

CONSUMER PARTICIPATION INTENTIONS: ANTECEDENTS FESTIVAL BELANJA ONLINE IN INDONESIA

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Abstraction

The article examines the effect of the consumer-perceived product and atmosphere promotion techniques on participation intentions in online shopping festivals, and the probable interaction between a product and atmosphere promotion strategies. This study tests and replicates a promotional strategy model based on Stimulus-Response Theory that influences consumer participation intentions in online shopping festivals. Testing the hypothesis, data from a sample of 495 consumers were analyzed using SEM PLS. The results indicated that Perceived Price Promotion Temptation, Perceived Category Richness of Promotion, Perceived Fun of Promotion Activities, and Perceived Contagiousness of Mass Participation all had a substantial and beneficial effect on Participation Intention. Perceived Contagiousness of Mass Participation influences the effect of Perceived Temptation of Price. Promotion on Participation Intention. These findings give a theoretical foundation and a practical direction for e-commerce platforms and merchants looking to improve their tactics for promoting online shopping festivals.

Keyword: Festival of online shopping, Promotion plan, The theory of stimulus-response, Intention to participate

Introduction

Through online shopping carnival activities, such as Shoppe, Lazada, or Tokopedia, online shopping festivals such as Shoppe, Lazada, or Tokopedia are held. Shoppe Day outperforms all other online shopping festivals, and hence its success is primarily attributable to an excellent

online promotion approach (Liu et al., 018). Online shopping festivals continue to draw an increasing number of customers via social media platforms such as WeChat and Facebook, mainly through recommendations from influential ones who can influence individual ideas and behaviour. When consumers perceive that many people in their immediate vicinity are participating in an online shopping event. According to Harahap (2018), internet services were satisfied many of the community's primary and secondary needs during the COVID 19 pandemic. Although offline services such as markets and supermarkets supply a variety of necessities. However, many people who purchase online do so for practical reasons and frequently offer discounts. Online shopping may also be defined as a consumer's desire to spend money at an online retailer to obtain the desired item. Meanwhile, claiming during the Covid-19 pandemic, students chose to preserve their money rather than shopping online to save for the most basic needs.

By aggregating a large number of merchants and commodities and launching large-scale aggregation promotions (including price discounts, coupons, lucky money, free shipping, and gifts) within a specified time frame (Lu and Zhuang, 2018), online shopping festivals can increase consumer participation and enthusiasm (Zhao and Wan, 17). Consumers can quickly increase their online consumption during the holidays due to the convenience of Ecommerce and price discounts (Oh and Kwon, 09). Singles' Day's promotion strategy is distinctive compared to other online shopping festivals. Along with product promotion, it extensively uses the internet and traditional media to foster a joyous mood conducive to widespread involvement (Zhao and Wan, 017). Since Shoppe has been conducted annually, it has benefited from celebrity appearances and fervent audience participation. Shoppe broadcasts live variety shows on the internet and on television, along with real-time transaction data, to create an atmosphere conducive to impulse buying and demonstrate the effectiveness of Shoppe's innovative marketing strategy, which combines e-commerce platform product promotion with participatory atmosphere. Currently, as business technology advances, e-commerce has grown in popularity. This may be observed in the proliferation of start-up companies in Indonesia, such as Bukalapak, Tokopedia, Lazada, Shopee, Blibli, and Z lora. In recent months, up to 88.1 percent of internet users in Indonesia have used the e-commerce service to purchase certain products. According to poll statistics, this is the highest percentage in the world. Indonesia's large population and increasing purchasing power amid strong macroeconomic growth. Indonesia has a young and technology-savvy population, meaning that it quickly adapts to new technologies. Marketplace is an internet-based web-based online media where business activities and transactions are carried out between buyers and sellers. Buyers can find as many suppliers as possible with the desired criteria, so that they get according to market p ices. As for suppliers or the seller can find out which companies need the product or se vice. A marketplace is a type of e-commerce site that connects seller and buyer.

Introduction

Through online shopping carnival activities, such as Shoppe, Lazada, or Tokopedia, online shopping festivals such as Shoppe, Lazada, or Tokopedia are held. Shoppe Day outperforms all other online shopping festivals, and hence its success is mostly attributable to a good online promotion approach (Liu et al., 2018). Online shopping festivals continue to draw an increasing number of

customers via social media platforms such as WeChat and Facebook, particularly through recommendations from influential ones who can influence individual ideas and behavior. When consumers perceive that a significant number of people in their immediate vicinity are participating in an online shopping event. According to Harahap (2018), many of the community's needs, both basic and secondary, were satisfied through internet services during the COVID19 pandemic. Although offline services such as markets and supermarkets supply a variety of essential necessities. However, many people who purchase online do so for practical reasons and frequently offer discounts. Online shopping may also be defined as a consumer's desire to spend money at an online retailer in order to obtain a desired item. Meanwhile, according to claiming that during the Covid19 pandemic, students chose to preserve their money rather than shopping online save for the most basic needs. By aggregating a large number of merchants and commodities and launching large scale aggregation promotions (including price discounts, coupons, lucky money, free shipping, and gifts) within a specified time frame (Lu and Zhuang, 2018) online shopping festivals can increase consumer participation and enthusiasm (Zhao and Wan, 2017). Consumers can easily increase their online consumption during the holidays due to the convenience of E commerce and price discounts (Oh and Kwon, 2009).

In comparison to other online shopping festivals, Singles' Day's promotion strategy is distinctive. Along with product promotion, it makes extensive use of the internet and traditional media to foster a joyous mood conducive to widespread involvement (Zhao and Wan, 2017). Since Shoppe has been conducted annually, it has benefited from celebrity appearances and fervent audience participation. Shoppe broadcasts live variety shows on the internet and on television, along with real-time transaction data, to create an atmosphere conducive to impulse buying and to demonstrate the effectiveness of Shoppe's innovative marketing strategy, which combines E commerce platform product promotion with a participatory atmosphere. Currently, as business technology advances, e-commerce has grown in popularity.

This may be observed in the proliferation of startup companies in Indonesia, such as Bukalapak, Tokopedia, Lazada, Shopee, Blibli, and Zalora. In recent months, up to 88.1 percent of internet users in Indonesia have used the ecommerce service to purchase certain products. According to poll statistics, this is the highest percentage in the world. Indonesia's large population and increasing purchasing power amid strong macroeconomic growth. Indonesia has a young and technology-savvy population, meaning that it quickly adapts to new technologies. Marketplace is an internet-based web-based online media where business activities and transactions are carried out between buyers and sellers. Buyers can find as many suppliers as possible with the desired criteria, so that they get according to market prices. As for suppliers or the seller can find out which companies need the product or service. A marketplace is a type of ecommerce site that connects seller and buyer.

In Indonesia, the marketplace is one of the media propelling the economy forward in the face of globalization. To do this, it is vital to design rational and efficient procedures. Generally, efficient investment can improve a company's investment climate and expedite the flow of products inputs and outputs. Singles' Day's success illustrates China's experience in promoting online shopping festivals, and this success is significant for other countries looking to build their

online shopping festivals. The Singles' Day promotion strategy employs a combination of product and atmosphere promotion to achieve a synergistic effect. Meanwhile, ambient promotion amplifies the effect of product promotion. Product and environment marketing are two critical methods for increasing customer purchase (Kotler and Keller, 2006). Although previous research has established the distinct effects of the product and atmospheric promotion on consumer purchase intention, the possibility of an interaction in which atmospheric promotion may enhance the effect of product promotion on consumer purchase intention remains unexplored and without empirical support. To address the need for online shopping festival marketing practices and contribute to the body of knowledge, the primary objective of this study is to investigate the effect of consumer perceptions on product promotion stimuli and atmosphere as a strategy for online shopping festival promotion as their possible interactions. To encourage consumer involvement in the Singles' Day Online Shopping Festival, Shoppe's e-commerce platform employs a strategy that incorporates both atmospheric and product advertising. The primary purpose is to influence how consumers perceive advertising stimuli. According to Kotler and Keller (2006), consumer behaviour can be thought of as a person's response to the stimulation of online shopping festival marketing. As a result, this article develops a study model based on the Stimulus-Response framework to investigate the effect of product advertising techniques, online shopping festival atmosphere, and their interactions on customer participation intentions.

The Shoppe Shopping Festival's primary consumer demographic is young consumers. Thus, this study recruited young consumers, collected data via questionnaires, and assessed research hypotheses using structural equation modelling. This study provides a theoretical foundation and a practical guide for e-commerce platforms and merchants to improve their online shopping festival marketing strategy in order to increase consumer participation and purchase intention, promote the healthy development of shopping festivals, contribute to the body of knowledge about online shopping, consumer behaviour, and festival marketing.

For the aim of the research

The research will be directed if the research objectives are defined, as they can provide a clear image of the direction in which the research should proceed, such that the objectives of this research are as follows: test and analyze the relationship between the Perceived Categories of Promotional Richness, Mass Participation, Promotional Activities' Fun, and Price Promotion's Temptation on Participation Intention? Additionally, what is the moderating effect of Perceived Contagiousness of Mass Participation on the link between Perceived Temptation of Price Promotion, Categories of Promotional Richness, and Fun of Promotional Activities and Intention to Participate? How investigates the effect of consumer-perceived product promotion and promotional techniques on participant intention, as well as the probable interaction between product promotion and atmosphere promotion strategies on participant intention to shop online.

Formulation of a problem

Chen's earlier research has been replicated in this study (2020). The current research compares to prior research on the object of investigation in a demographic place, namely China, but this study was conducted in Indonesia.

Case study of Shopee marketplace consumers in major cities around Indonesia, as opposed to Alibaba users prior. Researchers previously did study prior to the Covid19 pandemic but are now researching a pandemic in which the number of marketplace users in Indonesia has increased significantly the previous year. When customers shop online, they develop a sense of fulfillment and pleasure from the online shopping festival and have a proclivity to purchase when the shoppe holds the singles day. Thus, the issue formulation in this study is to develop a promotional strategy model that influences consumer involvement in an online shopping festival. SEM PLS was utilized to examine the moderating effect of atmospheric promotion data on consumer involvement intentions in online shopping festivals. to offer an answer to this research topic.

Theme of the Research

Is Perceived Category Density of Promotion a good and important factor affecting Participation Intention?

Is Perceived Contagiousness a Positive and Significant Effect of Mass Participation on Participation Intention?

Is Perceived Fun of Promotional Activities a Positive and Significant Influence on Intention to Participate?

Is Perceived Temptation of Price Promotion a Positive and Significant Influence on Intention to Participate?

Is There a Moderate Role for Perceived Contagiousness Mass Participation in the Relationship Between

Perceived Temptation of Price Promotion and Intention to Participate?

Is There a Moderate Role for Perceived Contagiousness Mass Participation in the Relationship Between

Perceived Categories of Promotional Richness and Intention to Participate?

Is Perceived Contagiousness Mass Participation a Moderating Factor in the Relationship Between

Perceived Fun of Promotion Activities and Intention to Participate?

Benefits of research

The study's findings are predicted to be both theoretically and practically valuable.

Academic Benefits. Can provide insight and serve as a comprehensive study of marketing management by delivering information to readers that can be utilized as reference material for people who require it. In online shopping festivals, studies examined the moderating effect of ambient promotion on product promotion and consumer involvement intentions.

Practical Benefits

A practical guide for ecommerce platforms and merchants looking to improve their tactics for promoting online shopping festivals.

Theoretical Foundations and Research Hypotheses

The effect of the online shopping festival promotion strategy on consumer participation can be explained through Stimulus (S) – Response (R) theoretical framework. Consumer behavior can

be divided into two parts that is internal stimuli and responses external. Psychological processes are the objective link between stimulus and response, and human behavior is a response to a stimulus. The promotion strategy of Singles' Day Online Shopping Festival is a typical external stimulus, and it is also the most important reason to drive consumers' online purchase intention (Zhao and Wan, 2017). S–R theory is often used as a theoretical basis to study consumer behavior at online shopping festivals to explore the relationship between influencing factors and behavior (Liu et al., 2018). For example, Xu et al. (2017) examined the impact of information incentives and social influences on consumer behavior during Alibaba's online shopping carnival.

Liu et al. (2018b) explores the direct impact of internal shopping motivation and external stimuli on consumers' festival shopping behavior. There is a strong correlation between the stimulation of the promotion of the online shopping festival with consumption behavior. Promotional stimuli in the environment increase the likelihood of consumers' impulsive buying behavior (Dholakia, 2000). The bigger the discount, or the more convincing the salesperson's voice, the more likely the consumer will buy impulsively (Chen and Yao, 2018). S–R theory has become an important theoretical basis for studying the relationship between marketing strategy and consumer behavior.

Chandon et al. (2000) suggested that Online shopping festivals generally adopt a strategy of combining atmosphere promotion and product promotion to stimulate consumption behavior. In the context of online shopping festivals, the external stimuli perceived by consumers mainly come from product promotion and promotional atmosphere. According to attribution theory, consumers make attributions to their purchase actions when they evaluate shopping (Pucinelli et al., 2009). When consumers make a purchase, consider product promotional stimulus factors related to the product, and environmental stimulus factors that are indirectly related to the product.

Literature review

Promotion is an element in a company's marketing mix that is used to inform, persuade, and remind consumers about the company's products. Promotion is an activity carried out by the company to inform, persuade, and remind consumers about products in order to encourage sales figures by influencing consumers to be interested in exchanging products. Promotional strategies greatly affect sales because they offer a variety of attractive offers to influence consumers to make purchases. Online promotions are all forms of producers, retailers, and non-profit organizations which temporarily change a brand's price perception by utilizing digital technology.

The explanation above can be concluded that online promotion is part of marketing or it can also be called the marketing communication mix. to advance business programs run by business people. The effectiveness of online promotion is an activity that is judged by the content of a message communication that intends to achieve the goals of online promotion. The effectiveness of an online promotion can be applied to the EPIC Model developed by AC Nielsen, namely empathy is the ability of a communicator to be able to know what someone is experiencing. This dimension informs the consumer's response to an advertising promotion according to personality. Empathy is related to indicators of a person's thoughts and feelings. Persuasion is a person's effort to encourage consumers to change their behavior, beliefs and attitudes by utilizing verbal and non-verbal influences. So that it relates to indicators of interest and desire. The dimension of

impact is what is expected from the results of an advertisement, namely information about a product that can be achieved by consumers with their involvement. In other words, the promotion can attract attention so that the knowledge and creativity felt by consumers are needed.

This dimension shows a brand that stands out from other brands. Consumer involvement strongly refers to consumer perceptions, regarding the personal importance of an object, event or activity. According to this dimension, it relates to indicators of knowledge and creativity. The communication dimension is the activity of providing information about the consumer's ability to remember the main message conveyed, or the consumer's understanding, as well as the impression left from the message. The development of this dimension greatly affects the success of a promotion, so that the clarity of information is very concerned because it greatly affects the understanding of consumers, so this dimension is related to indicators of clarity and understanding.

The effect of the online shopping festival promotion strategy on consumer participation can be explained based on the Stimulus (S) – Response (R) theoretical framework which reveals that human behavior can be divided into two parts: internal and external stimulus and response. Human psychological process is the objective link between stimulus and response, and human behavior is response to stimulus. The promotion strategy of Singles' Day Online Shopping Festival is a typical external stimulus, and it is also the most important reason to drive consumers' online purchase intention (Zhao and Wan, 2017).

S–R theory is often used as a theoretical basis for studying consumer behavior at online shopping festivals exploring the relationship between influencing factors and behavior (Xu et al., 2017; Liu et al., 2018b). For example, Xu et al. (2017) examined the impact of information incentives and social influences on consumer behavior during Shoppe's online shopping carnival. Liu et al. (2018b) explores the direct impact of internal shopping motivation and external stimuli on consumers' festival shopping behavior. There is a strong correlation between promotional stimuli for online shopping festivals and consumption behavior. Promotional stimuli in the environment increase the likelihood of consumers' impulsive buying behavior (Dholakia, 2000). The bigger the discount, or the more convincing the salesperson's voice, the more likely consumers will buy impulsively (Chen and Yao, 2018). S–R theory has become an important theoretical basis for studying the relationship between marketing strategy and consumer behavior. Stimulus online shopping festival promotion strategy. Online shopping festivals generally adopt the strategy of combining atmosphere promotion and product promotion to stimulate consumption behavior.

In the context of online shopping festivals, the external stimuli perceived by consumers mainly come from product promotion and promotional atmosphere. Promotion becomes monetary promotion and non-monetary promotion of perceived currency. Chandon et al. (2000) further find monetary and non-monetary promotions provide consumers with both hedonic and utilitarian benefits. According to attribution theory, consumers make attributions to their purchase actions when they evaluate shopping (Pucinelli et al., 2009). When consumers make a purchase, they consider product promotional stimulus factors that are directly related to the product, and environmental stimulus factors that are indirectly related to the product. E-Commerce is a way to improve performance and process mechanisms for exchanging goods, services, information, and knowledge by using technology in the form of digital networks. Thus it can be concluded that e-commerce is a trading activity such as the delivery of information to

transactions that utilize technology in the form of the internet network. E-Commerce was created to improve the purchase of goods to be more effective and efficient.

Hypothesis Development

PTPP (Perceived Temptation of Price Promotion) is the perception that consumers can derive substantial economic benefits by participating in shopping. During the online shopping festival, the platform adopts price discounts, limited-time promotions, coupons, special discounts, buy one get one free, gifts and free shipping. Most researchers believe that price advantage directly affects consumers' purchase intentions and perceived value (Huang and Jiang, 2014), while several other studies show that price advantage affects consumers' purchase intentions directly and indirectly (Hao et al., 2008). Price promotion acts as a tempting stimulus that greatly reduces consumers' self-control resources (Yan et al., 2017), which in turn results in their impulsive buying behavior (Werthenbroch, 1998).

PFFA (Perceived Fun of Promotion Activities) is the consumer's perception of shopping pleasure brought about by promotional activities. Platforms and merchants enhance entertainment through promotional activities such as drawing fortune Online shopping for money, interactive games and raffle activities. Consumers can not only get shopping pleasure from attractive promotional activities but also feel the carnival atmosphere (Lu and Zhuang, 2018). Research on online shopping festivals found that hedonic motivational factors have a strong and positive influence on Singles' Day online purchases (Akram et al., 2017).

PCRP (Perceived Categories Richness of Promotion) refers to the type, quantity and style of goods in promotional activities, which are more diverse than usual and therefore meet the diverse needs of consumers. Usually only a small number of items are discounted. On the contrary, online shopping is about creating a festival atmosphere with an incredible wealth of items and types, including clothing, shoes and hats, daily necessities, electronic equipment and products, and almost all items are discounted. Research on brand selection found that product diversity has a positive effect on brand selection with perceived quality as a mediator (Wu and Hou, 2009).

The academic and industry communities generally recognize that it is an important marketing strategy to create an attractive shopping environment in an online shopping environment. The atmosphere and shopping environment are important factors that drive consumer shopping behavior (Turley and Millian, 2000). Huang (2017) claims that the festival atmosphere is even more influential than the product itself for consumer purchasing decisions. Singles' Day Online Shopping Festival, cooperates with major e-commerce platforms to create not only an online micro festival atmosphere but also a public macro festival atmosphere. As the most influential shopping festival every year, Singles' Day is a hot topic of new and traditional media, not to mention among consumers. The online shopping festival atmosphere has become one of the most important marketing tools to stimulate consumer purchases in China. Consumers act as independent individuals, as well as members of society. Behavior is inevitably influenced by the mainstream values of society in social relations (Conner et al., 2007).

PCMP (Perceived Contagiousness Mass Participation) is a special kind of social influence: mass participation social influence, which means that consumers are influenced by the media and the participation of others around them. IMDS them, especially co-workers, friends, neighbors and relatives. Fans et al. (2019) found support and social presence to be positively related to trust which further leads to repurchase intentions and social sharing intentions. Social impact theory is

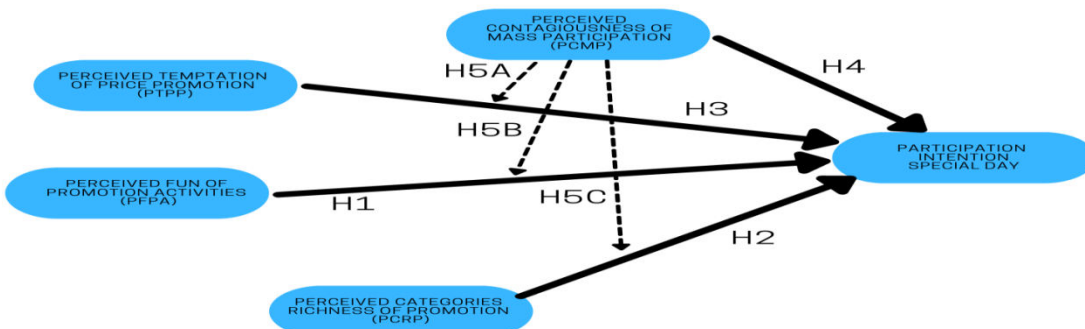
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often used to study consumers' online shopping behavior (Lee et al., 2011). Consumers' decisions to buy online are influenced by other people's choices, and social influences significantly influence consumers' shopping decisions (Chen, 2008). Silvera et al. (2008) showed that the informational and normative social impact of consumers significantly influenced consumer's impulsive buying behavior.

During the online shopping festival, consumers feel that the greater the number of significant others, the deeper the level of participation, and the greater the social impact. Under social influence and group pressure, individuals change in emotions, thoughts and behavior (Yu and Xing, 2015). Consumers tend to intentionally maintain the same important mode of consumption (Sheth and Parvatiyar, 1995). The moderating role of PCMP, previous literature has tended to focus on the direct effect of social influence on consumers' online shopping behavior, while only a few studies have paid attention to the moderating role of social influence.

Lee et al. (2011) used a laboratory experiment to study the impact of consumers reading positive comments about their online shopping experience in online discussion forums on their consumption behavior and found that positive informational social influences strengthened the relationship between beliefs about and attitudes toward online shopping, as well as the relationship between attitudes and intentions. buy. Moderating effect of social impact on offline consumer consumption behavior. PCMP provides a moderate impact on consumers' online shopping festival participation intentions. PCMP can improve consumer perceptions, namely PTPP, PFPA and PCRFP, three dimensions of product promotion. The clearer the individual's perception of product promotion, the more likely it is that product promotion affects participation intentions.

Research Conceptual Model Drawing



Source: Previous studies

Based on the research model above, the following research hypotheses can be made:

H1.

Perceived Categories Richness of Promotion positive influence and significant on Participation Intention ?

H2.

Perceived Contagiousness Mass Participation positive influence and significant on Participation Intention ?

H3.

Perceived Fun of Promotion Activities positive influence and significant on Participation Intention ?

H4.

Perceived Temptation of Price Promotion positive influence and significant on Participation Intention ?

H5A

Moderate Role of Perceived Contagiousness Mass Participation in connection Perceived Temptation of Price Promotion to Participation Intention

H5B

Moderate Role of Perceived Contagiousness Mass Participation in connection Perceived Categories Richness of Promotion to Participation Intention

H5C

Moderate Role of Perceived Contagiousness Mass Participation in connection Perceived Fun of Promotion Activities to Participation Intention ?

Research methodology

Construction measurement

In this study, the questionnaire consisted of two parts. The first part has 5 variables in the research model, which are measured by considering a well-developed scale in the existing literature. PTPP measurement is adapted from Zhao (2010)'s study on the economics of online shopping, Hong and Tam (2006) on perceived monetary value, from the study Dodds et al. (1991) on perceived value indicators. The PFPA items were adapted from the study of Mazaheri et al. (2012) to measure online shopping entertainment. PCMP is quoted from the study of Hsu and Lu (2004). The participation intention item was adapted from the study of Eroglu et al. (2003) to measure behavior approaching online shopping. Original measurement items in English, this study has carried out back-to-back translation procedures, namely translating all original items into Indonesian. Then, the co-authors independently translated the items back into English. We compared the two English versions and confirmed the Indonesian version to ensure the validity of the translation through the official Ahmad Dahlan Language Center. After that, the Indonesian version was reviewed further accompanied by a supervisor. Based on the suggestions of views, some of the item words in the questionnaire were modified to be clear and understandable. The questionnaire uses a seven-point Likert scale from 1 (strongly disagree) to 5 (strongly agree). This study involved 401 respondents with Singles' Day online shopping experience selected for the pilot questionnaire. According to the results of data analysis, the pilot questionnaire was revised to formulate a formal questionnaire containing five variables and 18 items (shown in the table).

In this study, data were collected in the form of an online questionnaire. Sampling was used to collect data from consumers who participated in the Single's Day Online Shopping Festival. In order to study consumer responses under the stimulation of the actual shopping festival atmosphere, a questionnaire was published online 20 days before the Singles' Day Online Shopping Festival and valid questionnaires were collected. The sample size meets the recommended requirements. This study uses a quantitative method, which is an activity to find knowledge which uses data in the form of numbers to find information about things you want to know. Therefore, quantitative research is an investigation of social problems in which the testing approach consists of variables, Quantitative methods generally use statistical accuracy to measure events. This study uses quantitative methods that aim to allow the author to analyze the

data in compiling this research. According to Suharsaputra in his book (2012), quantitative research based on the notion of positivism empiricism sees that the truth lies in facts that can be proven or tested empirically. This research elaborates three important points to get a deeper understanding. The first point is to explain the phenomenon or symptoms that occur as a picture of curiosity and desire to get an understanding of a condition or event. The second point is the use of numerical data types or data in the form of numbers as the main material for conducting analysis. The third point is to use statistics in conducting the analysis. The procedure for implementing quantitative research is very strict because generally this research is carried out to verify a theory through hypothesis testing which has been determined from the start by referring to a certain theoretical framework (Suharsaputra, 2012: 53).

Sugiyono (2017) states that what is meant by population is the generalization area of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study are e-commerce users in the Shopee marketplace throughout Indonesia. Sugiyono (2017) states that the sample is part of the number and characteristics possessed by the population. If the population is large, and it is impossible for the researcher to study everything in the population, for example due to energy, time and limitations, the researcher can use samples taken from that population. The data collection technique in this study used a questionnaire. There are several sampling techniques, namely probability sampling or random sampling, which is a sampling technique carried out by providing opportunities or opportunities for all members of the population to become samples. While accidental is a sampling technique that is done accidentally or by chance. In this study, the accidental technique was used because the sample technique provided an opportunity or opportunity inadvertently to the population. The selected respondents are people who have shopped online at the Shopee marketplace, especially throughout Indonesia. Arikunto (2010) explains that purposive sampling is done by taking the subject not based on strata, random, or regional but based on a specific purpose.

Sugiyono (2017) purposive sampling is a certain consideration technique. This means that each subject taken from the population is chosen intentionally based on certain goals and considerations. The criteria for respondents in the sample study are: Have you ever bought or sold goods online in the demographic area of Indonesia. The research was conducted using online questionnaires which were distributed to target respondents who were at least 17 years old and had made online transactions using the shopee marketplace. Sugiyono (2017) states that data collection is seen from the source of the data, so data collection can use primary sources and secondary sources. Primary sources are sources that directly provide data to data collectors, while secondary sources are sources that do not directly provide data to data collectors. In this study using primary sources as the main data in the study. The primary data collection technique is using a questionnaire (questionnaire) through Google Form which is a data collection technique carried out by giving a set of written questions to respondents to answer them, where the researcher does not directly ask questions to the respondents. The measurement scale is an agreement that is used as a reference to determine the length of the short interval in the measuring instrument, so that the measuring instrument when used in the measurement will produce quantitative data. The measurement scale used in this study is the Likert Scale. Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about

social phenomena. In the Likert Scale there are five levels of answer choices and the amount of the score.

Discussion Research Results

The research was conducted using an online survey which was distributed to the target respondents. Data screening is carried out to detect respondents who have problems, according to Hair (2019), detection of respondent data needs to be done to avoid Response Bias, for example, respondents who fill in the origin or respondents who fill in a certain pattern. The total data after the screening process were 401 respondents who met the requirements. Respondent profile data can be seen in the following table:

Table. Characteristics of Respondents

Description	Description	Percentage
Gender	Man	44.67%
	Woman	55.33%
Age	>17 - 25 years old	34.9%
	> 25 - 30 Years	33.9%
	> 30 - 35 Years	22.5%
	> 35 Years	12.8%
Level of education	senior High School	47.1%
	S1	42.6%
	S2	7.4%
	S3	2.9%
Income	< 1,000,000	12.4%
	>1,000,000 - 2,500,000	29.1%
	> 2,500,000 - 5,000,000	36.5%
	> 5,000,000 - 7,500,000	7.2%
	> 7,500,000	14.8%

Source: Data processed 2021

From the table, the criteria for gender, male respondents with a percentage of 44.67% and followed by most of the female respondents at 55.33%. Based on the Age criteria, respondents aged between <17 years with a percentage of 6.5%, followed by respondents aged between >17-25 years with a presentation of 28.4%, most of the ages between > 25-30 years with a percentage of 33.9%, ages between > 30-35 years with a percentage of 22.5%, and ages between > 35 years with a percentage of 12.8%. Based on the Education Level criteria, most of the respondents have a high school education level with a percentage of 47.1%, followed by respondents having an undergraduate education level with a percentage of 42.6%, a master education level with a percentage of 7.4% and the education level of S3 with a percentage of 2.9%. Based on income criteria, respondents have income < 1,000,000 with a percentage of 12.4%, followed by respondents having income between > 1,000,000 - 2,500,000 with a percentage of 29.1%, most respondents have income between > 2,500,000 - 5,000,000 with a percentage of 36.5%, respondents have incomes between > 5,000,000 - 7,500,000 with a percentage of 7.2%, and respondents have incomes > 7,500,000 with a percentage of 14.8%.

Measurement Model Evaluation

Data analysis was carried out using PLS SEM through SMART PLS software Version 3.3.2. The testing process is carried out in 3 stages including internal consistency reliability, convergent validity and discriminant validity. The results of the internal consistency reliability test were carried out using Cronbach alpha. From the data analysis performed, the results are shown in the following table:

Table Internal Consistency Reliability Testing

Variable	Cronbach's Alpha	Test result
Participation Intention	0.848	Very good
Perceived Categories Richness of Promotion	0.897	Very good
Perceived Contagiousness Mass Participation	0.897	Very good
Perceived Fun of Promotion Activities	0.878	Very good
Perceived Temptation of Price Promotion	0.862	Very good

Source: Data processed 2021

The test results in the table above show the reliability value above 0.7. Hair (2017) states that a cronbach alpha score above 0.7 is in the very good category. Thus overall it can be concluded that all variables pass the internal consistency reliability test. Convergent validity testing is done by looking at the value of Indicator Reliability (Outer Loading) and the value of AVE (Average Variance Extracted). Hair (2017) states that the standard outer loading value is very good if it has a score above 0.7 and the standard AVE value above 0.5 has very good criteria. Convergent validity test result shows the outer loading value above 0.7 and the AVE value above 0.5. So it can be concluded that each variable and its indicators have very good convergent validity. The results of the convergent validity test can be seen in the following table:

Table Convergent Validity Test

Construct	Indicator	Factor Loadingg	CR	AVE	Status
Participation Intention	PI1	0.868	0.908	0.766	Very good
	PI2	0.881			
	PI3	0.878			
Perceived Categories Richness of Promotion	PCRP1	0.869	0.929	0.765	VeryGood
	PCRP2	0.883			
	PCRP3	0.856			
	PCRP4	0.889			
Perceived Contagiousness Mass Participation	PCMP1	0.921	0.936	0.829	Very good
	PCMP2	0.898			
	PCMP3	0.912			

Perceived Fun of Promotion Activities	PFPA1	0.859	0.916	0.732	Very good
	PFPA2	0.827			
	PFPA3	0.879			
	PFPA4	0.857			
Perceived Temptation of Price Promotion	PTPP1	0.815	0.906	0.707	Very good
	PTPP2	0.832			
	PTPP3	0.863			
	PTPP4	0.852			

Source: Data processed 2021

The discriminant validity test was carried out using the Fornell-Larcker criteria (Hair 2017). The cross loading value is expected to have the highest value for that variable. The results of the discriminant validity test show that each variable meets the Fornell-Larcker criteria because it has the highest correlation score compared to other correlations. The results of discriminant validity testing can be seen in the following table:

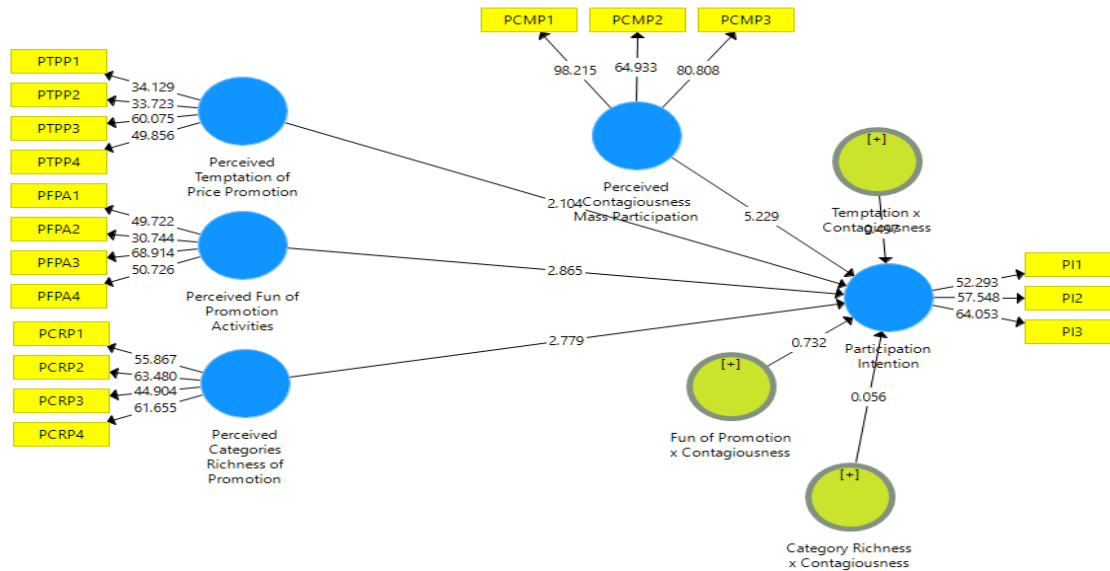
Table. Discriminant Validity Test

Variable	(1)	(2)	(3)	(4)	(5)	Status
Participation Intention	0.875					Very good
Perceived Categories Richness of Promotion	0.796	0.875				Very good
Perceived Contagiousness Mass Participation	0.816	0.829	0.910			Very good
Perceived Fun of Promotion Activities	0.785	0.793	0.776	0.856		Very good
Perceived Temptation of Price Promotion	0.703	0.739	0.728	0.705	0.841	Very good

Source: Data processed 2021

Structural Model Evaluation

The next step after evaluating the measurement model is the analysis of the structural model to test the previously proposed hypothesis. This analysis was conducted by testing the direct or indirect effect between the hypothesized variables. The following are the results of the PLS-SEM analysis:



Source: SMARTPLS Visual Output from data processing
The results of complete hypothesis testing can be seen in the following table:

Hypothesis Testing Table

Hypothesis	Standard Deviation	T test	P Values	Description
Perceived Categories Richness of Promotion → Participation Intention	0.081	2,779	0.006	Significant
Perceived Contagiousness Mass Participation → Participation Intention	0.069	5,229	0.000	Significant
Perceived Fun of Promotion Activities → Participation Intention	0.091	2,865	0.004	Significant
Perceived Temptation of Price Promotion → Participation Intention	0.047	2,104	0.036	Significant

Source: Data processed 2021

The results of testing the hypothesis that examined the effect of Perceived Categories of Richness of Promotion on Participation Intention obtained a t-test test value of 2,779 with a p-value of 0.006. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96 and the p-value is below 0.05, it can be concluded that the hypothesis is accepted. Online shopping is to create a festival atmosphere by diversity the number and types of goods, including clothing, shoes and hats, daily necessities, electronic equipment and products, and almost all items have a discount.

Research on brand selection found that product diversity has a positive effect on brand selection with perceived quality as a mediator (Wu and Hou, 2009). Product diversity is positively correlated with consumers' positive impressions of the product and therefore stimulates consumer expectations of a pleasant consumption experience and purchase action (Kahn and Wansink, 2004). The perception of the promotional category allows consumers to fulfill almost all needs in same platform and make them feel the value of their time and energy investment. Perceived Categories of Richness of Promotion have a positive effect on Participation Intention.

The results of testing the hypothesis that examine the effect of Perceived Contagiousness Mass Participation on Participation Intention obtained a t-test test value of 5,229 with a p-value of 0.000. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96 and the p-value is below 0.05, it can be concluded that the hypothesis is accepted. Social impact theory is often used to study consumer online shopping behavior (Lee et al., 2011). The consumer's decision to buy online is influenced by choiceothers, and social influences significantly influence consumer shopping decisions (Chen, 2008).

Silvera et al. (2008) showed that the informational and normative social impact of consumers significantly influenced consumer's impulsive buying behavior. Interaction within the fan community provides a second-order effect of content marketing on sales performance (gang et al., 2020). During the online shopping festival, consumers feel that the greater the number of significant others, the deeper the level of participation, and the greater the social impact. Under social influence and group pressure, individuals change in emotions, thoughts and behavior (Yu and Xing, 2015). Consumers tend to intentionally maintain the same mode of consumption as important others (Sheth and Parvatiyar, 1995). Research on Alibaba Singles' consumer behaviorThe test results support previous research by stating that Perceived Contagiousness Mass Participation has a positive effect on Participation Intention.

The results of testing the hypothesis that examine the effect of Perceived Fun of Promotion Activities on Participation Intention obtained a t-test test value of 2.865 with a p-value of 0.004. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96 and the p-value is below 0.05, it can be concluded that the hypothesis is accepted. Platforms and merchants enhance entertainment through promotional activities such as lucky drawshopping onlinecovers money, interactive games and sweepstakes activities. Consumers can not only get shopping pleasure from attractive promotional activities but also feel the carnival atmosphere (Lu and Zhuang, 2018). Research on online shopping festivals found that hedonic motivational factors have a strong and positive influence on Singles' Day online purchases (Akram et al., 2017). So that previous studies support the results of research which states that Perceived Fun of Promotion Activities positive effect on Participation Intention.

The results of testing the hypothesis that examine the effect of Perceived Temptation of Price Promotion on Participation Intention obtained a t-test value of 2.104 with a p-value of 0.036. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is greater than 1.96 and the p-value is below 0.05, it can be concluded that the hypothesis is accepted. During the online shopping festival, the platform adopts price discounts, time-limited promotions, coupons, special discounts, buy one get one free, gifts, free shipping and other forms to increase the lure of promotional prices. Most researchers believe that price advantage directly affects consumers' purchase intentions and perceived value (Huang and Jiang, 2014), while several other studies have shown that price advantage affects consumers' purchase intentions

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directly and indirectly (Hao et al., 2008). Price promotion acts as a tempting stimulus that greatly reduces consumers' self-control resources (Yan et al., 2017), which in turn results in impulsive buying behavior.. So that previous studies support the results of research which states that Perceived Temptation of Price Promotion has a positive effect on Participation Intention.

Moderation Test Table

Moderation Hypothesis	Standard Deviation	T test	P Values	Description
Moderate Role of Perceived Contagiousness Mass Participation on the Effect of Perceived Temptation of Price Promotion to Participation Intention	0.042	0.497	0.62	Not Moderating
Moderate Role of Perceived Contagiousness Mass Participation on the Effect of Perceived Categories Richness of Promotion on Participation Intention	0.071	0.056	0.955	Not Moderating
Moderate Role of Perceived Contagiousness Mass Participation on the Effect of Perceived Fun of Promotion Activities on Participation Intention	0.067	0.732	0.464	Not Moderating

Source: Data processed 2021

The results of the moderation test that examines the role of Perceived Contagiousness Mass Participation which moderates the Effect of Perceived Temptation of Price Promotion to Participation Intention, the t-test test value is 0.497 with a p-value of 0.62. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is smaller than 1.96 and the p-value is above 0.05, it can be concluded that the hypothesis is rejected. Perceived Contagiousness Mass Participation does not moderate the effect of Perceived Temptation of Price Promotion on Participation Intention.

The results of hypothesis testing that examine the Moderating Role of Perceived Contagiousness Mass Participation which moderates the Effect of Perceived Categories of Richness of Promotion on Participation Intention, the t-test test value is 0.056 with a p-value of 0.955. By using a 95% confidence level, the standard used for the t value is 1.96. Because the t-test value is smaller than 1.96 and the p-value is above 0.05, it can be concluded that the hypothesis is rejected. Perceived Contagiousness Mass Participation does not moderate the effect of Perceived Categories of Richness of Promotion on The results of hypothesis testing that examine the effect of the Moderating Role of Perceived Contagiousness Mass Participation which moderates the Effect of Perceived Fun of Promotion Activities on Participation Intention, the t-test test value is 0.732 with a p-value of 0.464. By using a 95% confidence level, the standard used for the t value is

1.96. Because the t-test value is smaller than 1.96 and the p-value is above 0.05, it can be concluded that the hypothesis is rejected. Moderation of Perceived Contagiousness Mass Participation does not moderate the Effect of Perceived Fun of Promotion Activities on Participation Intention.

The three hypotheses were rejected because indeed Previous literature has tended to focus on the direct effect of social influence on consumers' online shopping behavior, while only a few studies have looked at the moderating role of social influence. Consumer culture based on rThe response approach to the promotion of the online shopping festival mainly includes paying attention to promotional activities, browsing the platform, marking the items of interest and placing them in the shopping cart. These approaching reactions are a specific manifestation of consumers' intention to participate in the online shopping festival. Singles' Day promotion strategy comprehensively uses product promotion and atmosphere promotion to bring about a synergistic effect; Meanwhile, the effect of product promotion is enhanced by atmospheric promotion as well. Product promotion and atmosphere promotion are considered as two important tools to increase consumer purchasing (Kolter, 1973; Kotler and Keller, 2006). Although previous studies confirmed the separate effects of product promotion and atmospheric promotion on consumers' purchase intentions, the possibility of their interaction, i.e., atmospheric promotions might be able to increase the effect of product promotion on consumers' purchase intentions, remains unexplored and lacks empirical support. To answer the need for online shopping festival marketing practices and contribute to the body of knowledge, The main objective of this research is to study the effect of consumer perception on product promotion stimuli and atmosphere as a promotional strategy for online shopping festivals, and their possible interactions. on consumer participation intentions in the Singles' Day Online Shopping Festival.

Research Suggestions

Further research can collect a number of more diverse respondents traders and commodities, through large-scale aggregation promotions (including price discounts, coupons, lucky money, free shipping and gifts) within the time limit. So that respondents can provide encouragement and Online shopping festivals can stimulate mass participation and consumption enthusiasm. Future research can focus more onk The convenience of e-commerce and price promotions can easily lead consumers to increase their online consumption during the holidays.

Conclusion

The main objective of this study is to explore the impact of Singles' Day promotional strategy on consumer participation intentions, focusing on the effect of product promotion stimuli and atmosphere and their interactions on consumer participation intentions. During the online shopping festival, platforms and merchants carry out more intensive promotions, such as discounts, limited time promotions, coupons, special discounts, buy one get one free, gifts and free shipping. The intensity of promotion is perceived by consumers as Perceived Temptation of Price Promotion. Almost all product categories, including clothing, shoes and hats, daily necessities, appliances and electronic products, are involved in price promotion.

Limitations

Therefore, this study uses a consumer response approach to measure their participation intentions and demonstrate their actual buying behavior.

Managerial Implications

This study provides a theoretical foundation and practical guidance to improve the online shopping festival marketing strategy for e-commerce platforms and merchants to attract and retain consumer participation, increase purchase intention, promote the healthy development of online shopping festivals and contribute to the online shopping knowledge body. Shoppe has a unique Singles' Day promotion strategy compared to other online shopping festivals. In addition to product promotion, it also makes maximum use of the internet and traditional media to create a festive atmosphere for mass participation. The effectiveness of innovative marketing strategies, namely the combination of e-commerce platform product promotion with an atmosphere of mass participation. The success of Singles' Day demonstrates experience in the online shopping festival promotion strategy, and this success has great significance for other countries to develop their own online shopping festivals.

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