The King Of South East Asia – How Shopee Dominate The Malaysian Market By Influencing The Hedonistic Value In Its Marketing And Technical Content

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ARTICLE INFO	ABSTRACT
	After the lockdown imposed due to Covid-19 in Malaysia ended, Malaysians continues to rely on e-commerce platforms for shopping and product purchase, namely Shopee. This study focuses on whether Shopee has what it takes to remain the preferred e-commerce choice for Malaysian online shoppers, thus fulfilling the hedonistic value of Malaysian customers via their marketing and technical contents. The variables for technical content are information quality, system quality and service quality. Website design, e-WoM (electronic word of mouth) and advertising are the variable for the marketing content. Respondents were selected via convenience sampling which makes up 333 online shoppers from all over Malaysia. The data analysis using Pearson Correlations and Multiple Regression analyses showed that there are positive relationships between hedonistic value with the technical and marketing content of Shopee. E-commerce platform providers must improve on the technical and marketing contents in order to increase the traffic to their sites and ultimately providing customers with hedonistic value during their shopping experience. **Index Terms:** E-commerce platform, Hedonistic value, Marketing factor, Technical factor.

I. INTRODUCTION

In recent years, the landscape of e-commerce in Southeast Asia has been profoundly shaped by the rapid ascent of digital platforms, fundamentally altering how consumers interact with markets and brands. Particularly in Malaysia, where the COVID-19 pandemic necessitated nationwide lockdowns, a significant shift in consumer behavior has been observed. After the lockdown measures were lifted, Malaysians continued to rely heavily on e-commerce platforms for their shopping needs. Among these platforms, Shopee has emerged as a dominant force, widely regarded as the "King of Southeast Asia" in the realm of online retail. This study aims to dissect the factors contributing to Shopee's dominance in the Malaysian market by examining how it influences the hedonistic values of its customers through strategic marketing and robust technical implementations.

According to Ferraz et al. (2023), the complexity of the online market necessitates that e-commerce platforms like Shopee establish stronger connections with their customers to achieve higher levels of satisfaction. This is particularly challenging in the after-sales phase, where issues such as user-friendliness, availability of information, and customer service are critical. If Shopee's website is not user-friendly and lacks sufficient information, customers may face difficulties navigating the site and finding the products or support they need, leading to frustration and dissatisfaction. This can weaken Shopee's ability to retain customers and sustain its position as a preferred platform. Based on this author also states that, to maintain its market leader status, Shopee must address these complexities by enhancing the user experience and providing comprehensive information throughout the shopping journey, including the after-sales phase. Ensuring a seamless and informative user experience can help Shopee build stronger relationships with its customers, thereby improving satisfaction and loyalty.

According to He and Al-Masum (2022), poor customer service significantly impacts customer retention and satisfaction. He and Al-Masum (2022) note that many e-commerce retailers, including Shopee, do not use advanced analytics to understand and address customer needs effectively. This gap leads to frustration and

dissatisfaction among users. To stay competitive, Shopee must improve its customer service. By using advanced analytics, Shopee can better understand customer preferences and tailor its services, leading to higher satisfaction and loyalty. The author also states that many retailers focus on existing data instead of using advanced analytics to enhance customer service. This results in missed opportunities to improve user experience and customer support. Meanwhile, Shopee can gain an edge by investing in advanced analytics to improve its website's usability, provide better information, and enhance customer service. These improvements will help Shopee retain its customers and strengthen its market position.

Shopee's dominance in the Malaysian market is underpinned by its strategic focus on enhancing user experience and leveraging advanced analytics. According to Ferraz et al. (2023), the complexity of the online market necessitates that e-commerce platforms like Shopee establish stronger connections with their customers to achieve higher satisfaction levels. This is especially critical in the after-sales phase, where user-friendliness, information availability, and customer service play pivotal roles. If Shopee's website is not user-friendly and lacks sufficient information, customers may struggle to navigate and find the support they need, leading to frustration and dissatisfaction. To maintain its market leader status, Shopee must address these complexities by enhancing the user experience and providing comprehensive information throughout the shopping journey. Ensuring a seamless and informative user experience helps Shopee build stronger relationships with its customers, thereby improving satisfaction and loyalty.

He and Al-Masum (2022) emphasize that poor customer service significantly impacts customer retention and satisfaction. They note that many e-commerce retailers, including Shopee, do not fully utilize advanced analytics to understand and address customer needs effectively. This gap can lead to user frustration and dissatisfaction. To stay competitive, Shopee must improve its customer service by leveraging advanced analytics. By doing so, Shopee can better understand customer preferences and tailor its services, leading to higher satisfaction and loyalty. Many retailers focus on existing data rather than using advanced analytics to enhance customer service, resulting in missed opportunities to improve user experience and support. Shopee can gain an edge by investing in advanced analytics to improve its website's usability, provide better information, and enhance customer service. These improvements will help Shopee retain its customers and strengthen its market position.

The insights from Ferraz et al. (2023) and He and Al-Masum (2022) highlight the importance of user experience and advanced analytics in maintaining Shopee's dominance in the Malaysian e-commerce market. By addressing these critical areas, Shopee can continue to influence the hedonistic value in its marketing and technical content, ensuring its position as the preferred choice for online shoppers in Malaysia.

According to Ferraz et al. (2023), the complexity of the online market necessitates that e-commerce platforms like Shopee establish stronger connections with their customers to achieve higher levels of satisfaction. This is particularly challenging in the after-sales phase, where issues such as user- friendliness, availability of information, and customer service are critical. Many e-commerce websites suffer from not being user-friendly, lacking sufficient information, and providing poor customer service, leading to customer frustration and dissatisfaction. If Shopee's website is not user-friendly and lacks sufficient information, customers may face difficulties navigating the site and finding the products or support they need, leading to frustration and dissatisfaction. This can weaken Shopee's ability to retain customers and sustain its position as a preferred platform. To maintain its market leader status, Shopee must address these complexities by enhancing the user experience and providing comprehensive information throughout the shopping journey, including the after-sales phase. Ensuring a seamless and informative user experience can help Shopee build stronger relationships with its customers, thereby improving satisfaction and loyalty.

Similarly, He and Al-Masum (2022) emphasize that poor customer service significantly impacts customer retention and satisfaction. They note that many e-commerce retailers, including Shopee, do not fully utilize advanced analytics to understand and address customer needs effectively, leading to frustration and dissatisfaction among users. To stay competitive, Shopee must improve its customer service by leveraging advanced analytics to better understand customer preferences and tailor its services, leading to higher satisfaction and loyalty. Many retailers focus on existing data rather than using advanced analytics to enhance customer service, resulting in missed opportunities to improve user experience and support. By investing in advanced analytics to improve its website's usability, provide better information, and enhance customer service, Shopee can retain its customers and strengthen its market position.

Additionally, offline shops have been struggling with poor sales and lack of profitability (Nasidi et al., 2022). This situation has pushed more consumers towards e-commerce platforms like Shopee, which can offer a wider range of products, competitive prices, and the convenience of online shopping. As offline retail faces these significant challenges, the pressure on e-commerce platforms to deliver superior user experiences and customer satisfaction has intensified.

Research objectives
This research is outlined with the intention of fulfilling several objectives. The objectives are as follows:
1.1   To determine whether the marketing content influence the hedonistic value for Shopee customers in Malaysia.

1.2 To determine whether the technical content influence the hedonistic value for Shopee customers in Malaysia.
1.3 To provide recommendations to Shopee and other e-commerce platforms on how they can be the preferred choice for Malaysians.

II. LITERATURE REVIEW

Hedonistic Value
Both Liantifa and Siswadhi (2019) and Helmi et al. (2023) underscore the importance of hedonistic value in the realm of online shopping, with a specific focus on its influence on consumer behavior such as impulse buying and shopping lifestyle. Hedonistic or hedonic value, which encompasses the emotional satisfaction, pleasure, and excitement that consumers derive from online shopping, serves as a critical psychological motivator impacting not only the shopping experience but also consumer engagement and purchase decisions. The rationale behind prioritizing hedonic value in marketing and technical strategies, as posited by Liantifa and Siswadhi (2019), stems from its demonstrated impact on impulse buying and the enhancement of the shopping lifestyle. By incorporating features that amplify pleasure and excitement, online platforms like Shopee have the potential to significantly boost consumer engagement and expenditure. This approach not only fulfills but also leverages the consumer's appetite for a rewarding and pleasurable shopping journey.
In alignment with this perspective, Helmi et al. (2023) assert that hedonic values are fundamental to the enjoyable and exploratory nature of online shopping. By acknowledging and amplifying these values, e-commerce enterprises can stimulate more impulsive purchases, tapping into consumers' cravings for enjoyment. Crafting captivating and aesthetically pleasing websites that embody these values can lead to heightened consumer spending and prolonged interaction on the platform.
Insights from both Liantifa and Siswadhi (2019) as well as Helmi et al. (2023) underscore the significance of hedonistic value as a dependent variable in evaluating the effectiveness of marketing and technical strategies on e-commerce platforms like Shopee. By strategically enhancing the hedonic dimensions of the online shopping encounter through a combination of marketing endeavors and technical advancements, Shopee can effectively engage consumers, nurturing both immediate transactions and enduring loyalty.
The marketing content's variables are the design, e-WoM and advertising.

Design
In the context of Shopee's triumph in the Malaysian market, the significance of design as a distinct variable in marketing proves to be crucial. As indicated by research findings, Shopee's proficient utilization of design components not only enriches the visual allure of the platform but also substantially impacts user satisfaction and purchase choices. The emphasis on design is in line with the fundamental principles expounded by Liu & Wang (2022) and Rumende & Pasaribu (2021), who accentuate the influence of visual and social design elements in electronic commerce.
According to Liu & Wang (2022) propose that design in electronic commerce platforms, achieved through the strategic arrangement of textual content and images along with the selection of background hues, plays a vital role in captivating buyers by making products visually prominent. This holds particular relevance for Shopee, where the visual attractiveness of product pages can directly engage a buyer's focus and elicit positive emotions, thereby heightening the probability of purchase decisions. In addition, Rumende & Pasaribu (2021) introduce another dimension to the importance of design by stressing the integration of social commerce aspects. Their research underscores the impact of social interactions woven into the e-commerce design, which are pivotal in molding Shopee users' purchase selections. This indicates that Shopee's design strategy, likely encompassing social features like user feedback, Q&A segments, and shared shopping encounters, effectively caters to the preferences and requirements of its users, thereby fostering engagement and transactions.
The conclusions drawn from Liu & Wang (2022) rationalize the emphasis on design within Shopee's marketing strategy by demonstrating how aesthetic components like text layout, image positioning, and color selections can significantly influence consumer perception and conduct. Through crafting visually appealing and emotionally captivating product pages, Shopee can distinguish itself from rivals and capture consumer interest more effectively. This methodology not only boosts the immediate allure of the platform but also bolsters long-term customer retention by consistently providing visually gratifying shopping experiences.
This leads to the first hypothesis:

H1. *There is a positive relationship between hedonistic value and the design of Shopee*

e-WoM
In the context of Shopee's performance as a preferred e-commerce platform in Malaysia, comprehension of the role of Electronic Word of Mouth (e-WOM) as an independent variable is essential. The digital mechanism of e-WOM involves customers expressing their opinions and experiences online, impacting the decision-making process of potential buyers. This facet of marketing strategy holds particular significance for Shopee, given its direct impact on user perceptions and behaviors, which are crucial in an online shopping setting. Siagian et al. (2022) elaborate on how e-WOM goes beyond mere opinion-sharing; it also influences how consumers

perceive the ease of using a service, their intention to continue usage, and their willingness to share information about it. This interaction fosters customer loyalty by cultivating a sense of community and trust among users, which is vital for sustained usage and positive referrals.

Belhadi et al. (2023) also stress the significance of e-WOM in shaping purchasing decisions and customer loyalty. Nevertheless, they draw attention to a nuanced challenge within B2B sharing platforms where increased adoption of digital technology may at times diminish the value of e-WOM. This suggests that while e-WOM is generally advantageous, its efficacy can be dependent on how digital tools are handled and integrated into the customer experience.

The conclusions drawn by Siagian et al. (2022) validate the strategic utilization of e-WOM in Shopee's marketing endeavors by showcasing its influence on perceived usability and customer loyalty. For Shopee, cultivating an environment where users can easily share their positive experiences can bolster the platform's credibility and attract new users while retaining existing ones.

This leads to the second hypothesis:

H2. *There is a positive relationship between hedonistic value and the e-WoM of Shopee*

Advertising

Advertising's function as an independent variable within the framework of Shopee's marketing strategies is of paramount importance for comprehending its influence on consumer behavior and the platform's market dominance in Malaysia. The efficacy of advertising strategies holds the power to significantly impact consumer perceptions and purchasing decisions, which are vital for the success of an e-commerce platform.

Nasidi et al. (2022) delve into the role of advertising in establishing brand equity among online retailers. Within the domain of e-commerce, the content of advertisements displayed on websites assumes a crucial position in shaping consumer decisions. This indicates that Shopee's advertising endeavors, likely encompassing various digital marketing approaches such as targeted ads, product showcases, and promotional initiatives, are foundational in molding customer perceptions and enriching the appeal of the platform. Tuyu et al. (2022) present a nuanced viewpoint on the efficacy of advertising in the realm of online shopping. While their research recognizes the combined influence of online advertising and e-WOM on purchase choices, it also highlights that online advertising alone may not exert a substantial impact on consumer decisions in specific scenarios. This observation holds particular relevance for Shopee, underscoring the importance of integrating advertising with elements like e-WOM to maximize its effectiveness.

The study conducted by Nasidi et al. (2022) lends support to the utilization of advertising as a pivotal marketing tool for Shopee by underscoring its role in cultivating brand equity and shaping purchasing behavior. This validation is critical for Shopee as it endeavors to uphold its position as a prominent e-commerce platform in Malaysia, indicating that strategic advertising can heighten consumer awareness and cultivate positive associations with the brand. The findings of Tuyu et al. (2022) offer a supplementary rationale for adopting a well-rounded approach to advertising on Shopee.

This leads to the third hypothesis:

H3. *There is a positive relationship between hedonistic value and the advertising of Shopee*

The technical aspect's independent variables are the service quality, system quality and information quality.

Service Quality

Sheu and Chang (2022) present a comprehensive perspective on service quality within the Shopee application, concentrating on efficiency, fulfillment, system availability, and privacy services. Each of these elements plays a significant role in the overall user experience. Efficiency ensures prompt and precise responses to customer needs; fulfillment impacts customer satisfaction through fulfilling the commitments made by the e-commerce platform; system availability ensures constant platform accessibility, essential for a seamless shopping experience; and privacy services uphold customer trust by safeguarding their data and ensuring confidentiality. Moon and Armstrong (2020) accentuate both the tangible and intangible facets of service quality in online-to-offline (O2O) commerce.

The conclusions drawn by Sheu and Chang (2022) validate the incorporation of service quality as a crucial technical factor in scrutinizing Shopee's market strategy. Their findings illustrate that various dimensions of service quality have a direct impact on the user experience. Efficient management of these service quality elements can substantially improve customer satisfaction and loyalty, pivotal for upholding Shopee's competitive advantage in the e-commerce industry.

H4. *There is a positive relationship between hedonistic value and the service quality of Shopee*

System Quality

Liao and Ahmad (2019) concentrate on particular components of system quality within the realm of online retail, such as search capabilities, rating and evaluation mechanisms, and product suggestion systems. They argue that these components are essential for customer satisfaction as they improve the simplicity and

effectiveness of product discovery and assessment for users. The investigation underscores the influential nature of the review feature, proposing that customer feedback mechanisms play a crucial role in molding purchase choices and enhancing the credibility of the platform. Hung-Joubert and Erdis (2019) underscore broader technical facets of system quality, encompassing dependability, user-friendliness, and response speed. Their study indicates that these factors are primary concerns for consumers and are directly associated with the inclination to participate in online shopping. By ensuring high dependability, ease of operation, and prompt response times, e-commerce platforms can significantly enrich user experience, thereby drawing in and preserving customers. The conclusions drawn by Liao and Ahmad (2019) validate the emphasis on system quality as a pivotal element of Shopee's technical approach to elevate customer satisfaction. Through enhancing the functionality and user-centric nature of search, evaluation, and suggestion functionalities, Shopee can deliver a more gratifying shopping experience that not only meets but surpasses customer expectations. This methodology is crucial for stimulating recurring visits and nurturing enduring customer loyalty.

This leads to the fifth hypothesis:

H5. *There is a positive relationship between hedonistic value and the system quality of Shopee*

Information Quality
When assessing the platform of Shopee in the Malaysian e-commerce setting, the significance of information quality as an autonomous technical element is crucial, albeit its effects might differ under varying circumstances. Information quality encompasses the precision, dependability, and user-friendliness of the information presented on an internet-based shopping platform.

Abd Aziz et al. (2023) propose that during distinct periods like the COVID-19 outbreak, information quality, while significant, might not be the primary driver of customer contentment. Their discoveries reveal that despite furnishing precise and comprehensive product descriptions and distinct images, factors such as safety protocols and delivery alternatives held more sway over customer satisfaction amidst the pandemic. This indicates that the setting or external milieu could substantially modify the influence of information quality on consumer conduct.

On the contrary, Yoo, Lee, and Atamja (2023) accentuate the perpetual significance of information quality in online retail. They posit that superior information—which encompasses trustworthiness and precision—plays a pivotal role in conferring assurance to users, particularly novice e-commerce consumers. The credibility and correctness of product particulars are imperative in establishing a favorable shopping encounter and nurturing user allegiance, rendering information quality a pivotal element in customer satisfaction during routine circumstances.

This leads to the sixth hypothesis:

H6. *There is a positive relationship between hedonistic value and the information quality of Shopee*

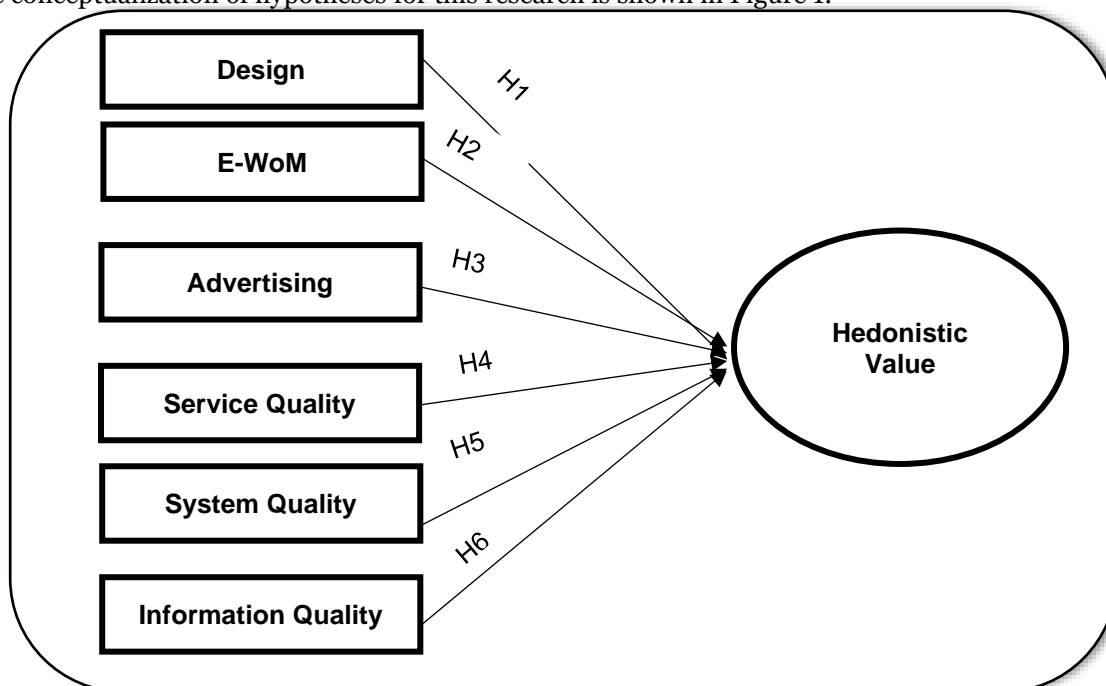The conceptualization of hypotheses for this research is shown in Figure 1.

Figure 2.1: *Research model*

III. METHODOLOGY

Respondent and procedures
The respondents for this study are 333 users of Malaysia's leading e-commerce platform, Shopee. They were selected using a convenience sampling method from across Malaysia. This study employs a quantitative research approach, utilizing a questionnaire survey as the research instrument.

Instrument
The questionnaire is the most suitable instrument for this study because it is a flexible, unstructured data collection technique consisting of a series of questions—either written or verbal—that respondents answer (Malhotra et al., 2017). This questionnaire includes a section of demographic questions, seven sections with Likert-scale questions, and a few open-ended questions. The seven Likert-scale sections represent both dependent and independent variables: hedonistic value, design, e-WoM, advertising, service quality, system quality and information quality. The questionnaire's structure is based on previous studies, as outlined in Table 3.1.

Table 3.1: *Questionnaires Construct*

Variables	Authors
Hedonistic value	Delafrooz et al., (2009)
Design	Balderaz & Campos (2020), Xiooying et al. (2012), Rudansky-Kloppers, S. (2014)
E-WoM	Akyuz (2013)
Advertising	Chou (2020)
Service quality	Hung et al. (2014)
System quality	Hung et al. (2014)
Information quality	Hung et al. (2014)

IV. RESULTS AND ANALYSIS DISCUSSIONS

In the conduct of the survey, a total of 333 respondents were interviewed and the data were collected using a specially constructed questionnaire. The questionnaire comprises of five main sections, Section A which captures data pertaining to the respondents' demographic profile. Section B captures information on hedonistic value, Section C emphasizes on marketing factors.

This section focuses on design, e-WoM (electronic word of mouth) and advertising. Section D emphasizes on technical factors. This section focuses on service quality, system quality and information quality. Section E will be the recommendation in which it will help Shopee and other e-commerce shopping platforms to improve their service and increase customers' satisfaction. Data collected were analysed using SPSS software and the results are presented in this research.

Internal consistency of the scale
In this survey, the instrument is the questionnaire used. Hence, to determine whether the outcome of this study is highly reliable, therefore, it is pertinent that the quality of the data collected be assessed. For this purpose, the Alpha's coefficients were calculated for each of the attributes, related to the variables, being investigated.

The results are presented in Table 4.1. From the results obtained, the values of Alpha coefficients calculated were found to hover at about 0.7. Thus, we can conclude that the data obtained have some amount of consistency of the scale.

Table 4.1*: Reliability coefficients*

Variables	Number of items	Alpha's Coefficient
1. Hedonistic value	6	0.894
2. Design	6	0.870
3. Electronic word of mouth (e-WoM)	6	0.876
4. Advertising	6	0.913
5. Service quality	7	0.898
6. System quality	6	0.904
7. Information quality	6	0.935

Scope of study

Table 4.2: *Distribution of age between gender*

AGE	GENDER		Total
	FEMALE	**MALE**	
16 - 20	140	71	211
21 - 25	35	26	61
26 - 30	7	4	11
31 - 35	9	4	13
36 - 40	8	1	9
41 and above	21	7	28
Total	220	113	333

From Table 4.2, it is evident that the majority of respondents are female. Specifically, 220 respondents (66.1%) are female, while 113 respondents (33.9%) are male. Additionally, the data shows that most respondents are under 20 years old. Among those aged 41 and above, the majority are female, with only seven male respondents in this age group.
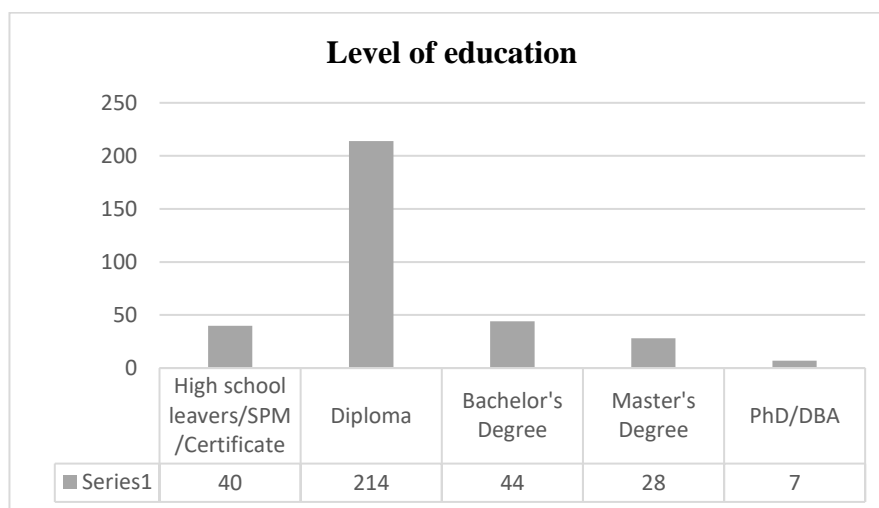
Figure 4.1: *Distribution of respondents by level of education*

According to their level of education, most of the respondents are having Diploma. A total of 214 (64.3%) having Diploma. Bachelor's Degree and High school leaver consist of 44 (13.2%) and 40 (12.0%) respectively. For Master's degree, consist of 28 (8.4%) And, from PhD or DBA consist of 7 (2.1%) participate in this study. This is shown in Figure 4.1.
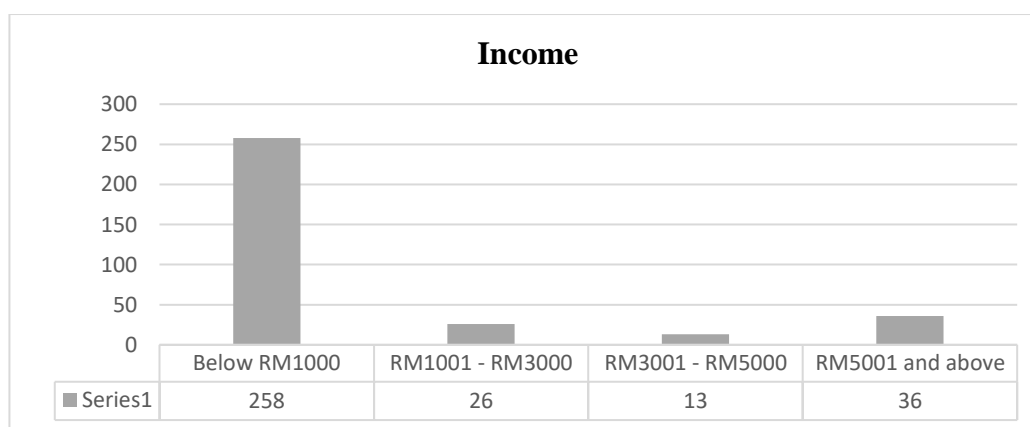

Figure 4.2: *Distribution of respondents by income*

According to Figure 4.2, most of the respondents their income is below RM1000 which constitute of 258 (77.5%). This is surprising where those income RM5001 and above are only 36 (10.8%). From here, it shows that most Shopee customers are from lower income.

Table 4.3: *Product that customers often purchase online*

Particular	Frequency	%
Food and beverage	131	39.3
Clothing/accessories/shoes	266	79.9
Personal care	160	48.8
Electric/electronic/software	92	27.6
Household items	108	32.4
Books	80	24.0
Others	68	20.4

From Table 4.3, most of respondents 79.9% (266 persons) often purchase online for clothing / accessories / shoes. Meanwhile, 48.8% (160 persons) use online shopping for personal care. Some of them, 39.3% (131 persons) purchase online for food and beverage. For household item, consist of 32.0% (108 person). The lowest items that they purchase online are others where consist of 20.4% (68 persons).

Hedonistic Value

For hedonistic value, six items have been identified. 72.6% of the respondents believe that *online shopping is truly an enjoyment to me*. 62.0% to 63.0% believe that *during online shopping on Shopee, I feel the excitement of the hunt* and *I enjoy being immersed in exciting virtual experience during shopping on Shopee*. Meanwhile, 50.0 % to 59.0% of them agree that *when online shopping on Shopee, I'm able to forget my problems*, *online shopping on Shopee is one of my favorite leisure activities* and *online shopping on Shopee make me feel a sense of adventure as compared to traditional shopping*.

Table 4.4: *Hedonistic Value*

Item	Disagree	(%)	Neutral	(%)	Agree	(%)
When online shopping on Shopee, I'm able to forget my problems.	46	13.8	119	35.7	168	50.4
Online shopping on Shopee make me feel a sense of adventure as compared to traditional shopping.	50	15.0	88	26.4	195	58.5
Online shopping is truly an enjoyment to me.	20	6.0	71	21.3	242	72.6
Online shopping on Shopee is one of my favorite leisure activities.	63	18.9	87	26.1	183	54.9
During online shopping on Shopee, I feel the excitement of the hunt.	44	13.2	82	24.6	207	62.1
I enjoy being immersed in exciting virtual experience during shopping on Shopee.	29	8.7	95	28.5	209	62.7

Marketing Factor
Marketing factors emphasizes on three main aspects which are design, electronic word of mouth (e-WoM) and advertising.

Design
For design, six items have been identified. 81.3% of the respondents believe that *the Shopee apps design helps me in searching the products easily*. 73.0% to 79.0% believe that *Shopee apps uses fonts correctly, Shopee apps uses colour correctly, Shopee apps uses nice web layout* and *Shopee apps is user-friendly and ease of use*. Meanwhile, 59.1% of them agree that t*he design of Shopee's apps look attractive*.

Table 4.5: *Design*

Item	Disagree	(%)	Neutral	(%)	Agree	(%)
The design of Shopee's apps look attractive.	24	7.2	112	33.6	197	59.1
Shopee apps uses fonts correctly.	6	1.8	75	22.5	252	75.6
Shopee apps uses colour correctly.	10	3.0	61	18.3	262	78.6
Shopee apps uses nice web layout.	6	1.8	81	24.3	246	73.8
Shopee apps is user-friendly and ease of use.	7	2.1	63	18.9	263	78.9
The Shopee apps design helps me in searching the products easily.	4	1.2	58	17.4	271	81.3

Electronic word of mouth (e-WoM)
For electronic word of mouth, six items have been identified. 91.6% of the respondents believe that *I always read online reviews on Shopee before purchasing a product*. 80.0% to 88.0% believe that *I rely on online review when I purchase a product, online reviews affect my purchase on Shopee crucially* and *if online review on Shopee is positive, I will purchase the product*. 79.2% agree that *I believe customer review on Shopee is a*

credible information source. Meanwhile, 68.7% of them agree that *I believe reviews on Shopee are written responsibly.*

Table 4.6: *Electronic word-of-mouth communication (e-WoM)*

Item	Disagree	(%)	Neutral	(%)	Agree	(%)
I always read online reviews on Shopee before purchasing a product.	9	2.7	19	5.7	305	91.6
I believe customer review on Shopee is a credible information source.	9	2.7	60	18.0	264	79.2
If online review on Shopee is positive, I will purchase the product.	5	1.5	38	11.4	290	87.1
I rely on online review when I purchase a product.	12	3.6	54	16.2	267	80.1
Online reviews affect my purchase on Shopee crucially.	10	3.0	51	15.3	272	81.7
I believe reviews on Shopee are written responsibly.	25	7.5	79	23.7	229	68.7

Advertising

For advertising, six items have been identified. 60.0% to 68.0% believe that *Shopee's advertisement provides information relevant to the products, I was impressed by Shopee's advertisement, Shopee's advertisements provide new and interesting content* and *I can clearly understand the message of Shopee's advertisement.* Meanwhile, 57.0% to 59.4% of them agree that *I will use the information in Shopee's advertisements* and that *Shopee advertisements are pleasing.*

Table 4.7: *Advertising*

Item	Disagree	(%)	Neutral	(%)	Agree	(%)
I was impressed by Shopee's advertisement.	42	12.6	81	24.3	210	63.0
Shopee's advertisement provides information relevant to the products.	30	9.0	100	30.0	203	60.9
Shopee's advertisements provide new and interesting content.	24	7.2	84	25.2	225	67.5
I can clearly understand the message of Shopee's advertisement.	27	8.1	80	24.0	226	67.8
Shopee advertisements are pleasing.	32	9.6	103	30.9	198	59.4
I will use the information in the Shopee's advertisements.	40	12.0	103	30.9	190	57.0

Technical Factor

Technical factors focus on three main aspects which are service quality, system quality and information quality.

Service quality

Regarding service quality, seven items have been identified. 71.0% to 76.0% believe that *I believe I get what I ask for when shopping on Shopee, I feel confident about online transaction performed on Shopee* and *I believe online shopping on Shopee is reliable.* 63.0% to 68.0% believe that *I believe Shopee is responsive to my needs* and *the customer service of Shopee will address any concerns that I have on online shopping.* Meanwhile, 55.0% to 59.4% of them agree that *I trust Shopee to deliver the product on time* and *in case of any problems, Shopee will give me prompt service.*

Table 4.8: *Service quality*

Item	Disagree	(%)	Neutral	(%)	Agree	(%)
I believe online shopping on Shopee is reliable.	7	2.1	74	22.2	252	75.6
I believe I get what I ask for when shopping on Shopee.	15	4.5	81	24.3	237	71.1
I trust Shopee to deliver the product on time.	41	12.3	107	32.1	185	55.5
I believe Shopee is responsive to my needs.	14	4.2	107	32.1	212	63.6
In case of any problems, Shopee will give me prompt service.	22	6.6	113	33.9	198	59.4
I feel confident about online transaction performed on Shopee.	12	3.6	73	21.9	248	74.4
The customer service of Shopee will address any concerns that I have on online shopping.	15	4.5	92	27.6	226	67.8

System quality

For system quality, six items have been identified. 80.0% to 85.0% believe that *Shopee can actively participate in creating your desired product, Shopee provides good accessibility to its apps, Shopee apps is user-friendly* and *Shopee has an adequate number of stores.* Meanwhile, 75.0% to 78.0% believe that *Shopee apps is entertaining* and *Shopee is easy to navigate.* This can be clearly seen in Table 4.9.

Table 4.9: *System quality*

Item	Disagree	(%)	Neutral	(%)	Agree	(%)
In general, Shopee provides good accessibility to its apps.	4	1.2	52	15.6	277	83.1
Shopee apps is user-friendly.	4	1.2	50	15.0	279	83.7
Shopee apps is entertaining.	8	2.4	74	22.2	251	75.3

Shopee is easy to navigate.	7	2.1	67	20.1	259	77.7
Shopee has an adequate number of stores.	1	0.3	49	14.7	283	84.9
Shopee can actively participate in creating your desired product.	4	1.2	61	18.3	268	80.4

Information quality

On information quality, six items have been identified. 80.0% to 81.0% believe that *Information on Shopee is relevant to my product purchase* and *Information on Shopee is understandable for my in making my product purchase.* Meanwhile, 75.0% to 79.8% believe that *Information on Shopee covers a broad scope for my purchase decision, Information on Shopee is adequate for my product purchase, Information on Shopee is reliable for making purchase decision* and *Information on Shopee is useful in my purchase decision.* Refer to Table 4.10 below.

Table 4.10: *Information quality*

Item	Disagree	(%)	Neutral	(%)	Agree	(%)
Information on Shopee is relevant to my product purchase.	2	0.6	61	18.3	270	81.0
Information on Shopee is understandable for my in making my product purchase.	5	1.5	60	18.0	268	80.4
Information on Shopee is adequate for my product purchase.	4	1.2	74	22.2	255	76.5
Information on Shopee covers a broad scope for my purchase decision.	6	1.8	77	23.1	250	75.0
Information on Shopee is useful in my purchase decision.	7	2.1	60	18.0	266	79.8
Information on Shopee is reliable for making purchase decision.	7	2.1	61	18.3	265	79.5

Demographic influence on hedonistic value

Analysis of the results was based on univariate analysis, with follow-up univariate comparisons. Mean for each variable and for each socio-demographic sub-group were subjected to univariate analysis of variance (ANOVA) and independent t-test The socio-demographic of interests were age, gender, level of education and income.

The relationship between hedonistic value and gender

Table 4.11: *Summary of result of independent samples t-test*

Dependent Variable	Gender	N	Mean	Std. Deviation	*t*-statistics	*p*-value
Hedonistic Value	Male	113	3.56	0.90	-2.694	0.007
	Female	220	3.82	0.81		

In this study, an investigation was made to determine if there is any relationship between hedonistic value and gender, i.e., male and female. (Table 4.11)

Towards this end, null hypothesis tests using the independent samples *t*-test were conducted with the assumption that there is no relationship between hedonic value and gender. The results of these tests are presented in Table 4.11. The results of the tests show, at 5% level of significance, hedonistic value and gender have a relationship with gender. Thus, gender does influence hedonistic value.

The relationship between hedonistic value and age

Table 4.12: *Summary of result of univariate ANOVA*

Dependent Variable	Age group (Years old)	n	Mean	Std. Deviation	*F - value*	*p - value*
Hedonistic Value	16 – 20 years	211	3.85	0.86	3.574	0.004
	21 – 25 years	61	3.68	0.68		
	26 – 30 years	11	3.56	0.68		
	31 – 35 years	13	3.31	0.90		
	36 – 40 years	9	3.72	1.04		
	41 years and above	28	3.24	0.88		

The hedonistic value and age group are shown in Table 4.12. The univariate ANOVA found a significant difference in hedonic value in the age group. As a result, age group does influence hedonic value. Since there is a significant difference, an LSD post-hoc test is been carried out. The summary of the result of the LSD test for the difference among respondents' age groups towards hedonistic value can be seen in Table 4.13.

Post-hoc LSD test shows that the age group 20 years old below and 31 years old to 35 years old and also 41 years and above indicates a significant difference in hedonistic value. Based on the mean score, hedonistic value influences more young ages.

Table 4.13: *LSD test for the difference among respondent's age groups on hedonistic value*

Dependent Variable	(I) Age	(J) Age	Mean Difference (I-J)	p-value
Hedonistic Value	16 – 20 years	21 – 25 years	0.16528	0.172
		26 – 30 years	0.28774	0.264
		31 – 35 years	0.54065*	0.023
		36 – 40 years	0.12612	0.656
		41 and above	0.60429*	0.001
	21 – 25 years	16 – 20 years	-0.16528	0.172
		26 – 30 years	0.12245	0.653
		31 – 35 years	0.37537	0.14
		36 – 40 years	-0.03916	0.895
		41 and above	0.43901*	0.021

The relationship between hedonistic value and level of education

Table 4.14: *Summary of result of univariate ANOVA*

Dependent Variable	Level of education	n	Mean	Std. Deviation	F - value	p - value
Hedonistic Value	High school leavers	40	3.87	0.88	6.276	0.001
	Diploma	214	3.85	0.78		
	Bachelor's Degree	44	3.26	0.92		
	Master's Degree	28	3.57	0.91		
	PhD/DBA	7	3.12	0.81		

The hedonistic value and level of education are shown in Table 4.14. The univariate ANOVA found a significant difference in hedonistic value on the level of education. As a result, the level of education does influence hedonistic value. Since there is a significant difference, LSD post-hoc test is been carried out. The summary of results of LSD test for the difference among respondent's level of education towards hedonistic value is shown in Table 4.15.

Post-hoc LSD test shows that between high school leavers and bachelor's degree as well as PhD/DBA indicates a significant difference in hedonistic value. Besides that, between diploma and bachelor's degrees as well as PhD/DBA also indicates a significant difference on hedonistic value. Based on the mean score, hedonistic values influence more to those with high school leaver and diplomas.

Table 4.15: *LSD test for the difference among respondent's level of education on hedonistic value*

Dependent Variable	(I) Level of Education	(J) Level of Education	Mean Difference (I-J)	p - value
Hedonistic Value	High school leavers/SPM/Certificate	Diploma	0.01854	0.896
		Bachelor's Degree	0.60909*	0.001
		Master's Degree	0.30119	0.137
		PhD/DBA	0.74762*	0.027
	Diploma	High school leavers/SPM/Certificate	-0.01854	0.896
		Bachelor's Degree	0.59056*	0.001
		Master's Degree	0.28265	0.088
		PhD/DBA	0.72908*	0.021

The relationship between hedonistic value and income

Table 4.16: *Summary of result of univariate ANOVA*

Dependent Variable	Income	n	Mean	Std. Deviation	*F - value*	*p - value*
Hedonistic Value	Below RM1000	258	3.83	0.811	5.609	0.001
	RM1001 - RM3000	26	3.44	0.835		
	RM3001 - RM5000	13	3.27	0.689		
	RM5001 and above	36	3.4	0.987		

The hedonistic value and income are shown in Table 4.16. The univariate ANOVA found a significant difference in hedonistic value on income. As a result, income does influence hedonistic value. Since there is a significant difference, LSD post-hoc test is been carried out. The summary of the result of LSD test for the difference among respondent's income towards hedonic value is shown in Table 4.17.

Post-hoc LSD test shows that income below RM1000 and income above RM1001 indicates a significant difference in hedonic value. Based on the mean score, hedonic value influence more to those with income below RM1000.

Table 4.17: *LSD test for the difference among respondent's income on hedonistic value*

Dependent Variable	(I) Monthly allowance/income	(J) Monthly allowance/income	Mean Difference (I-J)	Sig.
Hedonistic Value	Below RM1000	RM1001 - RM3000	0.39679*	0.021
		RM3001 - RM5000	0.56346*	0.017
		RM5001 and above	0.42991*	0.004

Correlation

In this section, we discuss the correlation between factors that contribute to hedonistic value. Correlation measures the linear association between two variables. The correlation coefficient, *r* reveals the magnitude and direction of the relationship. It varies between -1 and 1. If *r* equals -1, it means a perfect negative linear association between two variables while 1 shows a perfect positive between two variables.

The Pearson Correlation Coefficient is used to identify the relationship between two variables. In this study, analysis of the results is shown in Table 4.18. As a result, all the factors that have been identified give impacts to hedonistic value with moderate strength. The factors are *Design, Electronic word of mouth (e-WoM), Advertising, Service quality, System quality* and *Information quality*. In other words, those factors influence hedonistic value.

Table 4.18: *Summary of the result of Pearson correlation*

			Hedonistic Value
Pearson	Design	Pearson Correlation	0.490
		p-value	0.000**
	Electronic Word of Mouth	Pearson Correlation	0.446
		p-value	0.000**
	Advertising	Pearson Correlation	0.419
		p-value	0.000**
	Service quality	Pearson Correlation	0.471
		p-value	0.000***
	System quality	Pearson Correlation	0.557
		p-value	0.000**
	Information quality	Pearson Correlation	0.537
		p-value	0.000**

***Correlation is significant at the 0.001 level (2-tailed).
**Correlation is significant at the 0.01 level (2-tailed).
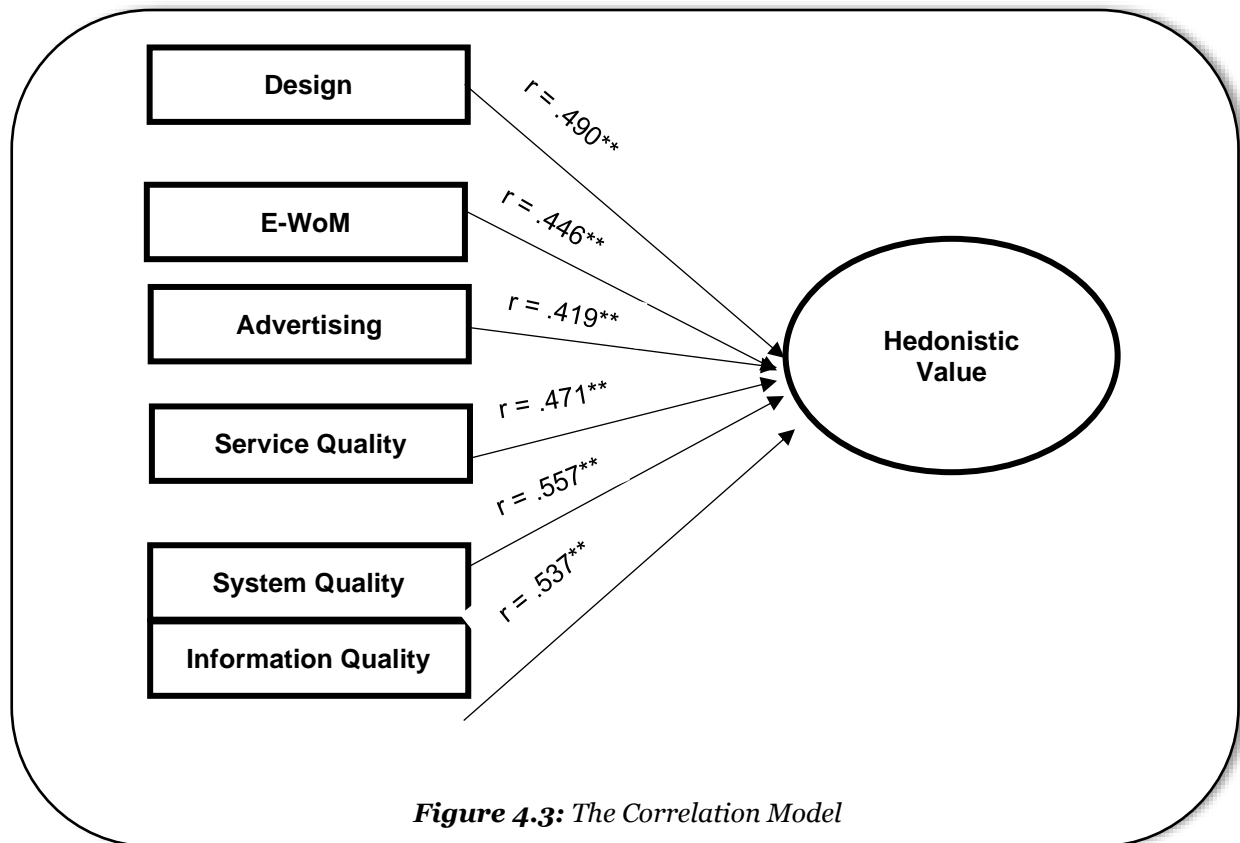*Correlation is significant at the 0.05 level (2-tailed).

Figure 4.3: *The Correlation Model*

Building the multiple regression model

This study also seeks to determine the factors that influencing hedonistic value for Shopee customers in Malaysia Several variables have been identified as independent variable such as age, gender, income, marketing factors and technical factors. Thus, multiple linear regression analysis was carried out to achieve this objective. The dependent variable and independent variables are as follows:

Dependent variable
Y = Hedonic Value
Independent variables
X_1 = Gender (Female, Male)
X_2 = Age
X_3 = Income (RM)
X_4 = Design
X_5 = Electronic word of mouth (e-WoM)
X_6 = Advertising
X_7 = Service quality
X_8 = System quality
X_9 = Information quality

It is important to check the assumptions of normality for the dependent variable before carrying out multiple linear regression. Thus, for this study the distribution of hedonic value is examined. The Q-Q plot of residuals and normality test were used to check this assumption.
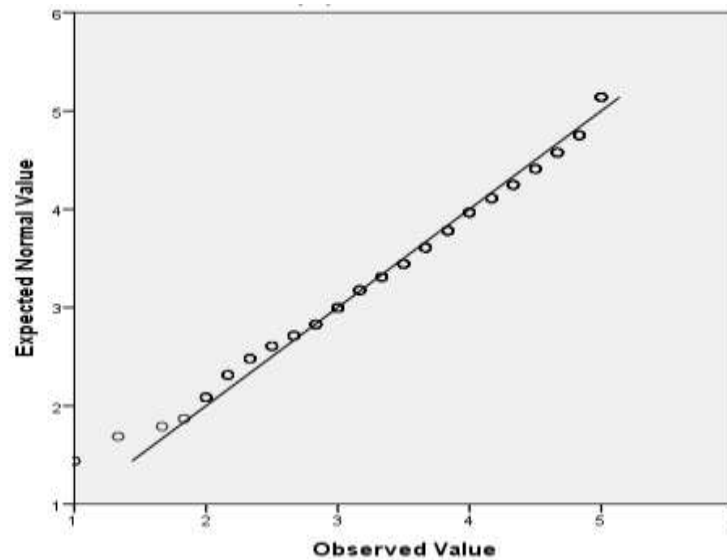
Figure 4.4: *Q-Q plot of Hedonic value*

Figure 4.4 shows the Q-Q plot of Hedonic value. Graphically, the plot indicates that the data are normally distributed since the point lie along the straight line. The p-value of the Kolmogorov-Smirnov statistics is less than 0.05. This data concludes that the data are not normally distributed. However, the values of skewness (-0.450) and kurtosis (-0.175) are small which indicates that the data are not too skewed. Therefore, the data can be considered as normally distributed. Using the enter method and full model method, the result as shown in Table 4.19 below.

Table 4.19: *SPSS Result of Multiple Linear Regression Analysis*

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.647	0.419	0.408	0.65133

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	99.700	6	16.617	39.169	0.001
	Residual	138.297	326	0.424		
	Total	237.998	332			

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-0.159	0.278		-0.570	0.569
	System quality	0.422	0.083	0.315	5.116	0.001
	Income	0.394	0.086	0.194	4.572	0.001
	Advertising	0.147	0.051	0.144	2.853	0.005
	E-WOM	0.183	0.065	0.145	2.811	0.005
	Gender	-0.233	0.076	-0.131	-3.082	0.002
	Service quality	0.146	0.069	0.120	2.112	0.035

Table 4.19 shows the SPSS results of multiple linear regression. The R^2 is 0.419. In other words, 41.9% of the variation on Hedonistic value can be explained by system quality, income, advertising, electronic word of mouth, gender and service quality. The rest of 58.1% is unexplained and may be influenced by other factors. The estimated regression function is as follow:

$$\hat{y} = -0.159 + 0.422_{System\ quality} + 0.394_{Income} + 0.147_{Advertising} + 0.183_{E-Wom} - 0.233_{Gender} + 0.146_{Service\ quality}$$

Hypotheses 2, 3, 4 and 5 are accepted, which indicate e-WoM, advertising, service quality and system quality have significant and positive relationships with hedonistic value. Hypotheses 1 and 6 are rejected, which signify design and information quality have insignificant negative relationships with hedonistic value.

V. CONCLUSIONS

The results are discussed based on the study aims and objective. In addition, recommendations are provided to help improve the most so that their apps can remain competitive and satisfy consumers' needs and wants.

Objectives discussions

The first objective is to determine whether the marketing content influence the hedonistic value for Shopee customers in Malaysia. Based on hypotheses 2 and 3, it was found that the marketing content has a positive significant relationship with the hedonistic value for Shopee customers in Malaysia.

The second objective is to determine whether the technical content influence the hedonistic value for Shopee customers in Malaysia. Based on hypotheses 4 and 5, it was found that the technical content has a positive significant relationship with the hedonistic value for Shopee customers in Malaysia.

The third objective is to provide recommendations to Shopee and other e-commerce platforms on how they can be the preferred choice for Malaysians. Shopee can offer more discounts and redeemable rewards, as well as enhance the security of its apps, protect customers data and privacy, as well as improve customers' database.

Recommendations

These are the recommendations based on section E of the questionnaire distributed to the respondents.

Table 5.1: *Factors Shopee need to improve*

Particular	Frequency	%
Enhance on the security	123	36.9
Protect customers' data and privacy	183	55.0
Improve customer database	60	18.0
Use Malaysian celebrity endorser to represent Shopee in Malaysia	36	10.8
Give more redeemable rewards	220	66.1
Offer more discounts and promotions	250	75.1
Good customers services with prolonged warranty	156	46.8

From Table 5.1, most of respondents 75.1% (250 persons) suggest Shopee need to offer more discounts and promotions. often purchase online for clothing / accessories / shoes. Besides that, 66.1% (220 persons) want Shopee to give more redeemable rewards. Almost half of them, 46.8% (156 persons) and 55.0% (183 persons) suggest Shopee need to improve good customers services with prolonged warranty and they also want Shopee to protect customer's data and privacy. Meanwhile, 18.0% (60 persons) recommend that Shopee need to improve customer database. And last is the use Malaysian celebrity endorser to represent Shopee in Malaysia. This factor unpopular among the respondents where only 10.8% (36 person) recommend this.

VI. LIMITATIONS AND FUTURE RESEARCH

The first limitation of this study is its scope. The research focuses exclusively on the technical and marketing content of a single e-commerce platform, Shopee, and does not apply to other platforms. The second limitation is the number of respondents. Although the number is adequate, a larger sample size could improve the results' validity. Future research could compare two or more e-commerce platforms with a higher number of respondents.

The alarming trend which is the increasing number of scammer shops in e-commerce platforms can be further investigated to benefit both marketers and consumers alike. The occurrence of cybercrime related to online shopping has increased rapidly (Abdul Talib, Yurita Yakimin & Rusly, Fariza H. (2020).

The emerging trend of TikTok shop also posed a threat to the revenues on most e-commerce platforms as TikTok is a very popular social media apps, and offers unbeatable prices on most of the products sold on the apps. There have been many instances where potential consumers who had no previous shopping plans suddenly made a purchase due to impulsive buying on TikTok shop (Ardiyanti, V. (2023).

Shoppable post is an interesting trend to be explored and research with regards to online shopping. Shoppable posts have shaped how marketers strategize their promotional plan to entertain and market simultaneously (Jeon, Sua & Ahn, Soo-Kyoung. (2023).

Online shopping arena can also be boosted via vlog. Captivating vlog content offers entertainment value and a personal connection with the viewer. Both help in engaging with dedicated fans and boost online shopping (Jiang, Lu & Yukio, Kodono. (2024).

VII. MANAGERIAL IMPLICATIONS

Local e-commerce providers can significantly boost their market presence and customer engagement by improving their advertising strategies and encouraging positive electronic word-of-mouth (e-WoM). These two factors have emerged as the most influential in shaping consumer behavior and decision-making in the context of online shopping. The researches by Siagian et al. (2022) and Nasidi et al. (2022) supports the findings that e-WoM and advertising play vital roles and influencing hedonistic values among Shopee customers.

Local e-commerce providers must improvise on their system quality and service quality level so that online customers can enjoy and find pleasure during their shopping experience. Findings from Sheu & Chang (2022) and Liao & Ahmad (2019) cement that service quality and system quality in e-commerce platform are imperative to influence hedonism among online shoppers.

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