

Online Attraction: Investigating Digital Marketing's Impact on Shopping Behavior in Shopee

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ABSTRACT

This study investigates the impact of digital marketing on consumer shopping behavior on Shopee. Shopee is one of the famous e-commerce platform in Southeast Asia and Taiwan, based on downloads, monthly active users, and total time spent on the app for Android users. In this study, we examine mobile marketing, content marketing, social media marketing, and email marketing as our independent variables. We analyze the relationship between these four variables and consumer shopping behavior on Shopee. We collect the data by distributing a questionnaire to 150 Shopee users. Our findings show that digital marketing influence consumer shopping behavior significantly except for email marketing. We found that digital marketing will attract the consumer to visit Shopee. This enhances consumer trust and purchase intention, particularly among younger consumers, leading to greater engagement and improved sales performance on Shopee.

Keywords: Digital marketing; consumer shopping behavior; mobile marketing; content marketing; social media marketing; email marketing; consumer trust

INTRODUCTION

Shopee is an e-commerce platform established in 2015 under Sea Group and has since grown into major markets such as Malaysia, Vietnam, Singapore, Indonesia, Philippines, Thailand, Taiwan. Furthermore, Shopee also operates in other locations, including Latin America, Europe, and India. At the beginning, the consumer-to-consumer (C2C) mobile marketplace application that is safe, practical, easy, and fun in buying and selling was first claimed by Shopee (Yogasuria & Usman, 2020). As the platform grew, Shopee recognized the need to broaden its offers and reach a larger audience. In order to achieve this goal, Shopee Malaysia expanded to incorporate business-to-consumer (B2C) transactions, attracting established brands and larger retailers to the platform. Shopee's monthly visitors in Malaysia amounted to approximately 50 million in the second quarter of 2022. This is because the epidemic has stimulated people to online shopping, where they can get the things done more faster compared to shop in conventional stores (Arikrishnan et al., 2022). Around 7 in 10 Shopee users in Southeast Asia spend 30 minutes a day using the app, Shopee remains the leading online marketplace in Malaysia. Therefore, Shopee Malaysia continues to be the leading marketplace in term of total time that active users spent in the app. Shopee has positioned itself as a one-stop platform, connecting sellers and buyers through its marketplace model and integrating various digital marketing strategies to engage its target market effectively. As a result, Shopee has transformed from a phone app to an internet site that competes with other rapidly developing e-commerce companies (Wong et al., 2023).

Marketing involves business activities aimed at promoting and selling products or services, which encompass advertising and market research (Kee et al., 2021). In today's world, e-commerce has become a must-have marketing tool (Madan et al., 2022). Marketing tools such as digital marketing have emerged as a critical component for a company looking to increase consumer engagement and sales. As a top e-commerce company in Malaysia, Shopee has achieved great success through various digital marketing, increasing its sales to a higher level. For instance, Shopee leverages platforms like Facebook and Instagram to promote its brand by sharing engaging content and captivating advertisements. Shopee also has the potential to connect with its audience at any time through digital marketing channels, whether they are using a smartphone or a desktop (Patoli, 2024). In conclusion, Shopee's advertising strategy incorporates such as modern trends, social media platforms, and search engine optimization. It utilizes online advertisements, social media posts, and search engine techniques to enhance its visibility. Through these digital marketing efforts, Shopee effectively promotes its brand and draws users to its platform. Compared to the companies that are implementing traditional marketing strategies, digital marketing seems to have a bigger potential to gain the marketplace, especially in the digital generation. This is because digital marketing relies on a range of digital strategies and platforms is utilized to connect with customers in the online environments where they frequently spend their time (Desai, 2019). Many factors influence customer shopping behavior on the e-commerce platform, with digital marketing being one of the most crucial elements. The issue with this research is that different methods of digital marketing used by Shopee, such as email marketing, content marketing, social media marketing, and mobile marketing, can have varied influences on customer shopping behavior, and further examination is required.

Recently, when we look at the top sales of companies worldwide, we see that they have implemented an effective marketing strategy, especially digital marketing. Digital marketing is essential in the technology, retail, food and beverage, tourism and

hospitality, education, healthcare, and entertainment industries. Therefore, companies consistently seek to enhance their marketing efforts by leveraging marketplace platforms (Mahyuzar & Kholifah, 2023). While marketing needs may differ for each industry, the core goals are to increase brand awareness, attract target consumers, and drive sales. Digital marketing allows businesses to connect and interact with their intended audience online via a variety of platforms and communication methods. It allows you to target your particular audience online, increasing sales and revenue. Digital marketing provides a wide range of tools for promoting the business. From content marketing to social media marketing, each organization has several options and techniques to advance according to the ability of the company. This potential is what makes digital marketing the future of marketing for businesses worldwide. By reaching a broader and more targeted audience, businesses can unlock greater opportunities for growth and expansion (Onofre, 2024). Shopee is well aware of the importance of marketing to his company. Therefore, Shopee keeps implementing more digital marketing strategies to ensure that its position in the market is unbeatable and to gain more customers from its competitors. Digital marketing is poised to lead the way as marketers explore innovative strategies to implement online business, minimize operating costs, and increase click-through and conversion rates (Denga et al., 2022).

The relevance of this work is in its potential to contribute to a deeper understanding of digital marketing's impact on shopping behavior and its advancement of academic research and real-world business strategies. Digital marketing emerged as a new field within marketing science, offering businesses a growing array of methods and opportunities to establish two-way communication with their customers (Bhavnani, 2019). It deepens the awareness of companies that digital marketing is essential in influencing consumer shopping behavior and enhancing brand visibility. Hence, it is essential for organizations to develop a well-structured and measurable digital marketing strategy to effectively overcome these challenges and achieve the desired outcomes (Purnomo, 2023). Furthermore, this research can help Shopee to enhance company policies. The study provides insights to help Shopee refine its digital marketing strategies, aligning them with consumer preferences and behavior. The term "digital marketing" has gained prominence over time, particularly in some countries (Sathish et al., 2022). As a result, Shopee can implement good and effective digital marketing strategies to enhance the shopping behavior of consumers. The outcome of this research would not only help Shopee boost sales and consumer satisfaction but also strengthen its position as a leading e-commerce platform. Finally, this study provides academic and practical insights into the e-commerce and digital marketing sectors, benefiting not just Shopee but the industry as a whole.

LITERATURE REVIEW

An Overview of E-commerce Growth

The e-commerce business has registered a success that can be attributed to the global pandemic, thus making it a part of the daily activities of consumers. In this regard, Shopee, which is prominent in Southeast Asia, has been attracting attention partly as a result of its user-friendly navigational structure, its promotional strategies, and its marketing innovations. However, in order to create strategies for attracting and keeping customers, businesses must understand how digital marketing on shopping platforms like Shopee influences consumer behavior. The review presents important aspects of the study, which are focused on online attraction, digital marketing, and the shopping behavior of consumers using Shopee.

Today, consumers are transforming; touching each one of them with the vast growing sea of e-commerce sites. Shunning the traditional way of shopping, (Lim et al., 2023) argue that people have shifted to shopping online with the aid of the Internet. According to (Kim & Park., 2022), people will start expecting increasingly platform characteristics such as personalization, speed, and 'just-right' pricing, which have become a hallmark among great performers, including Shopee. Advances in digital instruments and platforms, including machine learning algorithms, augmented reality experiences, and predictive analytics, have reshaped consumer behavior and decision-making at a fundamental level (Smith et al., 2022).

Digital Marketing in E-Commerce

Digital marketing is identifying, anticipating, and satisfying consumer demand through the use of the internet, mobile phones, tablets, social networks, search engines, and other digital apparatuses (Kotler et al., 2020). For these reasons, the most widespread but effective method is complemented with promotional campaigns and discounts through activations like search engine marketing, social media advertising, email marketing, and influencer marketing (Chaffey & Smith, 2022). Time-limited promo codes are crucial to making a quick sale, especially on sites such as Shopee. Using social media to promote businesses is also effective; Shopee can reach the younger audience through Instagram, TikTok, and Facebook. User engagement and flow improve when these channels are used while advertising gamified campaigns and advertisements (Zhou et al., 2021). In addition, celebrities are useful in creating trust and reliability in pitching products, especially in fashion and beauty, where endorsements speak volumes (Silverman, 2021).

Online Attraction Mechanisms in Shopee

To achieve high levels of satisfaction and engagement from its users, Shopee makes use of a number of strategies that focus on customer acquisition and retention. One such strategy is gamification, which uses elements such as Shopee Coins and Shopee Games to reward users for engaging (Zichermann & Cunningham, 2011). Such an approach helps make the shopping process more enjoyable, thereby ensuring customers stay loyal to the brand. Flash sales are another important feature where temporary induced sale cuts create an element of thrill for the customers (Kotler et al., 2020). This regular sale is not only able to attract price-sensitive customers but has also encouraged their daily use of the platform and, by encouraging them to pay their bills through the platform, created urgency to buy. Advanced data mining techniques supplement this by providing personalized recommendations (Han et al., 2022). This site performs user activity analysis to recommend products that could be available for purchase for that specific customer, hence increasing the odds for sales to happen. Last but not least, Shopee's interface is designed for a hassle-free, easy shopping experience, making it a highly effective strategy-driven platform for the adoption and retention of many even in the competition of e-commerce.

Challenges in Digital Marketing for Shopee

There are obstacles that Shopee faces when it comes to digital marketing. One of them is consumer overload, as many adverts and constant reminders cause digital tiredness, which lowers the level of user engagement (Smith & Zook, 2020). Next, there is the challenge that consumers are price sensitive; overuse of discounting strategies and sales promotions attracts consumers who are sensitive to prices, but it also endangers profits and the perception of goods in the long run (Kotler et al., 2020). Then, the element of competition is always present, as companies such as Lazada and Amazon employ similar approaches to lure customers and gain market share (Chaffey & Ellis-Chadwick, 2019). Such competitors heighten the struggle for consumers' attention, making it necessary for Shopee to come up with new ideas to compete in the online retail business.

Mobile Marketing

Mobile marketing, which is profiting of mobile devices like tablets and smart devices for marketing products and services (*Balan, 2014*). Mobile marketing is more behavioral than demographic. It was a core component of Shopee's plan to attract and engage audiences. Operating as one of the top e-commerce platforms in Southeast Asia and Taiwan, Shopee is a perfect case of mobile-first marketing and is surely dominating the digital marketplace today (*Curtis et al., 2022*). Shopee's story of their rise from a fledgling startup to a kingpin serves as a case in point of the value of embracing mobile behaviors in the modern age. Shopee uses mobile-first principles as its foundations of marketing strategies. Shopee uses targeted advertising campaigns in different social media channels, where its target audience frequently spends time on mobile devices. Shopee has successfully redirect mobile traffic to its app through interacting ads and exciting content. Besides, Shopee is known for its mobile-first strategy which has reflected in the app design and features. To complete the mobile shopping experience with integrated payment systems, ShopeePay makes it an easy and safe transaction process, which can attract more users to shop through mobile. Shopee is unmatched when it comes to mobile app performance and consumer engagement. To encourage purchasing and app-specific activity, Shopee Coins is a type of reward used within the app. The gamification method promotes users to return and increases the time users spend on the app, which in turn improves customer loyalty. The most successful things about Shopee are its continuously optimised and well-supported application. With such forward-thinking innovation, demonstrating how an impactful mobile-first strategy delivers results and customer satisfaction over the long term. *Sharma & Sheth (2020)* highlight that mobile commerce can influence consumer buying behavior. Therefore, we hypothesise:

H1: Mobile marketing is positively related to consumer shopping behavior.

Content Marketing

Content marketing is one of the methods that used to attract and engage specific customer segments through the continuous creation of valuable and relevant content (*Rowley, 2020*). The content can be articles, blogs, videos, and social media posts. Shopee incorporates catchy content and interactive ads to encourage mobile users to its app. This could be seen where Shopee started working with various influencers and celebrities in the region to create content and bringing their followers rush to the Shopee mobile platform, showcasing the effectiveness of advertising people in an app-centric manner. A validation that has awarded consumers' trust and reliability, where new product launches accompany with live-streamed events, and product reviews and unboxing videos with the influencer endorsement create social proof that can change consumer behaviors. To enhance consumer shopping experience, Shopee has integrated live streaming as a core content strategy to enable real-time interaction, develop consumer trust, and stimulate sales. Apart from that, Shopee conducts various campaigns on significant holidays and regional events, such as "9.9 Super Shopping Day" or "11.11 Big Sale." This includes campaigns that are entertaining in nature, with discounts and giveaways that align well with local buying habits and cultures. Shopee generates hype by advertising the countdown, flash sales, and limited-time offers resulting in an increase of consumer attention and desire. According to *HubSpot (2020)*, it reports that 70% of consumers would rather learn about products through content than traditional advertising. It is hypothesised that:

H2: Content marketing is positively related to consumer shopping behavior.

Social Media Marketing

Social media marketing is a platform on which users build social networks and share information that aims to help a company increase sales and drive website traffic (Li &

Leonidou, 2020). Shopee understands the power of social media by engaging its customers. It encourages products and enhances brand recognition via social media that it uses usually target crowd, such as Instagram and Facebook. In this way, Shopee connects more people and keeps them close. They connect with customers by posting engaging videos and interesting content on social media on a consistent basis (Fitriana & Dicki Kusmayadi 2024). This increases the desire of people to engage with the brand further. Shopee is constantly posting on its Facebook page with updates and special deals. Live videos, stories and poll make followers feel they are part of something special. Such direct engagement gives Shopee the opportunity to learn from its community. On the other hand, Shopee uses the Instagram app style cranking up the style aspects of engaging itself to their products. To its credit, it works with influencers and reposts user content. Because the top of content feels real and trustworthy, people will be motivated to share how they experienced their own Shopee. Moreover, Shopee employs targeted ads to attract a wider audience to the e-commerce site. It chooses the exact Facebook and Instagram users who get to view its ads. The ads are pleasing to the eye and in line with what the audience is interested in. They all have clear messages and actionable buttons for people to click. According to (Koay et al., 2021), social media are very important since they influence consumer perceptions, which in turn have a significant impact on consumer purchasing decisions and impulse buying. With this, it is hypothesised that:

H3: Social media marketing is positively related to consumer shopping behavior.

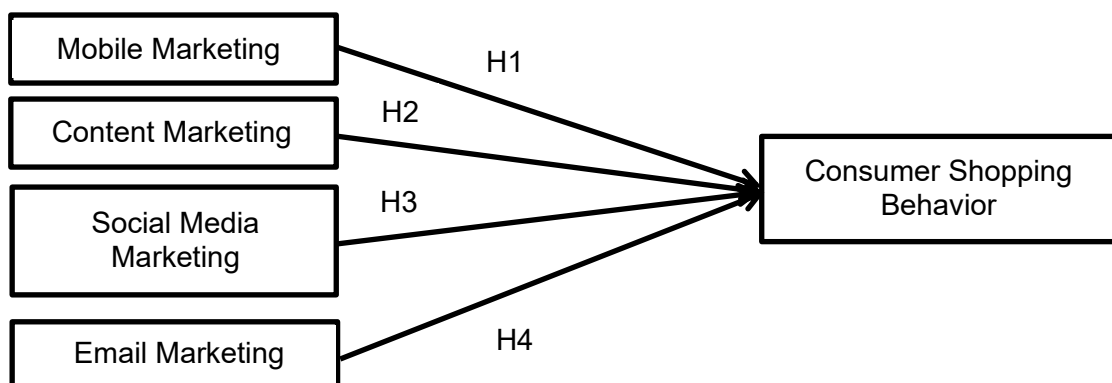
Email Marketing

Email marketing is a sort of direct advertising that uses email to promote the business's products or services (Paulo et al., 2022). By incorporating it into its marketing automation initiatives, it can drive awareness around its newest products or promotions. With the different types of marketing emails, email marketing can also become central to marketing strategy with lead generation, brand awareness, building relationships or keep customer engagement between purchases. Shopee also uses emails that are personalized according to a user's browsing history, shopping habits, or items added to the shopping cart but yet to buy. These emails typically feature personalized product recommendations based on past purchases, personalized discounts, personalized promotions and so on. Shopee also leverages emails for transactional purposes to send order confirmations, shipping notifications, and tracking information. Such emails also keep customers informed about their purchases, which improves customer experience and reduces the volume of support requests. (Tran et al., 2020) find that only relevant, well-timed email marketing can materially enhance consumer purchase intentions, especially if it is coupled with promotions or discounts. Hence, we hypothesise that:

H4: Email marketing is positively related to consumer shopping behavior.

Figure 1 presents the research framework of this study.

RESEARCH METHOD



The research method is a framework of strategy that provides a systematic procedure for data collection, data interpretation, and data analysis. It could be categorized into quantitative, qualitative, or mixed methods (Creswell, 2014). The study was considered using a quantitative approach to explore how digital marketing influences shopping behavior in Shopee. Quantitative research known as numerical research, is defined as a strategy that consists of data collection and analyzing statistical data for the purpose of testing theories and explaining reality phenomena. Data were collected in a survey questionnaire via Google Forms on different platforms such as WhatsApp, Instagram, and Telegram. It is a way of convenience survey provided for the respondents as they can access the form at any time and anywhere. Using an online survey technique also allowed privacy for participants as well as limited disease transmission risk that may accompany direct contact with participants. Digital surveys are lower in cost than traditional surveys such as face-to-face interviews and paper surveys. By using a questionnaire method, it allows the research procedure to obtain several benefits through cost-effectiveness, efficient data collection, and time saving. The decision and effort were made in the digital questionnaire survey to ensure clear and concise questions, a logical flow, and an easier answering process for respondents. Therefore, an appropriate method used can provide the overall effectiveness of the study.

Sample and Procedure

By following the distribution survey questionnaire through various platforms, the study applied convenience sampling. Convenience sampling is the sample respondents are chosen depending on accessibility and desire to participate. By using this approach, the research would select the most convenient individuals or groups to include in the study and often the most readily accessible population are those who are close, able to contact through social media, or willing to participate (Etikan & Alkassim, 2016). However, the trade-off to the sample carries a high risk of generalizability since the sample could not be approximate to the broader group. To ensure a diversity of samples within gender, age, ethnicity, occupation, and monthly income, it was essential that respondents came from a different range of demographic backgrounds. Therefore, the respondents of this survey were 150 Shopee users in Malaysia from different age ranges and ethnicities. The sampling strategy is consistent with the research on determinants of digital marketing impact on Shopee's shopping behaviors.

For the analysis of data, we used IBM SPSS version 27 to evaluate and reach results through data gathered from the survey questionnaire. The study presents visualization and descriptive methods. The data visualization approach refers to the graphical representation of data in the form of tables, charts, and graphs to summarize and derive

inferences from large datasets (Everitt *et al.*, 2011). Based on the results, the study applies visualization analysis by designing tables to provide an overview of complex databases and present data in an accessible way. Descriptive statistics are statistical processes used to summarize data, organize data, and consider data. It is emphasis on presenting data in a manageable form that covers the measures such as the distribution of frequency. Descriptive analysis in this research is utilized to describe the demographic characteristics of the respondents, general trends in consumer buying behavior, and perceptions of digital marketing factors. The results were presented as frequency in percentages to provide a clearer understanding of displaying those categorical data.

Measures

The study examined dependent variables and independent variables by employing a five-point Likert scale (1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree). All items were developed to measure the perception of digital marketing with shopping behavior among Shopee's users. A detailed list of the survey items used for each construct can be found in Appendix 1.

Demographic Profile. The personal information was collected using a single-statement item to identify the comparisons of shopping behavior between each segment. The items include age, gender, ethnicity, occupation, and monthly income.

Usage of Shopee. To understand the utilizing frequency of Shopee between consumers and the categories of items they usually purchased, single-statement items and multiple-response items were used. A sample item of the multiple-response approach is "What type of items do you usually order using Shopee? (can choose more than one option)."

Dependent variable. Consumer shopping behavior. The variable was measured using 5 items to understand convenience or benefits lead to online shopping intention. Example items include, "I intend to continue using Shopee after having excellent online shopping experiences on these platforms," with a Cronbach's alpha of 0.840 which reflects a high correlation.

Independent variables. A 5-items was adapted to assess digital marketing applied on Shopee including mobile marketing, content marketing, social media marketing, and email marketing. The sample items included "It is a pleasure when Shopee sends me a notification of its marketing" in mobile marketing with Cronbach's Alpha at 0.804; "I find the content posted by Shopee (e.g., blog posts, videos, product's picture) useful for discovering new products" in content marketing with Cronbach's Alpha at 0.773; "I am more likely to make a purchase on Shopee after seeing ads or posts on social media" in social media marketing with Cronbach's Alpha at 0.799; and "Email from Shopee sometimes make me more interested to buy their products" in email marketing with Cronbach's Alpha at 0.805.

RESULTS

Most of the respondents were between 18 and 25 years old as most of our respondents were undergraduates. Over half were female, about 52.00% (N=78). In terms of ethnicity, 66% (N=99) were Chinese, followed by Malay 18% (N=27) and Indian 14.7% (N=22). The majority of respondents were students about 38.7% (N=58), and 40.7% (N=61) reported monthly income below RM2,000. Table 1 below summarises the respondent's demographic details.

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

Response	Frequency	Percentage (%)
Gender		
Male	72	48.00
Female	78	52.00
Race		
Malay	27	18.00
Chinese	99	66.00
Indian	22	14.70
Burmese	1	0.70
Siamese	1	0.70
Age group		
18 – 25 years old	63	42.00
26 – 30 years old	20	13.30
31 – 35 years old	20	13.30
36 – 40 years old	14	9.30
41 – 45 years old	12	8.00
46 – 50 years old	11	7.30
50 years old and above	10	6.70
Occupation		
Government Sector	29	19.30
Private Sector	30	20.00
Self-employed	14	9.30
Student	58	38.70
Unemployed	19	12.70
Monthly Income		
Below RM2,000	61	40.70
RM2,000 – RM4,999	40	26.70
RM5000 – RM 7,999	35	23.30
RM8,000 above	14	9.30

To further explore digital marketing's impact on consumer shopping behavior on Shopee, we asked a few questions about consumers' experience when using Shopee, how often they use Shopee, the type of items that they purchase in Shopee, factors that influence their shopping decision, and we also asked them if they have used Shopee before. Table 2 below summarises the responses to the customer experience with Shopee. The findings reveal that most respondents are loyal customers of Shopee as most of them have used Shopee before this research began, and they use Shopee very frequently. Customer loyalty is measured by their satisfaction with the company's products, long-term trust, repeat purchases, and referrals to the community (Arslan, 2020). Building customer loyalty allows service companies to substantially increase sales of existing products, command premium prices for value-added services, and generate positive word-of-mouth promotion, making it a crucial marketing goal in the service industry (Kasemsap, 2017). The survey findings show that 29.3% of the respondents use Shopee several times a month, and 23.3% use Shopee several times a week. It is interesting to find out that the majority of the respondents have used Shopee before (78.7%). This element may be another indicator of their pleasure with Shopee.

Table 2. Summary of Respondent's Usage and shopping Behavior on Shopee (N=150)

	Frequency	Percentage (%)
Use Shopee before		
No	32	21.30

Yes	118	78.70
Often use Shopee		
Daily	15	10.00
Never	7	4.70
Occasionally	22	14.70
Once a week	27	18.00
Several times a month	44	29.30
Several times a week	35	23.30
Type of items		
Electronics and Gadgets	3	2.00
Fashion and Accessories	62	41.40
Groceries and Food	3	2.00
Home and Living	4	2.70
Sports and Outdoor Equipment	3	2.00
Other combinations of items	75	49.90
Factors influence shopping decision		
Cheaper price	21	14.00
Cheaper price, Flash sales	9	6.00
Cheaper price, Flash sales, Reviews	10	6.70
Cheaper price, Free shipping	25	16.70
Cheaper price, Free shipping, Flash sales	13	8.70
Cheaper price, Free shipping, Flash sales, Reviews	17	11.30
Cheaper price, Free shipping, Reviews cheaper price, Reviews	9	6
Cheaper price, Reviews	6	4
Total for Cheaper price category	110	73.40
Flash sales	9	6.00
Flash sales, Reviews	5	3.30
Total for Flash sales category	14	9.30
Free shipping	4	2.70
Free shipping, Flash sales	7	4.70
Free shipping, Flash sales, Reviews	3	2.00
Free shipping, Reviews	8	5.30
Reviews	4	2.70
Total for Free shipping category	26	17.40
Total	150	100

According to the data analyzed, we found that the majority of the respondents bought various combination products in Shopee. In the selection process, respondents are able to choose multiple products they have purchased from Shopee. The most popular items and combinations of items is Cheaper Price category (73.40%). The next popular items are Free Shipping category (17.40%) followed by Flash Sales category (9.30%). Based on these results, our finding is price is the main factor in convincing respondents to buy product on Shopee, this also indicates that our respondents perceive that the items are of good quality and low price on Shopee due to the digital marketing's impact.

Price is important as cheaper price consistently appears as a significant factor, highlighting its primary role in purchase decision Yogasuria & Usman (2020). Table 3 provides descriptive statistics including mean and standard deviation, Cronbach's alpha coefficients to measure internal consistency, and zero-order correlation to indicate the relationships between variables.

Table 3. Descriptive Analysis, Cronbach's Coefficients Alpha, and Zero-Order Correlations of All Study Variables

Variables	1	2	3	4	5
Mobile Marketing	0.804				
Content Marketing	0.762**	0.773			
Social Media Marketing	0.673**	0.770**	0.799		
Email Marketing	0.504**	0.393**	0.472**	0.805	
Consumer Shopping Behavior	0.703**	0.754**	0.681**	0.338**	0.840
Mean	3.604	3.800	3.723	3.420	3.812
Standard Deviation	0.883	0.790	0.884	0.941	0.878

Note: N=150; * $p < 0.05$, ** $p < 0.01$; Diagonal entries in bold indicate Cronbach's alpha coefficients

Cronbach's alpha has a range from 0.0 to 1.0 can measures how well items on an instrument correlate between each other (Connelly, 2011). α equal to 1.0 indicates perfect correlation and $\alpha = 0.0$ indicates that there are no correlation of items (Adamson & Prion, 2013). Our result shows that the Cronbach's alpha is between 0.77 and 0.84 which consider as high. However, high coefficient alpha not necessary indicate a good internal consistency. The value of alpha depends on the length of test (Tavakol & Dennick, 2011). We assume that all variables have good reliability for now. Besides, we also found that consumer shopping behavior correlates positively with all independent variables. Content marketing (0.754) has the strongest positive correlation with consumer shopping behavior, followed by mobile marketing (0.703), social media marketing (0.681), and email marketing (0.338).

Table 4. Summary of Regression Analysis

Variables	Consumer Shopping Behavior
Mobile Marketing	0.296**
Content Marketing	0.390**
Social Media Marketing	0.212*
Email Marketing	-0.065
R ²	0.625
F value	60.462
Durbin-Watson Statistic	1.731

Note: N=150; * $p < 0.05$, ** $p < 0.01$

Regression analysis is one tool for examining the correlations between variables (Sykes, 1993). Therefore, regression analysis is conducted to test hypotheses. Consumer shopping behavior is the dependent variable. Mobile, content, social media, and email marketing are the independent variables. Hypothesis 1 states that mobile marketing is positively related to consumer shopping behavior. Hypothesis 2 states that content marketing is positively related to consumer shopping behavior. Hypothesis 3 states that social media marketing is positively related to consumer shopping behavior, and hypothesis 4 states that email marketing is positively related to consumer shopping behavior.

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F value is 60.462 indicates the regression analysis is statistically significant. This means that the independent variables can explain a significant portion of variance in consumer shopping behavior. The Durbin-Watson value of 1.731 close to 2 means that there are no significant autocorrelation which is in acceptable range and the residuals are independent.

DISCUSSION

According to Table 4, we can conclude that mobile marketing has a significant positive impact on consumer shopping behavior ($\beta = 0.296$, $p < 0.01$). Rank only second to content marketing. This shows that mobile marketing plays a greatly important role in influencing consumers' shopping decisions. With the continuous development and advancement of mobile devices, the global population using mobile devices is also increasing, according to (Dmitrii Khasanov, 2023) in his article, 66.6% of the world's population is already using mobile devices. In addition, mobile marketing uses mobile apps, personalization and push notifications, SMS activities, and other strategies to engage directly and quickly with consumers. Enterprises can capitalize on this trend by enhancing social influence, providing a seamless shopping experience, and increasing personalized content notifications to increase consumer engagement and purchase intention.

Content marketing has the largest beta of the four marketing, indicating that content marketing has the strongest positive impact on consumer shopping behavior ($\beta = 0.390$, $p < 0.01$). Blog posts, video content, media posts, infographics, etc. are all part of content marketing. High-quality and attractive content marketing helps build brand trust and provide consumers with valuable information, thereby promoting consumer loyalty and influencing shopping decisions. Content marketing has a strong beta coefficient, which further indicates that content marketing effectively conveys the brand's information, communicates the content to the consumer about the product or service, and establishes the relevant connection. If an enterprise wants to have positive consumer shopping behavior, it needs to create a consumer-centric content marketing strategy. In addition, enterprises can optimize for search engines and measure content effectiveness through key metrics.

The influence of social media marketing on consumer shopping behavior turns out to be extremely positive ($\beta = 0.212$, $p < 0.05$), but less strong than the effects of content and mobile marketing. The use of social media seems to have developed along lines indicating an increase in reliance on it for influencing consumer shopping decision-making. Such social proof as reviews, shares, and user-generated content goes a long way in bolstering the trust of consumers. With positive reviews and suggestions from friends or influencers, the perception of product reliability increases, thus stimulating consumer shopping behavior. Results from the study indicate the need to go beyond practical application and rather employ a strategic approach in conducting social media campaigns. These are recent studies by (Kumar et al., 2020) and (Pentina et al., 2021) that manifested the same finding that social media marketing increases brand awareness and keeps customers involved over time when done effectively.

Therefore, it seems email marketing is not effective among consumers ($\beta = -0.065$, $p > 0.05$). What it thus establishes is that traditional email has perhaps been rendered less

effective due to becoming somewhat of an oversaturated and changing consumer needs. Nowadays, many modern consumers fall prey to the repetitive bulk that they encounter regarding promotional emails and have experienced lower open rates and engagement. Likewise, there is a significant change whereby a lot of people are relying on social media and mobile apps in interactive and real-time environments that have further reduced the relevance of email as the primary medium for affecting consumer shopping behavior. Interactive features, such as clickable promotions or incentives or other measures for feedback, may serve to rekindle interest in this way for consumers and in turn, raise open rates of emails. It is as noted by (Trusov et al., 2020): personalization and segmentation are still necessary for the efficient communication of email campaigns in a digital landscape more dynamic.

CONCLUSION

In brief, this study is focus on the considerable influence of digital marketing on consumer shopping behavior on Shopee. Understanding consumer behavior and their needs is essential for improving consumer gratification and fostering loyalty (Singh et al., 2021). Our research results found that more than half of the respondents are loyal users of Shopee, and they often use the Shopee platform to purchase a wide variety of products. Factors such as flash sales, cheap prices, free shipping, and good reviews have further motivated more consumers to shop on the Shopee platform. In addition, the research findings also indicate that Shoppe's promotion strategy and multi-category supply greatly meet the needs of the vast number of consumers. Shopee should keep putting effort into digital marketing strategies to maintain its achievement in the e-commerce sector. To strengthen their competitive position, businesses should constantly assess their digital marketing strategy, which is critical in today's market (Pandey, 2021).

Our research uses a quantitative research design and utilizes a structured survey format. Data from 150 respondents were collected and analyzed using a cost-effective digital questionnaire. Besides, we also analyze the relationship between the four independent variables of mobile marketing, content marketing, social media marketing, and email marketing and the dependent variables which is consumer shopping behavior. Consumers' shopping behavior is crucial as it provides valuable insights for all company's top management personnel, such as founder and manager, to better understand consumer shopping decisions (Kee, 2023). Among the independent variables, content marketing has the most significant positive impact on consumer shopping behavior, but email marketing has become less effective due to over-saturation and changing consumer needs. Our research provides good insight and reference for managers to understand the importance of digital marketing, helping them to promote a strong connection with consumers. Therefore, the existing consumers will introduce new consumers to use Shopee. The act of recommending a product or service to others indicates a customer's intention to influence other's opinion (Aryani et al., 2022). Overall, digital marketing plays a key role on consumer shopping behavior, and our research provides an important theoretical reference for platforms such as Shopee to optimize digital marketing strategies.

LIMITATION AND FUTURE RESEARCH DIRECTIONS

This research on how digital marketing influences shopping behavior on Shopee presents a number of limitations. Firstly, the majority of respondents in our study are undergraduates, which could introduce sample bias and restrict the generalizability of the findings to other demographics or age groups, so we have less information about other consumer groups in the society. Additionally, the research is platform-specific which only focuses on Shopee. This may not fully reflect shopping behaviors across

other e-commerce platforms such as Lazada, TaoBao, etc. The dependence on self-reported data may also introduce biases, potentially resulting in inaccurate conclusions about consumer shopping behavior. Moreover, the study may not account for offline influences or long-term behavioral changes. Future research could explore cross-platform comparisons, and longitudinal studies to assess long-term effects, and delve deeper into personalized marketing, consumer segmentation, and the role of social media. Further studies could also examine regional and cultural differences in consumer shopping behavior, as well as the growing influence of ethical and sustainable marketing practices on digital shopping.

DECLARATION OF CONFLICTING INTERESTS

The authors declare that there are no potential conflicts of interest regarding the research, authorship, and publication of this article.

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APPENDIX 1: QUESTIONNAIRE

Section	Questions
Consumer Shopping Behavior	<ul style="list-style-type: none"> - Selection of goods on Shopee is very broad. - Shopping on Shopee saves time. - I intend to continue using Shopee after having excellent online shopping experiences on this platform. - Shopee offers greater discounts and rewards. - It's convenience for me to use Shopee.
Mobile Marketing	<ul style="list-style-type: none"> - I find it Shopee's push notifications make me feel like I'm getting exclusive offers that are too good to miss. - I find it very interesting to receive messages about discounts and special offers when I click on the links provided through Shopee's mobile marketing. - Overall, receiving new offers and promotions from Shopee keeps me engaged and encourages me to stay connected to the app. - It is a pleasure when Shopee send me a notification of its marketing. - Price offers via Shopee's mobile marketing are clear and affordable.
Content Marketing	<ul style="list-style-type: none"> - It is relevant content about the products I plan to buy through Shopee. - I find the content posted by Shopee (e.g., blog posts, videos, product's picture) useful for discovering new products. - I feel more connected to Shopee when I engage with their content, such as articles, videos, and posts about new trends and product launches. - I find it is easy to click links that are provided in the content to reach on the product page of Shopee.

	<ul style="list-style-type: none"> - I prefer shopping on Shopee when I see informative and engaging content related to the products I am interested in.
Social Media Marketing	<ul style="list-style-type: none"> - I find it Shopee's social media posts (e.g., promotions, new product announcements) influence my decision to visit their app or website. - I am more likely to visit Shopee after seeing ads or posts on social media. - Shopee's social media campaigns (e.g., giveaways, and collaborations with influencers) encourage me to engage with the brand. - Shopee's influencer marketing on platforms like Instagram or TikTok has influenced my buying decisions. - I feel more confident to shop on Shopee when I see user-generated content (e.g., photos or reviews shared on social media).
Email Marketing	<ul style="list-style-type: none"> - Email from Shopee sometimes makes me more interested to their products. - I am more likely to shop on Shopee after receiving a promotional email. - Shopee's email marketing (e.g., discounts, personalized offers) motivates me to check out new products or categories. - I will more trust the promotional offers I receive via Shopee's email marketing. - I find the emails from Shopee to be helpful in keeping me informed about ongoing sales, discounts, or new products.