

# 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 behaviour towards a business on how it affects the purchase intention in a business context by implementing the 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 residence who have basic understanding on Shopee as an online shopping platform. The data gathered from respondents was analysed 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 association 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.

**Keywords:** Brand Association, Brand Awareness, Perceived Quality, Brand Loyalty, Purchase Intention, Aaker's Model.

## Introduction

This research will be carried out by understanding, examining as well as ascertain 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 the internet user in 2018 pointed out that there were more than 28.7 million

users of internet in Malaysia. Among these 28.7 million users in the country, 53.3% of them were seen to carry out activities of online shopping (Harun and Husin 2019). Also, the survey found out that a total number of 85.6% of these internet users engaged themselves in social networking. The evolution and rapid growth of the 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 with various benefits like convenience, easy access of information via social media platforms, useful system enhances access of the services and goods as well as performance in anytime 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 businesses methods 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. There are various studies conducted that are related to online buying on various products. Nevertheless, this study will investigate the influences of brand equity towards consumer purchase decision. The study focuses particularly on online shopping users in Klang valley.

### **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.

### **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?

### **Literature Review**

#### *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 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 (Hussain and Zafar 2017). According to the study conducted by Hanson and Kalyanam (2020), it showed that e-commerce industry has become popular and a leader in the business world of electronics that offer new concepts and chances on the business transaction, expanded

products geographic and variety. This has significantly impacted the traditional business systems as well as more towards 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 the payments, through electronic means, between consumers and businesses carry out a business transaction. Consequentially, Satar, Dastane and Ma'arif (2019), suggested that e commerce refers to the telecommunication networks which are used for the public in the business information, observe business connection as well as 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 chances for the retailers in order to create the concept of new service, delivery systems and customer's services. Moreover, the commonly visited in Malaysia are 11 streets, Shopee and Lazada.

**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 it has contributions to the perceived value of the brand. Additionally, according to Javed and Cheema (2019), also, attributes have a crucial role in the choice of the consumer's brand and thus, brand equity is one of the most significant part in marketing. Currently, many companies are performing social responsibility so as to have an influence on customers as well as assist in products differentiation. Nevertheless, Prasad et al (2019), found out that such kind of initiative does not fit with consumer's perception and hence have no position on changing consumer's perception, beliefs and behaviours. On the contrary, the initiatives which fits well on the consumer's perception that plays a vital role in shaping the attitudes, beliefs, and behaviours 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, Ashraf and Azam, 2019). Brand equity is typically based on consumers and it happens when they just have positive, exceptional, and well-built brand picture in their mind (Rambocas, Kirpalani. and Simms 2018). The perceived brand value plays essential roles in the buying decision of a customer. Further the learning process and decision-making process of customers create up the brand equity of a certain brand such as fashion clothes. Besides, quality is everything that consumers look for on any brand, particularly when added services are provided. Consumer satisfaction, organizational productivity and service excellence are all related to perceived value and consumers buying intention (Gautam and Shrestha 2018). One of the factors that affects the consumer's decision of buying 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 which reflects on how a service or a brand has been disliked or liked after using it. An empirical study conducted by Fitriyasari (2020), has revealed that customer satisfaction is typically affected by the brand quality and hence, it determines the consumer's repeat of buying that particular product. Nevertheless, organizations strain to implement brand equity in the various markets they operate in. the brand equity has four main dimensions which are, perceived quality, brand awareness, brand association and brand loyalty. Further, perceived value is accepted as consumer's perception of the strength of a product as well as 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 on the idea that the knowledge of consumers plays important role in buying decision.

### **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 also examines the consequences of the pursued policy on brand. Moreover, it is typically knowing that brand equity rises with the increase in brand loyalty, brand awareness, and brand associations. Further, the model offers insights into criteria which indicates to which degree is the actual value formed with both company and consumer because of the policy of branding. Below are the concepts defined by Aaker equity model.

### **Brand Association**

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

### **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 is similarly reflected on the influence which that product brings to the customers. Besides, it offers marketers and organizations with various advantages in the market. Past studies point out that the available online information about past online shopping experience 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 considerations (Novansa and Ali 2017).

### **Perceived Quality**

This is a concept which 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 impression of care invested when a brand is being produced. A consumer's perception towards the quality of a brand is predominately the outcome of the subconscious thoughts. The quality of a brand is essential in an organization since it satisfies consumers as well as retaining their loyalty in order to continue buying the same brand in future. Besides, brand quality plays essential contribution to the long-term profitability and revenue (Satriawan et al, 2020).

### **Brand loyalty**

Brand loyalty refers to a concept which illustrated repeated customer buying patterns as well as how consistent 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 of buying the same product of a specific brand continuously rather than changing or making another choice. Therefore, brand loyalty is termed as the success of brand equity. Consumer's satisfaction with the product enables them to buy the product repetitively and they prefer them over other same 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. The brand equity offers an opportunity for selecting a brand by the customers that leads to consumer commitment and satisfaction towards the brand.

### 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 have positive influence on the consumer buying intention (Nayeem et. al, 2020). However, brand experience and satisfaction is seen to have moderate or low impacts on the buying decision of a consumer (Chong 2019). Nevertheless, if the company brand has a positive brand equity, individuals are most likely to spend more of their cash in purchasing those particular products, which results into higher profitable margins. Besides, this costs organizations the same cash amounts as for their competitors in making the same product. Additionally, it is found that brand equity has direct influence on the volume of sales in an organization since customers gravitate on brands with significant reputations (Siali 2019).

### Conceptual Framework

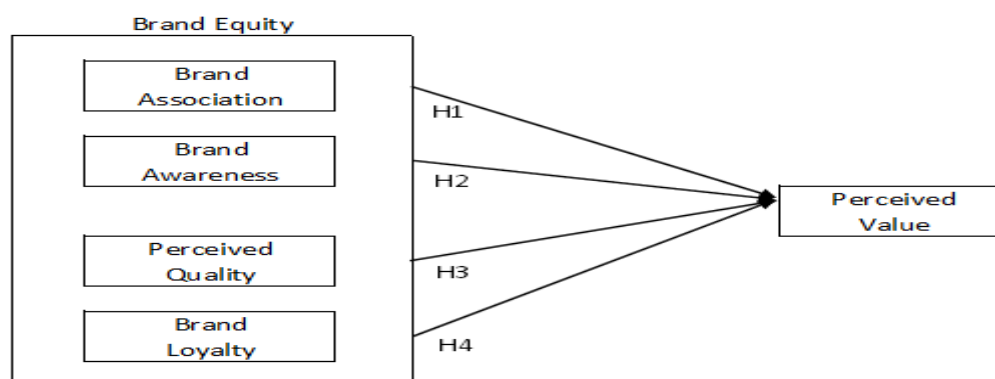


Figure 1 Conceptual Framework

(Source: Aaker, 1991 Vasileva et. al, 2017, Pham, 2021)

### Research Methodology

#### Research Approach

Research approaches are procedures used for researcher to narrow down wide estimations into ways to collect data, analyse the data and also interpret the data. According to Creswell (2014), three types of research approaches are available for researcher to conduct their research, which are quantitative, qualitative, and mixed of both quantitative and qualitative. 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 system such as SPSS (Statistical Package for the Social Sciences) and procedures.

### **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 Shopee platform. In order to achieve this, the reliance on secondary information, for instance, the past outcome and literature from the 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 sampled population features on the phenomenon of consumer intention of buying goods online. Nevertheless, the research will use the quantitative method in order to collect the connected numerical information from different respondents. As one of the quantitative researches there will be more specific as well as focus on the data collected numerically that enables effort reduction as well as saving more time on data analysis as well as 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.

### **Research Population & Sampling**

This study will use 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 analyse 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. The reason that this study is conducted based on this city is due to the respective discretionary salary per capita is one of the highest when compare 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 the usage of purposive sampling method by referring to the table in order to Determining 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.



### **Research Instrument**

A cross-sectional survey will be carried out. The survey questions and questionnaire will be the main instrument 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 Shopee platform.

### **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 so as to explain the impacts of this issue. 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 a google form as one of the main supportive tools in order to collect 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. Comparison will later be done on the primary and secondary data in order to acquire the right information needed.

### **Questionnaire Design**

In this research, the questionnaire will be design and separate into three different sections which are section A, section B, and section C. In section A, there will be two screening question to ensure that all the response collected are from the targeted population which is Klang Valley, Malaysia and also 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 breakdown into another five smaller sections, questionnaire are designed with questions to examine the respondents' purchase decision towards Shopee using the four independent variables. The questionnaire is designed using the five-points Likert Scale 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.

### **Independent Variables (IV)**

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 is focused on the brand equity including the brand awareness, brand 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 adopted from the scales of (Shabbir et. al, 2017;and Sivaram et. al, 2019).

### **Dependent Variables (DV)**

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.

### **Data Analysis Method**

Once data has been collected, the researcher will analyse it by use of 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.

### **Descriptive Analysis**

Descriptive analysis which is also claimed to be the 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 in the same time enable 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 also measures being adopted to this research for greater understanding towards the data.

### **Reliability Analysis**

According to Field (2005), Reliability analysis is a method being 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 being 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 state that when the value is within 0.7 - 0.8, researchers can interpret this as acceptable value 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 is lower than 0.70 the question of the questionnaire is consider as questionable, poor or unacceptable. Therefore, this study will be taking the rule of thumb of Cronbach's alpha to determine its reliability.

Table 3.6.2

*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

### 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 is more than +1.0 or less than -1.0, this 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 positive nor negative relationship.

Table 3.5.3

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

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

### 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 score of data collected will be compared with a normally distributed set of scores that has the same mean and standard deviation in order 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  $\pm 2.58$ . 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.

### Regression Analysis

Regression analysis is a common method being used in a research to examine the linear relationship for variables that are two or more. This analysis also provides a guidance in determining which factors are important for the research, also which factor that does 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, the use of multiple regression analysis will provide guidance in analysing two or more independent variables. The criteria of acceptance are where the affect is positive if the significant value is less than ( $\alpha=0.05$ ).

### Data Analysis

Table 1

*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 %

			40.50
	Bachelor's Degree	162	%
			14.50
	Post-Graduate	58	%
Occupation	Self-employed	26	6.50 %
			42.75
	Employed	171	%
	Unemployed	35	8.75 %
	Student		37.50
		150	%
	Retired	18	4.50 %
Income Level	RM1000 and below	14	3.50 %
	RM1001 – RM 1999	35	8.75 %
			36.25
	RM2000 – RM2999	145	%
			31.75
	RM3000 – RM3999	127	%
	RM4000 – RM4999	44	11 %
	RM5000 and above	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 %
			31.75
	Once a month	127	%
			37.50
	Once a week	150	%
	Several times a week	44	11 %

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

Based on table above's result, we may observe that there are 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 reason that both proportion of both male and female respondents from the response are equal is due to the balance 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 majority within 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 who are

residing around Klang Valley and are familiar with the online shopping platform such as Shopee are mostly younger generation, which mostly are 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 Malay and Chinese population are higher than the rest is most likely due to the targeted area. The majority population of the Klang Valley area Malay are one of the highest populations when comparing to another ethnicity.

Based on table above’s result, 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 due to majority of the population in Klang Valley, Malaysia are young people, that is why more than half of the data collected are from respondents who are single.

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% of the people has a bachelor’s degree and 14.50% of them are post-graduates. With this we may understand that the majority of the targeted population within Klang Valley, Malaysia are highly educated populations. 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 %.

Table 1 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. While the minority of the population are about 3.50% and 8.75% with the income of RM1999 and below. Lastly, table 1 also indicates the data for 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.

**Reliability Test**

Table 2

*Reliability Test*

Items		Mean	SD	SE
<b>BAS</b>	<b>BRAND ASSOCIATION (α=0.780) - Acceptable</b>			
<b>BAS 1:</b>	Some characteristics of Shopee come to my mind quickly	4.023	0.81456	0.04151
<b>BAS 2:</b>	I can quickly recall the logo or symbol of Shopee	3.992	0.79545	0.04054
<b>BAS 3:</b>	I can easily imagine Shopee in my mind	4.025	0.61606	0.03139
<b>BAW</b>	<b>BRAND AWARENESS (α=0.799) - Acceptable</b>			

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

The reliability test for this research is shown in the table above, Table 2. For this research, two methods were used to test the reliability: internal reliability using Cronbach's  $\alpha$  and construct reliability using composite reliability. Based on the result in table 2, the Cronbach's  $\alpha$  coefficient for the five variables of the study is range from 0.809 to 0.780. According to the result, the dependent variable of this research, the purchase intention, has the highest Cronbach's value of 0.809, where we may interpret this value under good according to the scale by Kline (2005). According to Cronbach (1951), a value of 0.7-0.8 is the acceptable value to measure its reliability. Therefore the other independent variable of brand association has the value of 0.780, which is acceptable according to scale and brand awareness has the value of 0.799 which is also acceptable according to scale. Other than that, the independent variable of perceived quality has the value of 0.781, which is acceptable according to scale, along with brand loyalty which has the value of 0.799, which is also acceptable according to scale. Overall, from this reliability test, the result shows good internal consistency reliability.

### Normality Test

Table 3

#### Normality Test

Items	Skewness		Kurtosis	
	Stat	SE	Stat	SE
BAS				
<b>BAS 1</b>	-0.042	0.124	1.49149	0.248

	<b>BAS 2</b>	0.013	0.124	-	1.41817	0.248
	<b>BAS 3</b>	-0.015	0.124	-	0.35073	0.248
BAW				-		
	<b>BAW 1</b>	-0.023	0.124	-	0.58384	0.248
	<b>BAW 2</b>	-0.191	0.124	-	1.63436	0.248
	<b>BAW 3</b>	-0.046	0.124	-	1.42195	0.248
PQ				-		
	<b>PQ 1</b>	0.225	0.124	-	1.11491	0.248
	<b>PQ 2</b>	-0.136	0.124	-	1.68817	0.248
	<b>PQ 3</b>	-0.004	0.124	-	0.09057	0.248
BL				-		
	<b>BL 1</b>	-0.217	0.124	-	1.09293	0.248
	<b>BL 2</b>	-0.500	0.124	-	1.46339	0.248
	<b>BL 3</b>	-0.076	0.124	-	1.32627	0.248
PI				-		
	<b>PI 1</b>	-0.196	0.124	-	1.17126	0.248
	<b>PI 2</b>	-0.539	0.124	-	1.25277	0.248
	<b>PI 3</b>	-0.171	0.124	-	0.97543	0.248

The normality test for this research is shown in the table above, Table 3. 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), the study 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 has shown good normality values within the recommended range.

### Correlation Test

Table 4

*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)

The correlation test for this research is shown in the table above, Table 4. Pearson's correlation test has been implied for this research. Based on the results, all values shown between the five variables have been 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 value when compared to all other independent variable, with a value of +0.746. While with 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 stated, these values can be interpreted as a moderate relationship between the independent variables and the dependent variable.

### Multiple Regression Analysis

Table 5

#### Model Summary

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.800 <sup>a</sup>	0.640	0.636		0.38573

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

The multiple regression analysis for this research is shown in the table above, Table 5. 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 result shown in table 5, the computed R Square is 0.640. This shows that the brand association, brand awareness, perceived quality and brand 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 6  
*ANOVA<sup>a</sup>*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.591	4	25.148	169.016	.000 <sup>b</sup>
	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

The computed value for significance for this research is shown in the table above, Table 6. 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 7  
*Coefficients<sup>a</sup>*

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,  $\beta$  – 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  $\beta$  – 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  $\beta = 0.361$  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  $\beta = 0.144$ . 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 which facilitate the communication of information concerning a particular product to the customer. Such qualities enable the brand to compete favourably 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 (Lim, 2021).

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; the loyalty of the customer should be maintained and improved since it retains the existing customers. Loyalty provides more benefits in the company, thus encouraging some repeat purchases recommendation 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 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.

The determination and assessment of the factors upsetting consumers' purchase intentions may encourage improvement in marketing communication and lead to the production of 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. A positive brand association has a highly contributing feature 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' behaviour, 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, this can conclude that brand association does have a significant and positive relationship with purchase intention among Shopee consumers in Klang Valley, Malaysia. Hence, research hypothesis 2 ( $H_2$ ) 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  $\beta$  – 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  $\beta = 0.144$  has a strong influence on 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 of the consumers with the particular products or services. Brand awareness campaigns to familiarize the entire public with revised products to differentiate them from 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 deals in promoting brand awareness on social media platforms; they intend to make their brand widely known in order 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 unfavourable 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 least 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.

There are various factors that increase brand awareness in the market, like continuous advertisements, association with the existence or distribution of other products in the market. A brand that is well managed can easily get customers satisfied in the market increasing brand awareness. Brand Awareness has various important indicators which are familiar, and they give a sense of satisfaction as well as pride to the consumers. 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 the different circumstances replicated in reconstructions of the brand's performance. Brand awareness is a basic factor that determines the quality of a brand, (Świtłała 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, this can conclude 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 in 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 in a brand and this enables them to remain loyal to their brand as they associate it with uniqueness and profound loyalty. Shopee's perceived quality value has a positive impact on consumers' purchase intentions among Shopee consumers in Klang Valley, Malaysia. When consumers perceive that a product is of higher quality, they purchase the product more as compared to 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 on 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 as compared to extrinsic attributes to acquire the Perceived Value of the products they intend to purchase from the market. When the evaluation of the intrinsic cues is needed more effort and the quality is difficult to gauge, then they rely on the extrinsic



aspects. Perceived Values inspiring consumers to participate in merchandising differ, depending on the motivation that the consumer has at a specific time; whether it is primarily experiential or goal-directed. In Shopee, most products are hedonic items that fulfil 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 insolvency 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 which illustrated repeated customer buying patterns as well as 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, this can conclude that brand loyalty 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 of buying the same product of a specific brand continuously rather than changing or making another choice. Brand loyalty can be simply be defined as the goodwill of any brand in the customer's mind.

The brand name is a major factor for 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 a summary of the product to customers. A strong brand name will be more reliable than a weak brand name.

Brand awareness has a great big impact on brand loyalty and purchase intention, (Dilham et al., 2018). It increases the sale of the product; keeping in mind that always customers never hesitate to take risks to purchase any product that already he knows simply because a good brand name has a great satisfaction to customers also customers will opt to use a brand which is famous in the market. Brand recognition refers that the consumers can easily identify brand names. 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 it 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. Brand name from research 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 extensively define brand loyalty and guide on the factors that lead to any brand loyalty and its positive impact on purchase intention for the customers. A few factors such as brand quality, awareness, name and price are helpful in creating brand loyalty.

### **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 which competitors are trying to come up with. All this will lead to brand loyalty which will, in turn, bring high sales, high profits 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, brand association, brand loyalty and perceived value were considered as independent variables, while purchase intention was considered as a dependent variable. This study used quantitative methods of research. Online questionnaires were used to acquire the data used in analysis to conduct the research. The online questionnaires were sent out to 400 people in Klang Valley, Malaysia. The series of questions from the online questionnaire was answered by the participants.

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

The study was conducted based on this city is due to the respective discretionary salary per capita, which is one of the highest when compared with 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 has a good direct impact on brand loyalty of any product. Additionally, there is a positive result of brand loyalty on purchase intention of that product. In this age of competition, companies have to arrest the mind of any customer on how to select the product for the 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 that a company can have, while a product can be argued of anything that has been processed in any industry. In most cases, customers show their endless loyalty towards the brand by purchasing the same brand consistently.

### **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, which are brand association, brand

awareness, perceived quality, and brand loyalty, and one dependent variable, which is 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 favourable 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 some repeat purchases in the company. 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 provides more benefits in the company, thus encouraging some repeat purchases recommendation of the brand to their friends as well as colleagues, (Chinomona & Maziriri, 2017). The brand association does have 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 of the consumers with the particular products or services. 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. The brand association does have 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, brand awareness, perceived quality and brand 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.

### **Limitations of the Study**

The limitation of this study is the resources 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 be participate for this study, as this research was not allowed to bring out to the citizens from other areas. In result, because of the limitation in movement, therefore 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 biasness. There are other factors which influence consumers purchase intention like nature of the product or geographical location of the consumer. Such factors were not discussed in this research.

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