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RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6th Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

Prof. Dr. Roshima Haji Said
Rector
Universiti Teknologi MARA (UiTM)
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6th Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

Dr. Yanti Aspha Ameira Mustapha
FBM Insights Advisor

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THE INFLUENCE OF CREATIVE SALES PROMOTIONS TOWARDS SHOPEE USERS

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INTRODUCTION

In the midst of the Covid-19 pandemic, which has had a huge impact on many aspects of human existence, particularly the economic component, the internet provides convenience that promotes trade transactions via e-commerce. The sale, purchase, and delivery of goods and services via electronic systems such as the internet, television, or other computer networks are referred to as e-commerce. With the availability of multiple e-commerce sites in Malaysia, competition in employing the best marketing communication approach is one of the important success aspects in catching the attention of every consumer.

Consumers went shopping to satisfy their daily wants and needs. Shopping is no longer limited to supermarkets, shopping malls, and so on, thanks to technological innovation and invention. Shopping can now be done online over the internet. Shopee is one of Malaysia's several online shopping platforms. It was first launched in Singapore by 2015 and ever since it was extended to reach Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. The website provides a diverse choice of products, allowing many individuals to make purchases while sitting in front of their computers. Shopee is now the most popular purchasing application in seven countries: Singapore, Malaysia, Thailand, Indonesia, Vietnam, the Philippines, and Taiwan (Tran, 2019). Existed after many other e-commerce websites, Shopee soon gained benefits and impacts by identifying client segments, focusing on online shoppers and youthful customers. Users of Shopee come from a diverse spectrum of demographics and backgrounds. According to an Ipsos survey, Shopee was the most popular platform for Malaysians' online shopping requirements, with 82% having used it in the previous six months. According to the survey, respondents preferred Shopee above other competitors due to its user-friendliness, speed of delivery, and rating dependability (Loheswar, 2021). Shopee also has a user-friendly internet interface, quick order processing, and clever product filters.

SALES PROMOTION

Sales promotion is a form of promotional mix in which a company uses a variety of short-term customer-focused methods to increase demand for its product by making it appear more appealing and/or worthy (Pahwa, 2022). According to Kotler and Keller (2012), various incentive recommendations included in sales promotions can be effective in motivating a short-term purchase as well as acquiring more and more products or services. Sales promotion has a huge impact on client interest and purchasing decisions for certain products (Neha & Manoj, 2013).

Customers will be influenced to make a purchase decision by the usage of sales promotions on the Shopee platform (Arbie, 2021). Various sales promotion methods, such as free samples, free gifts, discounts, coupons, shipping schemes, or bulk buy bargains, will encourage customers to make a purchase (Felita & Oktivera 2019).

Shopee users will make repeat purchases if they receive sales incentives that benefit them. Typically, the company/seller will give a discount voucher or a free item to entice customers. The coupon sales promotion approach is intended to entice consumers to acquire specific products or services by offering cost-cutting benefits. Repeat purchases will benefit both sides, as users will get a better deal and the seller will be able to expand sales and profits. Coupons have a substantial impact on consumers' decisions to make an initial or recurring purchase (Suryaningsih et al., 2019).

Furthermore, according to Bacay (2022), creative sales efforts that provide consumers with free vouchers, promotional coupons, discount deals, and so on have a significant impact on Shopee users' purchase intention. These are excellent tools for marketers to use in establishing effective marketing strategies to attract and persuade customers to purchase products.

Moreover, Shopee users will purchase in large quantities. Shopee customers will benefit from exclusive promotions such as "Buy one, get one free". The offer is typically obtained from a company from which the customer has already made a purchase. Customers profit immensely from this situation in terms of decision making and cost savings. Additionally, Shopee users will rely on recommendations from previous consumers who have purchased from the firm or online store (Elwalda & Lu 2016). If there are nice and trustworthy reviews, users will decide to place an order. Shopee users may be influenced by other users' reviews and comments during the purchasing process because friends, family, peers, coworkers, and individuals or groups of individuals who are related to a person's behavioral intention can alter a person's thought, thinking, and action (Tan et al., 2017). Furthermore, while making decisions, customers will seek information from diverse external sources such as experts or opinion leaders first to decrease doubt about legitimacy.

Finally, sales promotion will impact consumers' purchasing decisions, whether they are made online or in person. An appealing sales promotion will benefit both the seller and the buyer. They will always be aware, as wise shoppers, if the seller offers discounts, free gifts, and so on. To compete in this digital age, sellers/companies must be creative and able to offer the greatest sales promos in order to satisfy and retain customers.

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