

Title : The Impact of Covid-19 towards the Growth of Shopee in Malaysia's E-commerce Market

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CHAPTER 1

1.0 Abstract

The growth of Shopee in Malaysia's e-commerce market during the covid-19 pandemic can be seen as it became the top one among the other online shopping platforms available. By 2020, the whole world, including Malaysia, was facing and battling with the pandemic of covid-19. The Movement Control Order (MCO) has been implemented to all Malaysian, and unexpectedly, the use of the e-commerce platform peak rapidly during that time. With that, Malaysian consumers are increasingly preferred going to online shops nowadays. One of the e-commerce markets that have been rising up since then is Shopee. This research aims to study and find out about the growth of Shopee in Malaysia throughout the pandemic of Covid-19. Throughout this research, three objectives will be discussed. The first is to study how the pandemic of covid-19 is changing and improving the digital of Shopee in Malaysia. Then, I will identify the effectiveness of the Shopee platform in balancing the online shopping characteristic and satisfaction of Malaysian consumers during the pandemic covid-19. Lastly, examining the influence of the covid-19 pandemic has changed the Malaysian consumers' perspective towards the Shopee platform.

Keywords: Shopee, Pandemic, Covid-19, E-commerce, Movement Control Order (MCO), Increase.

1.1 Introduction

The growth of Shopee in the context of Malaysia's e-commerce market has been an increase from time to time. It started launched in 2015, then expands to Malaysia, and managed to climb up to be the same level as Lazada starting from 2018. Now, the growth of Shopee's peak rise, especially in 2020, was facing and battling with coronavirus pandemic or can be known as covid-19. In Malaysia, as the cases rapidly increase, the federal government took the initiative to enforce the policy that can be named Movement Control Order (MCO).

Throughout the MCO, all of the Malaysians' movements were restricted, such as all of the academic institutions, economic sectors, private sectors, public sectors were closed down. The MCO's implementation can be considered a preventive measure by the federal government to slow down the virus from spreading too fast among society. It can be called a partial lockdown. Due to the implementation of MCO, all Malaysians are forced to stay at home, and unexpectedly, the use of the e-commerce online shopping platform also increases. Before this, Malaysia's e-commerce market is already quickly becoming one of the largest in Southeast Asia. However, as the pandemic covid-19 happened, online e-commerce markets as the shopping platform rapidly increase. The uses of the e-commerce market among Malaysian have been rising up, especially Shopee online platform.

As of today, Shopee becomes a hot trend among Malaysian consumers. It becomes the necessary platform to fulfill the needed and satisfaction. Shopee leading and took the first place for the e-commerce platforms in the Movement Control Order (MCO) period during the COVID-19 outbreak in Malaysia as of April 2020. The peak rise affected the growth of the Shopee and gave the rise effect towards Malaysia's e-commerce market in the digital economy. This research paper will analyze more about the strategies, marketing plan, and any other research related to

this study that the Shopee until they managed to improve and peak rise among the other e-commerce platform and Malaysia's e-commerce market context.

1.2 Problem Statement

As for today, Shopee is leading in Malaysia's e-commerce platform market. Driven by covid-19, Shopee has to become a hot trend and favorite platform among the consumers. It has a wide selection of product categories ranging from consumer electronics to home and living, health and beauty, baby and toys, fashion, and fitness equipment. Shopee becomes the necessity to fulfill the needed and satisfaction of consumers worldwide, including Malaysia. However, in this sense, how does the covid-19 pandemic impact the growth of Shopee in Malaysia's e-commerce market? What are the relations between the Covid-19 pandemic towards the growth of Shopee in Malaysia's e-commerce market? What is the Shopee that makes the consumers in Malaysia prefer to use Shopee compared to other e-commerce platforms?

1.3 Research Question

- 1) What is the factor of the increasing of digital Shopee throughout the pandemic of Covid-19?
- 2) How Shopee maintaining its platform during the pandemic of Covid-19?
- 3) Why Malaysian consumers' chose Shopee as their platform in shopping online compared to the other online shopping platform?

1.4 Research Objectives

- 1) To study on how the pandemic of covid-19 is changing and improving the digital of Shopee in Malaysia

- 2) To identify the effectiveness of Shopee platform in balancing the online shopping characteristic and satisfaction of Malaysian consumers during the pandemic covid-19
- 3) To examine the influence of covid-19 pandemic has changed the Malaysian consumers' perspective towards the Shopee platform

1.5 Scope of the Research

The scope of this research is covered at the area of pandemic of covid-19 where give the impact towards the positive growth of Shopee in the Malaysia's e-commerce market context. The purpose of this research is want to explore about the historical background of Shopee and its development growth in e-commerce market, how the pandemic of Covid-19 is changing and improving the digital of Shopee in Malaysia, identify the effectiveness of Shopee platform in balancing the online shopping characteristic and satisfaction of Malaysian consumers during the pandemic of Covid-19 and how Covid-19 has changed the Malaysian consumers' perspective towards the shopping platform.

1.6 Significance of the Research

The purpose of this research is to find out how Shopee manages to improve and increase until it became the top one among the online shopping of e-commerce platform in Malaysia during the pandemic of Covid-19 in the year of 2020. In the fourth quarter of 2020, they recorded a massive number of monthly visitors amounted to approximately 47.33 million which became a sharp increase compared to the previous quarter and also in Malaysia context, they became the most visitor website. By this reason, this makes Shopee one of the leading mobile in e-commerce of Malaysia's market. This research paper would like to show how does the impact

of Covid-19 pandemic can give the excessively growth towards the Shopee in Malaysia's e-commerce market.

1.7 Literature Review

From the *Report Summary of the E-Commerce in Malaysia (2020)* that prepared by the Commonwealth of Australia represented by the Australian Trade and Investment Commission (*Austrade*) stated on the rapid growth of the e-commerce market of Malaysia from 2015 until 2020 as Malaysia continues its push towards a digital economy and predicted to make up 20 per cent of the GDP in 2025. They also mentioned that with a large and increasing consumer market and a mobile penetration rate of 144 mobile devices per 100 persons, e-commerce has tremendous prospects. In this sense, they discussed generally about the rapid growth of the e-commerce in Malaysia that can give the rise peak of digital economy in GDP of Malaysia. The reasons of the rapid increase in digital economy due to the mobile penetration which as for today the e-commerce platform already has been designated in the mobile phone.

From the *Article Online Shopping Motives during the COVID-19 Pandemic—Lessons from the Crisis (2020)* written by Julia Koch, Britta Frommeyer and Gerhard Schewe where the authors investigate regarding to the relevancy between online purchased behavior and pandemic of Covid-19. In this article, the authors are agreeing that the e-commerce platform has become the predominant sectors during the pandemic of Covid-19. The pandemic drive the people to do the online shopping. Thus, it gives the motivation to the people to do the online shopping frequently compared to the previous situation which is before the pandemic occurred. In addition, with the dramatically lockdown and movement restriction that initiated by the government has make the consumers to purchase physically which is going outside just for the

sake of buying the good whereas the consumers can get through shopping online. With the various researches have been done, the pandemic has changed the consumers' pattern behavior in shopping. This can be proved with the data statistic that has been provided for every country with regards to the digital sales of e-commerce platform peak rise during this pandemic.

From the *Article Examining the Influence of COVID 19 Pandemic in Changing Customers' Orientation towards E-Shopping (2020)* written by Dr. Tareq N. Hashem stated the consumers' behavior towards the online shopping depend on five variables that have been taken into account which included frequency, necessity, method of payment, price, and availability of product or service. The data statistic increase due to the consumers' satisfaction towards those five variables throughout the online shopping. That is why the act of online buying became repetitive till make digital economy of the e-commerce market peak rise during the pandemic happened.

1.8 Theoretical Framework

In this research, there are two main theoretical frameworks that have been used as the methods of analysis and in order to get the correct results in this research. Those frameworks are very significant for the study the factors of the impact of covid-19 that leads to the growth of Shopee in Malaysia's e-commerce market.

First, it is the theory of Globalization. The theory of globalization can be applied in describing the growth of the interdependence of the Shopee platform in Malaysia's e-commerce market since globalization has a profound effect on the e-commerce industry. Shopee is a mobile-centric marketplace where users can browse, shop, and sell. Shopee is worldwide, including the Southeast Asia countries, East Asia countries, several parts of Latin American

countries, Brazil and Mexico. Shopee becomes the platform where the consumers could get the goods they want from across the border.

Second, it is the theory of Economic Liberalism. It advocates non-state intervention in the economy and free competition. The free competition gave the freedom for trade to produce, price, and control production quality. According to the supply and demand law, the market would be adjusted based on that without direct state interference. This theory can be seen from the transaction at Shopee. The customer has the freedom to choose their product before they made any purchase. There are no specific rules or obligations for the customer to buy at a particular store. They are free to buy at any store that they want. Plus, the features of the app would assist the customer to look at the store by put up words such as "Preferred Store", "Sold for 19.5k customers", "RM15 Free Shipping". In this way, the customer can freely purchase at their preference store, based on those features.

The third is the theory of technique in propaganda also has been applied in this research. Propaganda is the art of influence and persuasion for other people to do so. It can be seen where Shopee uses the celebrity leverage for their endorsement and got their participation in the collaboration projects that the Shopee itself has initiated. As a result, that project got a lovely response and participation from the Malaysians' society. It makes the Malaysians' consumer influenced to do that when there is an involvement from the celebrity, especially if they favor that celebrity.

1.9 Methodology

The research uses the mix methods from qualitative and quantitative. The qualitative method is emphasized based on the qualitative of entities. The quantitative method is emphasized

based on the questionnaires that have been held to 46 respondents. The Malaysian perspective changes towards the Shopee platform during this pandemic were used to analyze the factor that influences and leads them to be more firm towards Shopee which resulted in the growth of Shopee in Malaysia's e-commerce market. In this research, the data and information had been gathered from questionnaires, journals, articles, reports, and news from the online website. All the information and data were collected from the past events that had occurred and the respondents' opinions.

1.10 Chapter Outline

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6.1 Result and finding of research

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CHAPTER 2:

The historical background of the development of Shopee along with Malaysia's digital e-commerce market

The e-commerce sector is among the fastest-growing industries in Malaysia, and it started growing by the late 2000s. Shopee managed to come closer to the level of Lazada and overtook Zalora and Lelong within the span time of two years. Shopee's early success can be attributed in part to its unique approach of prioritizing mobile customers on its platform. As for today, Shopee is a leading platform due to the impact of the pandemic of Covid-19.

Shopee Pte Ltd originally came from a Singaporean multinational technology company that focuses mainly on e-commerce. It was first launched in 2015, and the headquarter is located in Singapore. Shopee is part of the Sea group, which is a leader in digital entertainment, e-commerce, and digital financial services in Southeast Asia. Sea's purpose is to use technology to improve the lives of consumers and small businesses. It is listed on the NYSE under the symbol SE. That is why the Shopee platform has been designated for the region, providing customers with a simple, secure, and quick online shopping experience through extensive payment and logistics assistance. Shopee aims to enhance its platform continually and become the region's e-commerce destination of choice through ongoing product optimization and localized user-centered strategies.

As in this modern era, the whole world faces globalization, so; it is easy to develop the Shopee platform to start operating internationally. With that, Shopee managed to expand and dominate its online shopping e-commerce platform in Southeast Asia, Taiwan, and several

countries from Latin America, such as Brazil and Mexico. In addition, Malaysia has one of the highest internet penetration rates among the Southeast Asia countries at a percentage of 82.3%. That is why it is easy for Shopee to gain popularity for these past years in Malaysia.

Apart from that, four vital strategic factors were driving Shopee's journey from an ambitious startup to a regional retail powerhouse (O'Neill, 2020). First, Shopee uses the concept of mobile. It has been well-known that internet engagement by the Southeast Asia region is high compared to the other region. In addition, Shopee focuses on mobile as an emerging trend and the way forward for e-commerce in the region. In this modern era, the younger life depends on mobile. It means that online commerce will have to adapt to meet the needs of younger customers who grew up interacting, collaborating, and amusing themselves on mobile devices. So, Shopee's mobile-first approach allows it to take advantage of the expected continued growth in mobile subscriber penetration. Second, Shopee is taking a hyper-local approach perspective. It must be noted that each country's e-commerce traits and problems are different from each other and the demographics of consumers. In order to provide the most relevant online shopping experience for brands, vendors, and shoppers, Shopee uses a hyper-localized strategy in each area (O'Neill, 2020). Shopee can adapt to their needs by analyzing each market and its user patterns.

Third, Shopee can provide a personalized and social experience for its users. Shopee leverages data and AI to uncover trends and insights from customers' browsing and purchase data and new technologies such as AI and AR-powered tools to assist marketers in providing unique shopping experiences to their consumers (O'Neill, 2020). They focus on the engagement between sellers and customers instead of focusing solely on the driving transaction and competing on price. Fourth, Shopee is dedicated to enhancing the ecosystem of its merchant

partners. At this point, the Shopee Seller Centre is continually updated with new functions so that it will make it easier for sellers to track and manage their sales performance, payments, inventories, and deliveries on Shopee. With these systematic systems, Shopee can continue to give the best service to the consumers.

Since Shopee's focus is on the regional perspective, the application of the strategy is just the same within the Southeast Asia region. However, Shopee's success for each country depends on how the region reacts, accepts, and views this Shopee platform. Nevertheless, sometimes they may use different approaches in slightly manners for every country in the Southeast Asia region. As for Malaysia, before this pandemic occurred, it can be seen that Malaysian not firm with Shopee because they more prefer to do physical shopping. However, the Shopee platform has already been noticed during that time. Malaysian became more comfortable with Shopee for these past years. Then, it booms up when the pandemic of Covid-19 occurred. This is because it attracts people who used to buy online and attracts people who only used to buy offline. That is why the growth of Shopee in Malaysia's e-commerce market rapidly increases and even beats another online shopping platform.

Throughout the rise of the Shopee online platform, Malaysia's e-commerce digital market also increases. It has been known that Malaysia's internet infrastructure, youthful, tech-savvy population, and rising mobile or broadband penetration rates all point to the solid potential for the country's e-commerce market. Smartphones have become an increasingly important driver of online sales; however, high-value orders will continue to be mostly transacted via PCs. As Malaysia's e-commerce sector is growing, consumers are warming up to the idea of technology-enabled payment solutions, from traditional internet banking to mobile finance. Consumer purchasing habits are evolving, supported by the Malaysian Government's National e-commerce

Strategic Roadmap, which seeks to promote growth in online retail and attract investment in the sector from global players (Australia, 2020). Here, the e-commerce market in Malaysia can grow more in the global world along with the successful growth of Shopee as an e-commerce online shopping platform.

CHAPTER 3:

To Study on how the pandemic of Covid-19 is changing and improving the digital of Shopee in Malaysia

3.1. The relationship between the pandemic of Covid-19 that affect the digital of Shopee

The virus is not something new in this world. The spread of the virus that can give threats and touch towards every perspective for a country already exists since before. The coronavirus (COVID-19) seems like repeating the world of history itself but with different names and comes from different reasons. However, the impact is still the same, where give the chaos and misery towards the world. However, since the Covid-19 pandemic existed in this new modern era where the world improves so much in technology, welfare, security, it can be seen that the world act quickly compared to the old history.

Refer back to the history before, where the earliest recorded pandemic happened during the Peloponnesian War. After the disease passed through Libya, Ethiopia, and Egypt, it crossed the Athenian walls as the Spartans laid siege. As a result, two-thirds of the population died. Other than that, the Black Death was a devastating global epidemic of bubonic plague that struck Europe and Asia in the mid-1300s. When an epidemic spreads across a country's borders, that is when the disease officially becomes a pandemic. Throughout history, it can be seen that the

pandemic of viruses will make people die on a large scale. Therefore, all economic, social, cultural, political, and security activities became disasters due to the viruses that spread quickly from one person to another. During that time, people significantly became helpless. All of these things became a disaster and made the development of the countries freeze for a while. However, they managed to build up and fight back, but it took them a long time to do so.

The same goes with the Covid-19 virus that started to spread at the end of 2019 in Wuhan, China. Later on, it spread widely across the world. Only certain countries are not affected by this virus, but those countries are small countries that people mostly did not know that countries exist in this world. It differs from the countries that developed, such as the US, Russia, Japan, South Korea, and other ASEAN countries, including Malaysia. Although the virus spread quickly yet the people nowadays act decent and sane, they still managed to do the things they usually do, even in a limited way. For instance, we can look in the economic perspective where the trade is still ongoing until today even it is done in a limited way. It cannot be denied that the economies have their declination, but those economic things can still be carried out compared to the pandemic that occurred during the old days.

Furthermore, the economy can be done in a new approach that is in line with world development in this modern era. As for today, the trade can do using the technology and ecosystem. That is why the e-commerce market exists where people do the shopping not face to face but through the virtual form. The e-commerce market existed since 1948 where the Berlin blockade and airlift with a system of ordering goods primarily via telex and becomes better from time to time. As for the 2000s, the creation of e-commerce has been upgrading through mobile. It will make it easier for the people. It can be said that the development of e-commerce in line with the development of technology production.

Shopee became the first online shopping platform that focuses on mobile since everyone is using the mobile phone. It becomes a necessity that needs to be fulfilled for every single human being. The Shopee platform is available on mobile phones where people need to install the apps to do the shop. That is why even the pandemic occurred; the e-commerce market still can boost their digital especially the digital of Shopee in Malaysia's e-commerce market.

3.2 The factors that influence the changing of digital of Shopee

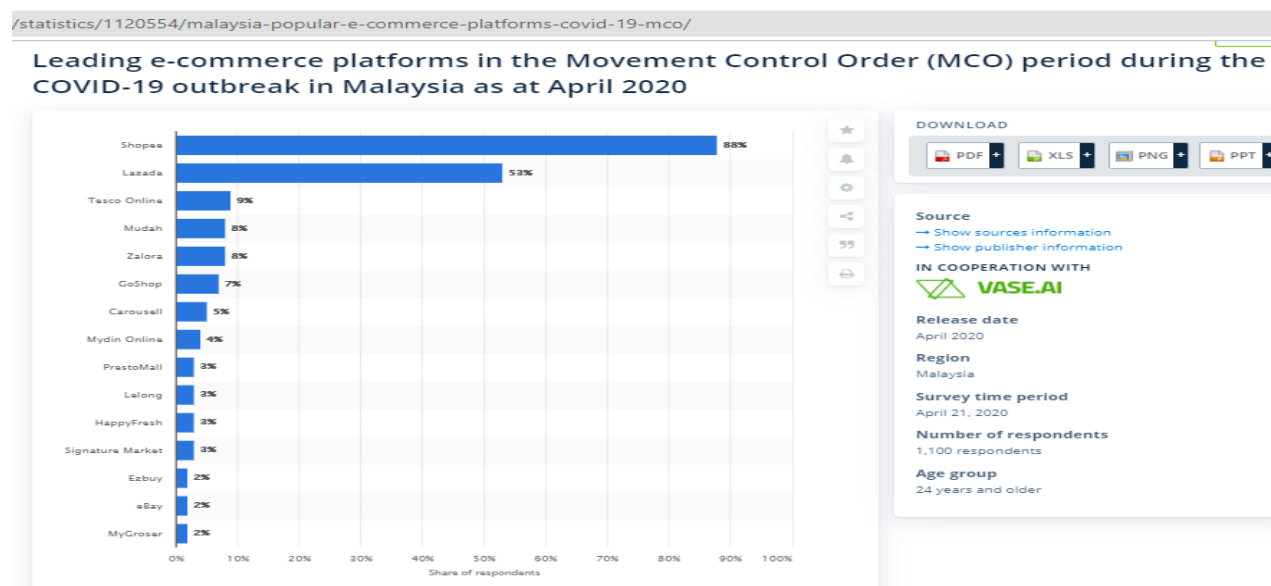


Figure 1 shows the statistic of data the leading e-commerce platforms during the MCO period

The rise of Shopee among the e-commerce Malaysia's market during the pandemic of Covid-19 proudly increases. Thus, the digital is significantly changing and improving in Malaysia's e-commerce market compared to the previous years before the pandemic occurred. Shopee took this opportunity and remains steadfast by stepping up initiatives during Covid-19. The main reason Shopee could improve their digital was due to Movement Controls Order (MCO). To support the government efforts such as the encouragement of social distancing measures, work from home arrangement, and any other efforts that the government has enforced,

Shopee has launched a number of programs and activities to ensure that its users, sellers, and the community it serves have a pleasant and secure shopping and trading experience.

Here, Shopee has been collaborating with authorities to help reduce supply chain disruptions, as well as the industry and regulators. The e-commerce site collaborated with local and regional producers and distributors to provide Malaysians with quick online access to face masks, especially during a national scarcity. Shopee also worked with 1,000 brands and retail partners, as well as 800,000 merchants around the country, to ensure that its users had a consistent supply of goods. Shopee focuses on cooperating with the big brands and small brands, homegrown and multinational being invited into the Shopee platform. Plus, Shopee also has been working to devise country-specific campaigns, depending on each country's lockdown state. At this rate, Shopee is pushing brands to do more online. For instance, the Reckitt Benckiser and the Dettol brand, Shopee, offered consumers cost savings from exclusive promotions and shared content through a Myth busters-style website. Elsewhere, L'Oréal's Maybelline brand, Shopee, helped sell the popular lipstick collection. The brand of Superstay Matte Ink offering shoppers a chance to participate in a famous social media platform nowadays, Tiktok, by putting the hashtag '#SuperstayChallenge' using a lip-color changing filter (Sachitanand, 2020). Shopee said it is their responsibility as the online shopping platform needs to do to help eradicate Covid-19.

Therefore, even the MCO might be the cause for the movement of stock delay yet. They managed to overcome this obstacle with proper and meticulous engagements with the industry, regulators, and authorities. Furthermore, Shopee also placed precautionary measures by offering additional protection to users, staff members, warehouse, and delivery fleets according to the Health Ministry (MoH) guidelines. This step has been taken to provide peace of mind to the users when shopping in the Shopee platform. In addition, to keep its users entertained and not

dull during the MCO's period, Shopee also hosted various campaigns in conjunction with Hari Raya such as Shopee Live and Shopee Games (Birruntha, Shopee remains steadfast by stepping up initiatives during Covid-19, 2020)

After that, Shopee collaborated with the Selangor government to bring Ramadhan bazaars right to the consumers' doorsteps since physical Ramadhan bazaars were canceled. We all know and understand how much Malaysians love these annual bazaars so, they launched together with the Selangor E-Bazar Raya. From May to June 2020, the consumers may access about 900,000 products from a variety of Raya foods, household appliances, baju Raya, and more through the webpage. Besides, Shopee also introduced the new "Salam by Shopee" feature. This is designed to make browsing and shopping easy for those searching for halal products, prayer items, wudhu-friendly cosmetics, Muslim fashion and any other things that related to the Islamic matters. The feature boasts deals, offers, vouchers, and services such as Resepi Raya (to find ingredients for Raya delicacies), Pilihan Halal (products from Halal-certified brands), Azan (reminder on prayer times) and Derma (donations to charity organizations) (Birruntha, Shopee remains steadfast by stepping up initiatives during Covid-19, 2020) Throughout the MCO, it can be seen that the Malaysian at that time changed their pattern of buying behavior where they use an online platform in getting what they want and what they need. Previously, consumers turned to the internet to purchase for leisure things, but now they shop online for essential household items and daily necessities to avoid leaving their homes. According to the report, the average of consumers was spending approximately 20% more time on its platform a week. Here, Shopee observed an increasing reliance on e-commerce as it provides users one-stop access to everything, including entertainment (Birruntha, Shopee remains steadfast by stepping up initiatives during Covid-19, 2020). Furthermore, according to data by the iPrice Group, an online

shopping aggregator platform stated that Shopee even beats Lazada as the e-commerce website in Malaysia with the most visitors in the first quarter of 2020 (R.Hirschmann, 2021). In addition, according to the survey that Vase.ai conducted on Malaysians' shopping behavior during the Movement Control Order (MCO) period, Shopee was the most popular e-commerce platform, with 88 percent of respondents shopping there. Lazada followed this with 53 percent of respondents. The Malaysian government issued the (MCO) period for two weeks from March 18, 2020. It has been extended for the fourth time to June 9 (R.Hirschmann, 2021). It can be said that the implementation of the MCO became the main factor that influencing the improvement of digital of the Shopee in Malaysia's e-commerce market.

Apart from that, Shopee also raises funds for the medical frontline workers. To make it work out, Shopee has collaborated with the Malaysian Medical Association (MMA) and the Malaysian Medical Association Foundation (MMAF) to introduce the Shopee MMA Covid-19 Fund. This fund intends to support and assist frontline workers with their healthcare and welfare needs while they strive to combat the infection. This event even got the support from the local celebrities Datuk AC Mizal, Che Puan Sarimah Ibrahim, Datuk Seri Vida, Fahrin Ahmad, Elyana and Irma Hasmie. They are not only the ones who contributed the fund but also helped spread the word around. As a result, the fund collected more than half a million ringgit (Birruntha, Shopee remains steadfast by stepping up initiatives during Covid-19, 2020) I think this fund project automatically touches the heart of the Malaysian people since we know that the Malaysian people are famous for having a good heart in giving help to other people in need. So, this kind of propaganda is good enough to make consumers have an emotional attachment towards Shopee. Plus, with the participation from the local celebrities, it gives the influence to the consumers to follow the step taken by those celebrities.

Lastly, Shopee continues to leverage its key strengths to build an inclusive ecosystem and is committed to driving long-term and sustainable growth. With that, Shopee continues to provide access, convenience, and value to users through its annual mega shopping festivals, namely the 9.9, 11.11, and its 12.12 Birthday Sale (Birrutha, Shopee remains steadfast by stepping up initiatives during Covid-19, 2020). They also continue to unlock more opportunities by entering strategic partnerships that benefit retailers, consumers, and the economy. Therefore, they are also engaging local communities and helping to create more online entrepreneurs will remain as Shopee's long-term goals. Shopee noted that they would constantly monitor the landscape and government policies and adapt as required to support the needs and positively impact users, partners, and retailers.

Those are the reasons why the digital of Shopee increases and improves during the pandemic. That is why Shopee managed to be topped one and led the other e-commerce platform available in Malaysia.

CHAPTER 4:

To identify the effectiveness of Shopee platform in balancing the online shopping characteristic and satisfaction of Malaysian consumers during the pandemic of Covid-19

4.1 The significance of the balancing the online shopping characteristic and satisfaction of the consumers in online shopping platform

Online shopping characteristic refers to the needs that the online shopping e-commerce platform should have in their platform either through mobile apps or websites. In contrast,

consumers' satisfaction refers to the customer experience and feeling after online shopping. In balancing both of them, it can be said that the customers' satisfaction depends on how the online shopping platform characteristic. It means that the e-commerce of the online shopping platform itself needs to play the role of ensuring that the customers are satisfied with their platform. The platform must give freedom and satisfaction to the consumers in the economic transition sector. The pandemic of the Covid-19 lockdown makes the Malaysian consumers quickly adapting their new norm where it proves that the need for businesses to go digital. With mobility restrained due to enforced lockdowns, consumers have resorted to online and mobile transactions for their daily needs, including banking and shopping. The same goes as well with Shopee, where they created many out-of-the-box things for their shopping platform so that the customers will stick with them.

An excellent online shopping platform consists of several types that need to be fulfilling to satisfy our platform. Those types always demand by the customers. First, the online platform must have a mobile-friendly design. The share of e-commerce sales that come from mobile purchases grows for these past years. As for the Shopee, they have their own mobile apps that are more easy and convenient for the customers since everyone spends their time 24/7 with their mobile phone. Second, the online platform must have multiple payment options. If customers are offered the chance to make payment with their preferred method, they are more likely to go through with their purchase. They might also continuously buying the goods through that platform since that platform provides their preferred payment method. As for Shopee, they also have various payment methods. Consumers are free to choose which method of payment that they want. The third is a special promotion which will attract the consumers more. People in this world like the promotional things that can benefit every purchaser that they have done. As for

Shopee, Shopee offered every month sales such as 11.11 sales. Other than that, Shopee also offered a collection of coins to use the coin whenever they want.

Fourth is a multichannel storefront where each of the goods has various and different choices from the sellers. As for Shopee, the consumers are free to choose from what store they want to buy. Plus, by having this kind of multichannel storefront, consumers can easily compare the cost. They can see which store has the low cost and which store has the high cost. They are free to choose the terms of the seller and the cost of the goods. Fifth is that the online shopping platform should have a feedback section from the consumers. As for Shopee, they provide this section to make it easier and more convenient for the consumers, especially for the one who just uses the Shopee platform. Therefore, through this feedback, the other consumers can rely on that feedback, gaining the trust from them in buying the goods.

At this moment, it can be said that the consumers' satisfaction depends on how the online shopping characteristic designated by the owner of this platform. If the customers do not satisfy and enjoy their online shopping, the owner should reflect on how they design their e-commerce platform. As for Shopee improved in designing their e-commerce platform from time to time, mainly during this pandemic occurred with various vouchers, promotions, and so on where the consumers are having fun shopping through their platform. Plus, they gain lots of new consumers to buy the goods through their platform.

4.2 The strategies that have been done by Shopee in balancing the online shopping characteristic and Malaysian consumers' satisfaction

The Shopee platform works to meet rapidly shifting consumer needs and looks to use personalization to make sure its customers and buyers stick around during the pandemic. With

becoming the leading e-commerce platform during this pandemic, Shopee has changed our conventional perspective on how trade or commerce should balance the online shopping characteristic and the satisfaction among Malaysian consumers.

To try to target these shifting consumer trends, Shopee has designated the e-commerce platform's service standards. The service standard includes performance metrics such as number of unique buyers, number of net orders, all-time shop rating, and chat response rate, offering Preferred Seller perks that increase Shopee buyer trust, boost shops' search ranking, and also attract buyers with Shopee Coins rewards (Malaysia eCommerce Market – its Dominance and Shopee's Success, 2021). Whoever consumes Shopee as their online shopping platform, Shopee provided and designated very well their platform where the consumers can enjoy Shopee's exclusive promotions and discounts. This section became the most important one for Malaysian e-commerce consumers since they love to compare product prices with other e-commerce stores and traditional brick-and-mortar stores (B&M stores). As for the sellers, Shopee will give it to the stores that get the 'preferred' badge only. So, the sellers need to get this so that many consumers would like to buy from their store since the promotions and discounts will attract more consumers to buy with them.

Second is Shopee also held the ads campaign to expose more products, store visibility, and even increase the chance that sellers' products find ranking within the top five product search results. This might give help the sellers to boost their sales however, from the consumers' perspective and side, it is convenient for the consumers to search and find out the goods that they want. In addition, with the exposure by the Shopee itself, it can build up the trust by the consumers to buy from that store. Usually, the consumers prefer to look at what is in front of their eyes instead of making an effort to do the searching. The third is that Shopee attracts

consumers to use their platform when shopping online with the Shopee Coins reward system. It is one of the unique and charming marketing by the Shopee. The function of Shopee Coins reward is to allow the consumers to save money on the product they have purchased. The Shopee Coin reward can cut the cost and make the good being cheaper than the usual price as the Shopee Coin reward covers it. However, it depends on the consumer itself when and where they want to use it. It means that, When the consumers buy that particular good, they will earn the Shopee Coin as a reward from buying that good. With that Shopee Coin, the consumer is free to use it for the current purchase or want to use it for the next purchase.

Here, it can be said that the purpose of those service standards is to give benefits either for the sellers or consumers. It is easy for the consumer to look out about the performance from the seller, how many of the buyers have bought from that seller, the honest feedback from the other consumers itself, how many rating that the seller got for their shop that has been rated by the consumers and so on. When the sellers fulfill those service standards provided by the Shopee platform automatically, it can build the consumers' trust as well. Thus, the trust was built not only for the sellers but also for the Shopee's platform itself. This is because, through those standards, the consumers can make their own choice and have the freedom to buy at any sellers that they want. It also may be the reason for the consumers became loyal and stick to Shopee.

As a result, according to the report that has been published, Shopee Malaysia emerged as the strongest among e-commerce players when it comes to balancing brand use and brand satisfaction. Based on the report, Shopee has not only achieved an 83% market share among respondents but was also ranked the second-highest satisfaction rating. Some said that the factor behind this popularity is not only because of the focus on localizing their offering but also tapping into the purchase motivations and behavioral tic of consumers in Malaysia, such as

leveraging celebrity endorsements (Birruntha, Most M'sians unhappy with e-commerce experience, 2020). However, in my opinion, we cannot solely say that leveraging the celebrity endorsement has a massive influence on this popularity. This is because the effort made by the Shopee in balancing both to boost their digital platform took the triple efforts. The features of the app itself would assist the customer to look at the store by put up words such as "Preferred Store", "Sold for 19.5k customers", "RM15 Free Shipping". In this way, the customer can freely purchase at their preference store, based on those features.

CHAPTER 5:

To examine the influence of covid-19 has changed the Malaysian consumers' perspective towards the Shopee platform

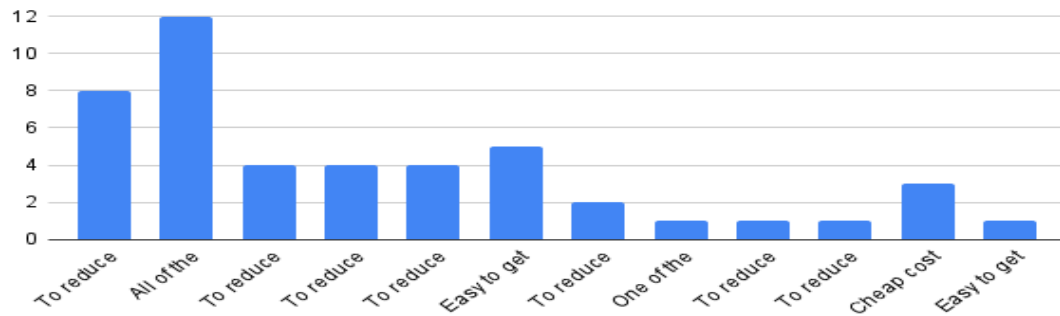
The consumers' perspective towards the particular online shopping platform is essential in determining the successful growth for that particular online shopping platform itself. Malaysia is one of the countries that can be an example of that. The e-commerce market in Malaysia is improving from time to time. This can start to be seen around the year 2011 with the existence of Lazada and Alibaba. Later on, the Shopee e-commerce platform launched and enter Malaysia's e-commerce market. Shopee managed to improve from time to time even at the same level as Lazada, whereas Shopee only exists within 2 years.

As for 2020, where the pandemic of Covid-19 spread widely across the whole world, Shopee once again proved that they are the most visited website during that time, which constituted the peak rise and leading to becoming the top 1 among the other e-commerce platform. The Shopee platform in Malaysia already established a strong image in the eyes of

Malaysian consumers from time to time. However, not many of them use Shopee as an online shopping platform for shopping purposes. They are tending to go outside and perform the physical purchase. However, since the Covid-19 exists, the Shopee platform unexpectedly emerged as the top 1 in the e-commerce online shopping platform. Regarding this objective, it will be mixed up from the survey question that has been held for the 46 respondents and the sources from the internet websites.

Based on the online research, why people switched the habit of shopping is due to the covid-19 itself and the implementation of the MCO. Those two reasons are the root causes for Malaysian consumers in using Shopee as the online platform. It has become the changes of the consumers' pattern behavior in buying the goods. Basically, the restricted movements that the government has controlled make the Malaysian lazy to go outside. Furthermore, Malaysians have an awareness of the dangers of how this coronavirus spread. They all want to avoid and less physical contact because they know how people can get that virus. Plus, it is one way for them to adopt the 'new norm' situation that needs to be applied in life today. Automatically, it urged people that they should learn how to do online shopping. So, an online shopping platform is a very precise use according to the time, circumstances, and situation. Those have been proved throughout the survey questions regarding their perspective and thought towards the Shopee as an online shopping platform during this whole pandemic season.

Count of Why did you choose to buy the goods through Shopee during the Pandemic of Covid-19?



Count of Why did you choose to buy the goods through Shopee during the Pandemic of Covid-19?

Figure 1 the data chart shows reasons why 46 respondents buy goods through Shopee platform

Apart from that, the strategy that came out by Shopee during this pandemic makes the consumers want to stick with them. As we know that, Shopee took this pandemic as an opportunity for them to boost their image and digital. They have different views regarding this pandemic. Since Malaysia consumers spend a lot of their time at home instead of doing what they use to do before this pandemic occurred. Therefore, with Malaysian awareness about this virus spread, the Malaysian needs something that can reduce their worry whether it is safe for them if they are going outside to buy the necessity of the goods and desired that they need. That is why online shopping is a valuable and helpful platform at this moment. With that point, Shopee provided a lot of vouchers, benefits, sales, and any other promotions that make the consumer feel that Shopee is an online shopping platform worth using. Shopee even pushes the local brand to collaborate with them to make their platform have various wide selection and choices of the goods where the customers can easily get through Shopee.

Count of What is offered by Shopee that does not offered by other platforms during the Pandemic covid-19?

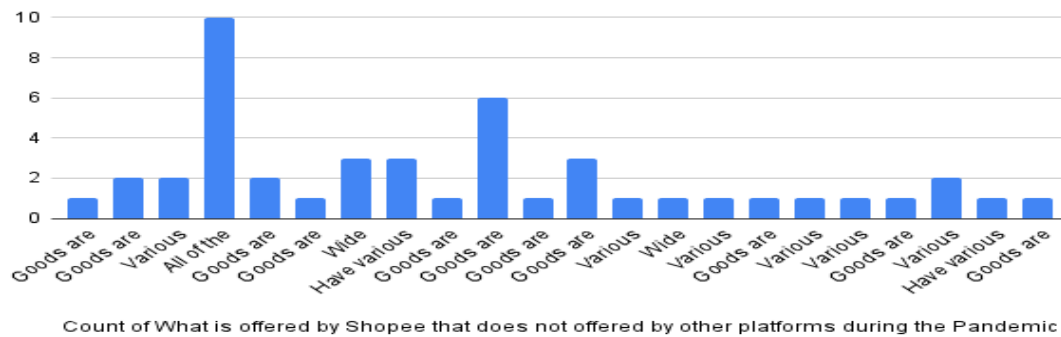


Figure 2 the data chart shows that the 46 respondents answered what is offered by Shopee that does not offered bu other platforms during the pandemic of Covid-19

Lastly, this pandemic has led to the lockdown of the MCO and encouraged people to adapt and apply the ‘new norm’ situation. That is why it urged people to know and to use online shopping. The online shopping platform needs to design their platform very well not to face any hardship when they use the platform. According to Jasson Vissers (Vissers, 2020), the smooth platform also plays a significant role in ensuring that the customers stick with our platform. It does not matter either the platform can be accessed through a website or mobile apps. As long as the platform is designated very well, the customers will repeatedly use our online platform. He added that having a well-designated platform makes it easy for visitors to find what they are looking for, and it does so quickly without any crash or lag issue. As for Shopee has designated very well that focus on mobile phone apps that make it easier and more convenient for the consumers to access and visit since people are on their phone 24/7 nowadays. According to the survey that has been held to the 46 respondents that consist of the age from 18 until 60 and above. The majority of them said that the Shopee apps are easy, convenient, and friendly users. The Shopee apps can easily be adapted no matter what age you are.

Histogram of On a scale of 1-10, how satisfied did you feel based on your overall experience in Shopee throughout the

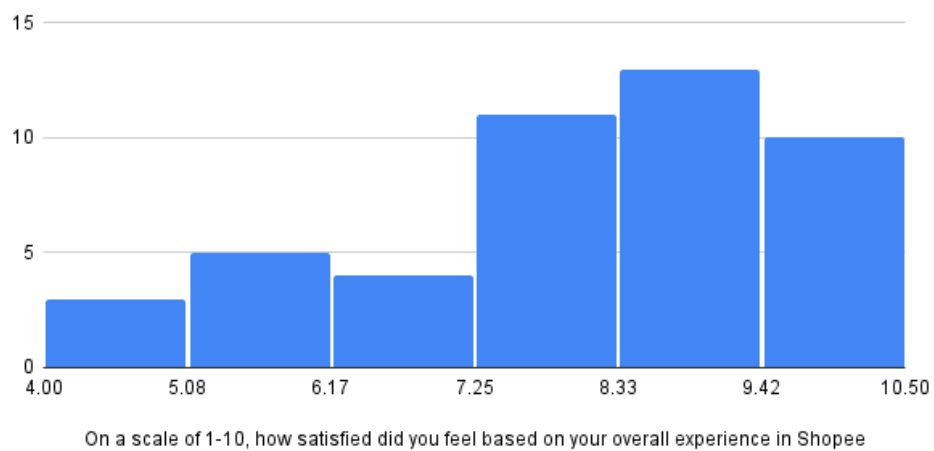


Figure 3 the data of bar chart shows that the 46 respondents answered the satisfaction based on their experience in using Shopee

Count of Do you think that the Shopee apps is easy and convenient for you to use?

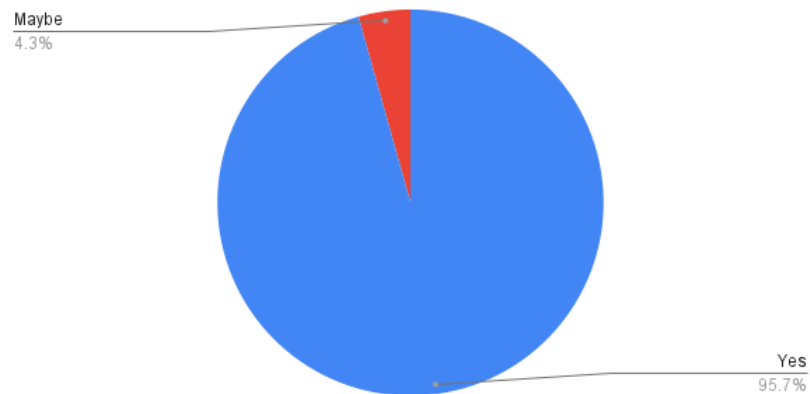


Figure 4 the pie chart chart shows that the 46 respondents answered Shopee apps is easy

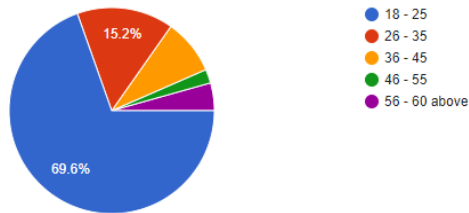
CHAPTER 6:

6.1 Results and Findings

Part A – Demography

1. Age

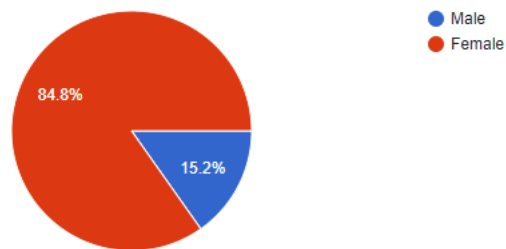
Age
46 responses



	18-25	26-35	36-45	46-55	56-60 above
Frequency	32	7	4	1	2
Percentage	69.6%	15.2%	8.7%	2.2%	4.3%

2. Gender

Gender
46 responses

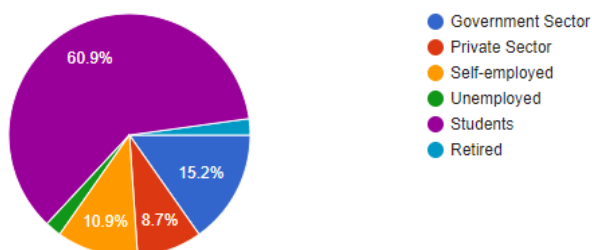


	Male	Female
Frequency	7	39

Percentage	15.2%	84.8%
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3. Occupation

Occupation
46 responses



	Government Sectors	Private Sectors	Self-employed	Unemployed	Students	Others: Retired
Frequency	7	4	5	1	28	1
Percentage	15.2%	8.7%	10.9%	2.2%	60.9%	2.2%

In this research paper, there are 46 respondents that give the responses towards the survey questionnaires. There are two parts in this questionnaire which is Part A for demography and Part B for the analysis of why and what Malaysians thought towards the Shopee's work as the online shopping e-commerce platform during the pandemic of Covid-19. For part A which is demography, the first one is the age. The survey age are given from the age of 18 until 60 and above. The reason of why started from the age of 18 because the age of 18 is the beginning of the age that are eligible to have the banking transaction, enter into agreement and so on. For the age of 18 until 25, the percentage is 69.6%, the age of 26 until 35 (15.21%), the age of 36 until 45

(8.7%), the age of 46 until 55 (2.2%) and lastly is the age of 56 until 60 and above (4.3%). Second is the gender that divides into male and female. There are 7 males with the percentage 15.2% and 39 females with the percentage 84.8%. Third is the occupation where there are six options that can be selected. There are 7 respondents that came from government sector with the percentage 15.2%, 4 respondents that came from private sector with the percentage 8.7%, 5 respondents who are self-employment with the percentage 10.9%, 1 respondent who is unemployed with the percentage 2.2%, 28 respondents from students that dominant the percentage which is 60.9% and lastly, 1 respondent who already retired from the occupation with the percentage 2.2%.

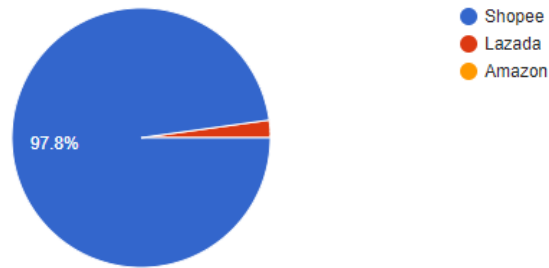
The purpose for those three demographics is to ensure what type of age, gender and occupation that uses Shopee as the platform for the online shopping. Among the 46 respondents, the result shows that the Shopee platform excelled by the people from the age of 18 until 25. Therefore, it proves that the Shopee platform is being used by the various levels of ages from 18 until 60 and above. In addition, the result also shows that female used the Shopee platform more compared to the male and Shopee platform is being loved by the students, people who are already working and even the retired person.

Part B - Malaysians thought towards the Shopee's work as the online shopping e-commerce platform during the pandemic of Covid-19

1. What is your likely online shopping platform during the pandemic of covid-19?

What is your likely online shopping platform during the pandemic of covid-19?

46 responses

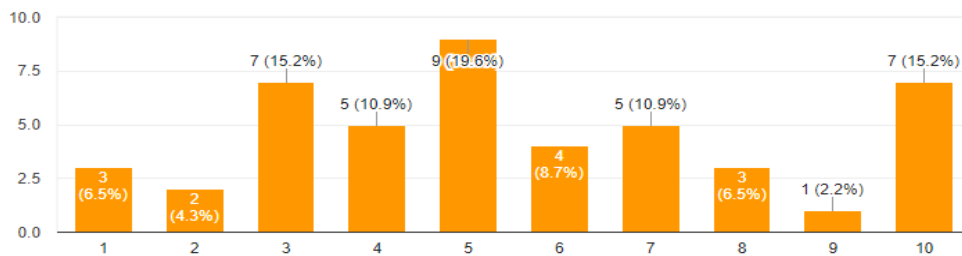


	Shopee	Lazada	Amazon	Others
Frequency	45	1	None	None
Percentage	97.8%	2.2%	None	None

2. On a scale of 1-10, how often do you buy products using Shopee platform before the pandemic of Covid-19 happened?

On a scale of 1-10, how often do you buy products using Shopee platform before the pandemic of Covid-19 happened?

46 responses

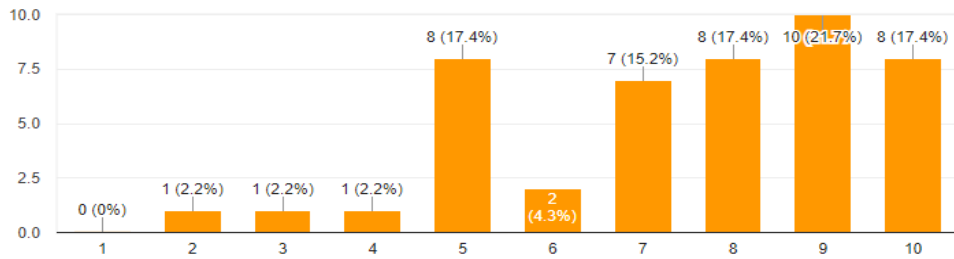


	1	2	3	4	5	6	7	8	9	10
Frequency	3	2	7	5	9	4	5	3	1	7
Percentage	6.5%	4.3%	15.2%	10.9%	19.6%	8.7%	10.9%	6.5%	2.2%	15.2%

3. On a scale of 1-10, how often do you buy products using Shopee platform during the pandemic of Covid-19?

On a scale of 1-10, how often do you buy products using Shopee platform during the pandemic of Covid-19?

46 responses

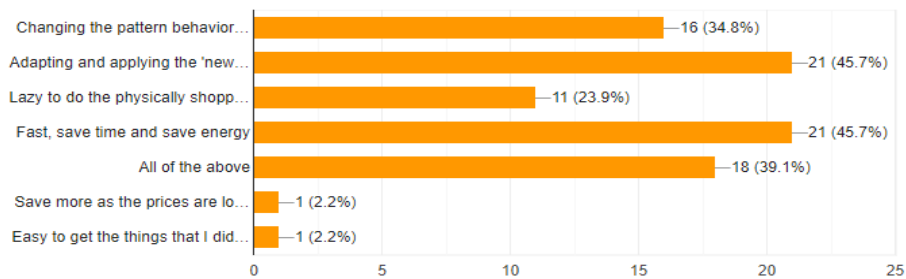


	1	2	3	4	5	6	7	8	9	10
Frequency	None	1	1	1	8	2	7	8	10	8
Percentage	None	2.2%	2.2%	2.2%	17.4%	4.3%	15.2%	17.4%	21.7%	17.4%

4. Why did you prefer to do the online shopping through Shopee during the Pandemic of Covid-19?

Why did you prefer to do the online shopping through Shopee during the Pandemic of Covid-19?

46 responses

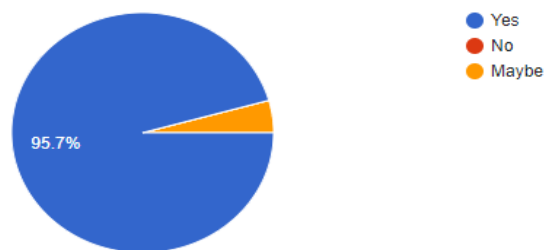


	Changing the pattern behavior of shopping due to the MCO	Adapting and applying the ‘new norm’ situation	Lazy to do the physically shopping	Fast, save time and save energy	All of the above	Others: Easy to get the things that I didn’t find in physical stores	Others: Save more as the prices are lower onlines
Frequency	16	21	11	21	18	1	1
Percentage	34.8%	45.7%	23.9%	45.7%	39.1%	2.2%	2.2%

5. Do you think that the Shopee app is easy and convenient for you to use?

Do you think that the Shopee apps is easy and convenient for you to use?

46 responses

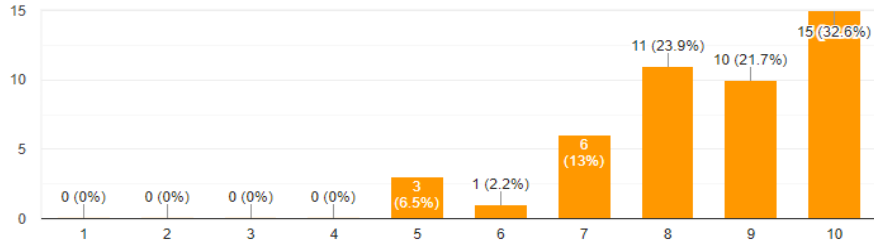


	Yes	No	Maybe
Frequency	44	None	2
Percentage	95.7%	None	4.3%

6. From scale 1 to 10, what will you rate for the convenience of the Shopee's apps?

From scale 1 to 10, what will you rate for the convenience of the Shopee's apps?

46 responses

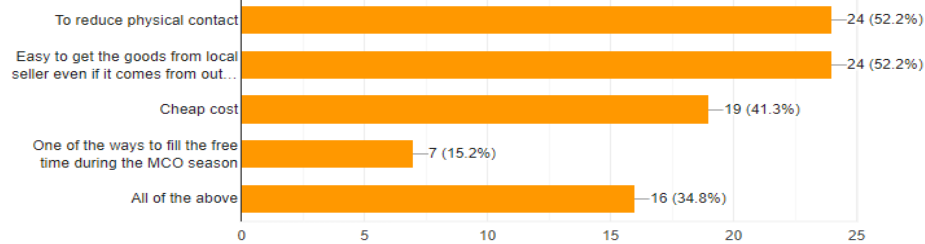


	1	2	3	4	5	6	7	8	9	10
Frequency	None	None	None	None	3	1	6	8	10	15
Percentage	None	None	None	None	6.5%	2.2%	15.2%	13%	21.7%	32.6%

7. Why did you choose to buy the goods through Shopee during the Pandemic of Covid-19?

Why did you choose to buy the goods through Shopee during the Pandemic of Covid-19?

46 responses



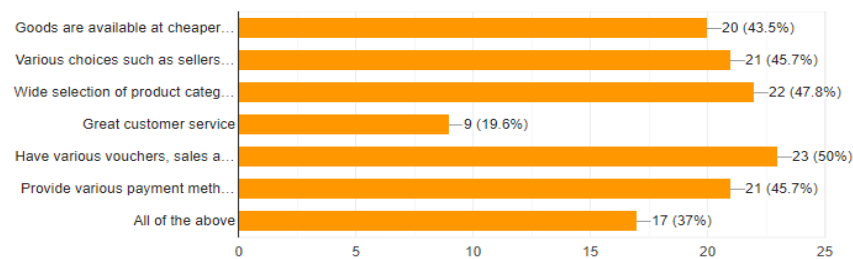
	To reduce physical contact	Easy to get the goods from local	Cheap cost	Ways to fill the free time during MCO	All of the above

		sellers even if it comes from outside of Malaysia			
Frequency	24	24	19	7	16
Percentage	52.2%	52.2%	41.3%	15.2%	34.8%

8. What is offered by Shopee that does not offered by other platforms during the Pandemic covid-19?

What is offered by Shopee that does not offered by other platforms during the Pandemic covid-19?

46 responses



	Goods are available at the cheaper prices	Various choices in terms of sellers and goods that	Wide selection of products of categories	Great customer services	Various vouchers, sales and benefits	Provide various payment methods	All of the above
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		make customer free to choose					
Frequency	20	21	22	9	23	21	17
Percentage	43.5%	45.7%	47.8%	19.6%	50%	45.7%	37%

9. As for pandemic Covid-19 occurred, Shopee led the e-commerce online shopping platform in Malaysia. From your view, what is the perspective that changed Malaysian consumers' behavior towards the use of Shopee platform?

As for pandemic Covid-19 occurred, Shopee lead the e-commerce online shopping platform in Malaysia. From your view, what is the perspective that changed Malaysian consumers' behavior towards the use of Shopee platform?

46 responses

Online shopping is less hassle compare to shopping at the supermarket these days due to the pandemic. I don't have to scan the MySejahtera & my temperature every now & then when I'm online shopping or putting on mask or waiting in the long queue which is definitely very time consuming & exhausting.

New norm

shopee is very convenient to purchase many things. Just choose the right shop that has all your needs and wants.

Shopee is the easiest to use compare to others e-commerce online shopping platform and its have lots of choices.

contactless physically

Fast delivery, no physical contact

Adapt to the new norm

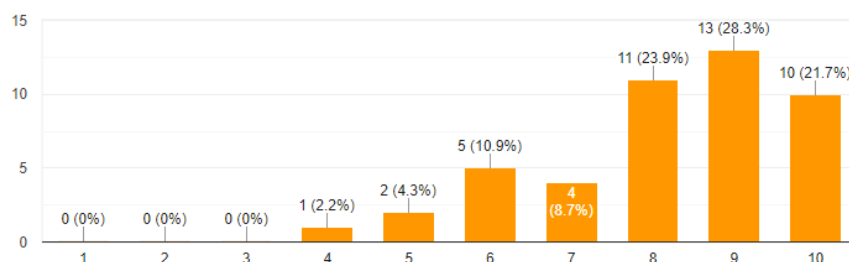
No.	Opinions from 46 respondents
1.	7 respondents answered that they want to apply and adapting the 'new norm'
2.	1 respondent answered that online shopping is less hassle compare to shopping at the supermarket these days due to the pandemic

3.	3 respondents answered due to the implementation of MCO make them hard to get goods without leaving the house so, Shopee is the platform that can be used in buying things without need to leave house
4.	1 respondent answered that Shopee makes consumers know the difference of need and want
5.	1 respondent answered that Shopee has various lists of choices of basic essentials. Physical stores are either close early or we dont have the capacity to go there for example due to movement control order where we only can get some stuff at another state's store where we can get them before pandemic freely. So, Shopee make the far comes nearer.
6.	1 respondent answered that Shopee has wide selection of products from overseas
7.	28 respondents answered that Shopee is easy, fast delivery, convenience, safe because of less physical contact and offered the goods in low cost
8.	1 respondent answered that this pandemic urged people to know how to shop online
9.	1 respondent answered that Shopee apps is user friendly
10.	2 respondents answered that they are lazy to go outside to do the physical shopping

10. On a scale of 1-10, how satisfied did you feel based on your overall experience in Shopee throughout the pandemic of Covid-19?

On a scale of 1-10, how satisfied did you feel based on your overall experience in Shopee throughout the pandemic of Covid-19?

46 responses



	1	2	3	4	5	6	7	8	9	10
Frequency	None	None	None	1	2	5	4	11	13	10
Percentage	None	None	None	2.2%	4.3%	10.9%	8.7%	23.9%	28.3%	21.7%

For part B, it is to analyze of why and what Malaysians thought towards the Shopee's work as the online shopping e-commerce platform during the pandemic of Covid-19. Question 1 is about the online shopping platform preference where 45 respondents choose Shopee with the percentage 97.8% and 1 respondent with the percentage 2.2% that choose Lazada. Question 2 is with regards to the frequency of using Shopee before the pandemic occurred where 26 respondents rate the scale from 1 until 5 with the percentage is 56.5% and 20 respondents' rate the scale from 6 until 10 during the pandemic with the percentage is 43.5%. Question 3 is the frequency of using Shopee during the pandemic occurred where 11 respondents rate from the scale 1 until 5 with the percentage 24% whereas 35 respondents rate from the scale 6 until 10 with the percentage 76%. Question 4 is about why the consumers preferred to do the online shopping through Shopee during the Pandemic of Covid-19. This question has been provided various answers selection and 1 other section so that the respondent can give their own answer if the answer that respondent wants do not available in those answers selection. Each of the selection answer represents for 46 respondents and they are free to choose any of the answer. The most selected answer that chose by 21 respondents with the percentage 45.7% is why did they preferred Shopee to do the online shopping because of the adapting and applying the 'new norm' situation and also because Shopee is fast, save time and save their energy. There is 16 respondents that choose changing the pattern behavior of shopping due to the MCO with the

percentage 34.8%. There are also 11 respondents that they preferred Shopee because they are lazy to do the physical shopping with the percentage 23.9%, there are also 18 respondents that choose all of the above with the percentage 39.1% and lastly 2 respondents that give their own answer with the percentage 4.4%.

Question 5 is about does the Shopee app is easy and convenient for the respondents to use. 44 respondents answer yes with the percentage is 95.7% and none of them pick the answer no, but there are 2 respondents answer maybe with the percentage 4.3%. Question 6 is the respondent rate the scale from 1 until 10 about the convenience of Shopee app. None of the respondents rate 1 until 5. There are 9 respondents who give the rate from the scale 5 until 7 with the percentage 23.9% meanwhile, there are 33 respondents give the rate on the scale 8 until 10 with the percentage 67.3%. As for question 7, it is slightly different with the question 4 where the question 7 is focus on why choose Shopee instead of any other online shopping platform. The most selected answer is to reduce the physical contact and easy to get the goods from local seller even if it comes from the outside of Malaysia where 24 respondents choose each of them with the percentage is 52.2%. There are 19 respondents that choose Shopee can provide the goods in a cheap cost with the percentage 41.3% and 7 respondents choose as ways to fill the free time during the MCO with the percentage 15.2%. Lastly, 16 respondents with the percentage 34.8% choose all of the above. Question 8 is about the things that are offered by the Shopee during the pandemic of Covid-19 occurred. 23 respondents with the percentage 50% choose that Shopee provide various vouchers, sales and benefits. This answer becomes the majority answer for this question. There are 20 respondents with the percentage 43.5% choose that the goods are available at the cheaper prices. There are 21 respondents with the percentage 45.7% that choose various choices and various of payment methods. There are 22 respondents that choose wide

selection products of categories with the percentage 47.8% and lastly, 17 respondents that choose all of the above with the percentage 37%

For the question 9, it is different compared to the other questions where it requires the answer from the 46 of the respondents itself on their perspective towards Shopee during the pandemic of Covid-19. They give the unique and similar answers. Most of them which is 28 respondents answered that Shopee is easy, fast delivery, convenience, safe because of less physical contact and offered the goods in low cost. Therefore, 7 respondents also answered that they are adapting new norm era. Question 10 requires the respondent to rate their satisfaction towards Shopee throughout the pandemic of Covid-19. None of them give the rate from 1 to 3. There are 12 respondents that give the rate from 4 to 7 with the percentage 26.1% and there are 34 respondents with the percentage 73.9% that give the rate from the scale of 8 until 10.

6.2 Conclusion

As for the conclusion, throughout this research, it can be said that the pandemic change every aspects of the Malaysian consumers in shopping the goods. By changing the pattern buying behavior, it is not only changing the digital of the Shopee but it also makes the changes towards the digital economy of the e-commerce in Malaysia. Thus, this kind of shopping platform need to have more in our country for the purpose of the boost of the digital economy in of the Malaysia's e-commerce market.

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Appendixes

The Impact of Covid-19 towards the Growth of Shopee in Malaysia's E-commerce Market.

Assalamualaikum and greetings,

I am Nur Afiffah binti Kamal, a Final Year student of International Relations from Faculty of Law and International Relations, University Sultan Zainal Abidin (UniSZA). I am currently conducting a study of my Final Year Project exploring the Impact of Covid-19 towards the Growth of Shopee in Malaysia's E-commerce Market. In this survey, I will focus more on how the influence of covid-19 has changed the Malaysian consumers' perspective towards the Shopee platform.

I am looking for the respondents that are willing to volunteer answering my questionnaires. This survey consists of two parts, part A and part B.

The survey will only take less than 10 minutes. Your participation is greatly appreciated and the response will be kept confidential.

* Required

Part A

Demography

1. Age *

Mark only one oval.

18 - 25

26 - 35

36 - 45

46 - 55

56 - 60 above

Other: _____

2. Gender *

Mark only one oval.

Male Female

Other: _____

3. Occupation *

Mark only one oval.

Government SectorPrivate

Sector

Self-employed

Unemployed

Students Other:

Part
B

Malaysians thought and perspective towards the Shopee's work as the online shopping e-commerce platform during the pandemic of Covid-19

4. What is your likely online shopping platform during the pandemic of covid-19? *

Mark only one oval.

Shopee

Lazada

Amazon

Other: _____

5. On a scale of 1-10, how often do you buy products using Shopee platform before the pandemic of Covid-19 happened? *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Not often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely often

6. On a scale of 1-10, how often do you buy products using Shopee platform during the pandemic of Covid-19? *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Not often	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely often

7. What did you buy the most during the pandemic of Covid-19? *

Mark only one oval.

- electronics and accessories equipment to home and living health
- and beauty
- baby and toys
- fashion and fitness equipment
- Other: _____

8. Why did you prefer to do the online shopping through Shopee during the Pandemic of Covid-19? *

Check all that apply.

- Changing the pattern behavior of shopping due to the MCO
- Adapting and applying the 'new norm' situation
- Lazy to do the physically shopping
- Fast, save time and save energy
- All of the above
- Other: _____

9. Do you think that the Shopee apps is easy and convenient for you to use? *

Mark only one oval.

- Yes
- No
- Maybe
-

10. From scale 1 to 10, what will you rate for the convenience of the Shopee's apps? *

Mark only one oval.

	1	2	3	4	5	6	7	8	9	10	
Easy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Extremely easy

11. Why did you choose to buy the goods through Shopee during the Pandemic of Covid-19? *

Check all that apply.

- To reduce physical contact
- Easy to get the goods from local seller even if it comes from outside of Malaysia Cheap cost
- One of the ways to fill the free time during the MCO seasonAll of
- the above

Other: _____

12. What is offered by Shopee that does not offered by other platforms during the Pandemic covid-19? *

Check all that apply.

- Goods are available at cheaper prices
- Various choices such as sellers and goods that make customer free to choose Wide selection
- of product categories
- Great customer service
- Have various vouchers, sales and benefitsProvide
- various payment methods
- All of the above

Other: _____

13. As for pandemic Covid-19 occurred, Shopee lead the e-commerce online shopping platform in Malaysia. From your view, what is the perspective that changed Malaysian consumers' behavior towards the use of Shopee platform? *

14. On a scale of 1-10, how satisfied did you feel based on your overall experience inShopee throughout the pandemic of Covid-19? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Not very satisfied

ly Satisfied

Extreme

15. Considering your complete experience with Shopee, how likely would you be to recommend Shopee to a friend or colleague? On a scale of 1-10, how likely are you to recommend Shopee to your friend or colleague? *

Mark only one oval.

1 2 3 4 5 6 7 8 9 10

Not Recommend

y Recommend

Extremel

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