
| RESEARCH ARTICLE

Factors Influencing Shopee Users' Intention to Purchase Products during Shopee Philippines' Big Online Shopping Events

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| ABSTRACT

The growth of E-Commerce in the Philippines has shifted dramatically at an unprecedented pace during the COVID-19 pandemic, forcing consumers to shop online. The change in consumer behavior created a domino effect both for physical stores and e-commerce platforms. With the impact on the said area, the study focused on Shopee's big online shopping events that make the platform the #1 Online Shopping Application in the Philippines as of 2020. The study empirically observed and analyzed how the factors influenced users to participate and develop their purchase intentions, considering the ongoing pandemic, allowing the researchers to identify the gaps in an online event. The factors that were observed are Celebrity Endorsers & Social Media Influencers, Advertising Appeal, Creative Sales Promotion/s, and Timing. The study used an online survey questionnaire, allowing the researchers to gather quantitative data through Likert Scale questions or statements that asked the respondents to answer based on their level of agreement. The effectiveness of each factor and its influence on purchase intention were determined by performing Descriptive Statistics and Regression Analysis as it was revealed that creative sales promotions (offering free vouchers, providing promotional codes, discount deals, etc.) to consumers and timing of events have a significant effect on Shopee users' purchase intention, which are ideal for marketers to use as tools to develop effective marketing strategies to attract and persuade consumers to purchase products. However, Celebrity Endorsers & Social Media Influencers and Advertising Appeal are not significant or have no influence on online shoppers' intention to purchase. As these may not be the ideal marketing tools or strategies to persuade consumers to buy, these can be relevant when it comes to building brand image and increasing brand awareness. The findings provided online businesses with insights to influence users' purchase intent during online shopping event sales.

| KEYWORDS

E-commerce, celebrity endorsers, social media influencers, advertising appeal, sales promotion, timing, purchase intention

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1. Introduction

The Philippines has been affected by the COVID-19 pandemic, with the first suspected case on January 22, 2020, according to Trop Med Health (2020). With the existence of the pandemic, Waldkirch's study proved that multiple industries had been gravely affected, influencing different economies globally. With economies crashing, purchasing intentions are affected as individuals cut down their spending habits, as observed in the data obtained in the banking sector (Cox et al., 2020). In this study, the researchers considered the ongoing situation of the COVID-19 pandemic, which was not present when the previous research studies were published. As the pandemic continued to influence the daily lives of individuals, it forced businesses to shift from a physical marketplace to an online marketplace, as observed in some studies (Schoeman et al., 2020). This rapid shift to e-commerce or online purchasing influenced new consumer behavior, creating a fundamental shift in consumer preferences as observed during the pandemic (Anastasiadou et al., 2020).

However, to further understand the missing pieces, the study objectively seeks some answers to a few questions. How effective are these factors in influencing or encouraging Shopee users to participate in their Big Online Shopping Event Sales during the

pandemic? Will it continue to grow using the same factors influencing a consumer's purchase intention amidst the pandemic? What is/are the factor/s that effectively and weakly influence the Shopee users' intention to purchase during the online event sale?

A study conducted in Malaysia (Idris et al., 2020) stated that online advertising using Endorsers, Sales Promotion, and Advertising Appeal effectively influence purchase intentions. The researchers objectively choose to observe the effectiveness of the factors, namely Celebrity Endorsers & Social Media Influencers, Advertising Appeal, Creative Sales Promotion/s, and Timing, towards purchase intention of Shopee Philippines users or shoppers. The research study would be beneficial to online businesses that are still starting or planning to participate in online event sales when developing or optimizing effective advertising and promotional strategies.

2. Literature Review

2.1.1 Celebrity Endorsers and Social Media Influencers

Celebrity Endorsement is one of the marketing or advertising strategies that businesses execute to advertise a brand or a product, considering that celebrities have a great and powerful influence over social media and also have a unique position in an endorsement context or advertising landscape as they receive constant media attention from their fans or followers (McCormick, 2016). Aside from celebrity endorsers, digital celebrities or Social Media Influencers (SMI) also play a huge role in the advertising landscape on social media platforms where they share their product consumption experiences, as well as their opinion about it (Zafar et al., 2021). These influencers have emerged, along with the growth of social media users, due to their authenticity (Pittman & Reich, 2016; Sheldon & Bryant, 2016; Zafar et al., 2021) as consumers perceive them as more influential since they emerge from different fields like lifestyle, food, entertainment, travel, and many more (Kumar & Mirchandani, 2012; Zoha, 2018; Zafar et al., 2021).

Consumers see celebrity endorsers and social media influencers as reference groups as they convey their symbols through their lifestyle and presence in the media (Boon & Lomore, 2001; Choi & Rifon, 2012; Albert et al., 2017), and also as experts when it comes to brands or products (Kelman, 1956; McCormick, 2016) as they are influenced to purchase the brand/s or product/s used or endorsed by the endorsers and influencers. Brands use celebrity endorsers and social media influencers to effectively bring credibility to an advertising message or content (McCormick, 2016; Hussain et al., 2020) as they have already built and established trust with their audience or followers. Brands also treat their endorsers and influencers as the key players in the competitive environment of advertising, making it crucial for them in seeking and choosing for the right one, as their image, attitude, and personality affect the brand image and the consumers' purchase intention (Albert et al., 2017).

In contrast, there were also findings from previous studies that have shown how influencer-generated content reflects honest opinions or comments from the consumers and does not have any promotional goals, although it is designed to persuade and sponsored by the brand or the company (Evans et al., 2017; Schouten et al., 2019). Moreover, it was also found that using an endorser or celebrity endorsement as a strategy does not automatically guarantee that it will be a successful advertisement. In addition, Olaosebikan (2020) expounded in her study that a celebrity endorser and a non-celebrity endorser (social media influencers) may have a positive relationship with the product or brand's image; however, there is no significant effect on the consumers' purchase intention. Accordingly, the first hypothesis is as follows:

H1: A celebrity endorser or a social media influencer has a positive influence on consumers' purchase intention.

2.1.2 Advertising Appeal

A content's quality or attractiveness is also one of the marketing stimuli variables or factors that defines a consumer's perception of the accuracy, completeness, timeliness, and relevance of brand-related information that is posted or published across social media platforms (Carlson et al., 2018). An innovative, creative, and quality content captures online consumers' attention, which results in a higher level of online presence and online consumer engagement (Dabbous & Barakat, 2020). Moreover, it is also considered as the consumers' basis of emotions, motivations, behavioral reactions, and information processing that influences their purchasing decision (Xiang et al., 2016; Chen et al., 2016, Chen et al., 2018; Wu et al., 2021) as a brand's content quality, which can be based or seen on a brand or store's published content or website's online environment cues like website and published posts' overall design or theme and the quality of provided textual information, leads to a high consumer engagement, brand awareness, and brand recall, as informativeness plays a key role when it comes to online shopping (Dehghani et al., 2016). These lead to brands focusing on highlighting the importance of content quality by preparing advertising messages and content designed to inform and persuade the consumers or potential customers to purchase a product/s.

In this study, it can be applied during the online campaign of Shopee's Big Online Shopping Event Sales; wherein there are numerous posts published or posted online by the brand itself and also by the celebrity endorsers and social media influencers.

Contrary to the above findings, there are previous studies that have found that advertisements that are visually obtrusive and content-relevant at the same time decrease the effectiveness of an ad (Goldfarb and Tucker, 2011; Cramer, 2015). An advertisement that is "too content relevant" could also have negative effects on a brand's content or site perceived quality and credibility. In addition, an online advertisement that is too visually appealing or attractive counter-intuitively reduces its effectiveness (Benway, 1998; Kong et al., 2018). As observed from the previous journal articles, it is hypothesized that:

H2: An advertisement's advertising appeal has a positive influence on consumers' purchase intention.

2.1.3 Creative Sales Promotion/s

Price is a key factor that consumers consider when deciding whether to purchase a product or service (Liu et al., 2016). Online consumers tend to spend their time researching and waiting for an online shopping platform's discount offerings and other sales promotions like coupons, freebies, free delivery vouchers, and other vouchers that the consumers can claim and use during the check-out process. Consumers are most affected by flash sale discounts or flash sale events that bring time pressure to potential buyers as it pushes them to make a haste decision in a short time, whether to buy or not (Liu et al., 2016).

Sales promotion can vary from an anticipated event or a quick and surprise event. A study states that impulse decisions are created due to the rushed nature of sales promotion, regardless of the length of the event (Guan et al., 2019). Based on the study of Liu et al. (2021), the closer it is to the end of a sale, the less rational consumers will be when searching for a product to purchase as they have to meet the deadline set by the brand or a seller to take advantage of the discount or sales promotional offered (Wu et al., 2021). Shopee Philippines is an online shopping platform that offers flash sales every single day during the span of their online sales event, making users wait and switch their notifications on for updates and reminders about it.

Consumers tend to purchase the product or products he or she wants during sales events or when it is offered with discounts, even if the product is available to purchase for a long time (Wu et al., 2021). Shopee Philippines offers different sales promotions and vouchers. Customers can also earn Shopee Coins and win vouchers by playing games ("Shopee Prizes"). There are also free vouchers to choose from. Also, the online shopping platform has also implemented the Shopee Loyalty Program, where they reward loyal customers with extra discounts and vouchers based on their loyalty tier, namely Classic, Silver, Gold, and Platinum.

There are findings from previous studies that have predicted that the attractiveness of discounts or sales promotion would play a moderating role, where the study divided it into two groups with different behavior - high and low perception of attractiveness, wherein it may or may not influence a consumer's purchase intention (Santini et al., 2015). The third hypothesis in the study is as follows:

H3: The creativity of sales promotion/s has a positive influence on consumers' purchase intention.

2.1.4 Timing

During online promotions, online shops consider "timing" as a factor when holding an online sales event, wherein unique offerings are made available for a predefined period (Wu et al., 2021). It also presents a meaningful role in the type of event or season, like gift-giving routines. However, due to the logistical complexity of delivering the products to the customer, a study claims that logistical complication in operations affects the performance of online retailers (Zhang et al., 2019). But regardless of the complexity of logistics, Manila Times in 2020 reported the participation of multiple well-known brands, causing an increase in sales popularity. However, a study shows that cultural influences affect the pattern of purchasing behaviors, especially during a season or a special occasion (Nieves-Rodriguez et al., 2017), further questioning the relevance of the brand to the timing of the sales event.

Part of promoting an event is its pattern for posting the campaign materials to create relevance to its audience. Systematically scheduling the publication of advertising materials is a phenomenon called Pulsing (Gijzenberg & Nijs, 2019). However, with companies operating from one region to another, the cultural implications vary due to the differences in regions' purchase intentions (Nieves-Rodriguez et al., 2017). The fourth and final hypothesis is as follows:

H4: The timing of an online shopping event has a positive influence on consumers' purchase intention.

2.2 Conceptual Framework

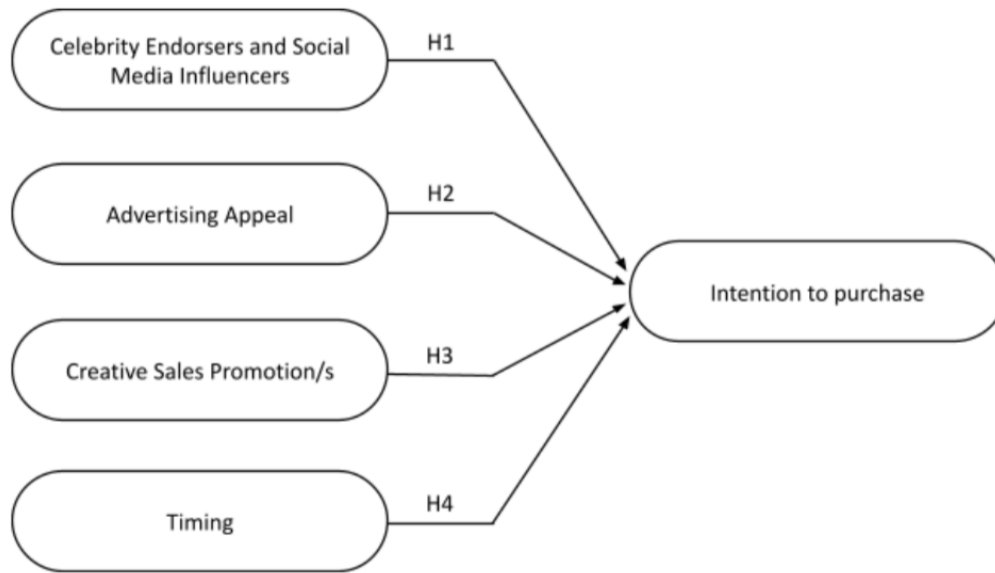


Figure 1. Proposed Conceptual Framework

The framework was constructed based on the Latent State-Trait or LST theory that views the effectiveness of each marketing stimuli and how these factors influence a consumer's intention to purchase. In the context of advertising and social commerce, it discusses that online purchases are an outcome of a brand or business's advertising appeal (website environment and quality of an advertisement) and how businesses interact or socially interact among individuals and their personality traits (Zafar et al., 2021; Chen et al., 2016). The four (4) factors, namely Celebrity Endorsers & Social Media Influencers, Advertising Appeal, Creative Sales Promotion/s, and Timing, are used as the independent variables or "state" variables in the Conceptual Framework. These variables lead to "intention to purchase", which is used as the dependent variable or "trait" variable as it describes the tendency of the consumers or potential customers to purchase a product or products during the span of Shopee's big online shopping event sales, wherein Shopee's 11.11 Sale and 12.12 Sale in the year 2020, and 2.2 Sale in the year 2021 are used as samples in the study's online survey questionnaire. Overall, the proposed model describes how each factor or "state" variable has a positive influence or effect on the "trait" variable.

3. Methodology

3.1 Subject and Data Collection

The respondents of the study are those who are residing in the National Capital Region (NCR), as the people residing in the said region have easy access to the Internet and are more likely to be exposed to numerous digital marketing or online advertising. The sample size consists of three hundred eighty-five (385) respondents from NCR, ranging between the ages of 18 to 39 years old, who are both Male and Female and are also users or shoppers of Shopee Philippines.

The respondents belong or are included from the generation of Millennials and Generation Z as the majority of them are exposed to online advertising and are more likely to purchase products online, considering that these generations can easily adapt to the emergence of digital technology and are also active users of different social media platforms. Moreover, the researchers used the purposive sampling method as they had to be specific on their target subjects.

The researchers started gathering data by using an online survey questionnaire with the use of Microsoft Forms as it is one of the safest tools in data gathering where all the responses are stored in an online Microsoft Excel file that only the researchers have access to. The researchers sent a message to their respondents containing or setting permission to conduct a survey, giving them free will to cooperate. The respondents proceeded to the given Microsoft Forms link or QR Code of the survey questionnaire that was also sent to them once the consent was given. After reaching the desired number of respondents, results were collected, the statistical tool was applied with the guidance of the research statistician, and the process of data analysis took place.

3.2 Instrumentation

The researchers used an online survey questionnaire for the data gathering process of the study wherein it was divided into two (2) parts, having the first part or Part I as the “Greetings” or Introduction part, wherein the purpose of the study was discussed and an accepted form of the respondent to participate in the research conducted was also provided. The second part is the survey questionnaire which consists of Likert items or statements that are divided into five (5) parts: Celebrity Endorsers and Social Media Influencers, Advertising Appeal, Creative Sales Promotions, Timing, and Intention to Purchase, as these were used to determine the effectiveness of each variable used in the study. With every statement in the questionnaire, the respondents rated their level of agreement between: “Strongly Disagree,” “Disagree,” “Agree,” and “Strongly Agree”.

The survey questionnaire that the respondents had filled out was the data that has undergone the data treatment care of the research statistician. Afterwards, the researchers analyzed and discussed the data from the statistician. However, the respondents are limited to expressing their insights about their experiences on the previous online shopping events since the questionnaire has a fixed choice.

3.3 Data Analysis

The study used Descriptive Statistics to assess the perception of selected individuals and determine the effectiveness of each variable. Also, Regression Analysis was performed to show the effect of the independent variables on the dependent variable. It has enabled the researchers to identify the effectiveness of each variable and its effect on consumers’ purchase intention.

3.4 Ethical Consideration

The researchers sought informed consent on behalf of the respondents through the online questionnaire. Alongside the questionnaire, the purpose of the study and the rights and responsibilities of the respondents were explained. Respondents are also limited to submit (1) one response only, and there are no questions that require their personal information. All respondents were asked to answer the questionnaire anonymously to protect their privacy and ensure the reliability of the data provided.

4. Results and Discussion

4.1 Results

4.1.1 Celebrity Endorsers and Social Media Influencers

Table 1 : Celebrity Endorsers and Social Media Influencers

Questions/Variable	Mean	Std. Deviation	Verbal Interpretation
CELEB1: I am more exposed on advertisements and/or endorsements of celebrity endorser/s than social media influencers’ during Shopee’s Big Online Shopping Event Sale/s.	3.153	0.774	Agree
CELEB2: The image or personality of the celebrity endorsers and/or social media influencers for Shopee’s Big Online Shopping Event Sales fit or matched Shopee’s branding.	3.010	0.760	Agree
CELEB3: The credibility of celebrity endorsers and/or social media influencers influenced me to participate during Shopee’s Big Online Shopping Event Sales.	2.917	0.937	Agree
CELEB4: The popularity of celebrity endorsers and/or social media influencers influenced me to participate during Shopee’s Big Online Shopping Event Sales.	2.758	1.003	Agree
CELEB5: The celebrity endorsers and/or social media influencers’ active or high presence in social media influenced me to participate during Shopee’s Big Online Shopping Event Sales.	2.623	0.944	Agree
CELEB6: The celebrity endorsers and/or social media influencers’ expertise (knowledge and experience) influenced me to participate during Shopee’s Big Online Shopping Event Sales.	2.901	0.933	Agree
CELEBAVE	2.894	0.652	Agree

Table 1 shows that the respondents mostly agreed that they are more exposed to advertisements of Shopee Philippines having celebrities as endorsers than social media influencers (mean = 3.153). Also, the image and personality of these endorsers fit or matched Shopee’s branding (mean = 3.010). On the other hand, the endorsers’ active or high presence in social media (mean = 2.623) and their popularity (mean = 2.758) didn’t fully influence them to participate in online shopping event sales

The loadings in the same table show that other strategies used by Shopee’s celebrity endorsers and social media influencers were effective enough to influence Shopee users to participate during Shopee Philippines’ online shopping event sales.

4.1.2 Advertising Appeal

Table 2 : Advertising Appeal

Questions/Variable	Mean	Std. Deviation	Verbal Interpretation
APPEAL1: The theme of Shopee's publication materials (video advertisements, posters, etc.) for their monthly event sales are timely or suitable for each event.	3.496	0.670	Strongly Agree
APPEAL2: The video advertisements and posters published for Shopee's event sales campaigns are "attention-grabbing".	3.286	0.761	Strongly Agree
APPEAL3: The advertising materials used for each event create excitement.	3.273	0.730	Strongly Agree
APPEAL4: The theme or overall design of Shopee's application and website are timely or suitable for each event.	3.475	0.633	Strongly Agree
APPEAL5: Shopee's jingles provide an encouraging way to participate during event sales.	3.434	0.740	Strongly Agree
APPEALAVE	3.393	0.533	Strongly Agree

For the "Advertising Appeal", the respondents mostly agreed that Shopee Philippines' publication materials (video advertisements, posters, etc.) are suitable for each event sale as they used different themes that will fit on it (mean = 3.496), are "attention-grabbing" (mean = 3.286), and can also create excitement (mean = 3.273). Also, the overall design of Shopee's application and website for each online event sale is timely and suitable (mean = 3.475). Moreover, the online shopping platform's jingles also encourage them to participate during online event sales as these may also be used to create branding and promote the event sales (mean = 3.434).

4.1.3 Creative Sales Promotion/s

Table 3 : Creative Sales Promotion/s

Questions/Variable	Mean	Std. Deviation	Verbal Interpretation
PROMO1: Shopee's free vouchers (Discount Vouchers, Free Shipping Vouchers, Cashback Vouchers, Featured Shops Vouchers, and/or Featured Brands Vouchers) influenced me to participate in Shopee's Big Online Shopping Event Sales.	3.719	0.637	Strongly Agree
PROMO2: Shopee's "Shopee Prizes" (Shopee's Online Games like Shopee Farm, Shopee Lucky Prize, Shopee Throw, Shopee Claw, Shopee Candy, Shopee Bubble, Buy Vouchers and Get Coins, and Shopee Shake) were engaging during the event sales.	2.943	0.942	Agree
PROMO3: Shopee's seasonal promotional codes influenced me to participate during the event sales.	3.234	0.873	Agree
PROMO4: Shopee's ₱1 raffle is encouraging to participate.	2.899	0.937	Agree
PROMO5: Shopee's Loyalty Program influenced me to participate during the event (2.2 Cashback Sale) as it gives me special privileges based on my membership tier (Classic, Silver, Gold, or Platinum).	3.081	0.947	Agree
PROMOAVE	3.175	0.607	Agree

Under the "Creative Sales Promotion/s", Shopee's free vouchers like Discount Vouchers, Free Shipping Vouchers, Cashback Vouchers, Featured Shops Vouchers and Featured Brands Vouchers influenced most of the respondents to participate during the monthly online shopping event sale (mean = 3.719). On the other hand, the online shopping platform's "₱1 Deals" (mean = 2.899) and "Shopee Prizes" or online games (mean = 2.943), wherein users can win vouchers, and Shopee coins were not that engaging during the event sales.

Further, the loadings in the same table show that other sales promotion strategies of Shopee Philippines influenced its users to participate in their monthly online shopping event sale.

4.1.4 Timing

Table 4 : Timing

Questions/Variable	Mean	Std. Deviation	Verbal Interpretation
TIME1: The dates set on each event sale are timely or suitable for each season. <ul style="list-style-type: none"> • 11.11 "Big Christmas" Sale (October 21 to November 11) • 12.12 "Big Christmas" Sale (November 18 to December 12) • 2.2 "Cashback" Sale (January 19 to February 02) 	3.587	0.636	Strongly Agree
TIME2: The timing or dates set for each event is favorable for me in terms of gift shopping for personal occasions.	3.473	0.653	Strongly Agree
TIME3: The timing or dates set for each event are favorable for me in terms of gift-shopping for festive seasons (Christmas and New Year seasons).	3.462	0.725	Strongly Agree
TIME4: The product recommendations matched each season or event.	3.226	0.720	Agree
TIME5: The pattern of posting or publication of the campaign materials for each event sale creates relevance to me.	3.319	0.695	Strongly Agree
TIMEAVE	3.414	0.525	Strongly Agree

For the "Timing", the period or dates set for each online event sale are suitable for each season (mean = 3.587) and are also favorable when it comes to gift shopping for personal occasions (mean = 3.473) and festive seasons (mean = 3.462). Also, the pattern or publication of the campaign materials creates relevance to Shopee users (mean = 3.319). However, the product recommendation for each event sale, when it comes to matching the season or event, has the least average level of agreement (mean = 3.226).

4.1.5 Intention to Purchase

Table 5 : Intention to Purchase

Questions/Variable	Mean	Std. Deviation	Verbal Interpretation
INTENT1: Big Shopping events allow me to find a good deal.	3.571	0.642	Strongly Agree
INTENT2: Big Shopping events help me purchase the things I need for the season.	3.462	0.684	Strongly Agree
INTENT3: My intention to purchase is positively influenced by the discounts and rewards offered during an event sale.	3.613	0.672	Strongly Agree
INTENTAVE	3.549	0.565	Strongly Agree

Lastly, for the "Intention to Purchase", big shopping event sales allow the online shoppers to find a good deal (mean = 3.571) and also help them purchase things that they need for each season (mean = 3.462). Moreover, Shopee's free vouchers or offer discounts and rewards influenced them to participate and purchase products from the said online shopping platform during an event sale (mean = 3.613).

4.1.6 Regression Table

Table 6 : Regression Table

Predictors	Unstandardized Coefficients	Standardized Coefficients	t-value	p-value	Significance
(Constant)	0.880		5.419	0.000	
CelebAve	0.005	0.006	0.134	0.894	Not Significant
AppealAve	0.054	0.051	0.987	0.324	Not Significant
PromoAve	0.144	0.155	3.448	0.001	Significant
TimeAve	0.590	0.547	10.911	0.000	Significant

Table 2 shows that Creative Sales Promotions (p-value = 0.001) and Timing (p-value = 0.000) are the significant factors when it comes to influencing consumers' purchase intention during Shopee's online event sales, having the latter one as the factor with

the most significant effect or has a strong influence. On the other hand, Celebrity Endorsers & Social Media Influencers (p-value = 0.894) and Advertising Appeal (p-value = 0.324) are not significant or have no significant effect on purchase intention.

4.2 Emerging Model

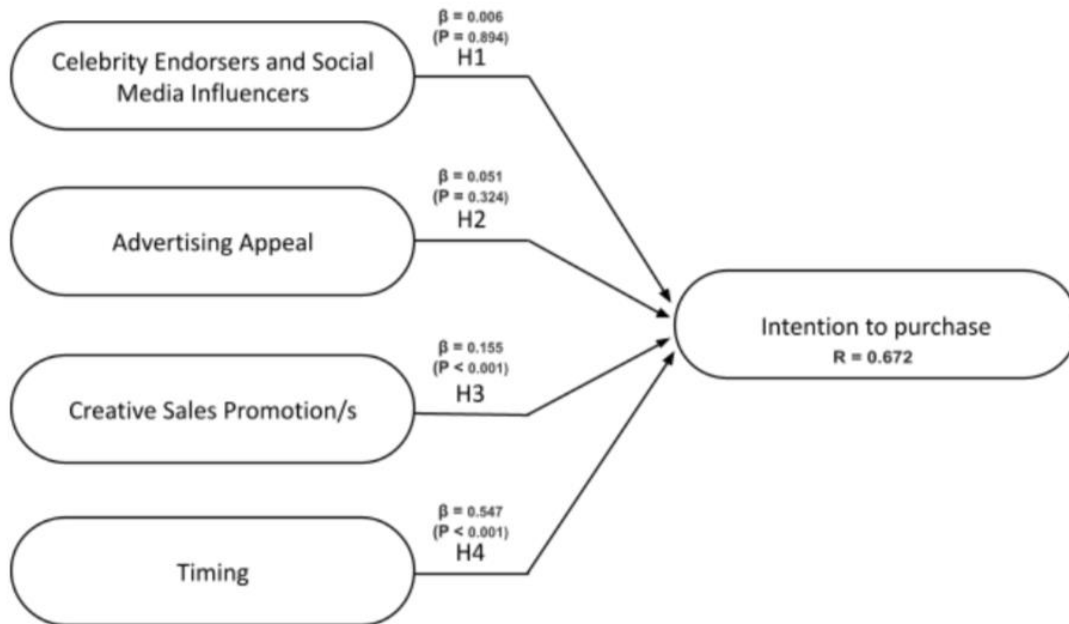


Figure 2. Emerging model of the effectiveness of the variables toward Intention to Purchase

The significance test results of the variables' overall impact or effectiveness are shown in Table 2. It was revealed that Creative Sales Promotion/s and Timing have a significant effect on the Intention to Purchase at the levels of 0.001 and 0.000, respectively, and the coefficients are positive. Therefore, H3 and H4 are supported. On the other hand, Celebrity Endorsers and Social Media Influencers and Advertising Appeal have no significant effect at the levels of 0.894 and 0.324, respectively, on the Intention to Purchase.

4.3 Discussion

The result and findings revealed that Creative Sales Promotions and Timing affect the consumers' purchase intention during Shopee's Big Online Shopping Event Sales. However, the Celebrity Endorsers & Social Media Influencers and Advertising Appeal are not significant factors affecting online shoppers' intention to purchase products.

Celebrity Endorsers & Social Media Influencers were found to have no significant effect on Shopee users' intention to purchase. The result supported the findings revealed in the previous studies (Evans et al., 2017; Schouten et al., 2019; Olaosebikan, 2020), wherein it was discussed that celebrity endorsers and non-celebrity endorsers (SMI) might build a strong brand image and increase brand awareness; however, have no significant effect or do not influence consumers' purchase intention. It is in contrast to the related literature mentioned in the study (Boon & Lomore, 2001; Choi & Rifon, 2012; Albert et al., 2017) as it was also revealed that their presence in media does not fully affect the shoppers' purchase intention.

The result also revealed that Advertising Appeal is not significant when it comes to influencing Shopee users' purchase intention. The findings had supported the studies mentioned (Goldfarb and Tucker, 2011; Cramer, 2015; Benway, 1998; Kong et al., 2018) wherein it was found that campaign materials that are "too content relevant" and "too visually appealing" decreases the effectiveness of an ad and could also affect a brand's perceived quality and credibility. It is in contrast to the previous studies (Xiang et al., 2016; Chen et al., 2016; Chen et al., 2018; Wu et al., 2021) as the results revealed that an advertisement's advertising appeal has no significance or relevance to online shoppers' purchase intention.

Creative Sales Promotions was found to be a significant factor affecting Shopee users' intention to purchase products. The result supported the findings of the related literature mentioned in this study (Liu et al., 2016; Guan et al., 2019; Wu et al., 2021), wherein it was discussed that offering vouchers like discount vouchers, free shipping vouchers, cashback vouchers, and other promotional

deals and offerings influence shoppers to purchase products during an event sale or when these are offered with discounts even if the products are already available in the market for a long time.

The timing of an event sale is also a significant factor and has the greatest influence, among the factors used in the study, towards consumers' purchase intention. This finding is aligned with the previous studies (Wu et al., 2021; Nieves-Rodriguez et al., 2017; Gijzenberg & Nijs, 2019) as it was discussed that timing presents a meaningful role when it comes to the type of event or season, especially during personal or special occasions and gift-giving seasons like Christmas. Moreover, the result has also supported the related literature mentioned in this study wherein the pattern or publication of campaign materials, known as "Pulsing", creates relevance to Shopee users.

5. Conclusion

During the time of the pandemic, which influenced the consumer behavior of all segments, online shopping became a tool for individuals to acquire goods. Shopee, as one of the leading online shopping platforms in the Philippines, needs to continuously develop its tactics to be able to stay as one of the leading platforms. The finding from the study is an important perspective for marketing professionals and practitioners to curate a more effective campaign towards online shopping events. Although Shopee operates across different Asian countries, it is enough to consider the differences in the behavior of its users as well as the tactics to be considered for its operations, and with different perspectives across Asia, marketing professionals will be able to develop what can be adopted across the strategies.

As Shopee creates its events and strategies, four (4) variables were identified earlier, namely celebrity endorsers and social media influencers, advertising appeal, creative sales promotion/s, and timing show variation of influences towards purchase intentions. It was revealed that users are greatly influenced by the timing and creative sales promotion. However, timing creates the biggest influence on purchase intentions compared to creative sales promotion.

As shown from the result and findings in the study, both celebrity endorsers and social media influencers and advertising appeal do not influence Shopee users' purchase intention. It is revealed that it is not ideal for marketers to use both factors as a tool for increasing purchase intention but can be relevant when it comes to building brand image and increasing brand awareness. However, due to the ever-changing behavior across different generations, it is important to continuously understand the behaviors as constant changes are inevitable due to environmental shifts. Overall, the insignificance of celebrity endorsers and social media influencers, and advertising appeal uncovers a significance towards the planning of future events. Marketing professionals developing future online shopping events could take advantage of this discovery and effectively allocate the campaign's budget towards other marketing strategies that will enable to increase users' purchase intentions during shopping events. Also, it is important to acknowledge the possibility for future research on how to develop its influence towards purchase intention as both factors lack influencing purchase intention in Shopee users.

As both creative sales promotion and timing create a positive influence towards Shopee users' purchase intentions, it is an insightful tool for marketers to develop marketing strategies to achieve the desired goal for the brand. Marketers would be able to further enhance their market share or increase their profits. Although the timing is more influential towards influencing the purchase intention, it is still important to acknowledge the benefits of having a strategic creative sales promotion. As these factors have been observed on a macro-perspective, the researchers would suggest future research on the micro-perspective of the factors towards purchase intentions, such as to identify the perfect timing and the creative and effective sales promotion/s to be used. For future researchers, it is recommended to investigate other possible factors further and understand Shopee's Online Shopping Events.

It is important to keep in mind that the results are specific to Shopee users in the Philippines. The study was limited to NCR (National Capital Region) as services are limited in remote areas of the country. Since the study was specific to Shopee Philippines, there may be differences in the results among its competitors. The ongoing COVID-19 pandemic was considered as it affected the e-commerce industry and consumers' purchase intentions when the study was conducted.

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