

MARKETING STRATEGIES TO INCREASE BUSINESS REVENUE USING SHOPEE LIVE STREAMING FEATURES

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ABSTRACT The advancement of more complex technology has simplified commercial transactions for entrepreneurs. Digital marketing, or simply digital marketing, is one such advancement. In today's global environment, one strategy to retain or grow consumers and market share is through digital marketing. Many social networking sites and online marketplaces, such as Shopee Marketplace, offer various services, including Shopee Live Streaming, which can be used to promote products. A feature on the Shopee platform called Shopee Live allows merchants to host live streaming sessions where they can showcase their business and products in real time. The aim of this research is to examine marketing tactics that leverage Shopee's live streaming capabilities as a promotional tool to enhance consumer appeal.

KEYWORDS: *Digital Marketing Strategies, Shopee, Shopee Live Streaming*

1. INTRODUCTION

In the ever-evolving digital era, marketing is no longer limited to conventional strategies. Rapid technological advancements have led to significant transformations in various aspects, including the business world and consumer behavior (Santhosh, 2018). As a result, companies are required to enhance their marketing strategies to align with current digital growth. Today's technological advancements continue to simplify data access and sharing through devices integrated with the internet. This facilitates companies in targeting audiences using information analysis and consumer data obtained from various online sources (Dwivedi et al., 2021). In this

context, many industries utilize digital platforms provided as marketing media to sell goods and services, known today as marketplaces.

Shopee is a widely recognized marketplace and a preferred online shopping platform in Indonesia. It generates the highest revenue from transactions across various countries (Fitryani et al., 2021). This claim is supported by data from the second quarter of 2022, which reveals that Shopee attracts an average of 131.3 million website visitors per month (iPrice in Katadata.co.id, 2022). This number has doubled compared to Q3 2019, which had only 56 million visitors per month. This rapid increase is attributed to Shopee's advantages, such as a user-friendly interface, job opportunities, and convenience (Fachrina and Nawawi, 2022). This indicates a positive trend in Shopee's usage by consumers and provides marketers with an opportunity to boost sales by effectively utilizing Shopee.

One of Shopee's significant features is Shopee Live, which allows users to engage in live streaming shopping, similar to live streaming on social media. This concept originated in China a few years ago, following the outbreak of the COVID-19 pandemic. The live streaming feature offers consumers a more personal and immersive shopping experience. By involving consumers in live sessions, companies can present products or services in more detail, answer questions in real time, and address concerns promptly. This not only enhances consumer satisfaction but also creates a closer relationship between brands and customers, which is a key aspect of increasing customer loyalty.

The live streaming feature on Shopee was initially considered unique because it allows consumers to interact directly with sellers and other consumers during the online shopping process (Ginting and Harahap, 2022). This interaction leads to increased buyer interest in the products or brands being introduced. Sellers can also use live streaming to provide detailed explanations about product reviews and characteristics, helping consumers make informed purchasing decisions (Lo et al., 2022).

Additionally, the visual appeal of live streaming has the potential to attract consumers who are increasingly interested in video content. In a competitive e-commerce environment, the ability to stand out through creative and attractive product presentations can provide a significant competitive advantage. Therefore, marketing strategies that utilize Shopee Live Streaming can be a smart move in creating a compelling and unique brand image in the eyes of consumers.

Moreover, this strategy also incorporates elements of business sustainability. By building an online community through live streaming, companies can interact with consumers consistently. This approach not only leads to individual transactions but also encourages repeat sales and recommendations from satisfied customers. Therefore, this marketing strategy not only relies on short-term promotional effects but also aims to build a strong and sustainable foundation for business growth in a dynamic competitive environment.

Strategies for Increasing Business Revenue Using Shopee Live Streaming Feature

In an ever-evolving digital era, marketing is no longer confined to conventional strategies. Rapid technological advancements have led to significant transformations in various aspects, including business and consumer behavior (Santhosh, 2018). Consequently, companies are required to enhance their marketing strategies to align with current digital growth. The proliferation of technology has increasingly facilitated people's access to and sharing of data through internet-integrated devices. This enables businesses to target audiences effectively by leveraging information and consumer data obtained from various online sources (Dwivedi et al., 2021). Many industries are utilizing digital platforms as marketing media to sell products and services, now commonly known as marketplaces.

Shopee is a widely recognized marketplace and a popular online shopping platform in Indonesia, generating significant revenue from transactions across various countries (Fitryani et al., 2021). This claim is supported by data from the second quarter of 2022, revealing that Shopee attracts an average of 131.3 million website visitors per month (iPrice in Katadata.co.id, 2022). This number represents a twofold increase compared to the third quarter of 2019, which had only 56 million visitors per month. This rapid growth is attributed to Shopee's advantages, such as its user-friendly interface, job opportunities, and convenience (Fachrina & Nawawi, 2022). This indicates a positive trend in Shopee's consumer usage and presents opportunities for marketers to enhance sales by effectively leveraging Shopee.

One of Shopee's key features is Shopee Live, which allows users to engage in live shopping streams, similar to live streaming on social media. This concept originated in China a few years ago, following the spread of the COVID-19 pandemic. The live streaming feature provides consumers with a more personal and immersive shopping experience. By involving consumers in live sessions, companies can present products or services in greater detail, answer questions in real-

time, and address concerns promptly. This not only enhances consumer satisfaction but also fosters a closer relationship between the brand and its customers, which is crucial for boosting consumer loyalty.

Initially, Shopee's live streaming feature was considered unique because it allowed consumers to interact directly with sellers and other consumers during the online shopping process (Ginting & Harahap, 2022). This interaction increases buyer interest in the products or brands being introduced. Sellers can also use live streaming to provide detailed explanations of reviews and product features, helping consumers make informed purchase decisions (Lo et al., 2022).

Moreover, the visual appeal of live streaming has the potential to attract consumers who are increasingly interested in video content. In a competitive e-commerce environment, the ability to stand out through creative and engaging product presentations can provide a significant competitive advantage. Therefore, utilizing Shopee's live streaming feature as a marketing strategy can be an effective approach to creating an attractive and unique brand image in the eyes of consumers.

Additionally, this strategy incorporates elements of business sustainability. By building an online community through live streaming, companies can engage consistently with consumers. This approach not only leads to individual transactions but also encourages repeat sales and referrals from satisfied customers. Thus, this marketing strategy not only relies on short-term promotional effects but also aims to establish a solid and sustainable foundation for business growth in a dynamic competitive environment.

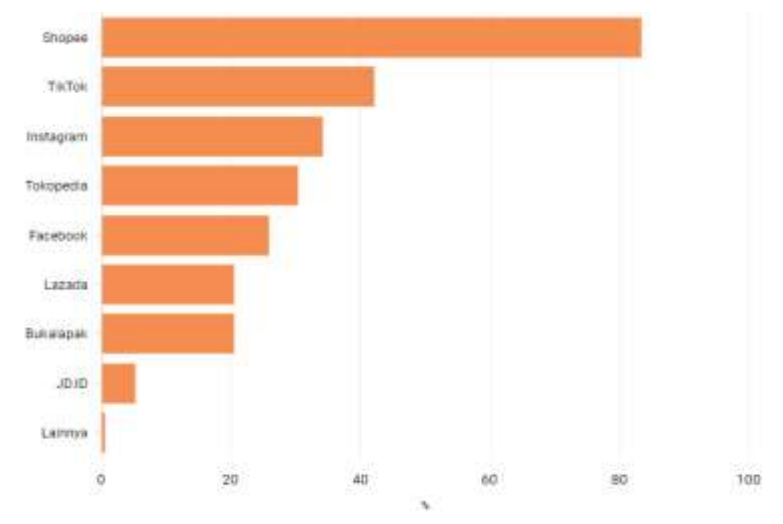


Figure 1. Online Shopping Platforms Most Used for Live Streaming in Indonesia (2022)

(Source: accessed on Friday, December 15, 2023, at 4:11 PM WIT)

Based on Figure 1. according to a survey by JakPat, 83.7% of Indonesians have used online shopping functions that allow live streaming, often referred to as “live shopping.” Of these, 83.4% of users prefer Shopee, making it the most popular platform for live shopping in Indonesia. TikTok follows in second place with 42.2%, while Instagram is third with 34.1%. Facebook is fifth, and Tokopedia is fourth. For live shopping, 30.4% of respondents use Tokopedia and 25.9% use Facebook. Additionally, 20.5% of participants reported engaging in live shopping on Lazada and Bukalapak. Furthermore, 5.2% of respondents use JD.ID for live shopping, while 0.5% use other platforms (Katadata, 2022). This high consumer interest in live streaming purchases on Shopee can significantly impact seller revenue growth.

Shopee Live Streaming is not just a promotional tool but also an interactive medium that allows companies to connect directly with consumers. In this context, this article will review effective marketing strategies using this feature to enhance revenue, consumer appeal, and business sustainability.

Literature Review

A. E-Commerce Theory

According to Hanson (2012), any trade or exchange of products and services using electronic means is referred to as e-commerce. Simple advice becomes less relevant as e-commerce shifts to more user-friendly online sales tools. Sales have seen the most significant increase, though online shopping still has the most significant impact. The term "online shopping influence" describes how the internet affects all offline purchases. This impact is evident on any data site. E-commerce significantly affects both small and large items, such as music, tickets, and movies (cars, houses) (Hanson, 2012).

In e-commerce theory, Ward Hanson (2012) identifies actions recommended by websites that provide customers with access to valuable and hard-to-obtain information. It is not possible to send or collect quantitative and qualitative data about businesses, goods, and services more easily. Due to a lack of close alternatives, consumers quickly take advantage of the Internet as a communication tool. Online shopping can be divided into several stages according to Hanson (2012), which include:

1. Price: Compared to traditional methods, online purchases are cheaper.

2. Variety: Product selection is more aligned with customer preferences.
3. Convenience: Suitability regarding time, place, and payment methods.
4. Entertainment: Online shopping should be more enjoyable compared to other options.

B2C e-commerce is a type of e-commerce. Business-to-consumer e-commerce, or B2C, describes online retail sales to individual customers. B2C refers to transactions between online retailers and buyers, offering products or services to consumers. Examples of this type of transaction include e-commerce platforms or electronic malls. In B2C sales, there is only one transaction involved, mainly when finished goods are sold to end customers. B2C transactions are essentially the same as traditional transactions, but this transactional paradigm applies only to online purchases and sales. According to Fuadi (2010), B2C e-commerce has characteristics such as:

1. Information is shared with a broad audience, and services are general.
2. Services are provided in response to customer requests, done proactively, and service providers must be ready to meet these needs.
3. General strategy assumes that users are using basic systems and web-based business procedures for processing (Fuadi, 2010, 78).

B. Digital Marketing Communication Strategy

Marketing communication is the process of educating, persuading, reminding, or informing the public (consumers) about the availability of goods or services for purchase. The goal is to make the product or service known, purchased, and ultimately convert consumers into customers. Marketing communication also plays a crucial role in reinforcing marketing strategies and reaching a broader customer base. It is an effort to enhance customer loyalty to the company's products and services. Marketers need to recognize that growth in product sales or revenue from customer usage can measure the effectiveness of marketing communication plans (Kusniadji, 2020).

Kennedy and Soemanagara define marketing communication as marketing initiatives using communication strategies to enlighten the general public. The primary goal is to achieve business objectives, such as increasing revenue through service or product purchases. According to Onong Uchjana Effendi, communication is the process of conveying ideas from one person to another as a

result of interpersonal relationships (Mudjiono, 2016). For information to be effectively communicated through symbols using specific channels, either directly or indirectly, to achieve the desired goals, marketing communication strategies involve planning and administration. The promotional mix is a set of five marketing communication tactics that marketers attempt to manage strategically to achieve company goals. These strategies include advertising, sales promotion, personal selling, and publicity (Peter & Olson, 2010).

This article uses personal selling as a form of marketing communication strategy. Personal selling involves direct communication between a seller and potential buyers. There are two main reasons why personal selling is an effective sales promotion tool. First, it enhances customer involvement in the selection of goods or decision-making process. Customers are more likely to focus on and understand the information provided by the sales force. Second, interactive interactions allow vendors to tailor their displays to the specific needs of potential customers.

Given that Shopee live streaming is a digital feature, this article applies digital marketing communication strategies, which can connect consumers from around the world, making it an efficient offer that can penetrate a broader target market. This modern marketing trend is more promising as potential buyers can be reached using appropriate strategies and innovations (Harahap, 2021).

Competition among suppliers in serving electronic sales will indirectly face intense competition. C2C (Customer to Customer) electronic sales prepare buyers to sell goods to other buyers. Customer to Customer will involve exchanging information via the internet attractively to specific interest groups. Tactics in electronic sales include using social media features such as timelines, follows, searches, star ratings for directions, live chats, games, and live streaming. Live streaming simplifies communication between sellers and buyers through its live chat feature. Buyers and sellers can communicate directly (Proceeding, 2020).

Shopee Live is a way for sellers to sell while interacting directly with buyers through video streaming on the Shopee app. Additionally, the primary goal of live streaming is to promote products and stores and attract new customers. As a bonus, direct sales occur during the live streaming session. The goal of

The goal of live streaming is to introduce a store's flagship products and promote the store's name or brand. This helps convert visitors into store traffic, meaning that visitors search for the

store automatically. This practice should be conducted as frequently as possible to ensure that the brand or store becomes widely recognized

2. METHOD

This study uses a qualitative methodology with a descriptive research design. When employing qualitative research as an approach, many results are unattainable with conventional statistical or quantitative (measurement) methodologies. Qualitative research yields descriptive data, providing a comprehensive view of language, writing, or behavior observed by individuals, communities, organizations, or groups in specific contexts or settings. This perspective encompasses all forms of data, including textual, verbal, or visual forms. Secondary data related to the research subject are collected from literature reviews, including books, scholarly articles, and other research sources. To draw conclusions from the data analysis, researchers in this study first align the data with relevant hypotheses using a descriptive approach.

3. RESULT AND DISCUSSION

3.1 The Impact of Shopee Live Features as a Medium for Increasing Business Revenue

Shopee aims to create an integrated shopping experience, where live shopping allows direct interaction between consumers and sellers, becoming a new trend. According to a survey by Populix titled “Understanding the Live Streaming Shopping Ecosystem in Indonesia,” 69% of respondents preferred live shopping based on their experiences with the platform. Among these, 60% of respondents identified Shopee Live as the most popular live streaming feature in Indonesia, followed by TikTok Live with 30% of the votes. The Populix research found that, similar to traditional online shopping, attractive offers such as free shipping, discounts, exclusive promotions, and a wide range of product categories are key factors. (CNN Indonesia, 2023). Shopee Live has several advantages, including:

1. Interaction with Potential Buyers

- Direct interaction with potential buyers through the comment section.

2. Increased Store Exposure

- Streaming is accessible to all Shopee users, enhancing store visibility.

3. Increased Sales

- Up to 500 products can be displayed, allowing users to make purchases without leaving the streaming page.

4. Optimized Store Branding

- Content streaming can be tailored to align with the store's branding.



Figure 2. Shopee Live Feature Display (Source: Shopee, 2022)

Based on Figure 4.2, streaming will be displayed under the “All” section during the streaming session. Some features that can be used to optimize streaming on Shopee Live include: Streaming Room Display, Notify Followers, Reminder Settings Feature, Show Products During Streaming, Display Vouchers During Streaming, Shopee Live Coin Bonus, Pin Comments, Ask Seller Feature, Polling Feature, Auction Feature.

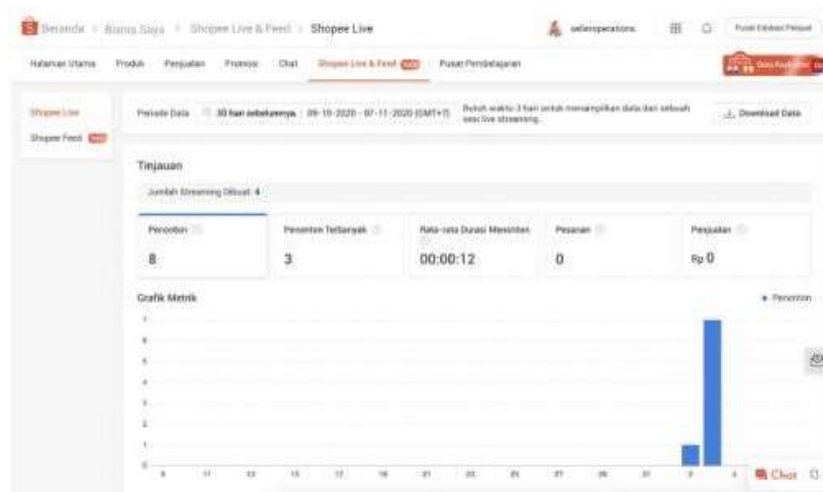


Figure 3. Shopee Live Streaming Performance Features (Source: Shopee, 2022)

Based on Figure 3, Shopee also provides a feature that helps sellers check the performance of their streaming through the "My Business" menu in the "Shopee Live & Feed" tab. Sellers can review overall streaming performance, including sales or orders received through streaming, viewing duration, peak viewers or the number of visitors during streaming, and the number of live streams previously conducted.

The live streaming variable is influenced by several factors. The appeal of advertising during Shopee live streaming sales affects various metrics, including advertising performance. Products are presented directly to customers through live broadcasts, with clickable links available during the stream. Attractive promotions run during live streaming sales impact promotional sales metrics. Items for sale are easily accessible for purchase. During live streaming sales, potential customers can closely inspect the product's condition. Direct communication arises from the relationship between buyers and sellers, affecting public relations indices. To facilitate purchasing, live streaming sales features provide links or contacts for further communication. Factors influencing direct sales marketing indicators include: the interaction between buyers and sellers impacts personal sales indicators. One way to facilitate this interaction is by providing a comment menu where consumers can inquire about products or negotiate during live streaming sales.

Research findings indicate that the intention to purchase is partially influenced by live streaming sales elements. Shopee live streaming affects customer buying tendencies, with a significant increase in purchase interest through live broadcasts (Suhyar & Pratminingsih, 2023). This study suggests that live streaming influences customer purchase interest, potentially boosting sales.



Figure 4. Shopee Live Sales Volume in 2020
(Source: Ginee, accessed on Friday, December 15, 2023, at 16:32 WIT)

Based on Figure 4, the number of orders during and after live streaming increased sixfold. Additionally, within just 2 hours after the live streaming session, the order volume reached nearly three times that of a regular day. Data from the following year, specifically in April 2020, revealed that Shopee Live had been viewed 120 million times, showing a 70% increase in Shopee Live streaming time compared to February 2020 (Ginee, 2022). This evidence suggests that marketing strategies through Shopee Live can significantly enhance sales revenue on Shopee.

Shopee Live, a feature on the platform, allows sellers to interact with buyers in real-time through live sessions, where they can provide information, answer customer questions, and run exclusive promotions. Shopee aims to enhance the online shopping experience by presenting a more dynamic and interactive platform that bridges the gap between online shopping and traditional in-store shopping. The advantages of Shopee Live include:

1. Interactive Streaming: Vendors can host live events and communicate with buyers directly, making the purchasing process more transparent and offering a personalized shopping experience.
2. Special Offers: During live sessions, retailers often offer special discounts, unique promotions, or attractive deals that are only available for purchases made during the live session.
2. Product Demonstrations: Vendors can perform demonstrations, showcase products in real-time, and discuss their features in detail, providing consumers with more information before making a purchase.

3. Direct Communication and Feedback: During live sessions, buyers can ask questions and provide feedback directly. Real-time responses from vendors facilitate direct communication between buyers and sellers.
4. Convenience of Transactions: Shopee Live actively facilitates transactions.

3.2 Digital Marketing Strategies Using the Shopee E-Commerce Platform

The internet is a powerful and ideal marketing tool because it allows targeting ads to specific demographics and reaching millions of people. With no geographic limitations and constant accessibility, online businesses find the internet attractive. The ease with which consumers can visit online retailers, compare prices, read customer reviews, and make payments is a significant advantage of the internet. Currently, the top five most visited online stores in Indonesia are Shopee, Lazada, Bukalapak, Blibli, and Tokopedia (Marketeers.com, 2017).

Shopee is relatively new, having launched in December 2015. It began operating in Indonesia the same month. Shopee achieved success quickly through its market promotions, attracting a customer base comparable to other online retailers. Chris Feng, CEO of Shopee and a graduate of a renowned university in Singapore, played a key role in the company's early history.

Shopee integrates logistics support with secure and convenient payment methods, making online shopping easy for both sellers and buyers. Shopee's success in Singapore was followed by its expansion into neighboring countries such as Indonesia, Thailand, Malaysia, Vietnam, Taiwan, and the Philippines. Initially introduced as a Customer to Customer (C2C) marketplace, Shopee has since evolved into a hybrid model and now operates as a Business to Customer (B2C) platform.

Since its launch as Shopee Mall, Shopee has grown into a prominent online store platform, partnering with over 70 courier service providers across countries and offering various logistics support to its users. Shopee has also expanded its collaboration with local logistics services and leading online transport providers from various countries. This progress reflects Shopee's commitment to providing the best experience for users worldwide, including in Indonesia.

Shopee actively promotes its services in Indonesia, particularly its free shipping service, which has significantly attracted consumer interest. Additionally, Shopee has made efforts to close the gap with other established e-commerce platforms in Indonesia through campaigns like mobile shopping events, strengthening its seller community, and other strategies. With these programs, campaigns, and promotions, Shopee has successfully secured a top position among the five largest e-commerce platforms with the highest number of visitors.

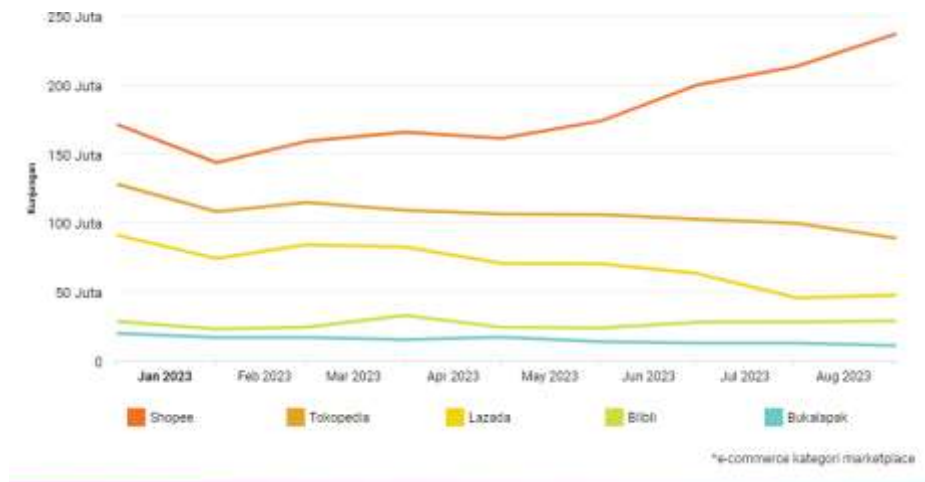


Figure 5. Number of Visits to the Top 5 E-Commerce Sites in Indonesia (January-September 2023) (Source: Katadata.com, accessed on December 15, 2023, at 21:11 WIT)

Berdasarkan gambar 5, menurut data dari Similarweb, Shopee saat ini adalah situs e-commerce dengan jumlah kunjungan terbanyak di Indonesia. Pada September 2023, Shopee mencatatkan 237 juta kunjungan, meningkat sekitar 38% dibandingkan awal tahun. Pertumbuhan kunjungan Shopee melampaui kompetitornya, yaitu Tokopedia, Lazada, Blibli, dan Bukalapak. Pada bulan yang sama, Tokopedia mencatatkan 88,9 juta kunjungan, turun 31% dibandingkan awal tahun. Lazada mengalami penurunan sebesar 48%, dengan 47,7 juta kunjungan; Blibli naik 1%, mencapai 28,9 juta kunjungan; dan Bukalapak turun 44%, menjadi 11,2 juta kunjungan. Dari data tersebut, hanya Shopee yang mengalami peningkatan signifikan dalam jumlah pengunjung, diikuti oleh sedikit peningkatan pada Blibli. Tokopedia, Lazada, dan Bukalapak mengalami penurunan tajam pada periode Januari hingga September 2023.

Data.ai juga mengklaim bahwa Shopee adalah platform e-commerce dengan jumlah unduhan terbanyak dari pengguna aktif bulanan di Google Play atau Apple Store pada tahun 2022, naik ke peringkat teratas e-commerce. Dalam survei yang sama, lebih dari separuh responden memberi peringkat Shopee (67%) lebih tinggi dibandingkan Tokopedia (16%), Lazada (6%), dan TikTok Shop (kurang dari 6%). Metrik seperti Merek yang Paling Sering Digunakan (BUMO) menempatkan Shopee di posisi teratas dengan 80%, diikuti oleh Tokopedia dengan 10%, dan TikTok Shop serta Lazada masing-masing dengan 6%.

Keunggulan Shopee antara lain disebabkan oleh jumlah penawaran kepada pelanggan yang paling banyak (62%), yang berdampak langsung pada pertumbuhan penjualan. Survei menunjukkan bahwa Shopee (65%) adalah pasar dengan omzet tertinggi, mengungguli Tokopedia (16%) dan TikTok Shop (9%). Selain itu, Shopee (59%) juga merupakan pasar pertama yang menghasilkan pendapatan tertinggi bagi penjual bisnis online, mengungguli TikTok Shop (8%) dan Tokopedia (20%).

Country Brand Manager Shopee, Rezki Yanuar, menjelaskan bahwa Shopee menerapkan strategi pemasaran yang melibatkan memanfaatkan tren dan konten viral untuk mempromosikan merek. Shopee fokus pada pengguna seluler dan memposisikan dirinya sebagai pelopor belanja online. Penelitian menunjukkan bahwa jumlah pengguna ponsel seluler di Indonesia tumbuh pesat dibandingkan negara-negara Asia Tenggara lainnya. Sekitar 90% dari 200.000 pesanan harian Shopee diperkirakan berasal dari aplikasi seluler. Strategi bisnis Shopee didasarkan pada informasi yang tepat untuk menargetkan konsumen, dan penawaran harga murah serta jaminan harga terendah menjadi senjata utama yang menarik banyak konsumen dan mendorong mereka untuk terus membeli dalam jangka panjang (Fauziah, 2020).

4. CONCLUSION

In the company's sales enhancement mechanism, Shopee Live is considered to have several core characteristics, including reach and accessibility, cost, efficiency, flexibility, predictability, interactivity, and informativeness. Shopee Live also helps consumers learn about products in real-time, as the live streaming feature can fully instill confidence in potential customers by providing direct insights into the product, from its form to its description. As a result, customers can gain detailed knowledge about the offered products and trust in their quality. With Shopee Live as a digital marketing strategy tool, it not only boosts sales revenue but also provides sellers with the opportunity to introduce their products and stores to a broader consumer audience.

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