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The Relationship Between Brand Equity and Perceived Value on Purchase Decision among Shopee Consumers in KLang Valley, Malaysia

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ABSTRACT

The purpose of this research is to test the influence of consumer's behavior towards a business on how it affects the purchase intention in a business context by implementing Aaker's model method and to test the relationship between brand equity and perceived value on purchase intention among Shopee consumers for Klang Valley Residence. In this research, a questionnaire was developed and distributed to 400 Klang Valley residents who understand Shopee as an online shopping platform. The data gathered from respondents was analyzed using IBM SPSS 28 Software. Multiple regression analysis was used to test the relationship between the four factors (brand association, brand awareness, perceived quality, and brand loyalty) and purchase intention. The test shows that all four variables, brand association, brand awareness, perceived quality, and brand loyalty, have a positive relationship with purchase intention. Meanwhile, brand associations were found to have the greatest positive relationship with purchase intention towards Klang Valley residence choosing Shopee as their preferred online shopping platform. Other than that, a few limitations are provided, which will send important suggestions for future development studies.

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Aaker's model.

1. Introduction

This research will be carried out by understanding, examining, and ascertaining the influences of brand equity on the consumers purchase decision intentions on Shopee e-commerce in Klang valley. Moreover, the scope of this research study principally will target the Internet or the users of online shopping which is located in Klang valley in Malaysia. In reference to the Malaysian Communications and Multimedia Commission (2019), the survey report on internet users in 2018 pointed out that there were more than 28.7 million internet users in Malaysia. Among these 28.7 million users in the country, 53.3% of them were seen to carry out online shopping activities (Harun and Husin, 2019). Also, the survey found that 85.6% of these internet users engaged in social networking. The evolution and rapid growth of worldwide web-based technology, digital technology that emerged on various on the online market business as well as platforms of online shopping for people in order to create, operate and

exchange the worldwide information as well as make sure to carry out any business transaction under no geographical barrier situation.

Nevertheless, the Internet enhances the quality of e-commerce and offers consumers various benefits like convenience, easy access of information via social media platforms, useful systems that enhance access of services and goods as well as performance in any time and anywhere (Febrian and Fadly, 2021). Additionally, Harun and Husin (2019) illustrated the differences between online shopping and traditional shopping without location and time restrictions in order to finish the transactions. Moreover, online business has become popular to any business operations and has become the most popular business method with classes of products to be purchased online. Besides, consumers have a wide selections of e-commerce sites in the country such as Zalora, Lazada and Shopee to carry out their online shopping. Various studies are conducted that are related to the online buying on various products. Nevertheless, this study will investigate the influences of brand equity on consumer purchase decisions. The study focuses particularly on online shopping users in Klang valley.

1.1. Research Objective

The objective of the study is to determine the relationship of brand equity and perceived value among Shopee consumers in Klang Valley Malaysia.

1.2. Research Question

The main purpose of this research is to study the influence of brand equity on consumer's purchase intention in Klang valley. Additionally, the study will address the gaps left through the use of research questions, which are stated below:

RQ 1: What is the relationship between brand awareness and perceived value on purchase intention among Shopee consumers in Klang Valley, Malaysia?

RQ 2: What is the relationship between brand association and perceived value on purchase intention among Shopee consumers in Klang Valley, Malaysia?

RQ 3: What is the relationship between perceived value and perceived value on purchase intention among Shopee consumers in Klang Valley, Malaysia?

RQ 4: What is the relationship between brand loyalty and perceived value on purchase intention among Shopee consumers in Klang Valley, Malaysia?

2. Literature review

2.1. E-commerce

With the current advancement of technology as well as social network in the globe, there are more than 4.3 billion users of the Internet with the 80 percent active users on social media in the globe whereby, almost 57 percent of individuals are related to the internet network (Shahid et al., 2017).

According to the study conducted by Hanson and Kalyanam (2020), the e-commerce industry has become popular and a leader in the business world of electronics that offers new concepts and chances on business transactions, expanded products geographic and variety. This has significantly impacted the traditional business systems and has been more focused on offering benefits to the Malaysian people. In reference to the study conducted, electronic commerce is defined as activities of exchanging services, information and goods from the Internet in return for payments, through electronic means, between consumers and businesses carrying out a business transaction. Consequently, Mohd Satar, Dastane and Ma'arif (2019) suggested that e-commerce refers to the telecommunication networks used for the public in business information, observing business connections and conducting business transactions. Electronic commerce in Malaysia has continued to grow as well as bring significant contributions to the economy of Malaysia. Hence, e-commerce offers retailers chances to create the concept of new services, delivery systems and customer's services. Moreover, 11 streets, Shopee and Lazada are commonly visited in Malaysia.

2.2. Dependent variable: perceived value on consumer's purchase intention

Past studies have found out that attributes of products affect both intangible and tangibles have an impact on brand equity as well as contribute to the perceived value of the brand. Additionally, according to Javed and Cheema (2019), attributes have a crucial role in the choice of the consumer's brand; thus, brand equity is one of the most significant parts in marketing. Currently, many companies are taking on social responsibility to influence customers and assist in product differentiation. Nevertheless, Prasad et al. (2019) found that such kind of initiative does not fit with consumer's perceptions and hence have no position on changing consumer perceptions, beliefs and behaviors. On the contrary, the initiatives that fit well on the consumer's perception play a vital role in shaping the attitudes, beliefs, and behaviors of consumers. Besides, consumers only have a negative or positive value towards the brand; therefore, when their reactions are positive towards a particular brand, it is known to be the brand equity of that particular brand (Sehar et al., 2019). Brand equity is typically based on consumers; it happens when they just have positive, exceptional, and well-built brand picture (Rambocas, et al., 2018).

The perceived brand value is essential to a customer's buying decision. Moreover, the learning process and decision-making process of customers creates up the brand equity of a certain brand such as fashion clothes. Besides, quality is everything that consumers look for in any brand, particularly when added services are provided. Consumer satisfaction, organizational productivity, and service excellence are all related to perceived value and the intention of consumers to buy (Gautam and Shrestha 2018). One factor affecting the consumer's decision to buy a product is customer satisfaction (Özçifçi 2017). Consumer satisfaction is specifically the attitude of any customer. It is known to be a post-purchase phenomenon that reflects how a service or a brand has been disliked or liked after using it. An

empirical study conducted by Fitriyasari (2020) revealed that customer satisfaction is typically affected by brand quality, and hence, it determines the consumers' repeat of buying that particular product. Nevertheless, organizations strain to implement brand equity in their various markets. brand equity has four main dimensions: perceived quality, brand awareness, brand association and brand loyalty. Further, perceived value is accepted as consumer's perception of a product's strength and their expectations on a certain brand (Prasetyo et al. 2021). The customer's knowledge about a brand is vital for the buying decision. Consequentially, other studies emphasize that consumers' knowledge plays an important role in buying decisions.

2.3. Aaker's model

David A. Aaker is the founder of this brand equity model, which identifies five primary brand equity elements: brand association, proprietary assets, perceived quality, brand awareness and brand loyalty (Vasileva et. al, 2017). Aaker identifies brand equity as a set of liabilities and brand assets connected to the brand its symbols and name which adds or subtracts value from the services or products. Moreover, this definition stresses more on the added value on the brand, but this model does not have strict distinctions between the consumers added value as well as the brand added value. In addition, this model examines the consequences of the policy that is pursued on a brand. Moreover, it is typically known that brand equity rises with increased brand loyalty, brand awareness, and brand associations. Further, the model offers insights into criteria that indicate to which degree both the company and the consumer form the actual value because of the branding policy. Below are the concepts defined by the Aaker equity model.

2.4. Brand Association

According to Binangkitsari and Sulistiono (2018), this concept settles deeply about the brand in the customer's mind. Besides, it offers a connection between the brand and the customer. Brand association is connected to brand equity since it builds a lot of understanding and awareness about the brand. Therefore, when brand association increases, brand equity also increases. Hence, companies now stress more on brand positioning strategy in order to gain a more competitive advantage and implement the main associate with the brand (Siali, 2019).

2.5. Brand awareness

Brand awareness is one of the four dimensions of brand equity that explains the stability of the consumer brand or how much a brand is recognized or identified by the consumers. Pham (2020) states that brand awareness similarly reflects a product's influence on the customers. Besides, it offers marketers and organizations various advantages in the market. Past studies point out that the available online information about past online shopping experiences improves customer awareness and assists them in

making buying intention and thus those organizations such as Shopee who offers online information for their customers, attract their consideration (Novansa and Ali, 2017).

2.6. Perceived quality

This is a concept that explains the impression of excellence in which the consumer experiences concerning a brand or a product (Lutfie et. al, 2020). It is known to be the consumer's perception of the product strength and reliability, the craftsmanship and the impression of care invested when a brand is being produced. A consumer's perception of a brand's quality is predominately the outcome of subconscious thoughts. The quality of a brand is essential in an organization since it satisfies consumers and retains their loyalty so they will continue buying the same brand in the future. Besides, brand quality contributes to long-term profitability and revenue (Satriawan et al., 2020).

2.7. Brand loyalty

Brand loyalty refers to a concept that illustrates repeated customer buying patterns and how consistently customers buy the same brand (Shabbir et al., 2017). Also, it refers to the worth of any product. Besides, brand loyalty is the customer's willingness to continuously buy the same product of a specific brand rather than changing or making another choice. Therefore, brand loyalty is termed as the success of brand equity. Consumers' satisfaction with the product enables them to buy the product repetitively, and they prefer it over other brands offered by different companies or marketers (Sivaram et al., 2019). In addition, this creates a competitive advantage on the brand as well as making it more famous and desired by many customers. Brand loyalty and brand equity also have an active association and connection between them. Brand equity offers customers an opportunity to select a brand, leading to consumer commitment and satisfaction towards the brand.

2.8. Relationship in between Brand Equity and Purchase Intention

Different researchers have concluded that brand trust, perceived quality, brand awareness and brand image are some of the essential factors that positively influence consumer buying intention (Nayeem et al., 2020). However, brand experience and satisfaction are seen to have moderate or low impacts on a consumer's buying decision (Chong, 2019). Nevertheless, if the company brand has positive brand equity, individuals are most likely to spend more of their cash purchasing those particular products, which results in higher profitable margins. Besides, this costs organizations the same cash amounts as their competitors in making the same product. Additionally, it is found that brand equity directly influences the volume of sales in an organization since customers gravitate toward brands with significant reputations (Siali, 2019).

2.9. Conceptual Framework

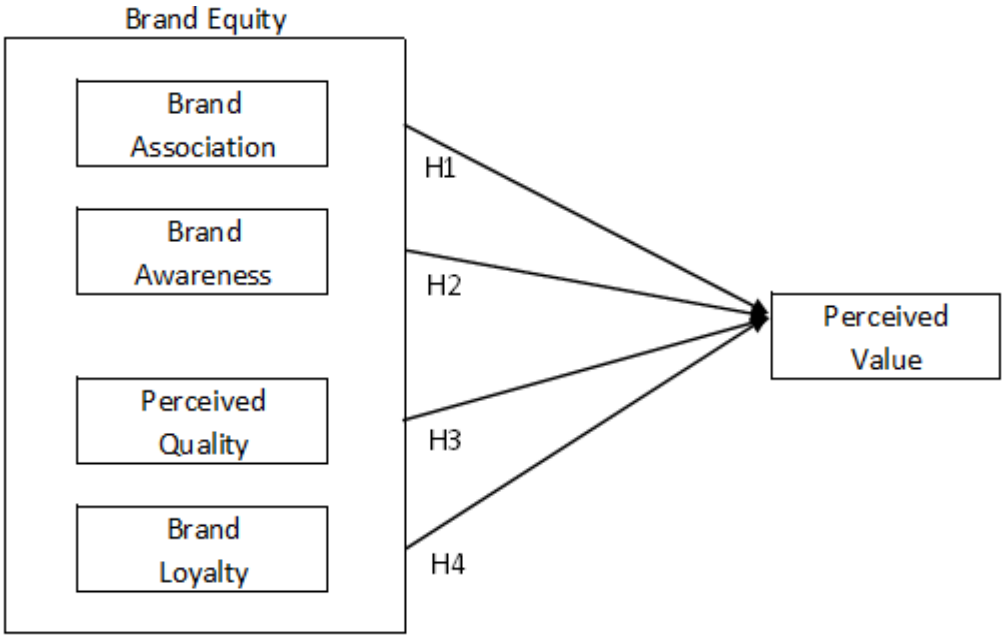


Fig. 1. Conceptual Framework.
(Source: Aaker, 1991; Vasileva et al., 2017; Pham, 2021)

3. Research methodology

3.1. Research approach

Research approaches are procedures used for researchers to narrow down wide estimations into ways to collect, analyze, and interpret data. According to Creswell (2014), three types of research approaches are available for researcher to conduct their research, which are quantitative, qualitative, and mixed both quantitative and qualitative.

The quantitative method will be used for this research in order to examine the objective of the research. The examination of theories will investigate the relationship among the five variables. The five variables will then turn into a set of data in order to proceed with the analysis and interpretation using statistical systems such as SPSS (Statistical Package for the Social Sciences) and procedures.

3.2. Research design

The nature of this study deals with quantitative and investigative research (Goertzen 2017). Its primary purpose is to identify the impacts of brand equity on consumers buying intention of any products from the Shopee platform. In order to achieve this, secondary information, such as past outcomes and literature from past studies, will be used. The targeted population group on this study is known to be the Klang valley population. Besides, this method will allow the researcher to study and determine the features of the sampled population on the phenomenon of consumer intention to buy goods online. Nevertheless, the research will use the quantitative method to collect the numerical information connected to the respondents. As one of the quantitative research projects, there will be more specific and focus on the data collected numerically, which enables effort reduction and saves more time on data

analysis and explanation of the outcomes. This study will gather data, describe different phenomena, organize depictions, tabulate, and describe various methods of collecting data in the form of graphs and tables to assist the reader in understanding the distribution.

3.3. Research population & sampling

This study will use a quantitative method for the research. Online questionnaires will be used to collect data to conduct study for this research. These online questionnaires will be sent out to 400 people in Klang Valley, Malaysia. The series of questions from the online questionnaire is expect to be answer as individuals. In this research, Likert scale will be used to measure the variables based on the data collected from the online questionnaires. Then, SPSS (Statistical Package for the Social Sciences) will be used to analyze all data collected from the 400 online questionnaires from Klang Valley, Malaysia. The population of this study will be surrounding the residents of Klang Valley, Malaysia. The current population residing in Klang Valley, Malaysia is about 8 million. This study is conducted based on this city because the respective discretionary salary per capita is one of the highest when compared with other states and city in Malaysia (Department of Statistic Malaysia, 2018). This research is expected to receive pragmatic judgments and opinions, as the higher the salary per capita, the greater the spending power, which also directly affects the intention of shopping including online shopping. Other than that, the selected city is also one of the populations that are highly exposed and have great understanding of the function of technology, including online shopping. That is why Klang Valley, Malaysia is selected rather than residents from less developed areas. As for the sample size for this research, Krejcie and Morgan's (1970) suggested using the purposive sampling method by referring to the table to determine the Sample Size for a Finite Population. Based on this table, when the targeted population size (N) is more than 5000, 400 will be an ideal sample size for the research. Hence, 400 questionnaires will be collected for this research.

3.4. Research instrument

A cross-sectional survey will be carried out. The survey questions and questionnaire will be the main instruments used for collecting data in order to investigate the impacts of brand equity on consumers buying intention on Shopee platform. The chosen sample is the people of Klang valley who are active in online shopping. So as to fit with this research's needs, the survey framework will be designed and revised to ensure that the design is essential in ensuring reliability and validity measurement of all variables in the research. The survey will be designed to have two sections, A and B, that will capture the demographic features and the impacts of brand equity on consumers buying intention on the Shopee platform.

3.5. Data collection procedures

In order to complete this research, main sources that will be used to collect data in this study is the use of primary and secondary sources. The data that will be collected will be used to test the significance relations between the dependent and independent variables. The study will collect quantitative information and use it across the groups to explain this issue's impacts. The primary data will be collected from online buyers located in Klang valley who will participate in the survey questions designed. Besides, this research will adopt Google Forms as one of the main supportive tools for collecting data. Additionally, the research will also depend on the secondary data as one of the main source of data collection whereby the sources will be collected via books, past literature reviews, journal articles and websites related to the research topic. A comparison will later be made of the primary and secondary data to acquire the necessary information.

3.6. Questionnaire design

In this research, the questionnaire will be divided into three different sections: section A, section B, and section C. In section A, there will be two screening questions to ensure that all the responses collected are from the targeted population, Klang Valley, Malaysia, and are familiar with Shopee as an online shopping platform. After filtering the respondents in section, A, for section B, questions will be designed to collect the demographic information of the respondents such as gender, ethnic, age, educational level, working experience, income level, marital status, and the frequency of shopping on Shopee. While Section C will be broken down into five smaller sections, the questionnaire is designed to examine the respondents' purchase decision towards Shopee using the four independent variables. The questionnaire is designed using the five-points Likert Scale, in which 1 will be 'Strongly Disagree' and 5 will be 'Strongly Agree' for the respondents to express their opinion on each variable for the study.

3.7. Independent variables

The independent Variable (IV) of the study is the variables that act as an experimenter changes or controls and is assuming to be directly affecting the dependent Variable (DV) of the research (Creswell, 2014). For this research, scales of measurement are practiced and is used to combine the variables based on past various research papers conducted by other scholars which the studies also relate to brand equity and perceived value towards Shopee users' purchase decision. The scale focuses on brand equity, including brand awareness, association, perceived quality, and brand loyalty (Lim, 2021).

The first IV is Brand Association. This scale consists of three items to measure brand association towards Shopee users' purchase decision. To measure this IV, the scale of (Binangkitsari et. al, 2018) and (Siali, 2019) were adopted.

The second IV is Brand Awareness. This scale consists of three items to measure brand awareness towards Shopee users' purchase decision. The scale of (Novansa et al., 2017) and (Pham 2020) were adopted.

The third IV is Perceived quality. This scale consists of three items to measure perceived quality towards Shopee users' purchase decision. Scales adopted from (Lutfie et al., 2020) and (Satriawan et al., 2020).

The fourth IV is Brand Loyalty. This scale consists of three items to measure brand loyalty towards Shopee users' purchase decision. The measurement of this IV was adopted from the scales of (Shabbir et al., 2017) and (Sivaram et al., 2019).

3.8. Dependent variables

The DV is Perceived Value. This scale consists of three items, adopted the scale of (Nayeem et. al, 2020) and (Chong, 2019) to measure Shopee users' purchase decision.

3.9. Data analysis method

Once data has been collected, the researcher will analyze it by use of the Statistical Package of Social Science (SPSS). Also, the researcher will describe different phenomena, organize depictions, tabulate, and describe various methods of collecting data in the form of graphs and tables to assist the reader in understanding the distribution.

3.10. Descriptive analysis

Descriptive analysis is also claimed to be descriptive statistics in research methodology. Based on the study of Kenton (2019), descriptive analysis can be explained as a data set being summarized to represent the sample of the population for this research. This analysis method greatly helps the researcher to study and interpret the collected data in a better manner while enabling the researcher to make better conclusion on the sample by the guidance of the measures of the data. Meanwhile, descriptive research is also widely used when describing of phenomenon and characteristic of the study is required, this method brings a greater insight of what is happening on the data. (Nassaji, 2015) In this research paper, descriptive analysis will be used to explain the selected samples and measures being adopted to this research for greater understanding of the data.

3.11. Reliability analysis

According to Field (2005), reliability analysis is a method used in research to show that the scale must be as consistent and precise as possible. This is because this will reflect the construct that the research is measuring on. Pilot test is a method conducted to examine the questionnaire of the research with a small sample of response from the targeted population so that the feasibility of it can be tested before the actual survey is conducted for the research. Based on the research of Cronbach (1951), the study

proposed that with a method of examine the scale reliability which are loosely equivalent to splitting data into two in every possible way and then use the statistical system to calculate the correlation coefficient for each split. Other than that, Cronbach's (1951) research also states that when the value is within 0.7 - 0.8, researchers can interpret it as acceptable to measure its reliability. Moreover, ideally the higher the value the more reliable the questions are, while the lower the Cronbach's Alpha values the less reliable the questions. Should the value be lower than 0.70 the question of the questionnaire is considered as questionable, poor, or unacceptable. Therefore, this study will be taking the rule of thumb of Cronbach's alpha to determine its reliability.

Table 1. Cronbach's Alpha (Sekaran & Bougie 2009).

Interpretation	Cronbach's Alpha Values
Unacceptable	< 0.50
Poor	> 0.50
Questionable	> 0.60
Acceptable	> 0.70
Good	> 0.80
Excellent	> 0.90

3.12. Correlation analysis

Correlation analysis is a common method used in research to test how strong is the relationship between the dependent variable and independent variables of the study (Ganti, 2019). Based on Pearson's Correlation Coefficient, the values should be in between -1.0 to +1.0. Should the result of the correlation analysis be more than +1.0 or less than -1.0, it may be concluded that an error has possibly happened to the research and the correlation measurement (Ganti, 2019). Based on the table of Pearson's Correlation Coefficient by Kumar (2012), the correlation value of -1.0 means there is a negative correlation and +1.0 shows a positive correlation. Whereby should the correlation value be 0.0, this means that there is no relationship between of the variables, regardless of positive nor negative relationship.

Table 2. Pearson's Correlation Coefficient (Kumar et al. 2012).

Interpretation	Values
Negligible Negative (Positive) Relationship	0.00 to ±0.30
Weak Negative (Positive) Relationship	±0.31 to ±0.50
Moderate Negative (Positive) Relationship	±0.51 to ±0.70
Strong Negative (Positive) Relationship	±0.71 to ±0.90
Very Strong Negative (Positive) Relationship	±0.91 to ±1.00

3.13. Normality analysis

In research, normality analysis is used and conducted in order to examine at the same time ensure the distribution of data are normally distributed across the graft. In normality analysis, the data collected will be compared with a normally distributed set of scores with the same mean and standard deviation to test if the collected data's normality. For research that used large samples that consist of more than 200, in order to avoid errors, the ideal value should be ± 2.58. Based on the research by Hair et al. (2010), the normality is also tested according to its skewness of the data, the ideal range should be between -3 to +3; and also, kurtosis being range between -10 to +10.

3.14. Regression analysis

Regression analysis is a common method used in research to examine the linear relationship between two or more variables. This analysis also provides guidance in determining which factors are important for the research, which factor do not require much attention and how one another can influence each other. Regression analysis also test the percentage of dependent variables can be explained by the independent variables. Meanwhile, there are two different kinds of regression analysis in this method which are simple and multiple regression analysis. For this research, using multiple regression analysis will guide the analysis of two or more independent variables. The criteria of acceptance are where the affect is positive if the significant value is less than (α= 0.05).

4. Data analysis

A total of 400 responses were collected through online survey. Table 1 shows the characteristics of the respondents.

Based on the table above's result, we may observe that a total of 48.75% male respondents and 51.25% female respondents took part for this survey out of 400 people from the targeted population. The proportion of both male and female respondents from the response are equal due to the balanced education level of people in Klang Valley, Malaysia.

Other than that, Table 1 also states that out of the 400 respondents, there are 42% of the respondents are 20 years old and below, while 30% are 31-40 years old, 19.75% are 21-30 years old and 8.25% are 41 years old and above. Based on the data we can see that respondents are mostly between the age of 20 to 40 years old and the age of 41 years old and above are lower than the rest. This may be due to the average age of people residing around Klang Valley who are familiar with online shopping platforms such as Shopee are mostly younger generation, mostly students or younger working adults.

Meanwhile, for the ethnicity percentage, based on the data tabulated in table 1, we may observe that 46.25% of the respondents are Malay, while 30.50% are Chinese, 20.75 % are Indian and 2.50% are others. From this data we may find that the Malay and Chinese population are higher than the rest, most likely due to the targeted area. The majority population of the Klang Valley area Malay are one of the highest populations when compared to another ethnicity.

Table 1 also shows that the majority of the respondents for this survey are populations that have tertiary education. Based on the data, diploma holders are about 36.25%, while 40.50% have a bachelor's degree and 14.50% are post-graduates. With this we may understand that most of the targeted population within Klang Valley, Malaysia are highly educated. Only a small percentage of 8.75% are population that has an education background of high school and below. The results in Table 1 also shows that majority of the respondents from this research are either full-time employed at the rate of 49.25% or studying 37.50% out of 400 respondents. Following with 8.75 % and retired 4.50 %.

Based on Table 3, it is also clearly stated that more than half of the people who took part in this survey are single, that stands a percentage of 57.50%. While married people stands a percentage of 38% and 4.5% for others such as divorced or widowed. This data may be because most of the population in Klang Valley, Malaysia are young people, so more than half of the data collected are from respondents who are single.

Table 3. Respondent demographic characteristics (N = 400).

Demographic profile		**No.**	**%**
Gender			
	Male	195	48.75 %
	Female	205	51.25 %
Age			
	20 years old and below	168	42 %
	21-30 years old	79	19.75 %
	31-40 years old	120	30 %
	41 years old and above	33	8.25 %
Ethnicity			
	Malay	122	30.50 %
	Chinese	185	46.25 %
	Indian	93	23.25 %
Marital Status			
	Single	230	57.50 %
	Married	152	38 %
	Divorced	10	2.50 %
	Widowed	8	2 %
Education Level			
	High School and below	35	8.75 %
	Diploma	145	36.25 %
	Bachelor's Degree	162	40.50 %
	Post-Graduate	58	14.50 %
Occupation			

Demographic profile		No.	%
	Self-employed	26	6.50 %
	Employed	171	42.75 %
	Unemployed	35	8.75 %
	Student	150	37.50 %
	Retired	18	4.50 %
Income Level			
	RM1000 and below	14	3.50 %
	RM1001 – RM 1999	35	8.75 %
	RM2000 – RM2999	145	36.25 %
	RM3000 – RM3999	127	31.75 %
	RM4000 – RM4999	44	11 %
	RM5000 and above3	35	8.75 %
Frequency of Shopping with Shopee			
	Once a year	9	2.25 %
	Once every 6 months	35	8.75 %
	Once every 3 months	35	8.75 %
	Once a month	127	31.75 %
	Once a week	150	37.50 %
	Several times a week	44	11 %

Table 3 also shows the income level of the respondents residing in Klang Valley, Malaysia. Majority of them have an income level of RM2000 – RM2999 at 36.25%, following by 31.75 % of RM3000 – RM3999, 11% of RM4000 – RM4999, 8.75% of RM5000 and above. Meanwhile, the minority of the population is about 3.50% and 8.75%, with an income of RM1999 and below.

Lastly, table 3 also indicates the data for the frequency of respondents shopping with Shopee. Based on the data, we can see that 37.50% of the people shops with Shopee once a week, 31.75% of people shops with Shopee once a month, 11% of the people shops with Shopee several times a week, 8.75% of the people shops with Shopee once every 3 months, 8.75% of the people shops with Shopee once every 6 months and 2.25% of people shops once a year on Shopee.

4.1. Reliability test

Table 4. Reliability Test

Items		Mean	SD	SE
BAS	**BRAND ASSOCIATION (α=0.780) - Acceptable**			
BAS 1:	Some characteristics of Shopee come to my mind quickly	4.023	0.81456	0.04151

Items		Mean	SD	SE
BAS 2:	I can quickly recall the logo or symbol of Shopee	3.992	0.79545	0.04054
BAS 3:	I can easily imagine Shopee in my mind	4.025	0.61606	0.03139
BAW	**BRAND AWARENESS (α=0.799) - Acceptable**			
BAW 1:	I am aware of Shopee	4.025	0.64497	0.03287
BAW 2:	I can recognize Shopee among competing online shopping platforms	4.098	0.86338	0.04400
BAW 3:	I know what Shopee looks like	4.025	0.79670	0.04060
PQ	**PERCEIVED QUALITY (α=0.781) - Acceptable**			
PQ 1:	Shopee is of high-quality platform	3.859	0.73319	0.03736
PQ 2:	The likelihood that Shopee is reliable is very high	4.070	0.87664	0.04467
PQ 3:	Shopee offers services that are beneficial to the customers	4.023	0.58805	0.02997
BL	**BRAND LOYALTY (α=0.799) - Acceptable**			
BL 1:	Shopee would be my first choice	4.137	0.72834	0.03712
BL 2:	I consider myself to be loyal to Shopee	4.000	0.80687	0.04112
BL 3:	Shopee is one of the preferred services that I enjoyed	4.044	0.77434	0.03946
PI	**PURCHASE INTENTION (α=0.809) - Good**			
PI 1:	I would shop on Shopee rather than any other online shopping platforms available	4.119	0.74390	0.03791
PI 2:	I am willing to recommend others to shop on Shopee	4.275	0.80495	0.04102
PI 3:	I am willing to shop on Shopee in the future	4.119	0.70434	0.03589

4.2. Normality test

The normality test for this research is shown in Table 5 above. In this table, the skewness stat and kurtosis stat of the five variables will be presented. According to the result, within the five variables, the skewness ranges from 0.225 to -0.539 and kurtosis ranges from -1.68817 to -0.09057. These results illustrated good normality according to the study of Griffin and Steinbrecher (2013), which recommended that good normality values should be between skewness of −3 and +3 and kurtosis between −10 and +10. As such, the normality test in Table 3 shows good normality values within the recommended range.

Table 5. Normality test.

Items		Skewness		Kurtosis	
		Stat	SE	Stat	SE
BAS					
	BAS 1	-0.042	0.124	-1.49149	0.248
	BAS 2	0.013	0.124	-1.41817	0.248
	BAS 3	-0.015	0.124	-0.35073	0.248
BAW					
	BAW 1	-0.023	0.124	-0.58384	0.248
	BAW 2	-0.191	0.124	-1.63436	0.248
	BAW 3	-0.046	0.124	-1.42195	0.248
PQ					
	PQ 1	0.225	0.124	-1.11491	0.248
	PQ 2	-0.136	0.124	-1.68817	0.248
	PQ 3	-0.004	0.124	-0.09057	0.248
BL					
	BL 1	-0.217	0.124	-1.09293	0.248
	BL 2	-0.500	0.124	-1.46339	0.248
	BL 3	-0.076	0.124	-1.32627	0.248
PI					
	PI 1	-0.196	0.124	-1.17126	0.248
	PI 2	-0.539	0.124	-1.25277	0.248
	PI 3	-0.171	0.124	-0.97543	0.248

4.3. Correlation Test

The correlation test for this research is shown in Table 6 above. Pearson's correlation test has been implied for this research. Based on the results, all values shown between the five variables have resulted in a positive value based on Pearson's correlation coefficient. This result indicates that there is a positive relationship between all independent variable and dependent variable. The correlation value of the brand association and purchase intention tested to be the highest when compared to all other independent Variables, with a value of +0.746. The value of +0.733, +0.719 and +0.683 shows the relationship between the other three independent variable of brand awareness, brand loyalty and perceived quality against purchase intention, which also have similar value for correlation. Based on the results, these values can be interpreted as a moderate relationship between the independent and dependent Variables.

Table 6. Pearson's Correlation Test

		BAS	BAW	PQ	BL	PI
BAS	Pearson Correlation	1	.803**	.689**	.742**	.746**
	Sig. (2-tailed)		0.000	0.000	0.000	0.000
	N	400	400	400	400	400
BAW	Pearson Correlation	.803**	1	.723**	.851**	.733**
	Sig. (2-tailed)	0.000		0.000	0.000	0.000
	N	400	400	400	400	400
PQ	Pearson Correlation	.689**	.723**	1	.730**	.683**
	Sig. (2-tailed)	0.000	0.000		0.000	0.000
	N	400	400	400	400	400
BL	Pearson Correlation	.742*	.851**	.730**	1	.719**
	Sig. (2-tailed)	0.000	0.000	0.000		0.000
	N	400	400	400	400	400
PI	Pearson Correlation	.746**	.733**	.683**	.719**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000	
	N	400	400	400	400	400

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

4.4. Multiple Regression Analysis

The multiple regression analysis for this research is shown in Table 7. Multiple regression analysis is carried out in this research to test the relationship between the dependent variable (purchase intention) and the independent variables (brand association, brand awareness, perceived quality, and brand loyalty). Based on the multiple regression analysis results shown in Table 7, the computed R Square is 0.640. This shows that brand association, awareness, perceived quality and loyalty have 64% of the variation in purchase intention towards Klang Valley customers in selecting Shopee as the preferred online shopping platform out of many other competitors. They are all significant in determining the purchase intentions of the customers.

Table 7. Model Summary.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.800[a]	0.640	0.636	0.38573

a. Predictors: (Constant), Brand Association, Brand Awareness, Perceived Quality, and Brand Loyalty

The computed value for the significance for this research is shown in Table 8. According to the test, the computed value for significant is 0.000. With the significant value of 0.000 from the test, we may say that the research model fits. H1 is accepted, meaning all the independent variables in the research simultaneously impact the dependent variable. Thus, hypothesis 1 is acknowledged. All the independent

variables impact the purchase intention of the customers. They are all significant in determining the purchase intentions of the customers.

Table 8. ANOVA[a].

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.591	4	25.148	169.016	.000[b]
	Residual	56.540	380	0.149		
	Total	157.130	384			

a. Dependent Variable: Purchase Intention

b. Predictors: (Constant), Brand Association, Brand Awareness, Perceived Quality, and Brand Loyalty

Table 9. Coefficients.

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.574	0.141		4.074	0.000
	BAS	0.361	0.055	0.352	6.527	0.000
	BAW	0.144	0.067	0.147	2.164	0.031
	PQ	0.203	0.050	0.196	4.074	0.000
	BL	0.187	0.061	0.190	3.055	0.002

a. Dependent Variable: Purchase Intention

The summarized result of multiple regression analysis for the independent variables (brand association, brand awareness, perceived quality, and brand loyalty) for this research are shown in the table above, Table 7. Based on the result, the P-value for the variables of brand association (P = 0.000), brand awareness (P = 0.000), perceived quality (P = 0.031), and brand loyalty (P = 0.000) can be accepted as their P-value is less than 0.05. Any P value that are more than 0.05 will not be accepted, as for this research since all value are less than 0.05, hence all variables are accepted.

Other than that, β – value represents the regression coefficient that measures the unit change for the dependent Variable (purchase intention) when the independent variable (brand association, brand awareness, perceived quality, and brand loyalty) changes. Based on the study of Zikmund et al., (2012), the higher the β – value, the more influence independent variables have towards the dependent variable. The result from the table also shows that brand association with the value of β = 0.361 have the most influence towards the dependent variable among the four independent variables, following by perceived quality with the value of β = 0.203, brand loyalty with the value of β = 0.187, and brand awareness with the value of β = 0.144. All the independent variables impact the purchase intention of the customers. They are all significant in determining the purchase intentions of the customers.

Multiple regression analysis was used to test the hypothesis for this research. The results of the hypothesis are as shown below:

Hypothesis 1: There is a significant and positive relationship between Shopee's brand association value on purchase intention among Shopee consumers in Klang Valley, Malaysia.

A brand association refers to a set of remembered traits that facilitate the communication of information concerning a particular product to the customer. Such qualities enable the brand to compete favorably in the market and maintain a high number of sales compared to others. These potentials should provide positive attitudes and feelings and make the brand remain relevant in the market for a long time. Brand associations greatly impact consumers' purchase intentions in the market.

There is a positive association between brand association and consumers' purchase intentions. Positive brand association positively influences consumers' purchase intentions. According to the results shown in Table 7, the P-value for the brand association is (P=0.000). Therefore, this can conclude that brand association does have a significant and positive relationship on purchase intention among Shopee consumers in Klang Valley, Malaysia. Hence, research hypothesis 1 (H1) is accepted. There is a positive relationship between the brand associations of the Shopee's on consumers purchase intentions among Shopee consumers in Klang Valley, Malaysia. The brand's popularity statement positively influences consumers purchase intentions among customers with less favourable and instrumental attitudes toward the brand.

Consumers' loyalty is affected by several influences, like the value of purchaser discernment, buyer' gratification and trading costs. The result from the table also shows that brand association with the value of $\beta = 0.361$ have the most influence towards the dependent variable among the four independent variables, following by perceived quality with the value of $\beta = 0.203$, brand loyalty with the value of $\beta = 0.187$, and brand awareness with the value of $\beta = 0.144$. Customer loyalty is the key marketing goal; thus, customer loyalty should be maintained and improved since it retains existing customers. Loyalty provides more benefits to the company, thus encouraging some repeat purchases and recommendations of the brand to their friends as well as colleagues. The results from the table shows that brand association with the value of $\beta = 0.361$ have the most influence towards the dependent variable among the four independent variables. Brand awareness offers a great connection between the brand and the client. Brand association is connected to the variety of even-handedness since it shapes a lot of understanding as well as awareness about the brand. Therefore, when brand association increases it also increases the brand equity. From the correlation results, brand association and purchase intention tested to be the highest value compared to all other independent variables, with a value of +0.746. This means a significant positive relationship between Shopee's brand association purchase intentions among Shopee consumers in Klang Valley, Malaysia.

Business organizations have noted an increased rate of competition by the various thriving businesses in the market. The producers of consumer goods are facing escalating competition, especially in the production and distribution of fast-moving goods.

Determining and assessing the factors upsetting consumers' purchase intentions may encourage improvement in marketing communication and lead to better revenues and profits. Various brands of comparable products usually compete for customers' attention; consequently, the formation of the required brand associations leads to a necessary task in brand management. In business, brand associations greatly impact consumers' purchase intentions.

It is important to develop the right brand associations to thrive positively in the market; there are positive associations between brand association and the consumers' purchase intentions. TA positive brand association is highly influential in influencing consumers' purchase intentions.

Negative brand associations can, on the other hand, negatively impact consumers' purchase intentions. When there is a negative brand association, the said product will stay in the market more without being purchased by consumers. Therefore, managers in an organization need to maintain a positive brand association in the market to thrive in the existing market. Positioning the brand in the market contributes highly to the customers' purchase intentions. Brand associations highly affect consumers' behavior, increasing the customers' purchase intentions. A high brand association leads to brand fondness. Companies use brand associations to influence customers' feelings and their attitudes towards merchandise and enable them to make purchasing decisions. Consumers' perception of a brand is a multidimensional concept that is influenced by numerous indicators.

Hypothesis 2: There is a significant and positive relationship between Shopee's brand awareness value on purchase intention among Shopee consumers in Klang Valley, Malaysia.

Brand awareness is the ability of consumers to be aware of the existence of a brand. The higher the brand awareness, the higher the consumer's perception of the brand, which in turn increases the purchasing intentions of the customers. Although brand awareness is the first stage of brand equity, consumers tend to buy brands that they can easily recognize in the market.

According to the results shown in Table 7, the P-value for brand awareness is (P=0.031). Therefore, it can be concluded that brand association has a significant and positive relationship with purchase intention among Shopee consumers in Klang Valley, Malaysia. Hence, research hypothesis 2 (H2) is accepted. Consumers tend to purchase brands that are well-recognized in the market. Most of them are afraid of purchasing a newly introduced brand into the market. The brand association has a significant and positive relationship with consumers' purchase intention among Shopee consumers in Klang Valley, Malaysia.

Brand awareness comprises two major components: brand recall and brand recognition. Brand recognition refers to the ability of consumers to differentiate various brands from other brands in the

market. In contrast, brand recall refers to consumers' ability to remember a particular brand in the prevailing market and pick it from the rest of the brands.

The higher the β – value, the more influence independent variables have towards the dependent variable. The result from the table also shows that brand awareness with the value of β = 0.144 strongly influences the dependent. Brand awareness explains the stability of the consumer's brand or how much the brand is recognized or identified by the consumers in the prevailing market. Brand awareness describes the degree of buyers' recognition of a certain product in the market by its name. The creation of brand awareness is a major step to promoting a certain product or the ability to revive an older brand. Ideally, brand awareness may involve the potentials of a distinctive product from the competition. Brand awareness creates familiarity for consumers with a particular product or service. Brand awareness campaigns to familiarize the entire public with revised products to differentiate them from the competition in the market. Social media is an important tool in creating brand awareness in marketing. Products and services need to maintain an elevation of brand awareness to generate sales. Consumers are always confronted with the choice to buy or to name a brand product that is common and known then an unaccustomed one. Consumers purchase more products that are known to them; some are afraid of acquiring currently introduced products in the market which are unfamiliar to them. Brands that buyers commonly known are thought to be more efficient than the purely new brands in the market. Purchasing an existing brand in the market gives customers the surety of the products they are about to acquire in the prevailing market at the normal prices offered. Several companies are currently spending great deal to promote brand awareness on social media platforms; they intend to make their rand widely known to boost sales in the market.

Brand promotion awareness has led to current forms of promotion in which consumers generate discussions concerning the products together with services that they use or prefer. Predictably, consumers share unfavorable experiences and adapt to reality with marketers. Companies must respond negatively to reviews and offer a solution to the buyer's problem in time. Brand awareness has various levels, beginning with the lowest levels. Brand awareness signifies the presence, obligation, and core, which is essential in a business. When the brand is well known in the market, its presence can then be highly felt in the prevailing market. Various factors awareness in the market, like continuous advertisements association witassociated A well-managed brand can easily satisfy customers in the market and increase brand awareness. Brand awareness has various important indicators that are familiar, and they give consumers a sense of satisfaction and pride. Such a brand is highly recognized and can highly influence buyers' decisions. Brand awareness refers to the ability of a potential buyer to identify or remember that a brand is part of a specific product category in the market (Bilgin, 2018). Brand awareness enables customers to identify various brands under different circumstances replicated in reconstructions of the brand's performance. Brand awareness is a basic factor that determines the

quality of a brand, (Świtała et al., 2018) The brand must be introduced widely and massively to warrant brand awareness in the market, in the mindset of the entire public, together with potential shoppers at large. Based on the results, brand awareness has a positive contribution to the purchase intentions of the customers in Klang Valley, Malaysia.

Hypothesis 3: There is a significant and positive relationship between Shopee's perceived quality value on purchase intention among Shopee consumers in Klang Valley, Malaysia.

According to the results shown in Table 7, the P-value for perceived quality is (P=0.000). Therefore, it can be concluded that brand perceived quality has a significant and positive relationship with purchase intention among Shopee consumers in Klang Valley, Malaysia. Hence, research hypothesis 3 (H3) is accepted. When the perceived value for the brand is high, consumers tend to purchase more of the product. On the contrary, when the perceived qualities for the brand are low, consumers tend to avoid purchasing the low-quality product in the market, (Gan & Wang, 2017). Consumers already have a formed mind concerning the products in the market and how to acquire the best in case they need them. Consumers can always change their brands if they fail to realize any special uniqueness with the existing brands in the market that differentiates the brand from the prevailing competitors in the market. The uniqueness of the various products in the market makes a brand unique, well-known and valued by the consumers.

The uniqueness of a brand or a commodity can be established in relation to the terms in the varieties of the products in the market, the business layout, and the convenience provided to the various consumers in the market. Consumers enjoy the uniqueness of a brand, which enables them to remain loyal to their brand as they associate it with uniqueness and profound loyalty. Shopee's perceived quality value positively impacts consumers' purchase intentions among Shopee consumers in Klang Valley, Malaysia. When consumers perceive that a product is of higher quality, they purchase it more than lowly perceived commodities in the market. The brand is purchased at a higher frequency despite the price due to its perceived quality. There is a significant and positive relationship between Shopee's perceived quality values and purchase intention among Shopee consumers in Klang Valley, Malaysia. The impact is significant. Customers perceive the benefits of purchasing the product to be greater as compared to the cost (Shawn & Sergueeva, 2019). Consumers rely on intrinsic qualities more than extrinsic attributes to acquire the Perceived Value of the products they intend to purchase from the market. When evaluating the intrinsic cues requires more effort and the quality is difficult to gauge, they rely on the extrinsic aspects. Perceived values that inspire consumers to participate in merchandising differ depending on the consumer's motivation at a specific time, whether primarily experiential or goal-directed. In Shopee, most products are hedonic items that fulfill the gratification of middle-class consumers and above. Therefore, from the findings, the shopping enjoyment of a consumer

depends on the customer's relation to online purchase intentions, which is mediated by the insolence towards online shopping.

Hypothesis 4: There is a significant and positive relationship between Shopee's brand loyalty value on purchase intention among Shopee consumers in Klang Valley, Malaysia.

Brand loyalty refers to a concept that illustrated repeated customer buying patterns and how consistent customers buy the same brand (Shabbir et al., 2017). According to the results shown in Table 7, the P-value for brand loyalty is (P=0.002). Therefore, it can be concluded that brand royalty values have a significant and positive relationship with purchase intention among Shopee consumers in Klang Valley, Malaysia, (Chinomona & Maziriri, 2017). Hence, research hypothesis 4 (H4) is accepted. Brand loyalty is the customer's willingness to continuously buy the same product of a specific brand rather than changing or making another choice. Brand loyalty can be defined as the goodwill of any brand in the customer's mind.

The brand name is a major factor in the success of any brand because the name reveals several facts about the brand, gives messages about it to customers, and tells the meaning of the product. Also, it gives customers a summary of the product. A strong brand name will be more reliable than a weak brand name.

Brand awareness has a significant impact on brand loyalty and purchase intention (Dilham et al., 2018). It increases the sale of the product, keeping in mind that customers always never hesitate to take risks to purchase any product they already know simply because a good brand name greatly satisfies customers. Moreover, customers will opt to use a brand that is famous in the market. Brand recognition refers to the consumers' ability to identify brand names easily. Brand quality is the result of comparisons that the customer made in his mind as compared to the way that the service of the product has been performed.

Brand loyalty is very important to companies since its shrinks the probability of an attack from competitors. Also, brand price is somewhat that a customer pays in order to have something. It can be the most crucial factor in creating brand loyalty. Price plays an important task in customers decisions in selecting a particular product. Price must be set according to the customers' requirement or alternatively after a good considering the target customers or also according to customer perceived value price they are willing and able to pay. The times when the product will be well known to the customers, then there will be a good brand image in the mind of the customer then they will always be loyal to purchase the same product again and again. The main objective of the companies is to make high profits, and the issue of brand loyalty is a backbone that will lead to high sales. Research shows that brand name has a significant and direct impact on brand loyalty. It is very challenging for the company to ensure that consumers will have to repurchase the same product after a period of time or after the need to use a product arises.

The most important fact to create any brand loyalty to its customers is by building a profitable relationship with customers. Customers can only be loyal to the brand due to the brand's characteristics like its name, price, quality, and awareness: that is to say, they feel confident when purchasing the brand. The main focus of this good article is to define brand loyalty extensively and guide the factors that lead to brand loyalty and its positive impact on purchase intention for customers. A few factors such as brand quality, awareness, name and price are helpful in creating brand loyalty.

5. Discussion

For any company, the following factors must be the basis to its success: brand image, brand awareness, brand perceived quality, and brand accessibility. A good company should develop a brand name or logo that can be easily distributed widely. Keenly keep information about market trends and all forces that competitors are trying to come up. All this will lead to brand loyalty, which will, in turn, bring high sales and profits and, hence, company growth. The brand quality of products must be checked, followed by brand loyalty: brand name, awareness, price and quality. The study shows the relationship between independent and dependent variables. In this case, brand awareness, association, loyalty and perceived value were considered independent variables, while purchase intention was considered a dependent variable. This study used quantitative methods of research. Online questionnaires were used to acquire the data used in analyzation to conduct the research. The online questionnaires were sent out to 400 people in Klang Valley, Malaysia. The participants answered a series of questions from the online questionnaire.

The Likert scale was used in the research to measure the variables based on the data collected from the online questionnaires. Then, SPSS (Statistical Package for the Social Sciences) was used to analyze all data collected from the 400 online questionnaires from Klang Valley, Malaysia.

The study was conducted based on this city due to the respective discretionary salary per capita, which is one of the highest compared to other states and cities in Malaysia (Department of Statistic Malaysia, 2018).

Various hypotheses were tested in this association of variables in which five were accepted while one which was concerning the effect of the price of brand and brand loyalty was dismissed. This collected data was analyzed using various statistical techniques, and it came to the discovery that a brand name, quality and awareness directly impact brand loyalty of any product. Additionally, brand loyalty has a positive effect on purchase intention of that product. In this age of competition, companies have to arrest the minds of customers on how to select the product for purchase. Most consumers select the product based on consciousness. A good and serious company creates a desirable brand image and the love of their designed product in the customer mind. Brands are the most important intangible asset a company can have, while a product can be argued of anything processed in any industry. In most

cases, customers show their endless loyalty towards the brand by purchasing the same brand consistently.

6. Conclusion

In conclusion, this research has shown the purchase intention of Shopee consumers in Klang Valley, Malaysia. The study was justified by proving the positive relationships between the four independent variables from Aaker's model: brand association, brand awareness, perceived quality, and brand loyalty, and one dependent variable, purchase intention. The analysis examines the influences of brand equity on the consumers' purchasing intentions on Shopee e-commerce in Klang valley, in Malaysia. It is noted that there is a substantial association between brand awareness, brand association, and perceived quality towards brand loyalty and consumers' brand purchasing intention. Based on the results of several tests, the variables from Aaker's model managed to prove the purchase intention well by proving that there are indeed significant and positive relationships between the independent variables and the dependent variable. Showing that Shopee's brand association, awareness, quality, and the loyalty level of the consumers can really affect the purchase intention when selecting an online shopping platform.

Congruently, the analysis of the standardized path coefficients shows the relationship for four variables is similarly high as in relation to the purchase intention of Shopee consumers. According to the past studies, this current study also proves that Aaker's model has a significant predicting ability of consumer's purchase intention of selecting an online shopping platform. However, only four variables were tested in this study; more variables can be added to the model in future studies in order to investigate other settings, especially for cases with similar intentions.

There is a positive relationship between the brand associations of the Shopee's on consumers purchase intentions among Shopee consumers in Klang Valley, Malaysia. The brand's popularity statement employs a positive influence on consumers purchase intentions among customers with less favorable and instrumental attitudes toward the brand. Customer loyalty is the key marketing goal thus; the loyalty of the customer should be maintained and improved since it retains the existing customers. Loyalty gives more benefits in the company, increasing the consumers purchase intentions, thereby leading to increase in revenue, (Chinomona & Maziriri, 2017), leading to more repeat purchases in the company. Customer loyalty is the key marketing goal; thus, customer loyalty should be maintained and improved since it retains existing customers. Loyalty provides more benefits in the company, thus encouraging some repeat purchases to recommend the brand to their friends as well as colleagues (Chinomona & Maziriri, 2017).

The brand association has a significant and positive relationship with purchase intention among Shopee consumers in Klang Valley, Malaysia.

There is a significant and positive relationship between Shopee's brand awareness values on purchase intention among Shopee consumers in Klang Valley, Malaysia. Brand awareness creates familiarity for consumers with a particular product or service. Brand awareness campaigns to familiarize the entire public with revised products in the market to differentiate it from competition in the market. Customers are more comfortable using products that are well known to them from the prevailing market. Brand association has a significant and positive relationship with purchase intention among Shopee consumers in Klang Valley, Malaysia.

Based on the multiple regression results shown in table 5, the computed R Square is 0.640. It is evident from the results that brand association, awareness, perceived quality and loyalty have 64% of the variation in purchase intention towards Klang Valley customers in selecting Shopee as the preferred online shopping platform out of many other competitors. All these factors have a strong influence on the purchasing intentions of consumers in the prevailing market.

Therefore, it can be concluded that brand-perceived quality has a significant and positive relationship with purchase intention among Shopee consumers in Klang Valley, Malaysia. Hence, when the perceived value for the brand is high, consumers tend to purchase more of the product. On contrary, when the perceived qualities for the brand are low, consumers tend to avoid purchasing the low-quality product in the market. Consumers already have a formed mind concerning the products in the market and how to acquire the best in case they need them. Consumers can change their brands if they fail to realize any special feature with the existing brands in the market that differentiates the brand from the prevailing competitors in the market. The uniqueness of the various products in the market makes a brand unique, well known and valued by the consumers.

7. Limitations of the study

The limitation of this study is the limited resources used to conduct the research. Due to the Covid-19 pandemic, face-to-face interview is not allowed to be conducted and no interstate travel is allowed during the movement control order period. That is why only Klang Valley citizens were chosen to participate for this study, as this research was not allowed to bring out to the citizens from other areas. As a result, because of the limitation in movement, there will be a restriction for the targeted population for this study. The study was limited only to Klang Valley in Malaysia; future research can be done to cover a larger geographical area and avoid biases. Other factors influence consumers purchase intention like the product's nature or the consumer's geographical location. Such factors were not discussed in this research.

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