

## EXPLORATORY FACTOR ANALYSIS OF SHOPEE'S CREATIVE CAMPAIGN ON THE PURCHASE INTENTION OF JAKARTA'S GEN Z

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### Abstract

#### Keywords:

Creative Campaign,  
Exploratory Factor Analysis,  
Purchase Intention,  
Shopee Super Shopping Day,  
Generation Z.

*This study examines the latent factor structure underlying Generation Z's perceptions of Shopee's Super Shopping Day 11.11 creative campaign in 2024 and its relevance to purchase intention. Despite the growing use of large-scale creative campaigns in digital commerce, limited empirical research has explored how such campaigns are perceived holistically by Generation Z audiences and how these perceptions form underlying dimensions of marketing communication. Grounded in the integrated marketing communication framework, this study conceptualizes creative campaigns as a set of communication stimuli that generate latent perceptual factors influencing purchase intention. A quantitative research design was employed using survey data collected from Generation Z respondents in Jakarta who were exposed to Shopee's 11.11 campaign. The data were analyzed using descriptive statistics and Exploratory Factor Analysis (EFA) with SPSS 26 to identify the underlying factor structure of the campaign elements. The results indicate that the data met the adequacy requirements for factor analysis, as demonstrated by satisfactory Kaiser–Meyer–Olkin and Bartlett's Test values. The EFA results reveal several distinct latent factors that represent key dimensions of Shopee's creative campaign as perceived by Generation Z. The findings suggest that Shopee's 11.11 creative campaign forms a structured set of marketing communication dimensions that are closely associated with Generation Z's purchase intention. These results provide practical implications for the development of future creative campaigns, particularly in optimizing message delivery, promotional appeal, and audience engagement strategies to enhance marketing communication effectiveness.*

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## INTRODUCTION

The rapid expansion of digital technology has fundamentally transformed consumer behavior and decision-making processes, particularly in the context of online consumption. Purchase intention is no longer driven solely by functional needs, but increasingly shaped by symbolic meanings, experiential values, and digital interactions constructed through marketing communication in online platforms. In the contemporary digital economy, consumers are continuously exposed to creative marketing stimuli that blend information, entertainment, and interactivity, reshaping how purchase intentions are formed and negotiated.

Within this evolving landscape, purchase intention has been widely conceptualized as a behavioral intention influenced by attitudinal, normative, and control-related factors. However, in digital environments, purchase intention is increasingly affected by integrated marketing communication elements such as visual storytelling, influencer endorsement, gamification, and live commerce features. Recent studies indicate that creative and emotionally engaging digital content can significantly enhance purchase intention by generating pre-purchase experiential engagement among consumers. This shift highlights the growing importance of creative campaigns as strategic communication tools in digital marketing.

Figure 1



Source: (Indonesian Internet Service Providers Association - Survey, 2025)  
(Accessed on September 24, 2025 at 11:21 a.m. WIB)

The increasing level of internet penetration in Indonesia reflects not only improved digital infrastructure but also a fundamental shift in communication behavior, where social, economic, and cultural interactions increasingly take place within digital environments. This transformation has created a new ecosystem for strategic communication practices, particularly for brands seeking to engage audiences through digital platforms and creative campaigns. As audiences become more active, selective, and participatory in processing digital messages, creative campaigns have emerged as a relevant communication approach to address these dynamics. This relevance is especially evident among Generation Z, a digital-native cohort that has grown up with technology and social media and demonstrates high responsiveness to interactive and creatively mediated marketing communication (Maslahatun et al., 2025).

Creative campaigns represent an advanced form of integrated marketing communication that combines creativity, technology, and audience participation to generate meaningful brand experiences. Rather than functioning merely as promotional

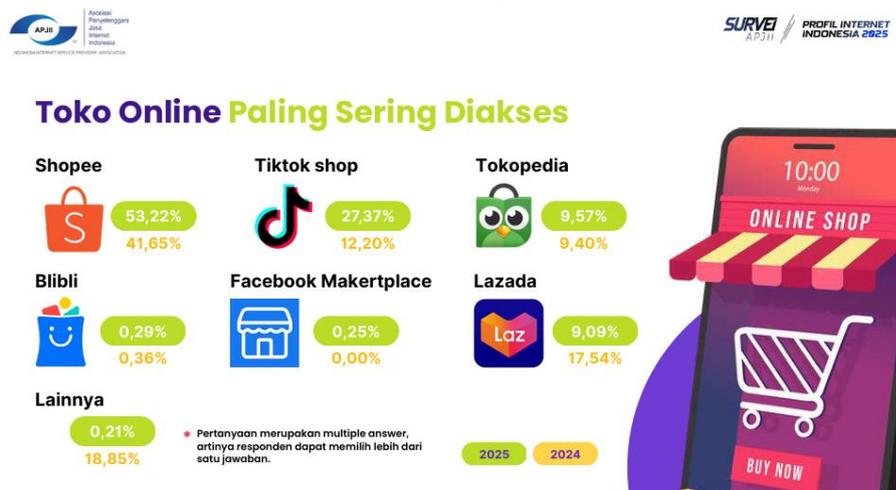
messages, creative campaigns operate as holistic communication systems that integrate narratives, interactive features, and participatory mechanisms. In digital commerce contexts, these campaigns are designed to stimulate emotional resonance and engagement, positioning consumers not only as message recipients but also as active participants in the communication process.

The relevance of creative campaigns becomes particularly salient when examining Generation Z audiences. As digital natives, Generation Z consumers exhibit high levels of digital literacy, media multitasking, and selective attention toward marketing messages. They are highly responsive to interactive and emotionally driven content, while simultaneously demonstrating skepticism toward conventional promotional approaches. This generational characteristic positions Generation Z as a critical audience segment for evaluating the effectiveness of creative campaigns in shaping purchase intention within digital marketplaces.

In Indonesia's rapidly growing digital ecosystem, e-commerce platforms have increasingly relied on large-scale creative campaigns to engage young consumers. Shopee's Super Shopping Day represents one of the most prominent examples of such campaigns, integrating entertainment content, influencer collaborations, gamification, and promotional incentives across multiple digital channels. The 11.11 Super Shopping Day campaign, in particular, has emerged as a flagship event that generates high levels of audience participation, social media engagement, and transaction volume, especially among Generation Z users.

Despite the extensive implementation of creative campaigns in digital commerce, existing studies predominantly focus on examining direct relationships between promotional variables and purchase intention. Limited attention has been given to understanding how audiences cognitively and perceptually organize the diverse elements of creative campaigns into underlying dimensions. Specifically, there remains a lack of empirical research that maps the latent factor structure of creative campaign perceptions among Generation Z audiences using exploratory quantitative approaches.

Figure 2  
Results of the Survey on the Most Frequently Accessed Online Stores



Source: (Indonesian Internet Service Providers Association - Survey, 2025)  
(Accessed on September 24, 2025, at 11:42 a.m. WIB)

Shopee has emerged as the market leader in Indonesia's e-commerce sector, with a dominant share of digital consumers, positioning the platform as a central actor

in shaping online shopping practices. Beyond its transactional function, Shopee consistently employs large-scale creative campaigns not only to stimulate sales but also to cultivate a brand image that aligns with the lifestyles and values of digital audiences. By integrating visual, narrative, and collaborative elements, these campaigns generate emotionally engaging and participatory audience experiences. This strategic use of creative campaigns reinforces the relevance of Shopee as an empirical case for examining marketing communication and digital engagement dynamics, particularly in relation to purchase intention among Generation Z consumers (Wardhana, 2024).

Addressing this gap, the present study seeks to explore the latent dimensions underlying Generation Z's perceptions of Shopee's Super Shopping Day 11.11 creative campaign and their relevance to purchase intention. By employing Exploratory Factor Analysis (EFA), this study aims to identify the underlying factor structure formed by integrated creative campaign elements as perceived by Generation Z consumers in Jakarta. Through this approach, the study contributes to marketing communication research by providing an empirical understanding of how creative campaign stimuli are structured cognitively and how these structures relate to purchase intention in a digital commerce context.

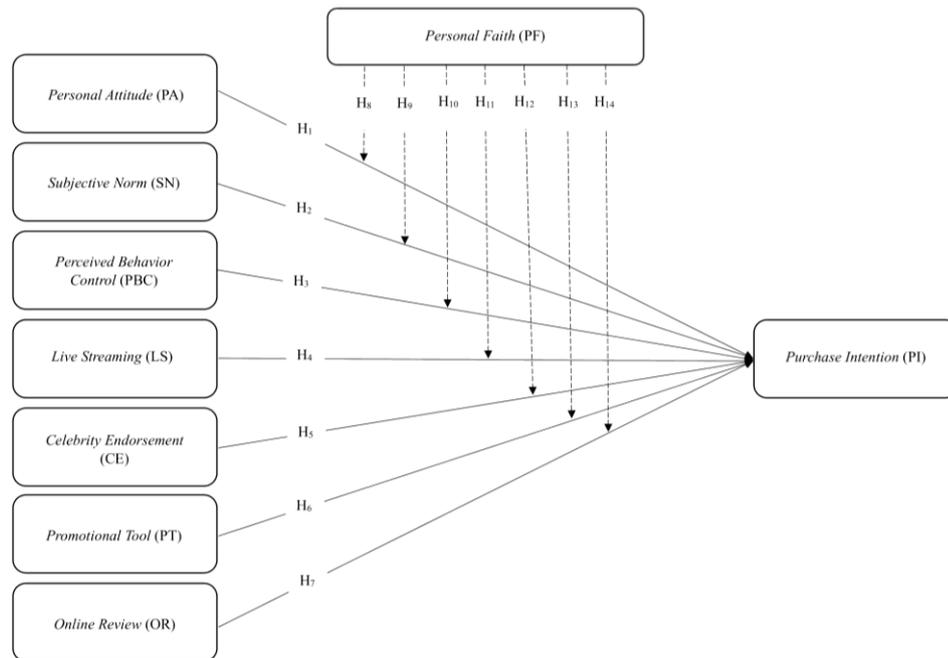
## LITERATURE REVIEW

Creative campaigns have become a central strategy within contemporary marketing communication, particularly in digital environments characterized by high audience engagement and message saturation. In contrast to conventional promotional activities, creative campaigns emphasize originality, emotional resonance, and interactive storytelling to deliver brand messages in a more immersive manner. Prior studies have conceptualized creative campaigns as integrated communication efforts that combine visual elements, narrative structures, and participatory mechanisms to enhance message effectiveness and audience involvement (Smith & Yang, 2018; Ashley & Tuten, 2015). This approach aligns with the integrated marketing communication framework, which emphasizes message consistency and synergy across multiple communication channels.

Recent research suggests that the effectiveness of creative campaigns lies in their ability to generate experiential value and emotional engagement, which play a critical role in shaping consumer responses in digital contexts. Emotional appeal, entertainment value, and perceived relevance have been identified as key attributes that enhance audience receptivity to creative marketing messages (Phelps et al., 2019). In digital commerce settings, creative campaigns not only function as persuasive tools but also as experiential stimuli that influence cognitive and affective evaluations prior to purchase decisions.

Purchase intention is widely recognized as a predictor of actual consumer behavior and reflects an individual's readiness to perform a purchase-related action. Traditional models conceptualize purchase intention as a function of attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). However, in digital environments, purchase intention is increasingly influenced by experiential and symbolic factors embedded within marketing communication. Studies in online retail contexts indicate that visual appeal, message creativity, and interactive content significantly enhance purchase intention by shaping positive brand perceptions and emotional responses (Liu et al., 2020; Kim & Ko, 2019).

Figure 3  
Purchase Intention Framework



Source: (Roy et al., 2025)

In contemporary consumer behavior research, Generation Z's purchase intention is increasingly understood as a multidimensional construct influenced by an expansion of factors beyond traditional attitudinal models. Recent studies emphasize that purchase intention among Generation Z is shaped by a combination of cognitive evaluations, emotional responses, social influence, and experiential engagement generated through digital interactions (Roy et al., 2025). These factors reflect the evolving nature of consumer decision-making in digital environments, where marketing communication stimuli are processed holistically rather than in isolation. Consequently, purchase intention is no longer viewed solely as a rational outcome of information processing, but as a dynamic response formed through integrated and experience-driven marketing communication.

The role of creative campaigns in influencing purchase intention has been examined across various digital platforms, including social media, e-commerce applications, and live streaming commerce. Empirical findings consistently demonstrate that creative and entertaining content increases consumer engagement, which in turn strengthens purchase intention through heightened emotional attachment and perceived value (Djafarova & Rushworth, 2017). Nevertheless, most existing studies employ confirmatory approaches that test predefined constructs, leaving limited understanding of how audiences cognitively structure and interpret creative campaign elements as a whole.

Generation Z has emerged as a distinctive consumer segment within digital marketing research due to their status as digital natives and their intensive use of social media and mobile technologies. Scholars describe Generation Z as highly visual-oriented, experience-driven, and selective toward marketing messages, preferring authenticity and interactive engagement over traditional advertising formats (Priporas et al., 2017). These characteristics suggest that Generation Z's perceptions of creative

campaigns may form unique patterns that differ from those of previous generations, particularly in how marketing messages are processed and evaluated.

Methodologically, exploratory approaches such as Exploratory Factor Analysis (EFA) are essential for uncovering latent structures within complex perceptual data. EFA enables researchers to identify underlying dimensions that emerge from respondents' perceptions without imposing prior theoretical constraints (Hair et al., 2019). In marketing communication research, EFA has been widely used to explore consumer perceptions of advertising creativity, brand experience, and digital engagement attributes. By applying EFA, researchers can reveal how multiple communication stimuli are cognitively organized into meaningful factors that influence consumer responses.

Building upon these theoretical and empirical insights, this study positions creative campaigns as multidimensional communication stimuli whose perceived elements form latent factors relevant to purchase intention. By employing an exploratory analytical approach, the study extends existing marketing communication literature by examining how Generation Z audiences structure their perceptions of a large-scale e-commerce creative campaign, providing a deeper understanding of the underlying dimensions that shape purchase intention in digital commerce contexts.

## RESEARCH METHOD

This study employs a quantitative research design with an exploratory orientation to investigate the latent factor structure formed by Generation Z's perceptions of Shopee's Super Shopping Day 11.11 creative campaign and its relevance to purchase intention. An exploratory approach is considered appropriate as the study does not aim to test causal relationships or predefined constructs, but rather to uncover underlying dimensions emerging from respondents' perceptual evaluations of integrated creative campaign elements. This approach allows for a more comprehensive understanding of how marketing communication stimuli are cognitively structured by digital-native audiences.

The research population consists of Generation Z consumers residing in Jakarta who have been exposed to Shopee's Super Shopping Day 11.11 campaign in 2024. Generation Z is defined in this study as individuals born between 1997 and 2012, representing a cohort characterized by high digital literacy and intensive engagement with online platforms. Data were collected using a non-probability purposive sampling technique, with selection criteria including active use of the internet, familiarity with Shopee as an e-commerce platform, and prior exposure to the 11.11 campaign. The final sample size met the recommended adequacy requirements for Exploratory Factor Analysis, ensuring stable factor extraction and interpretability.

Data collection was conducted through a structured questionnaire designed to capture respondents' perceptual assessments of the creative campaign and their purchase intention. The questionnaire items were developed based on relevant marketing communication and consumer behavior literature and adapted to the context of Shopee's 11.11 campaign. Creative campaign perception was operationalized through indicators reflecting visual attractiveness, message creativity, promotional appeal, emotional engagement, and interactive participation. Purchase intention was measured through indicators representing respondents' interest, desire, and likelihood to engage in purchasing behavior related to the campaign. All measurement items

employed a Likert-scale format to facilitate quantitative analysis of perceptual data.

Prior to hypothesis exploration, the collected data were subjected to preliminary screening to ensure completeness and suitability for analysis. Descriptive statistical analysis was first conducted to examine the distribution, central tendency, and variability of respondents' responses, providing an overview of how the creative campaign and purchase intention were perceived by Generation Z audiences. Subsequently, Exploratory Factor Analysis was applied to identify the underlying factor structure formed by the observed indicators. The suitability of the dataset for factor analysis was assessed using the Kaiser–Meyer–Olkin measure of sampling adequacy and Bartlett's Test of Sphericity. Factor extraction was performed using the principal component method with eigenvalues greater than one as the extraction criterion. To enhance interpretability, factor rotation was conducted, and factors were interpreted based on the magnitude of factor loadings and conceptual consistency among indicators within each factor.

## RESULTS AND DISCUSSION

This study explores how Generation Z perceives Shopee's Super Shopping Day 11.11 creative campaign and how these perceptions are structured in relation to purchase intention. Given the exploratory quantitative design, the results are presented and interpreted concurrently to illuminate the latent dimensions underlying respondents' evaluations of the campaign.

### Respondent profile and study context

The respondents consisted of Generation Z adults aged approximately 20 to 28 years residing in the five administrative areas of Jakarta. This age cohort represents a segment that is highly familiar with digital platforms, e-commerce environments, and social media driven promotional content. Both male and female respondents were included with a relatively balanced distribution, ensuring that the findings reflect diverse yet comparable consumption experiences within the same generational cohort. Importantly, respondents reported regular use of Shopee and prior exposure to the Super Shopping Day 11.11 campaign, indicating that their evaluations were informed by direct interaction rather than peripheral awareness. This contextual familiarity strengthens the interpretive value of the perceptual data, as the judgments captured in this study emerge from lived digital shopping experiences rather than hypothetical assessments.

### Descriptive perceptions of the creative campaign and purchase intention

Table 1

Results of Descriptive Analysis of Shopee Creative Campaign Variables (X)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The Shopee Super Shopping Day campaign was enjoyable for me.	100	3	10	7.84	1.581
The campaign content caught my attention.	100	4	10	7.82	1.459
The interactive features in the campaign are enjoyable.	100	3	10	7.84	1.631
I feel entertained when I see Shopee's promotional campaigns.	100	1	10	7.98	1.676
Shopee's campaign content makes me want to keep watching it for longer.	100	2	10	7.57	1.955

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The campaign provides sufficient information about the product/promotion.	100	3	10	8.11	1.663
The promotion mechanism is clearly explained.	100	2	10	8.23	1.638
The campaign helped me make a purchase decision.	100	2	10	8.33	1.544
The information provided meets my needs.	100	2	10	8.20	1.608
The information conveyed by the campaign was easy for me to remember after seeing it.	100	1	10	8.00	1.842
I can participate in activities such as games or quizzes in the campaign.	100	1	10	7.70	2.072
Interactive features increase my engagement with Shopee.	100	2	10	7.97	1.834
Interacting with campaign content feels easy to do.	100	4	10	8.08	1.612
I was encouraged to try the interactive features offered.	100	1	10	7.79	1.981
The interactive features in the campaign made me feel directly involved with the brand.	100	1	10	7.91	1.928
Shopee's influencers/brand ambassadors look attractive.	100	2	10	8.00	1.747
The presence of endorsers increases the credibility of the campaign.	100	2	10	8.09	1.759
I was motivated to follow the endorser's recommendation.	100	2	10	7.89	2.064
The endorser made me have a positive perception of Shopee.	100	2	10	8.03	1.828
The endorser's communication style feels compatible with my character as an audience member.	100	2	10	7.96	1.853
The promotional offer in the campaign caught my attention.	100	2	10	8.41	1.602
The promotion in the campaign encouraged me to take advantage of it.	100	3	10	8.36	1.636
The promotional information was clearly communicated and easy to understand.	100	4	10	8.43	1.479
The promotional value met my expectations.	100	3	10	8.35	1.666
The promotion in the campaign provided me with significant benefits.	100	1	10	8.13	1.674
The visuals of the campaign were appealing and suited my style.	100	3	10	8.13	1.542
The storytelling campaign was easy to understand and memorable.	100	4	10	8.14	1.477
The campaign message felt unique compared to competitors.	100	3	10	8.19	1.555
The creativity of the content increased my opinion of the brand.	100	3	10	8.25	1.623

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The campaign message was conveyed clearly even though it was packaged creatively.	100	4	10	8.32	1.550
I can easily recognize the Shopee brand in all campaign content.	100	3	10	8.32	1.588
The brand message is conveyed consistently and clearly.	100	5	10	8.25	1.431
The campaign does not confuse me between entertainment and promotional content.	100	4	10	8.21	1.597
The visual elements, colors, and style of the campaign are consistent with Shopee's identity.	100	4	10	8.36	1.425
Shopee's brand identity remains clear even though the content is packaged creatively.	100	4	10	8.38	1.384
Valid N (listwise)	100				

Source: Researcher-processed data, 2025.

Table 2

Results of Descriptive Analysis of Generation Z's Purchase Intention Variable (Y)

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I find the products in the campaign useful.	100	4	10	8.25	1.473
The promoted products seem interesting to consider.	100	4	10	8.36	1.453
I have a positive opinion of the experience offered by the campaign.	100	4	10	8.33	1.443
I feel that the products in the campaign suit my preferences and lifestyle.	100	4	10	8.13	1.495
I feel that the products offered in the campaign suit my personal preferences and needs.	100	4	10	8.27	1.462
I take recommendations from friends/family into consideration.	100	3	10	8.29	1.499
I am encouraged to buy if someone I trust recommends it.	100	3	10	8.28	1.583
I feel social support to buy during Shopee Super Shopping Day 11.11 events.	100	3	10	8.28	1.676
I consider trends on social media when deciding to buy Shopee products.	100	1	10	8.29	1.684
I tend to follow purchasing trends during Shopee events if many people around me are doing so.	100	1	10	8.06	1.710
I am able to buy promoted products.	100	1	10	8.33	1.498
The transaction process on Shopee feels easy.	100	3	10	8.70	1.411
I feel I have complete control over my purchasing decisions.	100	3	10	8.54	1.337
I feel that the purchasing process on Shopee does not require much effort.	100	3	10	8.56	1.506

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I feel that I have sufficient technical skills to shop and take advantage of promotions on Shopee.	100	3	10	8.40	1.531
Real-time information from live commerce improves my understanding.	100	3	10	8.43	1.506
Direct interaction makes me more confident in the product.	100	3	10	8.39	1.470
Product demonstrations during live streams encourage me to buy.	100	1	10	8.30	1.599
Live streaming provides additional information that I don't find in regular advertisements.	100	1	10	8.17	1.729
The seller's explanations during live streaming make the purchasing process feel easier and more convincing.	100	1	10	8.24	1.670
I trust influencers who promote products.	100	3	10	8.00	1.747
The appeal of celebrities increases my interest in buying.	100	3	10	7.96	1.786
Influencer recommendations feel relevant to my preferences.	100	2	10	7.93	1.771
The presence of celebrities makes campaigns feel more credible and convincing.	100	2	10	7.98	1.741
I feel more confident about buying when campaigns involve celebrities or influencers I already know.	100	2	10	7.95	1.672
Discounts/vouchers in campaigns make products feel more affordable.	100	2	10	8.51	1.460
Limited-time offers such as flash sales encourage me to buy.	100	1	10	8.42	1.558
Promotional messages from Shopee influence my purchasing decisions.	100	3	10	8.52	1.367
Promotional offers make me feel like I'm missing out if I don't make a purchase during the event.	100	4	10	8.43	1.430
The promotions offered by Shopee during events make me feel like I'm getting more value than on other platforms.	100	5	10	8.60	1.371
I trust reviews and ratings as the basis for my decisions.	100	4	10	8.62	1.405
Positive reviews increase my confidence to buy.	100	5	10	8.92	1.134
User review content provides the information I need.	100	5	10	8.78	1.244
I rely on user reviews to reduce my hesitation before buying.	100	3	10	8.73	1.427
Reviews from users who have similar needs to mine greatly influence my purchasing decisions.	100	5	10	8.67	1.334



Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
I believe Shopee is safe and credible.	100	5	10	8.61	1.294
I feel that transactions on Shopee are risk-free.	100	4	10	8.44	1.431
I am confident that the products I buy will match their descriptions.	100	3	10	8.44	1.500
I believe Shopee will resolve any transaction issues that may arise.	100	4	10	8.51	1.382
I am confident that Shopee always provides transaction protection if there are problems with an order.	100	5	10	8.62	1.362
Valid N (listwise)	100				

Source: Researcher-processed data, 2025.

The descriptive analysis reveals that Generation Z respondents generally evaluated the Shopee 11.11 creative campaign positively across multiple dimensions. Mean scores for creative campaign items were consistently high, indicating that the campaign was perceived as engaging, informative, and relevant. Elements related to clarity of promotional information and the attractiveness of offers received particularly strong evaluations, suggesting that respondents valued campaigns that reduce cognitive effort while simultaneously emphasizing economic benefits. This finding underscores the importance of message clarity and promotional transparency in digital campaign effectiveness, especially for audiences accustomed to rapid information processing.

Although interactive features such as games, quizzes, and extended viewing duration received slightly lower mean scores relative to other items, these evaluations remained within a positive range. This pattern suggests that while interactivity is appreciated, its effectiveness may depend on how seamlessly it aligns with respondents' shopping goals rather than on novelty alone. For Generation Z, entertainment appears to function as a supportive rather than dominant mechanism in shaping campaign appeal.

Similarly, purchase intention indicators exhibited uniformly high mean values, reflecting a strong inclination to consider purchasing products promoted during the 11.11 event. Items related to user reviews, platform trust, and perceived transactional security were particularly salient. Respondents expressed high confidence in peer-generated reviews and ratings, as well as in Shopee's ability to ensure safe and reliable transactions. The relatively low dispersion of responses across purchase intention items indicates a shared evaluative orientation among respondents, suggesting that social proof and platform credibility are collectively recognized as central determinants of buying intention within this cohort.

Taken together, the descriptive results point to a consumption logic in which creative appeal, promotional value, and trust-based cues operate jointly to support purchase intention, rather than functioning as isolated influences.

## Data adequacy and factorability

Table 3

Results of KMO and Bartlett's Test Analysis of Data Suitability for Exploratory Factor Analysis (EFA)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.862
Bartlett's Test of Sphericity	Approx. Chi-Square	11255.207
	df	2775
	Sig.	.000

Source: Researcher-processed data, 2025.

Prior to factor extraction, the data demonstrated strong adequacy for exploratory factor analysis. The Kaiser Meyer Olkin measure indicated a high level of sampling adequacy, while Bartlett's Test of Sphericity confirmed the presence of substantial correlations among items. These results suggest that respondents' evaluations of campaign elements and purchase intention are not randomly distributed but instead reflect underlying latent structures. Substantively, this supports the assumption that Generation Z's perceptions of creative campaigns are organized around coherent experiential and cognitive dimensions rather than fragmented judgments.

## Factor extraction and explained variance

Table 4

Results of Total Variance Explained Analysis in Exploratory Factor Analysis (EFA)

Component	Total Variance Explained								
	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	46.240	61.653	61.653	46.240	61.653	61.653	14.283	19.044	19.044
2	3.473	4.630	66.283	3.473	4.630	66.283	9.636	12.849	31.893
3	3.073	4.098	70.381	3.073	4.098	70.381	9.519	12.692	44.585
4	2.240	2.987	73.368	2.240	2.987	73.368	9.507	12.676	57.261
5	1.816	2.422	75.790	1.816	2.422	75.790	6.783	9.044	66.306
6	1.501	2.002	77.792	1.501	2.002	77.792	6.275	8.367	74.673
7	1.462	1.949	79.741	1.462	1.949	79.741	2.914	3.886	78.558
8	1.260	1.680	81.421	1.260	1.680	81.421	2.147	2.863	81.421
9	.944	1.259	82.680						
10	.905	1.207	83.887						
11	.829	1.105	84.992						
12	.773	1.031	86.023						
13	.687	.916	86.939						
14	.646	.861	87.800						
15	.590	.787	88.587						
16	.586	.781	89.368						
17	.523	.697	90.065						
18	.507	.676	90.741						
19	.428	.571	91.311						
20	.420	.560	91.871						
21	.393	.523	92.395						
22	.361	.482	92.876						
23	.349	.465	93.341						
24	.314	.419	93.760						
25	.305	.407	94.167						
26	.287	.382	94.550						
27	.268	.357	94.907						
28	.245	.326	95.233						
29	.234	.311	95.545						
30	.228	.304	95.848						
31	.213	.285	96.133						

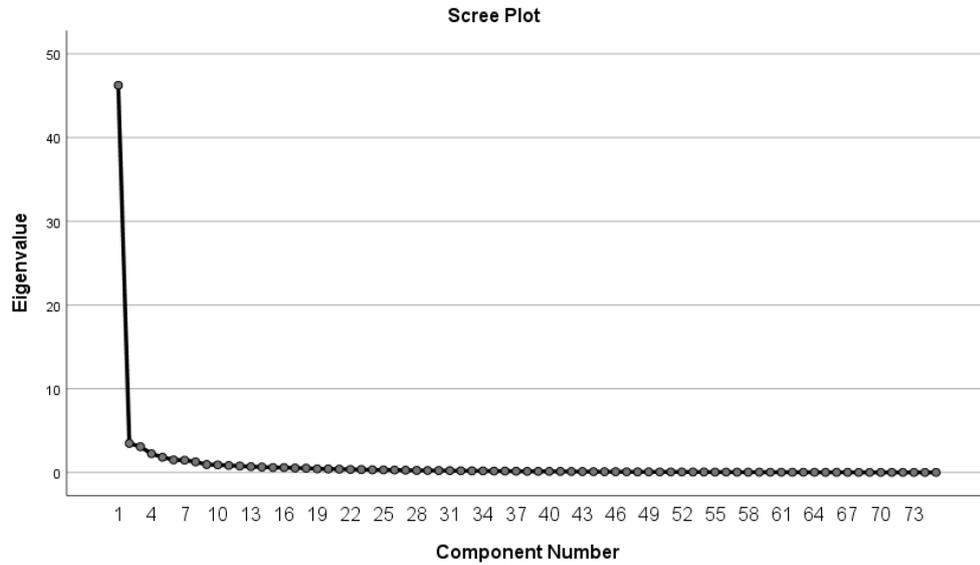
Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
32	.198	.264	96.397						
33	.190	.253	96.650						
34	.184	.245	96.895						
35	.169	.225	97.120						
36	.164	.219	97.339						
37	.148	.197	97.537						
38	.135	.180	97.716						
39	.131	.175	97.891						
40	.125	.167	98.058						
41	.121	.162	98.220						
42	.107	.142	98.362						
43	.100	.134	98.495						
44	.091	.122	98.617						
45	.085	.113	98.730						
46	.083	.110	98.840						
47	.074	.098	98.939						
48	.070	.093	99.032						
49	.067	.089	99.121						
50	.061	.082	99.203						
51	.059	.078	99.281						
52	.055	.073	99.355						
53	.051	.069	99.423						
54	.047	.063	99.486						
55	.044	.058	99.544						
56	.040	.053	99.597						
57	.034	.045	99.642						
58	.033	.043	99.686						
59	.030	.040	99.725						
60	.026	.035	99.760						
61	.025	.033	99.793						
62	.020	.027	99.820						
63	.020	.026	99.846						
64	.018	.025	99.871						
65	.016	.022	99.892						
66	.015	.020	99.912						
67	.013	.018	99.930						
68	.012	.016	99.946						
69	.009	.013	99.958						
70	.008	.011	99.969						
71	.008	.010	99.979						
72	.007	.009	99.989						
73	.004	.005	99.994						
74	.003	.004	99.998						
75	.002	.002	100.000						

Extraction Method: Principal Component Analysis.

Source: Researcher-processed data, 2025.



Graphic 1  
Scree Plot Analysis Results of Exploratory Factor Analysis (EFA)



Source: Researcher-processed data, 2025.

Table 5  
Results of Rotated Component Matrix Exploratory Factor Analysis (EFA)

Rotated Component Matrix <sup>a</sup>								
	Component							
	1	2	3	4	5	6	7	8
The interactive features in the campaign are fun.	.771							
The interactive features increase my engagement with Shopee.	.768							
The interactive features in the campaign make me feel directly involved with the brand.	.760							
The Shopee Super Shopping Day campaign is fun for me.	.732							
I am encouraged to try the interactive features offered.	.714							
The campaign content catches my attention.	.712							
I can participate in activities such as games or quizzes in the campaign.	.707							
Interacting with the campaign content is easy to do.	.675							
The campaign provides sufficient information about products/promotions.	.668							
I feel entertained when I see Shopee's campaign promotions.	.668							
I can easily recognize the Shopee brand in all campaign content.	.643							
Shopee's campaign content makes me want to view it for longer periods of time.	.624							
The information conveyed by the campaign is easy for me to remember after viewing it.	.612							
The information provided suits my needs.	.575							

Rotated Component Matrix <sup>a</sup>								
	Component							
	1	2	3	4	5	6	7	8
The campaign does not confuse me between entertainment content and promotions.	.566							
Shopee's influencers/brand ambassadors are appealing.	.557					.530		
The campaign message feels unique compared to competitors.	.547							
I am encouraged to follow the endorser's recommendations.	.545							
The promotion mechanism is clearly explained.	.539							
The brand message is conveyed consistently and clearly.	.509							
The visual elements, colors, and style of the campaign are consistent with Shopee's identity.								
The creativity of the content increases my assessment of the brand.								
The campaign message is conveyed clearly even though it is packaged creatively.								
Reviews from users who have similar needs to mine greatly influence my interest in purchasing.		.784						
I rely on user reviews to reduce my hesitation before buying.		.781						
Positive reviews increase my confidence to buy.		.765						
User review content provides the information I need.		.757						
I am confident that the product I buy will match the description.		.580						
Promotional messages from Shopee influence my purchasing decisions.		.571						
I believe Shopee will resolve any transaction issues that may arise.		.571						
I trust reviews and ratings as a basis for my decisions.		.566						
I believe Shopee is safe and credible.		.557						
I am confident that Shopee always provides transaction protection if there are problems with an order.		.552						
I feel that transactions on Shopee are risk-free.		.545						
Discounts/vouchers in campaigns make products feel more affordable.								
The promotions offered by Shopee during events make me feel like I'm getting more value than on other platforms. The promotions offered by Shopee during events make me feel like I'm getting more value than on other platforms.								
I am able to purchase the promoted products.			.668					
The transaction process on Shopee feels easy.			.667					
I feel that the purchasing process on Shopee does not require much effort.			.651					



Rotated Component Matrix <sup>a</sup>								
	Component							
	1	2	3	4	5	6	7	8
Real-time information from live commerce improves my understanding.			.630					
I feel I have complete control over my purchasing decisions.			.628					
I tend to follow purchasing trends during Shopee events if many people around me are doing the same.			.622					
I consider trends on social media when deciding to buy Shopee products.			.608					
Direct interaction makes me more confident about the product.			.584					
Promotional offers in campaigns attract my attention.			.559					
Promotions in campaigns provide significant benefits for me.			.546					
I consider recommendations from friends/family.			.536					
I am motivated to buy if someone I trust recommends it.			.514					
I feel I have sufficient technical skills to shop and take advantage of promotions on Shopee.								
I feel social support to buy during Shopee Super Shopping Day 11.11 events.								
Influencer recommendations feel relevant to my preferences.				.877				
The presence of celebrities makes campaigns feel more credible and convincing.				.841				
The appeal of celebrities increases my interest in buying.				.837				
I feel more confident buying when campaigns involve celebrities or influencers I already know.				.778				
I trust influencers who promote products.				.777				
Product demonstrations during live streams encourage me to buy.				.596				
The promoted products look attractive to consider.					.711			
Shopee's brand identity remains clear even though the content is creatively packaged.					.638			
I rate the experience offered by the campaign positively.					.616			
The campaign helps me make purchasing decisions.					.586			
I feel that the products offered in the campaign align with my personal preferences and needs.					.560			
I feel that the products in the campaign align with my preferences and lifestyle.					.548			
The products in the campaign are considered beneficial to me.					.524			
The campaign's storytelling is easy to understand and memorable.								
The endorser gave me a positive perception of Shopee.						.605		

Rotated Component Matrix <sup>a</sup>								
	Component							
	1	2	3	4	5	6	7	8
The promotional value met my expectations.						.584		
The endorser's communication style suited my personality as an audience member.						.578		
The endorser's presence increased the credibility of the campaign.	.501					.578		
The campaign visuals were attractive and suited my style.						.569		
The promotions in the campaign encourage me to take advantage of them.						.505		
The promotional information is conveyed clearly and is easy to understand.								
The promotional offers make me feel like I'm missing out if I don't make a purchase during the event.							.585	
Limited-time offers such as flash sales encourage me to buy.							.547	
The seller's explanations during the live stream make the purchasing process feel easier and more convincing.								.545
The live stream provides additional information that I don't find in regular advertisements.								

Sumber: Data Olahan Peneliti, 2025.

The exploratory factor analysis yielded an eight-factor solution that explained a substantial proportion of the total variance. The sharp decline in eigenvalues up to the eighth component and the leveling-off pattern thereafter supported the retention of these factors. The high cumulative variance explained indicates that the extracted factors capture the dominant perceptual dimensions shaping respondents' evaluations of the Shopee 11.11 campaign and their purchase intention. From a communication perspective, this result suggests that Generation Z's responses to large-scale e-commerce campaigns are multidimensional but structured, integrating experiential, informational, and social elements into a relatively stable perceptual framework.

#### Interpretation of factor structure

The first and most dominant factor reflects *interactive and entertaining engagement*, characterized by items related to enjoyment, participation, attention, and involvement with campaign features. This factor highlights the centrality of experiential engagement in digital campaigns, particularly for Generation Z, who tend to value participatory and immersive brand interactions. The prominence of this factor suggests that creative campaigns function not merely as persuasive messages but as experiential environments that invite active audience involvement.

The second factor centers on *social validation and user-generated credibility*, encompassing trust in reviews, reliance on ratings, and perceived relevance of other users' experiences. This structure underscores the importance of peer-based information in shaping purchase intention, aligning with prior research on electronic word-of-mouth and social proof in digital commerce. For Generation Z, credibility appears to be constructed horizontally through fellow consumers rather than vertically through institutional authority alone.

The third factor represents *perceived behavioral control and transactional ease*,

including affordability, ease of transaction, and perceived effortlessness of the purchasing process. This dimension reflects pragmatic considerations that enable intention to translate into action. Its emergence as a distinct factor suggests that even in highly creative campaigns, functional usability remains a necessary condition for purchase intention.

The fourth factor is defined by *endorser and influencer credibility*, capturing perceptions of relevance, attractiveness, and trustworthiness of celebrities or influencers involved in the campaign. The strength of this factor indicates that endorsers continue to play a meaningful role in shaping attitudes, particularly when they are perceived as authentic and aligned with the audience's preferences. However, the fact that this factor is distinct rather than dominant suggests that endorsement effectiveness is contingent upon integration with other campaign elements rather than serving as a standalone driver.

The fifth factor reflects *product-campaign fit and experiential relevance*, emphasizing perceptions of product usefulness, personal relevance, and positive campaign experience. This factor highlights the importance of aligning promotional narratives with the lifestyle and needs of the target audience, reinforcing the role of relevance as a mediating construct between creative execution and behavioral intention.

The remaining factors capture *promotional urgency, brand consistency, and live commerce facilitation*, each contributing incrementally to the overall perceptual structure. The presence of a live commerce-related factor indicates that real-time interaction and seller explanations enhance confidence and reduce uncertainty, extending traditional promotional communication into interactive, dialogic formats. Meanwhile, brand consistency across creative executions reinforces recognition and trust, supporting integrated marketing communication principles.

### **Theoretical and practical implications**

Collectively, the factor structure suggests that Generation Z's purchase intention is shaped by a layered combination of experiential engagement, social credibility, functional ease, and integrated promotional cues. The findings extend prior research by demonstrating that creative campaign effectiveness in e-commerce contexts is not driven by a single dominant element but by the orchestration of multiple, interrelated dimensions. From an integrated marketing communication perspective, the results emphasize the importance of coherence between entertainment, information, social influence, and transactional facilitation.

Because this study adopts an exploratory approach, the findings should be interpreted as indicative patterns rather than confirmatory relationships. Nevertheless, the extracted factors provide empirical insight into how creative campaigns are cognitively and affectively organized by Generation Z audiences, offering a foundation for subsequent theory testing and model development.

In summary, the results reveal that Generation Z perceives Shopee's Super Shopping Day 11.11 campaign through a multifaceted perceptual structure encompassing interactive enjoyment, social credibility, perceived control, endorser influence, and experiential relevance. These dimensions collectively illuminate how creative campaign elements are translated into purchase intention within a digital commerce setting. Theoretically, the findings reinforce the view of creative campaigns as integrated meaning systems rather than isolated message components, contributing to a more nuanced understanding of digital marketing communication effectiveness among

Generation Z consumers.

## CONCLUSION

This study explored Generation Z's perceptions of Shopee's Super Shopping Day 11.11 creative campaign using an exploratory quantitative approach. The findings demonstrate that the campaign is not perceived as a single persuasive message but as a multidimensional communication experience composed of interrelated experiential, social, functional, and promotional elements. Through Exploratory Factor Analysis, eight latent factors were identified that collectively shape purchase intention, highlighting the complexity of how digital campaign stimuli are interpreted by Generation Z consumers.

The results indicate that interactive and entertaining campaign features play a central role in attracting attention and sustaining engagement, while social credibility derived from user reviews and peer influence provides reassurance in the decision-making process. Perceived ease of transaction and platform reliability further enable purchase intention by reducing uncertainty and effort. Endorser appeal, promotional urgency, brand clarity, and live commerce features function as complementary dimensions that strengthen campaign effectiveness when integrated coherently. These findings underscore the importance of viewing creative campaigns as integrated communication systems rather than isolated tactical executions.

As an exploratory study, the findings offer empirically grounded insights into the latent structure of creative campaign perceptions among Generation Z, providing a foundation for future confirmatory research. The study contributes to the marketing communication literature by illustrating how creative, technological, and social cues converge to shape purchase intention in an e-commerce campaign context, particularly within large-scale promotional events such as Super Shopping Day 11.11.

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