THE EFFECT OF ONLINE SHOPPING FESTIVAL PROMOTION STRATEGIES ON SHOPEE CONSUMER PARTICIPATION INTENTION IN BANDUNG

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ABSTRACT

Changes in people's behavior that becomes fonder of shopping online are a challenge for e-commerce companies to still be able to attract the intention of their consumers in the competition. The online shopping festival is one of the promotion strategies that can be used to attract consumer participation intention in online shopping. The purpose of this study is to explore the effect caused by Shopee's online shopping festival promotion strategies on consumer participation intention with product promotion strategies of online shopping festivals consisting of the perceived temptation of price promotion, perceived fun of promotion activities, and perceived categories richness of promotion and perceived contagiousness of mass participation as the atmosphere promotion strategies using Stimulus-Response Theory. This study also examines the moderating role of atmosphere promotion and control variables on consumer participation intention in online shopping festivals. PLS-SEM was used to analyze data from 438 respondents and test the hypotheses. The results of this study indicate that perceived temptation of price promotion, perceived fun of promotion activities, perceived categories richness of promotion, and perceived contagiousness of mass participation have a positive and significant effect on Shopee consumer participation intention in Bandung with the influence of gender and age as control variables and perceived contagiousness of mass participation plays a moderating role on the effect of the perceived temptation of price promotion on consumer participation intention in Bandung.

Keywords: Online Shopping Festival, Participation Intention, Promotion Strategy, and Stimulus-Response Theory.

1.0 INTRODUCTION

The change in people's behavior who become fonder of shopping online is predicted will continue to grow over time (Ulya, 2021). For the last five years, consumers in Indonesia bought their necessities by shopping online, starting with clothes, smartphones, tickets, digital games, accessories, etc. (Annur, 2020). It was recorded that in 2017, e-commerce penetration in Indonesia reached 26.5 percent of the population and continues to increase to 50.5 percent of the population in 2020 (Statista, 2020). In 2021, Indonesia occupied the first position of the highest e-commerce users in the world reaching 88.1 percent (Lidwina, 2021). There is this new trend in Indonesia with online shopping activities called the online shopping festivals which are synonymous with twin dates every month, such as the 7.7, 8.8,

and 9.9, continued until 12.12. It can be seen from the transaction volume that increased rapidly during the 7.7 program in 2020 which was able to increase retail sales by 32 percent, then the 8.8 programs increased by 66 percent, and continued until the 11.11 program which rose to 274 percent. This online shopping festival is suspected of attracting consumer intention to shop online because of the promotions offered by the platform and payment system that are easy to use by the various group of the age of the consumers (Timorria, 2021). People in Indonesia like to hunt for discounts in online shopping festivals as evidenced by Google that there was an increase in keywords searched by 29 percent in 2017 to 456 percent in 2018 regarding 11.11 which is one of the online shopping festivals in Indonesia (Budiawati, 2019). This is supported by the fact that as many as 42 percent of consumers admitted to shopping more during the online shopping festival (Catriana, 2021).

Shopee is one of the e-commerce platforms that often held online shopping festivals in Indonesia (Christiana, 2019). It was recorded by Shopee that the increase in transaction value from year to year in online shopping festivals reached 9 trillion rupiah, which exceeded the target limit that had been set (Ridho, 2019). The number of products sold during the Shopee online shopping festival in 2017 also increased to three million products with six times increase in transactions compared to the previous year (Herdiana, 2017). Shopee also noted that there was an increase in their web visits of up six times at the 12.12 online shopping festival compared to normal days (Setyowati, 2021).

Shopee itself often offers various promotions, such as discount vouchers, 50 percent cashback vouchers, free shipping of zero rupiahs in all stores without a minimum shopping, flash sales of all only a thousand rupiah, late-night sales, up to 50 percent store vouchers (Sulaiman & Rachmawati, 2021). It was noted that more than 850 million vouchers were claimed, and consumers accessed more than two billion products during the online shopping festival at 12.12 (Setyowati, 2021; Pandamsari & Alvionita, 2020). Shopee also provided entertainment with various interactive features such as in-app games as a strategy to increase the number of transactions during the online shopping festival campaign as the pleasure felt from promotional activities, namely Goyang Shopee, Kuis Shopee, Shopee Potong, Shopee Lucky Prize, Shopee Live, and Shopee Tangkap (Meilanova, 2019). Various celebrities were also invited to enliven the event as a form of perceived contagiousness of mass participation and as part of the promotion of the atmosphere in the online shopping festival (Chen & Li, 2020a). The excitement of the online shopping festival is also broadcast on the internet and television with real-time transaction data to create a large-scale buying atmosphere which is a promotion of the online shopping festival atmosphere with the influence of mass participation from celebrities and fanatical public participation (Chen & Li, 2020b).

Considering the fact of existing data and phenomena above, it is essential to explore further what promotional strategies that can attract consumer participation, so that Shopee can maintain its position in the market. That way, the better the understanding of the online shopping festival promotion strategy, the better its influence on consumer participation intention (Chen & Li, 2020b). This research may help e-commerce companies to determine what influence their consumer's intention to participate in the online shopping festival by Shopee e-commerce. This study proposes six research questions to explore the effect caused by Shopee's online shopping festival promotion strategies on consumer participation intention through two components. Product promotion strategies of online shopping festivals consist of

the perceived temptation of price promotion, perceived fun of promotion activities, and perceived categories richness of promotion. Perceived contagiousness of mass participation as the atmosphere promotion strategies. This study also examines the moderating role of atmosphere promotion strategy and control variables on consumer participation intention in online shopping festivals.

2.0 LITERATURE REVIEW

The beginning of understanding consumers is to understand what the stimulus for the response given by consumers is. Marketing and environmental stimuli that consumers are aware of and a series of psychological processes that combine with consumer characteristics to produce a decision-making process for a purchase decision. It is the task of a marketer to understand how consumers are aware of the surroundings between the incoming stimulus and the final purchase decision (Kotler & Keller, 2016). The Stimulus-Organism-Response model was proposed by Mehrabian and Russell at the beginning of their study in psychology, but many studies on consumer behavior use this model. The SOR model includes three main aspects, namely the environment as a stimulus (S) that triggers consumer behavior and responses, the organism (O) that responds, and the actual response (R). The SOR model aims to integrate individual responses to explain perceptions and emotions regarding external stimuli and the resulting behavior, in which human psychological processes are called the "Black Box". Currently shopping online is experiencing an increase, and this SOR model is more commonly used in research about consumer behavior (Chen & Yao, 2018).

According to research by Chen and Li (2020b), there are four stimuli that can influence consumer responses, especially the intention to participate in online shopping festivals. The stimulus that is directly related to the product, consists of price promotion, category, and entertainment. During the online shopping festival, platforms and merchants carry out more intensive promotions than usual, such as discounts, limited-time promotions, coupons, special discounts, buy one get one free, gifts, and free shipping. The stimulus is divided into two parts, namely product promotion strategies and atmosphere promotion strategies. Product promotion strategies of online shopping festivals consist of the perceived temptation of price promotion, perceived fun of promotion activities, perceived categories richness of promotion, and perceived contagiousness of mass participation as the atmosphere promotion strategies.

Perceived temptation of price promotion is the perception that consumers can increase their economic benefits by participating in shopping. During the online shopping festival, the platform provides price discounts, limited-time promotions, coupons, special discounts, buy one get one free, gifts, free shipping, and other forms to increase the lure of promotional prices. Previous researchers said that price promotion is a stimulus that can tempt and reduce self-control that can direct purchases during online shopping festivals which means that it positively affects consumer participation intention in online shopping festivals (Chen & Li, 2020b).

Perceived fun of promotion activities is the perception of consumers enjoying ongoing promotional activities, where platforms and merchants increase entertainment for consumers through promotional activities such as earning lucky money, interactive games, and raffle activities. Previous researchers said that consumers not only get shopping pleasure from

attractive promotional activities but also feel the atmosphere of online shopping festivals. Therefore, it can be said that PFPA has a positive effect on participation intention (Chen & Li, 2020b).

According to the study by Chen & Li (2020b), perceived categories richness of promotion refers to the type, quantity, and style of goods in promotional activities, which are more diverse than usual so that they can meet the diverse needs of consumers. Usually, there are only a few items that have a discount, but when online shopping carnivals create a festival atmosphere with a richness in the number and types of goods, including clothes, shoes and hats, daily necessities, electronic equipment, and products, and almost everything on offer has a discount. Previous researchers found that perceived categories richness of promotion allows consumers to fulfill almost any need in one place and make them feel the value of their time and energy investment. Therefore, it can be said that the PCRP has a positive influence on participation intention.

Perceived contagiousness of mass participation is a perceived influence from around us, usually from the media, relatives, friends, and neighbors (Chen & Li, 2020a). Online shopping festivals can attract more and more consumers to participate through social media platforms, especially recommendations from important people such as people around, especially colleagues, friends, classmates, neighbors, and relatives which can positively influence opinions and individual behavior in the context of this study on participation intention in online shopping festivals. Also, it is believed that PCMP has a moderating impact on consumer online shopping festival participation intention because it can increase consumer perceptions, namely PTPP, PFPA, and PCRP which are part of product promotion strategies. The clearer the perception of product promotion, the more likely it is that product promotion will affect participation intention. Gender, age, income, education level, and consumer participation times will influence consumers' decisions to participate in online shopping festivals. So demographic variables are used as control variables and will be added to the research hypothesis (Chen & Li, 2020b). The framework model of this research is shown in Figure 2.1.

Figure 2.1 Conceptual framework
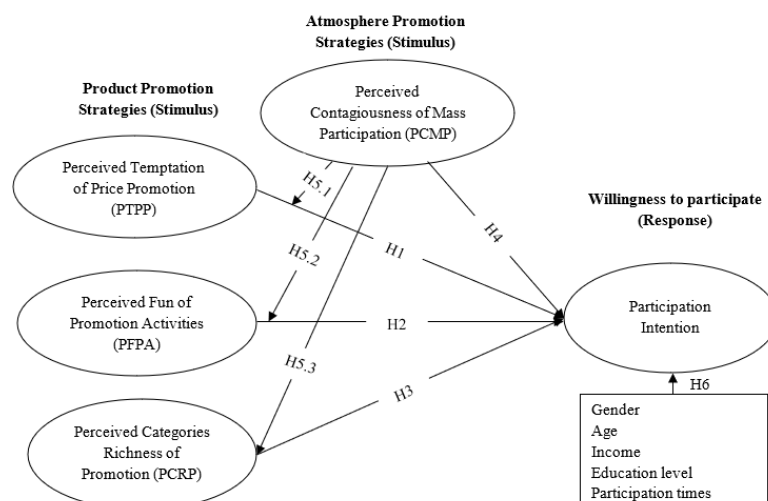
Table 2.1 Research Hypotheses

No.	Research Hypotheses
H_1	Perceived Temptation of Price Promotion (PTPP) has a positive effect on Shopee consumer participation intention in Bandung in the online shopping festival.
H_2	Perceived of Fun of Promotion Activities (PFPA) has a positive effect on Shopee consumer participation intention in Bandung in the online shopping festival.
H_3	Perceived Categories Richness of Promotion (PCRP) has a positive effect on Shopee consumer participation intention in Bandung in the online shopping festival.
H_4	Perceived Contagiousness of Mass Participation (PCMP) has a positive effect on Shopee consumer participation intention in Bandung in the online shopping festival.
H_5	Perceived Contagiousness of Mass Participation (PCMP) moderates the impact of product promotion strategies on Shopee consumer participation intention in Bandung in the online shopping festival.
$H_{5.1}$	PCMP moderates the impact of PTPP on Shopee consumer participation intention in Bandung in the online shopping festival.
$H_{5.2}$	PCMP moderates the impact of PFPA on Shopee consumer participation intention in Bandung in the online shopping festival.
$H_{5.3}$	PCMP moderates the impact of PCRP on Shopee consumer participation intention in Bandung in the online shopping festival.
H_6	Gender, age, income, education level, and participation intention as control variables have a positive effect on Shopee consumer participation intention in Bandung in the online shopping festival.

3.0 METHOD AND RESULT

The purpose of this study is to explore whether the four independent variables with moderation variables and control variables affected the single dependent variable. Researchers distributed surveys to 438 respondents by Google forms using the seven-point Likert to describe strongly disagree to strongly agree. In this study, the descriptive analysis was used to describe the perception of the respondents regarding their intention to participate in online shopping festivals on Shopee.

Based on the result of descriptive analysis, Perceived Temptation of Price Promotion (PTPP) has a percentage of 82%, Perceived Fun of Promotion Activities (PFPA) has a percentage of 81%, Perceived of Categories Richness of Promotion (PCRP) has a percentage of 80%, and Perceived Contagiousness of Mass Participation (PCMP) has a percentage of 83%.

This study was processed using structural equation modeling (SEM) to test the research model. Using SEM will allow researchers to simultaneously analyze all paths between variables (Ghauri, et al., 2020). SEM also can be used to test and estimate causal relationships using a combination of statistical data. Variables in SEM can influence each other reciprocally, either directly or through other variables as intermediaries. There are two main components in SEM, namely a structural model that shows the potential causes of dependence between exogenous and endogenous variables and a measurement model that

shows the relationship between latent variables and their indicators (Mukherjee, 2020). Two approaches in SEM can be used, namely covariance-based SEM (CB-SEM) and variance-based SEM (PLS-SEM). CB-SEM is used to confirm or reject the theory which is done by determining how well the proposed theoretical model can estimate the covariance matrix to collect sample data. While PLS-SEM is used to develop theory in exploratory research and is carried out with a focus on explaining the variance in the dependent variable when examining the model (Hair, et al., 2020). Sarstedt, et al. (Hair, et al., 2019) said that PLS-SEM was able to provide a solution when CB-SEM developed unacceptable results with complex models and small sample sizes. One of the advantages of using PLS-SEM when compared to CB-SEM is that it can predict accuracy more optimally (Hwang, et al., 2020; Sarstedt & Cheah, 2019). In addition, PLS-SEM allows researchers to test predictive relationships between variables by looking at the relationship or influence that exists in the variables (Ghozali, 2021). In this study, the researchers chose PLS-SEM by analyzing using SmartPLS 3.0. The evaluation carried out on the model in PLS-SEM is the measurement model and the structural model. Evaluation of the measurement model is carried out to measure the reliability and validity of the variables, while the evaluation of the structural model is carried out to test the formulated hypothesis (Chen & Li, 2020b).

3.1 Evaluating the Measurement Model

In this study, to evaluate the measurement model, convergent validity and discriminant validity will be used for assessing the validity of the construct, while Cronbach's alpha and composite reliability will be used for assessing the reliability of the construct. The criteria used for convergent validity are factor loading must be greater than or equal to 0.7 and AVE must be greater than or equal to 0.5 (Hair, et al., 2017; Ghauri, et al., 2020). The results are shown in Table 3.1, the factor loading of all items is greater than 0.7 and the value of AVE is greater than 0.5, indicating that all items had good convergent validity. Fornell-Larcker Criterion is used for the criteria of discriminant validity, which compares the square root of the AVE value with the correlation of the latent variables where the square root value of each AVE must be greater than the correlation of other variables. As shown in Table 3.2, the square root of the AVE test results from each variable through the Fornell-Larcker Criterion resulted in a higher value than the correlation value between other variables, which indicates that the variables used can be said to be unique and can be used in research activities and can capture phenomena that are not described by other variables in the research model (Hair, et al., 2017). The results of Cronbach's alpha and CR that are used for measuring the reliability of constructs can be seen in Table 3.1 and both Cronbach's alpha and CR must be greater than or equal to 0.7 (Ghozali, 2021).

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Table 3.1 Evaluation of the measurement model result

Item	Factor Loading	Cronbach's alpha	Composite Reliability	AVE
PTPP1	0.779			
PTPP2	0.739	0.718	0.826	0.543
PTPP3	0.721			
PTPP4	0.705			
PFPA1	0.786			
PFPA2	0.811	0.789	0.863	0.613
PFPA3	0.731			
PFPA4	0.801			
PCRP1	0.815			
PCRP2	0.811	0.826	0.884	0.657
PCRP3	0.783			
PCRP4	0.832			
PCMP1	0.830			
PCMP2	0.833	0.798	0.881	0.711
PCMP3	0.867			
PI1	0.833			
PI2	0.782	0.717	0.841	0.639
PI3	0.782			

Table 3.2 Fornell-Larcker Criterion

	PTPP	PFPA	PCRP	PI	PCMP
PTPP	*0.737*				
PFPA	0.694	*0.783*			
PCRP	0.587	0.696	*0.810*		
PI	0.632	0.593	0.582	*0.799*	
PCMP	0.421	0.507	0.539	0.468	*0.843*

3.2 Evaluating the Structural Model

Evaluation of the structural model is carried out to test the hypothesis in this study. In evaluating the structural model, PLS-SEM does not use the goodness of fit measurement but is based on the criteria determined by the predictive capabilities of a model (Hair, et al., 2017). So, there are several testing criteria in hypothesis testing, including assessing the structural model to calculate the level of coefficient of determination (R^2), f^2 effect size, predictive relevance (Q^2), and the significance value of path coefficient (Hair, et al., 2020).

The results of the evaluation of the structural model are shown in Table 3.3. From the table, we can conclude that all the hypotheses were supported. Both product promotion strategies and atmosphere promotion strategies as stimuli had a positive effect on consumer participation intention in the online shopping festival on Shopee, and the relationship that was proposed were significant. H1 was supported that PTPP in this study had a significant and positive effect ($\beta = 0.366$, $t \geq 1.65$, $p < 0.05$) on consumer participation intention in the online

shopping festival on Shopee. H2 was supported that PFPA in this study had a significant and positive effect ($\beta = 0.128$, $t \geq 1.65$, $p < 0.05$) on consumer participation intention in the online shopping festival on Shopee. H3 was supported that PCRP in this study had a significant and positive effect ($\beta = 0.203$, $t \geq 1.65$, $p < 0.05$) on consumer participation intention in the online shopping festival on Shopee. H4 was supported that PCMP in this study had a significant and positive effect ($\beta = 0.139$, $t \geq 1.65$, $p < 0.05$) on consumer participation intention in the online shopping festival on Shopee. The measurement of R2 is to determine the size of the prediction accuracy of the model in the study because this coefficient is a quadratic correlation of the actual value and the predicted value, it is considered capable of representing the amount of variance in an endogenous variable. In this study, the value of R2 is 0.49, which is bigger than 0.25 which indicates the model is considered weak to moderate (Hair, et al., 2017). The f2 effect size measurement is carried out to present the magnitude of the variance of the variable which is shown in Table 3.3 (Hair, et al., 2020). Measurement of predictive relevance (Q2) is used to find out how well the predictive value generated by the model used in the study is provided if the Q2 value is less than zero (< 0) then the model has no predictive relevance value, but if the Q2 value is more than zero (> 0) then the model has a good predictive relevance (Garson, 2016). The value of Q2 if it is greater than 0, 0.25, and 0.50 will be considered to have small, medium, and high predictive relevance in the PLS path model. In this study, a predictive relevance value is 0.3, which indicates the model has a medium to a high level of predictive relevance (Hair, et al., 2019).

Table 3.3 Evaluation of the structural model result

Hypothesis	Structural Path	β	t-value	p-value	Description	f²
H₁	PTPP → PI	0.366	7.009	0.000	Supported	0.130
H₂	PFPA → PI	0.128	2.016	0.022	Supported	0.012
H₃	PCRP → PI	0.203	3.377	0.000	Supported	0.037
H₄	PCMP → PI	0.139	3.307	0.001	Supported	0.026

Testing of the moderating effect was carried out to see whether the moderating variable could stimulate either strengthen or weaken the relationship between the independent variable stimulus, namely product promotion strategies, and the dependent variable, namely the consumer participation intention in online shopping festivals (Chen & Li, 2020b). To determine the effect, we used the moderating effect tool from SmartPLS. The results of moderating effect testing are shown in Table 3.4. It was found that the interaction effect between PCMP and PTPP on PI was significant ($\beta = -0.091$, $t = 2.011$, $p = 0.022$), which means that H5.1 is supported. Meanwhile, the interaction effect between PCMP and PFPA on PI was not significant ($\beta = 0.083$, $t = 1.215$, $p = 0.113$) and the interaction effect between PCMP and PCRP on PI was also not significant ($\beta = 0.000$, $t = 0.008$, $p = 0.497$), So that H5.2 and H5.3 were not supported. The value R2 also increased from 0.490 to 0.496. This means that the interaction effect between PCMP and PTPP can explain the dependent variable, namely PI by 49.6%, while the remaining 50.4% is explained or influenced by other variables outside this study. The R2 value of 0.496 indicates that the moderating variables of PCMP and PTPP on PI have an almost moderate relationship.

Table 3.4 Moderating effect testing result

Hypothesis	Structural Path	β	t-value	p-value	Description
H5.1	PCMP*PTPP → PI	-0.091	2.011	0.022	Supported
H5.2	PCMP*PFPA → PI	0.083	1.215	0.113	Not Supported
H5.3	PCMP*PCRP → PI	0.000	0.008	0.497	Not Supported

As shown in Table 3.5, the test results of the control variables in this study, age ($\beta = 0.101$, $t = 2.747$, $p = 0.003$) and gender ($\beta = 0.081$, $t = 1.871$, $p = 0.031$) have a positive and significant effect on consumer participation intention in online shopping festival on Shopee. Meanwhile, other control variables, such as participation times, income, and education level did not have a significant effect. The value of R^2 also increased from 0.496 to 0.514. This means that the control variable can explain the dependent variable, namely PI by 51.4%, while the remaining 49.6% is explained or influenced by other variables outside this study. The R^2 value of 0.514 indicates that the control variable on PI has a moderate relationship.

Table 3.5 Control variable testing result

Hypothesis	Structural Path	β	t-value	p-value	Description
	Gender→ PI	0.081	1.871	0.031	Supported
	Participation times → PI	0.052	1.241	0.108	Not Supported
H6	Income → PI	-0.071	1.843	0.033	Not Supported
	Education level → PI	0.047	1.315	0.095	Not Supported
	Age → PI	0.101	2.747	0.003	Supported

4.0 CONCLUSION

Based on stimulus-response theory, this study aims to explore the effect of product promotion strategies and atmosphere promotion strategies on consumer participation intention and the moderating impact of atmosphere promotion on the effect of product promotion on participation intention. Based on the results of research that have been carried out regarding the effect of the online shopping festival promotion strategies consisting of PTPP, PFPA, PCRP, and PCMP on Shopee consumer participation intention in Bandung with PCMP also has a role as a moderating variable. So, the conclusion of this research is as follows.

1. The level of Shopee consumer perception in Bandung regarding product promotion strategies seen from PTPP, PFPA, PCRP, and atmosphere promotion strategies seen from PCMP is at the agreed level. PCMP has the highest score of 83% followed by PTPP has a score of 82%, PFPA has a score of 81%, and PCRP has a score of 80%. This indicates that overall respondents agreed with the perceived stimulus from the promotional strategy in the Shopee online shopping festival.

2. The level of participation intention of Shopee consumers in Bandung in the online shopping festival is at the agreed level. This indicates the participation intention that has arisen in the Shopee online shopping festival as a response to a promotional strategy as a perceived stimulus.

3. Based on the results of the SEM analysis that has been carried out, PTPP, PFPA, PCRP, and PCMP have a positive and significant effect on the participation intention of Shopee consumers in Bandung in online shopping festivals with PTPP having the greatest influence among other variables on participation intention. This indicates that the more consumers perceived the temptation of price promotion, the higher the intention of the consumers to participate in the online shopping festivals.

4. Based on the results of the SEM analysis that has been carried out, PCMP as a moderator in relation to product promotion strategies and consumer participation intention is confirmed. PCMP significantly weakened the influence of PTPP on consumer participation intention. Meanwhile, it does not significantly affect PFPA and PCRP on consumer participation intention.

5. Based on the results of the SEM analysis that has been carried out, gender and age as control variables have a positive and significant effect on Shopee consumer participation intention in Bandung in online shopping festivals. For gender, it is dominated by women and for age, it is dominated by young people in the range of 19 to 27 years. Meanwhile, the participation times, income, and education level did not positively and significantly affect consumer participation intention. The most popular product categories are health and beauty products.

5.0 SUGGESTION

Based on the conclusions that have been described previously regarding the effect of the online shopping festival promotion strategies on the Shopee consumer participation in online shopping festivals in Bandung, the suggestions that the author can give to Shopee regarding this are as follows.

1. Shopee should increase coupon offers during online shopping festivals considering that the majority of Shopee consumers in Bandung are at a relatively young age of 19 to 27 years, the price of a product will be of great concern, especially for the category of health and beauty products which are the most popular products.

2. Shopee should increase the number of reductions and freight costs, especially for the cost of shipping goods on the products offered to increase the intention of young consumers to participate in online shopping festivals, in terms, there is a numerousness of products that are in demand by their consumers.

3. Noted that the PCMP does not moderate the effect of PFPA and PCRP on the participation intention of Shopee consumers in Bandung in the online shopping festival, further researchers can test the effect of moderation by adding or replacing the moderating variable with other variables on the participation intention.

4. Noted that there are several control variables used that do not have a significant effect on the participation intention of Shopee consumers in Bandung in the online shopping festival, further researchers can add other variables such as using the type of customer's job as variables in testing the effect of control variables on participation intention.

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