

Clicks To Cravings: Sales Promotion and Platform Design Effects on Online Buying Behavior

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As one of the most widely visited e-commerce and retail platforms in Malaysia and a leading site across Southeast Asia, Shopee provides a suitable context for examining online buying behavior. This study examines how sales promotion, perceived convenience, perceived ease of use, and perceived usefulness affect design effects on online buying behavior. Data were obtained from 200 active Shopee users through a quantitative survey design using an online questionnaire with a five-point Likert scale. Results indicate that sales promotion significantly impacts both customer satisfaction ($\beta = 0.221$, $p < 0.001$) and buying behavior ($\beta = 0.399$, $p < 0.001$) and is the only factor directly driving purchases. Perceived convenience ($\beta = 0.441$, $p < 0.001$) and perceived usefulness ($\beta = 0.161$, $p < 0.05$) improve customer satisfaction but do not directly affect buying behavior, while perceived ease of use has no significant effect. These findings contribute to consumer behavior research in e-commerce and provide practical insights for online retailers to enhance engagement and sales through effective digital platform design and promotional strategies.

Keywords: Buying Behavior; Customer Satisfaction; Perceived Convenience; Perceived Ease of Use; Perceived Usefulness; Sales Promotion; Shopee

JEL Classification: M31; D12; L81

INTRODUCTION

Societies are experiencing important changes in this globalized era. They are facing the complexity of contemporary society in terms of social, culture, and economic aspects (Yusoff et al., 2020). Rapid technological advancement has reshaped how individuals live, work, and consume, presenting both opportunities and challenges for businesses and consumers. Digitalization has become deeply embedded in everyday life, influencing communication, employment, commerce, and service delivery. Prior studies highlight that the acquisition of digital skills and exposure to quality digital learning environments significantly enhance individuals' adaptability and perceived employability, underscoring the growth of importance of digital competence in modern economies (Kee et al., 2023a).

After the outbreak of COVID-19, e-commerce and digital delivery platforms emerged as widely adopted alternatives to traditional retail and in-person services. The pandemic accelerated online shopping and food delivery adoption, offering opportunities as well as challenges for businesses (Kee et al., 2021). For instance, food delivery apps such as GrabFood and local platforms in Malaysia leveraged COVID-19 conditions to optimize operations and attract new customers, demonstrating the dual effect of the pandemic on consumer behavior and business strategy (Lok et al., 2024). These shifts reflect broader patterns of digital transformation and changing internet behaviors, which have reshaped consumer expectations and organizational strategies (Mathur et al., 2025).

Shopee has emerged as the top e-commerce platform in Southeast Asia, experiencing substantial growth in its user base during and after the COVID-19 pandemic (Wong et al., 2024). In Malaysia, Shopee's success is largely driven by its effective use of digital technologies, user-friendly design, and data-driven promotional strategies. Studies on digital transition in Malaysia suggest that organizations face both technical and behavioral challenges when adapting to new digital systems, particularly in building trust and encouraging sustained user engagement (Lim et al., 2025). Customer satisfaction is an important factor in platform success, as evidenced in service industries such as airlines and food delivery, where service quality and responsiveness strongly influence repeat usage and loyalty (Maisarah et al., 2020; Kee et al., 2023b; Tan et al., 2025).

Existing research shows that website design elements, including perceived usefulness, ease of use, interface quality, and trust mechanisms, significantly affect consumer attention, satisfaction, and purchase intention. Digital trust has been identified as a key determinant of users' continuance intention across various digital platforms, including health and commercial technologies (Ng & Kee, 2025). In the e-commerce context, trust-enhancing features, such as safe payment systems, transparent information, and reliable service delivery, are essential for sustaining long-term customer relationships. Promotional strategies, such as vouchers, flash sales, and gamified features, further trigger engagement and reinforce positive shopping experiences (Madan et al., 2022; Yo et al., 2021; Kee et al., 2023b).

Despite the growing body of literature on e-commerce and digital platforms, many studies have examined design features, digital skills, or promotional strategies in isolation. Fewer studies have explored how these elements interact to influence consumer buying behavior within a specific platform and national context. Given evidence that digital transformation outcomes depend on the alignment between technology, user behavior, and organizational strategy (Mathur et al., 2025), there remains a need for integrated research that examines both design and promotional mechanisms simultaneously in shaping consumer decisions on e-commerce platforms such as Shopee in Malaysia.

Consumer buying behavior is the process through which individuals choose, purchase, and use goods and services to satisfy their needs and desires, encompassing stages such as evaluation, decision-making, and post-purchase behavior. In digital environments, these processes are further influenced by platform design, perceived value, trust, and satisfaction. Prior research demonstrates that satisfaction and trust are critical drivers of users' continuance intention and loyalty in digital systems (Ng & Kee, 2025; Lok et al., 2024). Understanding these mechanisms is therefore essential for both theory development and managerial practice.

Accordingly, this study aims to examine the impact of e-commerce design (perceived usefulness, ease of use, and convenience) and sales promotions on consumer buying behavior on Shopee in Malaysia, while also examining their influence on customer satisfaction. This research contributes by integrating insights from digital transformation, consumer behavior, and platform design literature. For practical purposes, it provides actionable guidance for online retailers to enhance user experience and engagement. Academically, it extends existing knowledge by offering platform-specific and contextually grounded evidence, thereby strengthening the understanding of how digital design and promotional strategies jointly shape consumer behavior in emerging digital economies.

LITERATURE REVIEW

An Overview of E-commerce

E-commerce refers to the electronic exchange of products and services via the internet. It includes purchasing and selling products and services online (Jain et al., 2021). The global pandemic has contributed to the e-commerce industry's development, integrating it into customers' everyday routines. E-commerce platforms allow customers to make purchases of products or services anywhere at any time (Afiat & Rijal, 2023). According to Raj and Gohain (2021), Malaysian e-commerce began to gain momentum about a decade ago, developing at a slow yet stable pace. The expansion of e-commerce was significantly facilitated by the development of technology. In the early 2000s, improved access to internet services and increased computer usage in households and workplaces acted as key drivers for online business development in Malaysia. Over time, more businesses have entered the online marketplace, offering a wide variety of products through digital platforms. By the late 2000s, the establishment of better e-commerce infrastructure further strengthened online retail activities, leading to the rapid popularity of online marketplaces worldwide. Additionally, the COVID-19 pandemic accelerated Malaysia's embrace of e-commerce, as movement restrictions encouraged consumers to shift toward online shopping, resulting in significant growth for the industry.

Overview of Shopee

According to Madan et al. (2022), Shopee is a mobile-friendly online marketplace that is optimized for mobile usage. Besides, it enables consumers to engage in efficient and seamless buying and selling activities. Shopee is largely acknowledged as one of the biggest and most frequently visited e-commerce and online retail platform in Malaysia and is considered as one of the largest comprehensive e-commerce platforms in both Malaysia and the broader Southeast Asian region. Its strong market position may be attributed to the effective use of digital marketing strategies, a wide range of promotional offerings, and an intuitive interface design. These factors have collectively contributed to Shopee's emergence as a dominant e-commerce platform in Southeast Asia, including Malaysia.

Hypotheses Development

Sales Promotion

Sales promotion is a crucial component of marketing, comprising a variety of intensive tools, some of which are temporary, intended to promote quicker or more substantial purchases of specific goods or services (Kotler et al., 2021). According to studies by Luo et al. (2021) and Miao et al. (2019), sales promotions have the potential to influence consumer behavior in typical retail environments. In the context of e-commerce, sales promotions such as price discounts, vouchers, cashback offers, flash sales, and bundle deals are widely used to attract customers and accelerate purchase decisions. Furthermore, in a recent study, an investigation was made to explore the impact of online bundle offers that affected customers' buying behavior. (Zafar et al., 2021). These promotional tools create a sense of urgency and excitement, which can encourage customers to make unplanned purchases. Other studies also show that sales promotion can increase customer satisfaction and loyalty if designed with the right strategy (Urošević & Dukić, 2024). Consequently, sales promotions play a critical role in shaping online buying behavior. As such, the following hypothesis is developed:

H1: Sales promotion has a positive effect on customer satisfaction toward Shopee.

H2: Sales promotion has a positive effect on buying behavior.

Perceived Convenience

Perceived convenience has been widely recognized as a key factor influencing online customer behavior (Wong et al., 2024). It refers to consumers' perception of how easy, efficient, and time-saving an online shopping platform is, including aspects such as ease of navigation, quick product search, checkout simplicity, payment flexibility, and overall usability. Traditionally, convenience in consumer behavior has been framed as a means of saving time and effort, thereby making the purchasing process smoother and less burdensome (Nurdianasari et al., 2025). The ease and fluidity of online shopping environments can reduce consumers' cognitive effort and subsequently increase buying behavior (Mutambik et al., 2024). Utilizing an online shopping platform is advantageous as it is practical and efficient during the transaction process. Furthermore, when convenience is combined with stimulating cues such as sales promotions, flash deals, and limited time offers, customers may be more prone to spontaneous buying behavior due to increased emotional responses (Ngo et al., 2024). Therefore, perceived convenience plays a significant role in improving customer satisfaction and positively influences consumers' buying behavior on online shopping platforms like Shopee. Therefore, the following hypotheses are proposed:

H3: Perceived convenience has a positive effect on customer satisfaction toward Shopee.

H4: Perceived convenience has a positive effect on buying behavior.

Perceived Ease of Use

Perceived ease of use refers to consumer's perception in assessing an item that is felt to have ease in operating it, which in turn influences their intention to use it to fulfil their needs (Saksono & Unturo, 2023). This means that customers will feel more satisfied with the simpleness and effortlessness of interaction offered by the system. Customers experience benefits such as smoother navigation and faster transaction processes. These advantages encourage consumers to shop online because the process is perceived as time-saving, effort-reducing, and cost-efficient, thus influencing their buying decisions. When customers find an e-commerce platform easy to understand and operate, they are more likely to develop a positive intention to use it, as the platform does not require extensive learning. Sawitri and Giantari (2020) claimed that the Shopee application's ease of use has a major impact on consumers' trust in Denpasar, Indonesia. In addition, customers are more willing to explore its features and intend to continue using the platform if a system is relatively easy to use, which eventually leads to higher

purchase intention and repeated buying behavior. Accordingly, the following hypotheses are proposed:

- H5: Perceived ease of use has a positive effect on customer satisfaction toward Shopee.
- H6: Perceived ease of use has a positive effect on buying behavior.

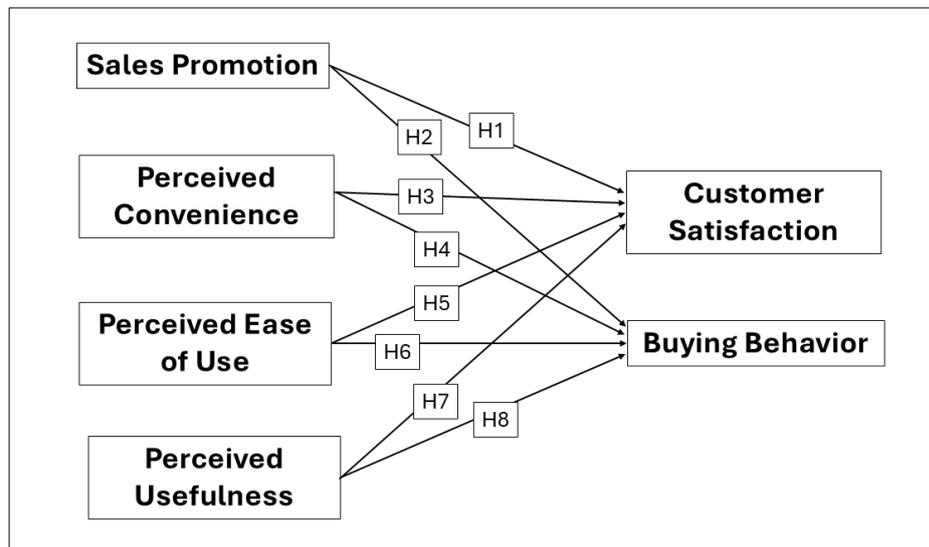
Perceived Usefulness

Perceived usefulness refers to the belief that using new technology can improve someone's performance (Saksono & Untoro, 2023). Belief on the benefits that can be gained from using technology tends to influence an individual to embrace it and continue using it. In the context of this study, perceived usefulness reflects how Shopee helps its customers in enhancing their shopping performance and achieving their goals. Consumers will perceive Shopee as useful once they get to experience satisfaction from Shopee's ability to meet their expectations effectively. The variety of options for customers to choose is to allow them to compare alternatives easily. In addition, providing customers with adequate and useful product information when deciding to make an online purchase decision helps reduce perceived risk. As a result, satisfied customers prefer to proceed with purchases and engage in repeat buying behavior. Several studies show that perceived usefulness has a positive relationship with customer satisfaction and buying behavior (Setiyanto & Syakir, 2019). Therefore, the following hypotheses are formulated:

- H7: Perceived usefulness has a positive effect on customer satisfaction toward Shopee.
- H8: Perceived usefulness has a positive effect on buying behavior.

Conceptual Framework

Figure 1. Research Framework



The hypotheses presented in Figure 1 constitute the proposed research framework of this study. The model illustrates the direct effects of sales promotion, perceived convenience, perceived ease of use, and perceived usefulness on customer satisfaction and buying behavior. These hypothesized relationships serve as the analytical foundation for examining how platform design attributes and promotional strategies shape consumer responses in the e-commerce context.

RESEARCH METHOD

Research Design

This study used a quantitative research approach, which is an online Google Form survey, to investigate the role of e-commerce design and sales promotion in buying behavior on Shopee. The online survey method allowed the researchers to reach a larger number of participants efficiently and gave respondents the flexibility to complete the survey at their convenience.

Sampling Method

To achieve sample diversity and representativeness, the survey link was distributed by research team members across various social and professional networks, including Facebook, WhatsApp, Telegram, and other online communities. This strategy aimed to include participants from different demographic backgrounds, such as age groups, education levels, and occupations, to increase the generalizability of the findings.

After removing incomplete or invalid responses, a total of 200 valid responses were retained for analysis. A total of 200 responses were considered adequate for multiple regression analysis, which requires a minimum sample size exceeding 10 observations per predictor variable. The responses were carefully reviewed to ensure data quality and accurately reflect the perceptions and behaviors of the target population. Overall, the online survey provided a practical and effective way to collect data, especially given the increased reliance on digital communication and the need for contactless methods.

Data Collection Method

The questionnaire was divided into two sections. Section A of the survey focused on collecting respondents' demographic information. Single-item questions were used to gather data on respondents' age, gender, ethnicity, annual income, highest education level, occupation, and location.

Section B of the survey included items related to the study's independent variables, which comprised e-commerce design factors (perceived usefulness, perceived ease of use, and perceived convenience) and sales promotion strategies. All items were adapted from previous research, specifically "The Influencing Factors of Customer Satisfaction: A Case Study of Shopee in Malaysia", to ensure validity and reliability. These questions were designed to capture respondents' perceptions and experiences while using Shopee and were assessed using a five-point Likert scale ranging from "1 = Strongly Disagree" to "5 = Strongly Agree."

The dependent variables, buying behavior and customer satisfaction, were measured through items assessing respondents' purchase frequency and general shopping tendencies on Shopee. By including independent variables, the study aims to investigate the direct effects of e-commerce design and sales promotion on both customer satisfaction and consumer buying behavior.

Data Analysis Method

The collected data were analyzed using SPSS software. First, descriptive statistics were used to summarize the demographic profile of the sample and the variable distribution. Next, correlation analysis was run to explore the relationships between the constructs. Finally, multiple regression analysis was conducted to test the hypothesized direct effects of the independent variables (e-commerce design factors and sales promotions) on customer satisfaction and buying behavior.

Ethical considerations were also addressed. Participation was voluntary, and respondents were informed that their data would be kept confidential. Data quality was ensured by reviewing responses for completeness and consistency.

RESULTS

Table 1. Summary of Respondents' Demographics (N=200)

	Response	Frequency	Percentage (%)
Age	18 - 25 years old	120	60
	26 - 30 years old	35	17.5
	31 - 35 years old	19	9.5
	36 - 40 years old	9	4.5
	41 - 45 years old	8	4
	46 - 50 years old	4	2
	Above 50 years old	5	2.5
Gender	Male	85	42.5
	Female	115	57.5
Ethnicity	Malay	69	34.5
	Chinese	85	42.5
	Indian	28	14
	Punjabi	7	3.5
	Iban	6	3
	Bidayuh	5	2.5
Annual Income	Below RM10,000	48	24
	RM10,001 - RM30,000	30	15
	RM30,001 - RM50,000	20	10
	RM50,001 - RM100,000	12	6
	Above RM100,000	4	2
	No Income	86	43
Highest Education Level	High school or equivalent	16	8
	Diploma	36	18
	Bachelor's Degree	125	62.5
	Master's Degree	20	10
	Ph.D. Degree	3	1.5
Occupation	Student	113	56.5
	Private Sector	41	20.5
	Government Sector	22	11
	Self-Employed	20	10
	Unemployed	2	1
	Retired	2	1
Location	Johor	10	5
	Kedah	9	4.5
	Kelantan	4	2
	Melaka	5	2.5
	Negeri Sembilan	8	4
	Pahang	6	3
	Perak	27	13.5
	Perlis	2	1
	Pulau Pinang	47	23.5
	Selangor	37	18.5

	Sabah	5	2.5
	Sarawak	10	5
	Terengganu	3	1.5
	Wilayah Persekutuan	27	13.5

Table 1 shows the demographic profile of respondents (N=200). Most respondents (60%) were aged between 18–25 years old. In terms of gender, most respondents were female (57.5%) compared to male (42.5%). The sample comprised multiple ethnic groups, with the largest proportions being Chinese (42.5%) and Malay (34.5%).

In terms of education, the majority of respondents held a bachelor's degree (62.5%). This pattern is consistent with the occupational profile, where a large proportion of respondents were students (56.5%). The annual income distribution further reflects this composition, with a substantial share reporting no income (43%), followed by those earning below RM10,000 annually (24%). This pattern is plausible given the high proportion of student respondents.

Based on geographic regions, the respondents were from various states across Malaysia, with the largest concentrations coming from Pulau Pinang (23.5%), Selangor (18.5%), followed by Perak and Wilayah Persekutuan (13.5% each).

Table 2. Descriptive Statistics. Cronbach's Coefficients Alpha, and Zero-order Correlations for All Study Variables

Variables		1	2	3	4	5	6
1	Sales Promotion	0.811					
2	Perceived Convenience	0.512**	0.769				
3	Perceived Ease of Use	0.520**	0.677**	0.772			
4	Perceived Usefulness	0.544**	0.600**	0.564**	0.721		
5	Customer Satisfaction	0.570**	0.697**	0.572**	0.584**	0.789	
6	Buying Behavior	0.521**	0.387**	0.332**	0.417**	0.391**	0.838
	Number of Items	3	3	3	3	3	3
	Mean	4.237	4.125	4.137	4.198	4.105	3.545
	Standard Deviation	0.723	0.674	0.687	0.666	0.702	1.047

Note: N=200; *p < 0.05, **p < 0.01, ***p < 0.001. The bold diagonal entries represent Cronbach's Coefficient Alpha.

Table 2 summarizes the descriptive statistics, reliability estimates, and zero-order correlations for all variables included in this study. All tested variables demonstrate high levels of reliability, with Cronbach's alpha values ranging from 0.721 to 0.838, exceeding the commonly accepted threshold of 0.70.

The mean scores indicate generally positive evaluations across variables, ranging from 3.545 (Buying Behavior) to 4.237 (Sales Promotion). Standard deviations vary between 0.666 and 1.047, suggesting moderate response dispersion. The correlation matrix further shows positive and statistically significant relationships among all variables ($p < 0.05$; $p < 0.01$), with correlation coefficients ranging from 0.332 to 0.697, indicating meaningful associations between the constructs.

Table 3. Summary of Regression Analysis

Variables	Customer Satisfaction	Buying Behavior
1 Sales Promotion	0.221***	0.399***
2 Perceived Convenience	0.441***	0.122
3 Perceived Ease of Use	0.067	-0.044
4 Perceived Usefulness	0.161*	0.151
R ²	0.566	0.304
F value	63.617	21.280
Durbin-Waston Statistic	2.040	1.612

Note: N=200; *p < 0.05, **p < 0.01, ***p < 0.001.

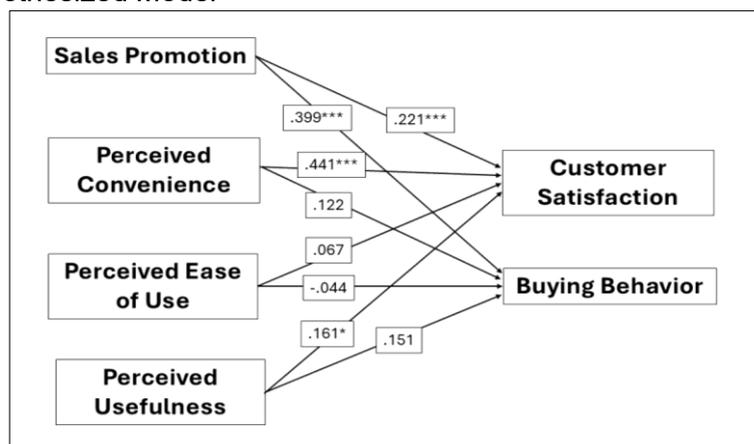
Table 3 reports the multiple regression results assessing the effects of sales promotion, perceived convenience, perceived ease of use, and perceived usefulness on customer satisfaction and buying behavior. The models explain a substantial proportion of variance, with R² values of 0.566 and 0.304, respectively.

For Customer Satisfaction, the regression model is statistically significant, with an R² value of 0.566. This implies that 56.60% of the variance in Customer Satisfaction is explained by the four independent variables. The model is further supported by a significant F value of 63.617 and a Durbin-Waston Statistic of 2.040, showing no significant autocorrelation. Among the variables, Perceived Convenience has the greatest positive impact on Customer Satisfaction ($\beta = 0.441$, $p < 0.001$). This shows that H3 is strongly supported. Sales Promotion also shows a positive and significant relationship with Customer Satisfaction ($\beta = 0.221$, $p < 0.001$). This shows that H1 is supported. In addition, Perceived Usefulness demonstrates a weaker but statistically significant effect on Customer Satisfaction ($\beta = 0.161$, $p < 0.05$), supporting H7. However, Perceived Ease of Use does not show a significant effect ($\beta = 0.067$, $p > 0.05$), which indicates H5 is not supported.

For Buying Behavior, the regression model demonstrates a moderate proportion of variance, with an R² value of 0.304. This indicates that 30.40% of the variance in Buying Behavior is accounted for by the four independent variables. The results show that the model is significant at the statistical level, with an F value of 21.280, and the Durbin-Waston Statistic of 1.612, suggesting acceptable independence of residuals. In this model, Sales Promotion acts as the only significant variable of Buying Behavior ($\beta = 0.399$, $p < 0.001$). This shows that H2 is strongly supported. In contrast, Perceived Convenience ($\beta = 0.122$, $p > 0.05$), Perceived Ease of Use (-0.044 , $p > 0.05$), and Perceived Usefulness ($\beta = 0.151$, $p > 0.05$), show no significant association with Buying Behavior in this model. This indicates that H4, H6, and H8 are not supported.

To provide a clearer overview of the tested relationships within the proposed framework, Figure 2 presents the hypothesized model along with the estimated path coefficients.

Figure 2. Hypothesized Model



DISCUSSION

The results of this study significantly contribute to the understanding of the role of e-commerce design and sales promotion in buying behavior in online shopping platforms, using Shopee as a case study. This section discusses the findings in relation to existing literature and research hypotheses.

H1 & H2: The Effect of Sales Promotion on Key Consumer Outcomes

The study confirms that sales promotion positively influences both customer satisfaction and buying behavior. Therefore, H1 and H2 are supported. This suggests that sales promotions are very important in shaping customers' responses on the Shopee platform. When customers are exposed to those sales promotions, such as discounts and vouchers, they are more likely to make purchase decisions and experience higher levels of satisfaction. However, sales promotion is the only significant variable that influences buying behavior. This indicates that customers will tend to make purchase decisions, including impulsive buying decisions when sales promotion activities increase. For example, sellers often increase the value and number of vouchers during some major shopping events like Shopee's 9.9 Sale.

These findings are consistent with prior studies. [Chang \(2017\)](#) states that aspects of consumer involvement and brand attitude precede purchase intention and sales promotion in order to foster a sense of participation and belonging among customers. This is because increased participation will increase the intention to buy, thereby making more suitable sales promotion strategies possible. Similarly, [Adela and Ababa \(2017\)](#) state that marketers have started using sales promotional tools to offer consumers an extra incentive to make purchase decisions. Sales promotion tools have a positive relationship with consumer buying behavior.

H3 & H4: The Effect of Perceived Convenience

The study supports the hypothesis that perceived convenience has a strong advantage effect on customer satisfaction but has no significant influence on buying behavior. Accordingly, H3 is strongly supported, while H4 is not supported. Among all the independent variables, perceived convenience demonstrates the strongest positive effects on customer satisfaction. This shows that customer satisfaction will increase substantially when they perceive the platform or service as convenient. For example, Shopee enhances convenience by providing features including quick navigation and a seamless transaction process. This could reduce the effort and time customers spend during shopping on Shopee and increase their satisfaction towards the Shopee platform. [Lemon and Verhoef \(2016\)](#) stated that convenience is a main variable of customer

satisfaction in e-commerce. Therefore, perceived convenience plays a vital role in shaping customer satisfaction.

However, the findings also reveal that perceived convenience does not significantly influence buying behavior. Perceived convenience does not motivate customers to make purchase decisions, although they highly value perceived convenience. Buying behavior is driven by other factors, such as sales promotions rather than perceived convenience alone. This aligns with similar findings indicating that while convenience enhances satisfaction, actual buying behavior is strongly caused by incentives rather than convenience alone (Hsu et al, 2012).

H5 & H6: Perceived Ease of Use and Its Importance

Study reveals that perceived ease of use does not have a significant effect on customer satisfaction. Therefore, H5 is not accepted. This is not a strong variable of customer satisfaction. This is because ease of use may already become a basic or expected feature for the Shopee platform. Hence, customers will only recognize it when the system performs poorly. As long as the system is running normally, perceived ease of use will not increase customer satisfaction. The prior study stated that user-friendly interfaces simplify decision-making to encourage platform adaptation and promote ongoing satisfaction (Chen et al., 2025).

However, in contrast to this study, our finding shows that perceived ease of use does not positively and significantly influence customer satisfaction. The study also confirms that perceived ease of use has no significant impact on buying behavior. Therefore, H6 is not supported. This suggests that customers are more likely to buy products when sales promotion activities are carried out. It does not directly drive their purchase decisions. This result is in line with an earlier investigation. Customer satisfaction is greatly influenced by perceived usefulness and simplicity of use, although repurchase intention is not immediately impacted in an e-commerce setting (Nuralam et al., 2024).

H7 & H8: Perceived Usefulness and Its Impact

The study confirms that perceived usefulness has a weaker but statistically positive outcomes on customer satisfaction, while it has no effect on buying behavior. Accordingly, H7 is supported, whereas H8 is not supported. This indicates that useful features, such as functional app design and the availability of helpful product information, contribute to customer satisfaction but are increasingly perceived as basic expectations rather than strong differentiating factors.

Consistent with this finding, prior studies have reported a limited direct influence of extrinsic benefits such as product diversity, cost, and ease of use on customer satisfaction and behavioral intentions (Setiyanto & Syakir, 2019). While Shopee's platform design supports consumers in searching for products and accessing relevant information, these features alone are insufficient to directly stimulate purchase decisions. Instead, perceived usefulness appears to play a supporting role, enhancing satisfaction while working in combination with stronger stimuli such as sales promotions, which are more effective in triggering impulse purchases. Although Lok et al. (2024) claim that by promoting happiness and trust, perceived usefulness might affect behavioral intentions, the findings of the present study suggest that its impact on satisfaction is relatively modest and does not translate into direct buying behavior. This may be because customers are already highly familiar with the Shopee platform and cause perceived usefulness to function as a hygiene factor. It is necessary for a positive experience, but insufficient on its own to motivate purchasing decisions.

Practical Implications

This study provides managers with practical insights to improve customer satisfaction and purchasing behavior. Firstly, sales promotions are the primary driver of buying behavior on Shopee. Marketing managers should design promotions that align with targeted consumer outcomes. Loyalty rewards, cashback, and membership benefits can enhance perceived value and encourage repeat purchases beyond short-term sales. However, excessive discounting may harm brand equity. To maintain perceived value, Shopee should balance monetary incentives with non-monetary incentives.

Secondly, perceived convenience strongly enhances customer satisfaction by reducing effort and time through various functions, such as quick navigation. While convenience alone does not directly drive purchases, it can indirectly support buying behavior when combined with promotions or value-added features, such as personalized recommendations and discounts. Marketing communications should also emphasize the platform's ease of use to reinforce satisfaction and facilitate buying choice.

Thirdly, perceived ease of use supports the overall user experience but does not directly influence satisfaction or purchasing behavior. Minimizing usability issues reduces frustration and increases consumer confidence in decision-making. Shopee should focus on value-added elements, such as fast checkout, clear promotion banners, and personalized recommendations, which indirectly support purchases when paired with promotional activities.

Lastly, perceived usefulness is considered a basic expectation for platform efficiency, including clear navigation, accurate product information, and reliable system performance. While it contributes modestly to customer satisfaction, it does not directly motivate purchase decisions. Its impact is maximized when integrated with promotional strategies such as clearly highlighting discounts, vouchers, and flash sales. This can reduce decision-making time, improve shopping efficiency, and indirectly encourage buying behavior.

CONCLUSION

This study provides a complete study of the main factors influencing customer satisfaction and buying behavior on online shopping platforms, using Shopee as the case study. The findings offer crucial insights into how sales promotion, perceived convenience, perceived ease of use, and perceived usefulness shape consumer responses in an e-commerce environment. While these factors collectively contribute to the overall shopping experience, the results indicate that their impacts differ in terms of both customer satisfaction and actual purchasing behavior. Notably, the findings suggest that not all factors exert a direct influence on buying behavior, highlighting the complexity of consumer decision-making in online retail settings.

Among the examined variables, sales promotion is the most influential determinant, making a significant and direct effect on both customer satisfaction and buying behavior. Promotional elements such as price discounts, digital vouchers, cashback offers, and limited-time deals were found to effectively stimulate purchase intentions while simultaneously enhancing customers' perceived value and satisfaction. This indicates that promotional strategies play a vital role by encouraging immediate transactional outcomes and fostering positive emotional responses toward the platform. Consequently, well-structured promotional campaigns are essential for short-term sales generation and also for sustaining long-term customer engagement and platform loyalty in a highly competitive e-commerce landscape.

In contrast, perceived convenience and perceived usefulness were found to significantly influence customer satisfaction but did not directly translate into increased purchasing behavior. Features related to convenience, including intuitive navigation, efficient checkout processes, flexible payment options, and responsive customer service are able to reduce the cognitive and physical effort required from users, thereby enhancing their overall shopping experience. Similarly, perceived usefulness is reflected in functional platform design, comprehensive product information, reliable search features, and effective order tracking systems. All these meet consumers' expectations for efficiency and reliability. However, while these factors contribute positively to satisfaction, they appear insufficient on their own to trigger purchasing decisions. Instead, their role may be more supportive, creating favorable conditions that enhance the effectiveness of promotional strategies when combined.

Perceived ease of use was found to have no significant direct effect on either customer satisfaction or buying behavior. This suggests that ease of use may function as a basic requirement or hygiene factor rather than a motivating factor. In other words, consumers expect online shopping platforms like Shopee to be easy to use and only notice this attribute when usability issues arise. While ease of use ensures a smooth, frustration-free interaction and prevents negative experiences, it does not independently motivate consumers to make purchases or increase their satisfaction levels beyond a certain threshold.

Overall, the findings indicate that sales promotions serve as the primary driver of buying behavior on Shopee, while perceived convenience, perceived ease of use, and perceived usefulness play complementary roles by enhancing customer satisfaction and supporting the effectiveness of promotional efforts. These results underscore the importance of adopting an integrated approach to e-commerce strategy where promotional initiatives are reinforced by a well-designed, convenient, and functional platform. From a managerial viewpoint, the study provides meaningful guidance for e-commerce retailers seeking to optimize customer satisfaction and purchasing outcomes. By prioritizing strategic promotional campaigns while maintaining high standards of platform usability and functionality, online retailers can better attract, retain, and convert customers in the increasingly competitive digital marketplace.

LIMITATION

Although this study gives actionable insights into customer satisfaction and buying behavior in online shopping platforms, there are some limitations that should be noted. First, the study adopts a platform-specific focus by examining Shopee as the research context. Although Shopee is a leading e-commerce platform in Malaysia, the findings may not be fully generalizable to other online marketplaces that operate with different business models, interface designs, or promotional strategies.

Second, this study is subject to geographical limitations, as the sample consists solely of Shopee users in Malaysia. Consumer behavior may differ between countries due to variations in cultural norms, income levels, digital literacy, and the maturity of e-commerce infrastructure. Consequently, the results may not be applicable to consumers in other regional or international contexts.

Finally, this study relies on self-reported data collected through questionnaires, which may be affected by response bias, including social desirability bias and recall inaccuracies. As a result, respondents' reported perceptions and behaviors may not fully reflect actual purchasing behavior on the platform.

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DECLARATION OF CONFLICTING INTERESTS

The authors confirmed that there are no potential conflicts of interest regarding the study, authorship, and/or publication of this article.

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