

LIST OF FIGURES

Figure 1.1 Shopee Logo	1
Figure 1.2 E-Commerce Adaption	5
Figure 1.3 Shopee Ranks.....	6
Figure 1.4 Flash Sale on Shopee	7
Figure 1.5 E-Commerce Spend Products	8
Figure 2.1 Sales Promotion: Promotional Mix	16
Figure 3.1 Research Stage.....	50
Figure 3.2 Continuum Line Percentages	60
Figure 4.1 Product Involve Continuum Line	68
Figure 4.2 Perceived Values Continuum Line	70
Figure 4.3 Consumer Attitude Continuum Line	71
Figure 4.4 Shopping Enjoyment Continuum Line	73
Figure 4.5 Impulse Buying Continuum Line	74
Figure 4.6 Outer Model.....	75
Figure 4.7 Inner Model Test.....	80
Figure 4.8 Framework Result.....	83