

Shopee: How Does E-commerce Platforms Affect Consumer Behavior during the COVID-19 Pandemic in Malaysia?

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ABSTRACT

Shopee is the largest e-commerce platform in Southeast Asia, continued to grow in Shopee users during the covid-19 outbreak. The Shopee platform not only facilitates consumers to purchase essential items during the pandemic, but it also assists sellers in showcasing their products and ultimately achieving online shopping success after offline stores were forced to close. Shopee provides a simple and convenient interface for customers to have a better online shopping experience. This study aims to examine how Shopee as an enormous e-commerce platform affects consumer behavior during the Covid-19 pandemic in Malaysia. A total of 100 Shopee users from Malaysia participated in this survey. The data is collected through an online questionnaire survey. The findings depicted that perceived usefulness is the most factor affected consumer behavior. Interestingly, we discovered that perceived price did not significantly influence consumer behavior. The findings provide new insights into user perceptions of Shopee and contribute to consumer behavior.

Keywords: Consumer behavior, COVID-19, E-commerce, Malaysia, Perceptions, Shopee

INTRODUCTION

The advent of COVID-19 has compelled the Malaysian government to implement stringent measures to curb the spread of the virus. This intervention has significant economic consequences. Concurrently, industrial output, demand and the supply chain were all impacted. As a result, the purpose of this study is to identify the characteristics of e-commerce platforms (Shopee) that influence consumer behavior during the COVID-19 epidemic. Consumer behavior is critical to a company success, as customer satisfaction and loyalty reflect the company's success (Singh et al., 2021). The e-commerce platforms have increased during the pandemic. Sellers and buyers switch from offline to online transactions and payment methods (Aryani et al., 2021). Consumers' expectations for online shopping have shifted. A survey can attest to the fact that two-thirds of Malaysians enjoy their shopping experience after Covid-19. Online payments are encouraged for e-commerce users. Therefore, banks can reach 79% of people to adopt fully cashless payment in the future (Jaafar, 2020).

Malaysia was a shopping paradise before Covid-19, attracting foreign tourists to Malaysia every year, particularly to the developed city of Kuala Lumpur. However, the enactment of the Movement Control Order (MCO) in 2020 has a direct impact shopping behavior of consumers. This order requires citizens to be self-quarantined at home and businesses closed during that time, and only those in critical industries are permitted to operate (Tang et al., 2020). The e-commerce platform has evolved as a result of the lockdown, which began with the spread of Covid-19. People who are confined to their homes must shop on e-commerce platforms to meet their daily needs. E-commerce sellers must consider which online products and services will meet customers' needs and desires and entice potential customers to place their first order while keeping loyal customers buying (Zhang et al., 2014). Some of the products in the global e-commerce economy are beauty, clothing, food and beverage, electronics, and other products (Afridi, Jan, Ayaz, & Irfan, 2021).

Shopee is a Singapore-based online e-commerce platform that is part of the Winter Ocean Group (formerly known as Garena), which was a company founded by Singaporean Chinese Lee Siu Tung in 2015. Shopee was first launched with two divisions, "Auction" and "Mall", and has expanded to Malaysia, Thailand, Indonesia, Vietnam, Philippines, and Taiwan. In 2015, Shopee launched a social-first, mobile-centric marketplace, allowing users to browse, shop and sell anytime, anywhere. It aims to make online shopping for sellers and buyers simple, convenient, secure and fast by combining the platform with logistics and payment cash flow support. Soon after, the shopping platform evolve from a mobile app to a website that competed with other fast-growing e-commerce sites like Lazada, Tokopedia and AliExpress. To differentiate itself, Shopee provided an online shopping guarantee via its own guaranteed service, Shopee Guarantee. Until then, the seller will be paid when the buyer receives the order. As a result, Shopee has grown rapidly since its inception in 2015. According to WargaBiz (2021), Shopee as the top e-commerce platform in Malaysia has over 60 million visitors per month. A wide range of products are available on the Shopee platform. Sellers can reach many potential customers worldwide as some countries use this platform.

According to the financial data released by Singaporean Internet group Sea Limited (Shopee's parent company), Shopee's GMV grew from \$4.1 billion in 2017 to \$17.6 billion in 2019, an increase of 329.3%; total orders grew from 245 million to 1.2 billion, an increase of 389.8% (Salim, 2021). According to information on Shopee's official website, Shopee is the No. 1 shopping app in Southeast Asia and Taiwan markets in

terms of total annual downloads, average monthly activity, and total hours of Android use in 2019.

Malaysia is one of the important markets for Shopee Southeast Asia cross-border e-commerce and its population continues to grow. Malaysia's population increased from 0.0681 billion in 1960 to 0.319 billion in 2019 according to the World Bank database. The population represents market demand, and Internet World Stats states that the number of Internet users in Malaysia reached 0.29 billion in 2019, representing approximately 89.6% of the total population. Both the continued population growth and an increase in the number of Internet users imply the growth of the e-commerce market potential (Zhang et al., 2021).

The Covid-19 outbreak as a double-edged sword is both an opportunity and a challenge for e-commerce to maximise its market performance (Kee et al., 2021). The Malaysian government implemented the MCO policy during the epidemic. Many offline consumers prefer online consumption because of its flexibility and cost advantages (Espinoza et al., 2021). For example, a series of equipment to combat the epidemic such as masks, face masks and thermometers suddenly sold out like hot cakes on the Shopee platform. Since the local supply could not meet the demand, many consumers must rely on cross-border e-commerce platforms to stock up. Accordingly, the prices of these products have skyrocketed. The best-selling product at the time was the mask, which was originally priced around RM1 and can be sold for five times or more. A variety of masks and peripheral products have entered the Shopee platform led by the powerful Made in China brand. Shopee is ahead of competitors because they recognise the importance of things that others do not, such as physical characteristics, EWOM and new features are rolled out regularly. SPayLater and ShopeeFood which launched in 2021, are among these features. This study examines six key variables to determine how Shopee affects consumer behavior during Covid-19.

LITERATURE REVIEW

Income

Income is the total amount of money, property and other transfers of value received by a person or entity over a period (Scott, 2022). In this study, income refers to the monthly salary or financial resources of a consumer. Income can influence a person's online purchasing behavior. Higher income also means having more disposable income, giving the consumer greater spending power and the ability to purchase more expensive goods. Consumers with low or moderate incomes are more likely to spend more of their limited disposable income on items that meet their daily needs, such as necessities. Likewise, consumers with higher incomes can buy more of their desired items more frequently. Consumers with lower income, however, can still benefit from discounts and free vouchers on Shopee. Products on Shopee are affordable because they are significantly cheaper than those sold by offline merchants (Ahmad et al., 2021). Previous research findings demonstrate that income has a positive impact on consumers' online purchasing behavior (Hu, Chen, & Davison, 2019; Kanchan, Kumar, & Gupta, 2015).

Perceived usefulness

Perceived usefulness refers to the degree to which a person subjectively perceives an increase in performance when using a particular system (Davis, Bagozzi, & Warshaw, 1989). This means that consumers will use Shopee if they perceive it to be useful to them, and vice versa. Perceived usefulness to consumers has a significant impact on Shopee's repurchase intention. Perceived usefulness to consumers has a significant impact on Shopee's repurchase intention. Consumers who use Shopee e-commerce will

have better perceived usefulness than traditional shopping and the willingness to repurchase on Shopee will increase (Wafiyah & Kusumadewi, 2021). Perceived usefulness refers to the ability to complete activities more quickly, optimise service usage and control the activities themselves (Purwaningdyah et al., 2021). When shopping malls, supermarkets and restaurants could not operate offline due to the epidemic, retailers preferred to display their products and services online while consumers chose to shop at Shopee. That is due to the wide range of products as well as its ease of use, simplicity and time-saving. The higher the consumer demand for Shopee, the higher the perceived usefulness. Perceived usefulness therefore positively influences consumers' online purchasing behavior (Akram, Fülöp, Tiron-Tudor, Topor, & Căpuşneanu, 2021).

Perceived Price

Price to the consumer is the amount of money that must be given up in order to obtain a good or service (Zhong & Moon, 2020). Perceived price is the consumer's perception of price, that is, the price of goods or services in the mind of the customer. Customer perception of price is influenced by many factors, including the price of similar products, the price of consumers' previous purchases, and consumers' perception of price (Thabit & Raewf, 2018). The perception of price is formed by both objective monetary prices and perceived non-monetary prices. The objective monetary price is the real price of the product, whereas the perceived price is the price encoded by the consumer. E-consumers make purchases based on their perception of pricing and the actual current price they considering, not the price stated by the marketer. Consumers are not always aware of or memorize the actual price of a product or service. They usually encode prices in a way that makes sense to them and only remember whether the price is 'cheap' or 'expensive' (Zeithaml, 1988). The most influential factor in a consumer's decision to buy an item is the product's price (Rizki, Hidayat, & Devita, 2019). Consumers tend to compare the current price of a product with the price at which they purchased it previously or to the price of similar goods (Nursiam, Yanissa, & Ariani, 2020). They may have a price threshold below which the item is deemed of low quality and a price ceiling above which it is considered unworthy of purchase (Kotler & Keller, 2016).

Perceived Ease of Use

Users have two main perceptions - perceived ease of use (PEOU) and perceived usefulness (PU) and while PEOU has a direct impact on PU (Sugihartono et al., 2020), it is primarily external variables, such as the design features of the system itself, that influence PEOU. These two perceptions also determine whether users have a positive or negative attitude towards the system. Perceived ease of use refers to "the degree to which a person believes that using a particular system would be free of effort" (Davis, 1989). Another saying is that the perception of ease of use is the degree of trust that individuals can use technology to free them from physical and mental effort. The easier the system is for users to use and the more convenient it is to use, the more popular the system will be. If consumers perceive advantages in using an e-shopping platform, they are more likely to shop online. Online shoppers do not have to visit retail stores and compete with other shoppers during peak hours or struggle to find enough parking spaces for their cars. As long as you have a specific purchase in mind, you can find it straight away with a little searching in the Shopee (Supriadi, 2019). On top of that, Shopee provides a variety of payment options, you can choose the most convenient for you to pay, all these advantages have greatly increased the desire of consumers to shop online.

Perceived Convenience

Convenience is a widely available and easy-to-buy consumer product (Utama et al., 2022). According to a recent study conducted by Bulacan, Co, Milan, and Fernandez (2022), price, time, trust, and convenience all have an impact on consumer online shopping behavior on Shopee. Customer-perceived convenience is an important factor driving them to choose online platforms over physical stores. Customer satisfaction stems from the convenience of an e-commerce platform with savings of time and money. This study measures convenience in terms of payment method, types of products and delivery services. The growth of online shopping has also successfully boosted the activity in online banking services, especially payment services (Alamanda, Wibowo, Munawar, & Nisa, 2021). Online payments enable cashless payments and reduce contact with others. Consumers are fond of the various payment methods used by e-commerce companies in Malaysia (Rasli, Khairi, Ayathuray, & Sudirman, 2018). Customers can quickly select the desired product due to the diversity of products on the e-commerce platform. They can make purchases at multiple stores at the same time without physically visiting each one. Fast and efficient delivery service has a beneficial effect on the users' purchasing decisions. Convenience is defined as a simple and quick online purchasing process that includes everything from ordering to receiving the product. The ease of purchasing online has increased its popularity (Wen, Satar Ishak, & Ating, 2020).

Perceived Trust

Due to the Covid-19 outbreak which lack face-to-face meetings, trust between sellers and buyers is an essential element for the development of e-commerce. It is critical for consumers, retailers and an e-commerce company to build long-term relationships (Pardede, Lapijan, & Pandowo, 2018). The product received differs from the product image and information displayed on Shopee can undermine consumer confidence in online shopping. For local merchants, cashless payments offer substantial advantages, including security and convenience (Kee et al., 2021). Consumers relied heavily on perceived trust in e-commerce platforms to conduct online transactions. Hence, consumers will have a favourable impression of the online shopping platforms (Madan et al., 2022). Shopee's policy should protect users' privacy and not disclose confidential customer data to third parties so that consumers do not have to worry about the safety of online shopping. The security of online payment needs to be guaranteed when Shopee users conduct online transactions with merchants (Juniwati & Sumiyati, 2020). Online retailers should provide consumers with trustworthy and valuable trust in order to increase their online shopping. This will ensure a directly proportional relationship between the trust and satisfaction of the individual who uses the product with the company (Lim, Fern, & Bhajan Singh, 2021).

RESEARCH METHOD

The researchers used two data sources, that is primary data and secondary data to gather data and information. First, an online survey was conducted using Google questionnaire form to collect the study data about consumer behavior towards Shopee during Covid-19 pandemic in Malaysia. We use questionnaires to collect data because the questionnaire is a popular data collection device that is simple to set up and administer (Pandey & Pandey, 2021). The survey was adapted from Madan et al. (2022). The third to seventh sections of the questionnaire use a five-point Likert scale, with respondents rating each option from 1 (strongly disagree) to 5 (strongly agree) for each option provided. The survey link was distributed via WhatsApp and Telegram to Shopee users in Malaysia. They share questionnaires with family, friends and students who have experience online shopping on Shopee. We received 100 total respondents in the survey.

Furthermore, the research adopted secondary data from journals, articles, published books and relevant websites to justify the research.

The researchers divided the survey into seven sections, including demographic variables, general consumer behavior variables and five variables of research that influence the customer behavior during the Covid-19 pandemic. Perceived usefulness, perceived price, perceived ease of use, perceived convenience and perceived trust are among the variables. We used descriptive analysis to analyze the data.

RESULTS

Table 1. Summary of Respondent's Demography (N=100)

Response	Frequency	Percentage (%)
Gender		
Female	56	56
Male	44	44
Age		
18-20	25	25
21-30	53	53
31-40	14	14
41-50	5	5
51 and above	3	3
Ethnicity		
Malay	34	34
Chinese	51	51
Indian	15	15
Occupation		
Employed	14	14
Self-employed	12	12
Student	68	68
Unemployed	6	6
Monthly Income Range		
No income	51	51
RM1,000 and below	15	15
RM1,001-RM3,000	19	19
RM3,001-RM5,000	12	12
RM5,001 and above	3	3

A summary of the respondent's demographic is presented in Table 1. The questionnaire had 100 respondents. The survey results show that more than half of the respondents were female (56%) and were aged between 21-30 (53%). Most of the 100 respondents were Chinese, accounting for 51% of the survey. In terms of occupations, 68% of those polled were students. Therefore, the majority (51%) have no monthly income.

Table 2. Summary of Consumer Behavior (N=100)

Response	Frequency	Percentage (%)
When do you start using Shopee?		
After Covid-19	36	36
Before Covid-19	64	64
How many times do you spend on Shopee each month?		
1-2 times	39	39

3-4 times	38	38
5-6 times	20	20
6 times and above	3	3
What is the payment method you often use on Shopee?		
Cash on Delivery	3	3
Cash Payment at Convenience Stores	3	3
Credit/Debit Card	14	14
Online Banking	24	24
ShopeePay	56	56
How much do you spend on Shopee each month?		
Less than RM50	15	15
More than RM201	15	15
RM101-RM200	33	33
RM51-100	37	37

Table 2 indicated the summary of consumer shopping behavior on Shopee during the pandemic. According to the survey, most of the respondents started using Shopee before Covid-19 with 64%. This means that consumers were using Shopee on a regular basis prior to the outbreak. 39% of respondents rarely spent money on Shopee, that is 1-2 times per month and 38% shopped through Shopee 3-4 times per month. More than half of those who responded chose ShopeePay as their payment method. ShopeePay has the following advantages: free shipping, lucky draw cashback, lead to faster and cheaper shopping. This creates Shopee's own shipping chain, reducing costs and increasing revenue. Next, 37% of respondents spend between RM51 and RM100. According to the data, 70% of consumers spend RM50-RM200 per month on Shopee, which proves that Shopee has a large market share in Malaysia.

Table 3. Factors that influence consumer behavior on Shopee during Covid-19 pandemic (N=100)

Factor	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Perceived Usefulness					
I can shop online on Shopee without time constraints.	46%	44%	9%	1%	0%
I can shop online on Shopee without geographical restrictions.	49%	34%	17%	0%	0%
I can buy various products from different stores with one payment.	48%	37%	13%	1%	1%
I experience an effective and efficient process of purchasing goods and services on Shopee.	52%	37%	9%	2%	0%
Perceived Price					
The product price offered on Shopee is cheaper than other e-commerce platforms (Lazada, ezbuy).	35%	46%	15%	3%	1%
Shopee offers discounts and promotions regularly.	39%	43%	14%	3%	1%

Shopee offers sufficient free shipping vouchers and coins cashback vouchers.	28%	40%	25%	4%	3%
Perceived Ease of Use					
The interface of Shopee is easy to understand and use.	39%	56%	5%	0%	0%
I can choose a satisfactory product through products' videos, photos, details and ratings.	39%	47%	13%	0%	1%
I can choose the payment method I want.	37%	49%	12%	1%	1%
I am proficient at online shopping with Shopee.	44%	43%	13%	0%	0%
Perceived Convenience					
I can use cashless payment.	38%	50%	10%	2%	0%
I don't have to meet with the seller to reduce the spread of the virus.	39%	43%	17%	1%	0%
Shopee offers a wide variety of products.	42%	42%	13%	2%	1%
Product delivery is efficient and fast.	40%	41%	18%	1%	0%
Perceived Trust					
The product displayed on Shopee is the same as the product received.	29%	42%	23%	6%	0%
Shopee offers courteous and reliable customer service.	35%	51%	13%	1%	0%
My personal information will not be revealed to third party.	42%	41%	15%	2%	0%
I feel secure with online payment methods on Shopee.	34%	43%	19%	3%	1%

Table 3 shows factors that influences most consumer behavior toward Shopee. The factors comprise perceived usefulness, price, ease of use, convenience and trust. The responses from the respondents are scaled from strongly agree to strongly disagree. The first section on table 3 shows that a majority of respondents (46%) strongly agree and only 1% of 100 respondents disagreed that they could shop online on Shopee without time constraints. We also discovered that four-fifths of the respondents (83%) confirmed that they can shop on Shopee with regard to their location. In these statements, Shopee users can shop online anywhere at any time, especially during the Covid-19 restrictions. A total of 48% of respondents agree and less than 2% strongly disagree that they can buy a variety of products from different stores with a single payment. For example, the consumer may purchase groceries and tools from Tesco and Mr D.I.Y. with once payment. Researchers found that over half of the respondents (51%) experience an effective and efficient shopping experience on Shopee. Consumers are pleased with the online shopping process from product selection until product acceptance.

For the perceived price, 81% of respondents believe Shopee is cheaper than other e-commerce platforms like Lazada and Ezbuy. The platform was launched in 2015 and is known for cheaper items than other e-commerce platforms, which may be the reason why Shopee is the preferred online shopping platform. Besides, more than 80% of

respondents agreed that Shopee offers regular discounts and promotions while 4% disagree. Shopee has its own exclusive rewards program, Shopee Coins. For instance, for every RM1 spend on Shopee, you get a gold coin. 100 coins can be redeemed for a RM1 discount. This is probably why 40% of the respondents agreed with the statement that Shopee provides a sufficient number of free shipping vouchers and coins cashback vouchers.

In terms of perceived ease of use, only 5% of respondents were unsure whether Shopee's interface is simple to understand and use, with 91% agreeing with this statement, indicating that Shopee's application interface was easy to use. 86% of respondents agreed that they could select products to their satisfaction by comparing products' videos, photos, details, and ratings across various online stores. Shopee accepts credit and debit card, cash on delivery (COD), online banking and ShopeePay as payment method. A very small percentage (2%) thought they could not choose the payment method they wanted on Shopee, while the majority strongly agree (37%) and agreed (49%) with this statement. None of the 100 respondents disagreed with the statement that they were knowledgeable about Shopee's shopping methods. The fact that 87% of respondents felt they were proficient in Shopee's shopping method. There is no denying that Shopee is a quick and easy application that allows users to search for products by category, brand, and location.

Based on the descriptive data in Tables 3, the vast majority of respondents (88%) agree or strongly agree to use non-cash payment methods on Shopee because it reduces the risk of theft or loss and keeps it safe. Furthermore, approximately 82% of respondents believe that they do not need to meet with sellers, reducing contact with others and thus reducing the spread of the virus. In terms of product diversity, 84% of respondents felt that Shopee provides a wide range of products. This shopping platform offers over 20 product categories to meet the various needs of customers. We also found that 81% of respondents agreed that product delivery is efficient and quick because the management of Shopee provides fast and efficient couriers, such as J&T Express and Shopee Express, to ensure that products are delivered on time.

Based on the perceived trust in Table 3, 42% of respondents agreed that the items shown on Shopee are the same as the products received, with no or minor differences, while 6% of respondents disagree. On the other hand, 86% of respondents felt that the customer service provided by the shop is both courteous and reliable based on previous shopping experiences. Regarding privacy, the majority of respondents (41%) strongly agreed with the statement "My personal information is not disclosed to third parties". Customer's personal information is protected and will not be sold to third parties for personal gain. In addition, more than three-quarters (77%) of respondents feel secure with online payment methods. Thus, transactions between buyers and sellers are safe.

DISCUSSION

The perceived usefulness is the most significant factor in consumer buying behavior on Shopee. As it turns out, more than 40% of the respondents strongly agree with the items based on perceived usefulness (time, geographical and product diversity). Most consumers can shop online at any time and from any location, whether they are eating, going to class, or taking a break from work. Everyone is eager to save time and spend the extra time on more valuable things. As a result, time-saving online platforms becomes the preferred options for customers (Al-Debei, Akroush, & Ashouri, 2015). From the consumer's point of view, online shopping will be more convenient than offline shopping, especially during Covid-19. This is because online shopping saves time in

selecting the products they want and the prices are more cost-effective compared to offline shopping. Most importantly, the product delivery during Covid-19 reduces human contact, which greatly reduces the chance of contracting a virus.

For perceived price, the study indicated that it had not significantly impact on consumer behavior during the Covid-19 pandemic compared to other perceptions. It has become a habit that products on Shopee are always cheap and affordable. Cheap products are no longer the primary motivator for customers to shop. From another point of view, cheaper price represents a lower level of quality, which means less interest and confidence to shop online (Calvo-Porrà & Lévy-Mangin, 2017). Shopee has reduced the number of free shipping and coins cashback vouchers available following policy changes that have a consumer behavior (Bulacan et al., 2022). A consumer is only offered three to four vouchers, but each voucher can be used to make maximum 3 purchases from different sellers in a single checkout. Consumers may prioritise product quality when deciding to purchase online.

The perceived ease of use influence consumer behavior toward Shopee. The majority of respondents vote that the interface of application is simple to use and operate. Shopee is a user-friendly application that allows customers to make purchases. Customers will feel more satisfied when they have a better shopping experience and vice versa (Johnson, 2021). Consumers can choose the best product based on photos, videos and merchants or users' ratings. Based on these features, they compared different products from different stores to purchase the most satisfying product. The various payment options on Shopee enables consumers to pay using their preferred payment method. ShopeePay becomes the main payment method for customers to pay on Shopee because it offers a lot of benefit to consumers (Wowor, Pangemanan, & Wangke, 2019).

The convenience of online shopping influences whether they would shop at Shopee, with factors such as product type, payment method and delivery time. It can therefore be known that the convenience of Shopee motivates the majority of respondents to shop at Shopee. They are motivated to use Shopee because the shopping process on Shopee is easy and quick, a wide range of products, and a variety of online payment options to choose from, and the shipping is efficient and can be delivered in a few days. All of this meets the needs and expectations of consumers very well. On the other hand, due to Covid-19 outbreak, offline shopping can expose customers to the chances of infection; unlike online shopping, where you do not come into contact with anyone during the purchase process, reducing the spread of the virus. This also increases the likelihood that consumers will shop on Shopee. In short, consumer behavior towards Shopee is influenced by convenience, which is considered one of the most important factors motivating customers to shop online (Neger & Uddin, 2020). The results above indicate that convenience perception has a positive effect on consumer behavior.

This demonstrates that respondents' purchasing behavior is influenced by the trust between sellers and buyers. Trust is a key factor in consumers' attitudes towards online shopping. Product quality, merchant service attitude, privacy and security are all factors that influence trust. When product promotion does not match the real thing, consumer perception on the website suffers and the website's reputation will be affected. While Shopee does a good job in this area, the product pictures are almost indistinguishable from the real thing as product quality is guaranteed. The attitude of the merchant's service can trigger different emotions in consumers, which ultimately affects their buying behavior. Most respondents believe that Shopee has a good service attitude and in this way, they are more willing to buy. This will enhance commitment and loyalty between consumers and merchants (Jian et al., 2021). In addition, privacy and security are widely

recognised as having a significant impact on trust and the formation of favorable attitudes toward future online shopping (Al-Debei et al., 2015). Privacy and security are well safeguarded. In summary, trust is positively related to consumer behavior, with higher levels of trust resulting in more positive attitudes toward online shopping sites.

CONCLUSION

In short, the advent of e-commerce has changed the traditional way of shopping beyond recognition. It creates new job opportunities and becomes a part-time job for students and single mothers. Although the platform was only launched in 2015, it has grown rapidly in comparison to Lazada, which was founded in 2012. Shopee has become customers' first choice for shopping. During the Covid-19 pandemic period, everyone chose to stay safe by shopping online. This not only increased the customer base for online platforms, but also allowed businesses to flourish. The pandemic also influenced people to switch their offline business to online platforms. As a result, e-commerce has upscaled during the pandemic and left an indelible mark on everyone. The impact has been so profound that people still prefer to shop online. In general, Shopee has a competitive advantage over other online shopping platforms.

Overall, data analysis proven that Shopee user behave very well. Perceived usefulness, perceived convenience, perceived ease of use and perceived trust are all positively related to consumer behavior on Shopee, while the perceived price is less so. The management of Shopee should emphasize market-specific features and market diversity to penetrate new overseas markets and expand the consumer base.

LIMITATION

This study acknowledges the limitations of its methodology, which will open opportunities for future research work. First, we were only able to collect a sample size of 100 respondents due to time constraints and slow responses. The findings revealed that the majority of respondents were aged 21 to 30, with other age groups having a much lower frequency. The results may not accurately reflect the true picture of the findings because most of them are still students and do not receive any income yet.

Another limitation of this study is that the reliability test, zero correlation test and regression test could not be performed on the proposed factors due to the lack of dependent variable. As a result, these factors may not significantly influence the consumer behavior toward Shopee. Future research can take into account other variables, such as the customer satisfaction to produce a better research paper.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest.

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