

PURCHASE INTENTION OF GEN Z UNIVERSITY STUDENT
OVER THE TIKTOK SHOP FACILITATED BY HYPER-
PERSONALIZATION

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FACULTY OF BUSINESS AND FINANCE
DEPARTMENT OF MARKETING

OCTOBER 2025

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BY

LIM JUN HAO
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A final year project submitted in partial fulfillment of the
requirement for the degree of

BACHELOR OF MARKETING (HONS)

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Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by
Hyper-Personalization

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Date: 17 SEPTEMBER 2025

ACKNOWLEDGEMENTS

We would like to express our deepest gratitude to our supervisor, Dr. Gengeswari a/p Krishnapillai, for her invaluable guidance, encouragement, and unwavering support throughout this research journey. Her insightful feedback, patience, and dedication have been instrumental in shaping the quality of our work. We are truly fortunate to have had such an inspiring and supportive supervisor who constantly motivated us to give our best.

We are also sincerely thankful to our examiner, Dr. Lee Voon Hsien, for her constructive feedback, thoughtful questions, and valuable suggestions that have helped us refine and strengthen our research paper.

In addition, we would like to extend our heartfelt appreciation to all our lecturers and tutors, past and present, who have imparted their knowledge and expertise during our academic journey. Their teachings in marketing have greatly contributed to our growth and learning throughout these three years of our bachelor's degree.

Furthermore, we are grateful to the many respondents who participated in our study. Their cooperation and honest responses provided the essential data that made this research possible.

Lastly, we would like to thank our family and friends for their endless support, encouragement, and understanding. Their constant companionship and belief in us have given us the strength to persevere and complete this research successfully.

ABSTRACT

This study focuses on investigating the purchase intentions of Generation Z university students in Malaysia towards TikTok Shops, with a focus on the role of hyper-personalization in the Technology Acceptance Model (TAM2). Six variables were investigated, which included social media experience, mobile device specs, internet connectivity, perceived ease of use, perceived usefulness, and hyper-personalization. Data were gathered using a structured questionnaire posted online, with 210 valid responses analyzed using PLS-SEM. The data show that social media experience and internet connectivity have significant effects on perceived usefulness, but mobile device specifications will not significantly affect. Furthermore, perceived usefulness has a significant effect on purchase intention, whereas perceived ease of use does not. However, when mediated by hyper-personalization, perceived ease of use becomes significant, indicating the importance of hyper-personalization in increasing user engagement and buying behavior. The study adds on TAM2 by incorporating hyper-personalization as a mediating variable, providing theoretical insights into the acceptance of social media e-commerce. In practice, the findings suggest that firms should emphasize increasing internet reliability, develop hyper-personalization tools, and assure user-friendly regulations to increase purchase intentions among Gen Z consumers. This study contributes to the understanding of technology adoption in social media e-commerce and provides practical advice for marketers looking to maximize TikTok Shop's potential.

Keywords: TAM 2, Gen Z, Hyper-personalization, Social Media e-commerce, Purchase Intention

Subject Area: HF5410-5417.5 Marketing. Distribution of products

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LIST OF ABBREVIATIONS

GEN Z	Generation Z
Sme	Small and Medium Enterprise
AI	Artificial Intelligence
EV	External Variable
IV	Independent Variable
DV	Dependent Variable
SNS	Social Network Service
HCPs	Healthcare Professionals
FL	Factor Loading
AVE	Average Variance Extracted
SME	Social Media Experience
MDS	Mobile Device Specification
IC	Internet Connectivity
PU	Perceived Usefulness
PEOU	Perceived Ease of Use
HP	Hyper-Personalization
PI	Purchase Intention

CHAPTER 1: INTRODUCTION

1.1 Research Background

Online shopping is a method of buying and selling items over the internet as well as buying products directly from a vendor without the need of an intermediary (Yoo et al., 2023). After the COVID-19 pandemic, online shopping has grown significantly in popularity. A survey that investigating US consumers before and after the COVID-19 pandemic, the result shows that the pandemic has led to a significant rise in online shopping (Koch et al., 2020). Due to the COVID-19 pandemic, many of the consumer are considering changing their buying and shopping behavior. The consumer also tries to learn new skills about the purchase in online shopping (Sheth, 2020). They are forced to consider online shopping; home delivery or cashless payments which they had never think it about before (Pantano et al., 2020).

In Malaysia, the trend of online shopping becomes particularly obvious as more Gen Z customers use smartphones and mobile apps for their purchases. Malaysian consumers showed a preference for internet purchasing compared to in-store shopping due to safety concerns and a wish to prevent being infected. According to Rakuten Insight Surveys Malaysia, 72% of Malaysian consumers said they preferred to online shopping during the pandemic (Kutty et al., 2024).

Social media e commerce is a social media platform that can provide the selling and buying product or services. Social media e-commerce emphasizes using social media networks to carry out business-related operations and transactions (Hu, 2024). In the ever-changing world of the international trade, the business environment has changed because of the significant shift in how companies advertise their goods. One of the main forces behind these developments is social media e-commerce (Khrais & Gabbori, 2023). Social media e-commerce advertising has developed into an important channel

for firms to interact with their target audience. Artificial intelligence technology is becoming increasingly common in the advertising industry due to its ongoing developments, especially for cross-cultural communication (Cai & Liu, 2024).

In recent years, Malaysian government has promoted e-commerce among small and medium-sized firms through several initiatives (KOE & Ririn, 2023). SME commerce can assist the Smes to expand their market reach, increasing revenue, lowering transaction costs, improving service. The transaction activity is conducting on the online marketspace, social media and mobile apps such as TikTok, Lazada and Shopee. (Syazwani Yahaya et al., 2023). TikTok as a modern digital platform, has changed the advertising by giving a unique and interesting way for advertisers to communicate with audience. TikTok advertising will influence customer behavior in Malaysia, and it improves user engagement through increased interaction with advertising (Mohd Asri, Nurazimah, 2024).

In Malaysia social media e-commerce has showed that Malaysians are highly attached to social media e-commerce. In January 2021, around 86% of Malaysians were active social media users, which is more than half of the population. These users were members of Generation Z, predominantly mainly aged 18-24 (Tan et al., 2024).

1.2 Research Objectives

1. The first research objective is to investigate the relationship between social media experience and perceived usefulness.
2. The second research objective is to investigate the relationship between mobile device specifications and perceived usefulness.
3. The third research objective is to investigate the relationship between internet connectivity and perceived usefulness.
4. The fourth research objective is to investigate the relationship between perceived ease of use through hyper-personalization and purchase intention.

5. The fifth research objective is to investigate the relationship between perceived ease of use and purchase intention.
6. The sixth research objective is to investigate the relationship between perceived usefulness and purchase intention.

1.3 Research Question

1. The first research question is how social media experience affects perceived usefulness
2. The second research question is how mobile device specifications affect perceived usefulness
3. The third research question is how internet connectivity affects perceived usefulness
4. The fourth research question is how the perceived ease of use through hyper-personalization affect purchase intention
5. The fifth research question is how perceived ease of use affect purchase intention
6. The sixth research question is how perceived usefulness affect purchase intention

1.4 Research Significant

The research significance of the research that contributes to the academic sector is to contribute a deeper understanding of the Technology Acceptance Model, with facilitated hyper-personalization as a mediator. Besides that, the research has also added three external variables in the Technology Acceptance Model, which includes social media experience, mobile device specifications, and internet connectivity. Besides that, the significance of the research that contributes to the Business sector is that it allows the social media e-commerce business can focus on investigating the offline video version. Furthermore, focus on investigating the useful and effective functions for the customer. Other than that, focus on investigating the hyper-personalization function. Besides that, focus on creating a new user-friendly policy.

1.5 Research Problem

Nowadays almost all University students who are undergraduate students are from Gen Z. The age of Gen Z is between 15 and 30 years old in these years range a lot of them are under the university students or collages (Ang et al., 2021). Besides that, the Internet has played a significant influence on the lives of young people, particularly in the growth of Generation Z, after technical advancements since the 1990s. Their technology readiness refers to their willingness to adopt new technologies to achieve their goals. Most students nowadays are digital natives and competent in technology. Gen Z university students were born from 1995 until 2010 which is under the booming of technological advancement has made it easier to learn how to use new technology (Szymkowiak et al., 2021).

In recent year, TikTok has transformed from a social media platform to a significant e-commerce hub, with tools like TikTok Shop and live streaming making it easier to buy online. University students, who are highly involved with social media and digital technologies, University students actively participate with social networking sites, which is not limited to a single demographic or geographical environment (Ramzan et al., 2023). Based on the discussion of the differences between Millennials and Centennials. Although Millennials use an average of three screens, Gen Z students typically use up to five. Smartphones, televisions, laptops, and desktops are frequently used by Generation Z, and these technologies account for 10 hours of their daily activities (Giray, Louie, 2022). University students frequently use TikTok due to Smartphones, televisions, laptops, and desktops are usually used by Generation Z which are University students. They are very familiar with using these devices to access social media platforms. University students usually use the TikTok due to it bring the positive impact are greater than negative impact. The positive impact is having a relaxed mind and body leads to increased productivity at school, a broader perspective, and new insights (Sharabati et al., 2022). TikTok might provide brief videos of resources for learning English. University students may learn the English through TikTok as well as social media platform (Xiuwen & Razali, 2021).

Hyper-Personalization is meant to resemble human interactions, such as what an opinion leader or other familiar party may say to a person in a certain situation at a specific time. The idea that algorithm result is customized suggests that an individual user's personality and actions are being calculated (Chaffee & Metzger, 2021). TikTok are applying the personalization algorithm for the any of TikTok users because it is convenient to the users. TikTok recommendation algorithms now try to understand every action a user takes on the platform. For instance, rewinding a few of seconds during a video that show you are engaging with the content because the system recognizes that you have an interest in the video and are watching just a little of it (Koç, 2023). The information of client was given by ecommerce applying the personalization. Personalization can help to analysis the client information by their purchasing history. AI-powered customization analyzes user behavior, preferences, and interactions to forecast and offer relevant material based on basic concepts (Raji et al., 2024). The Besides that, TikTok generates revenue through its commerce modules and videos. TikTok employ customized algorithms to provide user-favorite special recommendation content to increase consumption and retain consumers (Pan, 2023).

After the COVID-19 pandemic a lot of consumers have migrated their purchase ways and go to e-commerce, university student is one group of consumers who have changed their purchase method and go through the e-commerce platform. The factor that leads university students to change their purchasing method is that e-commerce is very useful and very easy to use (Wu & Huang, 2023). Generation Z students are more suitable to use e-commerce because Gen Z is highly interested in technology, innovation, and fast transactions in this digitalized era (Puiu et al., 2022). Generation Z is more careful when it comes to purchasing, waiting for the right offer to come along, and conducting extensive research and comparisons before deciding to make sure that every penny is spent effectively. E-commerce has reduced the overheads and shortcomings of offline retailing to a greater extent possible throughout the value chain (Thangavel et al., 2022).

The hyper-personalization can assist the social media e-commerce platform in attracting more university students. The Hyper-Personalization offers convenience to

university students. University Students feel convenience when using this TikTok is due to rely heavily on personalized recommendations based on their tastes and the content they see. The Hyper-Personalization will be applied to the user's label pattern and customized content horizon (Pan, 2023). University students prefer to use the social media e-commerce platform that has applied hyper-personalization to save effort and time. Hyper-personalization helps to save University students' time and effort while increasing the possibility of getting what they like, leading to higher levels of satisfaction, especially in customer experience. Customer experience includes customizing engagements to meet their unique preferences and needs. Personalization involves customized client interactions to fit their expectations and provide value. Hyper-personalization can also enhance the customer's experience to fulfill their needs (Heydarli, 2024).

1.6 Research Gap

To find the research gap of the research, we have used the keywords of “hyper-personalization” + “TikTok” + “Purchase Intention” + “TAM” in the Google search engine, which is Google Scholar, to find the research Gap. There are no findings results based on these keywords, which means that the research topic of purchase intention of Gen Z university student over the TikTok Shops facilitated by hyper-personalization is a very unique research topic to investigate.

CHAPTER 2: LITERATURE REVIEW

2.1 Review of Theory

The technology acceptance model (TAM) is developed by Fred Davis in 1987 (Davis, F. D., 1989). Besides that, in 1996 the Fred David, who is the author of the Technology Acceptance Model, collaborated with V ISWANATH V ENKATESH has promote a more complete Technology Acceptance Model. This TAM includes the variables of external variables, Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Behavioral intention, and Actual usage. External variables, including system design, training, computer efficacy, user involvement, and implementation process, can indirectly impact behavior and usage through perceived usability (Davis & Venkatesh, 1996). The form of this original Technology Acceptance Model is based on the theory of reasoned action (TRA) accompanied by the Theory of Planned Behavior (TPB) (Marangunić & Granić, 2014). TAM is an information system theory that provides a precise model for understanding technology usage. Fred Davis developed and published the model in his 1989 dissertation. This concept became widely cited in the field of technology diffusion due to increased demand at the time (Cheah et al., 2022). Since the TAM is an information system theory and the research is focused on the TikTok shop, it is suitable to use the Technology Acceptance Model as the theory. Besides that, the research will add three external variables, which include social media experience, mobile device specification, and internet connectivity.

2.2 Review of Variables

2.2.1 External Variable (EV)

2.2.1.1 Social Media Experience

Experience refers to an individual's observations, perceptions, and feelings during interactions with a system. For example, one of the research projects done by Harryanto et al. Has integrate the experience variable into the TAM model since they believe experience is also a driver of behavior for system users (Triani et al., 2025). Several theoretical models suggest that social media experiences have a mediation function between personality traits and mental health (Astleitner et al., 2022). The social media experience is defined as the user have used of social media and the experiences associated with the social media that they used (Park et al., 2023).

2.2.1.2 Mobile Device Specification

Mobile device specifications can be formed by the specification of the operating system, CPU, and memory size (Song & Kook, 2022). Beides that, in forming a mobile device specification also can be form by mobile device processing unit which is CPU, cameras and additional sensors such as microphone, and software natural engine such as NVIDIA's CuDNN library and ARM computer library (Morikawa et al., 2021). Other than that, the mobile device specification can also be defined with connectivity, screen size, display resolution, power and processing capabilities, and method of entry data (Harrison et al., 2013). According to Bae et al. (2020) mentioned that the mobile device specification will directly affect the perceived usefulness.

2.2.1.3 Internet Connectivity

The capacity to link a range of heterogeneous devices is known as internet connectivity. Smart devices, common computer networks, context-aware

calculations, embedded intelligent sensors, and everyday items are using the internet to connect based on internet connectivity (Abdul-Qawy et al., 2023). Besides that, internet connectivity can also refer to the different methods by which people connect to the internet, such as dial-up phone lines, broadband connections, and wireless devices (Krishnasamy, 2022). Connection to the internet, which consists of Internet reliability and speed (Dumpit & Fernandez, 2017).

2.2.2 Independent Variable (IV)

2.2.2.1 Perceived Usefulness

According to Davis (1989), perceived usefulness is the point to which a user's trust in technology may increase and improve its performance and efficiency. The perception of users who think that using specific technology can enhance their ability to do their jobs. Perceived usefulness is a measure of how effective a technology makes it easier for consumers to get the services they want. People will continue to use the electronic payment system due to the benefits of electronic payments. such as facilitating payments, as customers can complete many kinds of transactions with only a mobile device on the online (Wardana et al., 2022). It shows that Someone who feels the benefit of information technology has a higher chance to accept that information technology. (Olivia & Nony Kezia Marchyta, 2022). Convenience, effectiveness enhancement, productivity improvement, and performance improvement are all markers of perceived benefits. Thus, they say the new technology is thought to be useful for completing specific tasks through its implementation. It is the level at which users' performance expectations are expected to be met by a technology. It shows that users have a more positive view of a technology the more helpful they believe it to be, it is defined as the perceived usefulness (Rasyid et al.,

2023). Many of the reviews may affect and disturb the people in decision making process. The people will prefer to read the helpful reviews. When consumers feel they have a full understanding of the product's performance and quality, online reviews might be helpful. This is referring to Perceived usefulness. The perceived usefulness of a product is influenced by the value of online evaluations, or whether they are generally positive or negative (Majumder et al., 2022).

2.2.2.2 Perceived Ease of Used

Perceived ease of used is how confident a user is that the technology is user-friendly (Davis, 1989). It is a key factor in technological acceptability, as society wants basic and user-friendly devices that do not affect productivity. It reflects the user's effort when using technology. People are feeling easy when learning, meeting needs, developing skills, and completing transactions are all markers of perceived ease of use (Olivia & Nony Kezia Marchyta, 2022). Perceived ease of used is the main element that will support building great customer trust and keeping current customers (Oussama Saoula et al., 2023). It can be defined as a user's trust in the ease with which a technology or system may be used (Nuryakin et al., 2025). It usually refers to decision-making based on trust. If someone perceives the information system is difficult to use, they are less likely to use it. (Doll, Hendrickson, & Deng, 1998). People will prefer the technology that is easy to use, and they will give a trust to the technology and build the good relationship.

2.2.3 Dependent variable (DV)

2.2.3.1 Purchase Intention with TikTok Shop

Purchase intention refers to a consumer's preference, willingness, or intention to purchase a product or service in the future. It measures how strongly a person feels the need to buy after being exposed to marketing or commercials (Park et al., 2023). The purchase intention with TikTok shop which is meaning that the TikTok users' motivation or willingness to make the purchase decision through TikTok shop after interacting with advertising, influencers, live streaming, product suggestion on the platform (Nur Nadiah Mahbob et al., 2024). TikTok shop is applying the e-commerce features like short videos, pictures, and livestreaming to sell things, making it a social commerce platform, it makes the consumer has the online purchase intention when shopping the TikTok shop (Putri et al., 2023). Online purchase intention refers to the willingness and intention of customers to engage in an online transaction (Jadil et al., 2022). The TikTok shop has live-streaming capabilities increase emotional appeal and trust, making it an effective platform for converting user interest into actual purchasing activity (Zhu et al., 2022). When users receive useful promotional information in the online, they will get the understanding of the products, and it will influence their online purchase intention (Ho Nguyen et al., 2022).

2.2.4 Mediator

2.2.4.1 Hyper-Personalization

Hyper-personalization is the concept that the algorithm's result is personalized suggests that each user's characteristics and behavior can be considered (Chaffee & Metzger, 2021). The Hyper-Personalization will customize the content user interface based on the user's label pattern. (Pan, 2023). It can also define as a procedure or set of guidelines to be observed to when performing computations or other problem-solving tasks, usually by a computer (Sunstein, 2023). According to Alalwan (2018), Hyper-personalization is the positive

impact on the purchase intention when applying in the e-commerce platform. That has research shows that Hyper-Personalization is applied in marketing involves using technology and market data to enhance customer experiences. This is an important innovation that will shape the way we live and work, contributing to the fourth industrial revolution (Shaik, 2023). Hyper-Personalization is used by the marketing professionals for market segmentation and analysis, including communication, customization, and predictive behaviors (Nuță, 2024).

2.3 Review of framework

Purchase Intention of Gen Z University Students Over the TikTok Shops Facilitated by Hyper-Personalization

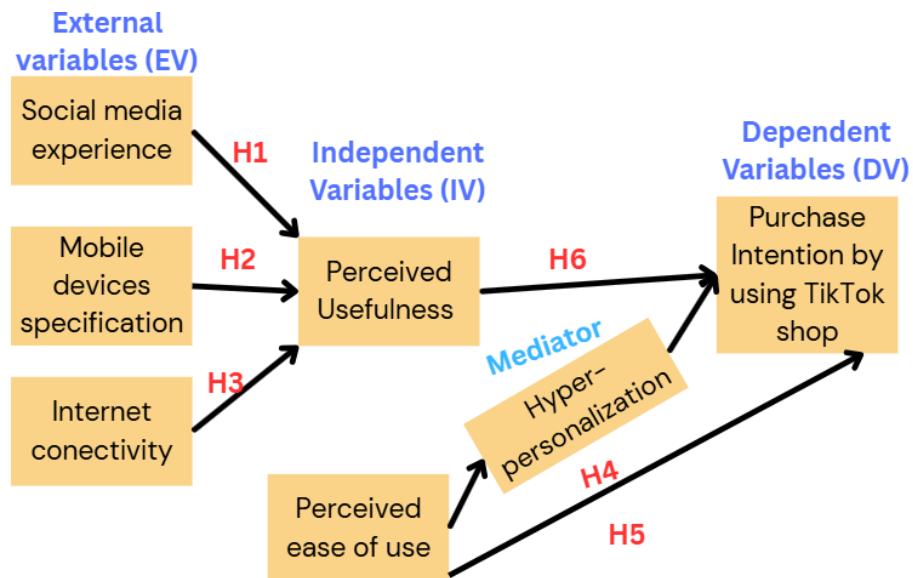


Figure 2.1 Conceptual Framework

2.4 Hypothesis Development

A social media experience will affect the perceived usefulness of the social media. Many researchers have examined consumers intention to purchase on a certain social media platform using social networking services (SNS). For instance, research on Instagram users suggests that trust and positive perceptions of the platform directly influence their intentions to engage in social shopping. Furthermore, perceived usefulness usually influences platform perceptions more than any other element. The study also demonstrates how behavioral intention and service satisfaction are influenced by how valuable consumers believe online services to be (Hyun et al., 2021). According to (Kim et al., 2018), the research mentions that the social media experience will affect the perceived usefulness. Experienced consumers or users build on their past knowledge when making choices and establishing attitudes and intentions. They take advantage when making purchase decisions. Social media is an essential resource that consumers use to compare products, write reviews, look for reliable information about businesses or products, and make decisions about which products to buy based on what they have read and discovered on different social media platforms. The users will feel useful when having the good social media experience to make the purchase decision.

H1: Social Media Experience Will Affect the Perceived Usefulness

A mobile phone battery or screen size will affect the perceived usefulness of the social media (Dalpiaz & Coll, 2018). The research shows that has the list's barrier item has to do with the specifications for mobile devices. Some reasons why using a smartphone is uncomfortable include its small screen, low battery life, and needing to always carry it with you. User will feel it is useful and conform when they are using the big screen and high battery life. Not only that, but that also has research shows that mobile device specification will directly affect the perceived usefulness. While smartphone screen size has been found to be strongly associated with smartphone adoption for both utilitarian and hedonistic reasons, people used to larger screens on computers and laptops find it challenging to operate the smaller screen. Sufficient

technology is linked to usability, including navigation quality and service limitations (Bae et al., 2020).

H2: Mobile Device Specifications Will Affect the Perceived Usefulness

Internet reliability and speed impact users' perceived usefulness of social networking services. Slow Internet speed can disrupt users when watching videos due to low resolution or continual buffering, which may result in attrition because low bandwidths do not allow for smooth browsing (Alfayez, A. A., 2024). According to Dumpit and Fernandez (2017), accessing online technologies will be challenging for a user without a reliable internet connection. According to Dalpiaz & Coll (2018), the internet connectivity can significantly affect the perceived usefulness. It stated that all individuals receiving in-home care need to have the ability to communicate with their healthcare professionals via the internet at any time of day or night. It indicates that their ability to connect with their HCPs online depends heavily on their internet connectivity. To contact with others around all the time, they need to have access to the internet. People find internet access to be very helpful when engaging in online activities. More patients want to be in charge, they add, adding that the patient-doctor conversation has evolved from a patient visiting a medical professional to hear from his professional judgment to a patient telling the medical professional what they have found online and what they need to know. The increased initiative and voice of the patients was reflected in the internet connectivity.

H3: Internet connectivity will affect the perceived usefulness

Perceived ease of use will be affecting the consumer purchase intention by using TikTok shop with Hyper-personalization. It is because TikTok has hyper-personalization function that customized the content of users based on their behavior. TikTok's hyper-personalization customizes the content to users' individual tastes, making it an effective platform for impulse purchases (Tee et al., 2023). Besides that, TikTok's effective data analytics allow brands to offer targeted marketing and personalized buying experiences, such as one-click purchases and live-stream sales. The customer may feel convenient when having the personalized buying experiences.

For example, Customers can enjoy a personalized shopping experience, such as one-click purchase and live streaming, and they can buy the brands they want through the hyper-personalization of TikTok (Xinyu et al., 2024). Not only that, but the Hyper-personalization also used by TikTok, which prioritizes user preferences, has more influence than social community-driven recommendation systems on other social media platforms. Because of this, TikTok is the ideal platform to observe how Hyper-personalization influence interacts with user experience (Liu & Zhang, 2024). It led the people more prefer to buy the products on the TikTok shop.

H4: Perceived Ease of Use Will Affect the Purchase Intention by Using TikTok Shop through Hyper-Personalization

Perceived ease of use will be affecting the consumer purchase intention by using TikTok shop. The shopping website is user-friendly for the consumer, making it easy for customers to navigate and select things (Oussama Saoula et al., 2023). Perceived ease of use is including easy to understand, use, easy and clear to understand. When the user is using the online shopping, that has several reasons will lead user to continue to use the online shopping apps such as TikTok. For example: ease of learning, simple user interface, platform stability, those convenient function will make user more accept the online shopping due to the system will work efficiently without requiring additional work. (Rahmawati & Ramli, 2024). Not only that, the convenient of the TikTok shop will make the consumer are not hesitation purchase in the online shopping which is TikTok shop. Based on the selling services and buying services, it will ensure the consumer trust so that customers will not hesitate to make purchases in TikTok shop (Taan, 2023). TikTok shop offers users convenience when purchasing online, for example consumer can see orders, products for sale, shopping history, contact with sellers, set delivery addresses based on user addresses, and process payments. The consumer does not confuse when making the transaction on TikTok shop (Taan, 2023).

H5: Perceived Ease of Use Will Affect the Purchase Intention by Using TikTok Shop

People will continue to use the electronic payment system due to the benefits of electronic payments, such as facilitating payments, as customers can complete many kinds of transactions with only a mobile device on the online (Wardana et al., 2022). The TikTok has provided the unique social e-commerce landscape, it will increase the purchase intention of the consumers, it is because the unique social e-commerce landscape make consumer feel it is useful and helpful when purchasing. For instance, TikTok uses live streaming to promote products, and this can be done online. As the users are more willing to spend time in purchasing in live streaming because the live streaming is providing the information transparency and comprehensive for the products. It allows the TikTok users to view the real time product in live streaming and users feel it is useful when having the information of products (Diyantari et al., 2024). Besides that, the main attraction of TikTok is the opportunity to watch well-chosen content with little effort on the part of the user. The "For You Page" (FYP) on TikTok provides highly customized material according to user activities, such as likes, watch time, follows, etc., which increases the platform's perceived utility. The tool is more useful and interesting for users when relevant information is found with less effort. User will feel it is useful when the platform can help them to save the effort and time to search the content (Vera & Ghosh, 2025).

H6: Perceived Usefulness Will Affect the Purchase Intention by Using TikTok Shop

CHAPTER 3: METHODOLOGY

3.0 Introduction

For this chapter, the research on the method is emphasized. How they are carried out in detail, demonstrating and evaluating the most effective strategies utilized at the end of the project. The chapter will include the research design, sampling design, data collection method, and proposal data analysis tools.

3.1 Research Design

The research method that selected used in this research is the quantitative research method. The goal of quantitative research is to quantify data and generalize findings from a study sample from many perspectives. To prove a study's hypothesis, data must be collected, analyzed, and interpreted quantitatively (Ghanad, 2023). Besides that, we will also use the descriptive research design. Descriptive research aims to accurately describe a population, situation, or occurrence, focusing on the "what, where, and when" rather than the "why" of an event. Understanding how, when, and where something happens is necessary before exploring its cause (Ghanad, 2023). To link the descriptive research design is the research title, is Purchase intention of Gen Z university student over the TikTok Shops facilitated by Hyper-personalization, mentions a specific population, which is Generation Z university students in Malaysia.

3.2 Sampling Design

3.2.1 Target Population and Sampling Frame

The target population of our research is generation Z university student. Based on the ministry Malaysia of higher education in 2025 mention that the number of university student in Malaysia is about 1.2 million students (Mustapha Sakmud, 2024). Besides that, the sampling frame of our research is available, but not accessible since the name list is available with the Ministry Malaysia of higher education so this leads us cannot access to the account of Ministry Malaysia of higher education to get the name list. A sampling frame is a list of all the sample units from a population. It's important to note that a population differs from a sample frame in that the former is more general while the latter is more specialized (Rahman et al., 2022).

3.2.2 Sampling Technique

Since the sampling frame is available but not accessible. So, in this research is suitable to use the non-probability sampling technique. The sampling technique that we selected in the non-probability sampling technique for this research is the judgmental sampling technique. Respondents were chosen through judgmental sampling from individuals who were deemed able to offer the necessary information for the study. In this study, Generation Z, which is between the age of 15-30 years old university students who were able to answer the questionnaire, were targeted via judgmental sampling, which allows researchers to select respondents who exhibit the desired characteristics (Ameyibor et al., 2021). The respondents must be using the TikTok at least 2 years (**Mo Mo Ko Win, 2025**). Besides that, during the question air we will

used the screening question such as “Have you use TikTok before” and “Are you Generation Z university student”.

3.2.3 Sample Size

To measure the sample size to be collected for the research will use the Roscoe (1975) sampling technique, which requires a sample size need at least 30 respondents per variable that affects the dependent variable (Roscoe et al., 1975). Since we have 6 variables that will affect the dependent variable, the minimum requirement of the sample size will be 180 respondents. Besides that, according to Sekaran & Bougie (2016) mention that it is beneficial to collect a slightly larger sample size than is required to account for unusable or incomplete responses. So, we have added 30 more respondents. The total target respondents that we will collect for the research is 210 respondents.

3.3 Data Collection Procedure

3.3.1 Primary Data

The questionnaire will be distributed by using social media community group platform which will include a Facebook group has the Generation Z university student active member.

3.3.2 Questionnaire Design

To collect data, we will use the google survey form as our tools. This is because Generation Z is more familiar with technology, so we use Google survey form as our tool to collect data. The research instrument will be two sections; first section is mentioned about the screening question to help us to qualify the respondents, which is Generation Z university student and have using TikTok before. The second section will be the answer to the question about the variable which includes the external variable, independent variable, mediator, and dependent variable which are mobile device specification, internet connectivity, perceived usefulness, perceived ease of use, hyper-personalization, and purchase intention.

Table 3.1

The finalized Questionnaire Items Statements

Variables	Items	Author
social media experience	Have you ever used TikTok?	(Park et al., 2023)
Mobile Device specification	I am quite familiar with my mobile device's operating system such as iOS/Android to use the TikTok	(Song & Kook, 2022)
	Poor battery performance discourages me from watching videos on social media	(Dalpiaz & Coll, 2018)
	I will be more enjoyable on a larger display of device when watching videos on social media.	
Internet connectivity	I frequently use mobile internet such as cellular data when using the TikTok	

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	I am satisfied with my overall internet connectivity options such as Wi-Fi to use TikTok	(Moghaddam, 2024)
	I need a strong internet connection ensures that different devices connect smoothly.	(Abdul-Qawy et al., 2023)
Perceived Usefulness	I trust TikTok to work consistently when I need it.	(Davis, 1989)
	I am likely to adopt this TikTok due to its provide the benefits.	(Olivia & Nony Kezia Marchyta, 2022)
	The benefits that I receive make me want to use TikTok more frequently	
	I would discontinue use TikTok if I stopped finding helpful from TikTok	(Rasyid et al., 2023)
Perceived ease of used	I feel confident when using TikTok even as a beginner	(Davis, 1989)
	Advanced features are simple to find when I need them.	(Olivia & Nony Kezia Marchyta, 2022)
	I believe the company values user experience, which increases my trust in them	(Oussama Saoula et al., 2023)
Hyper-Personalization	I notice the system adjusts results to match my personal behaviour	(Chaffee & Metzger, 2021)

	I notice the interface changes based on my label interests such as entertainment	(Pan, 2023)
	I trust Hyper-Personalization recommendations of TikTok more than human suggestions.	(Sunstein, 2023)
Purchase intention by using TikTok shop	I prefer shopping online in TikTok shop rather than in physical stores	(H. Wang et al., 2021)
	I frequently consider purchasing items that I see on TikTok shop	
	Online shopping saves me time compared to traditional shopping	
	I trust this TikTok platform when I make the online transactions securely	

3.3.3 Pretest

Before we proceed to the pilot test, we will also use the pretest of questionnaire. A pretest is an essential component of a quantitative study since it identifies the improvement required to build an effective survey question. A pretest is required to ensure that the actual data collection is carried out properly. The pretest of this questionnaire will be the content validity by three marketing lecturers in UTAR FBF faculty. After the content validity by three lecturers will become the Ethical Clearance Approval from our FYP coordinator.

3.3.4 Pilot Test

After getting the approval, only we can start the preliminary work which is the Pilot test study. The pilot study is a foundation test for our questionnaire. A pilot study must be set from 10 to 30 respondents (Memon et al., 2017). To do the pilot test we will use 30 respondents to select. After doing collected the pilot test use fieldward which is the Cronbach alpha. The Cronbach alpha test is often used to evaluate the consistency and stability of surveys measuring latent variables (Bujang et al., 2018).

Table 3.2 shows the Pilot test result. The Pilot test results is good due to all the is larger than 0.7. The Pilot test results are good due to all of the is larger than 0.7; the smallest variable is Mobile device specification, which is 0.811, and the largest variable is purchase intention, which is 0.964. The result of Cronbach's Alpha needs to be above 0.7 only can be considered acceptable (Bujang et al, 2018).

Table 3.2

Pilot Test result

Variables	Cronbach's Alpha
Social Media Experience	0.886
Mobile Device Specification	0.811
Internet Connectivity	0.89
Perceived Usefulness	0.938
Perceived Ease of Use	0.835
Hyper-personalization	0.878
Purchase Intention	0.964

3.3.5 Actual Study

In the actual study, it needs to collect 210 respondents. These 210 respondents need to be Gen Z university students and have used TikTok before. The questionnaire will be spread by sharing on social media, such as Facebook, in a link or QR code style. The link or QR code will be shared in the Facebook Group where the members are Generation Z university students, such as the Student Questionnaire Survey Group, which contains more than 10000 members inside the group.

3.4 Proposed Data Analysis Tools

3.4.1 Descriptive Analysis

The descriptive analysis is presented with qualitative variables as numbers and percentages, and quantitative data as means and standard deviations (Montagni et al., 2021). Direct observation of target behavior in natural environments to acquire information on concurrent and potentially relevant environmental events. Its utilization in the demographic factors that underwent questionnaire surveys are descriptively studied.

3.4.2 Reliability Test

Besides that, we will also use the Statistics Package for the Social Sciences (SPSS) software and use Cronbach's Alpha test for the pilot test result. SPSS is software developed by International Business Machines (IBM). This tool is considered suitable for data analysis in pure sciences (Mohd, 2023). The

Cronbach's alpha test is often used to evaluate the consistency and stability of surveys measuring latent variable (Bujang et al, 2018). Besides that, to find the reliability of all of the variable, the research will also use the SMART PLS to finding the result of outer loading, composite reliability, Cronbach's Alpha, and Average Variance Extracted.

3.4.3 Inferential Data Analysis

Inferential statistics involve collecting data from a sample of a study and making predictions that impact a larger population. Inferential statistics are used by the researcher to obtain results that go beyond the immediate data set. While descriptive statistics can only explain the features of a sample, inferential statistics use a sample to produce precise estimations about the larger population (Ghanad, 2023).

3.4.4 PLS-SEM

Besides that, the research will also use the SMART PLS software in Chapter 4 to analyze all the data in Chapter 4 by using the tools of PLS-SEM available in the SMART PLS software. According to Hair & Ringle (2011) suggest that the use of PLS-SEM is used to predict dependent variable effects. Besides that, the PLS-SEM is suitable for predicting a group of equations concurrently for the specified research model and developing the relationship between variables (Davari & Rezazadeh, 2013). Using the PLS-SEM can help the researcher to find the outer loading, composite reliability, Cronbach's Alpha, Average Variance Extracted, standard beta, t-statistic, P-value, and F-squared.

CHAPTER 4: DATA ANALYSIS

4.1 Introduction

This chapter will use Smart Pls software for analyzing and understanding the data collected through the research questionnaires. The questionnaire provided demographic information about the respondents for descriptive analysis. Furthermore, the multiple items will be included in the questionnaire to test the major variables in the research model using inferential statistics. In this study, we distributed 277 questionnaires to our target respondents, however only 210 were selected to participate. It shows that 67 respondents were excluded because they did not meet our requirement, which was that they had never used the TikTok app.

4.2 Descriptive Analysis

4.2.1 Age

The figure 4.1 shows the percentage and number of the respondents from each group. Most of the respondents in our research are between the ages of 21 and 23, making up a majority of 50% (N=105), Followed by respondents who are aged less than 21 and 23, making up a majority of 11% (N=24), respondents who are aged between 24 and 26, making up a majority of 21% (N=44), and the last respondents who are aged between 27 and 28, making up a majority of 18% (N=37).

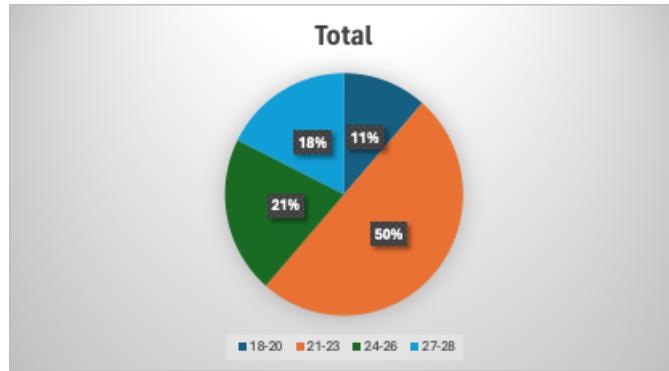


Figure 4.1

4.2.2 Gender

Figure 4.2 shows the amount of each gender among the respondents, it shows in the number and percentage. There is a total of 51% of respondents (N=107) Who are male, and the rest of the respondents which are 49% (N=103) female.

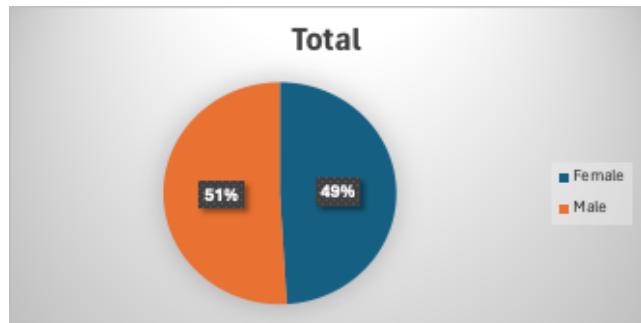


Figure 4.2

4.2.3 Education Level

Figure 4.3 is showing that the respondents are pursuing in which highest level of education. Most of the respondents which are 52% (N=109), they are studying at the bachelor's degree. Additionally, there has 23% (N=49) respondents are studying at the master's Degree. For the foundation level, there

has 13% (N=26) respondents. Lastly, only 6% (N=13) of respondents are studying at the diploma, the rest of respondents which are also 6% (N=13) pursuing in Doctorate's Degree.

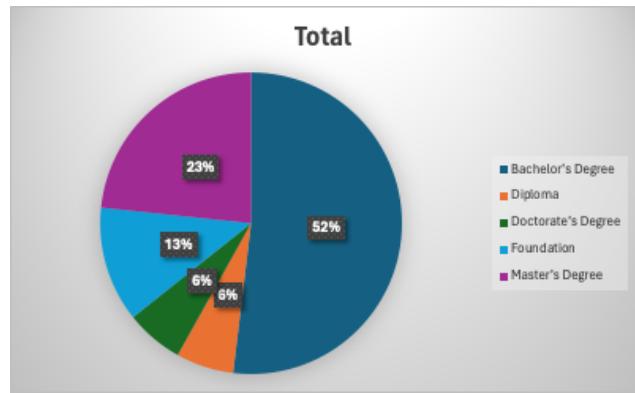


Figure 4.3

4.2.4 Employment Status

Figure 4.4 demonstrates most of the respondents are students which are 72% (N=150). For the respondents of company employee are 16% (N=34), and the rest of respondents are self-employed which are the smallest percentage 12% (N=26)

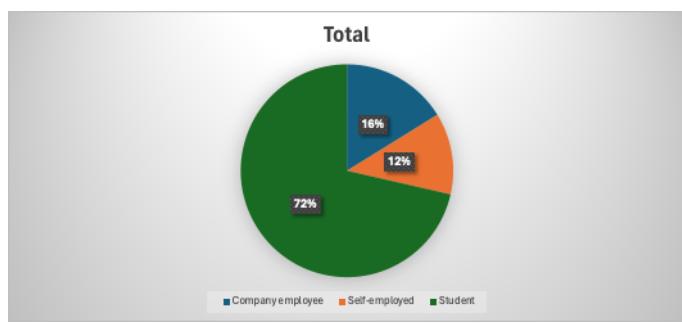


Figure 4.4

4.2.5 Monthly Income or Pocket Money

Based on the figure 4.5, it shows most participants which are 37% (N=78) having a monthly income or pocket money between RM1,000 and RM2,000. This is followed by 22% (N=45) respondents earning RM2,001 to RM3,000, and 17% (N=36) respondents are receiving below RM1,000. Additionally, 18% (N=38) respondents have earning between RM4,001 and RM5,000, while a smaller group of respondents 4% (N=8) earn RM3,001 to RM4,001. Only 2% (N=5) respondents can earn RM4,001 and RM 5,000.

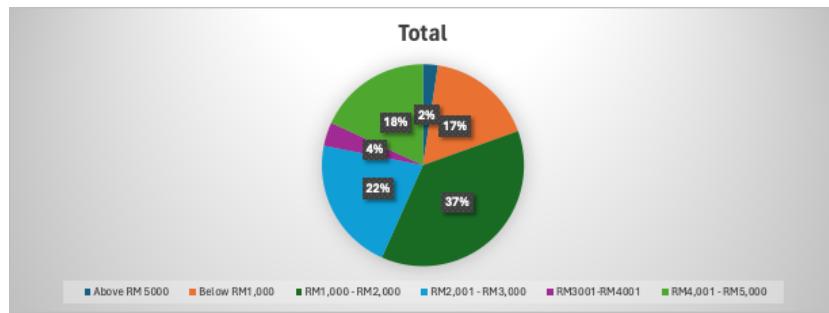


Figure 4.5

4.3 Measurement Model

In this part will discuss using the PLS-SEM to find the reliability and validity of the consistency by using Outer Value, Internal Consistency Reliability, Cronbach's Alpha, Average Variance Extracted, and Discriminant validity by using the Fornell-Larcker criterion.

4.3.1 Outer Loading- (Factor Loading value)

Table 4.1 shows that all variables of the FL value are more than 0.7. The minimum FL value is 0.703, as shown by MDS2, and the highest FL value is

0.911, achieved by PI3. Since all components' FL value shows that it is more than 0.7, which indicates all components have strong reliability.

4.3.2 Internal Consistency Reliability- (composite Reliability)

Based on Table 4.1 shows that all variables of composite reliability have more than 0.7 means that all variables are acceptable. The minimum composite reliability value is 0.835, which is the internet connectivity variable. On the other hand, the largest composite reliability value is 0.911, which is the purchase intention. All the variables' composite reliability value is larger than 0.7, which means that the result is reliable.

4.3.3 Cronbach's Alpha

Based on Table 4.1 shows that all variables Cronbach's alpha is more than 0.7 means that all variables are acceptable for the research. The smallest Cronbach alpha value is 0.7, which is the internet connectivity variable. On the other hand, the largest Cronbach alpha value is 0.869, which is the purchase intention variable. All of the variables' Cronbach Alpha values have exceed 0.7 which means that the result is acceptable.

4.3.4 Average Variance Extracted- (AVE)

Based on Table 4.1 shows that the AVE value for all variables has exceeded 0.5, which means that all variables are acceptable for the research. The smallest number of the average variance extracted is 0.629, which is internet connectivity. On the other hand, the largest average variance extracted is 0.719, which is the purchase intention variable. Since all of the variables have

exceeded the minimum requirement of the average variance extracted, which is 0.5, so means that results for all of the variables are also reliable.

Table 4.1

Result of Outer Loading, Internal Consistency Reliability, Cronbach's alpha, and Average Variance Extracted.

Laten Variable	Indicator s	Outer Loadin g (FL Value) (>0.7)	Internal Consistenc y Reliability (composit e Reliability) (>0.7)	Cronbach 's Alpha (>0.7)	Average Varianc e Extracte d (AVE) (>0.5)
Social Media Experience	SME1	0.798	0.852	0.738	0.659
	SME2	0.756			
	SME3	0.875			
Mobile Device Specification	MDS1	0.853	0.839	0.708	0.636
	MDS2	0.703			
	MDS3	0.828			
Internet connectivity	IC1	0.709	0.835	0.7	0.629
	IC2	0.82			
	IC3	0.842			
Perceived Usefulness	PU1	0.794	0.848	0.731	0.651
	PU2	0.847			
	PU3	0.777			
Perceived Ease of Use	PEOU1	0.782	0.844	0.723	0.644

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	PEOU2	0.837			
	PEOU3	0.787			
Hyper-personalization	HP1	0.726	0.837	0.708	0.633
	HP2	0.813			
	HP3	0.843			
Purchase intention	PI1	0.833	0.911	0.869	0.719
	PI2	0.806			
	PI3	0.911			
	PI4	0.838			

4.3.5 Discriminant Validity

Based on figure 4.6, has shown that the * diagonal is the square root of the AVE. And the square root of the AVE in the Fornell-Larcker criterion is the biggest number for each variable means that the discriminant validity is established.

	AVE	DEVICE SPECIFICATION	HYPER-PERSONALIZATION	INTERNET CONNECTIVITY	PERCEIVED EASE OF USE	PERCEIVED USEFULNESS	PURCHASE INTENTION WITH TIKTOK SHOP	USER EXPERIENCE
DEVICE SPECIFICATION	0.636	0.797*						
HYPER-PERSONALIZATION	0.633	0.841	0.795*					
INTERNET CONNECTIVITY	0.629	0.79	0.824	0.793*				
PERCEIVED EASE OF USE	0.641	0.686	0.751	0.696	0.801*			
PERCEIVED USEFULNESS	0.651	0.67	0.742	0.683	0.79	0.807*		
PURCHASE INTENTION WITH TIKTOK SHOP	0.719	0.58	0.636	0.506	0.631	0.654	0.848*	
USER EXPERIENCE	0.659	0.607	0.687	0.593	0.765	0.762	0.638	0.812*

Figure 4.6

Result of Discriminant validity using Fornell-Larcker criterion.

4.4 Structured Mode

4.4.1 Path coefficient Mediation Analysis

According to Figure 4.7 shows the result of the Path coefficient Mediation Analysis for the research study.

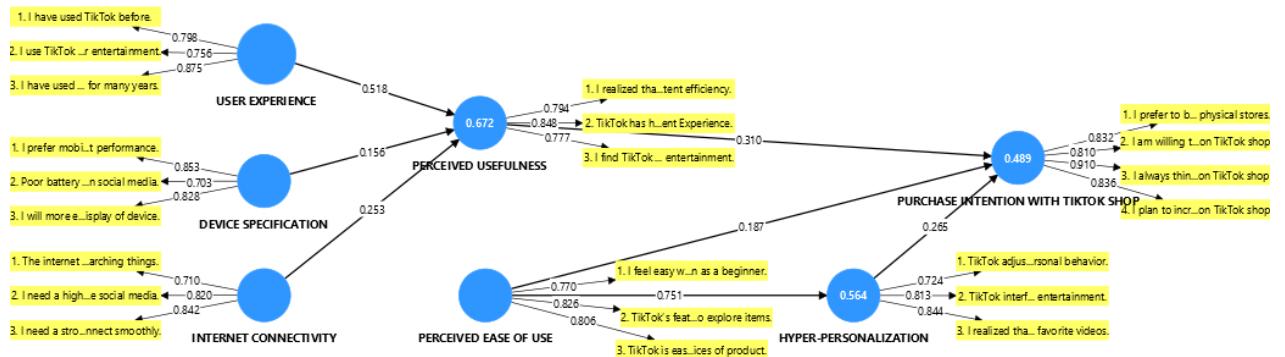


Figure 4.7

Path Coefficient Mediation Analysis

4.4.2 The Result of Path Coefficient, T statistic, P value, and Effect Size

The result of the hypothesis will be separated into significant and non-significant. According to Hair et al. (2022) mention that to define the two-tailed test hypothesis, the T-statistic must be larger than 1.96 and the P-value must be less than 0.05. Based on the figure above, the H1, H3, H4, H4a, and H6 are significant, but the H2 and H5 are not significant. To determine whether the hypothesis is significant or non-significant needs to analyze the P-value and T-statistic value. A significant hypothesis's P-value needs to be less than 0.05, and the T-statistic needs to be larger than 1.96, suitable for a two-tailed test. The H1 result is significant because its P-value is 0 and the t-statistic is 6.519. The H2 is non-significant since the P-value is larger than 0.184 and the T-statistic is 1.328.

The H3 is significant because the P-value is 0.025 and the T-statistic is 2.238. The H4 is significant because the P-value is 0 and the T-statistic is 18.721. The H4a is significant because the P-value is 0.023 and the t-statistic is 2.28. The H5 is non-significant because the P-value is 0.162 and the T-statistic is 1.4. The H6 is significant because the P-value is 0.008 and the T-statistic is 2.664.

The F-square is used to define the variables' effect size (Cohen,1988). According to Figure 4.8, it shows that H1 f-squared is 0.488, which means that it has a large effect in generating R-squared. H2 f-squared is 0.026, which means that it has a small effect in generating R-squared. H3 f-squared is 0.069, which means that it has a small effect in generating R-squared. H4 f-squared is 1.296, which means that it has a large effect in generating R-squared. H4a f-squared is 0.052, which means that it has a small effect in generating R-squared. H5 f-squared is 0.021, which means that it has a small effect in generating R-squared. H6 f-squared is 0.061, which means that it has a small effect in generating R-squared.

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		Sample mean (M)	Path coefficients (Std Beta)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decission	f-square	Path coefficients confidence interval 2.5%	Path coefficients confident intervals 97.5%
H1	USER EXPERIENCE -> PERCEIVED USEFULNESS	0.518	0.518	0.079	6.519	0	Significant	0.488	0.357	0.67
H2	DEVICE SPECIFICATION -> PERCEIVED USEFULNESS	0.155	0.156	0.117	1.328	0.184	Not significant	0.026	-0.09	0.368
H3	INTERNET CONNECTIVITY -> PERCEIVED USEFULNESS	0.259	0.253	0.113	2.238	0.025	Significant	0.069	0.046	0.488
H4	PERCEIVED EASE OF USE -> HYPER-PERSONALIZATION	0.754	0.751	0.04	18.721	0	Significant	1.296	0.67	0.827
H4a	HYPER-PERSONALIZATION -> PURCHASE INTENTION WITH TIKTOK SHOP	0.273	0.265	0.116	2.28	0.023	Significant	0.052	0.042	0.491
H5	PERCEIVED EASE OF USE -> PURCHASE INTENTION WITH TIKTOK SHOP	0.185	0.187	0.133	1.4	0.162	Not Significant	0.021	-0.086	0.431
H6	PERCEIVED USEFULNESS -> PURCHASE INTENTION WITH TIKTOK SHOP	0.309	0.31	0.116	2.664	0.008	Significant	0.061	0.065	0.524

Figure 4.8

Path Coefficient, t statistic, P value, and effect size.

4.4.3 Result of Indirect Effect

According to Table 4.2, the result of the indirect effect hypothesis shows that the device specification and internet connectivity will not significantly affect the purchase intention since the P-value is larger than 0.05 and the T-statistic is less than 1.96. But the perceived ease of use and user experience will directly affect the purchase intention since the P-value is less than 0.05 and the T-statistics are larger than 1.96 (Hair et al., 2022).

Table 4.2

Indirect effect

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
DEVICE SPECIFICATION -> PURCHASE INTENTION WITH TIKTOK SHOP	0.048	0.046	0.041	1.185	0.236
INTERNET CONNECTIVITY -> PURCHASE INTENTION WITH TIKTOK SHOP	0.078	0.078	0.045	1.747	0.081
PERCEIVED EASE OF USE -> PURCHASE INTENTION WITH TIKTOK SHOP	0.199	0.206	0.090	2.209	0.027
USER EXPERIENCE -> PURCHASE INTENTION WITH TIKTOK SHOP	0.161	0.164	0.074	2.172	0.030

4.4.4 R-square result

The R-square is used to explain the independent variables' combined effects on dependent variables (Hair et al., 2020). According to Table 4.3 shown that the R-square value for hyper-personalization is 0.564, indicating that 56.4% of the variance in hyper-personalization is explained. Perceived ease of use explains 56.4% of the variance. Perceived Usefulness R-square is 0.672, which means that 67.2% of the variance in Perceived Usefulness is explained. User social media experience, mobile device specification, and internet connectivity jointly explain 67.2% of the variance. Purchase intention with TikTok shop R-square 0.489, which means that 48.9% of the variance is explained. The combination of all variables explained 48.9% of the variance.

Table 4.3
R-square results

	R-square	R-square adjusted
HYPER-PERSONALIZATION	0.564	0.562
PERCEIVED USEFULNESS	0.672	0.667
PURCHASE INTENTION WITH TIKTOK SHOP	0.489	0.482

4.4.5 Conclusion

In conclusion, based on Figure 4.3 has shown the results of H1, H3, H4, H4a, and H6 are significant, but H2 and H5 are not significant. Besides that, the H2, H3, H4a, H5, and H6 have contributed a small effect to the R-square due to the smaller F-square value. But the H1 and H4 have contributed a large effect to the R-square due to the higher F-square value.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.0 Demographic

For the Chapter 4 findings that provide significant insights into the purchase intentions of Gen Z university students on TikTok Shops influenced by hyper-personalization. The data demonstrates that the most respondents which are Male respondents, it dominates the 51% (N=107). On the other hand, the Female respondents have contributed 49% (N=103) for the research. The research is focusing on Generation Z in Malaysia, and the university students aged at between 18 and 28 years old. Most of the respondents are between the ages of 21 and 26, they are pursuing at several education levels, such as bachelor's degree, Diploma, master's Degree.

5.1 Discussion of Major Findings

Table 5.1

Summary of the results of the hypothesis testing

Hypothesis	Result
H1: User Social Media experiences are having significant effect to perceived usefulness	Significant
H2: Mobile device specification has significant effects to perceived usefulness	Not significant
H3: Internet connectivity has significant effect to perceived usefulness	Significant
H4: Perceived ease of use has significant effect to purchase intention by using TikTok shop through Hyper-personalization	Significant

H5: Perceived ease of use has significant effect to purchase intention with TikTok shops	Not significant
H6: Perceived usefulness has significant effect to purchase intention with TikTok shop	Significant

5.1.1 H1: User Social Media Experiences are Having Significant Effect to Perceived Usefulness

The PLS-SEM analysis shows that the user social media experiences have significant effects to perceived usefulness. P-value is 0, and it is smaller than 0.05. The result is showing that user social media experiences will affect the perceived usefulness. According to Hyun et al (2021), the customers intentions to shop on a particular social media platform through social networking service (SNS) have been studied by several academics. For example, study Instagram users and claim that good opinions of Instagram and trust have a direct impact on their intents to shop socially. Additionally, perceived usefulness typically has a greater impact than any other factors related to platform perceptions. The study also shows that consumer perceived usefulness of web services will influences behavioral intention and service satisfaction. Our finding is supporting the hypothesis that user social media experiences will affect the perceived usefulness.

5.1.2 H2: Mobile device Specification Has Significant Effects to Perceived Usefulness

The PLS-SEM analysis indicates that mobile device specification has significant effects to perceived usefulness. P value is 0.184 which is bigger than 0.05. The result is showing that mobile device specification will not affect the perceived usefulness. According to Venkatesh et al (2012), the prior experience

that use the mobile device is more useful than mobile device specification. The consumer is more taking important to the prior experience, and the mobile device specification is just an extra benefit. The study shows that researchers observed that the operationalized habit directly affected the utilization of technology. In other words, if a person has developed a habit of using a technology, they will continue to do so even if they don't have a strong intention to do it. They may think that the prior experience is useful to them when they have a habit to use the technology. Our finding is supporting that the hypothesis that mobile device specification will not affect the perceived usefulness.

5.1.3 H3: Internet Connectivity Has Significant Effect to Perceived Usefulness

The PLS-SEM analysis is showing that internet connectivity has significant effect to perceived usefulness. P value is 0.025, and it is smaller than 0.05. The result indicates the internet connectivity will affect the perceived usefulness. Internet reliability and speed impact users' perceived usefulness of social networking services. According to Dalpiaz & Coll (2018), it mentioned that every person getting in-home care should be able to connect with their HCPs online by using the internet at any time of day or night. It means that the internet connectivity is very important to them for connecting with their HCPs online. They must have the internet to communicate with the other people at 24 hours a day and seven days a week. The internet connectivity is very useful to people when conducting the online activity. Additionally, the patient-to-doctor discussion has grown from a patient visiting a healthcare professional to hear from his professional judgment to a patient telling the healthcare professional what they have found online and what they need to know, they say, adding that more patients want to be in charge. Due to the internet connectivity, it was making reflection of patients' increasing initiative and voice. Our finding is

supporting the hypothesis that Internet connectivity will affect the perceived usefulness.

5.1.4 H4: Perceived Ease of Use Has Significant Effect to Purchase Intention by Using TikTok Shop through Hyper-Personalization

The PLS-SEM analysis is showing that perceived ease of use has significant effect to purchase intention by using TikTok shop through Hyper-personalization. P value is 0 which is smaller than 0.05. The result shows that perceived ease of use will affect purchase intention by using TikTok shop through hyper-personalization. According to Xinyu et al (2024), TikTok's powerful data analytics enable marketers to provide customized buying experiences, including live-streamed sales and one-click transactions, as well as targeted marketing. Personalized shopping experiences might make the buyer feel more at ease. For instance, TikTok's hyper-personalization allows users to purchase the brands they choose and have a personalized shopping experience with features like live streaming and one-click purchases. Our finding is supporting the hypothesis that perceived ease of use will affect purchase intention by using TikTok shop through hyper-personalization.

5.1.5 H5: Perceived Ease of Use Has Significant Effect to Purchase Intention with TikTok Shops

The PLS-SEM analysis indicates that perceived ease of use has significant effect to purchase intention with TikTok shops. The P value is 0.162 and it is bigger than 0.05, which means that perceived ease of use will not affect the purchase intention with TikTok shops. According to Hutagalung et al (2025), perceived ease of use has no significant influence on purchasing intention in

online platform. This occurs because of their seeming ease of use, internet shopping, courier, and transportation services are not the most straightforward for traditional customers to choose when making a purchase intention. There are also other options available to them, such taking normal transit, going shopping directly, or ordering food from nearby restaurants. This is the reason why they decide not to proceed with their purchases and simply give up on using the online application. Our finding is supporting the hypothesis that perceived ease of use will not affect the purchase intention with TikTok shops.

5.1.6 H6: Perceived Usefulness Has Significant Effect to Purchase Intention with TikTok Shop

The PLS-SEM analysis indicates that perceived usefulness has significant effect to purchase intention with TikTok shop. The P value is 0.008 and it is smaller than 0.05, which means that perceived usefulness has affecting to purchase intention with TikTok shop. According to Diyantari et al (2024), customers purchase intentions will rise due to TikTok's unique social e-commerce environment since it gives them the impression that their purchases would be beneficial and helpful. For example, TikTok promotes products through live broadcasting, which may be done online. Because live streaming provides thorough and transparent information about the products, people are more inclined to invest time in making purchases. It enables TikTok users to watch live streaming of products in real time, and people find it helpful when they have product information. Our finding is supporting the hypothesis that perceived usefulness will affect the purchase intention with TikTok shop.

5.2 Theory Implications and Practical Implication

5.2.1 Theory Implications

The theoretical implication of the research is that the study applies the Technology Acceptance Model (TAM) in the context of Purchase Intention in the TikTok shop. This research has contributed to a deeper understanding of how the influence of User Social Media Experience, Internet connectivity, Perceived ease of use through hyper-personalization, and perceived usefulness will significantly affect Purchase Intention by using TikTok Shop. In the study, the perceived ease of use will not significantly affect purchase intention by using TikTok Shop since the P-value is more than 0.05. But after adding hyper-personalization, the result has become significant, which means the hyper-personalization has acted mediating effect that will lead to the perceived ease of use through hyper-personalization, significantly affecting purchase intention by using TikTok Shop.

5.2.2 Practical Implications

The practical implications that can be used for the business sector through the research is they need to be focus on a new user-friendly policy, since the user's social media experience will significantly affect perceived usefulness. Besides that, offer offline browsing of video to let the consumer see, since the internet connectivity significantly affects perceived usefulness. Other than that, focus on investigating the Hyper-personalization since the hyper-personalization features have shown the result that will help the user more easily use the TikTok Shop. Furthermore, provide a feature that can help the consumer purchase in the TikTok Shop, such as AR features. Since the perceived usefulness will

significantly affect purchase intention by using TikTok Shop. Besides, focus on app performance, even if the application needs a huge storage, since the mobile device specification does not significantly affect perceived usefulness. Lastly, the businesses should not only focus on the ease of use of the application, but also focus on the hyper-personalization since the result of perceived ease of use does not significantly affect purchase intention, but when adding the hyper-personalization as a mediator but the result becomes significantly affected purchase intention by using TikTok Shop.

5.3 Limitation of Study

Based on the findings and implementations above, it indicates purchase intention of Gen Z university student over the TikTok shops facilitated by hyper-personalization. The first of the limitation is sample representativeness. Although students make up an important part of TikTok Shop's user base, they might not accurately represent the characteristics of the larger user group, which is made up of people of all ages, professions, and socioeconomic backgrounds. Due to this limitation, the results might not be fully applicable to the larger TikTok Shop group because a variety of socioeconomic and lifestyle factors frequently influence purchasing decisions.

Furthermore, the second of limitation is geographical and platform limitation. Since the research only focus on the TikTok shop users in a particular area. Potential variations between customer behavior across various geographies or cultural backgrounds are not captured by this limited focus. Additionally, the study is focusing only on TikTok shop misses out other well-known e-commerce platform like Shopee and Lazada, which can indicate different customer trends and enable insightful comparisions.

5.4 Recommendation

Future studies must make sure that the research sample is more demographically diversified to solve the limitation of primarily student respondents. The first of the recommendation is to solve this limitation is diversify the sample by including respondents from a variety of age groups, occupations, and income levels. The dataset would be larger, and the research could more accurately reflect the personal preferences and behaviors of the entire TikTok Shop user base, which has a more diversified demographic profile.

Besides that, future studies also need to investigations should expand the geographical scope of the study. The second recommendation is expanding the study's focus by comparing TikTok shop with other e-commerce platforms and collecting data from other geographic locations. These types of comparisons would show if customer behaviors were specific to TikTok Shop or general across platforms, as well as any possible regional or cultural variations in online buying patterns. Future study will lead to conclusions that are not only deeper but also more dependable and applicable to the larger context of e-commerce if the sample variety and study scope are expanded.

5.5 Conclusion

In conclusion, our study examines how purchase intention of Gen Z university student over the TikTok shops facilitated by hyper-personalization. This chapter also highlight our findings for researchers to help them benefits. This chapter also discusses the study's limitations and provides some recommendations for additional research.

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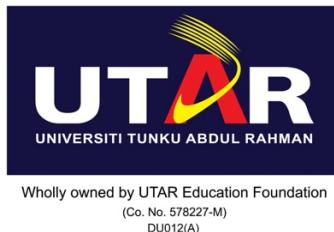
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APPENDIX

Appendix 1

Research Instrument



Greeting to all,

We are final year undergraduate students of Bachelor of Marketing (Hons), from Faculty of Business and Finance in University Tunku Abdul Rahman (UTAR) Kampar campus. As part of our research, we are conducting a research project on "**Purchase intention of Gen Z University students over TikTok shop facilitated by Hyper-Personalization**". This research aims to **(investigate the factor influence Generation Z purchase intention in TikTok Shop by using the Hyper-personalization as the mediator)**.

This survey will only take you approximately **10 minutes**, and all participation towards this survey are voluntary. Rest assured that all the responses collected will be used solely for academic purposes, and will be kept private and confidential. Thank you in advance for your time and cooperation in answering our questionnaire.

Your participation is highly appreciated.

For further inquiries, please contact us at **(limjunhao@1utar.my)**.

Yours sincerely,

Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by
Hyper-Personalization

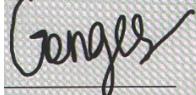
LIM JUN HAO (2106581)& KOH YI XIANG 2104302

Prepared by:

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Endorsed by:


Gengeswari

Dr. Gengeswari

Koh

KOH YI XIANG

Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by Hyper-Personalization

PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to collection, recording, storage, usage and retention of personal information.

Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-
 - For assessment of any application to UTAR
 - For processing any benefits and services
 - For communication purposes
 - For advertorial and news
 - For general administration and record purposes
 - For enhancing the value of education
 - For educational and related purposes consequential to UTAR
 - For the purpose of our corporate governance
 - For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan
2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.
3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.
4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form you hereby authorise and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.
2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfill our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
3. You may access and update your personal data by writing to us at 012-2120359 shiwen0525@utar.my..

Acknowledgment of Notice

[] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.

[] I disagree, my personal data will not be processed.

.....
Name:
Date:



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(Purchase intention of Gen Z University students over TikTok shop facilitated by Hyper-Personalization)

Instructions:

1. There are **TWO (2)** sections in this questionnaire. Please answer **ALL** questions in **ALL** sections.
2. Completion of this form will take you less than 10 minutes.
3. The contents of this questionnaire will be kept **strictly confidential**.

Voluntary Nature of the Study

Participation in this research is entirely voluntary. Even if you decide to participate now, you may change your mind and stop at any time. There is no foreseeable risk of harm or discomfort in answering this questionnaire. This is an anonymous questionnaire; as such, it is not able to trace response back to any individual participant. All information collected is treated as strictly confidential and will be used for the purpose of this study only.

I have been informed about the purpose of the study and I give my consent to participate in this survey.
YES (/) NO (/)

Note: *If yes, you may proceed to next page or if no, you may return the questionnaire to researchers and thanks for your time and cooperation.*

The Concept of TikTok shop

TikTok Shop is an integrated e-commerce app on the TikTok platform that allows users to browse and purchase items directly from in-app content. This unique shopping experience combines entertainment with online retail, enabling brands, content creators, and enterprises to promote their products through short-form videos, live streaming, and personalised recommendations.

Section A: Screening Questions

A1: Are you a TikTok user?

- a) Yes
- b) No (The questionnaire ends, thank you for your answer)

A2: Are you from Generation Z? (Born between 1997 and 2012)?

- a) Yes
- b) No (The questionnaire ends, thank you for your answer)

A3: Are you a University student?

- a) Yes
- b) No (The questionnaire ends, thank you for your answer)

Section B: Demographic Information

B1: What is your name?

Fill in the blank

B2: Age

- a) 18-20
- b) 21-23
- c) 24-26
- d) 27-28

B3: Gender

- a) Male
- b) Female

B4: What is your highest level of education?

- a) Foundation
- b) Diploma
- c) Bachelor's Degree
- d) Master's Degree
- e) Doctorate's Degree

B5: What is your current employment status?

- a) Student
- b) Self-employed

c) Company employee

B6: What is your monthly income or pocket money?

- a) Below RM1,000
- b) RM1,000 - RM2,000
- c) RM2,001 - RM3,000
- d) RM3,001 - RM4,000
- e) RM4,001 - RM5,000
- f) Above RM 5000

The following sections, which affect purchase intention to use, are covered in the sections that follow. Please select the most suitable option that represents how much you agree with each of the following statements.

Section C:

Social media experience

Please indicate your level of agreement with the following statements:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5
C1: I have used TikTok before.					
C2: I use TikTok every day for entertainment.					
C3: I have used TikTok for many years.					

Mobile Device Specification

Please indicate your level of agreement with the following statements:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

**Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by
Hyper-Personalization**

	1	2	3	4	5
C4: I prefer mobile devices with high RAM capacity for optimal performance.					
C5: Poor battery performance prevents me from watching videos on social media.					
C6: I will enjoy a larger display on the device.					

Internet connectivity

Please indicate your level of agreement with the following statements:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5
C7: The internet stability is very important to me for searching things.					
C8: I need a high-speed internet connection to use social media.					
C9: I need a stable internet connection to ensure that multiple devices connect seamlessly.					

Perceived usefulness

Please indicate your level of agreement with the following statements:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by Hyper-Personalization

	1	2	3	4	5
C10: I realised that TikTok can improve content discovery efficiency.					
C11: TikTok has helped to improve the quality of the Entertainment Experience.					
I find TikTok to be a useful source of entertainment.					

Perceived Ease of Use

Please indicate your level of agreement with the following statements:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5
C13: I feel at ease when using TikTok even as a beginner.					
C14: TikTok's features, such as the product search button, make it easy for me to explore items.					
C15: TikTok makes it easy for me to compare product prices.					

Hyper-personalization

Please indicate your level of agreement with the following statements:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by Hyper-Personalization

	1	2	3	4	5
C16: TikTok adjusts search results to match my behaviour.					
C17: TikTok interface changes based on my interests, such as entertainment.					
C18: I realised that TikTok always provides me with my favourite videos.					

Purchase intention by using TikTok shop

Please indicate your level of agreement with the following statements:

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	1	2	3	4	5
C19: I prefer to buy on the TikTok shop rather than in physical stores					
C20: I am willing to buy items that I see on the TikTok shop					
C21: I always think about making purchases on the TikTok shop					
C22: I plan to increase my online shopping activities on the TikTok shop					

End of Questionnaire

Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by
Hyper-Personalization

We are pleased to inform you that your responses have been successfully recorded. Contributions are essential to our study, and we appreciate your generosity.

Thank you again for taking the time to complete our survey. Your support in helping us expand academic understanding is much appreciated.

Thanks, and have an excellent day!

Appendix 2

Questionnaire for PRE-TEST

Research Title: Purchase intention of Gen Z university student over the TikTok Shops Facilitated by hyper-personalization

Please indicate how relevant the measurement item is to the respective construct. You can mark or circle your rating from 1 - not relevant, 2 - somehow relevant, 3 - quite relevant, and 4 - highly relevant.

Construct	Social Media Experience			
Measurement items	Scale			
Operational Definition	Social media experience is defined as the user have used of social media and the experiences associated with the social media that they used before			
1. I have used TikTok before.	1	2	3	4
2. I use TikTok daily for entertainment.	1	2	3	4
3. I have used TikTok for many years.	1	2	3	4

Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by
Hyper-Personalization

Additional comments (if any):

Construct

Mobile Device Specification

Operational Definition	Mobile device specifications can be formed by the specification of the operation system, CPU, and the memory or battery size				
Measurement items		Scale			
4. I prefer mobile devices with a high RAM capacity for best performance		1	2	3	4
5. Poor battery performance discourages me from watching videos on social media		1	2	3	4
6. I will more enjoyable on a larger display of device.		1	2	3	4
Additional comments (if any):					

Construct

Internet Connectivity

Operational Definition	Device's ability to connect to and interact with the Internet, allowing access to the World Wide Web, online services, and communication with other devices on the network.	
Measurement items		Scale

Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by Hyper-Personalization

7. The internet stability is very important to me for searching things.	1	2	3	4
8. I need a high speed of internet to use the social media.	1	2	3	4
9. I need a strong internet connection ensures that different devices connect smoothly.	1	2	3	4
Additional comments (if any):				

Construct

Perceived Usefulness

Operational Definition	Perceived usefulness is the extent to which a user believes that using a technology will improve their performance or productivity.			
Measurement items		Scale		
10. I realized that TikTok can improve the discovery content efficiency		1	2	3
11. TikTok has helping to improve the quality of Entertainment Experience		1	2	3
12. <i>I would discontinue use TikTok if I stopped finding helpful from TikTok</i>		1	2	3
Additional comments (if any):				

Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by Hyper-Personalization

Construct	Perceived Usefulness
Operational Definition	Perceived Ease of Use means people feel confident that a technology is simple, user-friendly, and easy to use for their everyday needs.
Measurement items	Scale
13. I feel easy when using TikTok even as a beginner	1 2 3 4
14. TikTok's features, such as the product search button, make it easy for me to explore items	1 2 3 4
15. TikTok is easy for me to compare prices of product	1 2 3 4
Additional comments (if any):	

Construct	Hyper-Personalization
Operational Definition	Hyper-personalization means making content with more personal by matching them to each user's likes and actions.
Measurement items	Scale
16. TikTok adjusts searching results to match my personal behaviour	1 2 3 4
17. TikTok interface changes based on my interests such as entertainment	1 2 3 4
18. I realized that TikTok which always provides me the favorite videos.	1 2 3 4

Purchase Intention of Gen Z University Student Over the TikTok Shop Facilitated by Hyper-Personalization

Additional comments (if any):

Construct

Purchase Intention by Ssing TikTok Shop

Operational Definition	Purchase intention on TikTok Shop means how likely people are willing to buy something they see, based on their interest on TikTok Shop.				
Measurement items		Scale			
19.I prefer to buy in TikTok shop rather than in physical stores		1	2	3	4
20.I am willing to buy items that I see on TikTok shop		1	2	3	4
21.I always think about making purchases on TikTok shop		1	2	3	4
22.I plan to increase my online shopping activities on TikTok shop		1	2	3	4
Additional comments (if any):					