

# Evaluating the Impact of Shopee Mall on Consumer Purchase: Basis for Developing an Effective Marketing Plan

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A Research Proposal  
Presented to the Faculty of the Graduate School  
Nueva ECIJA University of Science and Technology  
Cabanatuan City

in Partial Fulfillment  
of the Requirements for the Degree  
Master of Business Administration

Publication Date: 2025/05/14

**How to Cite:** Jhea Marie S. Balid; Angelyn C. Dela Cruz; Adrian Miguel P. Diaz; Jireh G. Duplon; Noel B. Agustin. (2025). Evaluating the Impact of Shopee Mall on Consumer Purchase: Basis for Developing an Effective Marketing Plan. *International Journal of Innovative Science and Research Technology*, 10(4), 3606-3666. <https://doi.org/10.38124/ijisrt/25apr1076>.

## **ABSTRACT**

**This study evaluated the impact of Shopee Mall on consumer purchasing behavior in Cabanatuan City. It aimed to determine the demographic profile, consumer behavior, key buying influences, and branding impact of Shopee Mall on buyers. Using a descriptive quantitative approach, data were gathered from 148 purposively selected respondents through survey questionnaires and analyzed using frequency, percentage, and weighted mean.**

**Results showed that most Shopee Mall users are female students under 24 years old, primarily purchasing fashion items and preferring cash-on-delivery. Key factors such as pricing, promotions, product reviews, and branding moderately influenced their buying decisions. Shopee Mall branding was found effective in attracting attention and generating purchase interest.**

**Based on the findings, a marketing plan was proposed to enhance Shopee Mall's branding, strengthen consumer engagement, and increase purchase activity. This study offers insights for consumers, marketers, e-commerce businesses, and future researchers on digital shopping behavior and branding strategies.**

## ACKNOWLEDGEMENT

Proverbs 16:3 (NIV) says “*Commit to the Lord whatever you do, and he will establish your plans.*” This verse reminds the researcher that success comes not only from personal effort but also from faith, guidance, and divine purpose. Throughout this journey, challenges were met with perseverance, wisdom, and the support of those who played a vital role in its completion.

The researcher would like to express her heartfelt gratitude to the following:

The researchers’ parents and families, for their unconditional love, unwavering support, and sacrifices, which have been our source of motivation;

Their friends and colleagues, for their constant encouragement, insightful advice, and shared experiences, which made this endeavor more meaningful;

To the Shopee Mall consumers of Cabanatuan City, for their willingness to participate in this research that contributed significantly to the study’s success;

To everyone who, in one way or another, has contributed to this research, their kindness, generosity, and belief in our work have been a blessing, making this accomplishment possible.

Above all, to our Almighty Father, for granting wisdom, perseverance, and clarity, especially in moments of difficulty, and for blessing this research with purpose and fulfillment.

With sincere appreciation, we extend our heartfelt gratitude to all.

- **JMSB**  
- **ACDC.**  
- **AMPD**  
- **JGD**

## **DEDICATION**

This study is wholeheartedly dedicated to our Almighty Father, whose wisdom and guidance have been our foundation. To our families, for their unwavering love and support, and to our friends and colleagues, for their encouragement and camaraderie.

This work is also dedicated to consumers, e-commerce businesses, and marketers, who will benefit from its insights, as well as to future researchers who seek to explore digital marketing and e-commerce trends further. Above all, this study is a testament to faith, perseverance, and the collective support of those who believed in us.

- **JMSB**
- **ACDC.**
- **AMPD**
- **JGD**

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## CHAPTER ONE

### THE PROBLEM AND ITS BACKGROUND

#### A. Introduction

The rapid growth of e-commerce has significantly transformed consumer shopping behavior, shifting preferences toward convenience, affordability, and trust in online transactions. According to Vimalan et al. (2024), digital shopping platforms have reshaped retail landscapes by offering seamless transactions and an extensive array of products. Among these platforms, Shopee has emerged as a dominant force in Southeast Asia, recognized for its user-friendly interface, competitive pricing, and diverse product offerings.

Within Shopee's ecosystem, Shopee Mall has established itself as a trusted marketplace, distinct from the broader Shopee platform. Team (2023) pointed out that Shopee Mall exclusively features products sold by authorized distributors and brand-certified sellers, ensuring authenticity and reinforcing consumer confidence. This premium shopping section guarantees quality assurance, making it an attractive option for consumers who prioritize reliability in their purchases. Similarly, Alburger (2023) emphasized that companies that invest in e-commerce branding tend to achieve higher profit margins, as strong branding drives repeat customer rates, purchase frequencies, and average order values.

As consumers increasingly rely on digital shopping experiences, it becomes essential to explore the factors that shape their purchasing decisions. According to Houraghan (2021), five core factors influence purchasing decisions: psychological, social, cultural, economic, and personal factors. These elements collectively impact how shoppers perceive brands, engage with digital platforms, and make purchase decisions. In the context of Shopee Mall, it is important to assess how these factors interact with branding efforts and marketing strategies to drive consumer interest and long-term engagement.

Despite the growing prominence of Shopee Mall, limited research has specifically examined its impact on consumer purchase behavior. Understanding how Shopee Mall branding affects consumer attention, interest, desire, and action can provide valuable insights for businesses aiming to refine their marketing approaches. Wan (2023) found that digital marketing strategies positively impact brand awareness, promote sales growth, and increase customer engagement. By evaluating Shopee Mall's influence on consumer decision-making, businesses can optimize their promotional efforts and strengthen their market presence.

This study aims to assess the impact of Shopee Mall on the purchasing behavior of Cabanatuan City residents who have experience buying products from Shopee Mall. Specifically, it seeks to determine consumer behavior patterns, analyze the key factors influencing their purchase decisions, and evaluate the role of Shopee Mall branding in shaping consumer perceptions. The findings will serve as a foundation for developing a strategic marketing plan tailored to Shopee Mall's unique features, providing businesses with data-driven insights to enhance consumer engagement and sales performance.

By addressing these objectives, this research contributes to the growing body of knowledge on digital consumer behavior and e-commerce branding. Future studies may build upon these findings, further exploring emerging trends and evolving consumer preferences in the online shopping landscape.

#### B. Literature Review

This section presents the related literature and studies which provide background in the conceptualization of the study.

- **E-Commerce and Online Shopping Trends.** The rapid evolution of e-commerce has significantly transformed consumer behavior and the way businesses operate. According to Laukaitis (2025), technological advancements, shifting consumer expectations, and innovative shopping methods continue to shape the online marketplace. Among these innovations, live shopping has emerged as a powerful marketing strategy, merging live streaming with online sales. As noted by 2BTech LLC (2023), this approach allows real-time interaction between sellers and buyers, replicating the in-person shopping experience in a digital environment. Originally popular in China, live shopping is now expanding globally as a tool to drive customer engagement and increase conversion rates.

As businesses strive to adapt to these emerging trends, Laukaitis (2025) emphasized that leveraging AI-driven shopping experiences, data analytics, and personalization has become essential for staying competitive. Moreover, Fokina (2024) pointed out that the continued growth of the e-commerce industry highlights the need for businesses to establish a user-friendly and engaging online presence. The convenience and cost-effectiveness of maintaining an online store compared to traditional brick-and-mortar establishments have further fueled this expansion. These developments indicate a fundamental shift in how consumers shop, emphasizing the importance of digital-first strategies, strategic marketing, and customer engagement to ensure sustained business growth in the e-commerce sector.

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- **Shopee and Shopee Mall.** Shopee has established itself as the leading e-commerce platform in Southeast Asia and Taiwan, providing a seamless and secure shopping experience through strong payment and fulfillment support. As stated by Shopee (2023), the platform has expanded its services since its launch in 2015 to cater to both small businesses and large-scale brands, making online shopping more accessible to consumers in the region.

To further enhance the online retail landscape, Manila Standard - Tech (2024) explained that Shopee introduced Shopee Mall, a premium, by-invite-only section of the platform designed exclusively for brand owners and authorized distributors. Shopee Mall offers customers a guaranteed authentic shopping experience, ensuring that all products meet strict quality standards, including a 100% authenticity policy, a 15-day return/refund policy, and free shipping for all buyers.

Furthermore, the Seller Education Hub (n.d.) emphasized that Shopee Mall has become the region's leading online mall, serving as a one-stop access point for both international and local brands. By collaborating with sellers to maintain brand credibility and ensure trademark authenticity, Shopee Mall builds consumer trust and confidence, which are essential in influencing purchase decisions. This focus on quality control and customer satisfaction strengthens Shopee's competitive position in the e-commerce market while enhancing user engagement and brand loyalty.

- **Consumer Decision-Making in E-Commerce.** Understanding the consumer decision-making process is crucial in analyzing purchasing behaviors in online shopping platforms like Shopee Mall. As explained by Lucidchart (2017), the consumer decision-making process consists of five key stages: problem recognition, information search, alternatives evaluation, purchase decision, and post-purchase evaluation. This structured approach provides insight into the factors that influence consumer choices, particularly in the e-commerce landscape.

A study by Lim et.al., (2015) highlights the impact of subjective norms and perceived usefulness on online purchase intentions. The research indicates that purchase intention significantly influences online shopping behavior, while subjective norms, such as peer influence, may have both positive and negative effects on consumer decision-making. Additionally, perceived usefulness such as the convenience of Shopee Mall's guaranteed authenticity and reliable service that affects shopping behavior but not as significantly as other factors like price, trust, and product reviews.

According to Lim et al. (2015), subjective norms and perceived usefulness play a significant role in online purchase intentions. The study highlighted that purchase intention has a strong positive influence on online shopping behavior, while subjective norms such as peer influence that may have both positive and negative effects on consumer decision-making. Additionally, the research found that perceived usefulness, such as Shopee Mall's guaranteed authenticity and reliable service, impacts shopping behavior, though not as significantly as other factors like price, trust, and product reviews.

Vaghasiya (2024) also emphasized the importance of brand reputation and product reviews in consumer decision-making. Customer reviews shape perceptions of trust and credibility, serving as social proof that reinforces a brand's reputation and sets it apart from competitors. In the case of Shopee Mall, where verified sellers offer products with authenticity guarantees, consumer trust and brand credibility are key drivers of purchasing decisions.

By analyzing these factors, businesses can develop marketing strategies that align with consumer expectations, build trust, and influence shopping behavior.

- **Factors Influencing Consumer Purchase in Shopee Mall.** Consumer purchasing behavior in Shopee Mall is influenced by various factors that shape decision-making and buying preferences. These factors range from internal psychological drivers to external social, cultural, personal, and economic influences. Understanding these elements helps businesses tailor their marketing strategies to meet consumer needs and enhance the shopping experience.
- **Psychological Factors.** Psychological factors play a crucial role in shaping consumer behavior, as they are primarily internal and subjective. According to Williams (2023), these factors determine how consumers perceive, interpret, and process information about a potential purchase. Key psychological influences include motivation, perception, learning, beliefs, and attitudes.
- Motivation, in particular, drives consumers to take action, such as making a purchase. Williams (2023) explained that this internal drive is influenced by personal needs, desires, and goals, which ultimately shape consumer decision-making.
- **Social Factors.** Social influences also have a direct impact on consumer purchasing behavior. Durmaz (2021) emphasized that family, social roles, and status are among the key social factors affecting how people make consumption decisions. Since consumer behavior affects not only individuals but also societies and national economies, understanding these influences is essential for businesses seeking to engage with their target audience effectively.
- **Cultural Factors.** Culture significantly influences consumer behavior by shaping perceptions, decision-making processes, and consumption habits. As noted by Alemohamad (2023), cultural factors such as language, religion, values, and social norms determine consumer preferences and behaviors. These elements play a key role in how individuals interact with brands and products, making cultural awareness essential for businesses operating in diverse markets.

- **Personal Factors.** Personal characteristics also affect buying behavior. OpenStax (2023) identified occupation, age and life cycle stage, economic situation, lifestyle, personality, and self-concept as crucial personal factors that influence purchasing decisions. These aspects determine consumer needs and preferences, shaping their choices in online shopping platforms like Shopee Mall.
- **Economic Factors.** Economic conditions significantly impact consumer behavior and purchasing preferences. According to International Marketing (n.d.), factors such as income levels, purchasing power, inflation, exchange rates, and taxation all play a role in determining how much consumers are willing to spend and what they prioritize in their purchases. These economic elements influence consumer perceptions of value, affordability, and spending habits in e-commerce.
- **Branding and Consumer Engagement in E-Commerce.** In the digital marketplace, branding and consumer engagement play a pivotal role in purchasing decisions. According to Hanlon (2023), the AIDA model (Awareness, Interest, Desire, Action) guides consumers from brand exposure to making a purchase. Brands create awareness, generate interest, build desire, and prompt action through compelling marketing strategies. Some marketers extend this model to include Retention (AIDAR), emphasizing long-term customer relationships.

Li (2024) pointed out that the rise of digital marketing has transformed how businesses engage with consumers, providing direct access to product information through targeted ads, social media, and online reviews. Companies leveraging data-driven strategies gain a competitive edge by refining their marketing approach and expanding their reach.

However, digital marketing also presents challenges. Poorly executed strategies, such as excessive ads, can alienate consumers. Managing customer feedback and online reputation is crucial for brand success. By prioritizing authenticity and engagement, businesses can foster trust, loyalty, and a strong market presence.

- **Previous Studies on Shopee Mall and E-Commerce Platforms.** Research on Shopee Mall and other e-commerce platforms highlights various factors influencing consumer adoption and market performance. According to Business Next (2021), Shopee's popularity is driven by home delivery options, cost-effectiveness, and efficient logistics. Tsai et al. (2023) emphasized that consumer preference for Shopee over competitors like PChome and Yahoo Mall is influenced by discounts, product variety, usability, and brand image. They also explored whether Shopee's expansion into physical stores aligns with consumer expectations.

Benjasiriwan (2024) discussed Shopee's market position, noting that its take rate was currently low due to market competition that could increase if it becomes a dominant player, similar to Amazon in the U.S. However, Shopee continues to operate in a price-sensitive and competitive environment, making long-term profitability uncertain.

Juan (2023) examined factors affecting consumer satisfaction in Shopee, revealing that product quality, e-service quality, and convenience significantly enhance customer satisfaction, while security and price have a lesser impact. These insights help Shopee refine its strategies to improve customer experience and maintain market competitiveness.

The key topics discussed in this literature review highlight the evolving landscape of e-commerce, particularly in Shopee Mall. Factors such as digital marketing strategies, consumer decision-making, branding, and purchase influences play a crucial role in shaping online shopping behavior. As businesses continue to adapt to technological advancements and shifting consumer expectations, understanding these elements becomes essential for maintaining competitiveness and enhancing customer satisfaction. The insights gathered from previous studies provide a strong foundation for analyzing consumer behavior and strategic improvements in e-commerce platforms like Shopee Mall.

### C. Conceptual Framework

This study is anchored on the Input-Process-Output (IPO) Model, which provides a structured approach to evaluating the impact of Shopee Mall on consumer purchasing behavior. MacCuspie et al. (2014) stated that the IPO Model effectively classifies process stages and system lifecycles, making it a valuable tool for analyzing structured problems.

Atlas (n.d.) explains that a conceptual framework clarifies the research problem, refines research questions, and guides data collection and analysis. In this study, the input phase gathers consumer-related data, including demographic profiles, shopping behavior, and purchasing influences. The process phase involves data collection, organization, and analysis to identify consumer engagement trends. Lastly, the output phase presents findings that will form the basis of a strategic marketing plan to enhance Shopee Mall's brand positioning and consumer engagement.

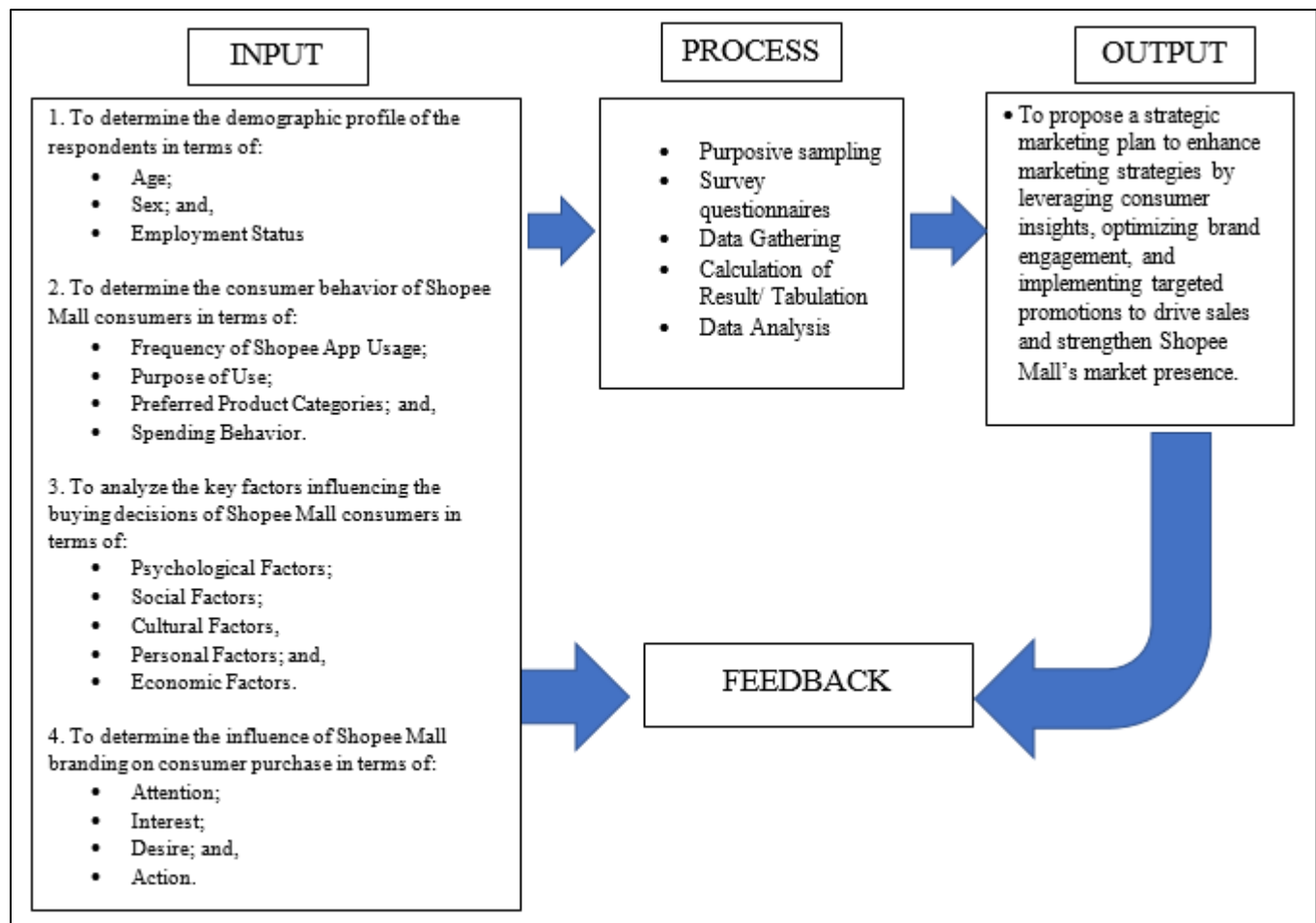


Fig 1: Research Paradigm

As illustrated in the paradigm, the study begins with the input phase, which includes demographic characteristics such as age, sex, and employment status, as well as consumer behavior indicators like frequency of Shopee App usage, purpose of use, preferred product categories, and spending habits. These elements help define the shopping trends and engagement levels of Shopee Mall consumers, providing a basis for understanding their purchasing behavior.

The process phase involves systematic research procedures to analyze the collected data. Purposive sampling ensures that only respondents with prior experience purchasing from Shopee Mall are included, allowing for more accurate and relevant insights. Survey questionnaires serve as the primary data collection tool, designed to capture detailed information on consumer preferences, purchasing behavior, and branding influence. Cleave (2023) emphasizes that structured questionnaires, consisting of standardized closed-ended questions presented in a set sequence, enable researchers to obtain consistent and comparable responses. By utilizing this method, the study ensures reliability in assessing how Shopee Mall branding affects consumer decision-making. Once the data is gathered, tabulation and statistical analysis are conducted to identify correlations between branding strategies and consumer purchasing behavior, offering valuable insights into shopping patterns and brand engagement.

The output phase represents the expected findings of the study, aiming to provide a comprehensive understanding of consumer engagement trends, key purchasing drivers, and the influence of Shopee Mall branding on decision-making. These results will serve as the foundation for a strategic marketing plan, leveraging consumer insights to strengthen Shopee Mall's brand positioning, enhance customer engagement, and drive sales growth.

By applying this conceptual framework, the study establishes a structured approach to evaluating the factors shaping consumer purchasing behavior on Shopee Mall. The findings will contribute to refining marketing strategies, optimizing brand engagement, and improving Shopee Mall's competitive position in the e-commerce industry.

#### D. Statement of the Problem

Generally, this study aims to evaluate the impact of Shopee Mall on consumer purchase behavior by examining key factors that influence buying decisions. The findings will serve as a basis for developing an effective marketing plan to enhance consumer engagement and improve sales performance.

➤ *Specifically, the Objectives of this Study are the Following:*

- *To determine the demographic profile of the respondents in terms of:*
  - ✓ Age;
  - ✓ Sex; and,
  - ✓ Employment Status.
- *To determine the consumer behavior of Shopee Mall consumers in terms of:*
  - ✓ Frequency of Shopee App Usage;
  - ✓ Purpose of Use;
  - ✓ Preferred Product Categories; and,
  - ✓ Spending Behavior.
- *To analyze the key factors influencing the buying decisions of Shopee Mall consumers in terms of:*
  - ✓ Psychological Factors;
  - ✓ Social Factors;
  - ✓ Cultural Factors,
  - ✓ Personal Factors; and,
  - ✓ Economic Factors.
- *To determine the influence of Shopee Mall branding on consumer purchase in terms of:*
  - ✓ Attention;
  - ✓ Interest;
  - ✓ Desire; and,
  - ✓ Action.
- *To propose a strategic marketing plan based on the results of the study.*

#### *E. Scope and Delimitations*

This study focuses on assessing the impact of Shopee Mall on consumer purchasing behavior as a foundation for creating an effective marketing plan. It analyzes the demographic profile of Shopee Mall consumers in Cabanatuan City, Nueva Ecija, specifically their age, sex, and employment status, to gain insights into their characteristics. Additionally, it examines consumer behavior based on app usage frequency, purpose of use, preferred product categories, and spending patterns. The study also identifies key factors influencing purchasing decisions, including psychological, social, cultural, personal, and economic aspects, to understand consumer motivations when purchasing from Shopee Mall.

To maintain focus, the study is limited to Shopee Mall consumers who actively engage with the platform, excluding those who shop on Shopee but do not purchase from Shopee Mall. The study employs purposive sampling, selecting participants based on their relevance to the research objectives. Survey questionnaires serve as the primary data collection tool, followed by tabulation and analysis to derive meaningful insights.

This study does not cover external factors that may influence consumer behavior, such as changes in Shopee's business model, competitor platforms, or broader economic shifts. Additionally, the research is based on current market trends, meaning future changes in e-commerce and digital marketing may require further study to validate long-term applicability.

By setting these parameters, the study ensures a focused and relevant analysis while recognizing potential constraints. The findings will contribute to strategic marketing recommendations, helping Shopee Mall optimize consumer engagement and strengthen its market presence.

#### *F. Significance of the Study*

➤ *The findings of this study may be beneficial to the following sectors:*

- **Consumers** will benefit by gaining insights into how digital marketing and branding strategies influence their purchasing behavior, helping them make informed shopping decisions.
- **E-commerce businesses** can use the findings to enhance customer engagement, improve branding efforts, and refine marketing strategies to attract and retain online shoppers.

- **Marketers** will gain a better understanding of consumer decision-making, enabling them to design more effective marketing campaigns that align with consumer preferences and behavior.
- **Future researchers** can use this study as a reference for further investigations on e-commerce consumer behavior, digital marketing strategies, and online shopping trends, providing a foundation for more in-depth studies in the field.

#### *G. Definition of Terms*

➤ *To facilitate better understanding, the following key terms were defined operationally:*

- **Branding.** Establishing a product's identity and credibility. This study examines how Shopee Mall and its sellers build trust to influence purchases.
- **Consumer Decision-Making.** The process of recognizing a need, searching for information, evaluating options, purchasing, and assessing satisfaction. In this study, it refers to Shopee Mall consumers' decision-making influenced by branding, reviews, and digital marketing.
- **Digital Marketing.** The use of online channels like social media and ads to promote products. In this study, it pertains to Shopee Mall's strategies for attracting and retaining consumers.
- **E-Commerce.** Buying and selling goods online. This study focuses on Shopee Mall's role in shaping consumer behavior.
- **Live Shopping.** Real-time livestream selling. This study explores its impact on consumer engagement in Shopee Mall.
- **Product Reviews.** Consumer feedback and ratings based on personal experiences. This study analyzes their influence on trust and purchase decisions in Shopee Mall.
- **Shopee Mall.** A verified section of Shopee offering authentic products from official brands. This study focuses on its role in consumer trust and purchasing behavior.



## CHAPTER TWO

### METHODS AND PROCEDURES

This chapter presents the research design, locale of the study, respondents, sample and sampling procedure, instruments, data gathering procedures, data analysis techniques and ethical concerns.

#### *A. Research Design*

This study adopts a quantitative research approach, which is well-suited for analyzing the impact of Shopee Mall on consumer purchasing behavior. Quantitative research is the process of collecting and analyzing numerical data. It can be used to find patterns and averages, make predictions, test causal relationships, and generalize results to wider populations. (Bhandari, 2020). Through this method, the study gathers structured data from survey questionnaires, enabling statistical analysis to determine key factors influencing consumer buying habits.

To further examine the relationship between Shopee Mall branding and purchasing decisions, the study employs a descriptive research design. According to McCombes (2019), descriptive research is an appropriate choice when the research aim is to identify characteristics, frequencies, trends, and categories. This design is appropriate for identifying consumer behavior patterns, assessing the influence of branding, and evaluating purchasing motivations on Shopee Mall.

The study utilizes a Likert scale to measure consumer responses, allowing for a more detailed statistical assessment of perceptions, preferences, and engagement levels. Additionally, secondary data from books, academic journals, and credible online sources supplement the research, providing a broader context for understanding consumer behavior in e-commerce.

By using a quantitative and descriptive research approach, this study ensures an objective, data-driven analysis, forming a strong foundation for developing an effective marketing strategy for Shopee Mall.

#### *B. Locale of the Study*

The study took place in Cabanatuan City, located in the landlocked province of Nueva Ecija in Central Luzon. The city spans 282.75 square kilometers (109.17 square miles), accounting for 4.97% of the province's total land area. As reported by PhilAtlas (n.d.), the 2020 census recorded 327,325 inhabitants, making up 14.17% of Nueva Ecija's total population. Additionally, the city is composed of 89 barangays, serving as both residential and commercial hubs.

The selection of this location is based on its economic potential and growing commercial activities. CabanatuanCity.gov.ph (2019) highlights that the city has significantly contributed to national growth and development due to its hardworking population and rich natural resources. Furthermore, there has been a noticeable rise in trade and business activities, largely driven by the expansion of financial institutions and enterprises. The same source also notes that Cabanatuan hosts numerous educational institutions, fostering a young and tech-savvy population that actively engages in modern commerce and digital transactions.

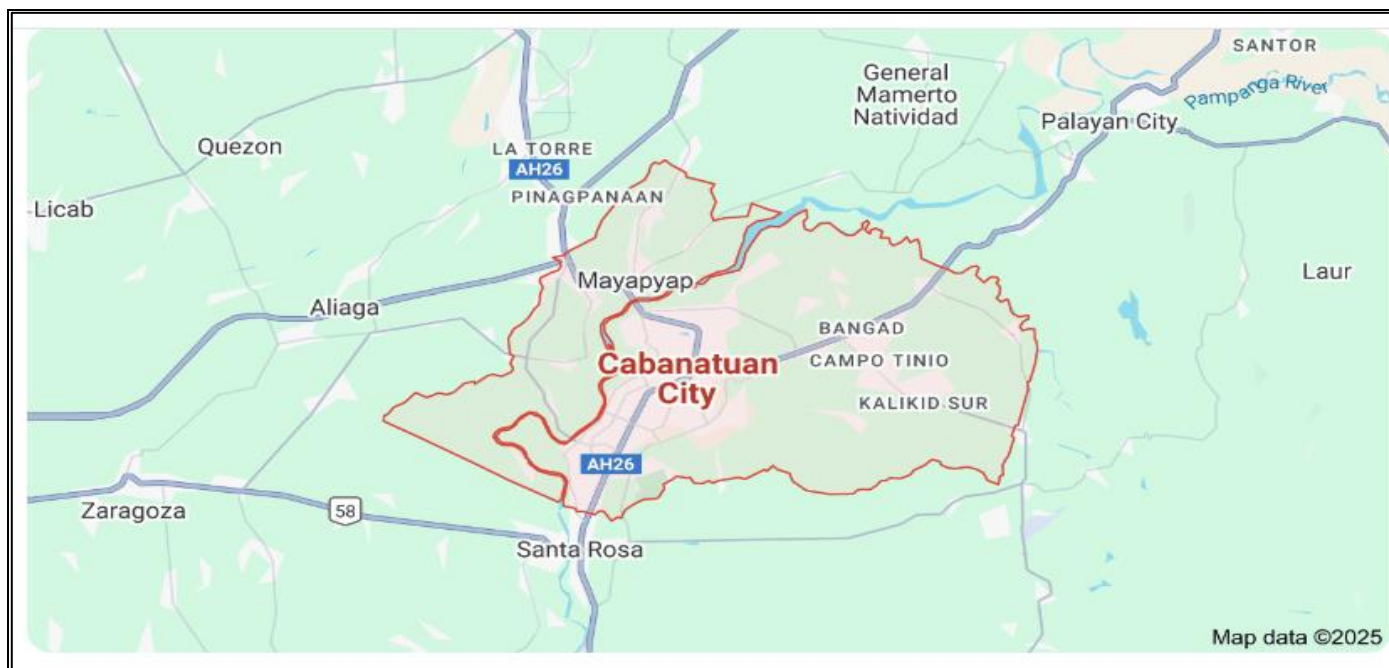


Fig 2: Map of Cabanatuan City

### *C. Respondents of the Study*

The main respondents of this study are residents of Cabanatuan City who have experience purchasing products or merchandise from Shopee Mall. Since there is no exact data available on the number of individuals who have used Shopee Mall in the city, the researchers determined an appropriate sample size of 148 respondents for the study.

To ensure a representative sample, the respondents were selected based on specific demographic characteristics, including age, sex, and employment status, as these factors influence consumer purchasing behavior. The study targets individuals who actively engage in online shopping, particularly those familiar with Shopee Mall's services, branding, and purchasing processes.

The determination of the sample size follows the approach outlined by Hermann (2022), which suggests that in quantitative research, an effective rule of thumb is to multiply the total number of questions in the questionnaire by five. With 36 questions included in the survey instrument, 148 responses were deemed sufficient to achieve reliable survey accuracy under standard research assumptions and parameters.

### *D. Sample and Sampling Procedure*

This study utilizes purposive sampling to select respondents who meet the research objectives. The population consists of Shopee Mall consumers in Cabanatuan City, specifically individuals with prior experience purchasing from the platform. Purposive sampling, a type of non-probability sampling, involves the intentional selection of participants based on predefined criteria relevant to the study. Hassan (2024) explains that non-probability sampling follows non-random standards, allowing researchers to deliberately target individuals best suited for the research.

Frost (2023) describes purposive sampling as an approach that narrows the focus to a well-defined group, ensuring that the collected data directly contributes to the study's objectives. This method enables researchers to identify consumers who are familiar with Shopee Mall's branding, purchasing process, and engagement patterns, making them ideal respondents for analyzing the platform's impact on consumer decision-making.

The selection of this sampling procedure is based on its efficiency, practicality, and ability to provide relevant insights. By applying purposive sampling, the study ensures that responses come from individuals who can offer firsthand perspectives on Shopee Mall's influence on their purchasing behavior. This targeted approach enhances the reliability of the findings and supports the development of strategic marketing recommendations.

### *E. Research Instruments*

To effectively address the research problem, this study utilized a survey questionnaire as the primary data collection instrument. A survey questionnaire is a structured document containing a set of pre-determined, close-ended questions designed to gather quantifiable data from respondents (Bird, 2016). This method was chosen due to its efficiency in collecting data from a large population, ensuring ease of statistical analysis and enabling the researchers to derive objective conclusions and recommendations.

The questionnaire was self-constructed based on a review of relevant literature and aligned with the study's objectives. It was divided into different sections, each focusing on a key variable:

- **Part I.** This section gathered demographic information, including age, sex, and employment status, to profile the respondents.
- **Part II.** This part assessed the frequency of Shopee App usage, purpose of use, preferred product categories, and spending behavior to understand consumer engagement trends.
- **Part III.** This section focused on psychological, social, cultural, personal, and economic factors affecting purchasing behavior.
- **Part IV.** This part examined how branding elements, specifically attention, interest, desire, and action (AIDA Model), influenced consumer purchase decisions.

The questionnaire was designed using a Likert scale, which allowed respondents to express their level of agreement or perception on various factors influencing their shopping behavior (Likert, 1932).

By employing a structured survey questionnaire, the study ensured that relevant and measurable data was collected, allowing for a comprehensive analysis of consumer purchasing behavior on Shopee Mall.

### *F. Data Gathering Procedures*

This study gathered primary data through online survey questionnaires distributed to residents of Cabanatuan City, Nueva Ecija, specifically those with experience purchasing from Shopee Mall. The survey served as the main research instrument, designed to assess consumer behavior, purchasing influences, and the impact of Shopee Mall branding on buying decisions.

The initial draft of the questionnaire was reviewed by the research adviser, who provided feedback to refine the questions, ensuring they effectively captured consumer engagement with Shopee Mall and the factors influencing their purchasing behavior. Once finalized, the researchers secured formal approval from the adviser to proceed with data collection.

A cover letter accompanied the questionnaire, outlining the study's purpose and guaranteeing the confidentiality of all responses. Respondents were informed that their participation was voluntary and that the collected data would be used solely for research purposes. The survey was then distributed via Google Forms to individuals who met the study's criteria. Efforts were made to ensure a high response rate, with respondents given adequate time to complete the questionnaire.

Once the responses were collected, the data was organized and tabulated for analysis. Statistical methods were applied to identify trends, patterns, and relationships among consumer behaviors, shopping preferences, and branding influences. The findings obtained from this analysis formed the foundation for the study's strategic marketing recommendations.

By following this structured online data-gathering approach, the study ensured that the collected data was reliable, relevant, and aligned with the research objectives, allowing for a deeper understanding of consumer purchasing behavior on Shopee Mall.

#### G. Data Analysis Techniques

The collected data was encoded, organized, and analyzed using appropriate quantitative statistical tools. Descriptive statistics were applied to interpret patterns related to consumer purchasing behavior and branding influence on Shopee Mall.

Table 1 outlines the scale for assessing the key factors influencing consumer purchasing decisions on Shopee Mall, with a Likert scale measuring the level of agreement with statements related to these factors.

Table 1: Scale on Data Interpretation for Key Factors Influencing Consumer Purchasing Decisions

| Scale | Mean range  | Verbal interpretation (VI) | Verbal description (VD)  |
|-------|-------------|----------------------------|--|
| 4     | 3.26 - 4.00 | Strongly agree             | The respondent viewed the factor as strongly influential in their purchasing decision.   |
| 3     | 2.51 - 3.25 | Agree                      | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 2     | 1.76 - 2.50 | Disagree                   | The respondent viewed the factor as slightly influential in their purchasing decision.   |
| 1     | 1.00 - 1.75 | Strongly disagree          | The respondent viewed the factor as not being influential in their purchasing decision.  |

Table 2 outlines the scale for evaluating the influence of Shopee Mall branding on consumer purchasing behavior, assessing how branding elements affect consumer engagement and decision-making processes.

Table 2: Scale on Data Interpretation for Influence of Shopee Mall Branding

| Scale | Mean range  | Verbal interpretation (VI) | Verbal description (VD)   |
|-------|-------------|----------------------------|---|
| 4     | 3.26 - 4.00 | Strongly agree             | The respondent viewed Shopee Mall branding as strongly aligned with their purchasing decisions. |
| 3     | 2.51 - 3.25 | Agree                      | The respondent viewed Shopee Mall branding as generally aligned with their purchasing decision. |
| 2     | 1.76 - 2.50 | Disagree                   | The respondent viewed Shopee Mall branding as slightly aligned with their purchasing decision.  |
| 1     | 1.00 - 1.75 | Strongly disagree          | The respondent viewed Shopee Mall branding as not being aligned with their purchasing decision. |

Aside from the said scales, the researcher used the following statistical tools to classify, tabulate, and analyze the data following the objectives of the research study:

- **Frequency and percentage** were used to describe the demographic profile of Shopee Mall consumers; and

$$\% = (NF) \times 100$$

Where:

% = Percentage

*F* = Number of respondents per category

*N* = Total number of respondents.



- **Weighted mean** was employed to analyze consumer behavior.

$$AWM = (4F + 3F + 2F + 1F) / N$$

Where:

**AWM** = Average Weighted Mean

**F** = Frequency of responses per scale

**N** = Total number of respondents

#### *H. Ethical Concerns*

This study upholds ethical standards by ensuring that the rights, privacy, and well-being of the respondents are protected throughout the research process. Given that the study involves gathering personal data from Shopee Mall consumers in Cabanatuan City, ethical considerations were carefully addressed to prevent violations of privacy, risks to autonomy, and breaches of research integrity.

One primary ethical concern in this study is informed consent and participation risks. Since respondents are voluntarily providing information about their shopping behaviors, purchasing decisions, and brand perceptions, it is essential to respect their autonomy and ensure their well-being. To address this, the researchers provided clear information about the study's objectives and procedures before the respondents participated. A cover letter accompanied the survey, explicitly stating that participation was voluntary, and respondents had the right to withdraw at any time without consequences.

Another key ethical concern is data privacy and confidentiality, particularly in handling respondents' personal information. Since data was collected through Google Forms, it was necessary to ensure that responses remained secure and anonymous. To maintain confidentiality, the researchers implemented secure data storage measures, restricting access only to authorized individuals. Additionally, after completing the study, all collected data was safely disposed of, ensuring that no personal information was retained beyond the research period.

Moreover, ethical conduct and research integrity were prioritized throughout the study. The researchers adhered to principles of honesty, transparency, and accountability when reporting findings. All contributions, whether from previous studies, cited literature, or responses from participants, were properly acknowledged. The research findings were presented objectively, ensuring that results were not manipulated or misrepresented.

By implementing these ethical safeguards, the study protected respondent rights, maintained research credibility, and ensured compliance with ethical research standards. These measures reinforce the study's commitment to conducting responsible and ethical research that upholds the integrity of the data and respects the privacy of its participants.

## CHAPTER THREE

### PRESENTATION, ANALYSIS, AND INTERPRETATION OF DATA

This chapter presents the information gathered from the implementation and conduct of survey questionnaires. The responses were organized, quantified, and interpreted using various statistical tools. The order of presentation follows the sequence of problems outlined in this study.

#### A. Profile of the Respondents

The profile of Shopee Mall consumers is discussed based on sex, age, and employment status.

##### ➤ Sex

In Table 3, the distribution of respondents based on their sex is presented.

Table 3: Sex

| Sex    | n   | Percentage |
|--------|-----|------------|
| Male   | 55  | 37.16%     |
| Female | 93  | 62.84%     |
| Total  | 148 | 100%       |

Table 3 presents the respondents' profile based on sex, categorizing the total of 148 respondents into male and female groups. The majority are female, with a frequency of 93, accounting for 62.84% of the total. Meanwhile, the male respondents total 55, representing 37.16%.

##### ➤ Age

In Table 4, the distribution of respondents based on their age is presented.

Table 4: Age

| Age                    | n          | Percentage  |
|------------------------|------------|-------------|
| Below 18 years old     | 83         | 56.08 %     |
| 18-24 years old        | 61         | 41.22 %     |
| 25-34 years old        | 4          | 2.70 %      |
| 35-44 years old        | 0          | 0 %         |
| 45 years old and above | 0          | 0%          |
| <b>Total</b>           | <b>148</b> | <b>100%</b> |

Table 4 presents the distribution of respondents by age group. The majority (56.08%) are below 18 years old, while 41.22% fall within the 18-24 age range. Only a small percentage belong to the 25-34 age group (2.70%), with no respondents in the 35-44 and 45+ age categories. This data highlights that the sample consists primarily of younger individuals.

##### ➤ Employment Status

In Table 5, the distribution of respondents based on their employment status is presented.

Table 5: Employment Status

| Employment Status | n          | Percentage  |
|-------------------|------------|-------------|
| Student           | 133        | 89.86%      |
| Employed          | 11         | 7.43%       |
| Self-employed     | 1          | 0.68%       |
| Unemployed        | 3          | 2.03%       |
| <b>Total</b>      | <b>148</b> | <b>100%</b> |

Table 5 presents the distribution of respondents by employment status. The majority (89.86%) are students (133 respondents), while 7.43% are employed. A small percentage (2.03%) are unemployed, and only 0.68% are self-employed. This data suggests that most respondents are in an educational setting, with only a few engaged in work or self-employment.

#### B. Consumer Behavior of Shopee Mall Consumers

The consumer behavior of Shopee Mall consumers is discussed based on key aspects, including Shopee app usage, purpose of use, preferred product categories, and spending behavior.

➤ *Frequency of Shopee App Usage*

In Table 6, the Shopee Mall consumers' behavior regarding their Shopee app usage is presented.

Table 6: Frequency of Shopee App Usage

| Shopee App Usage                    | n  | Percentage |
|-------------------------------------|----|------------|
| Daily                               | 10 | 6.62 %     |
| 2-3 times a week                    | 33 | 21.85 %    |
| Once a week                         | 24 | 15.89 %    |
| 2-3 times a month                   | 37 | 24.50 %    |
| Rarely                              | 47 | 31.13%     |
| <i>*Multiple responses; n = 148</i> |    |            |

Table 6 presents the frequency of Shopee app usage among respondents, highlighting their shopping habits. The data reveals that only a small percentage, 6.62% (10 respondents), use the app daily. A slightly larger group, 21.85% (33 respondents), access the app two to three times a week, while 15.89% (24 respondents) use it once a week. Meanwhile, 24.50% (37 respondents) engage with the app two to three times a month. The largest portion of respondents, 31.13% (47 respondents), reported using the app rarely.

The note "*Multiple responses; n = 148*" indicates that respondents were allowed to select multiple frequency categories. This means that some individuals may engage with the app at varying intervals, leading to a total percentage that may not sum precisely to 100%. These findings suggest that while some respondents use Shopee regularly, a significant number engage with the platform infrequently.

➤ *Purpose of Use*

In Table 7, the Shopee Mall consumers' behavior regarding their purpose of use is presented.

Table 7: Purpose of Use

| Purpose of Use                      | n   | Percentage |
|-------------------------------------|-----|------------|
| Online shopping                     | 110 | 50.69 %    |
| Checking product reviews            | 28  | 12.90 %    |
| Comparing prices                    | 33  | 15.21 %    |
| Availing discounts and promos       | 45  | 20.74 %    |
| Other                               | 1   | 0.46 %     |
| Online shopping                     | 110 | 50.69 %    |
| <i>*Multiple responses; n = 148</i> |     |            |

Table 7 presents the various purposes for which respondents use the Shopee app. The data reveals that the primary reason for app usage is online shopping, with 50.69% (110 respondents) indicating this as their main purpose. Additionally, 20.74% (45 respondents) use the app to take advantage of discounts and promotional offers, while 15.21% (33 respondents) utilize it for price comparison across different products. A smaller portion, 12.90% (28 respondents), access the app to check product reviews before making a purchase. Only one respondent (0.46%) selected "Other" as their reason for using the app.

These findings suggest that the Shopee app is primarily used for shopping-related activities, with a considerable number of users leveraging its features for discounts, price comparisons, and product reviews before making purchasing decisions.

➤ *Preferred Product Categories*

In Table 8, the Shopee Mall consumers' behavior regarding their preferred product categories is presented.

Table 8: Preferred Product Categories

| Product Categories                                 | n   | Percentage |
|--|-----|------------|
| Fashion (Clothes, Shoes, Accessories)              | 133 | 52.4 %     |
| Electronics (Phones, Gadgets, Appliances)          | 20  | 7.9 %      |
| Beauty & Health (Makeup, Skincare, Supplements)    | 66  | 26.0 %     |
| Home & Living (Furniture, Home Decor, Kitchenware) | 21  | 8.3 %      |
| Groceries & Essentials                             | 14  | 5.5 %      |
| Fashion (Clothes, Shoes, Accessories)              | 133 | 52.4 %     |
| Electronics (Phones, Gadgets, Appliances)          | 20  | 7.9 %      |
| Beauty & Health (Makeup, Skincare, Supplements)    | 66  | 26.0 %     |
| Home & Living (Furniture, Home Decor, Kitchenware) | 21  | 8.3 %      |
| <i>*Multiple responses; n = 148</i>                |     |            |

Table 8 highlights the preferred product categories among Shopee app users. The most popular category is fashion, with 52.4% (133 respondents) choosing it as their top preference. Beauty and health products follow, attracting 26.0% (66 respondents). Meanwhile, 8.3% (21 respondents) prefer shopping for home and living products, while 7.9% (20 respondents) opt for electronics, making it the least popular category. Lastly, 5.5% (14 respondents) shop for groceries and essentials.

These findings suggest that Shopee consumers are primarily drawn to fashion and beauty products, while categories like electronics, home items, and groceries see less engagement.

#### ➤ Spending Behavior

##### • Amount Spent on Shopee Mall

In Table 9, the Shopee Mall consumers' behavior regarding their amount spent on Shopee Mall is presented.

Table 9: Amount Spent on Shopee Mall

| Amount Spent in Peso                | n  | Percentage |
|-------------------------------------|----|------------|
| Below ₱500                          | 90 | 56.60 %    |
| ₱500 – ₱1,000                       | 50 | 31.45 %    |
| ₱1,001 – ₱2,000                     | 12 | 7.55 %     |
| ₱2,001 – ₱5,000                     | 6  | 3.77 %     |
| Above ₱5,000                        | 1  | 0.63 %     |
| <i>*Multiple Responses; n = 148</i> |    |            |

Table 9 provides insights into the spending behavior of Shopee Mall consumers. The majority of respondents (56.60%) spend less than ₱500, suggesting that most users make small and frequent purchases. The second most common spending range is between ₱500 and ₱1,000, with 31.45% of respondents falling into this category. Meanwhile, 7.55% spend between ₱1,001 and ₱2,000, while 3.77% report spending between ₱2,001 and ₱5,000. Notably, only 0.63% of respondents spend more than ₱5,000, indicating that high-value purchases are rare.

These findings suggest that Shopee Mall is primarily used for affordable and mid-range shopping.

##### • Primary Payment Method

In Table 10, the Shopee Mall consumers' behavior regarding their primary payment method on Shopee Mall is presented.

Table 10: Primary Payment Method

| Payment Method                      | n   | Percentage |
|-------------------------------------|-----|------------|
| Cash on Delivery                    | 142 | 83.04 %    |
| Debit/Credit Card                   | 4   | 2.34 %     |
| E-wallet                            | 24  | 14.04 %    |
| Bank Transfer                       | 1   | 0.58 %     |
| <i>*Multiple responses; n = 148</i> |     |            |

Table 10 presents the primary payment methods used by respondents when making purchases on Shopee. The majority of respondents, 142 (83.04%), prefer cash on delivery, making it the most commonly used payment option. E-wallets are the second most preferred method, with 24 respondents (14.04%) opting for this digital payment solution. Debit or credit card payments are less common, with only 4 respondents (2.34%) using them. Meanwhile, bank transfers are the least utilized payment method, chosen by just 1 respondent (0.58%).

This data indicates that Shopee Mall consumers largely favor cash-based transactions over digital and bank payment methods.

##### • Frequency of Influence

In Table 11, the Shopee Mall consumers' behavior regarding their frequency of influence is presented.

Table 11: Frequency of Influence

| Frequency of Influence              | n  | Percentage |
|-------------------------------------|----|------------|
| Always                              | 41 | 27.52 %    |
| Often                               | 43 | 28.86 %    |
| Sometimes                           | 48 | 32.21 %    |
| Rarely                              | 17 | 11.41 %    |
| Never                               | 0  | 0.00 %     |
| <i>*Multiple responses; n = 148</i> |    |            |

Table 11 presents the extent to which respondents are influenced by various factors, such as promotions, reviews, and recommendations, when using the Shopee app. The majority of respondents, 48 (32.21%), reported being sometimes influenced, indicating that external factors occasionally impact their purchasing decisions. A significant portion, 43 respondents (28.86%), stated that they are often influenced, making it the most common response. Meanwhile, 41 respondents (27.52%) reported always being influenced, showing a strong and consistent impact on their shopping behavior. A smaller group, 17 respondents (11.41%), indicated that they are rarely influenced.

Notably, no respondents (0.00%) reported never being influenced, suggesting that external factors play a role in all respondents' decision-making processes to some extent.

### C. Key Factors Influencing Buying Decisions of Shopee Mall Consumers

The key factors influencing the buying decisions of Shopee Mall consumers are analyzed based on psychological factors, social factors, cultural factors, personal factors, and economic factors.

#### ➤ Psychological Factors

In Table 12, the psychological factors influencing the buying decisions of Shopee Mall consumers are presented.

Table 12: Psychological Factors

|   | Statement  | Weighted Mean | Verbal Interpretation | Verbal Description (VD)  |
|---|--|---------------|-----------------------|--|
| 1 | Shopee Mall advertisements catch my attention and influence my decision to purchase. | 2.77          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 2 | I find Shopee Mall products to be worth their price.                                 | 2.97          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 3 | Shopping in Shopee Mall gives me a positive buying experience.                       | 2.83          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 3 | I trust the quality of Shopee Mall products.   | 2.75          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 5 | I feel excited when there are sales and promotions on Shopee Mall.                   | 3.13          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
|   | <b>Overall Weighted Mean</b>   | 2.89          | Agree                 | <b>Moderately Influential</b>  |

Table 12 presents the psychological factors influencing the buying decisions of Shopee Mall consumers. The mean score of 2.77 falls within the "Agree" range (A), indicating that respondents generally perceive Shopee Mall advertisements as moderately influential in capturing their attention and shaping their purchase decisions. Similarly, a mean score of 2.83, also within the "Agree" category, suggests that shopping on Shopee Mall provides a moderately satisfying and positive experience.

A weighted mean of 2.75 further supports this trend, showing that respondents moderately trust the quality of products available on Shopee Mall. Notably, the highest mean score, 3.13, still within the "Agree" range, indicates that respondents find sales and promotions moderately influential in generating excitement.

The overall average weighted mean of 2.89 suggests that respondents generally agree with the psychological factors presented, meaning that aspects such as advertisements, pricing, product quality, shopping experience, and promotions have a moderate influence on their buying decisions on Shopee Mall.

#### ➤ Social Factors

In Table 13, the social factors influencing the buying decisions of Shopee Mall consumers are presented.

Table 13: Social Factors

|   | Statement   | Weighted Mean | Verbal Interpretation | Verbal Description (VD)  |
|---|---|---------------|-----------------------|--|
| 1 | I buy from Shopee Mall since my friends and peers do the same.              | 2.39          | Disagree              | The respondent viewed the factor as slightly influential in their purchasing decision. |
| 2 | My family's shopping habits influence my purchases in Shopee Mall.          | 2.29          | Disagree              | The respondent viewed the factor as slightly influential in their purchasing decision. |
| 3 | I am drawn to Shopee Mall because of celebrity and influencer endorsements. | 2.26          | Disagree              | The respondent viewed the factor as slightly influential in their purchasing decision. |
| 3 | Customer reviews help me decide on my Shopee Mall purchases.                | 3.28          | Strongly Agree        | The respondent viewed the factor as strongly influential in their purchasing decision. |

|                              |  |             |              |  |
|------------------------------|--|-------------|--------------|--|
| 5                            | I am influenced by trends and what most people buy on Shopee Mall. | 2.60        | Agree        | The respondent viewed the factor as moderately influential in their purchasing decision. |
| <b>Overall Weighted Mean</b> |  | <b>2.56</b> | <b>Agree</b> | <b>Moderately Influential</b>  |

Table 13 presents the social factors influencing Shopee Mall consumers' buying decisions. A mean score of 2.39 falls under the "Disagree" (D) category, indicating that respondents view their friends or peers as only slightly influential in their purchasing decisions. Similarly, a weighted mean of 2.29, also within the "Disagree" range, suggests that family shopping habits have a minimal influence on their buying behavior.

With a mean score of 2.26, respondents also disagreed that celebrity and influencer endorsements strongly influence their decision to shop on Shopee Mall. In contrast, a mean of 3.28, falling under the "Strongly Agree" (SA) category, shows that customer reviews have a significant impact on their purchasing choices. Additionally, a mean of 2.60, categorized as "Agree" (A), suggests that trends and popular items on Shopee Mall have a moderate influence on their buying behavior.

The overall average weighted mean of 2.56 indicates that, on average, respondents consider social factors to be moderately influential. However, customer reviews and trends play a more significant role in their decisions compared to the weaker influence of peers, family, celebrities, and influencers.

#### ➤ Cultural Factors

In Table 14, the cultural factors influencing the buying decisions of Shopee Mall consumers are presented.

Table 14: Cultural Factors

|                              | Statement   | Weighted Mean | Verbal Interpretation | Verbal Description (VD)  |
|------------------------------|---|---------------|-----------------------|--|
| 1                            | I prefer buying traditional or culturally significant products from Shopee Mall.  | 2.48          | Disagree              | The respondent viewed the factor as slightly influential in their purchasing decision.   |
| 2                            | My shopping choices align with my cultural values and lifestyle.  | 2.83          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 3                            | I appreciate Shopee Mall's variety of local and international brands.   | 3.03          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 3                            | I support brands in Shopee Mall that promote cultural diversity.  | 2.90          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 5                            | I am more inclined to purchase goods linked to customs or cultural events (such as local festivals or holiday discounts). | 2.66          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| <b>Overall Weighted Mean</b> |   | <b>2.76</b>   | <b>Agree</b>          | <b>Moderately Influential</b>  |

Table 14 presents the cultural factors influencing consumers' buying decisions on Shopee Mall. A mean score of 2.48 falls under the "Disagree" (D) category, indicating that respondents consider purchasing traditional or culturally significant products on Shopee Mall to have only a slight influence on their buying decisions.

In contrast, a mean of 2.83, categorized as "Agree" (A), suggests that respondents believe their shopping choices on Shopee Mall are moderately influenced by their cultural values and lifestyle. Similarly, a mean of 3.03, also within the "Agree" range, indicates that the availability of both local and international brands is moderately influential, highlighting the platform's broad cultural appeal.

With a mean of 2.90, respondents agreed that they are moderately influenced to support brands that promote cultural diversity on Shopee Mall. Additionally, a mean of 2.66, also in the "Agree" category, suggests that respondents are somewhat influenced to purchase products linked to cultural events, such as local festivals or holiday sales.

The overall average weighted mean of 2.78, falling within the "Agree" range, indicates that cultural factors have a moderate influence on the respondents' buying decisions on Shopee Mall.



➤ *Personal Factors*

In Table 15, the personal factors influencing the buying decisions of Shopee Mall consumers are presented.

Table 15: Personal Factors

|   | Statement  | Weighted Mean | Verbal Interpretation | Verbal Description (VD)  |
|---|--|---------------|-----------------------|--|
| 1 | The convenience of Shopee Mall makes me choose to shop there.                    | 2.93          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 2 | Shopee Mall offers products that match my personal preferences.                  | 2.92          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 3 | I enjoy exploring the variety of brands available in Shopee Mall.                | 2.98          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 3 | Shopping in Shopee Mall suits my lifestyle and spending habits.                  | 2.86          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 5 | Shopping in Shopee Mall aligns with my hobbies, interests, and daily activities. | 2.84          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
|   | <b>Overall Weighted Mean</b>   | <b>2.91</b>   | <b>Agree</b>          | <b>Moderately Influential</b>  |

Table 15 presents the personal factors influencing Shopee Mall consumers' buying decisions. A mean score of 2.93, categorized as "Agree" (A), suggests that respondents consider the convenience of shopping on Shopee Mall to be a moderately influential factor in their decision-making.

Similarly, a mean of 2.92, also in the "Agree" category, indicates that respondents feel Shopee Mall offers products that moderately align with their individual tastes and preferences. With a mean of 2.98, respondents agree that they enjoy exploring the wide range of brands available on Shopee Mall, making it a moderately influential factor.

A mean of 2.86, which also falls under the "Agree" category, suggests that shopping on Shopee Mall aligns moderately with respondents' lifestyles and spending habits. Additionally, a mean of 2.84 indicates that shopping on Shopee Mall is moderately influenced by respondents' hobbies, interests, and daily routines.

The overall average weighted mean of 2.91, falling within the "Agree" range, suggests that personal factors have a moderate influence on respondents' buying decisions on Shopee Mall.

➤ *Economic Factors*

In Table 16, the economic factors influencing the buying decisions of Shopee Mall consumers are presented.

Table 16: Economic Factors

|   | Statement   | Weighted Mean | Verbal Interpretation | Verbal Description (VD)  |
|---|---|---------------|-----------------------|--|
| 1 | Product prices in Shopee Mall strongly affect my buying decisions.      | 2.97          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 2 | Discounts and promotions encourage me to shop at Shopee Mall.           | 3.03          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 3 | My income level determines how much I spend on Shopee Mall.             | 2.78          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 3 | I base my purchases on whether the product offers good value for money. | 3.22          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
| 5 | I am willing to spend more for well-known brands on Shopee Mall.        | 2.64          | Agree                 | The respondent viewed the factor as moderately influential in their purchasing decision. |
|   | <b>Overall Weighted Mean</b>  | <b>2.93</b>   | <b>Agree</b>          | <b>Moderately Influential</b>  |

Table 16 presents the economic factors influencing consumers' buying decisions on Shopee Mall. A mean score of 2.97, categorized as "Agree" (A), suggests that respondents generally believe product prices play a moderately influential role in their purchasing decisions.

With a mean of 3.03, also in the "Agree" range, respondents indicate that discounts and promotions are moderately influential motivators for shopping on Shopee Mall. This suggests that special offers have a notable impact on their buying behavior.

A mean of 2.78, within the "Agree" range, indicates that respondents acknowledge their income level as a moderately influential factor in determining how much they are willing to spend on Shopee Mall.

A mean of 3.22, which falls under "Agree," suggests that respondents prioritize value for money as a moderately influential factor when making purchases. This highlights the importance of the price-to-quality ratio in their decision-making process.

A mean of 2.64, also in the "Agree" category, shows that while some respondents are willing to pay more for well-known brands, this factor is less influential compared to others listed.

The overall average weighted mean of 2.93, falling within the "Agree" range, suggests that economic factors generally play a moderately influential role in shaping consumers' purchasing decisions on Shopee Mall.

#### D. Influence of Shopee Mall branding on Consumer Purchase

The influence of Shopee Mall branding on consumer purchases is analyzed based on four key factors: attention, interest, desire, and action.

##### ➤ Attention

In Table 17, attention as an influence of Shopee Mall branding on consumer purchase is presented.

Table 17: Attention

|   | Statement   | Weighted Mean | Verbal Interpretation | Verbal Description (VD)   |
|---|---|---------------|-----------------------|---|
| 1 | Shopee Mall products easily catch my attention.                             | 2.66          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision. |
| 2 | The design and presentation of Shopee Mall products are visually appealing. | 2.81          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision  |
| 3 | Shopee Mall advertisements and promotions are memorable.                    | 2.63          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision  |
| 3 | Shopee Mall products frequently appear on my feed.                          | 2.98          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision  |
| 5 | I am more likely to click on items with the Shopee Mall label.              | 2.72          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision  |
|   | <b>Overall Weighted Mean</b>  | <b>2.76</b>   | <b>Agree</b>          | <b>Generally Aligned</b>  |

Table 17 presents the attention that Shopee Mall branding generates among consumers.

A mean of 2.66 falls under the Agree (A) category, indicating that respondents generally agree that Shopee Mall branding makes products noticeable and catches their attention when shopping on the platform.

With a mean of 2.81, also in the Agree (A) category, respondents generally agree that the design and presentation of products on Shopee Mall are visually attractive, making them more likely to engage with the products.

A mean of 2.63, which also falls under the Agree (A) category, suggests that respondents generally agree that Shopee Mall advertisements and promotions are memorable, positively influencing their attention and purchasing decisions.

A mean of 2.98, in the Agree (A) category, indicates that respondents frequently notice Shopee Mall products on their feed, suggesting regular exposure to Shopee Mall branding, which may increase brand recall.

With a mean of 2.72, respondents generally agree that they are more likely to click on products labeled as Shopee Mall, indicating that Shopee Mall branding positively influences their decision to engage with certain products.

The overall average weighted mean of 2.76 falls under the Agree (A) category, indicating that, on average, respondents generally agree that Shopee Mall branding grabs their attention in various ways, including product visibility, design, advertisements, and frequent feed appearances.



➤ *Interest*

In Table 18, interest as an influence of Shopee Mall branding on consumer purchase is presented.

Table 18: Interest

|   | Statement   | Weighted Mean | Verbal Interpretation | Verbal Description (VD)  |
|---|---|---------------|-----------------------|--|
| 1 | I become curious when I see products from Shopee Mall.                                  | 2.76          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
| 2 | I check product details more closely when they are from Shopee Mall.                    | 2.99          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
| 3 | Shopee Mall offers are relevant to my needs and interests.                              | 2.86          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
| 3 | Shopee Mall provides complete and useful product information.                           | 2.85          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
| 5 | Shopee Mall's advertising and promotions make me curious about their featured products. | 2.81          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
|   | <b>Overall Weighted Mean</b>  | <b>2.86</b>   | <b>Agree</b>          | <b>Generally Aligned</b>   |

Table 18 presents the interest generated by Shopee Mall branding among consumers. A mean of 2.76, which falls under the Agree (A) category, indicates that respondents viewed Shopee Mall branding as generally aligned with their purchase choices when they feel curious upon encountering products from Shopee Mall. This suggests that Shopee Mall branding effectively sparks consumer curiosity.

A mean of 2.99, also in the Agree (A) category, shows that respondents viewed Shopee Mall branding as generally aligned with their purchase choices, as they tend to examine product details carefully when the items are from Shopee Mall. This suggests a higher level of engagement with Shopee Mall products.

With a mean of 2.86, which falls within the Agree (A) range, respondents generally agree that Shopee Mall branding is generally aligned with their personal needs and interests, making them more likely to engage with the products.

A mean of 2.85, which also falls under the Agree (A) category, shows that respondents viewed Shopee Mall branding as generally aligned with providing comprehensive and useful product details, enhancing their interest in the products and increasing the likelihood of purchase.

A mean of 2.81, in the Agree (A) range, indicates that Shopee Mall's advertising and promotions are generally aligned with successfully generating curiosity about featured products, further sparking interest among consumers.

The average weighted mean of 2.86 falls in the Agree (A) range, indicating that Shopee Mall branding is generally aligned with generating consumer interest. Respondents generally agree that the platform's products, promotions, and advertising are aligned with their purchase choices, sparking curiosity and engagement.

➤ *Desire*

In Table 19, desire as an influence of Shopee Mall branding on consumer purchase is presented.

Table 19: Desire

|   | Statement  | Weighted Mean | Verbal Interpretation | Verbal Description (VD)  |
|---|--|---------------|-----------------------|--|
| 1 | I feel an urge to buy Shopee Mall products when they match my needs.             | 3.08          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
| 2 | I believe Shopee Mall products offer good value for money.                       | 2.89          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
| 3 | I trust the accuracy and reliability of information from Shopee Mall.            | 2.74          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
| 3 | I consider Shopee Mall products to be of the best quality.                       | 2.72          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
| 5 | When I see the Shopee Mall label, I feel more motivated to purchase the product. | 2.68          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase decision |
|   | <b>Overall Weighted Mean</b>   | <b>2.82</b>   | <b>Agree</b>          | <b>Generally Aligned</b>   |

Table 19 presents the desire generated by Shopee Mall branding among consumers. A mean of 3.08, which falls under the Agree (A) category, indicates that respondents generally agree that they feel an urge to purchase products from Shopee Mall when those products align with their personal needs. This suggests that product relevance plays a significant role in creating desire.

With a mean of 2.89, also in the Agree (A) category, respondents generally agree that Shopee Mall products offer good value for money, a factor that positively influences their desire to make a purchase.

A mean of 2.74, in the Agree (A) range, shows that respondents generally agree that they trust the information provided by Shopee Mall, which can help build confidence and contribute to their desire to purchase.

With a mean of 2.72, which also falls under the Agree (A) category, respondents generally agree that Shopee Mall products are of high quality, further contributing to their desire to buy.

A mean of 2.68, in the Agree (A) category, indicates that respondents generally agree that they are motivated to make a purchase when they see the Shopee Mall label, suggesting that the branding itself influences their purchasing desire.

The overall average weighted mean of 2.82 falls under the Agree (A) range, indicating that, on average, respondents generally agree that Shopee Mall branding helps generate a desire to purchase.

#### ➤ Action

In Table 20, action as an influence of Shopee Mall branding on consumer purchase is presented.

Table 20: Action

|   | Statement  | Weighted Mean | Verbal Interpretation | Verbal Description (VD)  |
|---|--|---------------|-----------------------|--|
| 1 | I buy from Shopee Mall more frequently than other alternatives.      | 2.70          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase choices. |
| 2 | I am likely to recommend Shopee Mall products to others.             | 2.80          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase choices. |
| 3 | I revisit Shopee Mall shops multiple times before making a purchase. | 2.95          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase choices. |
| 3 | My interest in business ownership has grown due to this course.      | 2.57          | Agree                 | The respondent viewed Shopee Mall branding as generally aligned with their purchase choices. |
| 5 | I sign up for exclusive promotions from Shopee Mall shops.           | 2.39          | Disagree              | The respondent viewed Shopee Mall branding as slightly aligned with their buying behavior.   |
|   | <b>Overall Weighted Mean</b>   | <b>2.68</b>   | <b>Agree</b>          | <b>Generally Aligned</b>   |

Table 20 presents the action influenced by Shopee Mall branding and consumer behavior. A mean of 2.70, which falls under the Agree (A) category, indicates that respondents generally agree that they purchase from Shopee Mall more frequently than from other shopping platforms, showing a preference for Shopee Mall in terms of purchasing frequency.

A mean of 2.80, also in the Agree (A) range, suggests that respondents are likely to recommend Shopee Mall products to others, indicating positive word-of-mouth and brand advocacy.

A mean of 2.95, which falls under the Agree (A) category, shows that respondents tend to revisit Shopee Mall shops multiple times before making a purchase, demonstrating that consumers engage in thorough consideration before finalizing their purchases.

A mean of 2.57, also in the Agree (A) range, indicates that respondents generally agree that their interest in business ownership has increased as a result of this course. While the influence is present, it is less directly related to Shopee Mall itself.

A mean of 2.39, which falls under the Disagree (D) category, suggests that respondents are less likely to sign up for exclusive promotions from Shopee Mall shops. This indicates that while promotions may attract some consumers, they are not a strong motivator for many respondents.

The overall average weighted mean of 2.68, which falls under the Agree (A) range, shows that, on average, respondents take actions that demonstrate positive behavior toward Shopee Mall, such as frequent purchases, recommendations, and revisits before purchasing.

*E. A Proposed Marketing Plan for Strengthening the Branding Influence of Shopee Mall and Enhancing Consumer Engagement for Shopee Philippines and the E-Commerce Community*

➤ *Influence of Shopee Mall Branding Relating to Consumer Behavior and Buying Decision Factors*

In Table 21, the influence of Shopee Mall Branding relating to consumer behavior and buying decision factors is presented.

Table 21: Influence of Shopee Mall Branding

| Factors           | Key Findings  | Interpretation  |
|-------------------|---|---|
| Demographics      | Majority are female (63%) and students under 24                     | Indicates high potential among the youth market for fashion and budget-conscious offerings. |
| Consumer Behavior | Occasional Shopee users; prefer COD; shop mostly for fashion        | Shows room to build loyalty and enhance usage frequency through trust and convenience.      |
| Buying Influences | Influenced by product promotions, pricing, reviews, and branding    | Reinforces the value of marketing communications and strategic promotions.                  |
| Branding Impact   | Effective at gaining attention and interest; drives purchase desire | Indicates success of current branding but also potential to improve retention and advocacy. |

The findings show that branding effectively captures consumer attention and interest, particularly among students who value affordability and trust. Factors such as psychological, economic, and cultural elements are moderate influencers, while product quality and peer reviews play key roles in final purchase decisions.

➤ *Marketing Planning*

• *Target Market Profile*

In Table 22, the primary target market of Shopee Mall is identified:

Table 22: Demographic Characteristics

| Criteria  | Profile                            |
|-----------|------------------------------------|
| Gender    | Predominantly Female               |
| Age Group | Below 18 to 24 years old           |
| Status    | Students                           |
| Interests | Fashion, online deals, convenience |

The data shows that most users are young female students who value affordability, fashion, and convenience. Understanding this profile helps tailor marketing efforts to meet their specific interests and shopping behaviors.

• *Objectives*

The key objectives of the proposed marketing plan are summarized:

- ✓ Strengthen Shopee Mall's branding to capture and retain customer attention.
- ✓ Increase frequency of platform usage through student-centric campaigns.
- ✓ Build trust and encourage purchases via verified reviews and social proof.

These objectives directly respond to user behavior and motivational factors identified in the study. Each objective aims to address a gap or opportunity area.

• *Strategies and Tactics*

Table 23 shows the various strategies and supporting tactics to accomplish the plan's objectives:

Table 23: Strategies and Tactics

| Strategy                       | Tactic                           | Description  |
|--------------------------------|----------------------------------|--|
| Boost Brand Awareness          | Youth Ambassador Program         | Tap into student influence by selecting campus ambassadors to promote Shopee Mall. |
| Increase Trust and Credibility | Verified Photo/Video Reviews     | Reward users for submitting multimedia reviews with discount codes.                |
| Encourage Repeat Purchases     | Flash Sales + Bundle Discounts   | Time-limited promotions targeting popular categories (e.g., fashion).              |
| Promote Affordability          | Monthly "Student Deals" Campaign | Curated product lists featuring budget-friendly finds.                             |

These approaches are designed to appeal to the target audience's preferences, especially affordability, peer influence, and visual trust. Each tactic is assigned to specific departments for proper implementation and accountability.

### ➤ *Implementation and Control of the Marketing Plan*

- *Implementation Timeline*

Table 24 displays a four-month implementation timeline:

Table 24: Implementation Timeline

| Month   | Activity                                   |
|---------|--|
| Month 1 | Launch Youth Ambassador Program            |
| Month 2 | Begin Multimedia Review Incentive Campaign |
| Month 3 | Run Weekly Flash Sales and Bundles         |
| Month 4 | Release Monthly Student Deals Collection   |

Each phase introduces one major campaign activity at a time to ensure smooth execution and allow time to measure outcomes. This timeline is paced to align with the student lifestyle and shopping cycles.

- *Responsible Departments*

In Table 25, the departments assigned to each aspect of the marketing plan are shown:

Table 25: Responsible Departments

| Department          | Role   |
|---------------------|--|
| Marketing           | Oversees brand campaigns, product visibility, and student promotions |
| Customer Experience | Manages user feedback, reviews, and trust systems                    |
| Partnerships        | Coordinates external ambassadors and sponsorships                    |
| Product Management  | Organizes product categories and student deal offerings              |

This ensures that each strategy and tactic have clear leadership and coordination. With roles divided across marketing, customer care, partnerships, and product management, Shopee can maintain focus while working collaboratively.

- *Budget Allocation (Example)*

Table 26 shows the proposed budget allocation:

Table 26: Budget Distribution

| Category                             | Allocation (%) |
|--------------------------------------|----------------|
| Ambassador & Influencer Partnerships | 30%            |
| Promotions and Deals                 | 35%            |
| Creative Content and Advertising     | 20%            |
| Review System Enhancement            | 15%            |
| <b>Total</b>                         | <b>100%</b>    |

The largest portions are directed toward promotions and partnerships, based on their strong influence on consumer behavior. A smaller but still essential portion is assigned to trust-building features like review incentives, reflecting the importance of credibility in online shopping.

### ➤ *Evaluation and Control*

- *Key Performance Indicators (KPIs)*

In Table 27, the key metrics for tracking marketing success are outlined:

Table 27: Key Performance Indicators

| KPI                       | Target                               |
|---------------------------|--------------------------------------|
| Repeat Purchase Rate      | Increase by 20% in 6 months          |
| Platform Engagement       | 30% increase in product interactions |
| Conversion Rate           | Target 5% overall increase           |
| User Review Participation | 40% of purchases followed by reviews |

These KPIs directly reflect the campaign's goals and are measurable over time. Monitoring these indicators helps determine if the marketing plan is effectively improving user engagement and sales.

- *Monitoring Tools*

- ✓ Shopee Business Analytics Dashboard
- ✓ Monthly Consumer Surveys
- ✓ Engagement Reports from Campaigns

This list shows the tools used to monitor the effectiveness of the marketing plan. The Shopee Business Analytics Dashboard provides real-time insights into buyer activity. Monthly consumer surveys give direct feedback from users, and engagement reports track how well campaigns perform. Together, these tools help Shopee stay on top of what's working and where improvements are needed.

➤ *Contingency Plan for the Decline Stage*

- *Crisis Response*

- ✓ Immediate evaluation of underperforming KPIs.
- ✓ Strategic budget reallocation to proven tactics.

In case the marketing plan starts to underperform or the platform sees a decline in user engagement, these steps offer a quick response. Regularly reviewing KPIs helps identify problems early, and shifting funds to more effective strategies ensures resources are used wisely.

- *Re-Engagement Campaigns*

- ✓ Launch personalized "We Miss You" offers for inactive users.
- ✓ Highlight successful ambassador stories and deals.

This section presents strategies to re-engage users who have become inactive on the platform. Personalized offers and highlighting ambassador success stories are intended to reignite interest and remind consumers of the positive experiences they once had with Shopee Mall.

- *Product Diversification*

- Collaborate with trending influencers and brands.
- Introduce interactive app features like live selling or gamified rewards.

Product and experience diversification is another way to address a decline. Working with new influencers or adding fun features can make the platform more exciting again and attract both new and returning users.

- *Ongoing Feedback Loop*

- ✓ Conduct quarterly surveys to assess satisfaction.
- ✓ Use A/B testing to determine optimal promotional strategies.

Finally, this feedback loop ensures continuous improvement. Surveys provide insights into consumer satisfaction, while A/B testing helps refine campaigns based on actual user preferences. These actions help Shopee Mall remain competitive and responsive to change.

## CHAPTER FOUR

### SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

This chapter presents the summary of findings based on the interpretations and analysis made on the Impact of Shopee Mall on Consumer Purchase. Conclusions and recommendations were provided based on the data.

#### *A. Summary of Findings*

The following findings were derived based on the presentation, analysis, and interpretation of data:

##### ➤ *Demographic Profile of Shopee Mall Consumer Respondents*

The majority of Shopee Mall consumers are female, making up 63% of the respondents, while 37% are male. In terms of age, a significant portion (56.08%) are minors, aged below 18, followed by 41.22% who fall within the 18-24 age group, and a small percentage (2.7%) belonging to the 25-34 age range. Regarding employment status, the majority (89.86%) are students, whereas 7.43% are employed, 2.03% are unemployed, and only 0.68% are self-employed.

##### ➤ *Consumer Behavior of Shopee Mall Consumers*

Shopee Mall consumer engagement varies in frequency, with 31.13% of respondents using the app rarely, 24.5% accessing it 2-3 times per month, 21.85% visiting it 2-3 times per week, 15.89% using it weekly, and only 6.62% utilizing it daily. The primary reason for using Shopee Mall is online shopping (50.69%), followed by looking for discounts (20.74%), comparing prices (15.21%), checking product reviews (12.90%), and other minor reasons (0.46%).

Among product preferences, fashion-related items such as clothing, shoes, and accessories dominate at 52.4%, while beauty and health products account for 26.0%. Other categories such as home and living (8.3%), electronics (7.9%), and groceries and essentials (5.5%) are also notable choices.

Spending behavior also varies among consumers. A majority (56.6%) spend below ₱500 per purchase, while 31.45% allocate ₱500-₱1,000. A smaller percentage (7.55%) spend ₱1,001-₱2,000, 3.77% allocate ₱2,001-₱5,000, and only 0.63% exceed ₱5,000 per purchase. Cash on delivery (COD) remains the most preferred payment method (83.04%), followed by e-wallets (14.04%), debit/credit cards (2.34%), and bank transfers (0.58%). In terms of external influence on buying decisions, 28.86% of consumers are often influenced, 27.52% are always influenced, 32.21% are sometimes influenced, and 11.41% are rarely influenced.

##### ➤ *Factors Influencing the Buying Decisions of Shopee Mall Consumers*

Psychological factors, such as advertising strategies, pricing, product trust, and sales promotions, play a crucial role in consumer decision-making. Social influences such as peer recommendations, family opinions, and influencer endorsements have a moderate effect, but customer reviews and trending products significantly impact buying behavior. Cultural factors, including local and international brand preferences, diversity, and value alignment, influence purchase decisions, though consumers show less inclination toward culturally significant products.

Personal factors such as convenience, product variety, and alignment with lifestyle and interests are major determinants of shopping behavior. Economic considerations, including pricing, promotions, personal income, perceived value, and brand reputation, also significantly affect purchasing decisions.

##### ➤ *The Influence of Shopee Mall Branding on Consumer Purchase*

Shopee Mall branding effectively captures consumer attention through visually appealing product listings and frequent promotions, making products more memorable. This branding also stimulates consumer interest, encouraging them to explore product details and promotions that align with their needs. The desire to purchase is fueled by the perceived quality, value for money, and reliable product information available on Shopee Mall.

In terms of consumer action, respondents frequently make purchases from Shopee Mall and revisit stores before finalizing a transaction. Additionally, they often recommend Shopee Mall products to others. However, they exhibit a lower tendency to sign up for exclusive promotional offers.

##### ➤ *The Proposed Marketing Plan for Strengthening the Branding Influence of Shopee Mall and Enhancing Consumer Engagement*

Based on the data collected, an effective marketing plan was designed to boost brand visibility, increase engagement among young consumers, encourage repeat purchases, and improve overall customer loyalty through targeted strategies aligned with consumer behavior and preferences.



## B. Conclusions

### ➤ Based on the Findings, the Following Conclusions were Drawn:

- The majority of Shopee Mall consumers are female, indicating that women are the dominant market segment on the platform. This implies that Shopee Mall should continue tailoring its marketing strategies to appeal to this demographic.
- Most Shopee users are minors or below the legal age in the Philippines, highlighting the platform's popularity among younger consumers. This reflects a growing trend of digital-native shoppers who engage with e-commerce from an early age.
- A significant portion of Shopee users are students, reinforcing the platform's appeal among the younger population. Their purchasing behavior may be influenced by budget constraints, promotions, and peer recommendations.
- Many respondents use Shopee only occasionally, with the majority shopping on a rare or infrequent basis. This indicates that Shopee Mall could enhance engagement strategies to encourage repeat purchases.
- Online shopping is the primary reason for using Shopee, confirming that the platform is primarily viewed as a marketplace rather than for price comparison or product reviews alone.
- Fashion items, such as clothing, shoes, and accessories, are the most preferred products among Shopee Mall consumers. This highlights the demand for fashion-related goods, making it a key category for both sellers and marketers.
- Shopee is primarily used for purchasing affordable to mid-range products, indicating that consumers perceive it as a budget-friendly platform. Competitive pricing and discounts play a crucial role in their purchasing decisions.
- Consumers largely favor cash-on-delivery over digital or bank payment methods, showing a strong preference for traditional payment options. This highlights the need for continued trust-building measures for digital payment adoption.
- External influences, such as social media trends, advertisements, and peer recommendations, play a major role in Shopee consumers' purchasing decisions. These influences significantly shape buyer preferences and product choices.
- Psychological, social, cultural, personal, and economic factors moderately influence consumer behavior. This indicates that while branding, affordability, and social influences matter, individual preferences and lifestyle choices also play a role in purchase decisions.
- Shopee Mall branding effectively captures consumer attention and enhances product interest. The platform's marketing efforts, such as promotions, visuals, and product placements, contribute to brand recall and engagement.
- Shopee Mall branding generates consumer desire and positively influences purchasing behavior. The branding strategies not only attract customers but also encourage them to take action, whether through browsing, adding items to their cart, or making a purchase.

## C. Recommendations

### ➤ Based on the Findings and Conclusions Presented, the Following were Recommended:

- The consumers may rely on verified reviews and seller ratings to assess product quality before making a purchase to make more informed purchasing decisions.
- The consumers may maximize the use of available deals, such as cashback offers, vouchers, and bundle discounts, to help them save money.
- The e-commerce businesses and sellers may personalize promotions based on consumers' browsing history and past purchases to improve customer engagement and encourage repeat transactions.
- The e-commerce businesses and sellers may utilize AI-driven recommendations to offer discounts and exclusive deals tailored to individual shopping preferences to enhance the overall shopping experience.
- The e-commerce businesses and sellers may improve customer interaction by utilizing real-time Q&A sessions, interactive live selling, and exclusive deals to foster trust and brand loyalty.
- The e-commerce businesses and sellers may optimize the cash-on-delivery (COD) experience by ensuring hassle-free returns, faster refunds for defective items, and more transparent logistics tracking to build a more reliable shopping platform.
- The marketers and Shopee Mall management may strengthen branding strategies through influencer collaborations, social media engagement, and strategic ad placements to increase product visibility and customer trust.
- The marketers and Shopee Mall management may encourage more detailed product reviews by implementing AI-powered review summaries that highlight insightful and informative feedback from verified buyers to help consumers make better purchasing decisions.
- The marketers and Shopee Mall management may establish a student ambassador program, where student shoppers can refer friends in exchange for exclusive perks, to enhance brand awareness and customer retention.
- The future researchers may expand the scope of their studies to explore emerging trends in social commerce, such as the impact of TikTok Shop on Shopee Mall's market share, to provide insights into the evolving e-commerce landscape.
- The future researchers may examine the growing adoption of digital wallets and biometric authentication in online shopping to gain valuable insights into the future of e-commerce security and payment methods.
- The future researchers may analyze regional shopping behaviors, particularly the differences in purchasing habits between urban and rural consumers, to provide a more comprehensive understanding of market segmentation strategies.

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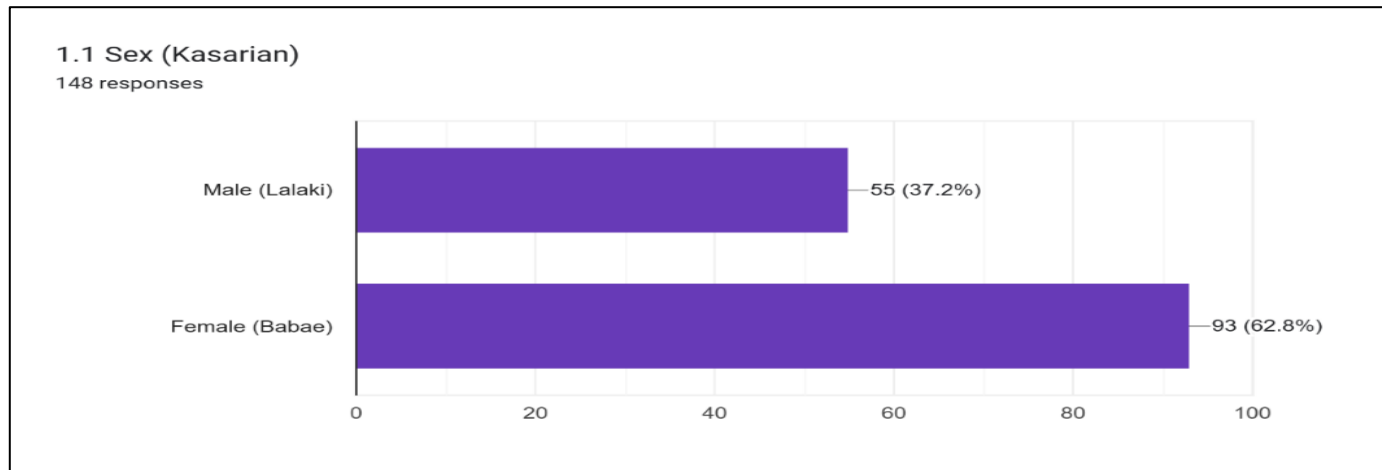
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## APPENDIX A

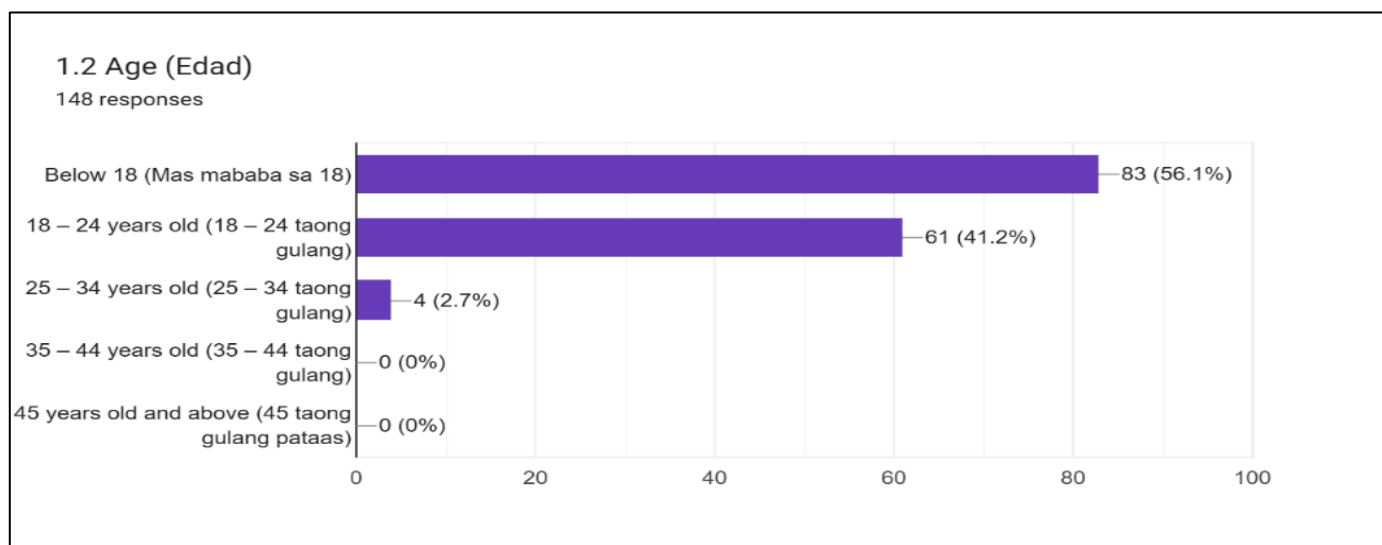
### SUMMARY OF AVERAGE RATINGS FOR SURVEY RESULTS

#### A. Profile of the Respondents

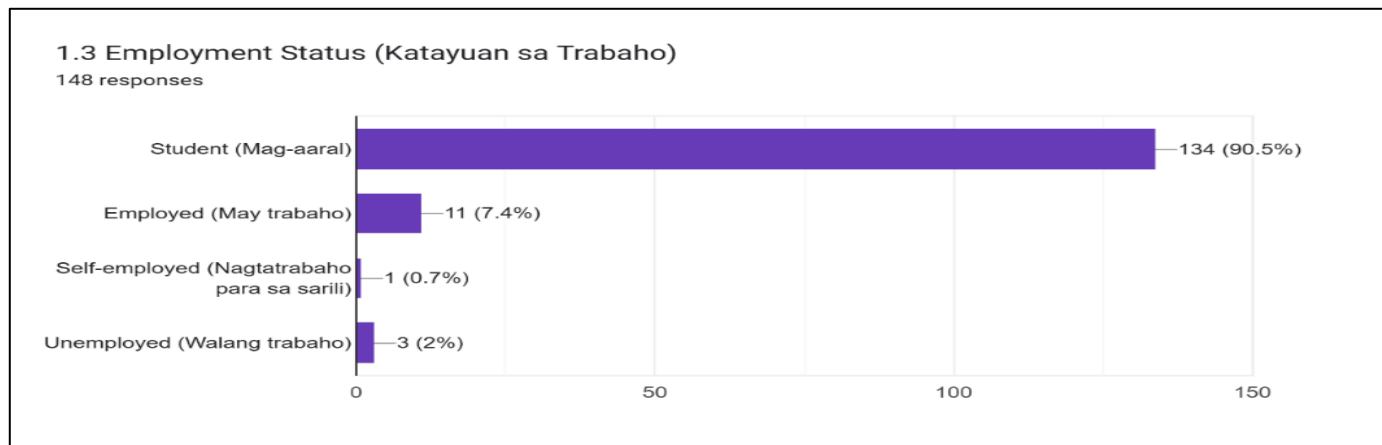
##### ➤ Sex

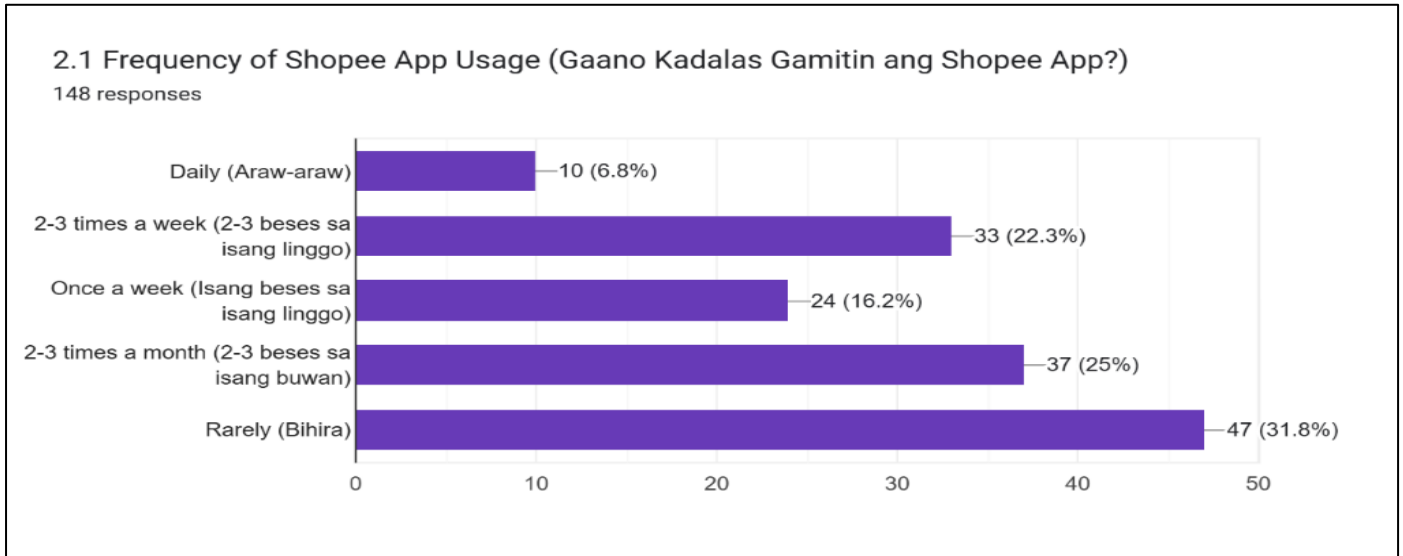
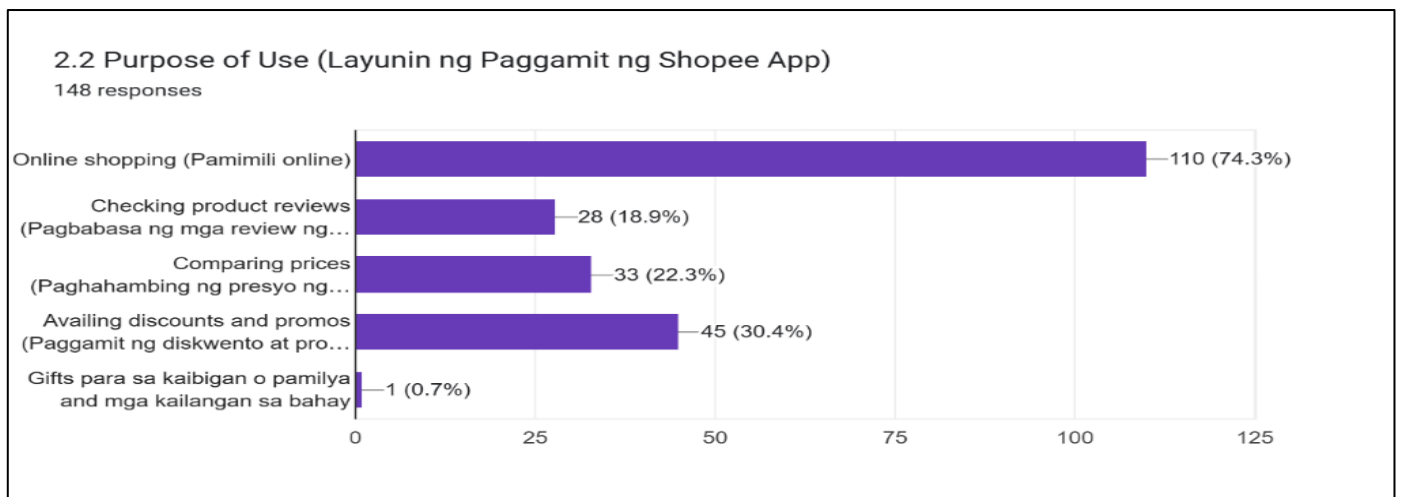
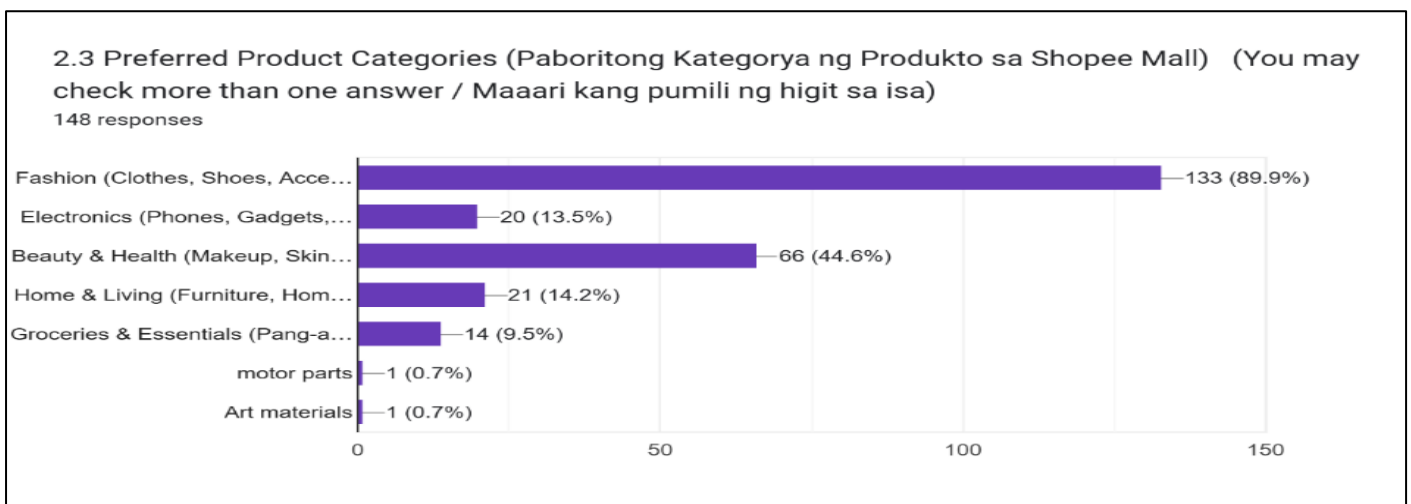


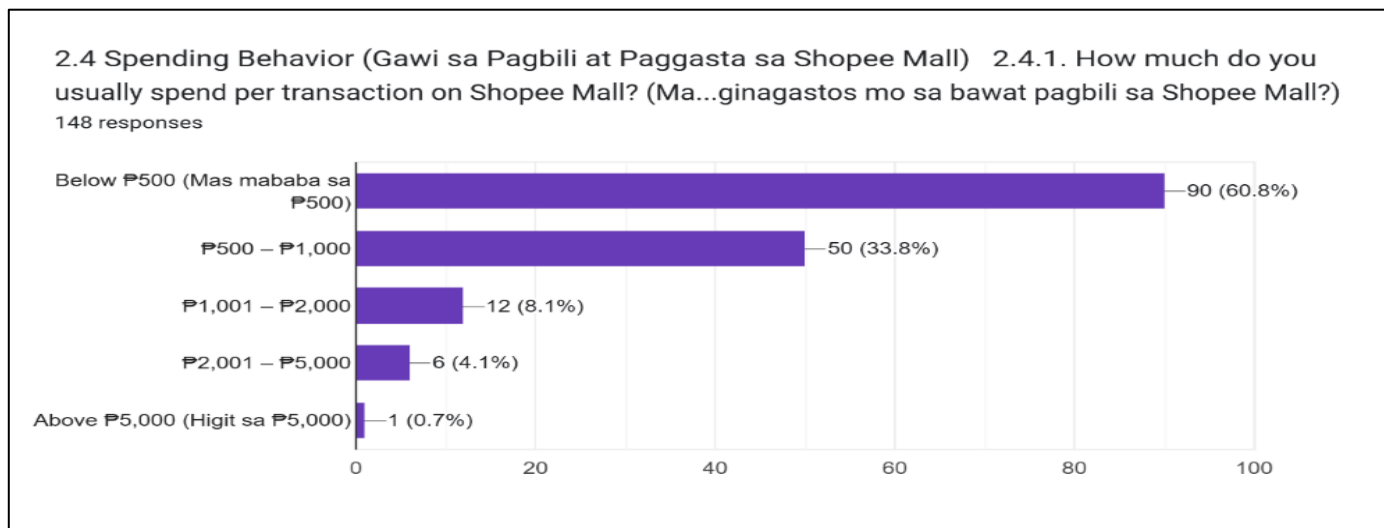
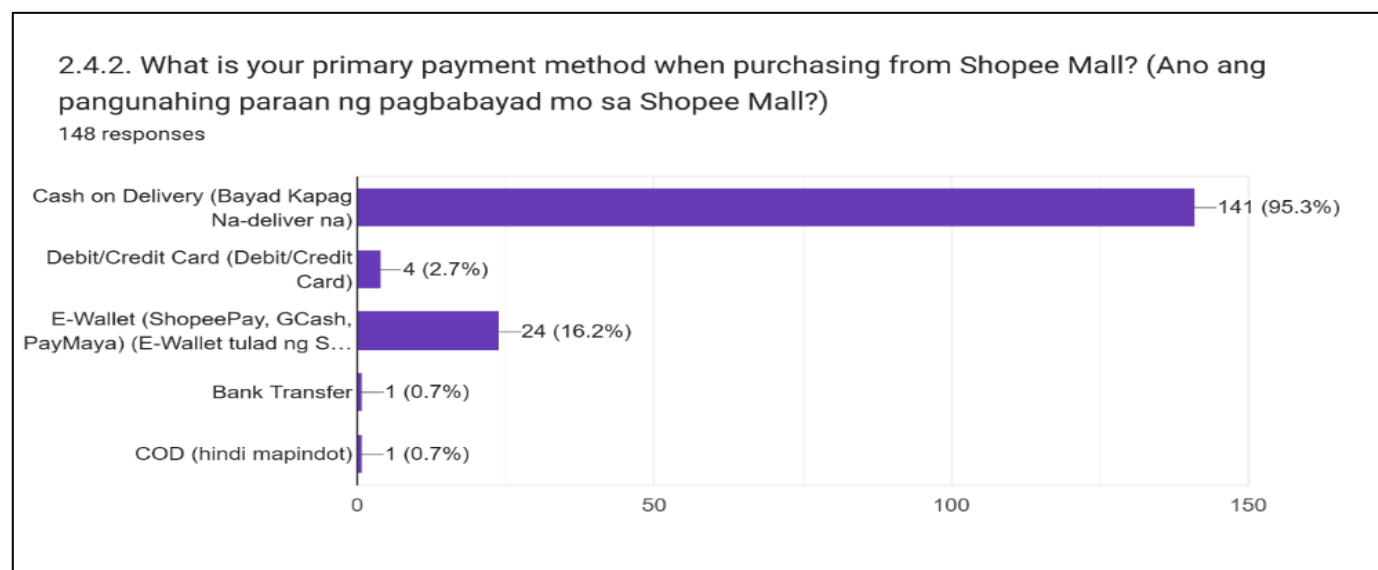
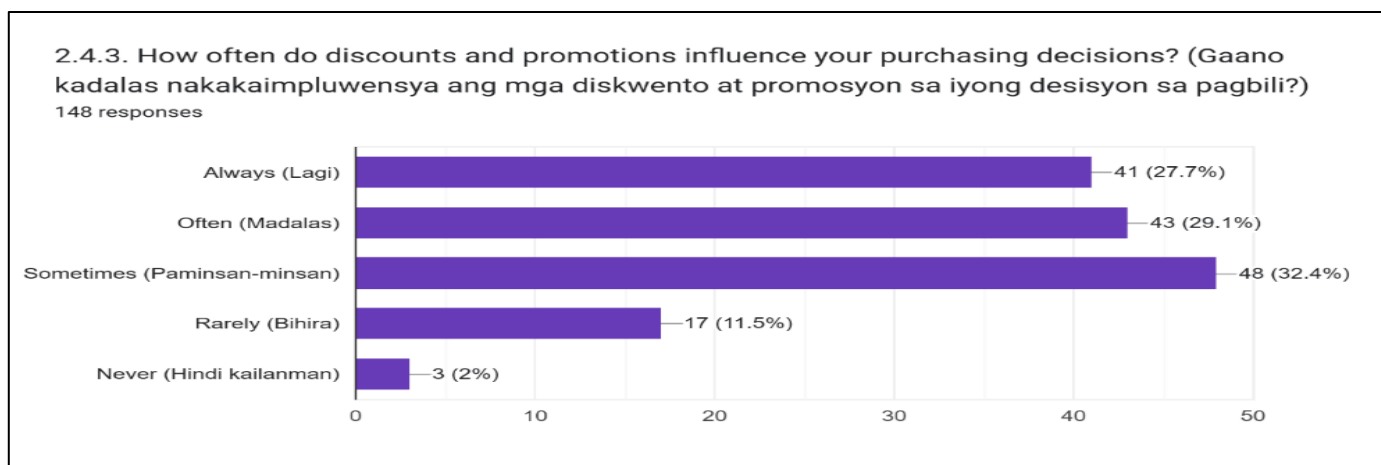
##### ➤ Age



##### ➤ Employment Status

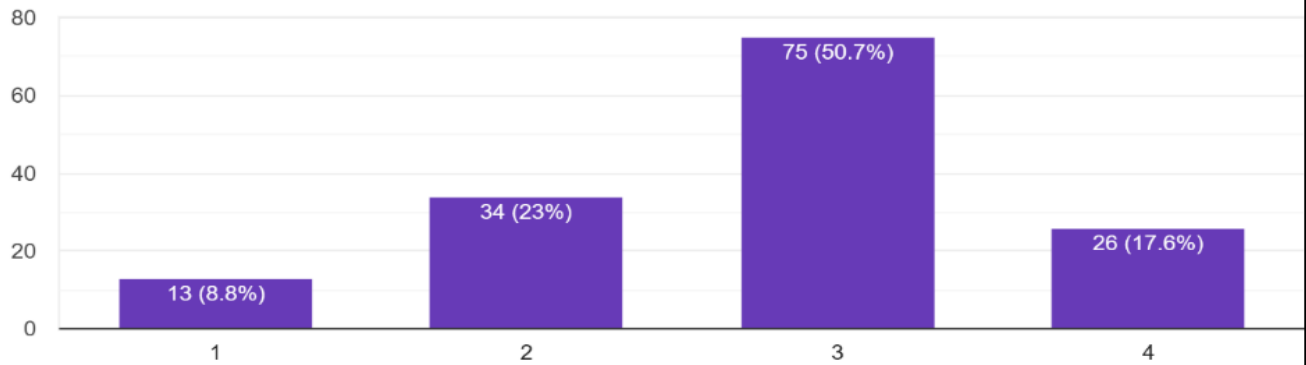


*B. Consumer Behavior of Shopee Mall Consumers*➤ *Frequency of Shopee App Usage*➤ *Purpose of Use*➤ *Preferred Product Categories*

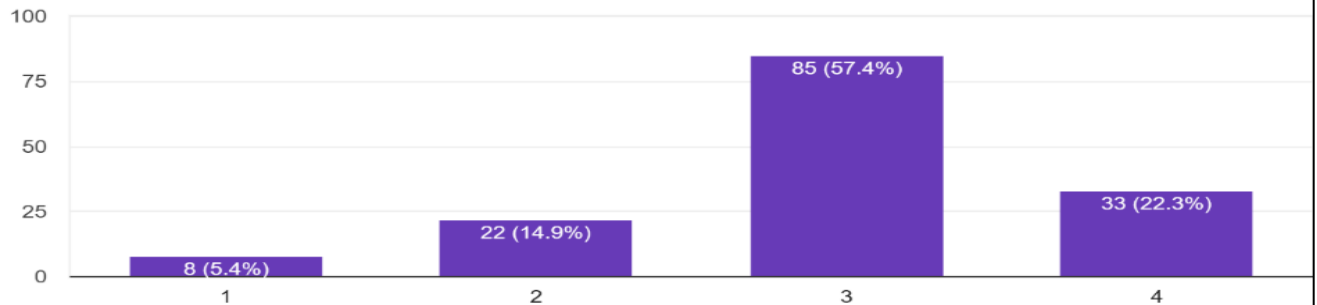
➤ *Spending Behavior*• *Amount Spent on Shopee Mall*• *Primary Payment Method*• *Frequency of Influence*

*C. Key Factors Influencing Buying Decisions of Shopee Mall Consumers*➤ *Psychological Factors***3.1 PSYCHOLOGICAL FACTORS (SIKOLOHIKAL NA SALIK) 1. Shopee Mall advertisements catch my attention and influence my decision to purchase. (...ing pansin at nakakaimpluwensya sa aking pagbili.)**

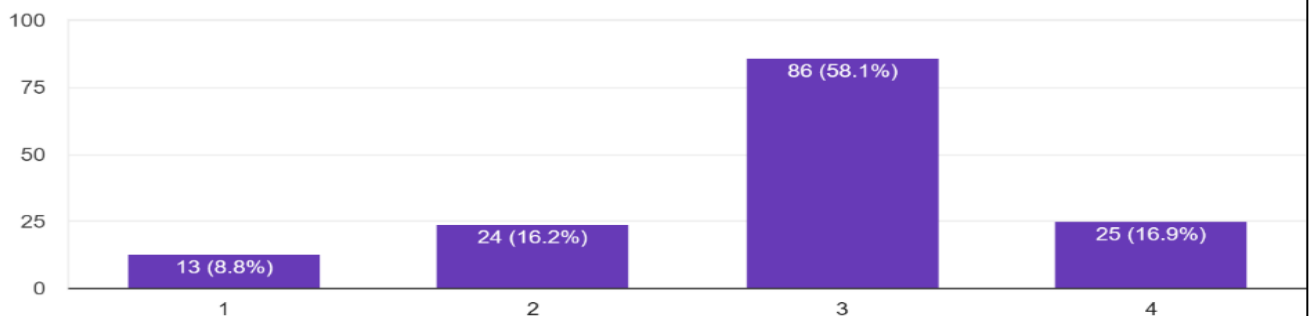
148 responses

**2. I find Shopee Mall products to be worth their price. (Sa tingin ko, sulit ang presyo ng mga produkto sa Shopee Mall.)**

148 responses

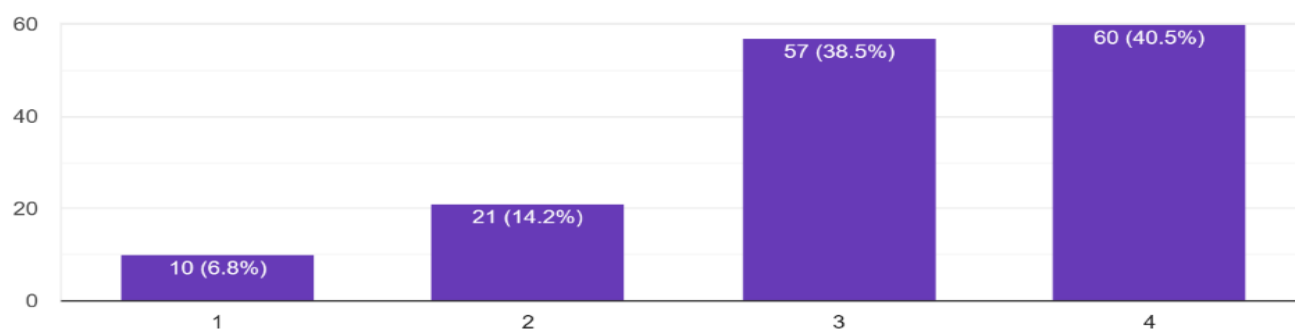
**3. Shopping in Shopee Mall gives me a positive buying experience. (Nagbibigay sa akin ng positibong karanasan ang pamimili sa Shopee Mall.)**

148 responses



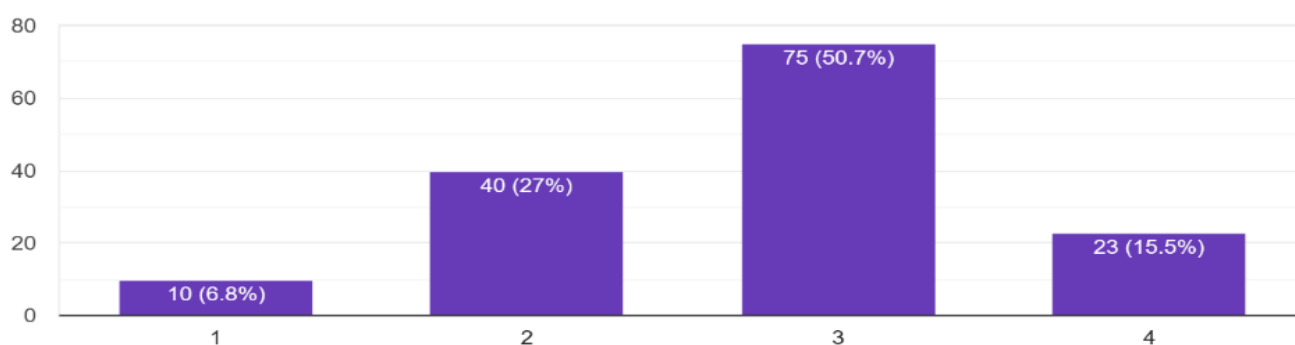
5. I feel excited when there are sales and promotions on Shopee Mall. (Nakakaramdam ako ng kasabikan kapag may mga sale at promosyon sa Shopee Mall.)

148 responses



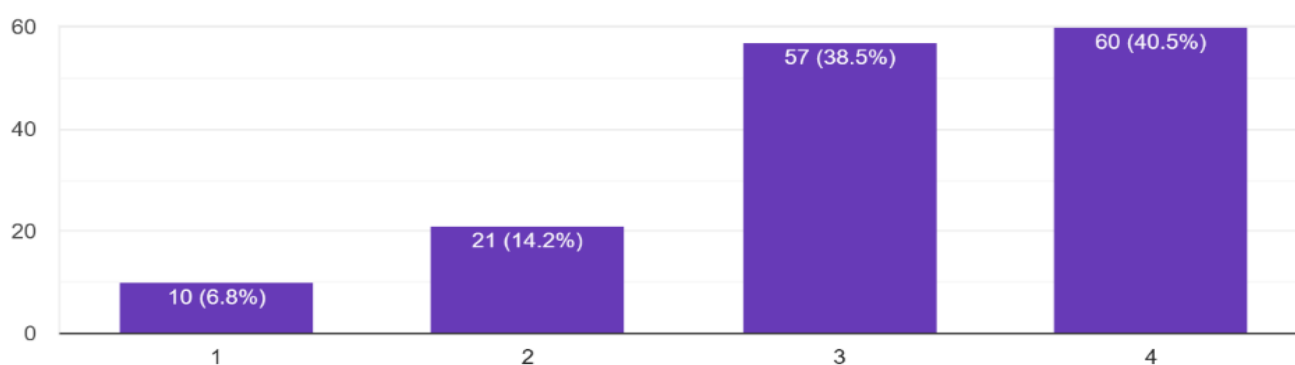
4. I trust the quality of Shopee Mall products. (May tiwala ako sa kalidad ng mga produkto sa Shopee Mall.)

148 responses



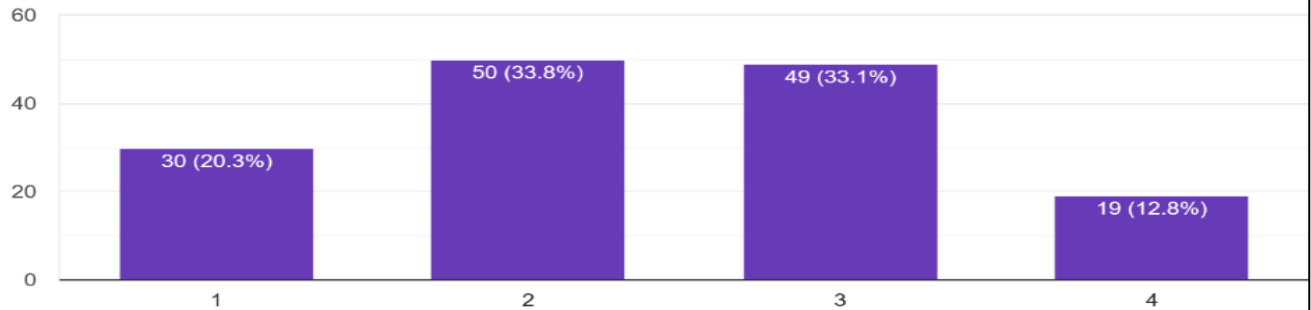
5. I feel excited when there are sales and promotions on Shopee Mall. (Nakakaramdam ako ng kasabikan kapag may mga sale at promosyon sa Shopee Mall.)

148 responses

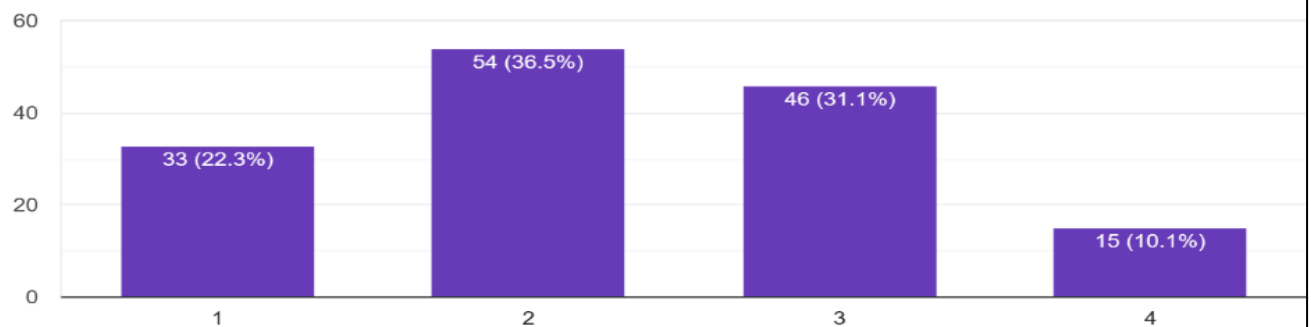


➤ *Social Factors***3.2 SOCIAL FACTORS (PANLIPUNANG SALIK) 1. I buy from Shopee Mall since my friends and peers do the same. (Namimili ako sa Shopee Mall dahil g...awa rin ito ng aking mga kaibigan at kasamahan.)**

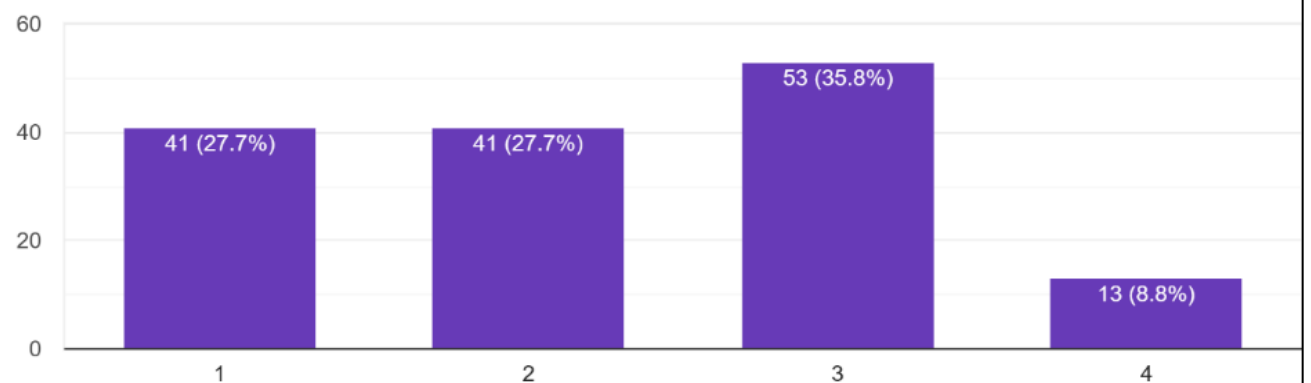
148 responses

**2. My family's shopping habits influence my purchases in Shopee Mall. (Nakakaimpluwensya sa aking pagbili ang mga nakasanayan ng aking pamilya sa pamimili.)**

148 responses

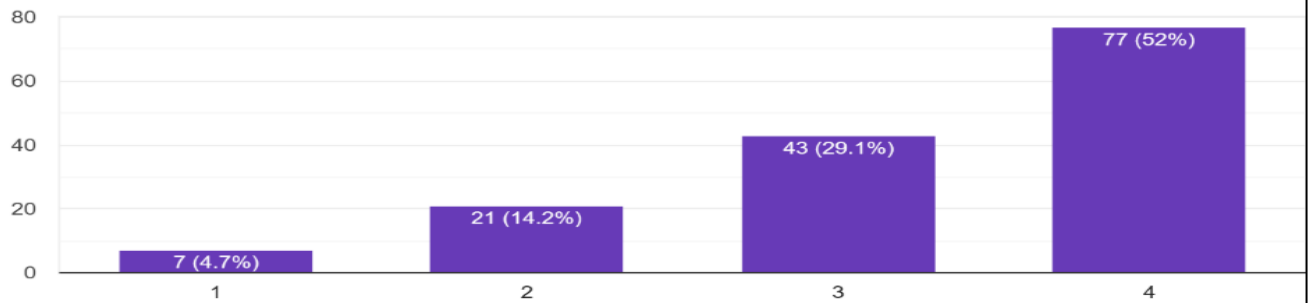
**3. I am drawn to Shopee Mall because of celebrity and influencer endorsements. (Naaakit akong mamili sa Shopee Mall dahil sa pag-eendorso ng mga sikat na personalidad at influencer.)**

148 responses



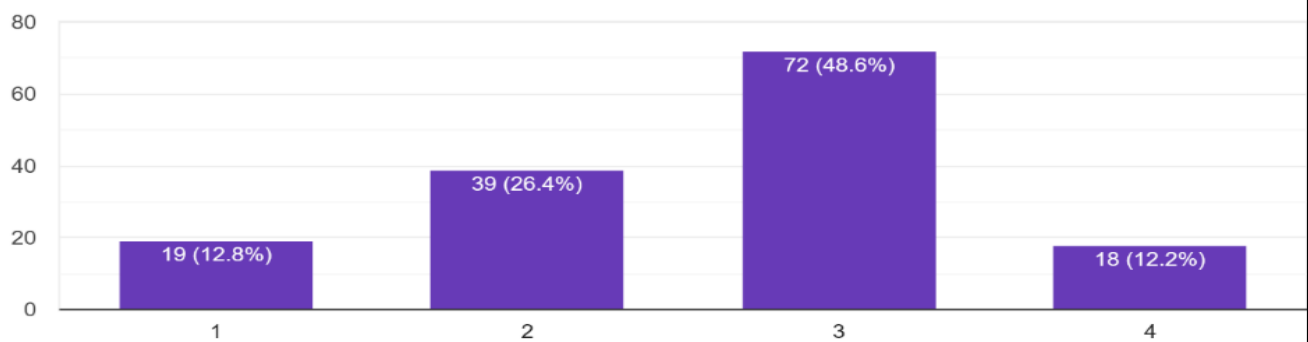
**4. Customer reviews help me decide on my Shopee Mall purchases. (Ang mga review ng mamimili ay nakakatulong sa aking desisyon sa pagbili sa Shopee Mall.)**

148 responses



**5. I am influenced by trends and what most people buy on Shopee Mall. (Nakakaimpluwensiya sa akin ang mga uso at kung ano ang madalas binibili ng karamihan sa Shopee Mall.)**

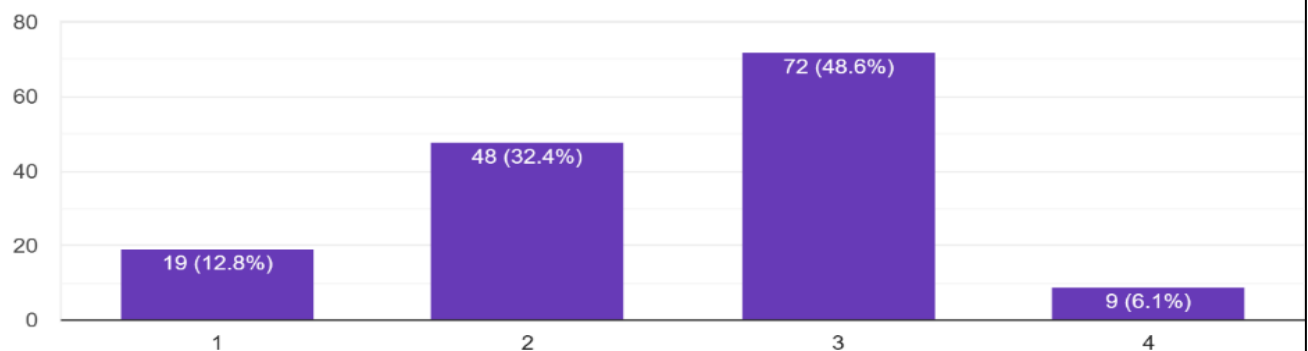
148 responses



➤ *Cultural Factors*

**3.3 CULTURAL FACTORS (KULTURAL NA SALIK) 1. I prefer buying traditional or culturally significant products from Shopee Mall. (Mas gusto kong bumil...uluhang produktong pangkultura sa Shopee Mall.)**

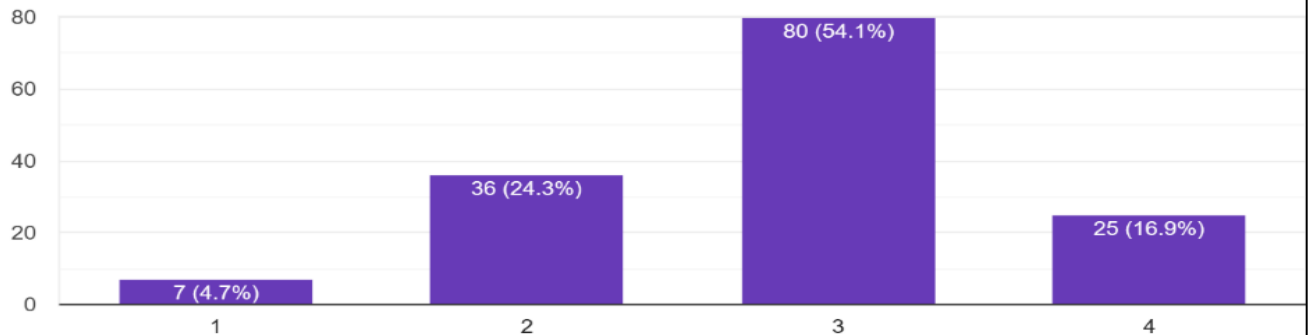
148 responses





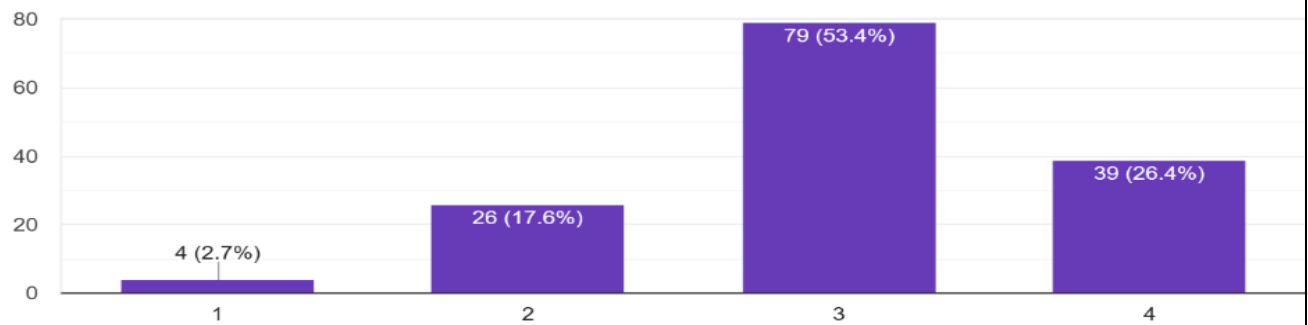
**2. My shopping choices align with my cultural values and lifestyle. (Ang aking mga binibili ay naaayon sa aking kultura at pamumuhay.)**

148 responses



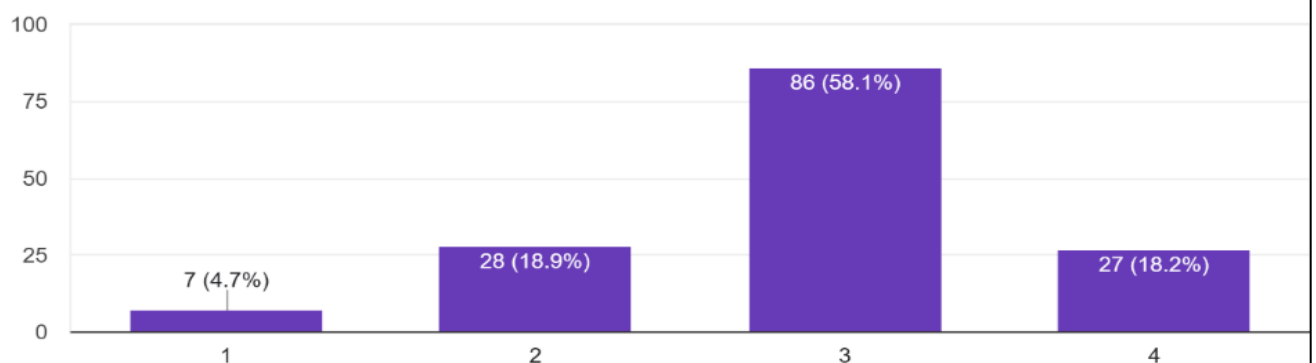
**3. I appreciate Shopee Mall's variety of local and international brands. (Pinahahalagahan ko ang iba't ibang lokal at internasyonal na tatak sa Shopee Mall.)**

148 responses



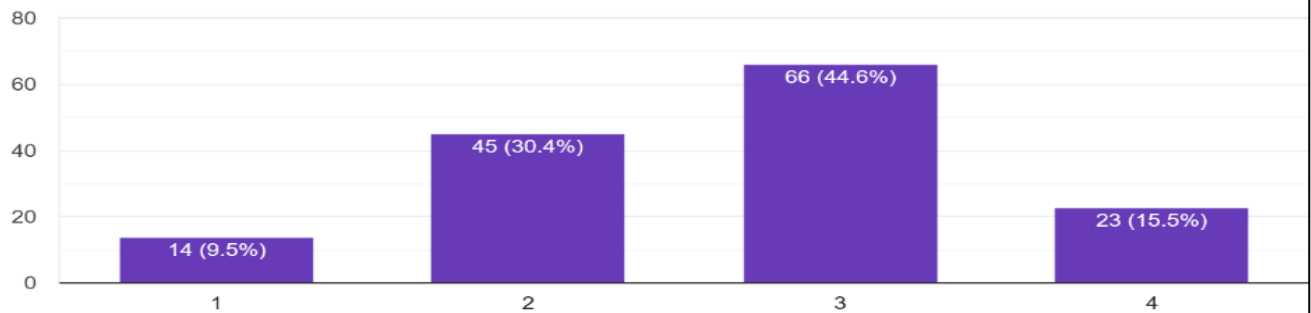
**4. I support brands in Shopee Mall that promote cultural diversity. (Sinusuportahan ko ang mga tatak sa Shopee Mall na nagpapahalaga sa pagkakaiba-iba ng kultura.)**

148 responses



5. I am more inclined to purchase goods linked to customs or cultural events (such as local festivals or holiday discounts). (Mas malaki ang posibilidad n...iriwang o tradisyon tulad ng holiday sale o pista.)

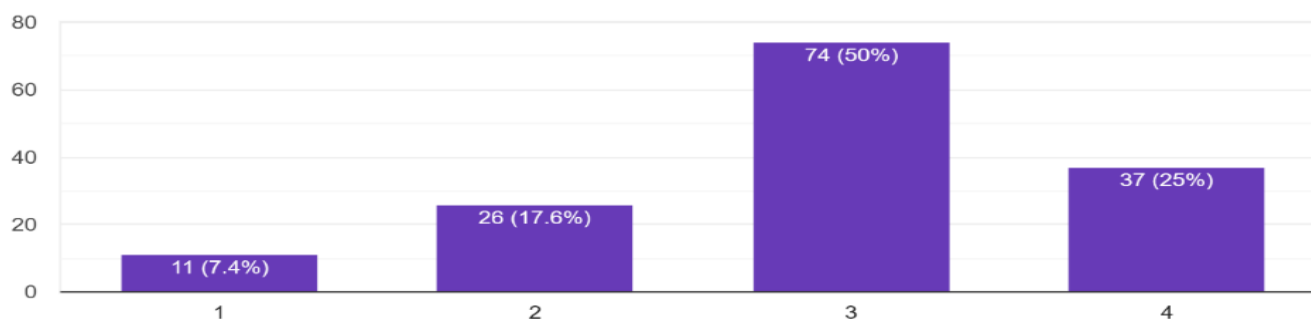
148 responses



### ➤ Personal Factors

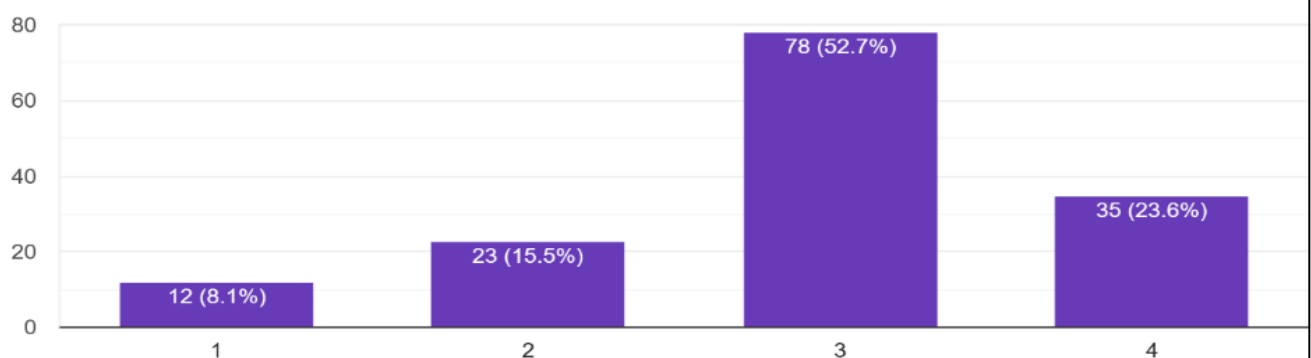
3.4 PERSONAL FACTORS (PERSONAL NA SALIK) 1. The convenience of Shopee Mall makes me choose to shop there. (Pinipili kong mamili sa Shopee Mall dahil sa pagiging maginhawa nito.)

148 responses



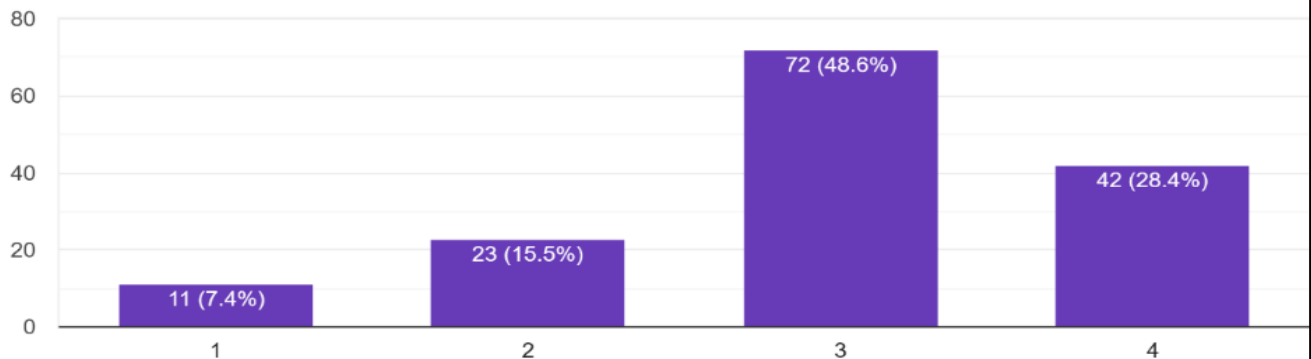
2. Shopee Mall offers products that match my personal preferences. (Ang mga produkto sa Shopee Mall ay tumutugma sa aking personal na panlasa.)

148 responses



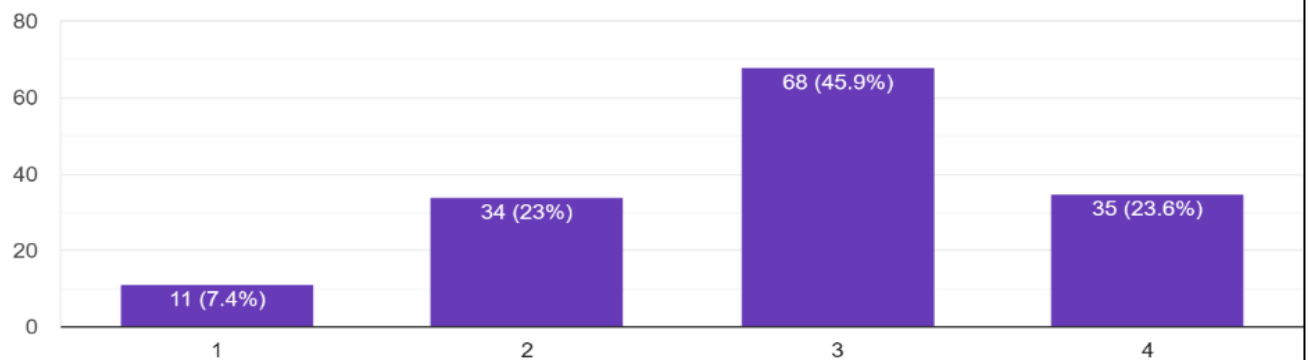
3. I enjoy exploring the variety of brands available in Shopee Mall. (Nasisisyahan akong tuklasin ang iba't ibang tatak na matatagpuan sa Shopee Mall.)

148 responses



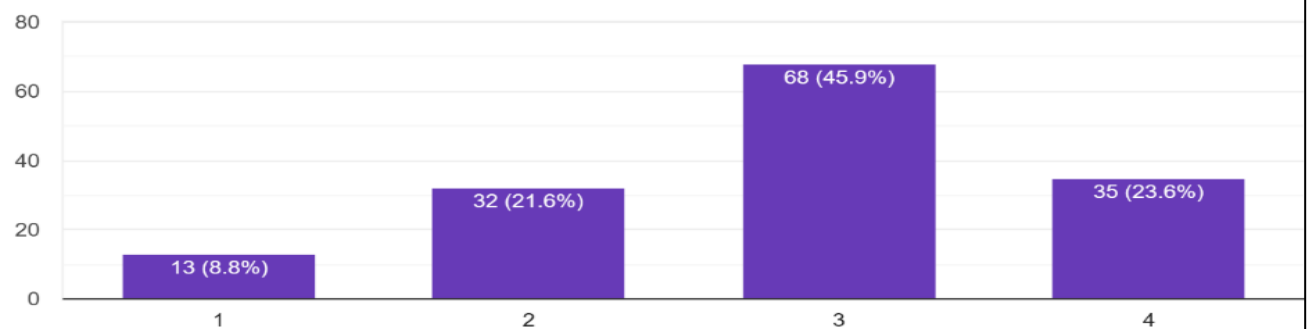
4. Shopping in Shopee Mall suits my lifestyle and spending habits. (Ang pamimili sa Shopee Mall ay akma sa aking lifestyle at paraan ng paggastos.)

148 responses



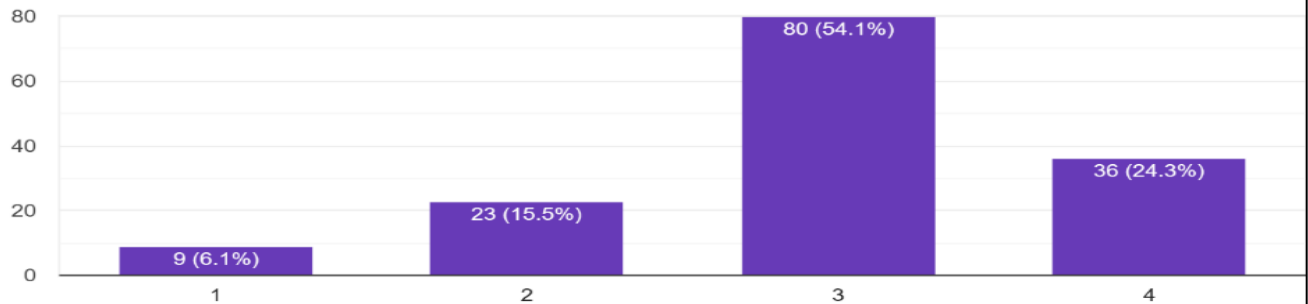
5. Shopping in Shopee Mall aligns with my hobbies, interests, and daily activities. (Ang pamimili sa Shopee Mall ay naaayon sa aking mga libangan, interes, at pang-araw-araw na gawain.)

148 responses

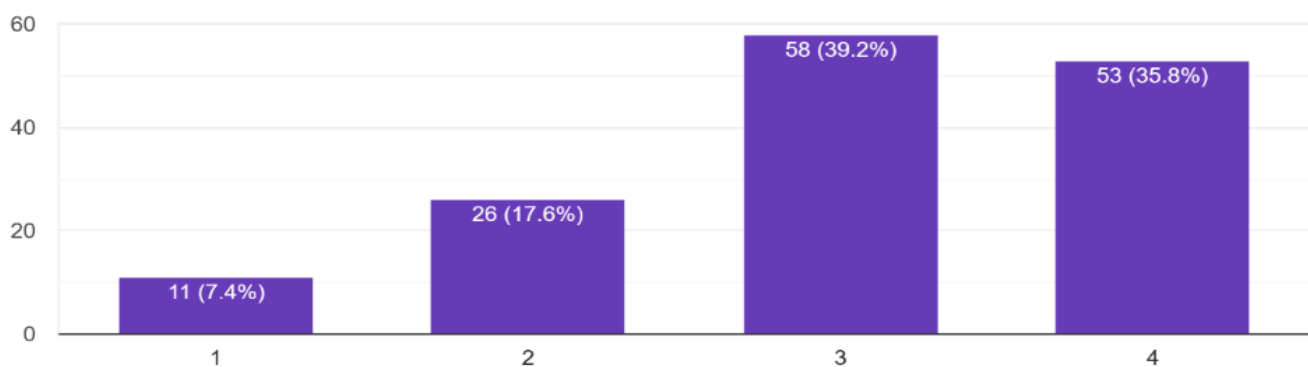


➤ *Economic Factors***3.5 ECONOMIC FACTORS (PANG-EKONOMIYANG SALIK) 1. Product prices in Shopee Mall strongly affect my buying decisions. (Malaki ang epekto ng ...esyo ng produkto sa aking pagbili sa Shopee Mall.)**

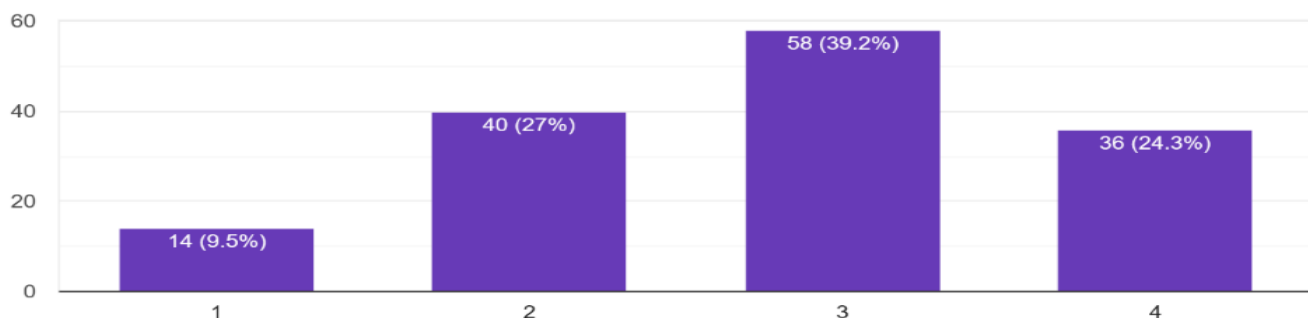
148 responses

**2. Discounts and promotions encourage me to shop at Shopee Mall. (Ang mga diskwento at promo ay nakakapag-udyok sa akin na mamili sa Shopee Mall.)**

148 responses

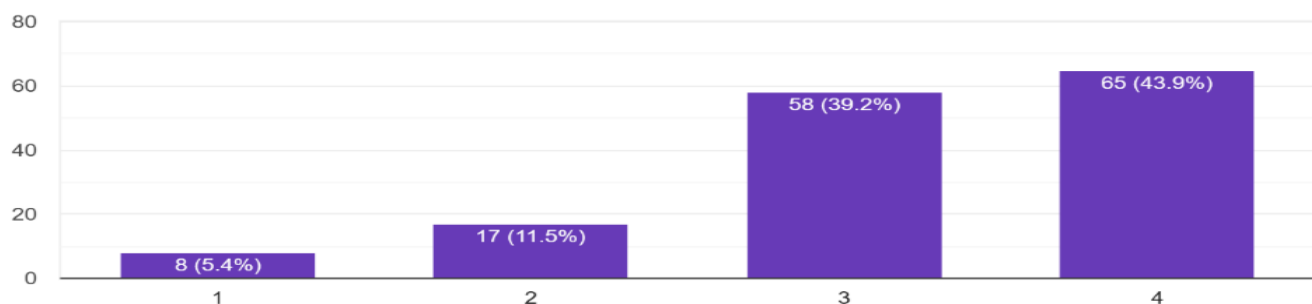
**3. My income level determines how much I spend on Shopee Mall. (Ang aking kita ay nagtatakda kung magkano ang aking nagagastos sa Shopee Mall.)**

148 responses



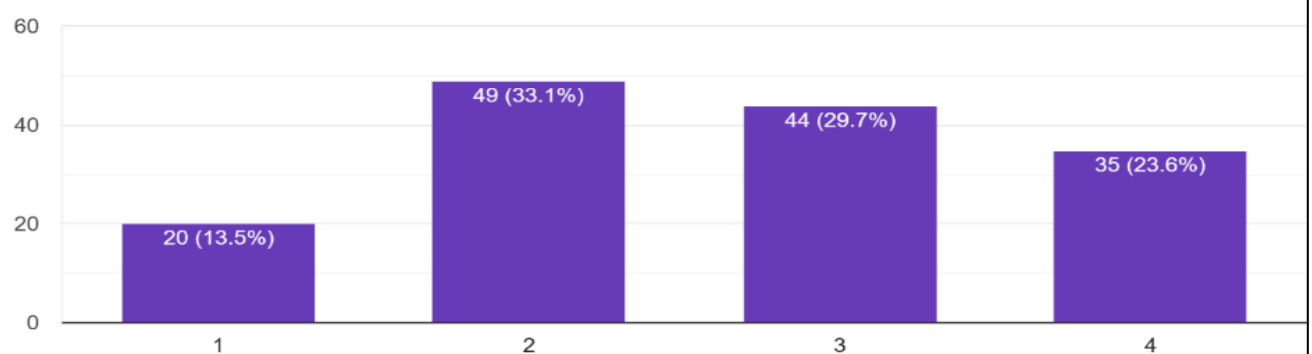
4. I base my purchases on whether the product offers good value for money. (Ginagawa ko ang aking pagbili batay sa kung sulit ang halaga ng produkto.)

148 responses



5. I am willing to spend more for well-known brands on Shopee Mall. (Handa akong gumastos ng mas malaki para sa kilalang brand sa Shopee Mall.)

148 responses

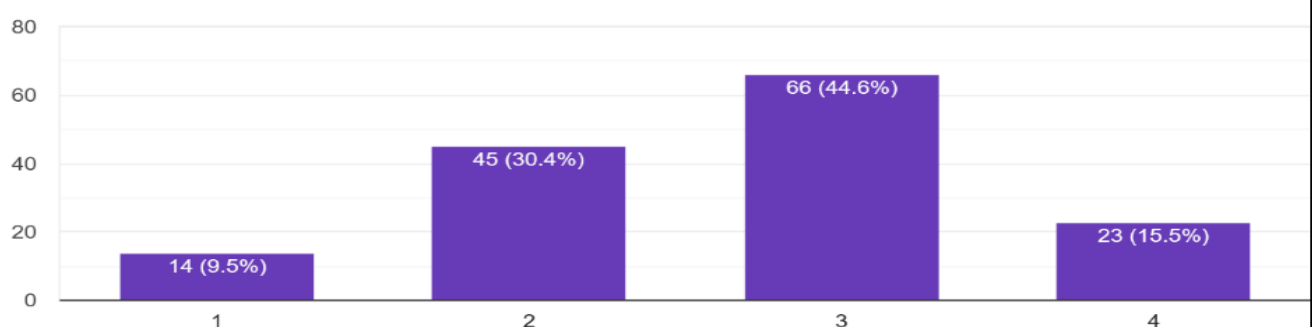


#### D. Influence of Shopee Mall branding on Consumer Purchase

##### ➤ Attention

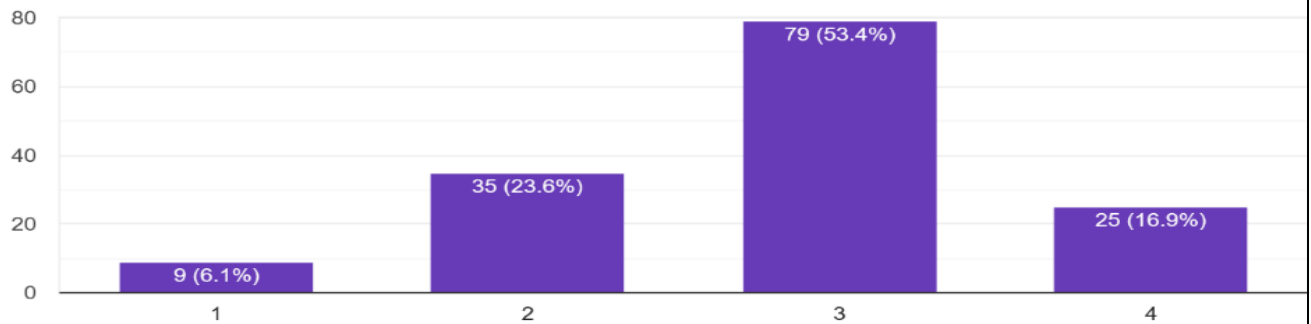
4.1 ATTENTION (PANSIN) 1. Shopee Mall products easily catch my attention. (Madaling nakakaakit ng aking pansin ang mga produkto sa Shopee Mall.)

148 responses



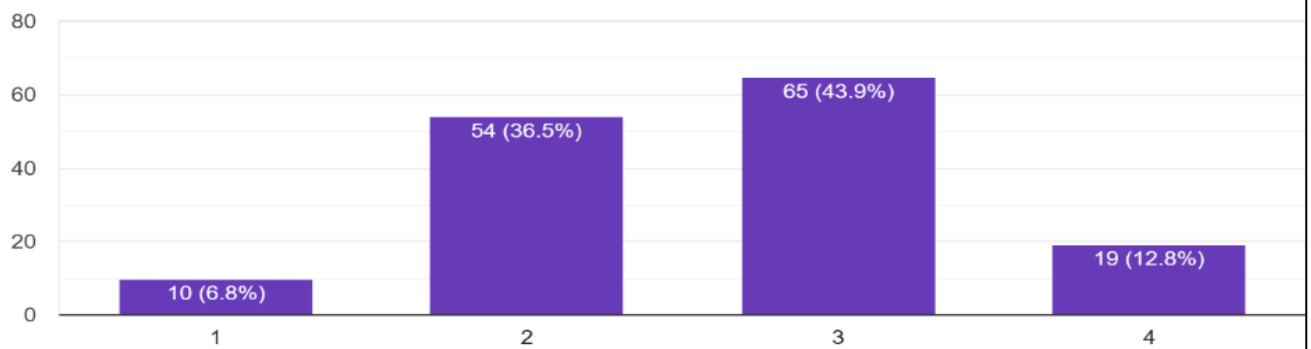
**2. The design and presentation of Shopee Mall products are visually appealing. (Kaaya-aya ang disenyo at presentasyon ng mga produkto sa Shopee Mall.)**

148 responses



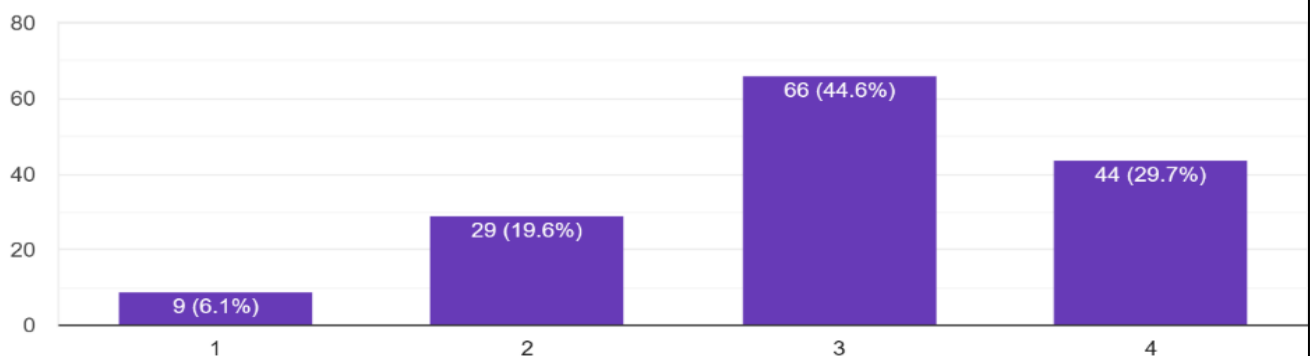
**3. Shopee Mall advertisements and promotions are memorable. (Nakakaalala ako ng mga patalastas at promosyon mula sa Shopee Mall.)**

148 responses



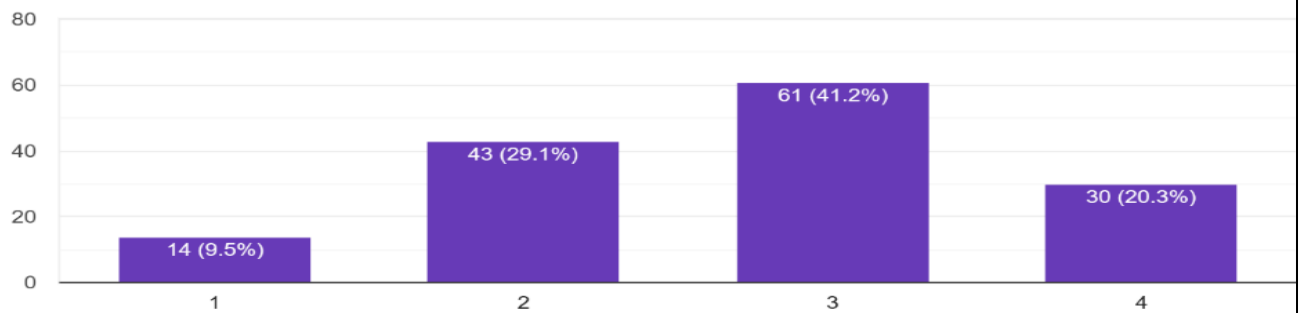
**4. Shopee Mall products frequently appear on my feed. (Madalas lumalabas sa aking feed ang mga produkto ng Shopee Mall.)**

148 responses



5. I am more likely to click on items with the Shopee Mall label. (Mas madalas kong iklik ang mga item na may Shopee Mall label.)

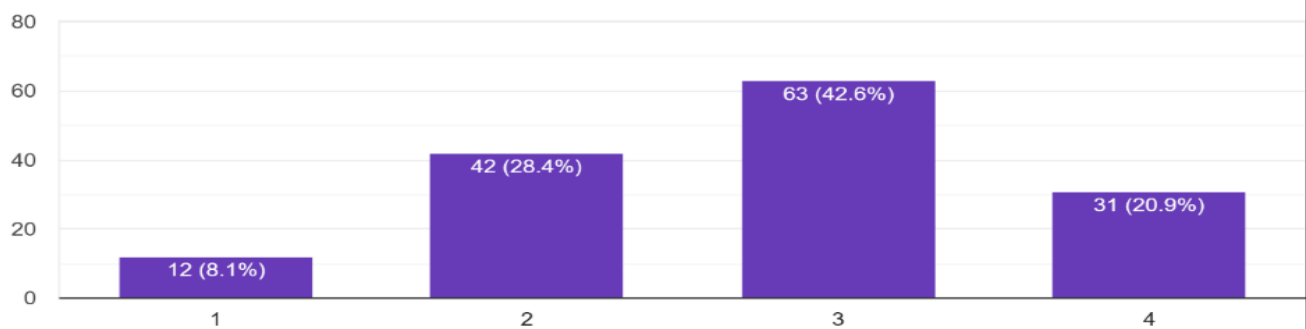
148 responses



➤ Interest

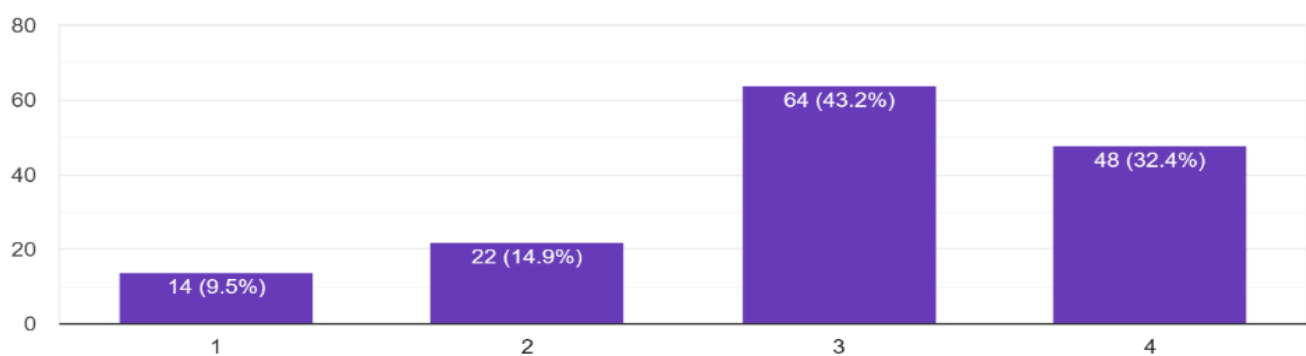
4.2 INTEREST (INTERES) 1. I become curious when I see products from Shopee Mall. (Nagiging interesado ako kapag nakakakita ako ng produkto mula sa Shopee Mall.)

148 responses



2. I check product details more closely when they are from Shopee Mall. (Mas maingat kong tinitingnan ang mga detalye ng produkto kung ito ay mula sa Shopee Mall.)

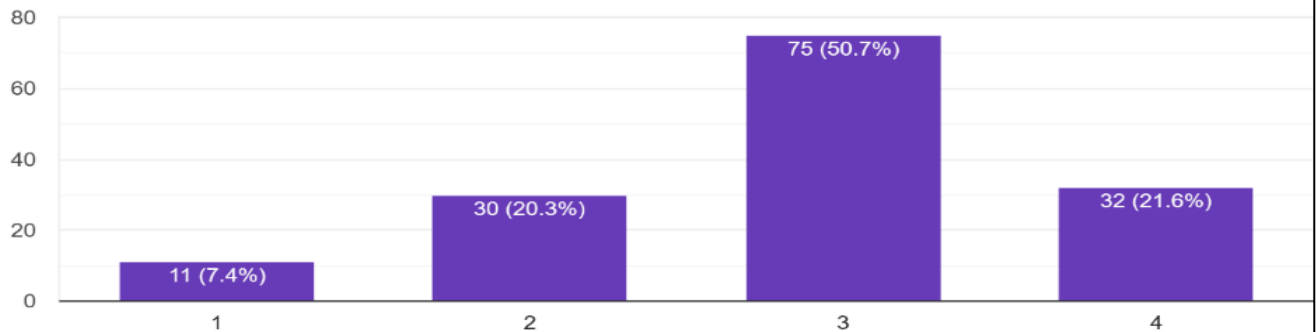
148 responses





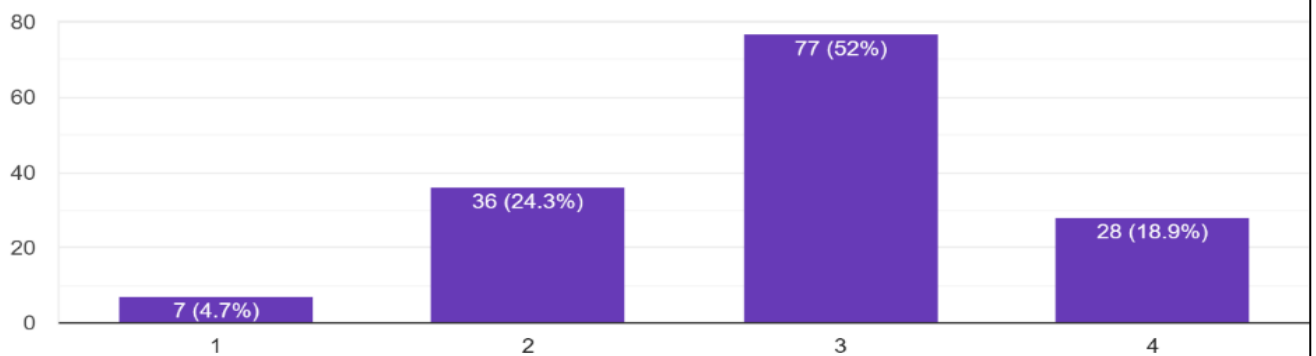
**3. Shopee Mall offers are relevant to my needs and interests. (Ang mga alok sa Shopee Mall ay akma sa aking pangangailangan at interes.)**

148 responses



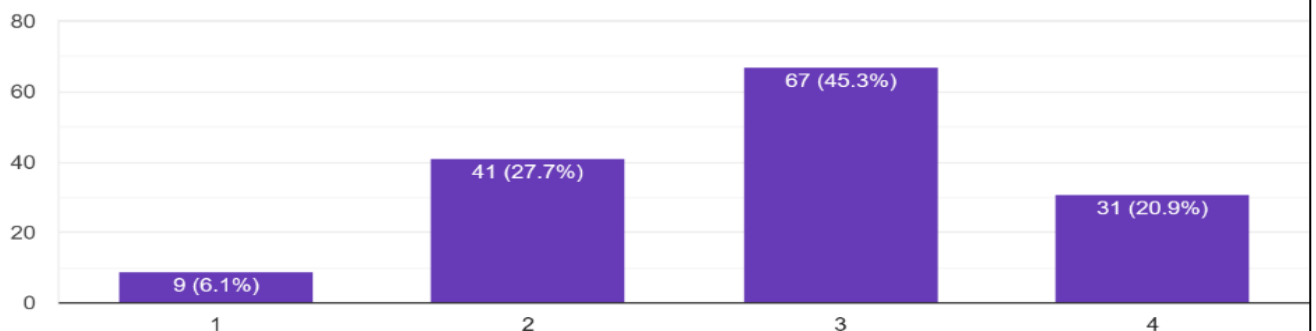
**4. Shopee Mall provides complete and useful product information. (Nagbibigay ang Shopee Mall ng kumpleto at kapaki-pakinabang na impormasyon tungkol sa mga produkto.)**

148 responses



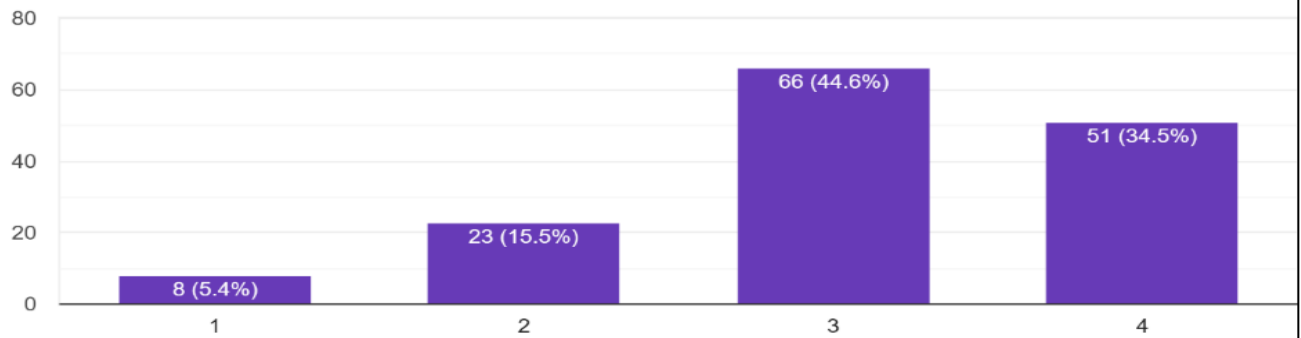
**5. Shopee Mall's advertising and promotions make me curious about their featured products. (Ang mga patalastas at promosyon ng Shopee Mall ay na...ing interes sa kanilang mga tampok na produkto.)**

148 responses

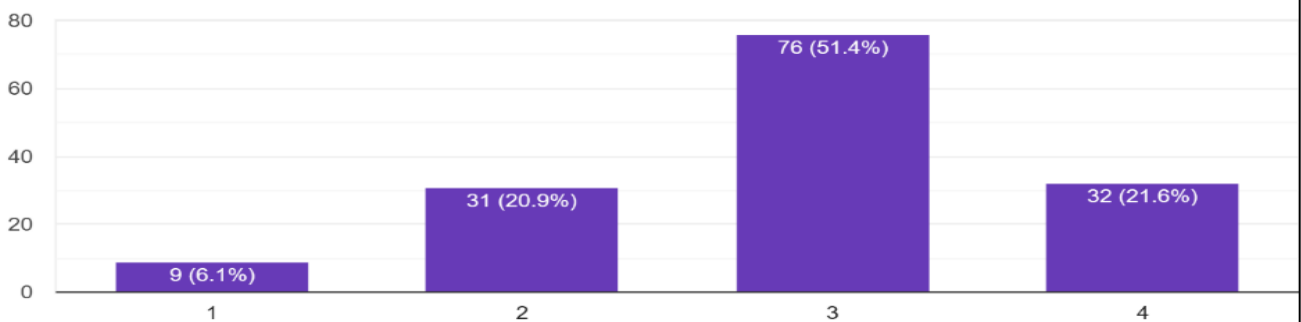


➤ *Desire***4.3 DESIRE (PAGNANAIS) 1. I feel an urge to buy Shopee Mall products when they match my needs. (Nakakaramdam ako ng pagnanais na bilhin ...all kapag ito ay akma sa aking pangangailangan.)**

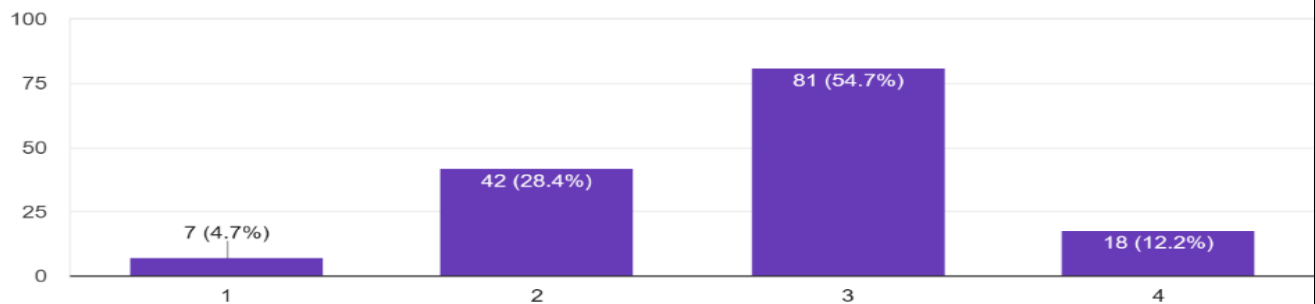
148 responses

**2. I believe Shopee Mall products offer good value for money. (Naniniwala akong sulit sa presyo ang mga produkto sa Shopee Mall.)**

148 responses

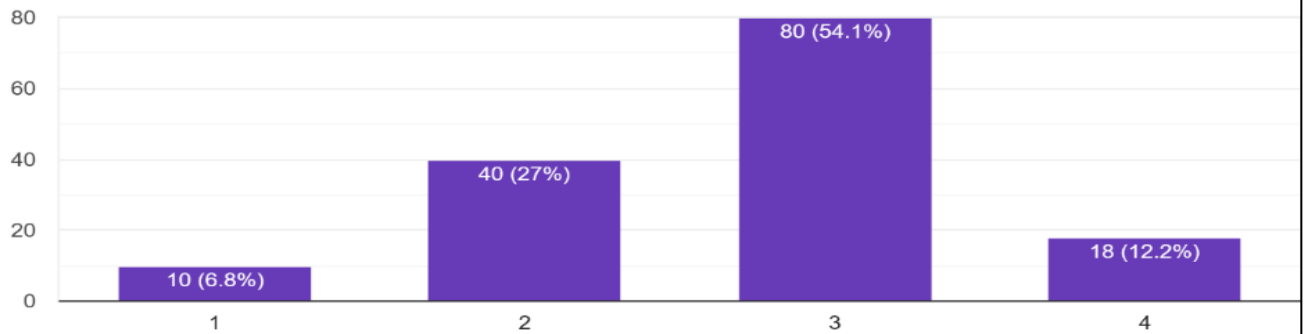
**3. I trust the accuracy and reliability of information from Shopee Mall. (May tiwala ako sa katumpakan at pagiging maaasahan ng impormasyon mula sa Shopee Mall.)**

148 responses



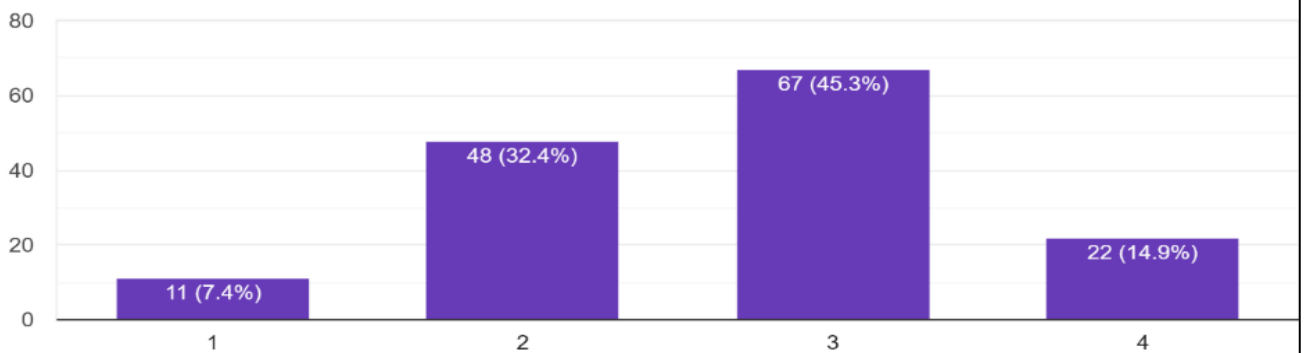
4. I consider Shopee Mall products to be of the best quality. (Itinuturing kong may pinakamataas na kalidad ang mga produkto sa Shopee Mall.)

148 responses



5. When I see the Shopee Mall label, I feel more motivated to purchase the product. (Kapag nakikita ko ang Shopee Mall label, mas naiingganyo akong bilhin ang produkto.)

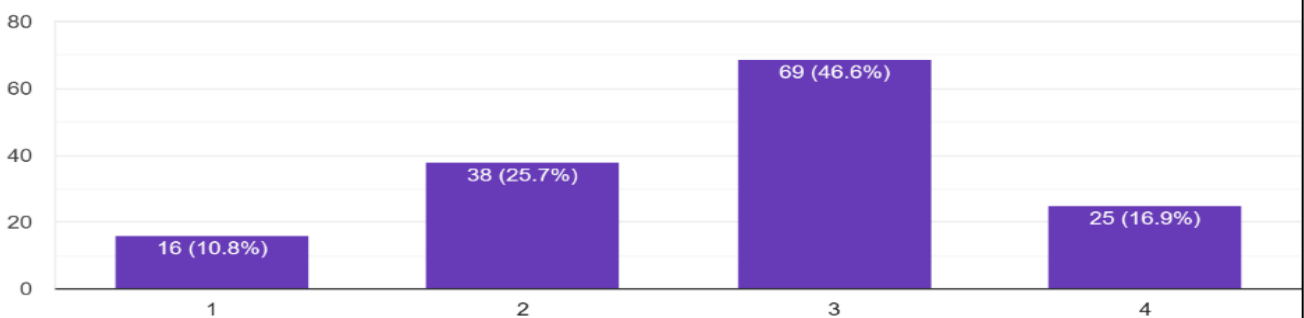
148 responses



➤ *Action*

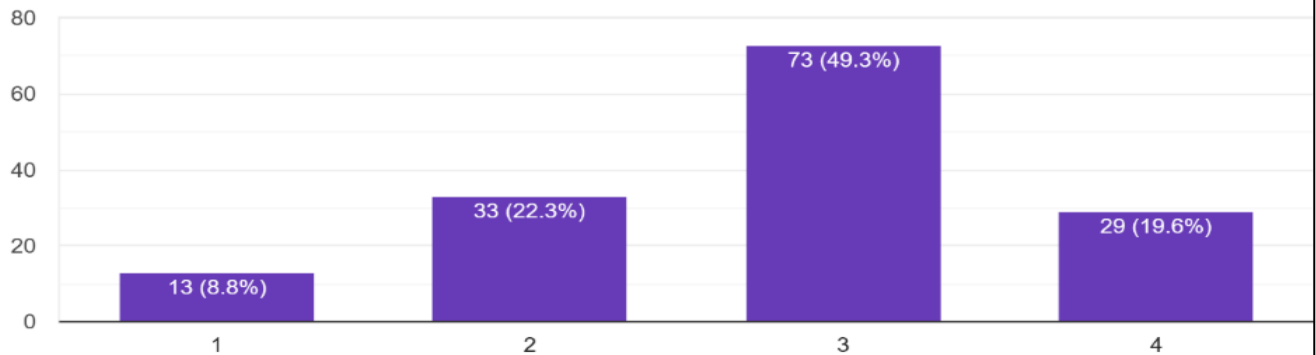
4.4 ACTION (PAGKILOS) 1. I buy from Shopee Mall more frequently than other alternatives. (Mas madalas akong bumibili sa Shopee Mall kaysa sa ibang alternatibo.)

148 responses



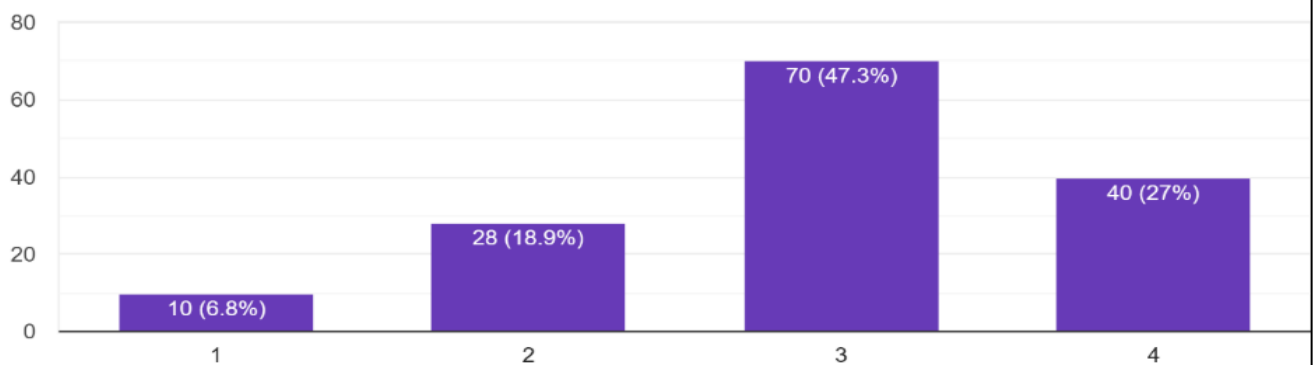
2. I am likely to recommend Shopee Mall products to others. (Malaki ang posibilidad na irekomenda ko ang mga produkto mula sa Shopee Mall.)

148 responses



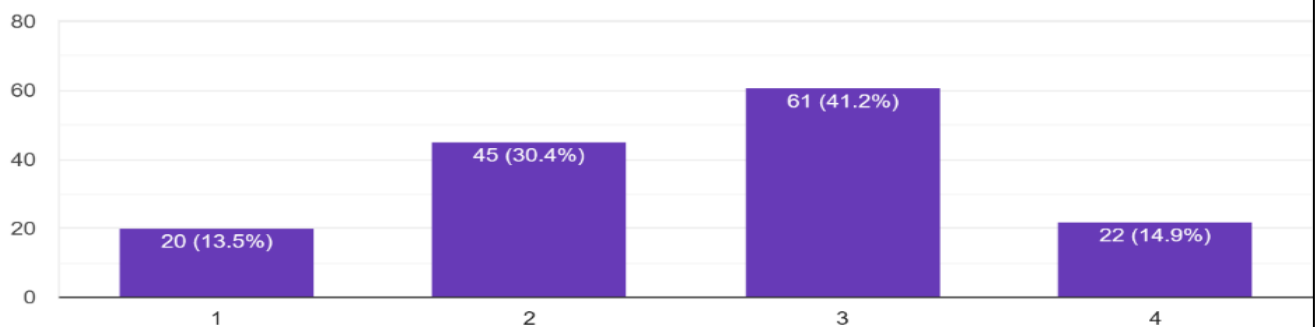
3. I revisit Shopee Mall shops multiple times before making a purchase. (Bumabalik ako sa mga tindahan ng Shopee Mall nang maraming beses bago bumili.)

148 responses



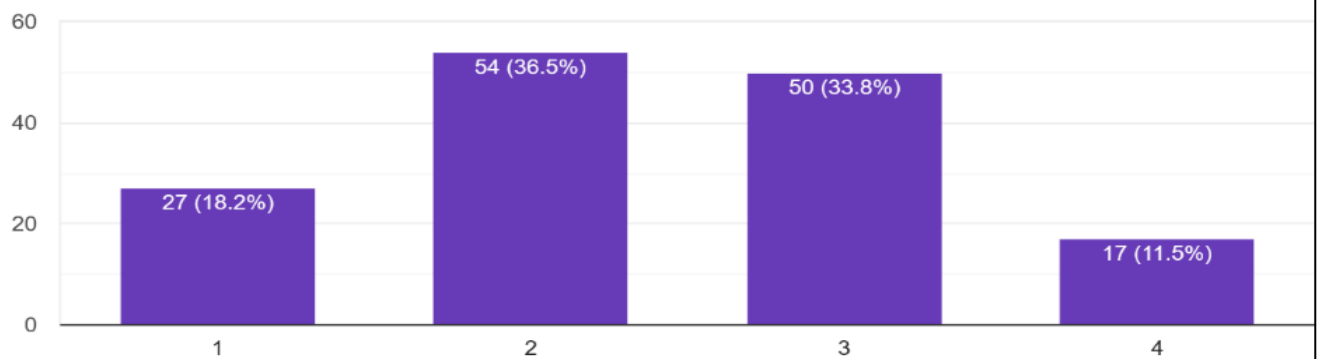
4. My interest in business ownership has grown due to this course. (Lalong lumago ang aking interes sa pagmamay-ari ng negosyo dahil sa kursong ito.)

148 responses



**5. I sign up for exclusive promotions from Shopee Mall shops. (Nagpaparehistro ako sa mga eksklusibong promosyon ng mga tindahan sa Shopee Mall.)**

148 responses



**APPENDIX B**  
**SAMPLE LETTER ON DATA GATHERING**

March 2025

Dear Respondent,

Greetings!

We, the undersigned, are Master of Business Administration students at Nueva Ecija University of Science and Technology, Cabanatuan City, and are currently conducting research as a course requirement entitled "*EVALUATING THE IMPACT OF SHOPEE MALL ON CONSUMER PURCHASING BEHAVIOR: BASIS FOR DEVELOPING AN EFFECTIVE MARKETING PLAN.*" This study aims to assess consumer behavior, key purchasing influences, and the role of Shopee Mall branding in shaping buying decisions.

As a valued Shopee Mall consumer in Cabanatuan City, Nueva Ecija, we kindly invite you to participate in our survey. Your insights and experiences will be highly beneficial in understanding shopping patterns and improving marketing strategies.

Your participation in this survey is voluntary, and you may choose to withdraw at any time. Rest assured that all information you provide will remain strictly confidential and will only be used for academic purposes. No personal details will be disclosed, ensuring your privacy and anonymity.

By answering this survey, you acknowledge your willingness to participate and contribute to this study. Should you have any questions or concerns, please feel free to reach out to us.

We sincerely appreciate your time and valuable input. Thank you for your participation!

Respectfully,



**JHEA MARIE S. BALID**

**ADRIAN MIGUEL P. DIAZ (Sgd.)**



**ANGELYN C. DELA CRUZ**



**JIREH G. DUPLON**

Noted by:



**NOEL B. AGUSTIN, PhD**  
Adviser

## APPENDIX C RESEARCH INSTRUMENTS

### EVALUATING THE IMPACT OF SHOPEE MALL ON CONSUMER PURCHASE: A BASIS FOR DEVELOPING AN EFFECTIVE MARKETING PLAN

(Survey Questionnaire for Shopee Mall Consumers in Cabanatuan City)

**Name (Optional):** \_\_\_\_\_

**Barangay:** \_\_\_\_\_

#### A. PART I. SOCIO-DEMOGRAPHIC PROFILE (UNANG BAHAGI: SOSYO-DEMOGRAPIKONG PROFAYL)

- **Directions:** Please put a check ☒ in the box that corresponds to your chosen answer. For items that require specific information, please write your answer in the space provided.

*(Panuto: Pakilagyang ng tsek ☒ sa kahon na tumutugon sa iyong napiling kasagutan. Para sa mga bilang na nangangailangan ng tiyak na impormasyon, pakisulat ang iyong sagot sa inilaang espasyo.)*

➤ *Sex (Kasarian)*

- ☐ Male (*Lalaki*)  
☐ Female (*Babae*)

➤ *Age (Edad)*

- ☐ Below 18 (*Mas mababa sa 18*)  
☐ 18 – 24 years old (*18 – 24 taong gulang*)  
☐ 25 – 34 years old (*25 – 34 taong gulang*)  
☐ 35 – 44 years old (*35 – 44 taong gulang*)  
☐ 45 years old and above (*45 taong gulang pataas*)

➤ *Employment Status (Katayuan sa Trabaho)*

- ☐ Student (*Mag-aaral*)  
☐ Employed (*May trabaho*)  
☐ Self-employed (*Nagtatrabaho para sa sarili*)  
☐ Unemployed (*Walang trabaho*)  
☐ Others, please specify: (*Iba pa, pakispecify:* \_\_\_\_\_)

#### B. PART II. CONSUMER BEHAVIOR OF SHOPEE MALL CONSUMERS (GAWI NG MAMIMILI SA SHOPEE MALL)

- **Directions:** Please put a check ☒ in the box that corresponds to your chosen answer. For items that require specific information, please write your answer in the space provided.

*(Panuto: Pakilagyang ng tsek ☒ sa kahon na tumutugon sa iyong napiling kasagutan. Para sa mga bilang na nangangailangan ng tiyak na impormasyon, pakisulat ang iyong sagot sa inilaang espasyo.)*

➤ *Frequency of Shopee App Usage (Gaano Kadalas Gamitin ang Shopee App?)*

- ☐ Daily (*Araw-araw*)  
☐ 2-3 times a week (*2-3 beses sa isang linggo*)  
☐ Once a week (*Isang beses sa isang linggo*)  
☐ 2-3 times a month (*2-3 beses sa isang buwan*)  
☐ Rarely (*Bihira*)



➤ *Purpose of Use (Layunin ng Paggamit ng Shopee App)*

- ☐ Online shopping (*Pamimili online*)
- ☐ Checking product reviews (*Pagbabasa ng mga review ng produkto*)
- ☐ Comparing prices (*Paghahambing ng presyo ng mga produkto*)
- ☐ Availing discounts and promos (*Paggamit ng diskwento at promo*)
- ☐ Others, please specify: (*Iba pa, pakispecify:* \_\_\_\_\_)

➤ *Preferred Product Categories (Paboritong Kategoriya ng Produkto sa Shopee Mall)*

- ☐ Groceries & Ess (You may check more than one answer / *Maaari kang pumili ng higit sa isa*)
- ☐ Fashion (Clothes, Shoes, Accessories) (*Damit, Sapatos, Aksesorya*)
- ☐ Electronics (Phones, Gadgets, Appliances) (*Mga Telepono, Gadget, Appliances*)
- ☐ Beauty & Health (Makeup, Skincare, Supplements) (*Pampaganda, Pangangalaga sa Balat, Bitamina*)
- ☐ Home & Living (Furniture, Home Decor, Kitchenware) (*Muwebles, Dekorasyon sa Bahay, Kagamitang Pangkusina*)
- ☐ Others, please specify: (*Iba pa, pakispecify:* \_\_\_\_\_)

➤ *Spending Behavior (Gawi sa Pagbili at Paggasta sa Shopee Mall)*

- **How much do you usually spend per transaction on Shopee Mall?** (*Magkano kadalasang ginagastos mo sa bawat pagbili sa Shopee Mall?*)

- ☐ Below ₱500 (*Mas mababa sa ₱500*)
- ☐ ₱500 – ₱1,000
- ☐ ₱1,001 – ₱2,000
- ☐ ₱2,001 – ₱5,000
- ☐ Above ₱5,000 (*Higit sa ₱5,000*)

- **What is your primary payment method when purchasing from Shopee Mall?** (*Ano ang pangunahing paraan ng pagbabayad mo sa Shopee Mall?*)

- ☐ Cash on Delivery (*Bayad Kapag Na-deliver na*)
- ☐ Debit/Credit Card (*Debit/Credit Card*)
- ☐ E-Wallet (ShopeePay, GCash, PayMaya) (*E-Wallet tulad ng ShopeePay, GCash, PayMaya*)
- ☐ Bank Transfer (*Bank Transfer*)
- ☐ Others, please specify: (*Iba pa, pakispecify:* \_\_\_\_\_)

- **How often do discounts and promotions influence your purchasing decisions?** (*Gaano kadalang nakakaimpluwensya ang mga diskwento at promosyon sa iyong desisyon sa pagbili?*)

- ☐ Always (*Lagi*)
- ☐ Often (*Madalas*)
- ☐ Sometimes (*Paminsan-minsan*)
- ☐ Rarely (*Bihira*)
- ☐ Never (*Hindi kailanman*)

**C. PART III. KEY FACTORS INFLUENCING BUYING DECISIONS OF SHOPEE MALL CONSUMERS (PANGUNAHING SALIK NA NAKAKAIMPLUWENSYA SA DESISYON NG MAMIMILI SA SHOPEE MALL)**

- **Directions:** Read the following statements and rate based on your agreement using the scale below:

(**Panuto:** Basahin ang mga sumusunod na pahayag at markahan ayon sa iyong pagsang-ayon gamit ang panukatan sa ibaba)

- 4- Strongly Agree (Lubhang sumasang-ayon)
- 3- Agree (Sumasang-ayon)
- 2- Disagree (Hindi sumasang-ayon)

## 1- Strongly Disagree (Lubhang hindi sumasang-ayon)

## ➤ Psychological Factors (Sikolohikal Na Salik)

| Item Statements (Mga Pahayag)  | 4 | 3 | 2 | 1 |
|--|---|---|---|---|
| Shopee Mall advertisements catch my attention and influence my decision to purchase.<br>(Ang mga patalastas ng Shopee Mall ay nakakakuha ng aking pansin at nakakaimpluwensya sa aking pagbili.) |   |   |   |   |
| I find Shopee Mall products to be worth their price.<br>(Sa tingin ko, sulit ang presyo ng mga produkto sa Shopee Mall.)   |   |   |   |   |
| Shopping in Shopee Mall gives me a positive buying experience.<br>(Nagbibigay sa akin ng positibong karanasan ang pamimili sa Shopee Mall.)  |   |   |   |   |
| I trust the quality of Shopee Mall products.<br>(May tiwala ako sa kalidad ng mga produkto sa Shopee Mall.)  |   |   |   |   |
| I feel excited when there are sales and promotions on Shopee Mall.<br>(Nakakaramdam ako ng kasabikan kapag may mga sale at promosyon sa Shopee Mall.)  |   |   |   |   |

## ➤ Social Factors (Panlipunang Salik)

| Item Statements (Mga Pahayag)  | 4 | 3 | 2 | 1 |
|--|---|---|---|---|
| I buy from Shopee Mall since my friends and peers do the same.<br>(Namimili ako sa Shopee Mall dahil ginagawa rin ito ng aking mga kaibigan at kasamahan.)                             |   |   |   |   |
| My family's shopping habits influence my purchases in Shopee Mall.<br>(Nakakaimpluwensya sa aking pagbili ang mga nakasanayan ng aking pamilya sa pamimili.)                           |   |   |   |   |
| I am drawn to Shopee Mall because of celebrity and influencer endorsements.<br>(Naaakit akong mamili sa Shopee Mall dahil sa pag-eendorso ng mga sikat na personalidad at influencer.) |   |   |   |   |
| Customer reviews help me decide on my Shopee Mall purchases.<br>(Ang mga review ng mamimili ay nakakatulong sa aking desisyon sa pagbili sa Shopee Mall.)                              |   |   |   |   |
| I am influenced by trends and what most people buy on Shopee Mall.<br>(Nakakaimpluwensiya sa akin ang mga uso at kung ano ang madalas binibili ng karamihan sa Shopee Mall.)           |   |   |   |   |

## ➤ Cultural Factors (Kultural Na Salik)

| Item Statements (Mga Pahayag)   | 4 | 3 | 2 | 1 |
|---|---|---|---|---|
| I prefer buying traditional or culturally significant products from Shopee Mall.<br>(Mas gusto kong bumili ng tradisyunal o makabuluhang produktong pangkultura sa Shopee Mall.)  |   |   |   |   |
| My shopping choices align with my cultural values and lifestyle.<br>(Ang aking mga binibili ay naaayon sa aking kultura at pamumuhay.)  |   |   |   |   |
| I appreciate Shopee Mall's variety of local and international brands.<br>(Pinahahalagahan ko ang iba't ibang lokal at internasyonal na tatak sa Shopee Mall.)   |   |   |   |   |
| I support brands in Shopee Mall that promote cultural diversity.<br>(Sinusuportahan ko ang mga tatak sa Shopee Mall na nagpapahalaga sa pagkakaiba-iba ng kultura.)   |   |   |   |   |
| I am more inclined to purchase goods linked to customs or cultural events (such as local festivals or holiday discounts).<br>(Mas malaki ang posibilidad na bumili ako ng mga produktong may kaugnayan sa mga pagdiriwang o tradisyon tulad ng holiday sale o pista.) |   |   |   |   |

## ➤ Personal Factors (Personal Na Salik)

| Item Statements (Mga Pahayag)  | 4 | 3 | 2 | 1 |
|--|---|---|---|---|
| The convenience of Shopee Mall makes me choose to shop there.<br>(Pinipili kong mamili sa Shopee Mall dahil sa pagiging maginhawa nito.)               |   |   |   |   |
| Shopee Mall offers products that match my personal preferences.<br>(Ang mga produkto sa Shopee Mall ay tumutugma sa aking personal na panlasa.)        |   |   |   |   |
| I enjoy exploring the variety of brands available in Shopee Mall.<br>(Nasisisyaan akong tuklasin ang iba't ibang tatak na matatagpuan sa Shopee Mall.) |   |   |   |   |
| Shopping in Shopee Mall suits my lifestyle and spending habits.<br>(Ang pamimili sa Shopee Mall ay akma sa aking lifestyle at paraan ng paggastos.)    |   |   |   |   |

|   |  |  |  |  |
|---|--|--|--|--|
| Shopping in Shopee Mall aligns with my hobbies, interests, and daily activities.<br>(Ang pamimili sa Shopee Mall ay naaayon sa aking mga libangan, interes, at pang-araw-araw na gawain.) |  |  |  |  |
|---|--|--|--|--|

➤ *Economic Factors (Pang-Ekonomiyang Salik)*

| Item Statements (Mga Pahayag)  | 4 | 3 | 2 | 1 |
|--|---|---|---|---|
| Product prices in Shopee Mall strongly affect my buying decisions.<br>(Malaki ang epekto ng presyo ng produkto sa aking pagbili sa Shopee Mall.)       |   |   |   |   |
| Discounts and promotions encourage me to shop at Shopee Mall.<br>(Ang mga diskwento at promo ay nakakapag-udyok sa akin na mamili sa Shopee Mall.)     |   |   |   |   |
| My income level determines how much I spend on Shopee Mall.<br>(Ang aking kita ay nagtatakda kung magkano ang aking nagagastos sa Shopee Mall.)        |   |   |   |   |
| I base my purchases on whether the product offers good value for money.<br>(Ginagawa ko ang aking pagbili batay sa kung sulit ang halaga ng produkto.) |   |   |   |   |
| I am willing to spend more for well-known brands on Shopee Mall.<br>(Handa akong gumastos ng mas malaki para sa kilalang brand sa Shopee Mall.)        |   |   |   |   |

## D. PART IV. INFLUENCE OF SHOPEE MALL BRANDING ON CONSUMER PURCHASE (IMPLUWENSYA NG BRANDING NG SHOPEE MALL SA PAGBILI NG MGA MAMIMILI)

➤ *Attention (Pansin)*

| Item Statements (Mga Pahayag)  | 4 | 3 | 2 | 1 |
|--|---|---|---|---|
| Shopee Mall products easily catch my attention.<br>(Madaling nakakaakit ng aking pansin ang mga produkto sa Shopee Mall.)                              |   |   |   |   |
| The design and presentation of Shopee Mall products are visually appealing.<br>(Kaaya-aya ang disenyo at presentasyon ng mga produkto sa Shopee Mall.) |   |   |   |   |
| Shopee Mall advertisements and promotions are memorable.<br>(Nakakaalala ako ng mga patalastas at promosyon mula sa Shopee Mall.)                      |   |   |   |   |
| Shopee Mall products frequently appear on my feed.<br>(Madalas lumalabas sa aking feed ang mga produkto ng Shopee Mall.)                               |   |   |   |   |
| I am more likely to click on items with the Shopee Mall label.<br>(Mas madalas kong iklik ang mga item na may Shopee Mall label.)                      |   |   |   |   |

➤ *Interest (Interes)*

| Item Statements (Mga Pahayag)  | 4 | 3 | 2 | 1 |
|--|---|---|---|---|
| I become curious when I see products from Shopee Mall.<br>(Nagiging interesado ako kapag nakakakita ako ng produkto mula sa Shopee Mall.)  |   |   |   |   |
| I check product details more closely when they are from Shopee Mall.<br>(Mas maingat kong tinitingnan ang mga detalye ng produkto kung ito ay mula sa Shopee Mall.)  |   |   |   |   |
| Shopee Mall offers are relevant to my needs and interests.<br>(Ang mga alok sa Shopee Mall ay akma sa aking pangangailangan at interes.)   |   |   |   |   |
| Shopee Mall provides complete and useful product information.<br>(Nagbibigay ang Shopee Mall ng kumpleto at kapaki-pakinabang na impormasyon tungkol sa mga produkto.)   |   |   |   |   |
| Shopee Mall's advertising and promotions make me curious about their featured products.<br>(Ang mga patalastas at promosyon ng Shopee Mall ay nakakakuha ng aking interes sa kanilang mga tampok na produkto.) |   |   |   |   |

➤ *Desire (Pagnanais)*

| Item Statements (Mga Pahayag)   | 4 | 3 | 2 | 1 |
|---|---|---|---|---|
| I feel an urge to buy Shopee Mall products when they match my needs.<br>(Nakakaramdam ako ng pagnanais na bilhin ang mga produkto sa Shopee Mall kapag ito ay akma sa aking pangangailangan.) |   |   |   |   |
| I believe Shopee Mall products offer good value for money.<br>(Naniniwala akong sulit sa presyo ang mga produkto sa Shopee Mall.)   |   |   |   |   |

|  |  |  |  |  |
|--|--|--|--|--|
| I trust the accuracy and reliability of information from Shopee Mall.<br>( <i>May tiwala ako sa katumpakan at pagiging maaasahan ng impormasyon mula sa Shopee Mall.</i> )         |  |  |  |  |
| I consider Shopee Mall products to be of the best quality.<br>( <i>Itinuturing kong may pinakamataas na kalidad ang mga produkto sa Shopee Mall.</i> )                             |  |  |  |  |
| When I see the Shopee Mall label, I feel more motivated to purchase the product.<br>( <i>Kapag nakikita ko ang Shopee Mall label, mas naiingganyo akong bilhin ang produkto.</i> ) |  |  |  |  |

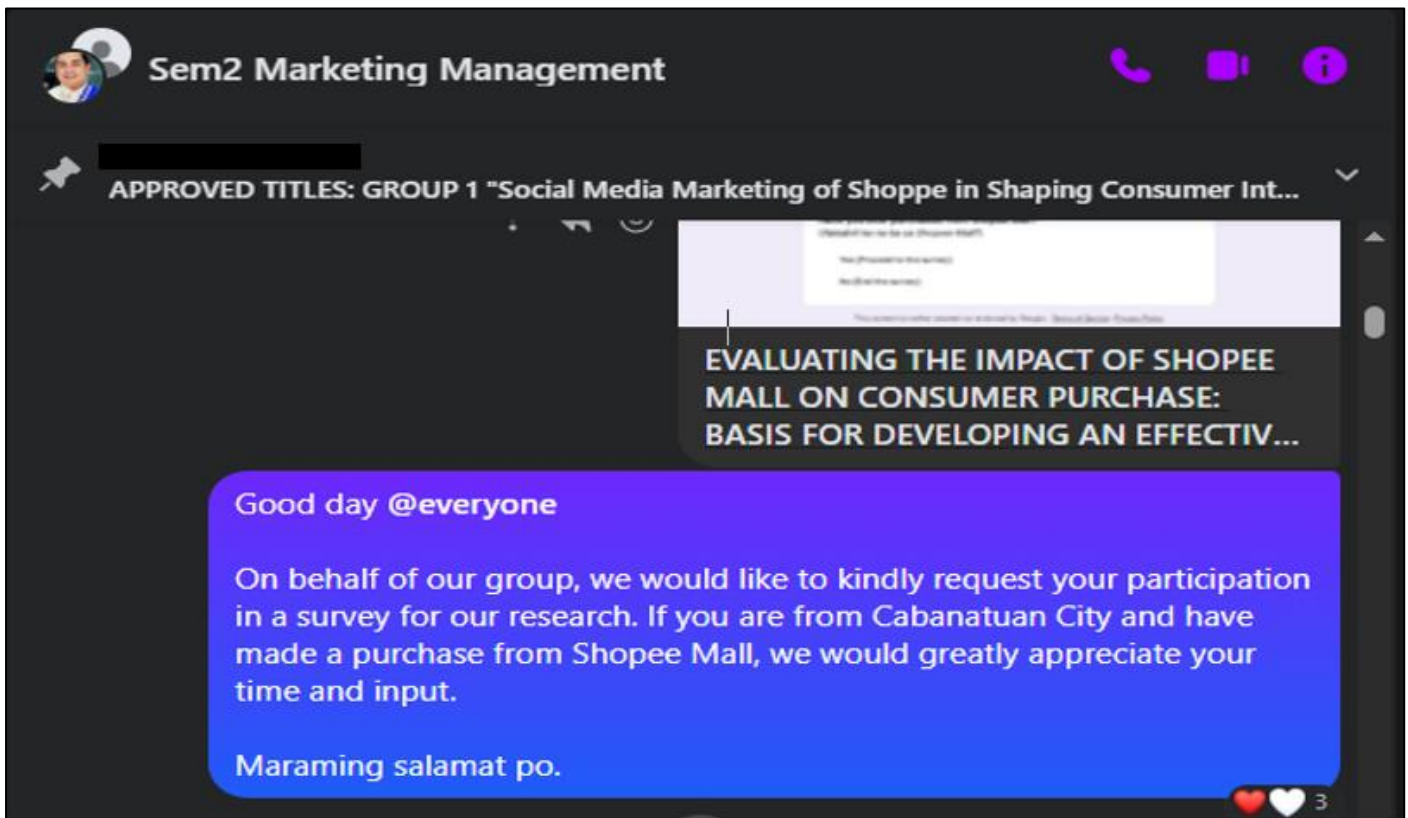
## ➤ Action (Pagkilos)

| Item Statements (Mga Pahayag)  | 4 | 3 | 2 | 1 |
|--|---|---|---|---|
| I buy from Shopee Mall more frequently than other alternatives.<br>( <i>Mas madalas akong bumibili sa Shopee Mall kaysa sa ibang alternatibo.</i> )              |   |   |   |   |
| I am likely to recommend Shopee Mall products to others.<br>( <i>Malaki ang posibilidad na irekomenda ko ang mga produkto mula sa Shopee Mall.</i> )             |   |   |   |   |
| I revisit Shopee Mall shops multiple times before making a purchase.<br>( <i>Bumabalik ako sa mga tindahan ng Shopee Mall nang maraming beses bago bumili.</i> ) |   |   |   |   |
| My interest in business ownership has grown due to this course. ( <i>Lalong lumago ang aking interes sa pagmamay-ari ng negosyo dahil sa kursong ito.</i> )      |   |   |   |   |
| I sign up for exclusive promotions from Shopee Mall shops.<br>( <i>Nagpaparehistro ako sa mga eksklusibong promosyon ng mga tindahan sa Shopee Mall.</i> )       |   |   |   |   |

**End of survey. Your cooperation is greatly appreciated!**  
**(Wakas ng Sarbey. Ang iyong kooperasyon ay labis na pinahalagahan!)**

**JHEA MARIE S. BALID**  
**ANGELYN C. DELA CRUZ**  
**ADRIAN MIGUEL P. DIAZ**  
**JIREH G. DUPLON**  
 Researchers (*Mga Mananaliksik*)

## APPENDIX D DOCUMENTATION

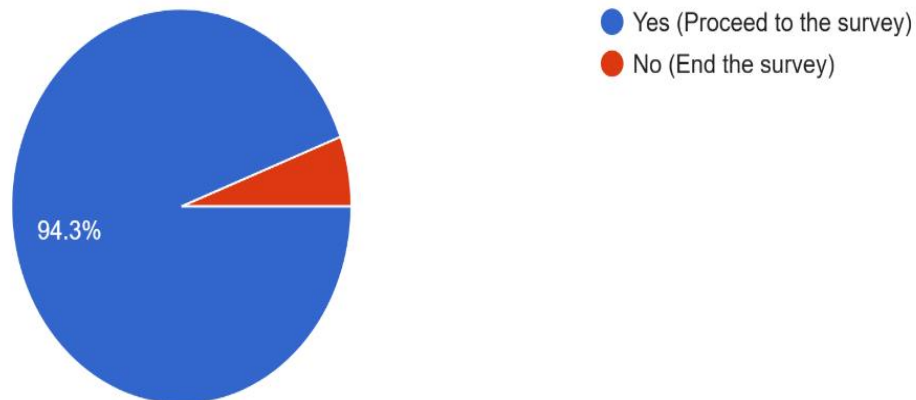




➤ *The total number of Shopee Mall Consumers in Cabanatuan City*

Have you ever purchased from Shopee Mall? (Nakabili ka na ba sa Shopee Mall?)

157 responses

➤ *Screenshots of the Submitted Responses from the Respondents*