

## From Culture to Clicks: How Online Marketing Influence Customer Behaviour in Shopee

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### ABSTRACT

This study examines the influence of online marketing strategies on customer behaviour in Shopee Malaysia, with a focus on social media advertising, price promotion, trust, and customer engagement. A convenience sampling technique was employed to collect data from 200 Shopee users through an online survey distributed via Google Forms. The survey consisted of structured questions based on a five-point Likert scale. Data were analysed using SPSS through descriptive statistics and multiple regression analysis to test the proposed hypotheses. The findings reveal that culturally relevant marketing messages and social media promotions have a significant positive impact on customer engagement and purchase intention. Additionally, perceived trust and promotional attractiveness also enhance customer confidence and repeat purchase behaviour on Shopee. The study concludes that integrating cultural values in online marketing, improving seller reliability, and maintaining transparent promotional strategies are essential for increasing customer loyalty.

**Keywords:** Customer Behaviour; Online Marketing; Price Promotion; Trust; Customer Engagement

## **INTRODUCTION**

In 2015, Sea Ltd. launched Shopee Malaysia, a mobile-first e-commerce platform that blends social commerce with a safe, user-friendly marketplace. Features like Shopee Guarantee (which safeguards buyers' payments), in-app chat, and live-streaming for interaction, it helps both individual and corporate sellers. Shopee Malaysia has grown to be a significant force in the local digital economy over the years by supporting local business owners and promoting seller expansion through programs like Shopee University and community-based initiatives. Shopee was the first to claim the title of consumer-to-consumer (C2C) mobile marketplace application that is safe, useful, simple, and enjoyable for buying and selling. (Yogasuria & Usman, 2020). As the platform moves beyond its initial C2C focus, Shopee Malaysia continues to broaden its reach by fortifying its business-to-consumer (B2C) ecosystem, drawing in well-known brands and bigger merchants. With over 49.58 million visits in October 2025, Shopee Malaysia continues to be the top e-commerce platform in the nation, according to recent data. Furthermore, Shopee had 28 million monthly active users in 2023, indicating consistent increases in transaction volume and user engagement. Additionally, according to a 2025 MyCC interim report, 36% of Shopee users shop on the platform more than five times a month, demonstrating the platform's strong customer loyalty. Together, these numbers demonstrate Shopee Malaysia's continued dominance of the regional e-commerce market thanks to its high traffic, robust engagement, and expanding B2C vendor base. Since the internet has encouraged individuals to purchase online, where they can complete tasks more quickly than they could in traditional establishments (Arikrishnan et al., 2022). Consequently, Shopee has evolved from a mobile application to an online platform that rivals other quickly growing e-commerce firms (Wong et al., 2023).

Online marketing has become an essential tool for modern businesses, enabling them to strengthen customer engagement and drive higher sales through targeted online strategies. Advertising and market research are examples of commercial operations that are part of marketing, which is the promotion and sale of goods or services (Kee et al., 2021). In today's era, e-commerce has become an indispensable driver of business growth and marketing effectiveness (Madan et al., 2022). Shopee, one of the top e-commerce sites in Malaysia, has used innovative digital marketing techniques, including livestream shopping, short-form movies, and affiliate networks, to boost the growth of local sellers and increase orders by up to 26 times during its 11.11 campaign. For instance, Shopee and Meta (Facebook and Instagram) have teamed to allow creators to tag Shopee products in their posts and reels. They can even run Collaborative Ads on Facebook Live, which makes it simpler to highlight products and facilitate direct sales. Additionally, Shopee can use digital marketing platforms to communicate with its audience at any time, whether they are using a desktop or a smartphone (Patoli, 2024). In conclusion, Shopee's digital advertising strategy skilfully combines social media platforms, content-driven commerce, and data-driven visibility initiatives. Using tools like Shopee Live, Shopee Video, affiliate partnerships, and ad credits, it increases SEO-like discoverability and engagement, which helps the platform increase brand awareness and draw in users, leading to significant improvements in seller performance.

This research is about influence of online marketing strategies on customer behaviour, with a focus on social media advertising, price promotion, trust and customer engagement. Based on our evaluation from some of the companies in Malaysia, majority of the companies boost their sales outcome from effective use of online marketing. For example, by adopting contemporary digital marketing techniques, Pak Mat Western has experienced a notable increase in sales. For instance, the company used Fattah Amin's popularity in a high-impact social media campaign after hiring him as Chief Marketing

Officer in November 2024. A live stream on TikTok reportedly attracted over 100,000 viewers and 44 million likes, leading to a quick sell-out of their famous marinated lamb products. The effectiveness of online marketing for food businesses in Malaysia was demonstrated by this type of campaign, which used celebrity endorsement, live-selling format, and social media reach to assist Pak Mat Western enhance brand visibility and convert engagement directly into sales. As a result, businesses always look to use marketplace platforms to improve their marketing initiatives (Mahyuzar & Kholifah, 2023). By Connecting with a larger and more focused audience, businesses can get more chances for development and expansion (Onofre, 2024).

This study's importance stems from its capacity to provide insightful information about how digital marketing affects customer purchase decisions. It also contributes to the advancement of scholarly understanding and directs useful tactics for companies operating in the digital market. The field of digital marketing has emerged within marketing science, providing companies with an expanding range of techniques and chances to communicate with their clients in both directions (Bhawnani, 2019). Therefore, to successfully overcome these obstacles and attain the intended results, organisations must create a well-organised and quantifiable digital marketing strategy (Purnomo, 2023). Consequently, Shopee can employ more efficient and focused digital marketing techniques to favourably impact customer purchasing habits. In addition to helping Shopee improve customer happiness and sales performance, the research's conclusions will strengthen Shopee's position as the area's top e-commerce platform. Additionally, this study makes significant scholarly and practical contributions to the domains of digital marketing and e-commerce, offering insights that are advantageous to Shopee as well as other companies and industry researchers.

## **LITERATURE REVIEW**

Modern brands don't just broadcast on social media, they connect. This shift from monologue to dialogue redefines the relationship between companies and consumers. Experts like Tuten and Solomon have framed this approach as participatory community-building rather than simple advertising. This interactive environment actively reshapes purchasing pathways. When potential buyers witness authentic endorsements from peers, their uncertainty fades. This mechanism, highlighted by (Kumar et al., 2023), turns casual interest into committed intent through cultivated trust. Supporting evidence is compelling. In retail sectors such as fashion, genuine brand interaction on social platforms significantly

increases purchase readiness among audiences (Duan et al., 2023). Furthermore, strategic content does more than attract attention, it directly encourages transactions (Pradani & Muthohar, 2022). Ultimately, social media marketing functions as a dynamic influence, steering consumer decisions rather than merely announcing a product's existence.

H1: Social media marketing has a positive influence on customer behaviour.

Price and promotion are always found to be two of the most direct factors that impact a customer's decision to finish a purchase. These elements move customers toward a choice by acting as direct levers. Promotion communicates value by producing a message that emphasizes the advantages of a product and frequently instills a sense of urgency. Price, on the other hand, makes that message grounded. The specific figure is what either validates or challenges the value narrative. Consumer research has shown that consumers regularly conduct a mental cost-benefit analysis (Ratchford, 1975). They compare the benefits they stand to the expenses they must incur. But the mix of price

and promotion is the true power. When a "limited-time offer" or other persuasive advertising message is combined with a strategically set price point, the effect on consumer behavior is significantly stronger than when either factor acts alone.

H2: Promotion and price have a positive influence on customer behaviour.

Trust is one of the important things especially in terms of customer behaviours. According to the researcher, trust not only affects the intention to buy, as shown by previous researchers, but it also directly affects the effective purchasing behaviour, in terms of preference, cost and frequency of visits, and therefore, the level of profitability provided by each consumer (Flavián & Guinalú, 2006). This means that trust will not only influence their purchase patterns but also their frequency of visits to the store or in this case Shopee. Thus, trust plays a very important role in shopping and supports the hypothesis that it has a positive influence on customer behaviour. Apart from that, another important aspect that influences customer behaviour is security. A researcher has stated that privacy and security issues of users and their data are playing a vital role apart from trust in online intention of buyers (Bhatt, K., & Parmar, K, 2020). This reflects that customers are very concerned about their security and their private information that indirectly affect their willingness to proceed with online shopping. When the customers already feel secured and safe, then they will likely continue to shop online. Consequently, security is very essential for customers to make sure that they can decide to purchase online.

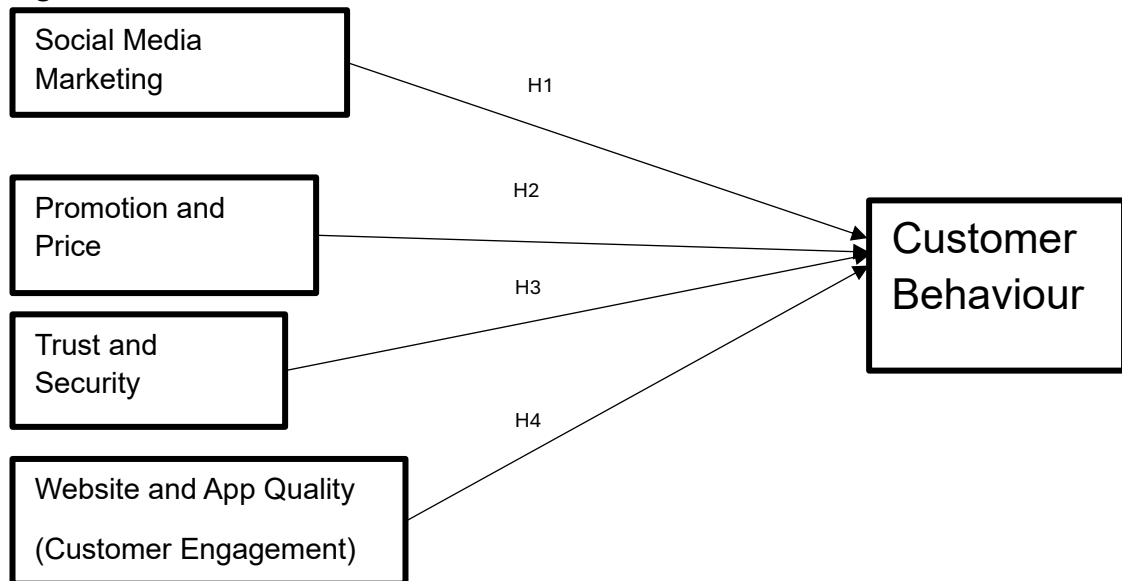
H3: Trust and security have a positive influence on customer behaviour.

One of the important things to the customer behaviour are website and app quality (customer engagement). According to (Al-Haraizah et al., 2025), design/methodology/approach Taking an analytical approach, the study technique was chosen to examine how search SEO and website engagement with the presence of behaviour. This shows that an effective search engine will help to strengthen the customer interaction and their interactiveness with the seller. Another thing is we can upgrade our website to attract our customers and increase their experience and indirectly improve relationships between both parties. Other than that, one research says that Building upon the stimulus-organism-response (SOR) model, this study developed a research model to explain how e-service quality of community e-commerce platform affects customer engagement behavior through customer trust and perceived risk (Fan et al., 2022). This indicator shows that the high quality of customer services will enhance them to reduce risk and lead to more engagement. To conclude, the quality services that are provided by the seller will reinforce trust and quality, and influence customers in online platforms.

H4: Website and app quality (customer engagement) has a positive influence on customer behaviour.

## RESEARCH METHOD

Figure 1. Research Framework



A logical and methodical search for fresh and helpful information on a certain subject is called research. It is an inquiry into how to solve social and scientific issues using impartial and methodical examination. It is a quest for information, or the uncovering of secrets (Goundar, 2012). The research has been done by using a quantitative approach to explore on how does online marketing influence customer behaviour in Shopee. Quantitative research is also known as numerical research, is described as a method that involves gathering and evaluating statistical data to test theories and provide an explanation for real-world phenomena.

Data were collected by creating a survey questionnaire via Google Forms and been pass through several platforms such as Telegram, WhatsApp and Instagram. The main purpose for creating an online survey questionnaire so that anyone can participate as a respondent and can access the form at anytime and anywhere. This method doesn't have any limitation but can only hope that the respondents who answered the survey are truly have experience in using Shopee. Using an online survey approach provided participants with privacy while minimizing the risk of disease transmission that can occur with in-person interactions. Compared to traditional methods like face-to-face interviews or paper-based surveys, digital surveys are more cost-effective. Utilizing a questionnaire format offers several advantages including reduces costs, faster data collection and increased efficiency. Careful planning was involved in designing the digital questionnaire to ensure that questions were clear, logically organized and easy for respondents to answer. Hence, selecting the right method contributes significantly to the overall success of the research.

### Sample and Procedures

The study implemented convenience sampling by distributing the digital survey questionnaire through various channels. Convenience sampling is a form of non-probability sampling where participants are chosen primarily because they are easily accessible and willing to provide data to the researcher (Battaglia, 2008). Unlike probability sampling, where every member of the population has a known and non-zero chance of being selected through a random process, convenience sampling does not involve random selection which can limit the representativeness of the sample. This

survey is distributed to collect data from Shopee users aiming to explore customer behaviour towards Shopee online marketing. A total of 208 respondents contribute for this research. The collected data were analysed using IBM SPSS version 27.

### Measures

The study for the independent variable (social media marketing, promotion and price, trust and security, website and app quality) and the dependent variable (customer behaviour) is measured using a 5-point Likert scale. The scale ranges from 1 (Strongly Disagree) to 5 (Strongly Agree). This scale ranges makes it easier for respondents to convey their feelings or opinions without confusion. This scale is intuitive, quick to complete and allows more accurate responses compared to (yes or no) questions. Helping researchers capture varying degrees of attitudes or perceptions effectively.

Respondents Demographic Information: The personal information was collected using a multiple-choice question to identify the comparisons of respondents for each segment. The items include gender, age, occupation and education level.

Usage of Shopee: To identify customer preference and routine on using Shopee. Multiple choice question was used such as “How long have you been using Shopee?” and “How often do you buy products on Shopee?”.

Online Marketing Factors (Independent variable): 5-point Likert scale has been used, and it ranges from 1 (Strongly Disagree) to 5 (Strongly Agree). This section is to focus on respondents' perspective or idea on Shopee's online marketing factors such as social media marketing, promotion and price, trust and security, website and app.

Customer Behaviour: 5-point Likert scale has been used, and it ranges from 1 (Strongly Disagree) to 5 (Strongly Agree). This part is the most important to see how the independent variable affects the customer behaviour such as purchase intention, decision-making behaviour, customer loyalty, satisfaction and experience

## RESULT

**Table 1.** Summary of Respondent's Demography (N=208)

Response	Frequency	Percentage (%)
<b>Age</b>		
20 and below	3	1.4
21-30	149	71.6
31-40	56	26.9
41-50	0	0
50 and above	0	0
<b>Gender</b>		
Male	95	45.7
Female	113	54.3
<b>Education Level</b>		
Primary School	0	0
Secondary School	3	1.4
Undergraduate	186	89.4
Master	19	9.1
PhD	0	0
<b>Occupation</b>		
Student	116	55.8
Working Adult	92	44.2
Self-employed	0	0
Unemployed	0	0

<b>Years of Using Shopee</b>		
Less than 1 Years	58	27.9
1-2 Years	60	28.8
3-4 Years	87	41.8
More than 4 Years	3	1.4
<b>Frequency of Using Shopee</b>		
Every few days	80	38.5
Once a week	62	29.8
Once or twice a month	2	1.0
Rarely	60	28.8
Never	4	1.9
<b>Monthly Spending on Shopee</b>		
Less than RM50	21	10.1
RM 51 - RM150	97	46.6
RM151 – RM300	43	20.7
RM301 – RM500	29	13.9
Above RM500	18	8.7
<b>Overall Satisfaction on Shopee</b>		
Very Dissatisfied	3	1.4
Dissatisfied	2	1.0
Neutral	1	0.5
Satisfied	11	5.3
Very Satisfied	191	91.8

Table 1 above shown the result of respondent's demographic of 208 of them. The age composition showed a significant difference where the group in the age range of 21 to 30 years was the highest (N=149, 71.6%) compared to the age group of 31-40 years (N=56, 26.9%). Followed by the rest aged around 20 years and below (N=3, 1.4%). The gender percentage shows almost equal balance between both of it, which is female being many of the respondents (N=113, 54.3%) while male (N=95, 45.7%). In terms of the respondent's education level, most of the are from undergraduate students which is (N=186, 89.4%), followed by master students (N=19, 9.1%), and lastly secondary school (N=3, 1.4%). Apart from that, our respondents came from the students and working adult resulting in (N=116, 55.8%) and (N=92, 44.2%). When asked about their use of the Shopee app, the results did not have a significant difference where almost half from the has been using it for 3-4 years (N=87, 41.8%), followed by 1-2 years (N=60, 28.8%), less than 1 year (N=58, 27.9%) and small proportion of more than 4 years (N=3, 1.4%). Next, their frequency of using Shopee. Total of 80 of them which is 38.5% using it every few days, once a week (N=62, 29.8%), and rarely (N=60, 28.8%). There also small percentage of once or twice a month frequency (N=2, 1.0%) and never using it (N=4, 1.9%). Regarding their monthly spending, the largest proportion of respondent belong to them that spent RM51 – RM150 monthly (N=97, 46.6%), followed by RM151 – RM300 (N=43, 20.7%), RM301 – RM500 (N=29, 13.9%), less than RM50 (N=21, 10.1%) and last but not least above RM500 which is (N=18, 8.7%). Lastly, the overall respondent's satisfaction on Shopee. From here we can see that most of them are very satisfied (N=191, 91.8%). The other satisfaction only contributed to small proportion who are satisfied (N=11, 5.3%), very dissatisfied (N=3, 1.4%), dissatisfied (N=2, 1.0%) and neutral (N=1, 0.5%).

**Table 2.** Descriptive statistics, Cronbach’s Alpha Reliability Coefficients, and Zero-order Correlations for All Study Variables

Variable	1	2	3	4	5
Social Media Marketing	0.795				
Promotion and Price	0.836***	0.914			
Trust and Security	0.856***	0.899***	0.934		
Website and Quality	0.799***	0.945***	0.928***	0.979	
Satisfaction and Experience	0.817***	0.949***	0.905***	0.955***	0.963
Number of items	5	5	5	5	5
Mean	4.7236	4.4192	4.4192	4.2962	4.3163
Standard Deviation	0.580	0.471	0.502	0.489	0.504

Note. N = 208, \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ . The diagonal entries represent Cronbach’s coefficient alpha.

Table 2 shows the descriptive statistics, Cronbach’s alpha reliability coefficients, zero-order correlations for all study variables. All the results demonstrate excellent internal consistency, with Cronbach’s values are ranging from 0.795 to 0.963, exceeding the common threshold of 0.70. This result shows that the reliability of the study. Social media marketing is positively related to promotion and price ( $r = 0.836$ ), trust and security ( $r = 0.856$ ), website and quality ( $r = 0.799$ ), and satisfaction and experience ( $r = 0.817$ ). Apart from that, promotion and price have strongly correlated with trust and security ( $r = 0.899$ ), website and quality ( $r = 0.945$ ), and satisfaction and experience ( $r = 0.949$ ). Trust and security are positively correlated with website and quality ( $r = 0.928$ ), satisfaction and experience ( $r = 0.905$ ). While website and quality have positive correlation with satisfaction and experience ( $r = 0.955$ ).

**Table 3.** Sample of Regression Analysis

Variable	Customer Satisfaction and Experience
Perceived Social Media Marketing	0.817***
Perceived Promotion and Price	0.949***
Perceived Trust and Security	0.905***
Perceived Website and Quality	0.955***

Note. N = 208, \* $p < 0.05$ , \*\* $p < 0.01$ , \*\*\* $p < 0.001$ .

Table 3 presents the standardized beta ( $\beta$ ) coefficients for each independent variable in relation to the dependent variable, customer satisfaction and experience. The results indicate that all four predictors have a strong positive influence, with  $\beta$  values ranging from 0.817 to 0.955. The following hypotheses are evaluated based on these findings:

H1: Social media marketing has a positive influence on customer behaviour.

The regression analysis shows a strong positive relationship between perceived social media marketing and customer satisfaction and experience ( $\beta = 0.817$ ,  $p < 0.001$ ). This indicates that effective social media marketing significantly enhances customer behaviour. Therefore, H1 is supported.

H2: Promotion and price have a positive influence on customer behaviour.

Promotion and price demonstrated a very strong positive influence on customer satisfaction and experience ( $\beta = 0.949$ ,  $p < 0.001$ ). This suggests that attractive pricing

and promotional strategies are highly effective in shaping positive customer behaviour. Thus, H2 is supported.

H3: Trust and security have a positive influence on customer behaviour.

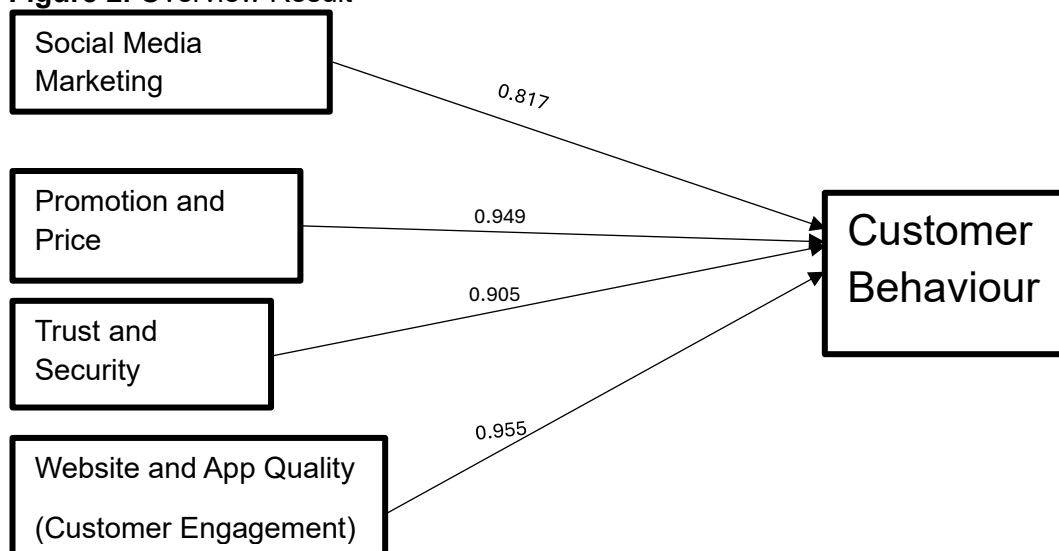
Trust and security also showed a strong positive influence ( $\beta = 0.905$ ,  $p < 0.001$ ), confirming that secure transaction environments and reliable buyer protection policies significantly contribute to favourable customer behaviour. Hence, H3 is supported.

H4: Website and app quality (customer engagement) has a positive influence on customer behaviour.

Website and app quality emerged as the strongest predictor ( $\beta = 0.955$ ,  $p < 0.001$ ), indicating that platform usability, design, and performance are critical in driving customer satisfaction and engagement. Therefore, H4 is supported.

In summary, all four hypotheses are supported by the data, confirming that social media marketing, promotion and price, trust and security, and website and app quality each have a significant positive influence on customer behaviour in the context of Shopee Malaysia.

**Figure 2.** Overview Result



## DISCUSSION

The study investigated the influence of online marketing factors on customer satisfaction among Shopee users in Malaysia. Based on the data collected from 208 respondents, the findings shows that all four online marketing variables (independent variable) which are social media marketing, promotion and price, trust and security and website and quality have a strong and positive influence on customer behaviour (dependent variable). The demographic results indicate that most respondents were young adults aged 21 to 30 (71.6%), with most being undergraduates (89.4%) and students (55.8%). This represents a highly digitally group that actively engages in online shopping. Additionally, most respondents had three to four years of experience using Shopee (41.8%) and used the platform frequently, either few days (38.5%) or once a week (29.8%). These findings suggest that respondents possess sufficient familiarity with Shopee to provide reliable evaluations of its online marketing strategies and platform quality.

The descriptive statistics further reveal that all variables recorded high mean scores above 4.0, indicating strong agreement among respondents. Notably, social media marketing recorded the highest mean score ( $M=4.72$ ), highlighting the effectiveness of Shopee's social media presence in engaging customers. This supports the regression result where social media marketing demonstrated a strong positive relationship with customer behaviour ( $\beta = 0.817$ ). The findings suggest that social media campaigns, influencer marketing and interactive content play an important role in shaping positive customer behaviour.

Promotion and price also showed a strong influence on customer behaviour with a high regression coefficient ( $\beta = 0.949$ ) and a high mean score ( $M = 4.42$ ). This shows that Shopee's pricing strategies such as discount, vouchers, flash sales and free shipping are highly valued by customers. This means that by offering a low price, and sales are limited by time, it influences buying interest in making purchases. That way consumers will immediately make a purchase transaction and the results will affect the increase in product sales (Ayu et al.,2023).

Trust and security were found to significantly influence customer behaviour, supported by a strong regression coefficient ( $\beta = 0.905$ ) and high reliability (Cronbach's alpha = 0.899). The findings indicate that Shopee's secure payment systems, buyer protection policies and seller reliability contribute to customer confidence. When customer feel safe during transaction, their overall satisfaction and experience improve, also influenced to positive customer behaviour, reinforcing continued platform usage.

Among all variables, website and quality recorded the strongest influence on customer behaviour ( $\beta = 0.955$ ). This result is consistent with its high mean score ( $M = 4.30$ ) and excellent reliability (Cronbach's alpha = 0.945). The findings highlight the importance of website usability, system performance, ease of navigation and information quality in enhancing customer experience. A well-designed and efficient platform reduces effort and frustration, leading to higher level of satisfaction.

Furthermore, the extremely high level of overall satisfaction (91.8% satisfied) and (5.3% very satisfied) among respondents supports the regression findings, indicating that Shopee's combined online marketing strategies and platform quality successfully meet customer expectations. Overall, the results confirm that online marketing and platform-related factors play a crucial role in shaping customer satisfaction and experience to influence customer behaviour in the Malaysian e-commerce context.

## **CONCLUSION**

This study aimed to examine the influence of online marketing factors on customer behaviour on Shopee. The findings confirmed that social media marketing, promotion and price, trust and security and website and quality all have a significant and positive impact on customer behaviour which is customer satisfaction and experience. Among these factors, website and quality, promotion and price emerged as the most influential predictors.

The results indicate that customers highly value a user-friendly and reliable platform, attractive promotional strategies and secure transaction systems. Shopee's effective use of social media further strengthens customer behaviour and satisfaction. These findings provide practical insights for e-commerce platforms and online sellers by emphasizing the importance of integrating strong digital marketing strategies with high-quality performance.

Academically, this study contributes to the understanding of online consumer behaviour by providing empirical evidence from Malaysian Shopee users, particularly among young adults and students who represent a significant segment of online shoppers.

### **Limitations of the Study**

Despite its contributions, this study has several limitations. First the study employed convenience sampling which may limit generalizability of the findings to the broader population of Shopee users in Malaysia. Second, the sample is dominated by young adults and students, which may not fully represent older consumers or different occupational groups. Lastly, the study focuses on a single e-commerce platform, limiting comparisons with other online marketplaces.

### **Recommendation**

Based on the findings of this study, several practical recommendations can be suggested for Shopee and online sellers. Shopee should continue to prioritize website and application quality, as a user-friendly and reliable platform strongly enhances customer satisfaction and experience. In addition, maintaining attractive promotional strategies and competitive pricing, such as discounts and vouchers, can further encourage customer engagement, particularly among youth adult users.

Shopee should also sustain strong trust and security measures, including secure payment systems and buyer protection policies, to maintain customer confidence. Lastly, effective use of social media marketing such as engaging content and promotional campaigns, can be continued to strengthen brand awareness and customer interactions. Overall, these recommendations demonstrate how the findings of this research can be practically applied to support Shopee's ongoing success and positive customer experience.

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### **DECLARATION OF CONFLICTING INTERESTS**

The authors declare that there is no conflict of interest

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