

The marketing reflection behind the consumption carnival

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ABSTRACT: *according to the phenomenon of consumption carnival reflected in China's double eleven shopping festival, this paper analyzes the three reasons for the mystery of shopping carnival: ritualistic consumption, the prevalence of consumerism and the creation of super IP. Meanwhile, analyzes the hidden dangers of carnival consumption, including complex marketing means, too much attention to GMV, and consumers return to rationality. Finally, how to better create shopping carnival for businesses to provide relevant measures and suggestions.*

Key Words: *Rituale; Consumerism; IP; Price discrimination; Shopping experience*

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I. INTRODUCTION

From 2009 to 2018, the global carnival, Double 11 day has gone through a whole decade...According to the data, the mass consumption power is constantly stimulated. In 2013, the first transaction volume exceeded 10 billion yuan, which took nearly six hours. In 2014, the time was shortened to 38 minutes. Since 2015, this moment has been surpassed continuously, from 12 minutes to 7 minutes, and then to 3 minutes. 2018, this figure was even broken at 0.2:05. This moment, the craze of double 11 carnival has spread to the whole world. Not only Double 11, followed by Double 12, Black Friday, Cyber Monday.....After the artificial shopping festival, how to trigger shopping carnival? Will it start a fire or disappear? How can the retail industry continue on this path?

II. THE MYSTERY OF SHOPPING FESTIVAL CARNIVAL

2.1 Ritualistic consumption

Humans following the crowd is instinct, as social animals. And festival is the outcome of human evolution. Human beings need a sense of ritual to follow tradition and culture. In Lorelies Singerhoff's book "why we need a sense of ritual", she said "when a product meets a ritual, the sticky need for ritual sticks to the product, and people crave the product as much as they crave the ritual...". This explains why Mid-Autumn moon cakes and Dragon Boat Festival Zongzi sell well.

Hence the artificial shopping festival is to create "ritualistic consumption", which makes consumers can quickly enter the state of the feast. Such as Double 11 in China, Black Friday in North America. French Marxist theorist Guy Debord put forward "Landscape Society" just explains the current spectacle phenomenon created by commercialist. In other words, consumers have entered the full range of landscape shopping festival. For example, one month before the start of shopping festivals, our mobile phones begin to receive all kinds of text messages of preferential activities; our APPs begin to push us the products list of shopping spree, and on our commute are occupied by all kinds of subway shopping advertisements... All kinds of Internet shopping promotional activities are around us, and stimulate our desire to go on a shopping binge. Consumer behavior is no longer just a rational choice generated by "cost-effective", but a direct way to participate in rituals.

This sense of shopping festival ceremony will have three effects: firstly, gives users a sense of control. When we get caught up in the anxiety of buying or not buying, artificial shopping festival will let us feel the price control, and it can mislead users to believe that prices are lowest on the festival. That's why users stock up on shopping carts and wait for a one-click order on the shopping festival. Secondly, give the users psychological hints. When we take buses and subways and see the overwhelming shopping advertisements and open various games of grabbing shopping fund in social apps, we have acquiesced this shopping behavior in our hearts, shopping desire will become our conditioned reflex of the festival. Thirdly, it gives users a sense of belonging. 2018, everyone was lighting the torch for others on Double 11 day. 2019, everyone is forming teams to PK thumb up. We have the opportunity to experience a similar atmosphere on the ceremony, this sense of community turned shopping into an orgy of people.

2.2 The prevalence of consumerism

In China, Double 11 used to be a holiday for singles, single people make up for not finding a partner for the holidays, such as eat a big meal or buy clothes. But under the intervention of the business, holiday people's compensation psychological limit was raised. Send the message that anything but love can compensate you

through low prices and discounts. It seems to meet users' needs for happiness. In the people's square in Shanghai, there is a very famous phenomenon of two stores. There is a HEYTEA from Guangdong and a cake shop named Uncle Bao from Beijing. Why are modern people willing to spend a long time in line to buy only a cup of tea or a box of cakes? Are they really short of tea or cake? Of course not. When they see the long line, they just want to taste the taste of being followed by countless people, or want to show off their web celebrity shopping experience to their friends or Instagram, Weibo... so their desire is created by the business.

Although the needs and desires can be interpreted as you have something you want, but according to French psychoanalyst Jacques, needs and desires can be differentiated, consumerism shows strength is to inspire more desire, let consumer misinterpreted as demand. When merchants, which strengthen the stimulating role. In this era of consumption upgrading, everyone is constantly focusing on improving the quality of life, from material consumption to spiritual consumption..... In this change of thinking, merchants become the catalyst to advocate that buying can lead a better life and become a better self. People think back to impulse buying experience, whether they are paying for the demand or desire.

2.3 From Artificial Shopping Festival to super IP

From the first "double 11", the artificial shopping festival is never a simple festival, it is a "time and flow" battle. The warm-up pre activity before the double 11 stretched the battle line, the double 11 evening party is a fan economy carnival. Alibaba CEO said that it is not only an e-commerce promotion festival, but also a business tour and a "business Olympics". If eight years ago, people's impression of singles' day was still at the shopping stage, then the "party" introduced by Alibaba in 2015 has doubled the power of consumption by entertainment. In a sense, "Double 11" is changing in nature, from a promotion day to a collective carnival of the people, entertainment and Internet resources have been fully mobilized and combined. In addition to its own flow of popular stars, the party is to show Alibaba soft power. Tmall, Taobao, box horse, Yintai, Youku..... For the first time, Alibaba's ecological business circle is fully assembled on double 11, covering all aspects of life, from clothes, food, shelter, transportation to eating, drinking and having fun, and reveling with global consumers. Alibaba CMO Dong Benhong said: "Double 11 carnival night attracted a large number of consumer groups to participate, and becomes an interactive content IP. We have the confidence to work with consumers and businesses to innovate and make this year's double 11 gala a top global super IP. With IP dominant brand will have a lot of room for development.

III. HIDDEN DANGERS OF CARNIVAL

3.1 Marketing Gimmick > Actual Benefit

In the past few years of shopping activities, the most disturbing thing is the complex price discount calculation. Deposit inflation, store coupons, red packets, shopping subsidies... A series of preferential activities let many consumers worry that the calculation is too difficult. There is also shopping small game is to let people physically and mentally exhausted, overdraft feelings, friends unbearable harassment, in order to save a few yuan of money concessions, this activity let a lot of people's social circle cracks. In addition, in order to create a low price atmosphere, business early rise in price, later to lower the price, and cheat consumer..... Frequent marketing means to bring more fatigue to consumers, customers gradually lost confidence in the activities, which is undoubtedly swallowed up the patience of consumers.....

Even if consumers grumble about shopping activities, why do businesses keep playing price games? We can through the principles of economics "price discrimination" to explain. In online shopping, we can put the products divided into essential and non-essential. Non-essential products can be understood as "not very urgent but would like to buy, a little expensive, consumers would buy on the promotional price", and a series of "special offers" for merchants screen out of the consumer groups, which are price sensitive, but the time cost is not sensitive. For this part of the group, merchants carry out precision marketing to stimulate consumer desire, in an attempt to confuse consumers under the guise of preferential treatment.

3.2 Too much focus on GMV

Every shopping festival, in addition to caring about their own goods inventory, consumers is to see one amazing number after another. In the first two minutes and five seconds of 2018's double 11 day, the turnover exceeded 10 billion yuan, 26 minutes exceeded 50 billion yuan, and the turnover reached 100 billion yuan in one hour and 47 minutes, seven hours shorter than that in 2017. It only took 4 minutes and 20 seconds to surpass the turnover of the whole day in 2012, 12 minutes and 14 seconds to surpass the turnover of Tmall double 11 in 2013, and only 1 hour and 16 minutes to surpass the turnover of the whole day in 2015. Although each year's data gives shopping marketers a nice answer, there are some thought-provoking phenomena behind the data.

The scattered consumption impulse of consumers is stored up as potential energy and released centrally through shopping festivals, which has a great impact on the production, goods preparation, follow-up customer service, logistics, financial system and other links of the brand. For example, every year's double 11 day is a major test of logistics. In the early stage, due to consumers' savings, goods in the logistics warehouse dropped sharply,

and the idle rate increased. After Double 11 day, warehouses overload, the turnover of express delivery has a great impact on the logistics industry. Although it can be used as the "training" for the extreme situation of the logistics industry, but such overworked social resources will also be greatly wasted.

3.3 Impulse buying decline

Double 11 shopping festival has been a decade, during this decade, shopping festival has brought countless fun to consumers, participate in red envelope games, make a purchase list, group hoarding, stay up late to buy.....The sleepless nights of the past decade are indeed indelible in our consumption experience. But as the economy enters a decade of steady, even downtrend growth, it will be harder to rally consumers as strongly as in previous years. On the Internet, there are also such hot words as "consumer bungee jumping" and "double 11 extra staff". This phenomenon of double 11 is more and more, which also indirectly reflects that consumers are facing the shopping feast and their passion for impulsive consumption has started to decline...More and more consumers are returning to reason.

How far can the shopping festival go?

How long will the marketing of artificial festivals last? More and more artificial shopping festival, let person be overwhelmed. Not only blurred the original holiday meaning, and very easy to make consumers feel tired. Singles' day has witnessed the explosive development of e-commerce in China. However, in this tenth year, with the dividend of Internet traffic exhausted, low prices and various preferential offers have failed to impress consumers. What is the future of e-commerce platform? Creating shopping festivals can not just lower the price, but learn how to integrate the brand into the festival.

In the past, the Internet was a good place to experience because of its convenience. However, with the maturity of mobile Internet, big data and other technologies, consumers are not only satisfied with online experience. Especially with the rise of the new generation of consumers born in the 1990s, shopping process experience is constantly valued. Wharton Business School professor David Bell says, "while building an online model, companies also need to think about maximizing the value of their physical stores. Let consumers in the real, virtual environment to obtain a seamless unique experience." To meet the needs of consumers is the essential requirement of the retail industry. Only with the ability to meet the changing needs of consumers can the retail industry achieve sustainable development.

Of course, blindly "buy buybuy" is not a long-term solution. Double 11 is a holiday for buyers and a war for sellers. In order to prepare for this day, merchants will prepare goods three months or even half a year in advance. However, the brutal truth is that in the battlefield of Double 11 day, the winner is always a small part. The big brands on the sales list almost all the list, the power-law of the Internet in this war is reflected incisively and vividly. The more resources a part has, the more resources it can get. After Double 11 day, there will be a long period of depression for the whole online and offline retail industry. We need shopping festival, which shows our consumption strength, characteristics of the times and our innovation ability. But what we need more is a rational shopping carnival, using data and technology to minimize irrational consumption and competition. It is expected that in the future, with the assistance of artificial intelligence and big data, through the awakening of the platform and merchants, we can truly achieve accurate matching of demand and supply.

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