

## 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