopping. Live shopping is a new e-commerce trend in which products are demonstrated and sold in real-time via live-streaming events. Customers can watch the products being demonstrated, ask questions, and make purchases directly through the live stream in this type of shopping experience. The events are typically hosted on social media platforms or dedicated live shopping apps and websites.

The trend of live shopping has grown rapidly in recent years, owing to technological advancements and the widespread use of the internet. Live shopping has become a popular way for businesses to reach customers and sell their products as live streaming and social media have grown in popularity. Live shopping offers several benefits for both customers and businesses. For customers, live shopping provides a fun and engaging shopping experience that combines the excitement of a live event with the convenience of online shopping. By watching the live demonstrations, customers can see the products in action and receive a more personalized shopping experience. For businesses, live shopping provides a powerful marketing tool that allows them to reach a large and diverse audience. The live demonstrations help to build trust and increase brand awareness, while the ability to make purchases directly through the live stream can boost sales and revenue.

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watching the live demonstrations, customers can see the products in action and receive a more personalized shopping experience.

One of the biggest advantages of live shopping is its ability to create a sense of urgency and scarcity. By limiting the availability of products and offering special promotions during the live stream, businesses can drive customers to make purchases quickly and increase sales.

Despite its popularity and growth, live shopping has also faced several challenges. One of the biggest challenges is ensuring a smooth and seamless shopping experience, as technical difficulties during the live stream can disrupt the shopping experience for customers. In addition, businesses must ensure that the products being sold are of high quality and meet customer expectations.

This project's aim is to introduce students to using live shopping apps to encourage them to get involved in e-commerce where their can sells or buy items in real-time while interacting with the sellers or buyers. With the provided platforms, sellers can promote their items and get more customer engagement while buyers can browse the items that their want to buy easily. This platform also can be used for students that take business subjects to sell and promote their items online.

1.3   Problem Statement

There are three (3) problem statements faced by students and university staffs such as:

1) Although consumers love the convenience of online shopping rather than trips to physical stores, the virtualization of the online shopping environment raises uncertainty for them (Bock et al., 2012; La & Choi, 2012; Pires et al., 2004).

2) Many sellers have started to apply live streaming to sell their products since 2015 because of its potential that positively affects customer engagement and purchase intention (Sun et al., 2019) such as:

    i) providing customers with visual product information.

ii) enabling them to comment and review.

iii) getting personalized shopping advice.

3) It would be interesting to see the potential of live streaming as marketing strategy among UPSI residents as it can help to generate income and reduce the use of email siswa to promote items.

Despite the growing popularity of live shopping as a trend in e-commerce, businesses are facing several challenges in ensuring a smooth and seamless shopping experience for customers.

Most information of the university events or programmes is shared through social media such as Facebook, Telegram and Instagram, this includes students email but the flood of promotion in the students email has made it difficult for students to get the latest information from the university.
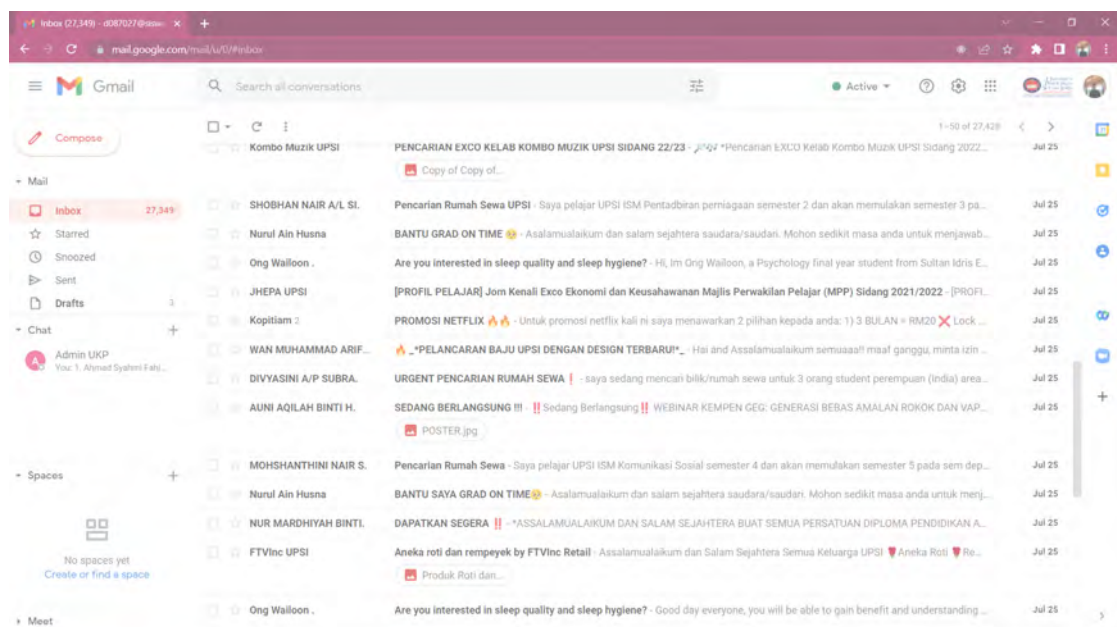

Figure 1 shows the flood of promotion in the students email

Figure 1 shows the flood of promotion in the students email. As can be seen, the flood of promotion in the students email has made it difficult for students to get

the latest information from the university. Therefore, an application is proposed to build in order to help students and sellers to use the right channels to promote and sell goods.

1.4 Objectives

The objectives of this project are as follows:

i) The main objective of this project is to create a unique and enjoyable shopping experience for customers. This involves offering live demonstrations of products, answering customer questions in real time, and making the shopping experience as interactive as possible.

ii) To stay competitive in the e-commerce market as live shopping becomes increasingly popular, businesses aim to stay competitive in the e-commerce market by offering a unique and engaging shopping experience for customers. This requires continuous innovation and a commitment to customer satisfaction.

iii) To increase sales and revenue by offering customers the opportunity to make purchases directly through the live stream, businesses aim to increase sales and boost revenue. This requires effective marketing and advertising strategies to attract a large and diverse audience, as well as the ability to handle a large volume of orders.

1.5 Research Limitations

i) Development costs
The cost of producing this project which includes costs for equipment, software, and personnel needed to produce a high-quality live stream.

ii) Technical difficulties
One of the biggest limitations of this project is the potential for technical difficulties during the live stream. Technical issues such as poor connectivity, audio or video problems, or application crashes can negatively impact the shopping experience for customers.

iii) Technical expertise

Developing and maintaining a live shopping platform requires a high level of technical expertise, including experience with live-streaming technology, e-commerce platforms, and payment systems.

1.6   The Importance of this Project

The importance of this project which to develop an application are it can be used as a platform for students to makes online trading, provides customers with a unique and interactive shopping experience, allowing them to see products in real-time and interact with sellers. This enhances the shopping experience and helps build brand loyalty by creating a personal and engaging connection between customers and businesses. This project has been developed and completed within the 40 weeks' time.