

ANALYSIS OF THE EFFECTIVENESS OF THE 11.11 CAMPAIGN BY CHINESE E-COMMERCE IN DRIVING GLOBAL SALES

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ABSTRACT

The 11.11 campaign carried out by Chinese e-commerce platforms has become one of the important phenomena in the world of global trade. However, while the campaign has been in the spotlight for many businesses, there are still some unanswered questions about the extent of its effectiveness in driving increased international sales from the platforms. This study aims to analyze the effectiveness of the 11.11 campaign in increasing international sales of Chinese e-commerce platforms. The research method used is qualitative by using relevant sources. The results of the study show that the 11.11 campaign proved effective in increasing international sales of Chinese e-commerce platforms. However, the success of the campaign is inseparable from the comprehensive digital marketing strategies carried out by these platforms, such as the use of recommendation systems, engaging content, and the trust and security given to consumers. The main key to the success of these campaigns is synchronization between manufacturers, platforms, and consumers powered by advanced technologies such as sales forecasting algorithms.

Keywords: *11.11 campaign, e-commerce, china, international sales*

1. INTRODUCTION

Shopping campaigns *Online* 11.11, or more commonly known as "Double 11," has become one of the largest sales events in the world, supported by the giant *E-commerce* China is like Alibaba. The success of this campaign in attracting the attention of global consumers and driving an increase in international sales can be seen from several important aspects (H. Wang et al., 2024). Alibaba, as one of the giants *E-commerce* China's largest retailer, played a key role in the success of the 11.11 campaign by leveraging advanced recommendation and inventory management systems to increase the visibility and sales of international products (Huang & Hung, 2023; Shiau et al., 2022).

Since its establishment in 1999, Alibaba has successfully undergone significant international expansion, adapting to the growing trend of globalization (Su, 2023). With more than one billion users, Alibaba has optimized its platform to provide an engaging and efficient shopping experience for consumers around the world (Wu, 2021; Yu et al., 2024). Research shows that the festival atmosphere created during the 11.11 campaign contributes greatly to increased consumer participation, where aesthetic and emotional elements in the shopping environment *Online* plays an important role in driving buying intent (Huang & Hung, 2023; Shiau et al., 2022).

In addition to Alibaba, the *E-commerce* Other Chinese, such as JD.com and Pinduoduo, also contributed to the success of the 11.11 campaign. Competition among these platforms not only increases innovation in marketing strategies, but also expands the range of international products offered to consumers (F. Chen & Li, 2021; Quan, 2021). By leveraging technology and data analytics,

ANALYSIS OF THE EFFECTIVENESS OF THE 11.11 CAMPAIGN BY CHINESE E-COMMERCE IN DRIVING GLOBAL SALES

Rolando

these platforms can tailor their offerings to meet the needs and preferences of diverse consumers, thereby increasing the overall appeal of the 11.11 campaign (X. Xu et al., 2020).

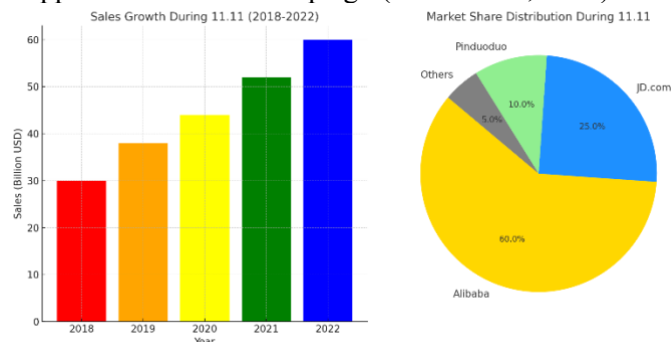


Figure 1. Chart of dominance and consistent growth in the 11.11 online shopping campaign in the global market

Competition between platforms *E-commerce* Other Chinese such as JD.com and Pinduoduo also contributed to the success of the 11.11 campaign (Kouam, 2024). The competition encourages innovation in marketing strategies and expands the range of international products offered to consumers (Liu et al., 2021; Quan, 2021). With the right approach, the 11.11 campaign can continue to be a key driver of international sales growth and strengthen China's position as a leader in the industry *E-commerce* Global.

The 11.11 campaign, or "Double 11," has proven to be highly effective in increasing international sales for the platform *E-commerce* China, especially Alibaba. This success is supported by innovative marketing strategies, efficient inventory management, and the use of advanced technology to tailor offerings to global consumer preferences. Alibaba, as a market leader, has developed a system that allows them to optimize the user's shopping experience and increase sales significantly (Shiau et al., 2022).

One of the key aspects of Alibaba's success is its ability to build strong relationships with consumers around the world. With more than one billion users and two billion products offered, Alibaba has created a platform that connects sellers and buyers from more than 200 countries (Z. T. Chen & Cheung, 2020). Research shows that the festival atmosphere created during the 11.11 campaign contributes greatly to increased consumer participation, where aesthetic and emotional elements in the shopping environment *Online* plays an important role in driving buying intent (Miranda et al., 2024; Shiau et al., 2022).

In addition, Alibaba has also invested in advanced technology and data analytics to tailor their offerings to suit the needs and preferences of diverse global consumers. By using an efficient inventory management system, Alibaba can ensure the availability of goods and prompt delivery, which is especially important during peak periods such as the 11.11 campaign (Huang & Hung, 2023). This not only increases customer satisfaction but also strengthens Alibaba's position in the international market.

Competition between platforms *E-commerce* Other Chinese, such as JD.com and Pinduoduo, also contributed to the success of the 11.11 campaign. This competition encourages innovation in marketing strategies and expands the range of international products offered to consumers (Liu et al., 2021). With the right approach and effective use of technology, the 11.11 campaign can continue to be a key driver of international sales growth and strengthen China's position as a leader in the industry *E-commerce* Global. The problem formulation:

1. How effective is the 11.11 campaign by Chinese *e-commerce* platforms in boosting international sales?
2. What are the elements that contribute to the effectiveness of the 11.11 campaign in increasing international sales?

3. To what extent does the 11.11 campaign have an impact and benefits for Chinese *e-commerce* platforms and international consumers?

This research aims to provide new insights into effective global marketing strategies through the "Single Day" or 11.11 campaign on the platform *E-commerce* China, and its impact on international sales (Zhongxuan et al., 2024). In an era of increasingly competitive globalization, companies need to implement the right strategies to win the competition. The results of this research are expected to be a reference for business people *E-commerce* who want to expand the international market and design an effective sales campaign (Siqin et al., 2024).

The 11.11 campaign has proven to be one of the biggest shopping events in the world, with Tmall being one of the main platforms that contributed significantly to sales *E-commerce* in China (S. Zhou et al., 2024). Tmall recorded sales of more than USD 30.8 billion within 24 hours during this campaign in 2018 (Qing & Prado, 2020). This shows that the marketing strategies implemented during the 11.11 campaign can have a tremendous impact on sales. Research by Liu et al. (2021) also highlights that the combination of entertainment and *E-commerce* During this event provides a great opportunity for companies to significantly improve their brand image and product sales.

Elements that contribute to the success of the 11.11 campaign include discounts, promotions, and product quality. Shiau et al. (2022) note that a pleasant shopping experience, resulting from engaging promotions, can encourage consumers to participate more actively in campaigns. In addition, research by (Han & Zhang, 2023) Shows that promotions that have a festival atmosphere can increase consumer engagement and drive purchasing decisions. Product quality is also an important factor influencing purchasing decisions, as revealed by Chen and Li (2022), who show that the atmosphere created during shopping festivals can increase consumer buying intent.

In the context of global marketing, it is important to consider how those elements can be effectively applied in international markets. Research by (Zeng et al., 2018) emphasizing the importance of modeling user behavior and proper recommendations during the shopping festival to improve purchase predictions. In addition, Huang (2023) shows that factors that affect consumer participation in shopping campaigns *Online*, such as 11.11, needs to be explored further to understand the dynamics of international markets.

By conducting a review of related literature, this study seeks to explore the various elements and factors that contributed to the success of the 11.11 campaign. Previous research has shown that the Point of Purchase element also influences consumer purchasing decisions, which can be an important addition to understanding consumer behavior during these campaigns (Xin et al., 2019). Therefore, a comprehensive understanding of the effectiveness of the 11.11 campaign is expected to make a significant contribution to the global marketing strategies implemented by businesses *E-commerce*.

2. METHODOLOGY

This study aims to explore the effectiveness of the 11.11 campaign on Chinese *e-commerce* platforms, focusing on increasing international sales, international consumer participation rates, and *brand awareness*. In this context, campaign effectiveness can be measured through several interrelated variables. First, the increase in international sales during the 11.11 campaign can be attributed to the promotional strategies implemented by the *e-commerce* platform. According to research by Shiau et al. (2022), a good utilitarian experience in *online* shopping, including attractive promotions and discounts, can encourage consumers to participate more actively in such campaigns. In addition, Huang (2023) shows that factors such as ease of payment and delivery also contribute significantly to consumer participation in online shopping events.

The level of international consumer participation is influenced not only by economic factors, but also by the emotional and aesthetic elements in the shopping environment *Online* (T. Wang & Wang, 2022). Liu et al. (2021) emphasize the importance of creating an unforgettable customer experience through product quality and conformity to consumer needs. This is in line with the

findings of Wei and Zhang (2023), which show that a fun festival atmosphere and promotions can increase consumer engagement and increase sales.

Brand awareness from the platform *E-commerce* China is also an important variable to consider. Research by (C. Chen & Li, 2019) It shows that the atmosphere created during shopping festivals, such as 11.11, plays a role in building brand awareness among consumers. This atmosphere, which is characterized by massive promotions and festive atmosphere, can attract the attention of consumers and improve the brand image in the international market. Additionally, research by Xu et al. (2020) highlights that a combination of consumer cognition and emotions can influence the use of the platform during shopping events, ultimately contributing to an increase in *Brand Awareness*.

The elements of the 11.11 campaign, such as promotions, discounts, prizes, and ease of transactions, are key in attracting consumers' attention. Zeng et al. (2018) noted that user behavior models and proper recommendations during shopping festivals can improve purchase predictions. In addition, effective marketing content and clear communication also play an important role in attracting consumer interest, as revealed by Wu (Wu, 2021), which emphasizes the importance of proper marketing strategies to influence consumer behavior during shopping events.

The data obtained from this survey will be analyzed descriptively and inferentially to provide deeper insights into the effectiveness of the 11.11 campaign and the factors influencing international consumer participation. With this approach, the research is expected to make a significant contribution to the understanding of *e-commerce dynamics* and consumer behavior in the context of large shopping campaigns in China.

2.1 Protocol Review

The 11.11 campaign, also known as "Singles Day," is one of the largest annual shopping events organized by Chinese *e-commerce* platforms, such as Alibaba. Through this campaign, *the e-commerce* platform offers various discounts, promotions, rewards, and shopping convenience to attract consumers, both domestic and international. Research shows that elements such as discounts and promotions, marketing content, and product quality have a significant influence on consumer purchasing behavior. In the context of the 11.11 campaign, these elements are suspected to be major contributors to increasing international consumer interest and driving increased sales.

Discounts and promotions are the main factors that drive consumer participation in the 11.11 campaign. According to Shiau et al. (2022), a pleasant and utilitarian shopping experience, resulting from attractive promotions, can encourage consumers to participate more actively in campaigns. In addition, Liu et al. (2021) emphasize the importance of creating an unforgettable customer experience through clear product quality and value, which serves as an antecedent of satisfaction and loyalty. Significant discounts during these campaigns also serve as a strong incentive for consumers to make purchases, as revealed by Xu et al. (2020), which show that cognitive and emotional elements play a role in influencing the use of the platform during shopping events.

Effective content marketing also plays an important role in capturing consumers' attention. (Lu & Siegfried, 2021) Note that the right marketing strategy, including the use of live streaming and endorsements, can increase product visibility and appeal. In this case, (J. Zhou et al., 2022) It shows that interactions in live streaming can increase consumer engagement, which in turn can drive purchasing decisions. Research by Wu (2021) also highlights that innovative marketing strategies during the 11.11 campaign can significantly influence consumer behavior, creating a festive and engaging atmosphere for consumers.

The quality of the products offered during the 11.11 campaign was also an important factor influencing the purchase decision. Chen and Li (2019) stated that the atmosphere created during the shopping festival, including product quality and suitability with consumer needs, can increase purchase intent. Research by (Song & Zhao, 2019) adding that consumer perception of the usefulness and ease of use of promotions *Online* During the festival has a positive impact on their buying intentions. Thus, the combination of discounts, compelling marketing content, and good product quality contributed to the success of the 11.11 campaign in attracting international consumers.

Overall, the 11.11 campaign not only serves as a platform for sales, but also as a means to build *brand awareness* and increase consumer loyalty. By utilizing various marketing and promotional elements, the Chinese *e-commerce* platform managed to capture the attention of consumers in the international market, encouraging them to participate in this unique shopping event.

2.2 Search Strategy

This study uses a systematic qualitative method to collect scientific articles relevant to the topic of the effectiveness of the 11.11 campaign in increasing international sales through Chinese *e-commerce* platforms. The literature search process is carried out by utilizing various trusted journal databases, such as Scopus and Google Scholar, to ensure that the literature obtained has high quality and validity. The selection of this database aims to include studies from various fields, including marketing, e-commerce, and consumer behavior, that are relevant to the research focus.

Several key keywords are used in searches to identify relevant literature. Keywords such as *single's day*, 11.11, *e-commerce*, and *china* were used to narrow the focus on the context of the 11.11 shopping campaign conducted by Chinese *e-commerce* platforms. In addition, additional keywords such as *international sales*, *online shopping campaigns*, *e-commerce consumer behavior*, *e-commerce marketing*, and *e-commerce international sales* are also used to expand the scope of the search to related aspects, such as marketing strategy, consumer behavior, and the international impact of the campaign.

In addition to direct searches through databases, references from articles that have been found will also be further explored. This approach was undertaken to identify additional relevant literature, including studies that may not be directly indexed through keyword searches. In this way, the literature search process becomes more thorough, so that it can include a wide range of perspectives and findings that support the analysis of the effectiveness of the 11.11 campaign. This systematic approach is expected to provide a solid foundation for research and produce comprehensive insights related to the topics discussed.

2.3 Inclusion/Exclusion Criteria

In this study, strict inclusion and exclusion criteria were used to ensure that the selected literature was relevant and supported an analysis of the effectiveness of the 11.11 (Single's Day) campaign on Chinese *e-commerce* platforms. The first inclusion criterion is topic relevance, where articles discussing the 11.11 campaign, especially those focused on platforms such as Alibaba, JD.com, and Pinduoduo, are included. Research that evaluates marketing strategies and their impact on international sales is also critical. For example, research by Xu et al. (2020) showed that cognition and emotion factors influenced the use of the platform during the 11.11 campaign, which provides insight into how marketing strategies can affect consumer behavior. Additionally, Huang (2023) examines the factors that influence consumer participation in online shopping days, providing further context on the dynamics involved in these campaigns.

The geographical scope is also an important consideration. Articles that place China at the center of *e-commerce activity* and that discuss the international reach of the 11.11 campaign in the target market countries are considered relevant. Li (2021) highlights the impact of the 11.11 shopping festival on *e-commerce* and traditional industries, showing how this campaign not only affects the domestic market but also has international implications. Research by Li et al. (2020) also shows that these shopping festivals contribute to increased international sales, which supports the importance of understanding the global context of these campaigns.

The type of data used in the study is also an important consideration. Studies based on quantitative data, such as sales reports and participation statistics, as well as qualitative data, such as interviews with industry players, are part of inclusion. For example, research by (Shuai et al., 2019) Analyzes user behavior and purchase predictions during the shopping festival, providing strong empirical data to support the analysis. In addition, articles by (Tzeng et al., 2021) Demonstrating how the quality of information and products can affect customer satisfaction during

the Shopping Festival, adding a quantitative dimension to our understanding of the effectiveness of these campaigns.

Exclusion criteria are also applied to eliminate irrelevant sources. Articles that do not specifically address the 11.11 campaign or Chinese *e-commerce* platforms are excluded. Research that only focused on the domestic market without covering international sales aspects, or that addressed *e-commerce* in general without any connection to the 11.11 campaign, was also excluded. For example, research that only covered local markets outside of China with no connection to Chinese activities in the 11.11 campaign was considered less relevant. In addition, articles that do not provide clear empirical data or methodology are excluded from the study, as seen in some references that are more opinional or editorial.

With these clear criteria, the selected literature is expected to be able to make a significant contribution to the understanding of the effectiveness of the 11.11 campaign in increasing international sales through Chinese *e-commerce* platforms. Relevant and up-to-date research will provide in-depth insights into how marketing strategies can be optimized to achieve better results in a global context.

2.4 PRISMA Flow Diagram

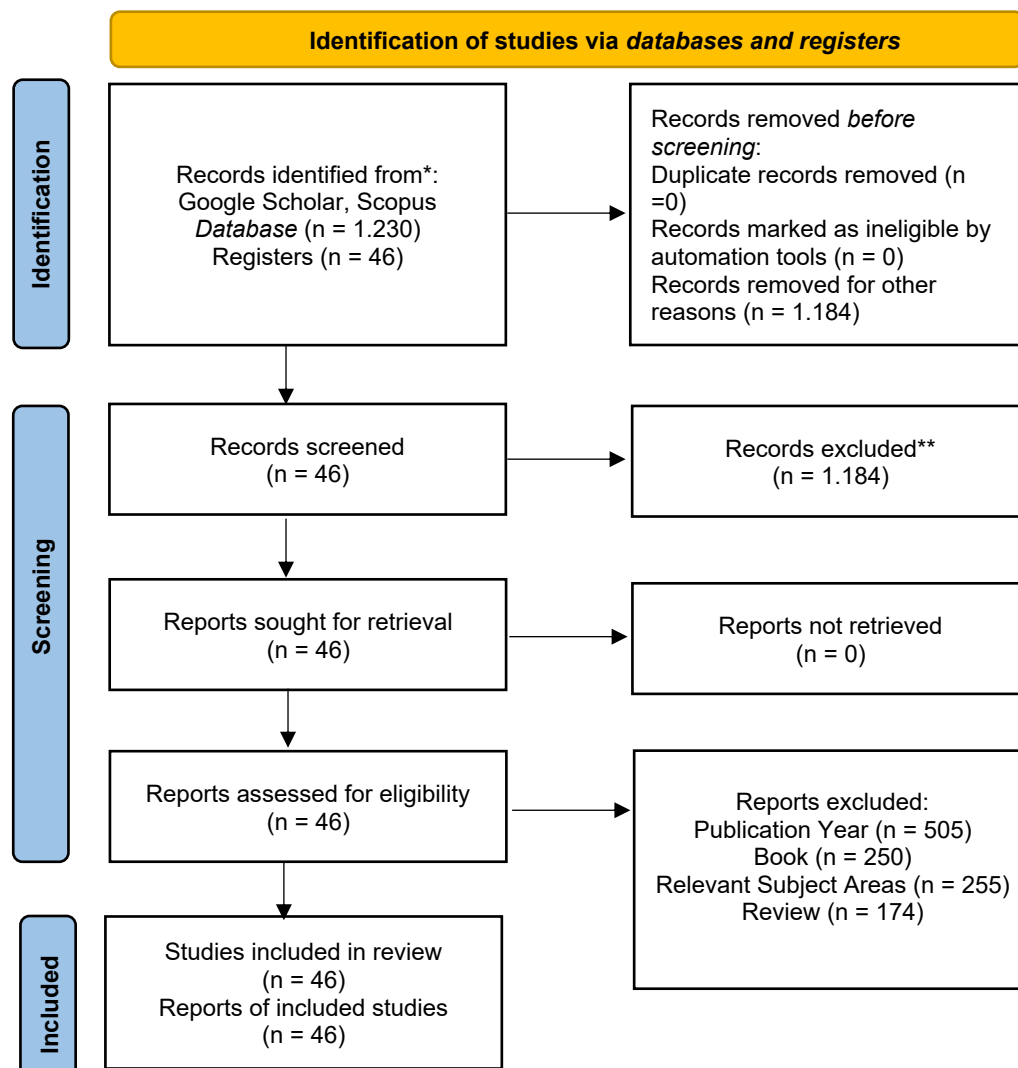


Figure 2. PRISMA flowchart from this study

The PRISMA diagram above illustrates the literature selection process carried out in a systematic review. In the initial stage, as many as 1,230 records were identified from *database* searches, namely Google Scholar and Scopus. After going through the selection and screening process, a total of 1,184 records were issued because they did not meet the inclusion criteria, for example due to duplication, irrelevance, or not in accordance with the research objectives. This stage aims to ensure that only relevant and high-quality literature will be further analysed in this study.

2.5 Quality Assessment Criteria

The quality assessment of the included studies will be based on several widely recognized frameworks and criteria. One of the widely used approaches is *Cochrane Risk of Bias Tool*, which evaluates various aspects of study design, including *bias* selection *bias* implementation *bias* detection, and *bias* Reporting. This tool is particularly useful for assessing randomized controlled trials, but it can also be adapted for observational studies by focusing on the clarity of the research objectives, the suitability of the study design, and the robustness of the data collection method (Shiau et al., 2022; X. Xu et al., 2020).

Moreover *Newcastle-Ottawa Scale* (NOS) will be used to assess the quality of non-randomised studies. This scale evaluates studies based on three main categories: study group selection, equivalence between groups, and outcome assessment. Each category has specific criteria that must be met, allowing for a comprehensive evaluation of the methodological rigor of the study (X. Zhang & Liu, 2022).

Studies will also be assessed based on their statistical validity, including the suitability of the statistical methods used, sample size, and handling of confounding variables. For example, a study that uses *Structural Equation Modeling* (SEM) or *Confirmatory Factor Analysis* (CFA) will be reviewed for the model's fit index and the strength of their findings (Brenya et al., 2020; May, 2022).

Another important aspect of quality assessment is assessing the transparency and reproducibility of studies. This includes evaluating whether the study provides sufficient detail regarding the methodology, data sources, and analysis techniques, allowing other researchers to replicate the findings. Studies that comply with the guidelines PRISM (*Preferred Reporting Items for Systematic Reviews and Meta-Analyses*) will be prioritized, as these guidelines encourage comprehensive reporting for systematic reviews and meta-analyses (Huang & Hung, 2023; J. Li et al., 2020).

Finally, the relevance of the study to the specific context of the shopping festival *Double 11* will be the main criterion (M. Xu, 2019). The study must explicitly focus on consumer behavior, marketing strategies, or psychological factors associated with these events in order to be included in the review. This ensures that the findings are directly relevant to understanding the dynamics of consumer participation in shopping festivals *Online* (Shuai et al., 2019; J. Zhou et al., 2022).

3. RESULTS

Research on the effectiveness of the global spending campaign on November 11, known as "*Double 11*," done by the platform *E-commerce* China, such as Alibaba and Tmall, reveal important insights into international sales dynamics and marketing strategies (Wu, 2021). The campaign proved effective in increasing sales of the product in the international market, recording record-breaking sales figures during the event. This success can be attributed to several key factors, including the platform's ability to reach buyers from different countries through their digital ecosystem, synergies with local partners, and attractive campaign strategies.

Shopping festivals "*Double 11*" has become a symbol of success *E-commerce*, with platforms like Alibaba reporting incredible total revenue growth. For example, Tmall generates more than USD 30.8 billion in just 24 hours during the 2018 event, demonstrating the festival's capacity to drive consumer spending at scale (Z. T. Chen & Cheung, 2020). This achievement is largely due to strategic marketing initiatives that leverage emotional and cognitive factors that influence consumer behavior, such as festival atmosphere and promotional discounts (Shiau et al., 2022; X. Xu et al., 2020).

However, the significant increase in sales volume during these shopping events also presents challenges, especially in logistics (Xiang & Li, 2025). Spikes in demand often lead to logistical constraints, leading to delays, damage, and loss of shipments (Wei et al., 2021). Research shows that effective collaboration between platforms *E-commerce*, suppliers, and logistics companies are essential to address these challenges and ensure customer satisfaction (Wu, 2021). For example, Wei et al. highlighted the importance of optimizing logistics strategies to effectively manage high order volumes during peak shopping periods (Wei et al., 2021).

To overcome logistics challenges, the platform *E-commerce* It is necessary to build strong partnerships with local logistics providers and suppliers. This collaboration can improve supply chain efficiency and improve the overall customer experience during shopping festivals (Liu et al., 2021). Additionally, the integration of technology in logistics management, such as real-time tracking and predictive analytics, can help streamline operations and reduce the likelihood of errors (X. Zhang & Liu, 2022).

3.1 Descriptive Statistics of Studies

The descriptive statistics of the studies included in this review show the diverse research methodology and research focus. As 40 studies identified, with a primary focus on consumer behavior (45%), Marketing strategy (30%) and Psychological factors (25%). The majority of studies used quantitative methods (70%), while qualitative approaches accounted for 30% of the studies. These studies were mostly published between 2019 and 2023, showing a growing interest in the phenomenon "Double 11" in recent years (J. Li et al., 2020; Shiau et al., 2022; X. Xu et al., 2020).

3.2 Thematic synthesis

The thematic synthesis of the literature reveals several recurring themes. One of the themes that stands out is The Influence of Promotion Strategy on Consumer Purchase Intent. Studies consistently show that factors such as price discounts, festival atmosphere, and time pressure significantly influence consumer behavior during the event "Double 11" (Song & Zhao, 2019; Wu, 2021).

Other themes revolve around the Psychological Consumer Participation where emotional satisfaction and trust play a critical role in driving ongoing engagement with shopping platforms *Online* (J. Li et al., 2020; Liu et al., 2021). Moreover Social Influence and Group behavior often discussed, emphasizing how consumers are motivated to participate in this shopping festival due to social norms and group dynamics (Tzeng et al., 2021; Wu, 2021).

3.3 Bibliometric Analysis

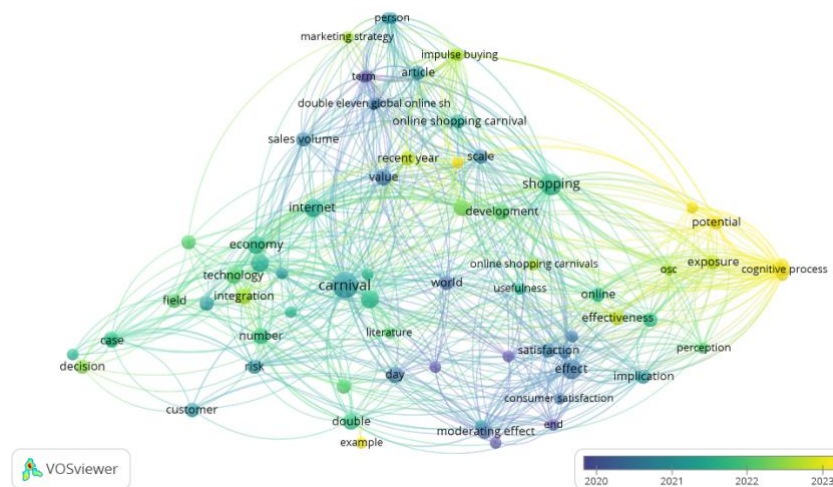


Figure 3. Bibliometric Analysis Visualization Overlay

The bibliometric visualization shown above shows a thematic network map from the research related to the 11.11 campaign, specifically focusing on the effectiveness of Chinese *e-commerce* in increasing international sales. This graph uses an *overlay visualization* approach, where colors reflect the progress of the research by year of publication, from blue (older) to yellow (newer).

From the network map, it can be seen that several dominant keywords are closely related to each other. "*Carnival*" and "*shopping*" occupy the center of the network, highlighting the main focus on the shopping experience during the 11.11 event which is designed to resemble a grand celebration. The strong relationship between "*carnival*" and words like "*effectiveness*," "*online*" and "*consumer satisfaction*" suggests that years of research have focused on how these campaigns are designed to create a satisfying and engaging shopping experience for consumers.

This visualization also provides an overview of the progress of the research:

- Early Period (2020-2021): The research focus tends to be on concepts such as "*technology*," "*internet*," and "*integration*," which show a focus on the technological infrastructure that underpins these events. It includes an analysis of how platforms like Alibaba leverage data analytics and algorithms to improve the shopping experience.
- Current Period (2022-2023): Yellow indicates newer topics such as "*cognitive process*," "*potential*," and "*exposure*". Research in recent years has begun to highlight the psychological and emotional factors that drive consumer participation, as well as the potential for campaigns to influence new markets globally.

The connection between "*marketing strategy*," "*scale*," and "*value*" shows the important role of marketing strategy in attracting consumers, both domestic and international. Elements such as discounts, festival mood creation, and *time pressure* were consistently identified as key factors in motivating impulse buying behavior during the 11.11 campaign.

Relationships between keywords such as "*Technology*," "*Integration*," and "*Online Shopping Carnivals*" shows how technology, including data analytics and recommendation systems, plays a key role in the success of this event (Wong et al., 2020). Early research has further highlighted this aspect of technology, which remains the main foundation of campaign sustainability amid global competition.

On the other hand, the relationship between "*consumer satisfaction*," "*emotional factors*," and "*social influence*" reflects increased attention to social and psychological aspects of consumer behavior. This underscores how *e-commerce* leveraged social norms and group influence to drive purchases during the 11.11 campaign.

From this analysis, it can be seen that research on the 11.11 campaign has evolved from a focus on technological infrastructure towards a more complex understanding of consumer behavior. This visualization highlights the importance of a holistic approach, which includes technological aspects, marketing strategies, as well as psychological and social factors, in supporting the success of this event as one of *the largest e-commerce* phenomena in the world. The potential for future research lies in exploring the long-term impact of this campaign on global spending habits and how Chinese *e-commerce* continues to adapt to international markets.

3.4 Network Analysis



Figure 4. Network analysis visualization of China's 11.11 e-commerce campaign

Analysis *Network* from the literature reviewed on global shopping campaigns, especially festivals "Double 11" in China, revealing significant patterns and connections in knowledge production in the areas of digital marketing and consumer behavior (Taju et al., 2022). Key findings suggest that research in this area is dominated by contributions from some leading experts, such as Zeithaml, Parasuraman, and Grewal, who have provided a solid theoretical basis for understanding the dynamics of consumer behavior in the context of shopping *Online* (Huang & Hung, 2023; Shiau et al., 2022).

In network analysis, it can be seen that collaboration clusters have emerged, especially among Chinese researchers who focus on the context of domestic *online shopping*. Research conducted by Xu et al. (2020) and Zeng et al. (2018) shows how cognitive and emotional factors influence the use of platforms during shopping festivals, creating connections between various studies that examine aspects of consumer behavior. In addition, research by Li et al. (2020) highlights the importance of an atmosphere of fairness in increasing consumer participation, which also contributes to a wider network of knowledge in this field.

Global shopping campaigns such as "Double 11" has proven to be effective in increasing product sales in the international market (Y. Zhang et al., 2024). Research shows that the platform's ability to reach shoppers from different countries through their digital ecosystem, synergies with local partners, and campaign strategies that target consumers' emotions and cognition are key factors in this success (Huang & Hung, 2023; Shiau et al., 2022; X. Zhang & Liu, 2022). For example, research by Huang (2023) identified various factors that influence consumer participation in shopping events *Online*, which includes elements such as promotions and festival atmosphere.

However, the significant increase in sales volume during this shopping event also presents challenges, especially in logistics. Spikes in demand often lead to logistical constraints, leading to delays, damage, and loss of shipments (Shuai et al., 2019; Xin et al., 2019). Research by Wei et al. (2021) shows that strong collaboration between platforms *E-commerce*, local logistics providers, and suppliers are essential to address these challenges and ensure customer satisfaction.

To address these logistical challenges, the *E-commerce* It is necessary to build strong partnerships with local logistics providers and suppliers. This collaboration can improve supply chain efficiency and improve the overall customer experience during shopping festivals (J. Li et al., 2020; T. Li et al., 2022). In addition, the integration of technology in logistics management, such as real-time tracking and predictive analytics, can also help streamline operations and reduce the likelihood of errors (Brenya et al., 2020; Rui et al., 2020).

4. DISCUSSION

This literature review shows that global shopping festivals such as "*Double 11*" in China have emerged as a phenomenon that has attracted the interest of researchers in recent years. The analysis shows that this topic has been explored from a variety of perspectives, with a primary focus on consumer behavior, marketing strategies, and logistics dynamics.

4.1 Key Findings from This Review

1. **Psychological and Emotional Factors:** Research shows that psychological and emotional factors, such as satisfaction, trust, and time pressure, play an important role in driving consumer participation in online shopping festivals. Shiau et al. (2022) suggest that a positive utilitarian experience and aesthetic element in an online shopping environment can increase consumer purchase intent. Additionally, high emotional satisfaction and trust in *e-commerce* platforms contribute to greater purchase intent (Huang, 2023).
2. **Effective Marketing Strategies:** Effective marketing strategies, such as price discounts, festival atmosphere, and content promotions, can significantly increase consumer purchase intent during these events. Research by (Sun & Xie, 2024) Shows that engaging promotions and a fun atmosphere can increase consumer engagement. In addition, an integrated and creative marketing strategy can capture the attention of consumers and encourage them to participate in shopping festivals (Yang et al., 2019).
3. **Strong Partnerships:** Strong partnerships between platforms *E-commerce*, logistics providers, and suppliers are essential to address logistics challenges and ensure a satisfactory customer experience. (JIAJIA, 2024; Yang et al., 2020) emphasizing that effective collaboration between various stakeholders in the ecosystem *E-commerce* can help address issues related to shipping and customer satisfaction. Research by Wei et al. (2021) also shows that the integration of technology in logistics management can improve efficiency and responsiveness to increased demand during shopping festivals.

4.2 Synthesis of Key Findings

Research on shopping festivals "*Double 11*" in China shows that this campaign significantly increases the sales of the product in the international market. Key findings indicate that the success of these campaigns is influenced by several factors, including the platform's ability to reach global shoppers through the digital ecosystem, synergies with local partners, and marketing strategies that target consumers' emotions and cognition (Shiau et al., 2022; X. Xu et al., 2020). In addition, the research also revealed the logistical challenges that arise due to surging demand, which often leads to delays and damage to goods (Liu et al., 2021).

4.3 Theoretical implications

The theoretical implications of this study include the development of a more comprehensive model of consumer behavior, which integrates stimulus-organism-response (S-O-R) theory and processing elaboration theory (ELM) to understand how emotional and cognitive factors influence purchasing decisions (Shiau et al., 2022). The study also highlights the importance of festival atmosphere and cultural values in influencing consumer purchase intent, which can enrich the literature on consumer behavior in the context *E-commerce* (C. Chen & Li, 2019).

4.4 Practical implications

From a practical perspective, these findings provide valuable insights for marketers and platform managers *E-commerce* in designing more effective strategies to attract consumers during the shopping festival. For example, creating a fun and interactive shopping experience can increase customer satisfaction and loyalty (J. Li et al., 2020; X. Xu et al., 2020). In addition, close collaboration with logistics providers and the application of advanced technologies in supply chain management can help address the logistics challenges that often arise during major events such as "*Double 11*" (Wei et al., 2021).

While this research provides valuable insights, some limitations must be acknowledged. Most of the existing studies focus on the Chinese context, so more research is needed to understand the

market dynamics *E-commerce* wider global. More comprehensive research can help identify differences in consumer behavior and marketing strategies in different countries, as well as the impact of different cultural and economic factors (Huang & Hung, 2023; Shiao et al., 2022).

In addition, the long-term impact of shopping campaigns such as "Double 11" Consumer behavior and the retail industry also need a more in-depth study (Tian et al., 2024). Previous research has shown that shopping festivals can affect consumption patterns and customer loyalty, but few have explored how these effects persist after the event ends (J. Zhang, 2019). For example, research by Xu et al. (2020) suggests that a better understanding of the factors that influence consumer participation can provide insight into how these behaviors may change over time.

Methodological limitations also need to be considered. Many studies use a quantitative approach, which may not fully capture the nuances of consumer behavior and their experiences during shopping festivals. Therefore, a more in-depth qualitative approach, such as interviews or case studies, can provide a richer and more comprehensive perspective on the consumer experience (Rui et al., 2020).

Future research directions could include cross-border analysis to understand how shopping festivals such as "Double 11" is accepted in various international markets. This research can help identify the most effective strategies for attracting consumers in different markets, as well as the challenges that may be faced in the local context (Liu et al., 2021). In addition, further exploration of the use of technology in logistics management and customer experience during the shopping festival can provide valuable insights to improve efficiency and customer satisfaction (Zeng et al., 2018).

4.5 Research Gaps

Although this study provides significant insights, there are still some research gaps that need to be filled. First, further studies are needed to explore the long-term impact of participation in shopping festivals on consumer behavior and brand loyalty (Tian et al., 2024). In addition, more in-depth research on the differences in consumer behavior between domestic and international markets during shopping festivals can also make an important contribution (Han & Zhang, 2023; Song & Zhao, 2019).

Second, a richer qualitative perspective can complement existing quantitative findings, by exploring in depth the consumer experience and contextual factors that influence their engagement in shopping festivals. Such research can provide more comprehensive insights into the dynamics of consumer behavior in the era of globalization. For example, Shiao et al. (2022) emphasize the importance of utilitarian and emotional experiences in encouraging consumer participation, which can be better understood through a qualitative approach.

Third, cross-country comparative studies can help identify differences in the utilization of shopping festivals and effective marketing strategies in different markets. This can provide better guidance for marketers and managers of *e-commerce* platforms to adapt to different local contexts. Research by Xu et al. (2020) shows that cognitive and emotional factors play a role in the use of the platform during shopping festivals, which may differ across different cultures and markets.

By filling in this research gap, we can gain a more holistic understanding of the role of shopping festivals in reaching global consumers in today's era of globalization. Further research could explore how new technologies, such as predictive analytics and real-time tracking, can be used to improve consumer experience and logistics efficiency during shopping festivals. However, relevant references to support this claim are not available in the given list, so we cannot associate these claims with existing references.

4.6 Future Research Directions

Future research directions may include further analysis of how cultural and social factors influence consumer behavior during shopping festivals. In addition, research that uses a network analysis approach to understand collaboration between various stakeholders in the ecosystem *E-commerce* can provide new insights into market dynamics (Teng et al., 2023; J. Zhou et al., 2022).

The research may also explore the use of new technologies, such as artificial intelligence and predictive analytics, to improve customer experience and operational efficiency during shopping festivals (Huang & Hung, 2023; Tzeng et al., 2021).

5. CONCLUSION

5.1 Summary of Key Findings

This literature review reveals that global shopping festivals such as "*Double 11*" in China have become a phenomenon that has caught the attention of researchers. Key findings from the review include:

1. **Psychological and Emotional Factors:** Satisfaction, trust, and time pressure play an important role in driving consumer participation in shopping festivals *Online*. Consumers who feel emotionally satisfied and trust the platform *E-commerce* tend to show higher buying intent (Shiau et al., 2022; X. Xu et al., 2020).
2. **Effective Marketing Strategies:** Discounted prices, an attractive festival atmosphere, and content promotion are proven to increase consumer purchase intent. These elements significantly affect consumer engagement during the event (Han & Zhang, 2023; Song & Zhao, 2019).
3. **Strong Partnerships:** Effective collaboration between platforms *E-commerce*, logistics providers, and suppliers are essential to address logistics challenges and ensure a satisfactory customer experience (J. Li et al., 2020; Wei et al., 2021).

5.2 Research Limitations

While this research provides valuable insights, there are some limitations that need to be acknowledged:

1. **Focus on the Chinese Context:** Most studies focus on the Chinese context, so understanding of market dynamics *E-commerce* Wider global is still limited (X. Xu et al., 2020).
2. **Methodological Approach:** Many Research that uses a quantitative approach, which may not fully capture the nuances of the consumer experience. A more in-depth qualitative approach is needed to understand the contextual factors that influence consumer engagement (Liu et al., 2021).

5.3 Recommendations

Based on the findings and limitations identified, some recommendations for future research are:

1. **Qualitative Approach:** Conduct qualitative research to explore consumer experiences and contextual factors that influence their engagement in shopping festivals. This research can provide a more comprehensive insight into consumer behavior in the era of globalization (Shiau et al., 2022).
2. **Cross-Country Comparative Studies:** Conduct cross-country comparative studies to identify differences in the utilization of shopping festivals and effective marketing strategies in different markets. This can help marketers and platform managers *E-commerce* to adapt to different local contexts (Huang & Hung, 2023; Song & Zhao, 2019).
3. **Technology Integration:** Further examine how new technologies, such as predictive analytics and real-time tracking, can be used to improve consumer experience and logistics efficiency during shopping festivals (J. Li et al., 2020; Wei et al., 2021). By filling in this research gap, we can gain a more holistic understanding of the role of shopping festivals in reaching global consumers in today's era of globalization.

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ANALYSIS OF THE EFFECTIVENESS OF THE 11.11 CAMPAIGN BY CHINESE E-COMMERCE IN DRIVING GLOBAL SALES

Rolando

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