

## THE EFFECT OF FESTIVAL MARKETING ON CONSUMER PERCEPTIONS AT SHOPEE DOUBLE DAYS (STUDY ON WEAR LABELS CONSUMER)

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### ABSTRACT

*This research is intended to find out whether Festival Marketing affects Wear Labels Consumer Perception at Shopee Double Days. This research was conducted using a descriptive quantitative method, the population is Wear Label customers. Research data have been collected through questionnaires with a sample of 100 respondents using purposive sampling with female population characteristics aged 15-35 years. Data analysis was performed with a simple linear regression test using SPSS 25.0. This study resulted in the finding that Festival Marketing has a positive and significant effect on Wear Labels Consumer Perception at Shopee Double Days with an influence of 40.6%.*

**Keywords:** *Festival Marketing, Double Days Festival, Wear Label*

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### INTRODUCTION

The trade or business industry in Indonesia is growing along with the times. Based on data from the Central Statistics Agency (BPS), the Indonesian economy experienced growth of 5.01% in the first quarter of 2022. The trading industry alone contributed 13.09%. Of course, the development of the business world is something that has a positive impact on Indonesia's economic growth for the better. But besides that, this is also a challenge for business owners.

In order to survive in the midst of this intense competition, business people must deploy creative and innovative strategies that are in accordance with the times. These strategies are important to deploy as an effort to adapt and strengthen the foundation of the business itself. These creative and innovative strategies can be formed from all aspects of business, one of which is the marketing aspect. In developing a marketing strategy, business people must formulate it in accordance with changes in people's habits.

One of the tactics now used by many businesses is the festival marketing strategy. Marketing festivals have become popular since the Covid-19 pandemic, where this pandemic has limited people's wiggle room. This makes business people have to adapt and many of them market their products online through e-commerce. The large number

of purchases and number of sales activities in e-commerce has made the platform moved to hold an online shopping festival. Harbolnas (National Online Shopping Day) is held on December 12th (12.12) and is a very popular form of online shopping festival.

Shopee is an e-commerce platform that can be said to be the pioneer of online shopping festivals in Indonesia. This is in accordance with Advertorial (2016) in Kompas Bisnis news, Shopee is stated as an e-commerce that has succeeded in popularizing the culture of online shopping festivals in Indonesia with its success at the 10.10 festival in 2016 known as mobile shopping day which has succeeded in increasing the trend of online shopping interest of Indonesians. Since February 2020, Shopee has started holding online shopping festival promos regularly every month throughout the year. The online shopping festival organized by Shopee also has its own theme every month, starting from 2.2 Men Sale, 3.3 Fashion Sale, to 11.11 Big Sale.

This double days festival organized by Shopee has a variety of attractive promotional offers. Starting from massive discounts, free shipping, cashback vouchers, to vouchers for selected merchants such as restaurants or cafes. Many brands ranging from MSMEs to big brands participated in this festival in order to attract as many consumers as possible and increase their sales. Usually, the double day festival organized by Shopee has a series of pre-events and post-events as a complement to welcome twin dates which are also filled with promotions with their own themes.

Wear Label is one of the brands that participated in the double days festival organized by Shopee, considering that the main platform for their buying and selling activities is Shopee e-commerce. Wear Label itself is a local fashion brand that was founded on June 26, 2020. The products sold by Wear Label focus on pants with a variety of materials that are suitable for use in all occasions. Brands that have a tagline #WeWearLabel have had a fairly rapid development over the past 2 years. Wear Label itself now has 95 thousand followers on Instagram and 82 thousand followers on Shopee.

Every month, Wear Label participates in the double days festival organized by Shopee. Of course, this has a good impact on the sales of this brand. However, there is an interesting phenomenon of this, which is based on information obtained from the owner of the Wear Label through an interview. He said that the increase in sales that occurred was very large, which was 100-200% of the number of sales on weekdays. Therefore, the author wants to examine whether there is really an influence of festival marketing on consumer perceptions in viewing the double days festival as a place to shop. Later, the results of this research will be used as material for the Wear Label strategy in developing its brand.

## LITERATURE REVIEW

### Festival Marketing

Festival marketing is an online promotional activity that uses high-level advertising to promote products on a large scale, carried out by many e-commerce platforms at the same time at a specific time (Yan, Q., et al., 2016). Promotional activities at marketing festivals are certainly different from the usual online promotional activities. In large-scale online promotional activities, consumers know about promotional information long before the promotion starts. Consumers can anticipate if the promotion will cause spending to exceed their expectations.

Festival marketing plays a significant role in annual revenue in the retail business. During mega sale events, retail businesses issue promotions and discounts that appeal to consumers offline or online. However, what is rarely known is the behavior of consumers during this event, where they tend to be hasty and spontaneous in buying goods (Guan, M., et al., 2019). This large-scale promotional activity organized by e-commerce is usually also referred to as an online shopping festival.

Online shopping festival according to Caixiang Li (2019) in her research is a new culture among consumers in consuming certain products or services and is the impact of advances in information technology that direct technological activities to the field of consumption. According to research conducted by Song and Zhao (2019), they suggest that there are several dimensions that can be used to measure the variables of online shopping festivals or marketing festivals, as follows:

#### Festival Atmosphere

The atmosphere festival according to Song and Zhao (2019) is an activity created to encourage consumers to respond emotionally to a festival environment and restrain them from leaving the festival or shopping outside the festival environment. On the other hand, Beckmann et al. (2020) define festival atmosphere as the atmosphere that consumers feel when they participate in the festival. People and businessmen deliberately create the atmosphere. There are 3 indicators that can be used to measure the dimensions of the atmosphere festival, namely the amount of sales on the festival, festival information appearance, and the strong festival atmosphere.

#### Time Pressure

Time pressure is a feeling of urgency that will create the awareness that there is a mismatch between the time available and the time needed to do something (Lin & Wu, 2005). This is strengthened through the chance principle proposed through Barberis (2013). According to this theory, a person will feel more loss than gain, but both are equally worth it. Song and Zhao (2019) define time pressure as the perception of consumers in making quick purchase decisions with time limits in order to create a feeling of loss if they miss the opportunity. There are

3 indicators that can be used to measure the dimension of time pressure, namely exciting flash sales, attention on flash sales, and fast purchase due to deadline.

#### Price Discount

Price discount is a strategy made by companies by providing discounts from the original price in order to create impulse buying to increase sales (Alagoz, 2011). Song and Zhao (2019) define price discount as reducing the price of a product over a short period of time and is used to grab consumers' attention and convert it to purchase. There are 3 indicators that can be used to measure the dimensions of the price discount, namely attractive discount, discount information, and enjoying discount.

### Consumer Perception

According to Kotler and Armstrong (2012), perception is the method by which individuals choose, arrange, and interpret data in order to build a meaningful impression of the outside world. Perception is the process by which a person organizes and interprets sensory data to give the environment meaning, according to Robbin and Judge (2006). Through the three perceptual processes of selective attention, selective distortion, and selective retention, humans are able to develop various perceptions of the same stimulus.

Perception can be formulated as the process of accepting, selecting, organizing and giving meaning to the arousals received (Milton, 2010). However, this process not only leads to the formation of meaning, but also influences the behaviors we choose in response to stimuli received from the environment. Consumer perception is an individual's process of selecting, organizing, and translating stimulus information that comes into an image that has a strong influence on consumers to determine purchasing decisions (Schifmann, L., & Kanuk, L., 2010). Adler & Rodman (2010) suggest that there are 3 indicators that can be used to measure perception, as follows:

#### Selection

Selection is the act of observing a stimulus in the environment. Unconsciously, consumers choose which environmental elements (stimuli) they take in. The two main factors that affect the selection of stimuli, in addition to the features of the stimulus, are as follows:

1. Prior customer experiences influence customer expectations, such as what they plan or "set" to see.
2. Their current motivations, including needs, wants, and interests.

The principle of selective perception includes concepts, namely selective self-opening, selective attention, defense against perception, and obstruction of perception.

### Organization

Consumers will organize it by relating the knowledge they compile into meaningfulness. As soon as an image or impression enters the brain, it is organized, compared, classified (classified), and processed in order to develop an understanding.

### Interpretation

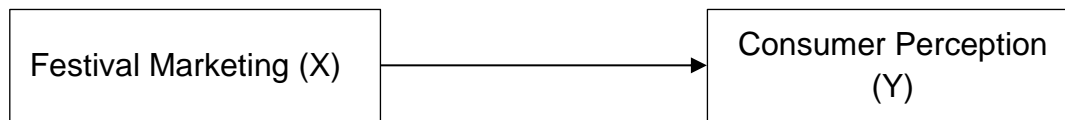
The subjective process of putting perception into words that we can understand is called interpretation. An evaluation of the person occurs when an understanding has been reached or comprehension is established. Robbins (2011) stated that there are two different types of perception markers, including:

1. Acceptance

The act of accepting something is a sign that perception has already occurred physiologically, that is, that the senses are working to pick up external stimuli that are exciting.

2. Evaluation

The individual then assesses what the individual's senses have detected as exciting from the outside.



**Figure 1. Hypothesis Framework**

**H0:** Festival Marketing has no influence on Wear Labels Consumer Perception at Shopee Double Days.

**H1:** Festival Marketing affects Wear Labels Consumer Perception at Shopee Double Days.

### RESEARCH METHOD

This study uses a descriptive methodology and falls under the category of quantitative research. A questionnaire was employed as the research tool. Purposive sampling, which refers to selecting a sample based on criteria that are thought to be typical of a population, is a non-probabilistic sampling technique that is used in sampling.

The population of this study is the entire Wear Label consumer. The number of populations in this study is unknown, so if it is not known, the sample calculation was carried out using the Lemeshow method with a 95% confidence level and obtained sample results of 100 people. The criteria for respondents are women, aged 15-35 years, and are Wear Label consumers. Data analysis was carried out using SPSS 25 software

with validity test data analysis methods, reliability tests, determination coefficient tests, and simple linear regression test.

**Table 1. Research Variable Indicator**

Variable	Indicator	Source
Consumer Perception	Selection	Adler & Rodman (2010)
	Organization	
	Interpretation	
Festival Marketing	Festival Atmosphere	Song & Zhao (2019)
	Time Pressure	
	Price Discount	

## DATA ANALYSIS AND DISCUSSIONS

### Validity and Reliability Test

The validity test is used to evaluate a questionnaire's reliability. A question or statement is considered valid in a questionnaire if it can reveal data that the questionnaire can evaluate. In the validity test conducted in this study, all variables were declared valid because the value of  $r_{count} > r_{table}$ . Where  $r_{table}$  for 100 respondents or  $N = 100$  as well as a significance level of 5% is 0.195.

**Table 2. Festival Marketing (X) Validity Test Result**

Question No.	$r_{count}$	$r_{table}$	Significance	Information
1	0,672	0,195	0,000	Valid
2	0,624	0,195	0,000	Valid
3	0,584	0,195	0,000	Valid
4	0,620	0,195	0,000	Valid
5	0,560	0,195	0,000	Valid
6	0,655	0,195	0,000	Valid
7	0,594	0,195	0,000	Valid
8	0,452	0,195	0,000	Valid
9	0,622	0,195	0,000	Valid

**Table 3. Consumer Perception (Y) Validity Test Result**

Question No.	$r_{count}$	$r_{table}$	Significance	Information
1	0,482	0,195	0,000	Valid
2	0,613	0,195	0,000	Valid
3	0,515	0,195	0,000	Valid

4	0,492	0,195	0,000	Valid
5	0,623	0,195	0,000	Valid
6	0,642	0,195	0,000	Valid
7	0,728	0,195	0,000	Valid
8	0,612	0,195	0,000	Valid
9	0,628	0,195	0,000	Valid

After testing the validity, the next measuring instrument is reliability testing. If a statement's response is constant or stable throughout time, a survey is considered reliable. All variables were found to be reliable in the reliability test since the Cronbach Alpha value was > 0.6, according to the results.

**Table 4. Festival Marketing (X) Reliability Test Result**

Reliability Statistics	
Cronbach's Alpha	N of Items
.775	9

**Table 5. Consumer Perception (Y) Reliability Test Result**

Reliability Statistics	
Cronbach's Alpha	N of Items
.772	9

### Simple Linear Regression Test

A simple linear regression test aims to analyze the Effect of Festival Marketing on Wear Labels Consumer Perception at Shopee Double Days. The SPSS (Statistical Package for Social Science) 25.0 for Windows application was used to conduct the simple linear regression analysis, and the confidence level for the computations was set at 95% or with a significance level of 0.05 ( 0.05).

**Table 6. Simple Linear Regression Result**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.120	3.077		4.589	.000
	Festival Marketing	.632	.077	.637	8.183	.000

a. Dependent Variable: Persepsi Konsumen

**Table 7. Coefficient of Determination Result**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 <sup>a</sup>	.406	.400	2.726

a. Predictors: (Constant), Festival Marketing

A simple linear regression test's decision-making process can be described as a comparison of the significance value and the probability value of 0.05. Using a straightforward linear regression equation, the results of the tests that were conducted are shown in Table 6 as follows.

$$Y = \alpha + bX$$

$$Y = 14,120 + 0.632X$$

The regression coefficient for a constant of 14.120 indicates that if the Festival Marketing variable grows by 1 unit, it will raise the Consumer Perception variable by 0.632 units, according to the coefficients of the basic linear regression equation above. The coefficient of determination (R Square) of 0.406 is likewise obtained, indicating that the influence of unbounded factors on bounded variables is 40.6%. In other words, festival marketing affects consumer perception by 40.6%, with unbounded variables influencing the remaining percentage.

With a significant value of  $0.000 < 0.05$ , H1 is accepted, indicating that the Festival Marketing variable has a positive and significant impact on Wear Labels Consumer Perception at Shopee Double Days. The H0, which claims that Shopee Double Days' varied Festival Marketing impacts customer perception of Wear Labels, was also dismissed. Conclusion: Festival marketing has a positive and significant impact on how consumers perceive products.

Testing the hypothesis that Festival Marketing affects Wear Labels Consumer Perception at Shopee Double Days is proven. It can be concluded that Festival Marketing



has a positive and significant influence on Consumer Perception, meaning that the better the implementation of Festival Marketing on Wear Label at Shopee Double Days, the consumer perception will also increase or improve.

Wear Label consumers have gone through the process of selecting, organizing, and translating information or stimuli coming from the Shopee Double Days marketing festival, so the results of this process will be one of the bases for their purchase. This is in accordance with the theory proposed by Schiffmann and Kanuk (2010) regarding consumer perception which is a process of an individual in selecting, organizing, and translating information stimuli that come into an image that has a strong influence on consumers to determine purchasing decisions.

This is reinforced by the theory put forward by Yan, et al. (2016), where they state that in large-scale online promotional activities, consumers know about promotional information long before the promotion starts, so that consumers can anticipate if the promotion will cause expenses to exceed their expectations. Where in marketing festivals in general, there is information provided to consumers long before the event is held, both through social media and other media. This will certainly affect consumer perception, where according to the theory put forward, they perceive that there will be many attractive promos or discounts during the marketing festival that can make them act impulsively. Therefore, they can anticipate the occurrence by for example preparing a budget or shopping priority list.

## CONCLUSIONS AND SUGGESTION

This study aims to determine the influence of Festival Marketing on Consumer Perception of Wear Labels at the Shopee Double Days festival. Based on the results of research that has been carried out starting from the data collection stage to data analysis, it can be concluded that Festival Marketing affects Wear Label Consumer Perceptions at the Shopee Double Days festival. This is shown through the value of the regression coefficient which is positive or 0.632, a significant value smaller than 0.05 ( $0.000 < 0.05$ ), and the value of the coefficient of determination (R Square) of 0.406 which means that the influence of the free variable on the bound variable is 40.6%. This means, the better the implementation or implementation of Festival Marketing on Wear Label on Shopee Double Days, the consumer perception will also increase or improve.

There are several suggestions that can be put forward as consideration for Wear Labels, as follows:

1. Wear Labels can pay more attention to internal factors that can affect consumer perceptions through their marketing festivals or in this case on Shopee Double Days in order to influence consumer perceptions for the better. The internal factors that Wear Label can pay attention to related to the festival marketing it organizes are festival atmosphere, time pressure, and price discount. Where Wear Label can increase the atmosphere of the Shopee Double Days festival to be stronger, such as

through the creation of content to be more interesting and more intense in its spread so that the atmosphere will become stronger and customers will be excited in welcoming the festival. Wear Labels can also increase the time pressure aspect so that it can further increase sales because consumers will be more rushed in buying products. In addition, Wear Label can review the price discount provided or can offer other variations of promotions that will interest consumers, such as cashback promos, buy 1 get 1, membership, and others. By evaluating and improving these internal factors, Wear Labels will certainly get many benefits and lead to an increase in the main goal, namely increasing sales.

2. Supporting the suggestion in the previous point, based on the consideration of seeing one of the Wear Label competitors, this competitor brand can be said to be more vocal in voicing the promos that will be on Shopee Double Days, such as through Instagram posts containing information related to what promos will be present as well as countdowns and teasers about the upcoming Double Days. Unlike the Wear Label, which only informs through Instagram Stories that there will be a Double Days promo. This can be an input for Wear Label to further build the Double Days atmosphere festival by creating content about information on all forms of promotions or discounts that will be present during Double Days which are spread through Instagram Feeds, Instagram Reels, and on TikTok.

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