

Take the "Double 11" as an Example of the Consumer Behavior Analysis of Festival Marketing

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ABSTRACT

This paper analyzes immersive marketing and festival marketing. It selects the famous e-commerce festival "Double Eleven" in the Chinese market to make a detailed discussion and analyzes the immersive communication and the sense of consumption ceremony behind it. By issuing questionnaire surveys to different groups to show the main factors that stimulate consumers to participate in the "Double Eleven" event, and explore the main factors that constitute holiday marketing and the reasons that affect consumers' participation in holiday consumption.

Keywords: *Festival marketing, festival ritual sense, consumer psychology, communication, media delivery, immersive marketing, information enveloping.*

1. THE FORMATION OF FESTIVAL MARKETING

1.1. Formation of festival marketing

From ancient times to the present, the festival is the container of emotion, the gathering of people, just wish, the family is to gather, the centripetal force and cohesion of the festival, not only the level of happiness, but also the process of consumption. Spring Festival to buy Spring Festival, Dragon Boat Festival to buy zongzi, Mid-

Autumn Festival to buy moon cakes, this one by one custom festival consumption is actually closely related between festival culture and consumption culture. The common sense of consumption and festival is happiness and happiness. People are busy with work to earn money, and holiday is a relaxing day, consumption is the process of spending money earned on weekdays, so festivals and consumption often complement each other, which contributes to the formation of festival marketing. In recent years, the domestic festive atmosphere has become stronger, from traditional Chinese festivals to introduced foreign festivals to new festivals created by the Internet.

Table 1 Kinds of festivals

Traditional Chinese festivals	Spring Festival, Dragon Boat Festival, Lantern Festival, Tanabata Festival, National Day, Double Ninth Festival
Introduce foreign festivals	Christmas, Halloween, Valentine 's Day, Thanksgiving, Father' s Day, Mother's Day
Create new festivals	November 11, Hockey Day, "Double 11" Tmall Shopping Festival
	Taobao 'double 12' shopping festival
	The Vipshop Peach Blossom Festival, February 27
	April 8, Mi Rice Fans Festival
	Taobao "618" Shopping Festival on June 18

From the above table, it is not difficult to find that both the traditional festivals and foreign festivals are directly related to consumption. One is the consumption festival directly created by e-commerce, and the other is

the consumption festival created by the brand for the brand. With these festivals is a certain range of discounts and many of the launch of new products, after such many festivals contain the day by day growing GDP and a

variety of new e-commerce marketing means.

1.2. The Culture of holiday consumption

Holiday activity is a kind of social activity agreed upon and passed down from generation to generation in a specific theme activity within a fixed or irregular date.

For a long time, scholars at home and abroad have also studied festivals from different angles. Different scholars have different definitions and understanding of festivals. Different scholars also give different views on the impact of the festival on people's emotions and consumption activities.

Table 2 Analysis of festival and consumption

Nicholson and Pearce.	2001	In the Internet festival consumption, the attitude and value of enjoyment have a greater impact on consumer behavior
Getz.	2005	Exciting emotions and impulse willingness to buy can be replaced by positive emotions, and the cause of positive emotions may be because the various kinds of festival events planned and created by the sponsors or organizers provide consumers with an experience beyond their daily life, including leisure, social interaction, cultural activities, etc
Spears.	2006	The festive atmosphere and promotions raised customer expectations and increase the level of excitement for shopping. Also evokes the consumer impulse desire to buy (ZhaoXiaomin , ZhouChunhong 2014)
Yang green	2006	Enterprises should grasp the holiday marketing opportunity according to consumer intervention or different degree of concern: at the same time advocate experience marketing, cater to the personalized needs of holidays: also suggest to use creative marketing, create a festival atmosphere, use cultural marketing, explore the connotation of the festival. (YangShuqing 2006)
Li Qiichi	2012	Festival consumption is an important part of China's expand the internal consumption market and enhance the endogenous driving force of economic growth (LiQiichi 2012)

This table shows that domestic scholars have conducted a series of analysis and studies on the relationship between festival and consumption from the perspectives of folklore, consumer psychology and enterprise management.

1.3. Sense of ritual of festival consumption

The uniqueness of the festival is that people often choose this fixed date to do certain things, and the behavior of people used to do these specific things is the expression of the sense of ritual of the festival. These behaviors are often accompanied by consumption, such as traditional Spring Festival purchases, Lantern Festival purchases or Lantern Festival materials, and mooncakes purchases during the Mid-Autumn Festival. Those Western festivals and modern festivals such as Christmas, Valentine's Day, Thanksgiving are full of the consumption core of gifts.

The key of the sense of festival ceremony is inseparable from the media. Media rituals include three main types, the ritual content reported by the medium, the ritual way of the media reporting the content, and the medium itself became a ritual or collective celebration. A typical festival media ceremony is the Spring Festival

Gala. As an event in the country, the official will spread programs and other information through social media long before the gala. The colorful atmosphere at the Spring Festival gala, and the combination of sound and painting is easy to make the audience have a sense of festival ceremony and be ready to participate in advance. Similar activities, such as the Olympic Games and the National Day military parade, will conduct a series of warm-up, real-time reports, summary and other atmosphere building activities on social media to create a sense of ceremony and participation of the festival.

1.4. The immersive dissemination of festival marketing

Immersion communication is a new way of information communication, ubiquitous, ubiquitous and omnipotent by the human environment connecting all media forms (LiQin 2013). In communication, mainly based on digital technology and ubiquitous network, using modern media to create a virtual reality environment and the impact of this virtual environment on the audience and society. The number of Internet users reached 989 million at the end of the year, including the 986 million mobile phones, according to the 2020

National Economic and Social Development statistics bulletin released by the National Bureau of Statistics on Monday. This shows that human beings have gradually entered the immersive communication mode from the two-way interactive communication mode, and the physical space and virtual space with the technological development and popularization of media have been rebuilt. Therefore, the social scenes and living atmosphere of human beings have also undergone strong changes. The human society itself has become the channel and content of modern information communication. It can be said that the "immersive communication" has been slowly integrated into the current information society. (LiuBeibei 2019)

Immersive communication is an all-people-centered, open medium form, containing all the old and new medium forms. The feature of "people-centered" of immersive communication determines that it is a dynamic and completely personalized communication, and each communication process is a weekly, spiral process of "positioning — propagation — feedback — re-propagating — feedback" (LiQin 2013). In this process, the person itself is both the receiver and the sender of the information. This process can be passive, the unconscious, or active. In the network environment, information becomes more easy to spread and stable and subjective. These characteristics are the basis of immersive transmission in the media environment. At the same time, the emergence of immersive communication makes the boundary between entertainment, work and life gradually blurred, all media can be completed through the network at any time, which not only improves the efficiency but also makes people have more and higher trust and dependence, the process of information exchange makes every participant on the same day of the festival will be unconscious as a media information disseminator and attract more participation.

2. CASE ANALYSIS OF THE SINGLES ' DAY SHOPPING FESTIVAL

(Hermet-Luna 2011)"November 11" was originally a common time unit, later called the Stick Festival because the four figures in the day were shaped like four smooth sticks (ShiKe 2011). According to the analysis of the ancient and modern words of "stick", the word "stick" has developed to now retains the meaning of "single". Singles 'Day is a youth' s independently chosen singles festival. With the cultural significance of the festival, ritual activities continue to enrich, especially under the promotion of the network communication, the main body of the festival continues to expand. This is essentially the individualized process of realizing the individual's own life through conformity. As its influence expanded, its influence was also gradually spread. The original reason for Taobao 's Singles' Day will encourage many people to hold bachelor parties or confession ceremonies, and both single parties or single activities cannot be separated from

consumption, so to seize the shopping pain points of young people and seek the establishment of a consumption environment in the trendy festival.

2.1. Success elements of the Singles ' Day Shopping Festival

On October 31,2013, at the symposium on the national economic situation presided over by Premier Li Keqiang, Li affirmed the Singles 11 Carnival, praising that "you have created a point of consumption". Taobao's sales on Singles 11 set a new record. From 0: 00 to 0: 30 on November 11, Tmall announced that the real-time turnover of Tmall Singles 1 Day in 2020 has exceeded 372.3 billion, exceeding RMB 268.4 billion all day last year, setting a new record again. According to Tmall data, at 0: 26 on November 11, Tmall 1 Double 11 reached a peak of 583,000 orders per second, setting a new record, 1,457 times that of the first Double 11 in 2009. From November 1 to 0: 35 on 11, the turnover of 342 brands in Tmall Double 11 global carnival season has exceeded 100 million yuan, among which the turnover of 13 brands such as Apple, Huawei, Midea and Haier has exceeded 1 billion yuan. The total turnover of Taobao Double 11 global carnival season in 2020 reached 498.2 billion yuan. According to the 4P marketing proposed by Professor Jerm McKinsey, it is not difficult to find that Taobao Singles ' Day does its best both in product (product), price (price), channel (place) or promotion (promotion).

2.1.1. Products (product) and Price (price)

In fact, Taobao 's Singles' Day has long changed from a simple e-commerce holiday to a national holiday. From "Double '1" on Taobao with the slogan of "2009" and only 27 online stores, both Taobao, Jingdong or any online sales platform have made full preparations for Singles' 11. Behind the turnover of Singles ' Day means the participation of more and more consumers and stores, and the fierce competition of various e-commerce companies has also brought better and better services. Tmall's low-price strategy and communication are also inseparable. In 2013 as an example, Ah Mao promised to issue 300 million yuan in red envelopes and send them through socialization. That is to say, every consumer who gets the Double 11 red envelope can say that Tmall, this year Tmall Double 11 has attracted more than 800 million consumers, 250,000 brands and 5 million merchants to participate, which is the most extensive coverage and the most involved session. From the earliest logistics system paralysis to the next day, Singles 11 from the product to the price to the service are the best of the year. There is no denying that this means of attracting customers to participate in buying activities is very common but the most effective.

Scholar Jean Baldreria once stated in his book, "Consumer Society": "In addition to consumer products themselves, consumers also consume the meaning, mood,

beauty, grade, sentiment and atmosphere symbolized and represented by these products, that is, the consumption of 'meaning' or 'connotation' represented by these symbols." It can be seen that consumption itself is in addition to the pursuit of daily necessities, but also the pursuit of social status symbols attached to commodities. But high connotation of high social status of brand pricing is often very high, and "double 11" through "homogeneous low" promotion, just the middle and low income group brand desire and income barriers, to meet the consumer psychological superiority and sense of achievement at the same time to reduce the economic burden, so for the ordinary people. In this way, Singles ' Day provides not only a window to buy the items needed at a low price, but also an opportunity to enhance their self-sense of identity and value at a low cost.

2.1.2. Channel (place)

The Singles ' Day Shopping Festival is no longer limited to being used online. As early as 2015, Alibaba issued the slogan of online and offline linkage between merchants, opened through the limitations of online consumption and provided all-round online and offline technical support, and ensured the same preferential policies and consumer rights and interests of online and offline. For example, in 2017, Liangpin Shop mobilized Datong and more than 2,000 offline stores online, which not only made consumers enjoy the discount of online shopping through single online promotion, but also gave consumers the fun of offline purchase. This way is more convenient for clothing brands. And consumers can find a suitable style and size after trying it on to place an order. This way not only satisfies the fun of shopping for some consumers and gives online corresponding preferential policies, but also greatly reduces the probability of returning and changing goods, thus alleviating the logistics pressure during Singles ' Day.

The time of Singles 'Day is no longer limited to Singles' Day, with the Singles 'Day in 2020 Singles' Day was divided into two waves of buying:

The first wave: Tmall Double 11 first to buy

(1) Pre-sale:

Deposit * Payment: From 00: 00: 00, October 21,2020-From 21: 59: 59, October 31,2020

Final payment: 00: 30: 00, November 1,2020 to 23: 59: 59, November 3,2020

(2) Spot: 00: 00: 00: 00-23: 59: 59, November 03,2020

The second wave: Tmall Double 11 Global Carnival Day

(1) Pre-sale:

Deposit * Payment: 00: 00: 00, November 4,2020-21: 59: 59, November 10,2020

Final payment: from: 00: 30: 00, November 11,2020 to 23: 59: 59, November 11,2020

(2) Spot: from 00: 00: 00, November 11,2020 to 23: 59: 59, November 11,2020

On the one hand, the above way avoids consumers who cannot participate because they are unwilling to stay up late. And on the other hand, the expanded consumption period and festival time also increase the span of consumers and officially expand the festival atmosphere to about half a month and increase the consumers and consumption of Singles ' Day.

2.1.3. Promotions

"Double 11" warm-up period, Alibaba also strongly occupied all kinds of old and new media, in addition to through all kinds of new media release "double 11" related information, also with the help of traditional media such as TV, newspapers, make "double 11" information presentation almost covers all scenes of people's daily life, for example, online pages, video "double 11" advertising information, offline shopping malls, subway, bus station. The main colors of these advertisements or posters use eye-catching red, in the eyes of Chinese people, red represents the festival, passion and festive atmosphere. The source of this feeling is actually come from the most important traditional festival Spring Festival for the deep-rooted influence, so like the Spring Festival, Alibaba choose to use this color as the main color surrounding consumers, give consumers immersive consumption experience and festival participation, make the audience in the "double 11 carnival" information surrounded, realize the reconstruction of the real environment, to create a more real immersive consumption scene for consumers. (LiuBeibei 2019)

(WangXiaoqi 2014)During the Singles 11 campaign, Alibaba also did enough PR publicity. Take the 2013 Singles ' Day Shopping Day as an example. Ma invited a large number of reporters in advance on the vigil in Alibaba Xixi Park in Hangzhou and began to live the amazing scene of "crazy buying" performed by tens of millions of netizens. Ali and the general

media platform together, directed the grand shopping carnival. Alibaba began playing numbers on the big screen of Alibaba's reporting hall. In the first minute, Alipay exceeded 100 million yuan, 6 minutes and 7 seconds, 1 billion, 13 minutes and 22 seconds, 2 billion.... The exaggerated figures not only give consumers a sense of participation to participate in the Singles 'Day online shopping, but also strengthen the influence and desire to participate in the Singles' Day shopping festival in the hearts of the majority of consumers.

3. QUESTIONNAIRE SURVEY

In order to study the relationship between the participation of consumers in online shopping and the festival ceremony on Singles ' Day, this paper adopts the

questionnaire survey method to questionnaire your specific data are listed below:
consumers from different ages in different regions. The

Table 3 Descriptive statistics

Name	Sample size	Minimum value	Maximum value	Average value	Standard deviation	Medium-digit
1, Your gender is	518	1.000	2.000	1.469	0.500	1.000
3, Your city belongs to	518	1.000	3.000	2.203	0.741	2.000
4, Do you think you have a ritual sense of the festival	518	1.000	2.000	1.459	0.499	1.000
5, Will you spend it on the holiday impulse	518	1.000	2.000	1.537	0.499	2.000
7, Have you ever participated in the Singles ' Day Shopping Festival	518	1.000	2.000	1.210	0.408	1.000
Will 8, choose to stay up late on Singles ' Day	518	-3.000	2.000	0.442	1.829	1.000
9, Do you examine the rules of the Singles ' Day activities carefully	518	-3.000	2.000	0.635	1.928	1.000

Multi-topic selection statistics:

Table 4 Response rate and penetration rate summary table grid

Item	Response		penetration (n =518)
	n.	Response rate	
6, (Environmental Impact)	211	21.27%	40.73%
6, (Pressure Release)	289	29.13%	55.79%
6, (Promotional Appeal)	336	33.87%	64.86%
6, (demand accumulation)	156	15.73%	30.12%
Summary	992	100%	191.51%

Fit goodness test: $\chi^2 = 77.653$ p =0.000

From the table above, the fit goodness test is significant (chi=77.653, p =0.000 <0.05), which means that the proportion of selection is significantly different and can be compared by response rate or penetration rate.

Specifically, the response rate of (pressure release), (promotion attraction) and penetration rate are significantly higher.

Table 5 Response rate and penetration rate summary table grid

Item	Response		penetration (n =518)
	n.	Response rate	
10, (discount offer)	103	13.17%	19.88%
10, (Congherd Psychology)	210	26.85%	40.54%
10, (New Product Launch)	269	34.40%	51.93%
10, (Festival ritual sense)	200	25.58%	38.61%
Summary	782	100%	150.97%

Fit goodness test: $\chi^2 = 72.578$ p =0.000

From the table above, the fit test shows significant (chi=72.578, p =0.000 <0.05), which means that the

proportion of selection is significantly different and can be compared by response rate or penetration rate.

Specifically, the response rate and penetration rate are obviously higher.

4. CONCLUSION

Conclusion 1: Women prefer to participate in Singles ' Day shopping and carefully study the rules and stay up late.

Table 6 Conclusion 1

Title	Name	The gender is the (%)		Total	χ^2	p
		Male	Female			
Will you choose to stay up late on Singles ' Day	Yes	136(49.28)	126(94.74)	262(64.06)		
	No	140(50.72)	7(5.26)	147(35.94)		
Total		276	133	409		
Will you carefully examine the rules of the Singles ' Day activities	Yes	64(23.19)	98(73.68)	162(39.61)		
	No	212(76.81)	35(26.32)	247(60.39)		
Total		276	133	409		

* p <0.05 ** p <0.01.

As can be seen from the above table above: different genders are samples for you will choose to stay up late on the day of Double 11, will carefully study the rules of the Singles 'Day activity show significance (p <0.05), means that different genders are samples for you will choose to stay up late on the day of Double 11, will carefully study the rules of the Singles' Day activities are different. Your gender is whether you have 0.01 significance to stay up late on Double 11 (chi=80.566, p =0.000 <0.01), with percentage differences, 94.74% of girls choose to stay up late, significantly higher than 49.28%. Boys choose not to stay up late on Singles ' Day at 50.72%, significantly higher than 5.26%.

Gender is whether the rules show 0.01 level significance for Singles 11 carefully (chi = 0.672, p

=0.000 <0.01), with percentage differences, the choice of yes is 73.68%, significantly higher than 23.19% of "yes". The percentage of boys who do not carefully study the Double 11 activity is 76.81%, significantly higher than 26.32%.

If you will choose to stay up late on Singles 1 Day, will you carefully study the rules of Singles 11 activities all show significant differences. To sum up, women are more likely to participate in Singles ' 11 shopping and carefully study the rules and stay up late.

Conclusion 2: Young people (under 35) prefer to participate in Singles ' Day consumption

Table 7 Conclusion 2

Title	Name	Your age is: (%)				Total	χ^2	p
		15-25	26-35	36-45	46 Up			
Have you participated in the Singles ' Day shopping Festival	Yes	93(97.89)	233(98.73)	58(56.31)	25(29.76)	409(78.96)		
	No	2(2.11)	3(1.27)	45(43.69)	59(70.24)	109(21.04)		
Total		95	236	103	84	518		

* p <0.05 ** p <0.01.

As can be seen from the above table: different ages are that samples are significant for whether they have

participated in the Singles 'Day shopping festival (p <0.05), which means that different ages are different for

whether they have participated in the Singles' Day shopping festival. The specific suggestions can be compared with the percentage in parentheses.

Age is for whether participation showed 0.01 level significance ($\chi^2=230.187, 0.01$ in the Singles' Day ($p=0.000 <$), the percentage differences show that 26-35 selected the Singles' Day festival 98.73%, significantly above the average of 78.96%. The 15-25 Singles' Day shopping selection is 97.89%, significantly above the average of 78.96%. The proportion of the above Singles'

Day shopping is 70.24%, which will be significantly above the average level of 21.04%. The 36-45 option not to attend Singles' Day was 43.69%, significantly above the average of 21.04%. Overall, people under 35 prefer to participate in the Singles' Day.

Conclusion 3: Consumers in more developed cities have a stronger sense of festival ceremony

Table 8 Conclusion 3

Title	Name	The host city itself belongs to the (%)				Total	χ^2	p
		First-tier and new first-tier cities	Second or third-tier cities	Four-tier or five-tier cities				
Do you think you have a sense of ritual about the festival	Yes	77(77.00)	174(81.69)	29(14.15)	280(54.05)	218.162	0.000**	
	No	23(23.00)	39(18.31)	176(85.85)	238(45.95)			
Total		100	213	205	518			

* $p < 0.05$ ** $p < 0.01$.

From the above table: Different cities where you are samples are significant for whether you think you have a sense of ritual for the festival ($p < 0.05$), meaning that different cities are samples for whether you think your sense of ritual for the festival. Your city belongs to the 0.01 level significance that you consider ($\chi^2=218.162, p=0.000 < 0.01$), by percentage differences, the second or third-tier city choice is 81.69%, significantly above the average of 54.05%. The proportion of first-tier and new tier cities is 77.00%, which will be significantly above the average level of 54.05%. The proportion of 4-tier or 5-

tier cities selected no is 85.85%, which will be significantly above the average level of 45.95%. Summary: The different cities are samples show significant differences in whether you think you have a sense of ritual for the festival.

Conclusion 4: The herd psychology is related to whether you will choose to stay up late on Double 11

Table 9 Spearman-related

	Will you choose to stay up late on Singles' Day
10, (discount offer)	0.352**
10, (Congherd Psychology)	0.209**
10, (New Product Launch)	0.125*
10, (Festival ritual sense)	0.294**

* $p < 0.05$ ** $p < 0.01$.

Specific analysis shows: on the day of Double 11, you will choose to stay up late and (discount) is 0.352, and show a significance of 0.01 level, indicating that you have a significant positive relationship between staying up late and (discount). On Singles' 11, you will choose to stay up late and have 0.209 and show 0.01 level significance, indicating that you have a significant positive relationship between staying up late and (conformity) on Singles' 11. On Singles 11 Day, you will choose to stay up late and 10

is 0.125, and show a level of 0.05, indicating that you have a significant positive correlation between staying up late and the new product on Singles 11. On Singles 11, you will choose to stay up late and (festive ritual feeling) at 0.294 and show 0.01 significance, indicating that you have a significant positive relationship between staying up late and (festival ritual feeling) on Singles 11.

AUTHORS' CONTRIBUTIONS

This study studies and discusses online shopping festivals like Singles ' Day and their holiday marketing effects and consumer preferences. First of all, we can see that the impact of online marketing consumption is higher on women than that of men, and people under the age of 35, as we call young people, are more inclined to participate in online shopping activities, which is more easy for young people to accept the new consumption model and the consumption concept is closely related to advance. Moreover, the development degree of cities is also one of the important reasons for the participation in online consumption, which is closely related to the salary level of developed cities and the popularity of the Internet. Therefore, Internet communication organizations can promote the marketing planning, from the big cities and young women for the marketing point may be a better choice. These people prefer to actively understand the specific marketing methods and actively participate in the marketing.

Secondly, from the conclusion four and individual analysis, we can explore that a large part of the people participating in Singles ' Day consumption have a conformity mentality. According to the great influence of herd psychology and the analysis of the successful elements of Tmall Double 11, it is not difficult to see that this is inseparable from the immersive communication of Alibaba. So the desirable point of festival marketing is not in the festival itself, but in the immersive communication behind the festival, under the immersive spread of people tend to follow the behavior of others and ritual of the festival, so for the Internet marketing festival, blind creation such as 3.8 queen day, double 12 festival and cannot achieve like double 11 "achievements".

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