

The Influence of Shoppe on Consumer Behavior: A Case Study in Malaysia

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The increase in the number of Shopee apps in the second quarter of 2021 marks Shopee as a leading Malaysian e-commerce market. Shopee provides good value, the best quality, convenience and security when consumers experience the app. This paper aims to look into factors that influence consumers' behaviors towards online shopping using the Shopee app. This paper also assesses customer satisfaction regarding the service that had been provided. A total of 100 respondents of Shopee users participated in the online survey via Google Form. From the analysis, the results depict the necessity of quality products, reliability, convenience and product price as good indicators of customer satisfaction that may lead to behavioral intention. These findings provide new insight into consumer behavior towards Shopee.

Keywords: Consumer Behaviors, Customer Satisfaction, Convenience, E-Commerce, Good Value, Malaysia, Quality, Shopee App

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INTRODUCTION

The advent of the internet has transformed the traditional market into a digital market that leads to online buying and selling of goods and services. The development of e-commerce in Malaysia has become active in which the consumers' attention has been shifted to online purchasing. The increased confidence in technology and online payment sectors is causing a change in consumer behavior, away from traditional methods (Khoulood, 2020). According to digital Malaysia 2020, 50 per cent of Malaysia's population are active online shoppers, and 82.9 per cent of mobile users use their devices to shop online. Thus, Malaysia has become 'the region's king of e-shopping' in Southeast Asia.

This paper is regarding the study of consumer behavior. The rise of online shopping, which began during the pandemic of COVID-19 encourages consumers to purchase online since it is more convenient. This study will depict how consumers purchase goods and services and what factors spoil them from getting the goods. In this research, Shopee has become the constant variable as it led the Malaysian e-commerce market, as reported in the second quarter of 2021 (Statista, 2021).

Shopee will be the application chosen by us for our research study. In 2015, a prominent e-commerce platform, Shopee was created. This platform strives to provide a secure, fast, simple, convenient, and gratifying online buying experience with great customer service support. Shopee is one of those popular e-commerce shopping applications with approximately over two billion visitors in 2020. Shopee Malaysia has met consumer expectations which demanded a platform that is both personalized and consistent when they are using it in the purchasing process. Shopee has a better perspective from the customer point of view compared to its competitors which are Lazada, Alipay and Taobao. Based on the survey made by us, we can say that most of the consumers are satisfied with the functions of the application which become the reason they stick to Shopee. On the other hand, the promotions and advertisements made by Shopee Malaysia seem to be very effective in attracting the consumer's interest.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a metric for determining how pleased (or dissatisfied) consumers are with a company's goods, services, or experience. Customer satisfaction is generally about customers' feelings towards the services or products (Maisarah et al., 2020). Customer satisfaction refers to a customer's perception of your organization and what and how much you have to offer in terms of quality, worth, and expectations. It encompasses all of a customer's opinions, judgments, and emotional responses to a product or service. So, it is fair to claim that happiness varies. Customer satisfaction becomes an exciting dynamic for marketers because there are no such standard expectations set for each of the goods or services offered. Consumer pleasure is the basis for forming the point of view about the experience gained after buying apparel online. It assists and enables consumers to decide if the product is of high quality with the best price and suitable for the next purchase. Depending on how pleased they are with the performance of the product or services, it might also lead them to recommend it in the future. Move to the next decision-making process for purchases. The prosperity of a corporation is strongly tied to customer satisfaction, making it a vital component in the commercial. The extent to which consumers' impressions of their buying experience reflect their desires is what we call customer satisfaction. In addition, the buyers' have assumptions and a general overview of the products before shopping because they have already browsed through the company's website and read all the comments and recommendations. All of these will have an impact on their attitudes while shopping at a

particular online retailer. Once the customer's expectations are met, it will give them a lot of joy which affects their purchase.

H1: Customer satisfaction is positively connected to four variables which are customer loyalty, perceived convenience, perceived price and perceived trust.

Customer Loyalty

Consumer loyalty refers to a continuous emotional bond between a seller and a customer that shows how keen a consumer is to be attached to the seller and how frequently they make a purchase from us (Oracle, n.d.). Customer loyalty is the primary goal of an effective marketing plan since it results in several positive effects for businesses, especially on e-commerce platforms (Schiffman, 2015). There are a few advantages to having loyal consumers in an organization. It is far less costly to keep existing customers than to get new ones. Furthermore, loyal customers are more inclined to share previous service experiences favorably than non-loyal customers, enabling the possibility of free word-of-mouth promotion for the service provider (Shang, Chen, & Liao, 2006). Third, it protects the customer-service provider connection. Finally, while firms often keep records, regular clients are more easily available than at first, making targeted indirect marketing more realistic. Loyalty in online purchasing, such as Shopee, is described as a consumer's satisfaction and dedication to the online merchant, which results in repetitive purchase behavior. Loyalty reflects a consumer's good view of an e-commerce website, which naturally leads the customer to repeat purchasing activity. Loyal customers always intend to purchase from the same website by not moving to another. It has also been demonstrated that committed consumers constantly distribute positive words about their service provider and refer new customers to the organization. The essence of loyalty is the customer's capacity to defeat rivals' efforts to persuade the consumer to switch products or services and promote an e-service provider. According to the results of the survey, loyalty has a favourable impact on commitment (Lim, Osman, Salahuddin, Romle, & Abudllah, 2016). A high degree of customer engagement offers the customer consistent positive reinforcement, resulting in commitment and loyalty. As a result, it can be proven that customer loyalty is the most effective strategy to influence customers' online shopping behavior.

H2: Customer loyalty is positively related to customer satisfaction.

Perceived Convenience

According to the meaning of convenience, convenience is the state of people being able to do something without difficulty. In online shopping, it is one of the important factors to consider as it is a key to customer satisfaction. According to research by the National Retail Federation (National Retail Federation, 2020), the most convenient option is the third most important factor when it comes to customer shopping, and 97% of customers have decided to back out from the purchase due to it being inconvenient to them. In addition, the growing role of convenience has changed from the past; 83% of customers said that convenience is one of the key factors in shopping as it is more critical now compared to five years ago (National Retail Federation, 2020). Hence, there is no denying that convenience is a factor that should consider when it comes to online purchasing. To offer convenience to the customer, we need to understand the customer's behavior when it comes to shopping and finds an easier way for them to do it. There is 81% of customers looking for a frictionless shopping experience and cross-device E-commerce buying experience. Because of the lack of this feature, more than half of customers have abandoned their purchase since they were forced to start the process again when they switch devices (Linnworks, 2022). This has proven that using an online shopping platform will ease a customer's purchase process as they can switch devices and even use multiple devices at once to make a purchase using the same account. Furthermore, offering multiple payment options also will ease the customers to make their purchases. To make it convenient for the customers for payment purposes, it is important to make the payment seamless and flexible by including multiple payment

options, which means going beyond just accepting credit cards (Linde, 2021). Hence, in this research paper, we will be revealed the importance of convenience that Shopee Malaysia has included as its features to ease the process of customer purchasing and also learn how customers react to it.

H3: Convenience is positively related to customer satisfaction.

Perceived Price

Pricing is the process of determining how much money a manufacturer can get in exchange for services and products. The pricing approach is used to modify the cost of the producer's offerings in a way that favours both the producer and the buyer. Affordability, price conformance with product quality, price compliance with advantages, and price according to ability or purchasing power are the four dimensions of price. Pricing is an effective method for encouraging price-sensitive customers to get more for their money or to buy a product at a lower cost. E-consumers also make a decision to buy something based on their pricing perceptions and the current actual price they are considering, not on the price provided by the marketer. At the same time, money is a major concern for advertising agencies. Consumers' opinions toward pricing were influenced by information and specifics regarding the cost of the product or transaction, as well as its accessibility via mass media. In addition, according to the result of our survey, 61.3 per cent agreed that they are usually shopping through Shopee because it is cheaper. Customers may have a price threshold below which prices are deemed low-quality or unacceptable, as well as an upper price limit over which prices are regarded as excessive and not worth the money. Besides that, the quality of the product will also influence the consumer's decisions. To support that statement, 49.5 per cent of our respondents are willing to buy the goods at high prices if the quality is guaranteed. Thus, one could argue that price is the most crucial aspect in influencing consumers' online shopping decisions.

H4: The perceived price is positively connected to customer satisfaction.

Perceived Trust

Trust is a person's belief in something from others that is determined by the uprightness they feel, their approaches, and their talents. Trust is also defined as one party's desire to acknowledge the demeanor of the other party despite the fact that the main party isn't continually safeguarded and fails to regulate the demeanor of second parties. Due to the nature of the online process, which involves less face-to-face connection, perceived trust is a significant factor in online purchases. Moreover, trust is particularly important in online shopping, which differs from traditional shopping because online shopping has unique characteristics such as insecurity, anonymity, and a lack of control (Liu, Brock, Shi, Chu, & Tseng, 2013). Consumers frequently rely on reliable online shopping platforms to purchase online items or services. Thus, trust is a crucial component in establishing long-term relationships between retailers, consumers, and a company's market share via Shopee (Pardede, Lapijan, & Pandowo, 2018). Online shopping, such as Shopee is perceived to be increasingly risky, and hence trust and risk play prominent roles in online exchange. For instance, Shopee emphasizes on being a good platform for providing excellent consumer satisfaction that is determined by the level of trust and dynamics that the buyer chooses while purchasing online. This can be seen when Shopee understands the attributes of trust and satisfaction that consumers achieve when obtaining their goods and services on their platform. Furthermore, Shopee enables consumers to assess all aspects such as the purchase criterion, including payments, shipping time, personal information, offeror's provision, and product or service quality. This is to ensure that the individual who purchases items in accordance with the company that offers a service has a directly proportional relationship between trust, loyalty, and contentment (Lim, Fern, & Singh, 2021). In a nutshell, Shopee is one of many online shopping platforms in Malaysia that has a good reputation. Shopee has made some innovativeness to keep the consumers trusted and has consistently focused its

business on delivering a mobile phone shopping experience, so for users who have a long-term relationship with something, we need to make sure that it can provide benefits and can also be trusted. As a result, it can be proven that trust is the most effective strategy to influence customers' online shopping behavior.

H6: Perceived trust is positively connected to customer satisfaction

Consumer Behaviors

Consumer behavior refers to how consumers behave before deciding to buy a product or service. Therefore, it is important to study consumer behaviors as it has an impact on our sales. According to Engel, Blackwell, and Mansard (as cited in Clootrack, 2022), Consumer behavior is the actions and the decision processes of people who purchase goods and services for personal consumption. As marketers, a full understanding of the consumer's behavior regarding likes and dislikes will help a company to achieve its targets or can find success with the new products as it meets the consumer's expectation. There are many factors that can affect consumers' behaviors such as the shipping cost, the product price, the trust issue and many more. Understanding consumers' behavior will lead marketers to form a consumer differentiation to various customer groups. Each group has different needs and wants from others, so once consumer differentiation can be done, the company can serve a wider group of people. Through the Shopee app, they serve each group according to consumers' needs and wants. Besides that, it is important to care for or retain existing consumers. It is because these existing consumers can attract new consumers. A company needs to pay attention to what factors can attract consumers to be loyal to our brands or products. Consumer behavior is of most importance to marketers in business studies as the main aim is to create and retain customers (Clootrack, 2022). Shopee has provided a lot of privileges to their consumers such as sales discounts, free shipping, cashback and so on.

RESEARCH METHOD

In this study, the respondents come from various backgrounds and experiences with Shopee Malaysia. The sample size of this survey was 100 Shopee app users in Malaysia. The data was collected using a Google Form. The survey has a 5-point Likert scale where "1" indicates strongly disagree and "5" strongly agrees.

Measures

This survey has been divided into six sections which are demographic information, purchasing pattern, perceived convenience from Shopee, price, reliability and customer satisfaction.

Demographic Information

To determine the demographic of respondents, we use single statements such as gender, age, ethnicity, highest educational level, monthly household income, employment status and how often the respondents use the Shopee app.

Purchasing Pattern

There are five questions that are related to each other in this section. This section tests the habits and routines that consumers had during purchasing. Consumers need to select what kind of items they always buy through Shopee, and we will know how frequently they use Shopee to purchase the items. Also, we will look over what kind of factors influence Malaysians to buy online.

Convenience

We developed 5 questions to assess perceived convenience towards Shopee apps. It is considered convenient when the app is easy to use without any bugs. We created a 5-

point Likert scale to scrutinize whether the Shopee app is easy to use from the beginning until making a payment.

Price

We created 5-point Likert scales to study whether the price is reasonable with the quality of the product. Price requires an amount of money for payment in returns for goods or services. Also, this section will study how the price influences consumers to purchase goods.

Reliability

We developed 5 questions that will test consumers' trust in the Shopee app. Perceived reliability is the degree to which a person believes that their data privacy will be kept safe and sound by Shopee management.

Customer Satisfaction

We developed 5 items scales to test customer satisfaction. The scale '1' brings the meaning of 'strongly disagree' while the '5' specifies 'strongly agree'. We also included questions that needed to be answered with a choice of 'Yes' or 'No' or 'Maybe'. The data collected for this section will be used for descriptive analysis and regression analysis.

RESULTS

Table 1. Summary of Respondents of Shopee Users (N=100)

Variables	Category	Frequency	Percentage (%)
Are you a Shopee user?	Yes	93	93
	No	7	7

Table 1 summarizes the response of respondents on using Shopee. 93 of 100 respondents (or 93%) indicated that they use Shopee to make certain purchases, while the remaining 7 respondents (or 7%) said they do not use Shopee to make any purchases.

Table 2. Summary of Respondents' Demographics (N=100)

Variables	Category	Frequency	Percentage (%)
Gender	Male	30	32.3
	Female	63	67.7
Age	20 years and below	14	15.1
	21 to 30 years old	66	71
	31 to 40 years old	7	7.5
	41 to 50 years old	4	4.3
	51 years old and above	2	2.2
Ethnicity	Malay	69	74.2
	Chinese	15	16.1
	Indian	8	8.6
	Bumiputera Sabah	1	1.1
Educational level	Diploma	19	20.4
	Bachelor's Degree	54	58.1

	Master's Degree	3	3.2
	PhD	1	1.1
	Secondary school	14	15.1
	STPM	1	1.1
	MBA	1	1.1
Monthly household income	RM 4,850 and below (B40)	49	52.7
	RM 4,851 to RM 10,970 (M40)	33	35.5
	RM 10,971 and above (T20)	11	11.8
Employment status	Student	75	80.6
	Self-employed	8	8.6
	Employed	9	9.7
	Unemployed	1	1.1
How often do you use Shopee	Almost everyday	14	15.1
	Few times a week	20	21.5
	Once a week	8	8.6
	Once or twice a month	39	41.9
	Rarely	12	12.9

Table 2 shows Shopee consumer's demographics profile. According to the above data, 30 of 93 respondents are male, and 63 of them are females, which is equivalent to (32.3%) and (67.7%), respectively. This shows that most of the respondents who attempted this questionnaire were female. The data projected in the table above shows the age percentage of 93 respondents. Of 66 responses were between the ages of 21 and 30, for a percentage of (71%), the highest of the four age categories. There are 14 responses out of 100 respondents, with (15.1%) being aged 20 and below, indicating the second highest. The remaining respondents were between the ages of 31 and 40, representing 7% of the total. Of 4 respondents aged 41 to 50 years old represented (4.1%) of the total. This survey received 2 responses from people aged 51 and above, which is equivalent to (2.2%) of the total.

Next, table 2 also indicates the Shopee consumer's ethnicity. About 69 of the respondents represented (74.2%) of having who responded to this survey were of Malay ethnicity. About 15 respondents from Chinese ethnic groups contributed (16.1%) to this survey. (8.6%) of Indian ethnicity has accumulated a total of eight respondents. Bumiputera Sabah has contributed the least percentage to this survey which is (1.1%) which is equivalent to one person.

The respondents' educational level is also displayed in the table above. About 19 of the respondents which represent (20.4%) who attempted this survey were pursuing education up to the diploma level. 54 out of 93 respondents that representing (58.1%) were pursuing study till bachelor's degree. (3.2%) of respondents is equivalent to 3 respondents are pursuing education up to a Master's Degree. There are 14 respondents who are equivalent to (15.1%) are pursuing study till secondary school. There is 1 respondent who responded from each of the education levels such as PhD, STPM and MBA, which represent (1.1%).

Furthermore, we also have the demography of the monthly household income of all respondents in our survey. From an income of RM 4,850 and below (B40), there are 49 respondents to this survey that represent (52.7%) overall. From an income of RM 4,851 to 10,970 (M40), there are 33 respondents who responded to this survey that representing (35.5%) overall. From an income of RM 4,851 to 10,970 (M40), there are 33 respondents who responded to this survey that representing (35.5%) overall. From an income of RM 10,971 and above (T20), there are 11 respondents who responded to this survey that representing (11.8%) overall. For the employment status, 75 respondents as students have indicated that they are the most actively shopee consumers representing (80.6%) overall. There are 8 respondents who have a status of self-employed represented (8.6%) answering the survey. About 9 respondents that are employed have represented (9.7%) by answering the survey. There is one unemployed respondent, representing (1.1%) of the overall.

Lastly, the table above also indicates the frequency of consumers using Shopee. Shopee is used by 20 respondents (or 21.5%) a few times each week. There are 8 respondents who have used Shopee once a week which represents (8.6%). There are 39 respondents (or 41.9%) who have used Shopee once or twice a month. There are 12 respondents or (12.9%) of consumers indicated that they rarely used Shopee.

Table 3. Summary of Consumer's Purchasing Pattern (N=100)

Variables	Category	Frequency	Percentage (%)
What kind of purchases have you always made? (The frequent purchase)	Groceries	10	10.8
	Garments	19	20.5
	Skincare	25	26.9
	Food and beverages	10	10.8
	Tickets	1	1.1
	Electronics	18	19.4
	Daily needs	5	5.4
	Household	2	2.2
	Baby products	1	1.1
	Books, shoes and bag	2	2.2
How frequently you made a purchase?	Daily	4	4.3
	Every week	12	12.9
	On special occasion	39	42
	Every month	34	36.6
	Upon needed	3	3.2
	Once every two months	1	1.1
What factors dominated you to make the decision to purchase it?	Friend and family recommend	8	8.6
	Trend	16	17.2
	Necessity	49	52.7
	Luxury	3	3.2
	Quality of product	16	17.2
	Cheaper price	1	1.1

Based on the Shopee trends study, what is the main factor that influenced you the most to make a purchase?	Discounts and flash sales	35	37.6
	Free shipping	25	26.9
	Lowest price guarantee	32	34.4
	Quality of product	1	1.1
If so, will you purchase more items to get the benefits?	Yes	66	71
	No	4	4.3
	Maybe	23	24.7

Table 3 depicts the purchase pattern that consumers had when shopping with the Shopee app. In this section, the questions are interrelated, meaning they must choose the category item they always purchase through Shopee. According to the results, consumers always get skincare items via Shopee. The results show that the highest category which (26.9%) is skincare. While (20.5%) of 100 respondents usually buy garments and (19.4%) will buy electronics items. Whilst others normally purchase their daily needs, groceries, food and beverages, and more. Lim et al. (2021) stated that a survey conducted by Shopee found that over 16,000 respondents from Singapore, Malaysia, Thailand, and Vietnam will shop online to get premium products, including skincare, cosmetics and personal care products because it is convenient, and the prices are affordable. Items under the category of tickets, household, baby products and books, shoes and bags record the least vote with only 1 or 2 respondents.

This question is about the polls customers take when they usually make a purchase of products. From this survey, respondents spotted when they always made a purchase which is on a special occasion, every month and every week. Thirty-nine respondents voted on special occasions, 34 voted every month, and 12 respondents voted every week. Usually, these three events will have more deals awaited such as the 3.15 Consumer Day Sale, 25 Payday Sale Raya, 9.9 Sale, 10.10 Sale, 11.11 Sale and 12.12 Sale (Shopee, 2022). For instance, the 25 Payday Sale happens on the 25th of every month which is symbolic of a payday for workers. Plus, there are a lot of promos and off that respondents can enjoy. Besides, daily only 4 respondents vote for it, 3 vote upon need and 1 respondent makes a purchase once every two months.

The major factor that dominates respondents to make a purchase is necessity. It records (52.7%) of that vote for it. From this, we can analyze that skincare is a necessity that respondents really need. Not only that, factor trend and quality of product show the same vote which (17.2%). The influence of social media and people that experienced the product also contributed to the second major factor. Moreover, factors from friends and family recommend having a vote from 8 respondents, 3 votes for the luxury items and 1 vote for a lower price.

There are 4 trends that Shopee used to influence consumers to make a purchase (Milo, 2017). Firstly, discounts and flash sales have 35 votes among 100 respondents. Secondly, 32 votes for the lowest price guarantee. While 25 votes for free shipping and 1 vote for the quality of the product. Mostly, respondents enjoy the discounts and flash sales that Shopee management provides. During this occasion, there is off, especially for luxury items or hot item sales. Apart from this, there is an inquiry about whether the respondents enjoyed the promos given. 66 respondents really enjoy the deals and want to buy more to get the benefits. While 23 respondents still doubt, and 4 respondents will not buy more.

Table 4. Summary of Consumer Convenience Using the Shopee App (N=100)

Variables	1	2	3	4	5
Shopee apps are easy to use for online shopping	0 (0%)	0 (0%)	1 (1.1%)	21 (22.6%)	71 (76.3%)
The variety of payment method options provided in the Shopee app eases the payment for online shopping transactions	0 (0%)	0 (0%)	4 (4.3%)	17 (18.3%)	72 (77.4%)
Shopee apps make it easy for me to find an item I want to purchase	0 (0%)	0 (0%)	3 (3.2%)	24 (25.8%)	66 (71%)
Shopee apps make it easy for me to communicate with the seller	0 (0%)	3 (3.2%)	10 (10.8%)	26 (28%)	54 (58.1%)
Using Shopee apps makes it easy for me to track my parcel from online purchasing	0 (0%)	1 (1.1%)	8 (8.6%)	21 (22.6%)	63 (67.7%)

Table 4 shows the customer's behavior on the convenience of Shopee apps as an online shopping platform. First, the majority of the respondent, which is 71 respondents (76.3%), strongly agree that Shoppee apps are easy to use for online shopping. The remaining 21 respondents (22.6%) agree, and one respondent (1.1%) is neutral with the statement. Hence, we can conclude that Shopee apps are easy to use, as approved by most respondents. However, for the shopping platform to be easy or hassle-free for the customer, it must provide three important criteria. First, the platform must have an easy guest checkout option; customers do not need to fill out many forms to complete the process. Via Shopee apps, customers can quickly check out their items by completing a delivery form they need to feel the necessary information for delivery. The second criterion is cross-device seamless shopping which in Shopee apps, customers can use multiple devices using the same account. And lastly, shopping information is stored for future processes in which, through Shopee apps, customers can save their delivery information and add different details that will be stored (Linde, 2021).

Next, most of the respondents strongly agree that Shopee apps provide various payment method options that ease the payment process for online shopping, as it amounted to 72 respondents, equivalent to 77.4%. Meanwhile, 17 respondents (18.3%) agree, and four (4.3%) are neutral with the statement. This is because Shopee apps provide a variety of payment methods that are not only limited to debit cards only; customer can choose their preferred payment method to make a payment. Shopee apps support various payment options such as ShopeePay, SPayLater, cash on delivery (cod), linked bank account, credit or debit card, online banking, installment plan, and Maybank2u (Shopee, 2020). It is crucial for online shopping platforms to include various payment methods and not only depend on one method to provide this, but it will also help customers with their payment process as it is convenient for them and will speed up the process (Linde, 2021). In addition, most customers will usually go for their preferred method for security issues; thus, providing different payment methods will increase the possibility of meeting security standards that customers feel comfortable with (Newell, 2021).

For the statement of the Shopee app is easy to find an item that customers would like to purchase; there are 66 respondents (71%) strongly agree, 24 respondents (25.8%) agree, and three respondents (3,2%) neutral with the statement. Customers can easily find the item they want to purchase by typing on the search page. This search page is not only limited to the item the customer is interested in but also shows a similar item. In

addition, a customer also can use the filter feature to specify their desired item; for instance, customers may choose a specific color, shipped from, price range, etc. Thus, this feature provided in the Shopee app will ease customers to find their desired item to purchase (Lee, 2021).

Most respondents strongly agree that Shopee apps are easy for them to communicate with the seller, which amounted to 54 respondents, equivalent to 58.1%. In contrast, 26 respondents (28%) agree, ten respondents are neutral, and three respondents disagree with the statement. According to (Berthiaume, 2019), 72% of 502 customers from online shopping are more frequently shopping with retailers and sellers that they can communicate with as the customer can ask for more details of the item. Through Shopee apps, customers can easily communicate with the sellers. Also, they could chat with the seller about the specific item they would like to purchase, as the page includes a chat button feature that will directly send the seller the product link.

Lastly, 63 respondents (67.7%) strongly agree, 21 respondents (22.6%) agree, eight respondents (8.6%) are neutral, and one respondent (1.1%) disagrees that by using Shopee apps to do online shopping is easy for them to track their parcel. In online e-commerce, it is important to provide tracking information as there is a risk that the parcel might get misplaced, damaged, or lost. Thus, by including tracking parcels as a feature in the online shopping platform, customers can easily track their parcel time by time, know the exact location, and estimate the time to receive. In Shopee apps, this feature has included making it easy for the customer to track their item; they can also get information about when it will be delivered (Supply Chain Game Changer™, 2018).

Table 5. Summary of The Price Influence on Consumer Behavior (N=100)

Variables	1	2	3	4	5
I am usually shopping products through Shopee because it is cheaper	0 (0%)	0 (0%)	9 (9.7%)	27 (29%)	57 (61.3%)
The price of the product influences my purchasing decision	1 (1%)	0 (0%)	7 (7.5%)	26 (28%)	59 (63.4%)
I prioritize the price of the product more than the quality	10 (10.8%)	14 (15.1%)	30 (32.3%)	10 (10.8%)	29 (31.2%)
I prioritize the quality of the product more than the price	0 (0%)	1 (1.1%)	14 (15.1%)	30 (32.3%)	48 (51.6%)
I will buy the product at a high price if the quality is guaranteed	0 (0%)	1 (1.1%)	13 (14%)	33 (35.5%)	46 (49.5%)
I would not buy a product with a high price even if the quality is guaranteed	5 (5.4%)	15 (16.1%)	29 (31.2%)	19 (20.4%)	25 (26.9%)
The quality of the product is what matters the most to me	0 (0%)	0 (0%)	7 (7.5%)	33 (35.5%)	53 (57%)

According to the table above, 59 (63.4%) of the 93 respondents were influenced by the price of the goods when making their purchasing decision. Furthermore, 57 (61.3%) of respondents prefer to purchase groceries, clothing, skincare, and electronics on Shopee because the prices are significantly lower. Because Shopee is a platform that serves all types of potential purchasers, it makes sense for them to provide products at a lower price so that everyone can afford the items. Additionally, offering lower pricing will put Shopee in a better position because it will draw more customers to use their services. It also allows consumers to try out the products, which may lead them to buy more from

you in the near future. It's a great approach to get a lot of people to buy your goods and make a lot of money.

Following that, the research revealed that 48 (51.6%) of respondents put a higher value on product quality than price. Quality above price is almost always the more sustainable option since it boosts efficiency and supports businesses that cherish and love their customers and value them (Locklear, 2019). It also assists the consumer in having a more enjoyable experience. Meanwhile, 29 (31.2%) of respondents prioritized price more than quality. One issue that may have led customers to choose a cheaper product without considering the quality is their inability to buy higher-priced things. It could also be due to a desire to preserve money for other purposes.

Subsequently, which revealed that the majority of respondents (49.5%) would prefer to buy a high-priced product if the quality is guaranteed. In this case, 53 (57%) of respondents believe that the product's quality is the most important factor to them. It demonstrates that even though a product is expensive, the highest quality provided will give complete happiness to the customer. It also reduces the demand for repeat purchases due to the inferior quality of the goods (Locklear, 2019). However, even if the product's quality is assured, 26.9% of those who have used the Shopee app are unwilling to buy it. It could be because they believe it is more worthwhile if we can find a product of comparable quality but at a lower cost.

Table 6. Summary of The Reliability From The Consumer (N=100)

Variables	1	2	3	4	5
I'm certain that my personal data is safe and sound under the Shopee policy	0 (0%)	0 (0%)	20 (21.5%)	30 (32.3%)	43 (46.2%)
I preferred to purchase at a shop that fulfilled by Shopee	0 (0%)	1 (1.1%)	15 (16.1%)	31 (33.3%)	46 (49.5%)
I preferred to purchase at a shop that is preferred by Shopee	0 (0%)	1 (1.1%)	13 (14%)	30 (32.3%)	49 (52.7%)

Table 7. Summary of Customer Satisfaction

Variables	Category	Frequency	Percentage (%)
Are you satisfied with our buyer protection policy (Shopee guarantee)?	Yes	71	76.3
	No	0	0
	Maybe	22	23.7
Is it easy to apply for a return & refund?	Yes	57	61.3
	No	8	8.6
	Maybe	28	30.1

Firstly, 43 respondents believe that their personal data is safe and sound under Shopee policy. While 30 respondents voted for agreeing and 20 respondents were neutral. This question analyzed the consumer's trust regarding the Shopee policy. Shopee is committed to preserving the users' data and adhering to all applicable data protection and privacy regulations. Even though Shopee management limits the disclosure of the consumer's personal data to others. There are a few third parties that can only access the personal data which are the Shopper's affiliates, the third parties that support the administration and the appropriate public agencies and authorities. Not only that, but users also have rights to their personal data (Shopee, 2020). This shows that Shopee

management emphasizes the valuable information from disclosure to the public which can make a trap for the business.

Besides, (49.5%) of respondents strongly agree to prefer to purchase at the shop that is fulfilled by the Shopee. Products that are fulfilled by Shopee are the products that are packed, shipped, and delivered by Shopee on behalf of the sellers. (33.3%) of respondents vote to agree that they purchase via a shop that has a tag fulfilled by the Shopee. While (16.1%) voted for neutral and only (1.1%) of respondents voted for disagreeing. Most of the respondents choose the shop that has a tag fulfilled by the Shopee as it is more secure regarding the delivery service. Thus, it is more convenient to track the orders in the Shopee Seller Center instead of needing to check through a separate courier company (Shopee, 2020).

This question is a little bit different from the previous one. There are 49 respondents that strongly agree to purchase the items with the shop that is preferred by Shopee. While 30 respondents agreed, and 13 respondents voted for neutrality. The least that disagree to purchase from the shop that is preferred by the Shopee is only 1 respondent. The shop that is preferred by Shopee is the shop that has a good performance in selling their items. Besides, all the items are 'Shopee 100% Authentic Guarantee', so there is no counterfeit product. It also shows a money-back guarantee if the customers receive counterfeit products (Shopee, 2022). It really benefits the customers.

From the table, 71 respondents were really satisfied with the Shopee protection policy or Shopee guarantee. While 22 respondents are still doubtful of the policy. In this feature, Shopee will temporarily hold the payments and only release the payment to the seller when the buyer confirms the purchase. This shows that Shopee really emphasizes the payment policy and order policy just in case something is up. Whilst 57 of the respondents voted for yes, that is easy to apply for a return and refund. Besides, 28 respondents voted for maybe still doubting, and 8 respondents voted for no which means it is difficult to apply for a return and refund.

Table 8. Summary of The Customer Satisfaction (N=100)

Variables	1	2	3	4	5
Do you agree that product rating will help you meets the quality product that you expect?	1 (1.1%)	2 (2.2%)	6 (6.5%)	18 (19.4%)	66 (71%)
Do you agree that product rating helps you in making decisions before purchasing the product?	0 (0%)	1 (1.1%)	5 (5.4%)	19 (20.4%)	68 (73.1%)
I think the reviews section can be trusted to evaluate the quality of the product	0 (0%)	1 (1.1%)	10 (10.8%)	25 (26.9%)	57 (61.3%)
I can get a lower price and the best quality of a product by joining Shopee Live	1 (1.1%)	4 (4.3%)	29 (31.2%)	17 (18.3%)	42 (45.2%)
Are you satisfied with our supportive customer service through the app?	0 (0%)	3 (3.2%)	15 (16%)	26 (27.7%)	49 (52.7%)

Table 9. Summary of The Customer Satisfaction

Variables	Category	Frequency	Percentage (%)
Do you like how the seller responded promptly and clarified the product requirements?	Yes	67	72
	No	1	1.1
	Maybe	25	26.6
Do you think it is necessary to give small appreciation like discount vouchers to the regular customer?	Yes	83	89.2
	No	1	1.1
	Maybe	9	9.6
Do you think people will use the shopee app more if the discount voucher is given?	Yes	86	92.5
	No	0	0
	Maybe	7	7.5
Do you feel you can get anything and settle for the bill in one app?	Yes	59	63.4
	No	4	4.3
	Maybe	30	32.3

For customer satisfaction on Shopee apps, most respondents strongly agree that they are certain the product rating is helping them to meet the expected product quality, amounting to 66 respondents (71%). Followed by 18 respondents (19.4%) agree, six respondents (6.5%) are neutral, two respondents (2.2%) disagree, and one respondent (1.1%) strongly disagree with the statement. Next, most respondents strongly agree that product rating helps them make decisions before purchasing the product, amounting to 68 respondents (73.1%). While 19 respondents (20.4%) agree, five respondents (5.4%) are neutral, and one respondent (1.1%) disagrees with the statement. Product rating is a scale that displays a collection of customer ratings that indicates customer satisfaction with the product and service. And this product rating is an essential matter in e-commerce as this will mean customer satisfaction and influence the customer decision-making in purchasing the product. A high product rating will reflect an excellent product and service provided, and this will benefit the seller as a high product rating will improve search engine optimization (SEO) as it will have a bigger chance for the product to be recommended on the top of the search result as the product rating higher, and build trust and credibility (Split Dragon, 2022).

Most of the respondents, which are 57 respondents (61.3%), strongly agree that the reviews section can be trusted to evaluate the quality of the product. In comparison, 25 respondents (26.9%) agree, ten respondents (10.8%) are neutral, and one respondent (1.1%) disagrees with the statement. Perhaps, 63% of the customers prefer to purchase from a site that includes a customer's review (Charlton, 2012). In addition, customer reviews will usually reflect the product quality and seller's services. For instance, a positive review from a customer will be more likely to encourage other customers to purchase it as it indicates excellent product quality and seller's service; in comparison, a negative review will more likely to make customer doubt their decision to purchase the product from the seller. Furthermore, these customer reviews will not only benefit the customer but also bring an opportunity to the seller for their business as these reviews will help improve ranking, create customer loyalty, and free marketing (e-satisfaction, 2022).

For the statement that they can get a lower price and the best quality of the product by joining Shopee Live; there are 42 respondents (45.2%) strongly agree, 17 respondents (18.3%) agree, 29 respondents (31.2%) are neutral, four respondents (4.3%) disagree and one respondent (1.1%) strongly disagree with the statement. Usually, a seller will do

live streaming to sell their product, including a special price which is typically lower than the usual. In addition, this live streaming will provide an excellent opportunity for the seller and customer as they can directly engage with the customers and show the product more clearly (YEC, 2022).

There are 49 respondents (52.7%) strongly agree, 26 respondents (27.7%) agree, 15 (16%) respondents are neutral, and three respondents (3.2%) disagree with the statement that they are satisfied with our supportive customer service through the app. The Shopee app provides customer service to help customers clear any doubts or resolve an issue faced by the customers. It is vital to have supportive customer service to build customer loyalty. As a result, the customer will keep returning to do their rather than competitors (Allen, 2022).

Most respondents voted yes that they liked the way the seller responded promptly and clarified the product requirements, while one respondent (1.1%) voted no, and 25 (26.6%) voted maybe for the question. Therefore, the seller needs to respond to the customer in a timely manner as they will value their time no matter the type of inquiry, for example, responding to a purchase, return, or complaint (Billingsley, 2020). In addition, the seller also needs to provide a clear product requirement as this will impact the customer's decision on the purchase. For instance, clarifying the product characterization, features, and benefits will make the customer understand the product and influence their purchasing (Content Factory 1, 2022).

For the question of whether it is necessary to give small appreciation, for example, discount vouchers to a regular customer, 83 respondents (89.2%) are saying yes, one respondent (1.1%) say no, and nine respondents (9.6%) say maybe for the question. This small appreciation will increase customer loyalty as they feel appreciated and build customer loyalty. For instance, Shopee apps provide free YES databack vouchers to a regular customer that has spent the minimum required amount (YES, 2022).

Eighty-six respondents (92.5%) said yes, and seven (7.5%) said maybe for the question of that people will use the Shopee apps frequently if a discount voucher is provided. According to (Rudolph, 2016), 83% of customers are more likely to be influenced by a discount or promotion offer. Discount is one of the main strategies to attract customers to make a purchase, as most customers will consider the product's price before purchasing.

And lastly, most of the respondents voted yes to the question of whether they could get anything to settle for the bill in one app, amounting to 59 respondents (63.4%). While four respondents (4.3%) voted no, and 30 respondents (32.3%) voted maybe for the question. Through the Shopee app, customers not can do online shopping but also settle bills through the apps; for instance, they pay postpaid, Astro, internet and voice, electricity, water and sewerage, local council, PTPTN, and installment. Thus, including other features and not only focusing on one service also will influence customer decision on using the platform, as it is crucial to make it convenient for the customer by including additional services.

DISCUSSION

E-consumers take time and require effort to perform many tasks, which makes retail buying inconvenient for them. As a result, online shopping sites like Shopee are more efficient to use, which may drive increased customer satisfaction. Research has asserted that online purchasing is increasing in popularity due to its convenience. According to the results of the survey, the majority of respondents are satisfied with Shopee's services in terms of communication, payment methods, ease of use, and parcel tracking. They

created a platform for customers to engage with vendors, making it easier for customers to contact merchants and ask specific questions prior to making a purchase. Shopee also offers a variety of payment options for customers, including Online Banking, Credit or Debit Cards, Cash Payments at Convenience Stores, and even Cash on Delivery (COD). It will be more delightful for the consumer to be more adaptable if there are many options. This, however, allows certain sellers to commit fraud when the client has already paid for the items. Perhaps Shopee can create an upgrade that reduces the chance of a third party taking advantage of the service by adding some additional features that protect both parties, vendors and consumers, from committing or becoming victims of fraud.

Then there's the issue of price perception. Despite the fact that many respondents choose Shopee because of the lower prices, it also lacks a number of critical components that contribute to consumer satisfaction. Although setting a lower price will attract more potential customers, it can also damage a company's or brand's reputation, as some people expect a product with a particularly good image and excellent quality (Locklear, 2019). Maintaining the quality level is very important. Putting a lower price on a product may convey the impression to customers that the product's quality isn't assured (Alton, 2016). According to research, as prices rise, shoppers' perceptions of the quality of the product on offer rise as well. Customers that purchase a high-quality product will save money since it will need to be replaced less regularly, and an emphasis on quality will encourage corporate social responsibility measures. As a result, it appears that Shopee still has space for improvement in terms of pricing. Shopee can raise its standards by requiring sellers to follow certain criteria or terms when determining the pricing of the things they intend to sell. Or they might create a feature that analyses the product quality and brands to see whether they're suitable with the price the seller set before approving them to sell it on Shopee.

From the results of the purchasing pattern, we can conclude that our respondents will buy the products on special occasions like 3.15 consumer purchase day, Chinese New Year, Hari Raya Aidilfitri and so on. Because that day, there are a lot of deals that aim for consumers to purchase more. Therefore, Shopee management can promote the hot selling items, similar items, or new items when consumers are ready for the checkout point. So from this, Shopee management can detect new groups of purchasing patterns by consumers. When there are a lot of groups, Shopee can expand its sales. Moreover, this can help to boost the seller's sales. On the other hand, the probability of Shopee management attracting new target groups may or may not be profitable. As per the record from the past campaign, Shopee attained a peak sales of 187,606 items in one minute with more than 113 million deals offered (Teo, 2021).

Through the reliability result, there are some respondents that disagree and doubt the return and refund process. There is maybe some issues regarding the size, color items or else. Also, maybe it is about the existence of the seller. Sometimes when the consumer purchases some products from the seller and confirms their order, the seller suddenly disappears meaning the status of the shop is unknown. There is a small possibility that the consumers can get the payment back from the seller. The rate, comments and chat response can't be the ones that stand to prove the existence of the seller. The shop or seller must meet the requirement of the Shopee policy and must actively sell the products or services. The Shopee management needs to be more alert to the status of the shop and suspend the account or shop that is inactive or does not meet the requirements. This is to avoid losses.

According to customer satisfaction, the majority of the respondents have voted that ratings and reviews are important for consumers in order for them to make any purchases. This is because ratings and reviews assist customers in making smart and

secure selections. More than product page descriptions, chatbots, and the website's search function, buyers rely on ratings and reviews when making educated buying selections online. Next, most of the respondents agreed that Shopee provides supportive service as customer service. Customer service influences whether or not a prospective buyer purchases from us. In fact, one of the primary success factors for our top-performing sellers is cultivating positive relationships with buyers. For instance, chat response measures the level of customer care that is delivered by Shopee. Last but not least, most of the respondents strongly agreed that vouchers are necessary for them to be acknowledged as a buyer. Vouchers may encourage consumers to the Shopee store and expose new customers to it. Vouchers may assist in the introduction of new product lines as well as persuade consumers to try a more valuable product or service. Lastly, vouchers might also encourage existing consumers to return to your shop.

CONCLUSION

This research aims to assess consumer behavior towards online shopping, specifically Shopee Malaysia apps. In this report, we have assessed consumer satisfaction with Shopee's online purchasing services in Malaysia, which in this study presents a link between customer happiness and online purchasing services. It may be useful for other researchers to use this study as a reference for their research. This study can help us better understand the influence of Shopee apps on consumer satisfaction. Shopee also integrates data and artificial intelligence (AI) to help businesses provide unique shopping experiences for their consumers by giving insights and trends from audience browsing and sales data, as well as innovative technologies such as Artificial Intelligence (AI) and Augmented Reality (AR) powered apps. To succeed in the international e-commerce business, managers may utilize the findings of this study to acquire important insights and support in better understanding organizational behavior and increasing customer happiness.

In addition, we also had an online survey to collect Shopee's users to support this research on consumer behavior towards online shopping. In brief, we found that customer purchasing pattern is more toward premium products, which was influenced by the factor of necessity. Usually, customers spend on special occasions, and promotions such as discounts and flash sales will influence customers to purchase. Therefore, convenience is also one factor that consumers consider when purchasing online. For instance, making the step of shopping via an online platform easier for consumers will influence their purchasing decision, for example, providing multiple payment options, communicating with the seller, and parcel tracking. In addition, the product's price is another essential key; however, although most customers prefer a low price, the quality of the product is the most important thing to consider. Besides, when it comes to reliability, protection against personal data, types of the seller, whether it is fulfilled or preferred by the Shopee app, buyer protection policy, and return and refund policy can be relied on when using the app. And lastly, customer satisfaction can be based on product ratings and reviews. Many ways can gain customer satisfaction, for example, the cheaper price option by joining Shopee Live, supportive customer service, response and product clarification, discount vouchers in terms of promotion or token appreciation, and a variety of app use such as settling the bill.

Thus, understanding consumer behavior will enable the business to grab the opportunity to design the best products and services based on the prediction of consumer behavior. Furthermore, as we are running the business in such competitive ways with the competitor, it is essential for the business to understand consumer behavior to survive, as the failure to do so may lead to consumers switching to competitors. In addition, as the world now changes to advanced technology, most of the activities are now being replaced with technology, including shopping which was turned into online shopping,

creating a new industry, e-commerce. Therefore, consumer behavior plays a vital role in e-commerce as it will depend on consumer decisions on purchasing; thus, to be successful, they need to adapt consumer behavior by providing a shopping experience based on it. Hence, the business may face losses due to a failure to understand consumer behavior. Customer satisfaction is also important since it indicates that our target market enjoys what the shops are providing. According to research, good customer satisfaction results in increased customer loyalty, higher lifetime value, and a stronger company reputation. However, poor customer satisfaction levels are crucial because they assist us in enhancing the parts of the firm that are weak. In a nutshell, the survey that we perform may assist Shopee in increasing efficiency and profitability by measuring consumer expectations for products and services, as well as their degree of trust and loyalty to the company.

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