

Research on the Motivator Influence on People Participate in Online Shopping Carnival

--A Case Study on Single's Day Shopping Carnival

Xiang Deng ^{1,*}

¹ University of Manchester Oxford Rd, Manchester, M13 9PL, United Kingdom

*Corresponding author: xiang.deng@student.manchester.ac.uk

Abstract. One of the greatest inventions of today's society is the Internet, and the Internet has created online shopping. Online shopping is very popular today because it is convenient and fast, and you can buy products worldwide. One of the most famous and performing online shopping festivals is Single's Day because the Single's Day shopping festival meets the shopping needs of most shoppers and satisfies their psychological needs. The unique and advanced marketing strategy and easy-to-use shopping system of Single's Day Shopping Festival make them take the leading position in the industry. To deeply understand how Singles Day shopping carnival influence or attract consumer to participate. Firstly, this paper needs to examine the motive of online shoppers. The motivator of consumer participation in Single's Day can be explained using John B. Watson's Stimulus (S) – Response (R) theory framework. This paper is a case study of an online shopping spree for singles, focusing on investigating the motivations that influence people to participate in Singles' festivals.

Keywords: Motivator; Online Shopping Carnival; Case Study; Single's Day.

1. Introduction

The term “online shopping carnival” refers to the annual celebration of online purchasing activities. During the online shopping carnival, the organizer of Single's Day online shopping carnival would corporate with its onsite merchants to promote their events during and before the event while at the same time running massive merchandise sales. They even set up countdowns to specifically mark down the specials for the spree to stimulate impulse buying for a limited time. These strategies help Single's Day shopping carnival reach the higher sales revenue of the year. Online shopping carnivals now include shopping and entertainment components [1-2]. Besides general fulfilling shopping demand, the entertainment side has become essential compared to previous times, as during the online shopping development time, at the same time, consumers start to pursue a higher level of sanctification-- psychological. In order to attract and retain customers, online shopping platforms have started to put more effort into developing the entertainment component of the shopping experience [3]. The combined utilitarian and hedonistic services have shown continued growth in transaction volume, confirming the OSC market's potential business value of combining entertainment and consumption [4]. Take an example of Alibaba's Single's Day online shopping carnival, which expanded at least 27% every year from 2009 to 2019, reaching a total sales revenue of 76.7 billion USD in 2022, over twice that in 2019, with over 25 million of Chinese and foreign products sold and 2.3 billion orders fulfilled [5].

October-November is the busiest hosting season for online shopping carnivals. Black Friday, Christmas sale and Single's Day are well-known online shopping carnivals [3]. Alibaba Singles' Day is now the world's largest and most influential online shopping carnival out of all online shopping festivals. In 2022, its turnover reached RMB 564.4 billion [6]. Therefore, the reason Alibaba Singles' Day developed so fast and successfully started to become a hot topic across academics and business. Coresight Research [7] has resolved the answer. While most shopping carnival advertising strategies were primarily concerned with pricing discounts, “Single's Day” had shifted to ritual marketing. According to Fang, The Single's Day online shopping festival marketing campaign is an unprecedented and successful marketing case that combines shopping and entertainment into a

shopping festival. This is because it first arouses people's curiosity and cultivates to promote the idea that people must spend limited days and time. It also satisfies the consumption and entertainment needs of customers [8]. The Single's Day online shopping festival aims to achieve their marketing objectives by implementing ritualistic strategies such as motivational gamification, countdown celebrations, increased carnival themes and signals, celebrity endorsements, and expanded social interactions [9].

Many individuals were initially drawn in by the Singles Day shopping carnival because of the price advantage and broad product selection compared to general online shopping. With the Single's Day development of the carnival-like atmosphere of this national shopping event, more people were attracted to it and started forming a kind of shopping habit [10]. An OSC is a dynamic setting made possible by a mix of human activity and information and communication technologies [2].

To deeply understand how Singles Day shopping carnival influence or attract consumer to participate. Firstly, we need to examine the motive of online shoppers. The motivator of consumer participation in Single's Day can be explained using John B. Watson's Stimulus (S) – Response (R) theory [6]. In his work, Internal stimulus refers to a motivator that comes from an individual's need, and external stimulus refers to an individual's motivation or influence by outside factors such as environment or social reasons [6]. In the next session, we will examine the different types of shopper motives in terms of stimuli.

2. Literature Review: Utilitarian and Hedonistic Shopper

Numerous academics have divided consumers' demand for shopping into two key groups: utilitarian and hedonistic. According to Bridges and Florsheim, utilitarian online consumers are often goal-oriented and prioritize satisfying their shopping needs in purchase convenience, monetary savings, information accessibility, and wide availability in selection [11]. To elaborate, price concessions are the most adventive feature of Single's Day carnival compared with the usual online shopping carnival. Second, Single's Day provides diverse and tremendous types of products for the consumer to select. During the Single's Day carnival, more than 500 million merchants, more than 70 thousand brands participate, and more than 800 million online goods. Nearly all products offer discounts, with additional discounts and features that increase sales, such as free delivery, additional coupons, buy one, get one free, sample-size gifts, and a flexible return policy [12]. Thirdly, convenience in Single's Day is incomparable with other shopping carnivals. As with other online shopping, customers do not have to travel far or wait in line at expensive times. In addition, with Single's Day's unique position, customers have broad shopping options and can click and combine the order into one order and wait for delivery. Fourthly, the safety of orders and payments is a constant topic and concern for online customers. In order to resolve the problem, Single's Day host Alibaba create a payment platform for the customer to pay. Customers do not have to go through the system's traditional login and card type; they only have to sign in to the Zhifubao account and type in payment detail and address. Then can make payment and combine the order by simple click and wait for delivery. According to Yu et al. study, selection and convenience are the biggest impacts on utilitarian shopping value [10]. In the context of an Online shopping carnival, compared to the broad selection, price advantage, and safety in shopping, convenience is the most influential and significant factor that motivates a utilitarian shopper to choose an online shopping carnival platform.

According to Bridges and Florsheim [2, 11], in contrast to utilitarian online buyers, hedonistic online shoppers see purchasing as a means of social engagement, amusement, and emotional fulfillment. Hedonist-friendly products are more focused on supporting sensation and pleasure [13]. According to behavioral studies [13], respondents showed more purchase intent for UP than for HP. Tauber states that the recent growth of social networks has aided in the socialization of e-commerce. People feel joyful when socializing with friends and family in exchange for a share of the shopping experience, and they perceive hedonistic value while their shopping view or experience shopping and

bonding with friends and family. During OSC, consumers sharing their experiences is recognized and appreciated [10].

Chen et al. state that society is group-oriented, a human is a group of animals, and people live in a social environment. Therefore, the behavior of individuals is inevitably influenced by the prevailing values and trends in society and by the significant others in social relationships [6]. Hence, the Singles Days carnival organizer starts social media promotion during the online shopping carnival by promoting posters or videos on well-known social media and mainstream outlets, including Ticktock, Facebook, Little Red Book, and Weibo, to advertise the event. Additionally, to pay and ask well-known social media influencers and celebrities to advertise their shopping experiences within a specific product or platform and invite celebrities to introduce and sell the product via live streaming [1].

According to Zhang's research, men and women will be influenced to make purchases during large online shopping carnivals by the invitations or recommendations of their friends and family [1]. Compared to Men, women are also irresistible to social marketing, particularly on social media platforms like Weibo and Little Red Book. As in these social media platforms, numerous influencers or previous users post their views or experience of products or activities. These types of social media marketing often include post pictures and videos with comments of personal views on the product. According to Chen's (2008, 15) research, a product's review information, such as sales volume, star ratings, and user reviews, influences consumers' decisions. In addition, review information provided by previous purchasers is more persuasive than high sales volume and persuasion by merchant salespeople [15]. Therefore, in order to attract more customers and keep them on the website, Alibaba, the organizer of Singles' Day, also created a platform especially for users. This platform can be dedicated to allowing the consumer to share their personal shopping experiences freely and view with share common people on people who needs past user comment and view to guide them in shopping selection [14]. In addition, research revealed that customers are more likely to participate in an event when they think there are more attendees [12]. The larger the social significance and the more the choice to join in an event, the deeper the levels of engagement. The range of marketing effects can maximize the way of providing an exchange share of the shopping experience. Moreover, since people are more open and trust recommendations from their close friends and family, Single's Day hosts promote camping via major social media platforms like WeChat and Facebook [12].

In addition to social interaction and influence from social media and celebrities, entertainment also plays an important role in hedonistic shopper values. Single's Day carnival provides people with all-around entertainment, including concerts, games with awards, and live-stream of products and celebrity endorsements. The strategic success of the Single's Day online shopping festival is consistent with Arnold and Reynolds' research concluded that it is important for hedonism to satisfy their entertainment and emotional factors and is also considered an important competitive tool [10].

Yu et al. research found that hedonistic shopping values positively influence customers' intentions to join an online shopping carnival. Moreover, hedonism value on the effective effect people participate in online shopping carnival is higher than utilitarianism [10]. This result matches the actual circumstances. At the beginning of the Singles Day carnival, the key incentive for e-commerce enterprises to attract customers is utilitarian shopping value. With the carnival process evolving continuously, relying solely on the pricing component will not be able to generate further sales growth effectively. Thus, organizers of the Single's Day carnival have increased the number of entertainment options. People are more immersed by participating in various innovative and engaging activities, which further immerses them in the carnival-like atmosphere of online shopping. Therefore, the overall e-commerce strategic direction of Alibaba Single's Day is correct. In 2017, Single Day carnival changed its slogan to Single's Day not to make money but to make consumers happy.

3. Result: Unique Strategies in Marketing

This section will primarily focus on the external stimuli promotion and atmosphere strategies brought to the consumer on Single's Day.

Singles' Day Online Shopping Festival promotion strategies are typical external stimuli. As the primary purpose of the promotion strategies is to influence more people to be familiar with the brand and trigger people to participate in the Single's Day online shopping carnival [16].

Promotion is the most important factor during the online shopping carnival, and information incentive is key in successfully delivering the message [17]. Defines information incentive comes from individuals accepting information from incentivized promotional messages. The purpose of the Single's Day online shopping carnival's informational incentive is to produce and disseminate numerous, potent messages to potential customers, to increase people's knowledge of the events and is naturally conducive to maximizing people's perceptions of the brand of the Single's Day online shopping carnival.

The quantity of goods is more varied and less expensive than usual during the carnival, where Single's Day promotion techniques are focused. Nearly all products offer discounts, with additional discounts and features that increase sales, such as free delivery, additional coupons, buy one, get one free, sample-size gifts, and a flexible return policy [12].

Single's Day combines the Internet and social media with commercial advertising to create a celebratory atmosphere for widespread participation [16]. Kolter considered atmospherics a significant marketing technique, while Yang et al. observed that online shopping influences consumers' inclination to purchase [6, 18]. Kolter defines online shopping atmospherics as merchants consciously constructing their shop and page utilizing color, context, layout, video, or music to positively impact and motivate consumers to increase sales [19].

Alibaba, the organizer of the Singles' Day Online Shopping Carnival, celebrates an ordinary day as a shopping holiday and creates a festive atmosphere in which individuals may participate and share happiness rather than only engage in commercial marketing. They collaborate with China's major social media platforms to post advertising posts and videos. During the online shopping spree week, they designed various entertainment activities such as shopping games, gifts, parties, concerts, and live streaming of real-time purchases. The live broadcast of shopping festival spending is important and unprecedented. This is because it uses real-time transaction data and lives celebrity endorsement, discourse guidance, and countdown sales and products to create an atmosphere of widespread product reductions, gift-giving offers, and small amounts of inventory unique to singles shopping festivals, thus promoting universal impulse buying. Alibaba sold 543 billion RMB in 86 seconds after 00:00 on November 12, 2021, showing the success of Alibaba's unique marketing approach [6]. The Singles Shopping Festival Festival utilizes a wide selection of product promotions, a safe and convenient shopping system, and an atmosphere promotion to maximize its synergistic effects. At the same time, these promotions can be seen as helping in both directions. Product advertising promotions can influence people to learn about the Singles Shopping Festival, while the atmospheric holiday impact promotes product preference and impulse shopping.

4. Discussion

In conclusion, consumers were motivated and driven by the Single's Day online shopping carnival because it fulfilled most consumer shopping habits and needs. Its use of extraordinary promotion strategies on price and atmosphere helps Single's Day establish its unique position and slogan compared to other online shopping carnivals. Moreover, the Single's Day online shopping carnival has successfully fulfilled most consumer shopping habits and needs regarding hedonistic and utilitarian values. It considers consumer needs and requirements in shopping. It continues to develop its position and strategy as the key factor for people to participate in the Single's Day shopping carnival.

However, a few things still suggest to Single Day shopping carnival managers.

Firstly, as the study confirms that convenience is the key factor that utilitarian shopper value, the manager should simplify the rule and games of Single Day's shopping carnival in the future. Many consumers have complimented that the recent Single Day discount policy and pre-sale policy are very complex and not easy to access. Two pre-sale periods and a convoluted calculation procedure make it extremely difficult to calculate the final price of the things they want. This does not affect increasing customer intention.

Second, merchants and platforms should provide consumers with more comprehensive details and clear information on the product display page. For example, the product uses video or images and uses product parameters and size. This can help consumers to understand the product faster and better compare products. Save the time of consumers and merchants to communicate product information, which can save time and effort simultaneously and will, to a certain extent, promote sales.

Third, Singles' Day shopping carnival platform managers should monitor and develop policies for after-sales service of products. This is because the speed of order processing and delivery significantly impacts customers' perceived shopping satisfaction on a shopping platform. Store owners and platform managers must give high priority to these aspects. Many consumers report that many orders take a long time to arrive during online shopping sprees. This includes both merchants making too many pre-sale orders that are not ready and logistics systems that are overloaded beyond their capacity. Managers need to work with the logistics system to create a more efficient delivery method for express deliveries.

Fourthly, the Single's Day shopping carnival platform manager should create a service to monitor consumer behavior of overconsumption and prevent it. Managers can create a monitor service to evaluate consumer general shopping behavior and average price compared to an online shopping carnival. If over 50 % of the average price consumption, the monitor service will alert the consumer of the danger of overconsumption.

Following this, the Single's Day shopping carnival platform manager should continue to develop and design more entertainment and attractive activities to fulfill consumer hedonistic demand to enhance the added value and increase consumer loyalty and competitive compare to other online shopping platforms.

Finally, platform management and retailers should continue to retain and concentrate on the practical value of OSC. They are the fundamental reason, and key people chose to participate in the online shopping carnival. Amount all the aspects of utilitarian shopper value, pricing, selection, and convenience are the most critical aspect of the development of OSC, and they are the root.

In contrast to other conventional, OSCs that only see marketing and high returns as their main purpose, the Single's Day OSC is seen as a progressive group activity for all. This is because Single's Day provides a platform for people to express and observe others' opinions, consumption levels, and needs. Consumers participate and immerse themselves in the Single's Day OSC because it satisfies people's utilitarian and hedonistic pursuits. In the future, e-commerce platforms and retailers must collaborate to design OSC processes that consider the preferences and perceived values of different consumer groups. Only continuous improvement of management and service quality can enhance consumer pleasure and generate loyalty to the platform, ultimately maximizing the promotion of overall sales increase and high-rated loyal consumers of the platform.

5. Conclusion

5.1 Key findings

In this research, we have found that consumers were motivated to participate in Single's Day online shopping carnival because of its unique position and marketing strategies compared to similar online shopping platforms. This matches with the previous study of satisfying major types of shopper needs in online shopping carnival. A previous study shows that utilitarian online shoppers value convenience, monetary saving, and broad selection. Single's Day online shopping carnival has successfully fulfilled its needs, providing a one-click combined order from over 70 thousand brands

with their safety payment platform. In contrast, hedonistic online shoppers value social interaction and enjoyment of emotion. Single's Day online shopping carnival also satisfies its platform to create a specific space for customers to exchange views on products and rating merchants. In addition, the Single's Day online shopping carnival hosts various entertainment activities for the student to participate in during the carnival period, including a game with revenue, concerns, and a trial preview meeting. The key element distinguishing Single's Day online shopping carnival from others is its unique and look-ahead position in marketing strategies. It was the first online shopping platform to start using a shopping carnival as a making scheme. It successfully created atmosphere marketing and used the advantage of social interaction to promote itself.

5.2 Research Significance

This research mainly investigates how consumers are attracted to participate in Single's Day online shopping carnival. This research found that the Single's Day online shopping carnival is our standard because it fulfilled most shopper needs in online shopping and uses look-ahead marketing strategies to promote and gain public recognition. This research is significant because, nowadays, e-commerce is the most popular shopping method in the world. As the most revenue online shopping platform, it is essential to understand what makes them our standard. This research helps business value by outlining and providing the key element of the success of Single's Day online shopping carnival. It suggests Single's Day host on how to better facility and develop its system and service to fit with more consumers and resolve their issues.

5.3 Limitations

This research is quite limited as it lacks primary data majority uses secondary data, but it compares and values major successful research and gives an answer. In future studies, research can use survey interviews with people from different geographic groups, whether they participate in Single's Day or not, to gain their perspective or problem toward online shopping carnivals and Single's Day.

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