

Factors Influencing Online Shopping Behavior of Customers: A Case Study of an E-Commerce Platform

Tick Ying Heng¹, Rui Sin Ho², Herasiny A/P Pushpanathan³, An Yuan Hu⁴

Universiti Sains Malaysia^{1,2,3,4}

Jalan Sg Dua, 11800 Minden, Pulau Pinang, Malaysia

Corresponding Author: tickying@student.usm.my

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ABSTRACT

As time goes by, the advancement of technology has brought tremendous impact to all fields. Consumers' purchasing behavior has changed due to the existence of e-commerce. This study aims to examine the factors influencing online shopping behavior by conducting a case study on Shopee. This study was carried out through data collection by using a survey questionnaire and secondary data analysis and collection obtained from other sources such as online related websites. There were 150 Shopee users who responded to the survey. The results indicated that perceived convenience emerged as the strongest predictor ($\beta = 0.457$), followed by perceived ease of use ($\beta = 0.280$) and perceived trust ($\beta = 0.250$). Interestingly, perceived usefulness was not found to be a significant factor ($\beta = -0.055$). These findings suggest that online businesses should prioritize convenience, user experience (UX) design, and trust-building strategies. Further research could explore the reasons behind the unexpected usefulness result and cultural influences on online shopping behavior.

Keywords: E-Commerce; Online Shopping Behavior; Perceived Convenience; Perceived Ease of Use; Perceived Trust

INTRODUCTION

Online shopping has evolved in popularity in this era of rapid development, especially during the pandemic of Covid-19. This is due to the fact that it allows people to access it anytime and anywhere. In addition, online shopping provides more opportunities and information for consumers to compare prices, quality, products, or services provided by different sellers in a short time (Baliyan et al., 2022). Apart from this, online shopping behavior is regarded as the process and response of buyers to an e-commerce platform such as Shopee and Lazada through the use of the internet. For example, people will search, compare, and purchase goods or services through the platform.

E-commerce, often known as electronic commerce, refers to the purchasing and selling of goods and services, as well as the exchange of data or payments over an electronic network such as the internet. It is a powerful tool for narrowing the gap in global trade, allowing customers to access a variety of online retailers and purchase goods and services. E-commerce businesses can be operated through dedicated e-commerce platforms.

Nowadays, Shopee stands out as a leading e-commerce platform in Southeast Asia, focusing on digital financial services, digital entertainment, and of course, e-commerce. Established in Singapore in 2015 by Sea Company (Jaipong, 2022), Shopee has expanded to Malaysia, the Philippines, Thailand, Vietnam, Taiwan, and Indonesia. This online shopping platform empowers consumers to shop anywhere and anytime with trusted sellers. Shopee was launched as an app-based platform, specifically designed to build a social-first, mobile-centric marketplace. Initially starting with a consumer-to-consumer (C2C) business model, it has since evolved into a hybrid model that includes both C2C and business-to-consumer (B2C) transactions. To provide robust logistical support for both sellers and buyers, Shopee collaborates with more than 70 courier service providers. Additionally, Shopee offers an exclusive "Shopee Guarantee" service to enhance online shopping security. This service ensures that sellers receive payment only after buyers confirm receipt of their orders. It is a key differentiator that allows Shopee to compete effectively with other e-commerce platforms.

The rise of e-commerce has fundamentally changed how consumers shop. While the traditional definition of e-commerce focuses on the mechanics of buying and selling goods online (electronic networks, data exchange, etc.), it is important to understand the underlying reasons why consumers have gravitated toward this new shopping behavior. Therefore, considering the various factors that influence consumers' online shopping behavior, such as perceived usefulness, perceived ease of use, perceived convenience, and perceived trust, this study will undertake a case study on Shopee. The research aims to ascertain the factors that influence consumers' online shopping behavior on Shopee's platform, specifically investigating the relationship between perceived usefulness, perceived ease of use, perceived convenience, and perceived trust. Understanding the factors that drive user behavior can help Shopee refine its platform, features, and marketing strategies to better cater to customer needs and preferences. These insights can also benefit both sellers and consumers. Sellers can leverage them to optimize their product offerings and online presence on Shopee, while consumers can make more informed decisions when choosing a platform for their online shopping needs. More broadly, the research findings can inform best practices for the e-commerce industry as a whole. By highlighting the importance of building trust, user-friendliness, and convenience, the study can guide other e-commerce platforms looking to expand their reach and user base in Southeast Asia and beyond.

LITERATURE REVIEW

Perceived Usefulness

Perceived usefulness is defined by Hu et al. (2009) and Lai & Wang (2012) as the degree to which consumers believe an online website can significantly contribute value and efficacy to their overall online buying experience. Alternatively, according to Zhu et al. (2009), Liaw & Huang (2013), and Lim et al. (2022), perceived usefulness can be interpreted as an individual's belief that using a system will enhance their task performance. This concept influences customer online shopping behavior based on several factors, including the ease of finding products quickly, the ability to compare product prices across different shops, the availability of comprehensive and informative product and shop details, and the variety of options and product lines offered. An effective search engine allows customers to locate desired products quickly and within their budget.

Since online customers cannot physically inspect products, the disclosure of comprehensive product information significantly impacts their decision-making and purchase behavior. Customers who believe that technology simplifies tasks perceive the usefulness of an online shopping app when Shopee provides a wide range of products with detailed and valuable information about product specifications and stores. This, in turn, improves customer purchase behavior on Shopee.

According to Cho and Sagynov (2015), perceived usefulness refers to the efficiency and effectiveness of online shopping in helping customers achieve their goals. Customer satisfaction with the results of using online shopping, specifically on Shopee, encourages them to use the platforms more frequently, ultimately influencing their overall online shopping behavior. In essence, the perceived benefit of purchasing products on Shopee influences customers' online shopping behavior. Monsuwé et al. (2004) suggested that online shopping enhances one's performance and productivity in accomplishing tasks, leading to increased satisfaction with online shopping and a higher likelihood of repurchasing. Similarly, Ha (2020) argued that perceived usefulness affects customer online shopping behavior. Therefore, based on the preceding discussion, the hypothesis can be formulated as follows:

H1: Perceived usefulness has positive relationship with online shopping behavior of consumers.

Perceived Ease of Use

Perceived ease of use refers to consumers' perceptions of the simplicity of interacting with e-commerce platforms. Davis (1989) defined it as the extent to which someone believes that using technology will reduce the effort required to complete tasks. In the online shopping context, ease of use relates to customers' expectations that shopping on the internet will require minimal effort (Davis, 1989). A higher perceived ease of use for the application leads to a more positive customer attitude (Kee et al., 2022).

Customers expect a website to be easy to understand and navigate to avoid any difficulties. Compared to traditional shopping, online shopping offers a variety of language options, ensuring that customers from different ethnicities can understand the platforms easily. Additionally, various transaction methods are available to cater to diverse consumer needs. Online shopping also eliminates the need to wait for service; customers can choose their desired products and proceed to payment independently.

The more customers perceive the usefulness of online shopping, the more likely they are to trust it. In short, perceived ease of use reflects customers' perceptions of the online shopping process. When customers find an online shopping app or website easy to use, they are more willing to accept and trust this method of shopping. According to the Technology Acceptance Model (TAM) introduced by Davis (1989) and research conducted by Saleem et al. (2022), perceived ease of use is one of the factors directly and indirectly influencing customer online shopping behavior. Based on this discussion, the hypothesis can be formulated as follows:

H2: Perceived ease of use has positive relationship with online shopping behavior of consumers.

Perceived Convenience

The concept of convenience was first introduced by Copeland (1923) in marketing literature, defined as the extent to which a product's acquisition requires customer effort and time consumption. Yo et al. (2021) identified three components used to measure convenience: time efficiency, location flexibility, and purchasing process ease. Traditional in-store shopping requires physical visits to brick-and-mortar stores. To improve convenience in terms of time and location, factors like accessibility, visibility, and traffic come into play when choosing a store location. However, this only benefits customers within a specific area.

The invention of online shopping introduced a new way to acquire products. Kumar and Kashyap (2018) suggested that time constraints often lead customers to online shopping due to its convenience. Online shopping minimizes effort by eliminating physical queues for payment, ultimately enhancing the customer experience. Therefore, perceived convenience in online shopping refers to the degree of limitations and obstacles encountered by customers during the product acquisition process. Convenience exists when the benefits of online shopping outweigh the hassle involved. Consequently, perceived convenience is considered a non-monetary cost that influences customer online shopping behavior. Beauchamp and Ponder (2010) found a positive correlation between convenience and shopping behavior, regardless of whether it is online or offline. Based on this discussion, the hypothesis can be formulated as follows:

H3: Perceived convenience has positive relationship with online shopping behavior of consumers.

Perceived Trust

Perceived trust refers to a customer's expectation of a particular entity's behavior. Benevolence and integrity are defined as the principles that both the trustee (the platform) and the truster (the customer) should uphold, regardless of personal gain (Mayer et al., 1995). According to Pavlou (2003), perceived trust is a key factor influencing whether customers engage in online shopping. The very nature of online shopping, where customers acquire products without physically seeing them in a store, creates a challenge. This inability to inspect products firsthand leads to a higher degree of uncertainty and perceived risk for online shoppers.

In this context, a customer's perceived trust stems from their expectations regarding the products they purchase online. Jasil et al. (2022) argue that perceived trust is a critical determinant of online shopping behavior. Without trust, customers are less likely to participate in online shopping. Customers expect goods to be delivered within the promised timeframe, undamaged, and with all items listed in the product description included. When these expectations are met, customers are more likely to repurchase from the same platform. In summary, both perceived trust and customer expectations

regarding products significantly impact online shopping behavior and repurchase decisions. Dennis et al. (2014) emphasized the significant influence that perceived trust has on customer shopping behavior. Based on this discussion, the hypothesis can be formulated as follows:

H4: Perceived trust has positive relationship with online shopping behavior of consumers.

Online Shopping Behavior

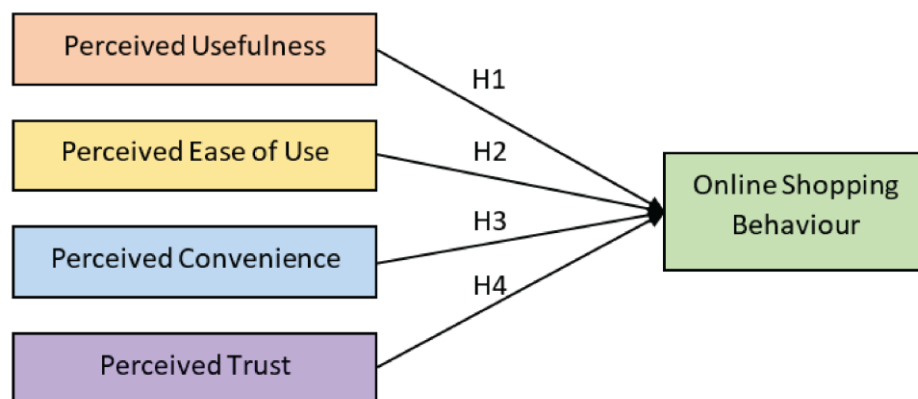
The advancement of technology has contributed to the rise of online shopping, which provides a platform for sellers and buyers to conduct business activities and acquire desired products (Solomon & van Klyton, 2020). Online shopping can be defined as the act of purchasing goods or services directly over the internet using a mobile app or web browser. It is a form of e-commerce. Sivanesan (2017) highlights that online shopping offers a variety of products and services, allowing consumers to compare offerings among different sellers and choose the best deals. Online shopping has become increasingly popular due to its time-saving convenience (Huseynov & Yildirim, 2016).

Online shopping behavior refers to the process of searching for, selecting, and purchasing products and services over the internet. This process shares similarities with traditional shopping behavior, typically involving five steps (Liang & Lai, 2000). When consumers identify a need for a good or service, they may browse the internet and search for relevant information. However, sometimes, consumers may be drawn to information about a product or service that fulfills an unrecognized need. Following this, consumers compare and evaluate available options, ultimately choosing the best deal for their needs. Finally, they complete the transaction. The number of online shoppers has steadily increased as people spend more time online (Monswé et al., 2004). Vender (2016) suggests that consumer behavior research can identify a general model of purchasing behavior that describes consumer decision-making processes.

Consumers often prefer online shopping over traditional methods due to its ease and comfort. However, each customer's experience can be unique, potentially positive, negative, or a combination of both. This variation is due to various factors influencing online shopping behavior, including perceived usefulness, perceived ease of use, perceived convenience, and perceived trust.

The theoretical background provided earlier has guided the development of the research model, which is shown in Figure 1.

Figure 1. Research Framework



RESEARCH METHOD

Sample and Procedure

The questionnaire of this survey was carried out by using Google Forms to conduct a detailed survey on Shopee customers to observe and analyze their online shopping behavior. A sample of 150 Shopee customers in Malaysia were surveyed for this study. The gathered data via Google Forms was then imported into IBM SPSS Statistics Software 26 for extensive analysis. Besides, secondary data such as reading materials like online websites and journals have been assessed as well.

Measure

This study employed a qualitative approach to analyze collected data and materials in order to determine and identify the factors that affect consumers' online shopping behavior. The factors were assessed using a five-section questionnaire distributed to participants. The questionnaire utilized a Likert scale ranging from 1 to 5, with 1 indicating "strongly disagree" and 5 indicating "strongly agree," to gauge customers' online shopping behavior.

The study examined various aspects of customer behavior related to Shopee, a popular online shopping platform. Demographic information such as gender, age, ethnicity, income, education, and occupation were collected through single-statement items. Shopee users were identified with a single-statement question. To assess customer satisfaction and online shopping preferences, a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) was used. The factors influencing this behavior were then evaluated using the same Likert scale, with each factor (perceived usefulness, ease of use, convenience, and trust) measured by a 5-item instrument. Finally, a separate Likert scale was used to gauge customer experience, intention, and willingness towards Shopee and online shopping in general.

RESULTS

Table 1. Summary of Respondent's Profile (N=150)

Response	Frequency	Percentage (%)
Gender		
Male	47	31.3
Female	103	68.7
Age		
18-25 years old	76	50.7
26 - 30 years old	26	17.3
31 - 35 years old	21	14
36 - 40 years old	14	8.7
41 - 45 years old	7	4.7
46 - 50 years old	3	2
Above 50 years old	4	2.7
Ethnicity		
Malay	30	20
Chinese	66	44
Indian	48	32
Others	6	4
Monthly Income		
Below RM1,000	50	33.3
RM1,000 - RM1,500	20	13.3
RM1,500 - RM2,000	16	10.7
RM2,000 - RM2,500	18	12

RM2,500 - RM3,000	16	10.7
Above RM3,000	30	20
Highest Education Level		
High school or equivalent	10	6.7
Pre-University	35	23.3
Bachelor's Degree	89	59.3
Master's Degree	12	8
Ph.D. Degree	4	2.7
Occupation		
Student	68	45.3
Employed	75	50
Unemployed	3	2
Retired	4	2.7

Table 1 summarizes the respondents' demographic characteristics. Out of 150 respondents, 68.7% (103 respondents) were female, and 31.3% (47 respondents) were male. The largest age group (50.7%) fell between 18 and 25 years old. These results suggest that Shopee is more popular among younger generations, particularly females. This might be because young people tend to be more familiar with online features and applications. The data was collected from respondents of diverse backgrounds. Approximately 44% identified as ethnic Chinese, 32% as ethnic Indian, 20% as ethnic Malay, and the remaining 4% belonged to other ethnicities. This survey indicates that Shopee is used by Malaysians of various ethnicities. Regarding income, one-third of the respondents (33.3%) reported a monthly income below RM1,000, while 20% reported an income exceeding RM3,000 per month. Over half of the respondents (59.3%) held a Bachelor's degree as their highest level of education. In terms of employment status, exactly half of the respondents were employed, while 45.3% were students. A small percentage (2.7%) were retired, and 2% were unemployed. Collecting data on these demographic characteristics helps ensure the findings are reliable and avoids the inclusion of fictitious information.

Table 2. Summary of Customer's Loyalty Towards Shopee (N=150)

Response	Frequency	Percentage (%)
Are you a Shopee's user?		
Yes	150	100.0
No	0	0

Table 2 summarizes customer loyalty towards Shopee based on data collected from 150 respondents. According to Wilson (1995), customer loyalty is defined as a customer's expectation of maintaining a relationship with a particular brand. A business can be considered on track to building customer loyalty when it fosters repurchase behavior (Wilson, 1995). The survey results show that 100% of the respondents are Shopee users, which enhances the survey's accuracy and precision. This is because all respondents were basing their answers on their own experiences using Shopee.

Table 3. Summary of Customer's Satisfaction Towards Shopee (N=150)

Response	Frequency	Percentage (%)
How often are you purchasing on Shopee per month?		
None	5	3.3
1 - 2 times	82	54.7
3 - 5 times	40	26.7
6 times and above	23	15.3
How long have you been using Shopee?		

Less than a year	30	20
1 - 2 years	50	33.3
2 - 3 years	39	26
3 years and above	31	20.7
What types of products do you usually shop on Shopee? (May pick more than 1 choice)		
Women Clothes	66	44
Men Clothes	31	20.7
Health & Beauty	57	38
Mobile & Accessories	77	51.3
Baby & Toys	22	14.7
Watches	45	30
Home & Living	75	50
Home Appliances	59	39.3
Women's Bags	48	32
Men's Bags & Wallets	23	15.3
Muslim Fashion	23	15.3
Computer & Accessories	68	45.3
Groceries & Pets	57	38
Sports & Outdoor	54	36
Women Shoes	45	30
Men Shoes	18	12
Fashion Accessories	64	42.7
Games, Books & Hobbies	53	35.3
Automotive	27	18
Tickets & Vouchers	31	20.7
Travel & Luggage	23	15.3
Gaming & Consoles	28	18.7
Cameras & Drones	18	12
ShopeeFood - Online Food Delivery Service	50	33.3
Others	10	6.7
How much do you usually spend on Shopee per month?		
Below RM100	60	40
RM101 - RM500	51	34
RM501 - RM1,000	23	15.3
Above RM1,000	16	10.7

Table 3 presents customer satisfaction data collected from Shopee users. Customer satisfaction reflects a customer's happiness with a company's products or services. It helps companies improve their offerings to better meet customer needs (Rane et al., 2023). The overall results are explained as follows.

High Purchase Frequency on Shopee

The survey reveals a high frequency of Shopee usage among respondents. Over half (54.7%) purchase from Shopee 1-2 times per month, while another 26.7% purchase 3-5 times monthly. Only 3.3% of respondents never buy from Shopee. This data suggests that Shopee is a popular shopping platform in Malaysia.

Customer Loyalty and Usage Patterns

Customer satisfaction is further evidenced by user loyalty. The largest group of respondents (33.3%) have been using Shopee for 1-2 years, followed by 26.0% who have used it for 2-3 years. These findings suggest that customers are satisfied with Shopee and continue using it as their preferred shopping platform. Several factors likely

contribute to Shopee's customer satisfaction. First, Shopee sellers offer a wide variety of products, including daily necessities. Second, Shopee frequently runs promotions, and they provide multiple delivery options.

Popular Product Categories

Respondents were allowed to select multiple options when asked about their typical Shopee purchases. Mobile & Accessories (51.3%) and Home & Living (50.0%) were the most popular categories, indicating that users spend a significant portion of their Shopee budget on everyday essentials. Men's Shoes and Cameras & Drones (both 12.0%) were the least chosen options, suggesting potentially lower interest in purchasing these categories online.

Spending Habits on Shopee

The survey also explored spending habits on Shopee. Forty percent (40.0%) of respondents spend less than RM100 per month, while 34.0% typically spend between RM101 and RM500. This data indicates that Shopee offers products and services in various price ranges, allowing customers to find budget-friendly options. Overall, the results suggest customer satisfaction with Shopee's pricing strategy.

High Customer Satisfaction

In conclusion, customer satisfaction with Shopee appears to be high. Customers frequently repurchase from Shopee and may even recommend it to others. Research suggests that high customer satisfaction can lead to increased customer retention.

Table 4. Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-order Correlations of All Study Variables

Variables		1	2	3	4	5
1.	Perceived Usefulness	0.872				
2.	Perceived Ease of Use	0.825***	0.870			
3.	Perceived Convenience	0.705***	0.706***	0.911		
4.	Perceived Trust	0.696***	0.799***	0.561***	0.897	
5.	Online Shopping Behavior	0.670***	0.756***	0.756***	0.691***	0.929
Mean		4.709	4.700	4.813	4.499	4.728
Standard Deviation		0.48	0.52	0.42	0.71	0.54
No. of Items		5	5	5	5	4

Note: N = 150; *p < .05, **p < .01, ***p < .001. Diagonal entries indicate Cronbach's coefficients alpha.

The descriptive statistics, Cronbach's coefficients alpha, and zero-order correlations of all study variables are presented in Table 4 above. The correlation between variables was assessed utilizing Pearson product-moment correlation. Cronbach's coefficients alpha is a scale assessment used to indicate the interreliability of items evaluating the variables which are perceived usefulness, perceived ease of use, perceived convenience, and perceived trust. The internal reliability and consistency were ascertained utilizing Cronbach's Alpha Value, with Hair et al. (2010) recommending a minimum threshold of 0.7.

The result of the findings shows that the coefficient alpha value of the four variables studied ranged from 0.870 to 0.911. According to Taber (2017), alpha values were regarded as outstanding (0.93-0.94), strong (0.91-0.93), and dependable (0.84-0.90). As a result, the four perceived components are regarded as having high internal consistency dependability, suggesting that all variables are reliable and consistent.

Table 5. Summary of Regression Analysis

Variables		Online Shopping Behavior
1.	Perceived Usefulness	-0.055
2.	Perceived Ease of Use	0.280**
3.	Perceived Convenience	0.457***
4.	Perceived Trust	0.250**
R ²		0.684
F Value		81.774***
Durbin-Watson Statistic		1.659

Note: *p < 0.05; **p < 0.01; ***p < 0.001.

The regression analysis result is shown in Table 5. The independent variables considered included perceived usefulness, perceived ease of use, perceived convenience, and perceived trust whereas the dependent variable was online shopping behavior. As per the regression analysis, perceived convenience (0.457***), perceived ease of use (0.280**), and perceived trust (0.250**) statistically substantially predict the dependent variable which is online shopping behavior. The customers' online shopping behavior is revealed that it significantly positively correlated with perceived convenience, followed by perceived ease of use, and perceived trust with beta values of 0.457, 0.280, and 0.250. Thus, the result implies that H2, H3, and H4 are valid hypotheses. Negative value of 0.055 of perceived usefulness implies negative correlation of perceived usefulness with the dependent variable, online shopping behavior, therefore, H1 is not a valid hypothesis.

The R² value, also known as the coefficient of determination, is used to assess the variability of the dependent variable, as presented in Table 5. It implies that the regression model's independent variables adequately reflect the variance of the dependent variable. The R² of 0.684 indicates that the independent factors account for 68.4 percent of the variability in the dependent variable. The F value of 81.774, p<0.001, stated in the table reflects that the overall regression model fits the data well. The value of the Durbin-Watson Statistic is 1.659 which ranged between 0 to 2 points implying positive autocorrelation. In summary, according to the research, with the greatest beta value (0.457), perceived convenience is revealed to be the main key factor influencing online shopping behavior of customers, followed by perceived ease of use and perceived trust with a beta value of 0.280 and 0.250.

DISCUSSION

According to the research findings, it reveals that perceived convenience is the dominant factor influencing the online shopping behavior of customers nowadays. Tan et al. (2020) implied that the increment in customers' online shopping behavior is because of its convenience. Nowadays, people living in a fast-paced world, overstimulating and overscheduling have become common appearances, therefore leading to the rise in customers' desire for convenience. The consumer's desire to save time and effort on shopping is primarily driven by a lack of available time. Borderless e-commerce provides a worldwide platform for customers to shop wherever and whenever they want (Hofacker 2001) and even purchase products from overseas with a few clicks as customers are freely accessible to the platforms regardless of the restriction of mobility (Rohm & Swaminathan, 2004). Customers find Shopee convenient to use as Shopee enables customers to purchase desired products whenever and wherever the customers are regardless of the time, the location. Shopee provides the accessibility and visibility of their desired product during their purchase and their product delivery. Therefore, Shopee shall continue to contribute effort in increasing the convenience factors. To enumerate,

Shopee may set up physical stores and bazaars for customers to visit if they wish to have a greater insight of the products.

Moving on, perceived ease of use is also found positively correlated with the online shopping behavior of customers. According to Kotler and Keller (2022), customer experiences during the buying process affect customers' repurchase intention and loyalty. As such, the findings reveal that perceived ease of use contributes to the online shopping behavior of customers. Shopee is found to be user-friendly as it provides various options when it comes to language, desired products, price, etc. Malaysia as a multiracial and multicultural country has different ethnicity of residents. Variety of languages leads to high acceptance of customers towards Shopee in Malaysia as the language barrier does not exist to refrain customers from purchasing products by using Shopee. Customers face no obstacles in using Shopee enhancing customers' experience in using Shopee. The navigation panel and user interface are important in designing applications and software as they affect the user's willingness to use the application (Childers et al., 2001). Mehmood and Najmi (2017) claimed that transaction convenience affects customers' online shopping behavior. With more variety of transaction methods available, customers face fewer constraints refrain to conduct online shopping behavior. Therefore, perceived ease of use has positive relationship with the online shopping behavior of customers which shall be one of the elements focused by Shopee in order to achieve sustainable development.

The findings also indicate that perceived trust is one of the key factors influencing the online shopping behavior of customers. Customers anticipate their purchased products to arrive on schedule and in good condition without any unpleasant circumstances occurring. Furthermore, the complexity of return procedures for unsatisfactory products influences customers' online shopping behavior. In virtual shopping, customers' trust can be achieved by increasing their confidence in the sellers and products. To enumerate, sufficient information which is identical to the products shall be provided to increase customers' insight into the products and avoid potential conflict and arguments between sellers and buyers (Koufaris & Hampton-Sosa, 2004). Shopee shall contribute to the improvement initiative by providing guidance to sellers in describing their products. Customers' reports and feedback regarding the sellers shall be taken into account seriously and immediate actions shall be conducted to prevent sellers who are found deceiving customers.

Interestingly, the analysis found that perceived usefulness is rather negatively correlated with online shopping behavior although several research conducted showed positive relationship of it. Thus, Shopee should continue to improve its perceived usefulness. Shopee should provide more images of the products along with information regarding the description of the product and should encourage their consumer to write reviews from time to time. It is proposed that Shopee should observe the competitive advantages of their competitors, such as equipping big brand products in their application. As a result, Shopee may incorporate these features into its app to improve service performance and, ultimately, sustain consumers' online shopping behavior to stand out from the crowd. In contrast, no images of the products, information, and specifications of the product, reviews from other consumers, or search engines reach a significant level with Shopee consumers' online shopping behavior. However, it is suggested that Shopee give importance to the restructuring marketing strategy by effectively using marketing communication tools. Moreover, the findings prompted a necessary message to Shopee that in the competitive industry, it is important to provide the best quality of service. Shopee must first recognize the significance of perceived usefulness in fostering a positive view of consumers' online shopping behavior. Increased perceived usefulness will eventually influence customers' online shopping behavior towards Shopee.

CONCLUSION

This study sought to understand the factors influencing online shopping behavior, specifically focusing on user perceptions of Shopee, a popular e-commerce platform. While all participants were Shopee users, the research aimed to go beyond loyalty and investigate the underlying reasons for their continued use. The findings unveiled a hierarchy of crucial elements shaping online shopping behavior. Perceived convenience, with a beta value of 0.457, emerged as the most significant driver. This suggests that features that streamline the shopping process, such as intuitive interfaces and diverse payment options, are paramount for online businesses. Following closely behind were perceived ease of use ($\beta = 0.280$) and perceived trust ($\beta = 0.250$), highlighting the importance of an effortless user experience and fostering trust through transparent practices. Interestingly, perceived usefulness did not hold a statistically significant influence ($\beta = -0.055$). This unexpected result warrants further investigation.

These findings offer valuable insights for online businesses like Shopee, and potentially the broader e-commerce landscape. By prioritizing features that enhance convenience and user experience (UX) design, businesses can create a frictionless shopping journey that fosters customer satisfaction and loyalty. Similarly, building trust through transparent practices, such as clear product descriptions and secure payment gateways, becomes critical for success. Further research delving into the reasons behind the unexpected usefulness result could be highly beneficial. Exploring how cultural factors and demographics influence online shopping behavior could provide an even deeper understanding. By examining these variables in detail, online businesses can tailor strategies to effectively capture and retain customers, ensuring their long-term success within the ever-evolving e-commerce marketplace.

LIMITATION

Nonetheless, identifying the limitations of this research could be beneficial to future researchers. The first limitation is that the data was collected online using Google Forms while the Covid-19 pandemic phase was still active. The researchers distributed the Google Forms link through the researchers' social media such as WhatsApp, Telegram, Facebook, Instagram, etc. The majority of respondents are in the researchers' age group, which ranges from 18 to 25 years old, which may limit the generalizability of this study to all Shopee users because the respondents are young adults and the age group is unequal. In addition, it is extremely challenging to get more responses because many participants were completely disinterested in responding to an online questionnaire. Moreover, it was incredibly hard to receive additional responses within the time constraints. The second limitation is the accessibility and affordability of internet access to fill out the responses via Google Forms. Respondents may simply fill in their answers without reading the questions as they did not have enough internet access to load the Google Forms. The third limitation is the questionnaire uses self-report measures such as Likert scale of 1 to 5 and the likelihood of response biases such as social desirability, personal prejudices, acquiescent responding, and so on cannot be tracked. However, the present study is only aiming at a few factors. As a result, the aforementioned point can be included in future research. Future researchers should avoid using leading questions and only target the appropriate Shopee users. In relation to future research, it is suggested that the study should include other variables such as perceived value and customer loyalty. This study provides important insights into Shopee customers' online shopping behavior. In short, the study's findings offer managers guidelines for better understanding organizational behaviors, specifically how to improve customer behavior toward online shopping.

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DECLARATION OF CONFLICTING INTERESTS

The Author(s) declare(s) that there is no conflict of interest.

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