



CONSUMER VIEW ON THE AXIS OF DIDEROT EFFECT AND UNPLANNED PURCHASE DİDEROT ETKİSİ VE PLANSIZ SATIN ALMA DAVRANIŞLARI EKSENİNDE TÜKETİCİYE BAKIŞ

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Abstract

People's shopping habits are changing day by day. Consumers' point of view towards the product has turned into an emotional quality rather than a material quality. Emotional consumers pay attention that their products are compatible with each other. This situation triggers the Diderot Effect in consumers. With this feeling, the consumer displays a continuous buying behavior. It directs the consumer, acting with the domino effect logic, to unplanned purchases. When consumers buy an initial product, they start to think that they also need other products with the logic of induction. In order to finalize this situation, they tend to buy complementary products. This instinctive desire for integrity is described as the Diderot Effect. The aim of the study is to examine the Diderot Impact Levels and Unplanned Buying trends of the consumers. The research data were obtained through a survey applied on social media. In the analysis of the data, descriptive statistics, percentage and frequency, ANOVA and Chi-Square analysis were used. The reliability of the scales used in the study was tested with the Cronbach Alpha method, and the scales were found to be "High Reliability". As a result of the analysis, it was determined that there was a relationship between the unplanned purchasing behavior of the consumers and the Diderot effect levels and that the consumers purchased other products that were complementary to the products they purchased, therefore they were under the influence of Diderot.

Keywords: Diderot Effect, Unplanned Purchase Behavior, Starter Products, Complementary Products.

Öz

İnsanların alışveriş alışkanlıkları her geçen gün değişim göstermektedir. Tüketicilerin ürüne bakış açıları maddi nitelikten çok duygusal niteliğe dönüşmüştür. Duygusal boyutta hareket eden tüketiciler ürünlerinin birbiri ile uyumlu olmasına dikkat etmektedirler. Bu durum tüketicilerde Diderot Etkisini tetiklemektedir. Bu duygu ile tüketici sürekli satın alma davranışı sergilemektedir. Domino etkisi mantığı ile hareket eden tüketiciyi plansız satın almaya yönlendirmektedir. Tüketiciler başlangıç bir ürünü satın aldıklarında tümevarım mantığıyla diğer ürünlere de ihtiyacının olduğunu düşünmeye başlamaktadır. Bu durumu sonuçlandırmak için de tamamlayıcı ürünler satın almaya yönelmektedir. Bu içgüdüsel bütünlük arzusu Diderot Etkisi olarak tanımlanmaktadır. Çalışmanın amacı, tüketicilerin Diderot Etki Düzeyleri ve Plansız Satın Alma eğilimlerini incelemektir. Araştırma verileri sosyal medyada uygulanan anket ile elde edilmiştir. Verilerin analizinde, tanımlayıcı istatistiklerden yüzde ve frekans, ANOVA ve Ki-Kare analizlerinden faydalanılmıştır. Araştırmada kullanılan ölçeklerin güvenilirlikleri Cronbach Alfa yöntemiyle test edilmiş olup, ölçekler "Yüksek Güvenilirlik" çıkmıştır. Analizler sonucunda tüketicilerin plansız satın alma davranışı ile Diderot etki düzeyleri arasında ilişki bulunduğu ve tüketicilerin satın aldıkları ürünleri tamamlayıcı nitelikte diğer ürünleri de plansız bir şekilde satın aldıklarını dolayısıyla Diderot etkisinde kaldıkları belirlenmiştir.

Anahtar Kelimeler: Diderot Etkisi, Plansız Satın Alma Davranışı, Başlangıç Ürünleri, Tamamlayıcı Ürünler.

GENİŞLETİLMİŞ ÖZET

Çalışmanın Amacı

Çalışmanın amacı, tüketicilerin Diderot Etki Düzeyleri ve Plansız Satın Alma eğilimlerini incelemektir.

Araştırma Soruları

Tüketicilerin demografik özellikleri ve alışveriş alışkanlıkları ile Diderot etki düzeyleri ve plansız satın alma davranışları arasında ilişki var mıdır?

Literatür Araştırması

Stern (1962) yılında yapmış olduğu çalışmada, dört tür Plansız satın alma davranışını kategorizelendirmiş ve tanımlamıştır. Rook (1987) yılında yapmış olduğu çalışmada, plansız satın alma davranışının tüketicinin içinden gelen bir dürtüsel teşvik ile gerçekleştiğini açıklamıştır. Beatty ve Ferrell (1998) yılında yapmış oldukları çalışmada, plansız satın alma davranışının aniden ortaya çıkan bir durum olduğunu açıklamıştır. Davis ve Gregory (2003) yılında yapmış oldukları çalışmalarında, dürtüsel alım ile diderot arasında bağlantılar kurmaya çalışmışlardır. Tüketicilerin istedikleri yaşam tarzlarının bütüncül olmayan satın alma davranışı sergilemelerinde ve yeni bir Diderot bütünlüğü meydana getirmelerinde etkili olup olmadığını incelemişlerdir. Öztürk (2010) yılında yapmış olduğu çalışmada, plansız ve duyguların ön planda olduğu, anlık satın alma ve satın alma bağımlılığı davranışlarını incelemiştir. Kara (2011) yılında yapmış olduğu çalışmasında, mağaza atmosferinin içgüdüsel satın almaya etkisini araştırmıştır. Kuzudişli (2012) yılında yapmış olduğu çalışmasında, tüketici de plansız satın almaya neden olan dürtüleri incelemiştir. Mohan vd. (2013) yılında yapmış oldukları çalışmada, mağaza ortamının dürtüsel satın alma davranışı üzerindeki etkisini incelemişlerdir. Okutan vd. (2013) tarafından yapılan araştırmada, plansız, kompulsif ve hedonik satın alma davranışları arasındaki ilişkiyi incelemişlerdir. Bayramoğlu vd. (2019) tarafından yapılan araştırmada, e-atmosferin plansız satın alma davranışı ve alışveriş keyfi üzerindeki etkilerini incelemişlerdir. Tokmak (2019) yılında yapmış olduğu çalışmasında, tüketimde diderot etkisi ve zeigarnik etkisini kavramsal olarak incelemiştir. Yapılmış olan literatür taramasında diderot etki düzeyinin literatürde çok fazla ve Zeigarnik Etkisinden bağımsız olarak araştırılmadığı ve plansız satın alma düzeyi ile ilişkisine değinilmediği görülmektedir. Bu çalışma tüketicilerin demografik özelliklerine ve alışveriş alışkanlıklarına bağlı olarak diderot etki düzeyi ve plansız satın alma düzeyleri incelenmesi açısından özgün bir değer taşımaktadır.

Yöntem

Çalışma verileri anket tekniği kullanılarak elde edilmiştir. Anket, 4 bölüm ve 24 sorudan oluşmaktadır. Anketin birinci bölümünde katılımcıların demografik özelliklerini belirlemeye yönelik çoktan seçmeli 5 soru, ikinci bölümünde katılımcıların alışveriş alışkanlıklarını belirlemeye yönelik çoktan seçmeli 3 soru, üçüncü bölümde katılımcıların Diderot Etki düzeylerini belirlemeye yönelik “Kesinlikle Katılmıyorum” ve “Kesinlikle Katılıyorum” arasında değişen 5’li Likert Ölçeği’ne göre

belirlenmiş 9 ifade bulunmaktadır. Dördüncü bölümde katılımcıların Plansız Satın Alma düzeylerini belirlemeye yönelik “Kesinlikle Katılmıyorum” ve “Kesinlikle Katılıyorum” arasında değişen 5’li Likert Ölçeği’ne göre belirlenmiş 8 ifade bulunmaktadır. İfadelerin belirlenmesinde Rook ve Fisher (1995) yılındaki çalışmasından yararlanılmıştır. Anket verilerinin ana kütleyi temsil kabiliyetini belirlemek üzere ölçeğin güvenilirliği Cronbah Alpha ile ölçülmüş olup %76 olarak belirlenmiştir. Bu durum ölçeğin güvenilirliğinin yüksek olduğunu ifade etmektedir. Çalışma verilerinin analizinde tanımlayıcı istatistiklerden yüzde ve frekans, ANOVA ve Ki-Kare yöntemlerinden yararlanılmıştır.

Sonuç ve Değerlendirme

Çalışmada tüketicilerin plansız satın alma davranışı ile diderot etki düzeyleri arasında ilişki bulunduğu görülmektedir. Bu doğrultuda tüketicilerin satın aldıkları ürünleri tamamlayıcı nitelikte diğer ürünleri de plansız bir şekilde satın aldıklarını dolayısıyla diderot etkisinde kaldıklarını söylemek mümkündür. Vitrin düzenlemelerinde yapılan kombinlemeler, kasa yanı ürün yerleştirmeleri veya online alışverişlerde tüketicilerin karşısına çıkan tamamlayıcı ürünler tüketicilerin dikkatini çekerek satın alma kararlarını pozitif yönde etkileyebilmektedir. Ürünlerin fiziksel ve online yerleşim yerlerinin dikkatli bir şekilde tasarlanması satışların ve özellikle de çapraz ürün satışlarının artışına sebep olabilmektedir. Çalışmada tüketicilerin diderot etkisinde kalarak en çok tercih ettikleri giyim ürünlerinin sırasıyla ayakkabı, çanta ve saat olduğu görülmektedir. Bu sonuç doğrultusunda tüketicilerin bu ürünleri satın alma düşünceleri olmamasına rağmen satın aldıkları diğer ürünlerle uyum göstermesi tüketicileri bu ürünleri plansız bir şekilde satın almaya yönlendirmektedir. Mağaza tasarımcılarının ve yöneticilerinin tüketicilerin bu tür davranışlarını doğru bir şekilde gözlemlemesi ve mağaza düzenlemelerinde uyumlu ürünleri birbirine yakın bir şekilde yerleştirmelerinin plansız satın alma davranışıyla sonuçlanabileceği söylenebilir. Ayrıca online satışların gerçekleştiği sitelerde de doğru ürün yerleştirmeleri sayesinde tüketicilerin tek bir ürün almak yerine birden fazla ürünü satın aldığı görülmektedir. Online alışveriş sitelerinde “bu ürünü alanlar şu ürünlere de baktı” ya da “bu ürünü satın alanlar şu ürünleri de satın aldı” şeklinde verilen diderot etkisi taşıyan ürünlerin tüketicilerin dikkatini çekebileceği ve diğer ürünleri de satın alabilecekleri söylenebilir. Çalışmada genel olarak tüketicilerin diderot etki düzeyleri ve plansız satın alma davranışları genel olarak ele alınmıştır. Daha sonra gerçekleştirilecek olan benzer çalışmalar sektörel ve pazar bölümleri bazında ele alınarak incelenebilir. Yine kuşaklar bazında, A ve B kişilik tipleri gruplandırılarak ve farklı ürün kategorileri seçilerek incelenebilir.

1. INTRODUCTION

Consumption is a phenomenon that has existed since the existence of humanity. The attitude of the consumption phenomenon to the demands and needs of individuals has not changed, and what has changed has been the motives and factors that trigger human needs. There are cases where production is dominant from time to time and consumption is dominant from time to time. However, today, it is seen that consumption habits are based on desire, not necessity.

In the stage before industrialization and capitalist system multiplied their action on social life, individuals engaged by establishing their social connections in the process of "natural harmony". In this sense, economic activity continued as an element in the social life cycle. In the process of this concept of economic activities, individuals produced as much as they needed, did not present any value-for-money labor, and assumed no fear of benefit margins. But the important transformative power of industrial capitalism has brought about intense differentiation in social life. After this phase, the impact of the economy on the social life cycle has increasingly continued. Work, surplus product, production, capital increase and profit maximization take the lead. Handicap has been tried to be created in the movements that will make the existence and future of this economic concept difficult. Those who do not act as ordered by the concept, such as not working and loafing, are closed to institutions such as prisons, hospitals, detention centers and schools; observed, checked and normalized. Therefore, in the industrial society, which is expressed as a production society, individuals are taken under control based on work and production. However, in the social phase after the 20th century, working and production left their places to spending and consumption (Şentürk, 2008).

The consumption culture and the fact of need have now become different and evolved from material meaning to symbolic meanings. The consumption of individuals is not according to Maslow's hierarchy of needs as explained in the past. In the postmodern period in which life style, dignity and identities are at the forefront, meeting the needs does not take place in a certain order, apart from what Maslow stated. In many cases, self-realization and dignity needs, which are the last parts of the pyramid, override the physical needs that should be the first according to the theory. It can be stated that Maslow's pyramid is turned inside out in today's consumer society (Şahin, 2015).

Consumption is thought to have a central role in reaching pleasure and finding the meaning of life in today's society. Consumption has become a form of communication that people use to form their life concepts and identify their identities. At the same time, with consumption practices, people have come to reflect their position, enjoyment, social group and identity. Consumption has arisen from merely the finishing of commodities, after which there is also the finishing of meta-signs, meanings, symbols. It is more important to fulfill the desires that the product promises to the individual. Now consumption is at the forefront socially and culturally rather than economically (Şahin, 2015).

Veblen, who brought the "Conspicuous Consumption", one of the changing consumption patterns with the postmodern period, into the literature, first included this in his book "The Theory of the Leisure Class", which was published in 1899 for the first time. Veblen argued that consumption was carried out with the aim of showing off, and expressed the connection between society and economy through class stratifications. In this context, Veblen expressed conspicuous consumption as shopping for the purpose of showing off through the aristocratic class and other classes trying to resemble this class (Güllülü et al., 2010).

Besides psychological factors such as appreciation to others, the need to prove to others and the need to show others that they are wealthier, economic reasons can be shown that have an important function within the community's method of values as the reasons for the concept of conspicuous consumption; The fascinating modern world with its bright and colorful appearance has enchanted the human being by offering unique opportunities and has made him believe that he has an endless show-off environment (Hız, 2011).

Today, when we move from the traditional to the consumption society where modern consumption patterns are used; it is observed that hedonic consumption increases gradually in the purchasing decision phase of the consumer (Cohen, Pham and Andrade, 2008). In this sense, the attitudes of consumers in the purchasing decision process are such that, instead of making rational purchasing decisions, the make purchasing decisions under the influence of external or internal factors and items (Hung and Muchopadhyay, 2012). When the concept of product in our age is examined; it could be seen that it turns into hedonic vehicles as it passes through the production phase and enters the consumption environment. When examined in this respect, the concept of hedonic consumption is formed not by a material warning of consumer desires, but by their sensual experiences (Can, 2016).

Within the framework of changing consumption patterns, the consumer starts to display different consumption attitudes as they no longer buy the products, they have purchased in terms of their usage values. For example, the consumer buys a shoe not only for its usefulness value but also for its symbolic and ostentatious value. When this is the case, although the consumer does not buy the new shoe for his functional needs and because he bought it because of his symbolic and ostentatious need, he also needs to buy a belt that complements the shoe. The process in the shopping cycle, in other words the consumption process, does not end with the belt that the consumer bought on his shoes. This is because the bag that the consumer is currently using is not compatible with the shoes and the belt. Like a domino effect, a new shoe requires a new belt and a new bag combination. This is explained by the "Diderot Effect" (Tokmak, 2019).

The aim of the study is to examine the Diderot Effect Levels and Unplanned Buying trends of the consumers. In line with this purpose, after the literature review related to the concept, the concepts of Diderot Effect and Unplanned Purchase Behavior were explained theoretically and then the results of

the survey results applied to consumers and the findings obtained from the survey results were included in the study.

2. THE DIDEROT EFFECT

One of the typical phenomena of the modern era, which one calls "homo economicus", is undoubtedly that consumer culture has surrounded every part of life. Contemporary economics, which bases its base on the fact that "resources are limited and needs are unlimited", has also become the basis of a capitalist economic cycle that feeds itself with the fact of continuous and more consumption. This capitalist cycle, which continues its life with constant profit, has to produce more and more continuously and ensure that the products it produces are finished. Continuing the search for new markets in the colonial era, this capitalist cycle began to use "softer" equipment especially from the second half of the 20th century. The media, which is at the top of these "soft" equipment, has enabled the formation of a consumer world alone today. There is a world in which there are people who are not consuming, but living for consuming. (Bourse, 2012).

The consumption culture, which comes to life with attractive promises such as difference, independence, and innovation, turns almost all people into a subordinate situation in our age. All wishes of a person who desires to be independent find answers in the world of consumption that he is actually addicted to. Consuming is in the list of main needs such as breathing, sleeping and feeding. As a person takes the act of consumption, he integrates with his environment, becomes happy as he consumes, and differentiates as he consumes. Consumption culture presents the individual with every form he wants to be, every identity, with his endless possibilities (Yılmaz, 2013).

In today's market platform, consumers who want to buy a certain product are faced with different prices, brands and product variety. Consumers make the purchasing decision by evaluating the options in this wide range of products in the direction of their own needs, values, expectations and habits. In other words, the purchasing process is under the influence of factors that differ according to the personal evaluations of the consumers. While purchasing these products at different levels of need, consumers' shopping preferences of different qualities also have an effect on their purchasing attitude. Some consumer groups act in a planned manner by thinking on the basis of needs while purchasing any product, and some consumers generally have an instinctive buying behavior in an unplanned way. While some consumers, regardless of the product, cannot prevent themselves from shopping by making shopping a passion, other consumer groups experience a great hedonic feeling during and after the shopping phase, turning this stage into a high-level satisfaction experience (Erkmen and Yüksel, 2008).

Diderot takes its name from Denis Diderot, one of the Enlightenment philosophers. As Diderot (1769) explained in his article "Regrets of Parting with My Old Dressing Gown", he was given a red dressing gown gift. After wearing the gift, Diderot realized that none of the items in his study room were

compatible with this outfit, and that the items remained shabby next to this outfit. To eliminate this incongruity, Diderot first started with renewing the work table, then continued the change with other items. As a result, the study room was completely renovated and became compatible with the new dressing room. On the other hand, Diderot complained about this situation and stated the following in his article, originally titled 'Regrets on Parting with My Old Dressing Gown': "While I was mere master of my old dressing gown, I became a slave to the new one." (As cited from Diderot (1759) Tokmak, 2019).

McCracken expressed this concept as the "Diderot Effect" in his study, based on the fact that this situation, which started with a gift, changes by triggering other items. Diderot effect is defined it as a force that encourages the individual to achieve a cultural consistency in completing consumer goods. McCracken suggests that it is the catalyst for the consumer to convert the starting product to the formation of a product supplement or to the Diderot integrity (Davis and Gregory, 2003). In short, the "Diderot Effect" is a concept used to motivate you to buy other new items for every new item we buy (Yüksel, 2019).

With the Gestalt theory, one of the psychology theories, the situation that the consumer enters to renew his belongings in order to gain access to Diderot's integrity can be explained with this psychology. The word gestalt describes the general view of something larger than the sum of its parts, taken from the German word "form" (Bigman, 2014). The foundation of this approach was laid in the early 20th century, and researchers such as Max Wertheimer, Wolfgang Köhler and Kurt Kofka have revealed studies that form the basis of gestalt psychology (Yelmen, 2019). Gestalt theory is based on the idea that "the whole is more meaningful than the parts that make it up". In short, perception is not only related to the trigger, but also to the conditions surrounding that trigger (Büyüktürkoğlu, 2007).

3. UNPLANNED PURCHASE

Unplanned purchasing concept has been the subject of studies conducted within the scope of consumer behavior since 1950s. (Akbay and Ergin, 2011). However, unplanned behavior, which was found in the psychology literature before the marketing literature, started to be found in the marketing and sociology literature due to the behavioral dimension (Torlak and Tiltay, 2010). Some of the definitions made in the literature regarding this concept are as follows:

Stern defines unplanned purchasing behavior as the situation that the consumer realizes without prior planning because they buy when they go shopping (Stern, 1962). In another definition, it has been expressed as an experience that emerges as a result of immediate decision making, far from selective and careful attitude (Rook, 1987). As another one, unplanned purchasing is defined as a sudden occurrence (Beatty and Ferrell, 1998).

The features of unplanned purchasing behavior can be listed as follows (Kuzudişli, 2012):

- It is an unplanned move;
- It starts with an impulse in the consumer;
- The purchasing decision phase is made while shopping;
- The negative consequences that will occur as a result of this decision are not considered at that time.

3.1. Types of Unplanned Purchase

Unplanned purchasing types are generally examined under four headings. These will be explained below respectively (Çorumlu, 2019):

3.1.1. Pure Unplanned Purchase

It is the unplanned purchase behavior that occurs with the enthusiasm of the consumer towards a product or brand that he has just seen and the resulting sense of enthusiasm.

3.1.2. Recalling Unplanned Purchase

It is the case that the shopping list that has been prepared is forgotten and the purchase is not realized, and the purchase is made when it is remembered later by an advertisement or information.

3.1.3. Recommended Unplanned Purchase

It is the situation when the consumer sees a product for the first time and buys the product instantly by visualizing that he/she needs the product at that moment, although he / she does not have any previous knowledge about the product he/she has seen.

3.1.4. Unplanned Purchases Brought by Planned Shopping

It is the situation of going shopping by planning ahead like buying a product and getting an interest in the discount, attractiveness, promotion, offer of another brand.

4. LITERATURE REVIEW ON DIDEROT EFFECT AND UNPLANNED PURCHASE STUDIES

Stern (1962) categorized and defined four types of Unplanned Purchasing behavior in his study. These are recalling, suggestion, previously planned and unplanned. As a result, he states that consumers with planned purchasing behavior behave more rationally, but consumers who have unplanned purchasing behavior behave more impulsively. In addition, he explains in his study that some factors related to the product trigger the unplanned purchasing behavior of the consumer.

Rook (1987) explained in his study that unplanned purchasing behavior occurs with an impulsive incentive from within the consumer. Beatty and Ferrell (1998) explained in their study that unplanned purchasing behavior is a sudden occurrence.

Davis and Gregory (2003) tried to establish connections between impulsive reception and diderot in their study. They investigated whether the lifestyles that consumers want are effective in exhibiting non-holistic purchasing behavior and creating a new Diderot integrity. In this context, as a result of the interview technique with 19 female participants and the content analysis made as a result of the answers given to the participants, they focused on the reasons that push the consumers to buy unplanned. According to this, cognitive reasons such as adrenaline, satiety, the hedonistic feeling of obtaining the product instantly, the individual's sense of self-reward, and the search for a different identity encourage unplanned purchases. In addition, it was found that the individual formed Diderot integrities for the search for identity and the discovery of different identity.

Öztürk (2010) examined in his study the behaviors of instantaneous purchasing and purchasing addiction, which are unplanned and where emotions are at the forefront. According to the results of the survey conducted with 363 people, status consumption tendency in the clothing group does not affect instant and dependent purchasing tendencies; hedonic consumption tendency has been found to affect the two types of purchasing that are emphasized in the research. In addition, instant purchasing tendency is an important parameter affecting the dependent purchasing tendency.

Kara (2011) investigated the effect of store atmosphere on instinctive purchasing in his study. According to the results of the survey conducted with 551 consumers, the important store atmosphere items instinctively provided at the point of purchase are as follows: The presentation of the products in the store, the attitude of the sales staff, the shop window, the point of purchase promotions, the location of the store, the colors used in the store, the smell of the store, the music played in the store. While consumers are in instinctive buying behavior, they use more with credit cards. Instinctive shopping was seen more in need-based shopping outs.

In the study of Kuzudişli (2012), the consumer also examined the impulses that cause unplanned purchasing. In addition, in the study, the reasons for shopping and why they shop were investigated. The survey was conducted in two retail stores named IKEA and Koçtaş. As a result, it is among the findings of the study that as the time the consumers spend in the store increases, their unplanned purchases also increase.

Mohan et al. (2013) examined the effect of the store environment on impulsive purchasing behavior. According to the results of the survey conducted with 733 participants; the store atmosphere affects unplanned purchasing behavior through positive interaction and motivation. In addition, it was another result of the study that enjoying shopping also affects unplanned purchasing behavior.

Okutan et al. (2013) examined the relationship between unplanned, compulsive and hedonic purchasing behaviors. According to the results of the survey conducted with 360 people, meaningful results were obtained.

Bayramođlu et al. (2019) examined the effects of e-atmosphere on unplanned purchasing behavior and shopping pleasure. According to the results of the survey conducted with 234 people; “The effect of E-Atmosphere on unplanned purchasing, the effect of E-Atmosphere on shopping pleasure, the effect of shopping pleasure on unscheduled purchasing, the mediating effect of shopping pleasure on the effect of e-atmosphere on unplanned purchasing are supported according to the research analysis.

Tokmak (2019) examined conceptually the diderot effect and the zeigarnik effect in consumption. One of the results obtained as a result of the literature analysis made was determined as that the products purchased due to the symbolic values and discrete products can be effective in creating new Diderot integrities.

As a result of the literature review, no studies were found to determine the relationship between the diderot effect level of consumers and unplanned purchasing behavior. Therefore, in this study, it is aimed to determine the diderot effect level and unplanned purchasing levels depending on the demographic characteristics and shopping habits of the consumers in order to fill this gap in the literature and to make suggestions to researchers and marketing managers.

5. METHOD

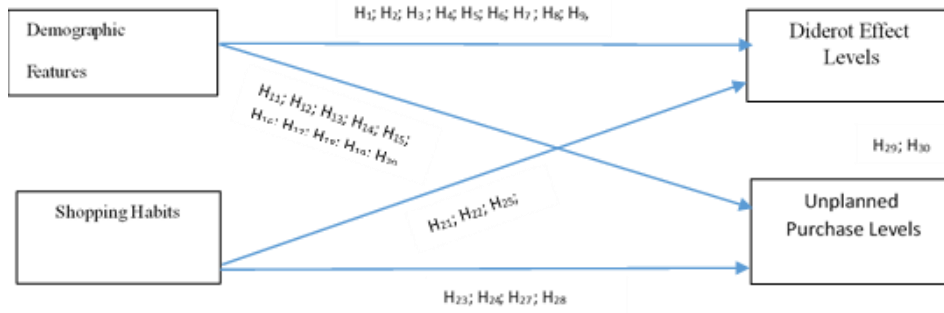
The aim of the study is to examine the Diderot Impact Levels and Unplanned Buying trends of the consumers. The basic assumption of the study is that there is a relationship between the demographic characteristics and shopping habits of the consumers and Diderot influence levels and unplanned purchasing behavior. In addition, our study assumes that consumers may display different Diderot effect levels and unplanned purchasing behaviors depending on their different demographic characteristics and shopping trends. Consumers aged 18 and over constitute the main population of the study. The sample size of the study was determined as 384 by using the estimation method by using the proportions, taking into account the possibility of incorrect questionnaires, 500 people were surveyed, and 408 valid surveys were included in the analysis.

Study data were obtained using questionnaire technique. The questionnaire consists of 4 parts and 24 questions. In the first part of the questionnaire, there were 5 multiple-choice questions to determine the demographic characteristics of the participants, 3 multiple-choice questions to determine the shopping habits of the participants in the second part, and 9 expressions determined according to 5-point Likert Scale ranging from "Strongly Disagree" and "Strongly Agree" to determine the participants' Diderot effect level in the third part. In the fourth part, there are 8 expressions determined according to the 5-point Likert Scale ranging from "Strongly Disagree" and "Strongly Agree" to determine participants' Unplanned Purchase levels. In determining the expressions, the study of Rook and Fisher (1995) was used. In order to determine the ability of the survey data to represent the main population,

the reliability of the scale was measured with Cronbah Alpha and was determined as 76%. This situation indicates that the reliability of the scale is high.

In the analysis of the study data, descriptive statistics, percentage and frequency, ANOVA and Chi-Square analysis were used. The research model developed within the scope of the study is as follows:

Figure 1. Research Model on the Relationships Between Diderot Effect Levels and Unplanned Purchase Levels According to the Demographic Characteristics and Shopping Habits of Consumers



According to Figure 1, although the demographic characteristics and shopping habits of consumers determine Diderot Effect Levels and Unplanned Purchase Levels, they also lead to different Diderot Effect Levels and Unplanned Purchase Levels. The hypotheses developed within the scope of the research model are as follows:

- H₁: There is a relationship between consumers' gender and diderot effect levels.
- H₂: There is a relationship between consumers' ages and diderot effect levels.
- H₃: There is a relationship between consumers' education levels and diderot effect levels.
- H₄: There is a relationship between consumers' income levels and diderot effect levels.
- H₅: There is a relationship between consumers' occupations and diderot effect levels.
- H₆: There is a difference according to consumers' gender with diderot effect levels.
- H₇: There is a difference according to consumers' age with diderot effect levels.
- H₈: There is a difference according to consumers' educational levels with diderot effect levels.
- H₉: There is a difference according to consumers' income levels with diderot effect levels.
- H₁₀: There is a difference according to consumers' occupations with diderot effect levels.
- H₁₁: There is a relationship between consumers' gender and unplanned purchasing levels.
- H₁₂: There is a relationship between consumers' age and unplanned purchasing levels.

H₁₃: There is a relationship between consumers' educational levels and unplanned purchasing levels.

H₁₄: There is a relationship between consumers' income levels and unplanned purchasing levels.

H₁₅: There is a relationship between consumers' occupations and unplanned purchasing levels.

H₁₆: There is a difference according to consumers' gender with unplanned purchasing levels.

H₁₇: There is a difference according to consumers' age with unplanned purchasing levels.

H₁₈: There is a difference according to consumers' educational levels with unplanned purchasing levels.

H₁₉: There is a difference according to consumers' income levels with unplanned purchasing levels.

H₂₀: There is a difference according to consumers' occupations with unplanned purchasing levels.

H₂₁: There is a relationship between consumers' payment methods and diderot effect levels.

H₂₂: There is a difference according to consumers' payment methods with diderot effect levels.

H₂₃: There is a relationship between consumers' payment method and unplanned purchasing levels.

H₂₄: There is a difference according to consumers' income levels with unplanned purchasing levels.

H₂₅: There is a relationship between consumers' shopping places and diderot effect levels.

H₂₆: There is a difference according to consumers' shopping places with diderot effect levels.

H₂₇: There is a relationship between consumers' shopping places and unplanned purchasing levels.

H₂₈: There is a difference according to consumers' shopping places and unplanned purchasing levels.

H₂₉: There is a relationship between consumers' diderot effect levels and unplanned purchasing levels.

H₃₀ There is a difference according to consumers' diderot effect levels with unplanned purchasing levels.

5.1. Data Analysis and Findings

The data obtained using the questionnaire technique in the study were analyzed using the SPSS 22.0 program. Percentage and frequency methods from descriptive statistics, ANOVA and Chi-Square were used as analysis techniques. Below is a detailed analysis and comments on the study data.

Data on the demographic characteristics of the participants are summarized in the table below:

Table 1. Demographic Characteristics of Participants

Gender	n	%	Educational Level	n	%
Female	228	55,9	Primary Education	9	2,2
Male	180	44,1	High School	34	8,3
Total	408	100,0	Associate Degree	58	14,2
Yaş	n	%	Licence	276	67,6
18-25	277	67,9	Postgraduate	31	7,6
26-35	72	17,6	Total	408	100,0
36-45	41	10,0	Level of Income	n	%
46+	18	4,4	Less than 1500 TL	196	48,0
Total	408	100,0	1500-2999 TL	109	26,7
Your Job	n	%	3000-4499TL	44	10,8
Civil Servant	68	16,7	4500-5999TL	39	9,6
Private Sector Employee	33	8,1	6000+TL	20	4,9
Student	261	64,0	Total	408	100,0
I'm unemployed	19	4,7			
Other	27	6,6			
Total	408	100,0			

When the data of Table 1 is examined, 56% of the participants are female, 44% are male consumers, 97.8% are at least high school graduates, 68% are in the 18-25 age group, 64% are students. and 73% of them have an income of more than 1500 TL. Below is the data on the shopping habits of the participants:

Data on the shopping habits of the participants are summarized in the table below:

Table 2. Shopping Habits of Participants

Which complementary product do you buy the most?	n	%	What is your favorite place for clothing shopping?	n	%
Bag	57	14,0	Shopping Mall	151	37,0
Shoe	163	40,0	Street Shops	158	38,7
Arch	8	2,0	Online Stores	88	21,6
Wallet	3	0,7	Social Media Boutiques	11	2,7
Tasbih	2	0,5	Total	480	100,0
Watch	37	9,1	Which payment method do you prefer most for your clothing purchases?	n	%
Formative	16	3,9	Cash	197	48,3
Scarf/Shawl	52	12,7	Cash Payment in Installments	3	0,7
Kerchief	1	0,2	Pay by Credit Card	84	20,6
Other	69	16,9	Payment by Credit Card in Installments	26	6,4
Total	408	100,0	Pay by Bank Card	98	24,0
			Total	480	100,0

Examining the data of Table 2, it is seen that 48% of the participants prefer the cash payment method for their shopping, while 39% prefer street shops, 37% shopping malls and 24% virtual media

as shopping places. When the complementary product preferences of the participants are examined, it is seen that the first three places are shoes with 40%, bags with 14% and scarf / shawls with 13%. Participants' level of participation in statements aimed at determining Diderot Impact Levels are summarized in the table below:

Table 3. Diderot Levels of Participants

Diderot Level Statements	1 n/%	2 n/%	3 n/%	4 n/%	5 n/%
DDRT1	72/17,6	79/19,4	88/21,6	109/26,7	60/14,7
DDRT2	48/11,8	53/13,0	52/12,7	145/35,5	110/27,0
DDRT3	42/10,3	64/15,7	68/16,7	160/39,2	74/18,1
DDRT4	51/12,5	57/14,0	72/17,6	155/38,0	73/17,9
DDRT5	44/10,8	52/12,7	62/15,2	150/36,8	100/24,5
DDRT6	51/12,5	98/24,0	92/22,5	109/26,7	58/14,2
DDRT7	44/10,8	62/15,2	56/13,7	144/35,3	102/25,0
DDRT8	57/14,0	81/19,9	103/25,2	100/24,5	67/16,4
DDRT9	102/25,0	104/25,5	79/19,4	76/18,6	47/11,5

1: I strongly disagree; 2nd: I disagree; 3: I am indecisive; 4: I agree; 5: I totally agree

When the data of Table 3, which includes the expressions determining the Diderot Impact Levels of the participants, was examined, it could be seen that the responses "I agree" and "I totally agree" were given by 63% of the participants to the statement "Harmonious clothing is important in my choice", 61% of them to the statement "I pay attention to harmony between accessories such as bags, shoes, jewelry, glasses, watches I use in my clothes, etc. ", 60% of them to the statement "I pay attention that my items in my home - coffee table, table, chair, wall color, floor color, table, carpet, lamp, sockets. , wallpaper, etc. are compatible with my items such as living room set, dining room set, bedroom set or kitchen seating group". In this case, it can be said that more than half of the participants showed the Diderot Effect in their purchasing behavior. Levels of agreement for the statements towards determining the unplanned purchasing behavior levels of the participants are summarized in the table below:

Table 4. Unplanned Purchase Behavior Levels of Participants

Unplanned Purchase Level Statements	1 n/%	2 n/%	3 n/%	4 n/%	5 n/%
UNPLANNED 1	100/24,5	126/30,9	93/22,8	61/15,0	28/6,9
UNPLANNED 2	70/17,2	117/28,7	99/24,3	84/20,6	38/9,3
UNPLANNED 3	87/21,3	144/35,3	76/18,6	66/16,2	35/8,6
UNPLANNED 4	114/27,9	119/29,2	70/17,2	67/16,4	38/9,3
UNPLANNED 5	97/23,8	125/30,6	68/16,7	82/20,1	36/8,8
UNPLANNED 6	62/15,2	86/21,1	81/19,9	126/30,9	53/13,0
UNPLANNED 7	57/14,0	63/15,4	81/19,9	130/31,9	77/18,9
UNPLANNED 8	72/17,6	97/23,8	89/21,8	100/24,5	50/12,3

When the data of Table 4, which includes statements determining the Unplanned Purchase Levels of the participants, was examined, it could be seen that the responses "I agree" and " I totally agree" were given by 51% of the participants for the statement "I plan most of my purchases carefully", 44% of the participants for the statement "When shopping for clothing, I buy things according to how I feel at that moment to make a combination." 37% of them to the statement "Sometimes I don't care a little about what I buy while shopping for clothing ". In this case, it can be stated that almost half of the

participants display unplanned purchasing behavior. However, according to the table data, it can be said that more than half of the participants did not engage in unplanned purchasing behavior.

Table 5. Diderot and Unplanned Purchase Behavior Data by Demographic Characteristics of Participants

DIDEROT AVERAGE	X ²	Df	p		A.O	S.S.	F	p																																																																																																																																																																																																																											
Gender	59,534	36	0,008	Female	3,4571	0,82217	35,088	0,000																																																																																																																																																																																																																											
				Male	2,9506	0,90047			UNPLANNED AVERAGE	X ²	Df	p		A.O	S.S.	F	p	Gender	37,823	30	0,154	Female	2,8454	0,80810	5,054	0,025	Male	2,6618	0,83270	DIDEROT AVERAGE	X ²	Df	p		A.O.	S.S.	F	p	Age	117,495	108	0,250	18-25	3,1817	0,91037	3,154	0,025	26-35	3,5077	0,81026	36-45	3,2195	0,79212	45+	2,9691	0,98559	UNPLANNED AVERAGE	X ²	Df	p		A.O.	S.S.	F	p	Age	116,441	90	0,032	18-25	2,8357	0,80461	3,077	0,27	26-35	2,7049	0,86991	36-45	2,4451	0,75159	45+	2,6319	0,92601	DIDEROT AVERAGE	X ²	Df	p		A.O.	S.S.	F	p	EDUCATION	160,938	144	0,159	Primary Education	3,0000	0,92296	1,431	0,223	High School	3,2647	0,88847	Associate Degree	3,4655	0,86904	Licence	3,1812	0,90248	Postgraduate	3,3011	0,81559	UNPLANNED AVERAGE	X ²	Df	p		A.O.	S.S.	F	p	EDUCATION	163,828	120	0,005	Primary Education	2,6667	0,53033	1,294	0,272	High School	2,8382	0,92346	Associate Degree	2,9720	0,92215	Licence	2,7264	0,79766	Postgraduate	2,6613	0,78342	DIDEROT AVERAGE	X ²	Df	p		A.O.	S.S.	F	p	Income	160,995	144	0,158	1499 TL	3,2341	0,84981	4,273	0,002	1500-2999TL	2,9949	0,87677	3000-4499TL	3,4091	1,01716	4500-5999TL	3,5499	0,84387	6000TL+	3,5278	0,91189	UNPLANNED AVERAGE	X ²	Df	p		A.O.	S.S.	F	P	Income	197,579	120	0,000	1499 TL	2,8036	0,75808	0,966	0,426	1500-2999TL	2,7328	0,81782	3000-4499TL	2,7926	0,952233	4500-5999TL	2,5513	0,86542	6000TL+	2,9063	1,06056	DIDEROT AVERAGE	X ²	Df	p		A.O.	S.S.	F	p	Occupation	201,943	144	0,001	Civil Servant	3,4526	0,86201	3,183	0,014	Private Sector Employee	3,5253	0,80136	Student	3,1213	0,91697
UNPLANNED AVERAGE	X ²	Df	p		A.O	S.S.	F	p																																																																																																																																																																																																																											
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				I'm unemployed	3,3860	0,68730		
				Other	3,3045	0,80866		
UNPLANNED AVERAGE	X ²	Df	p		A.O.	S.S.	F	P
Occupation	168,277	120	0,002	Civil Servant	2,5588	0,83963	1,424	0,225
				Private Sector Employee	2,7803	0,98674		
				Student	2,8199	0,80855		
				I'm unemployed	2,6776	0,68884		
				Other	2,7870	0,75941		

When the data of Table 5 is examined, it is determined that there was a relationship between the genders of the participants and the diderot effect levels, there was a difference between the diderot effect levels according to the gender of the participants, and when the average data were examined, women (3.4571) had higher levels of diderot compared to men (2.9506). In this sense, H₁ and H₆ were accepted at the significance level of p < 0.05. It can be said that there is no relationship between the gender of the participants and the level of unplanned purchasing, but there is a difference between the unplanned purchasing levels of the participants according to their gender, and when the average data are examined, women (2.8454) have higher levels of unplanned purchasing behavior compared to men (2.6618). Accordingly, while the H₁₁ hypothesis was rejected at a significance level of p < 0.05, the H₁₆ hypothesis was accepted. It can be said that there is no relationship between the age of the participants and the diderot effect levels, but there is a difference between the diderot effect levels according to their ages, and the participants in the 26-35 age group have higher levels of diderot effect than other age groups. In this case, while the H₂ hypothesis was rejected at the significance level of p < 0.05, the H₇ hypothesis was accepted. It has been determined that there is a relationship between the ages of the participants and the level of unplanned purchases, but there is no difference between the unplanned purchases according to their ages. In this case, while the H₁₂ hypothesis was accepted at a significance level of p < 0.05, the H₁₇ hypothesis was rejected. It was determined that there was no relationship between the education levels of the participants and the diderot effect levels, and there was no difference between the diderot effect levels according to their education levels. In this case, H₃ and H₈ hypotheses were rejected at the significance level of p < 0.05. It was determined that there is a relationship between the education levels of the participants and the level of unplanned purchases, but there is no difference between the levels of unplanned purchases according to their education levels. In this case, while H₁₃ hypothesis was accepted at a significance level of p < 0.05, H₁₈ was rejected. It was determined that there was no relationship between the income levels of the participants and the diderot effect levels, but there was a difference in the diderot effect levels according to their income levels. When the average data are examined, it can be said that consumers with income levels of 4500-5999 TL (3.5499) and more than 6000 (3.5278) have higher diderot effect levels than those with other income levels. In this case, while H₄ was rejected at the significance level of p < 0.05, H₉ was accepted. It has been determined that there is a relationship between the income levels of the participants and the level of unplanned purchases, while there is no difference between the levels of unplanned purchases according to their income levels. In this case, H₁₄

was accepted at the significance level of $p < 0.05$, but H_{19} was rejected. It was determined that there is a relationship between the professions of the participants and the diderot effect levels, and there is also a difference between the diderot effect levels according to their professions. When the average data are examined, it can be said that private sector employees (0.5253) have a higher level of diderot effect than other occupational groups and those who do not work. Accordingly, H_5 and H_{10} hypotheses were accepted at the significance level of $p < 0.05$. It has been determined that there is a relationship between the occupations of the participants and the level of unplanned purchases, but there is no difference between the levels of unplanned purchases according to their occupations. Accordingly, while H_{15} was accepted at the significance level of $p < 0.05$, H_{20} was rejected.

Table 6. Diderot and Unplanned Purchase Behavior Data According to the Shopping Habits of the Participants

DIDEROT AVERAGE	X ²	Df	p		A.O.	S.S.	F	p
Payment Method	131,104	144	0,772	Cash	3,2882	0,88290	2,925	0,021
				Cash Payment in Installments	3,2593	0,57018		
				Credit Card	3,3624	0,80975		
				Credit Card in Installments	3,3803	0,85961		
				Bank Card	2,9739	0,95738		
UNPLANNED AVERAGE	X ²	Df	p		A.O.	S.S.	F	P
Payment Method	144,351	120	0,064	Cash	2,8388	0,81893	1,424	0,225
				Cash Payment in Installments	2,6250	0,37500		
				Credit Card	2,7411	0,84173		
				Credit Card in Installments	2,4567	0,80850		
				Bank Card	2,7207	0,81876		
DIDEROT AVERAGE	X ²	Df	p		A.O.	S.S.	F	p
Shopping Environment	135,360	108	0,038	Shopping Mall	3,3532	0,92998	1,451	0,227
				Street Shops	3,1575	0,81863		
				Online Stores	3,1679	0,97011		
				Social Media Boutiques	3,2121	0,64109		
UNPLANNED AVERAGE	X ²	Df	p		A.O.	S.S.	F	P
Shopping Environment	93,884	90	0,369	Shopping Mall	2,8560	0,88197	1,283	0,280
				Street Shops	2,6756	0,73404		
				Online Stores	2,7557	0,89316		
				Social Media Boutiques	2,8523	0,49629		
DIDEROT AVERAGE	X ²	Df	p	Correlation Coefficient	F	p		
UNPLANNED AVERAGE	1853,821	1080	0,000	0,905	7,137	0,000		

When the data of Table 6 is examined, it is determined that there was no relationship between the payment method used by the participants in their shopping and the diderot effect levels, but there was a difference between the diderot effect levels according to the payment methods. When the average

data is examined, it can be said that the participants who make payments by having their credit card in installments (3,3803) have a higher level of diderot effect than the participants who use other payment methods. Accordingly, while H₂₁ was rejected at the significance level of $p < 0.05$, H₂₂ was accepted. It has been determined that there is no relationship between the payment methods used by the participants in their purchases and the level of unplanned purchases, and there is also no difference between the unplanned purchasing levels according to the payment methods. Accordingly, H₂₃ and H₂₄ were rejected at the significance level of $p < 0.05$. It was determined that there was a relationship between the shopping environments of the participants and the diderot effect levels, but there was no difference between the diderot effect levels according to the preferred shopping environment. Accordingly, while H₂₅ was accepted at the significance level of $p < 0.05$, H₂₆ was rejected. It has been determined that there is no relationship between the shopping environments preferred by the participants and their unplanned purchasing levels, and there is also no difference between the unplanned purchasing levels according to the shopping environments they prefer. In this case, H₂₇ and H₂₈ were rejected at the significance level of $p < 0.05$. In addition, it was determined that there was both a relationship and a difference between the diderot effect levels of the participants and their unplanned purchase at the $p < 0.05$ significance level. Accordingly, H₂₉ and H₃₀ were accepted. Therefore, it can be stated that there is a strong relationship between the diderot effect levels of the consumers participating in the research and their unplanned purchasing behavior (0.905) and that the consumers have different unplanned purchasing behaviors according to their diderot effect levels.

Table 7. Hypothesis Acceptance /Rejection Table

The Hypotheses of the Study	Acceptance/Rejection
H ₁ : There is a relationship between consumers' gender and diderot effect levels.	Acceptance
H ₂ : There is a relationship between consumers' ages and diderot effect levels.	Rejection
H ₃ : There is a relationship between consumers' education levels and diderot effect levels.	Rejection
H ₄ : There is a relationship between consumers' income levels and diderot effect levels.	Rejection
H ₅ : There is a relationship between consumers' occupations and diderot effect levels.	Acceptance
H ₆ : There is a difference according to consumers' gender with diderot effect levels.	Acceptance
H ₇ : There is a difference according to consumers' age with diderot effect levels.	Acceptance
H ₈ : There is a difference according to consumers' educational levels with diderot effect levels.	Rejection
H ₉ : There is a difference according to consumers' income levels with diderot effect levels.	Acceptance
H ₁₀ : There is a difference according to consumers' occupations with diderot effect levels.	Acceptance
H ₁₁ : There is a relationship between consumers' gender and unplanned purchasing levels.	Rejection
H ₁₂ : There is a relationship between consumers' age and unplanned purchasing levels.	Acceptance
H ₁₃ : There is a relationship between consumers' educational levels and unplanned purchasing levels.	Acceptance
H ₁₄ : There is a relationship between consumers' income levels and unplanned purchasing levels.	Acceptance
H ₁₅ : There is a relationship between consumers' occupations and unplanned purchasing levels.	Acceptance
H ₁₆ : There is a difference according to consumers' gender with unplanned purchasing levels.	Acceptance
H ₁₇ : There is a difference according to consumers' age with unplanned purchasing levels.	Rejection
H ₁₈ : There is a difference according to consumers' educational levels with unplanned purchasing levels.	Rejection
H ₁₉ : There is a difference according to consumers' income levels with unplanned purchasing levels.	Rejection
H ₂₀ : There is a difference according to consumers' occupations with unplanned purchasing levels.	Rejection

H ₂₁ : There is a relationship between consumers' payment methods and diderot effect levels.	Rejection
H ₂₂ : There is a difference according to consumers' payment methods with diderot effect levels.	Acceptance
H ₂₃ : There is a relationship between consumers' payment method and unplanned purchasing levels.	Rejection
H ₂₄ : There is a difference according to consumers' income levels with unplanned purchasing levels.	Rejection
H ₂₅ : There is a relationship between consumers' shopping places and diderot effect levels.	Acceptance
H ₂₆ : There is a difference according to consumers' shopping places with diderot effect levels.	Rejection
H ₂₇ : There is a relationship between consumers' shopping places and unplanned purchasing levels.	Rejection
H ₂₈ : There is a difference according to consumers' shopping places and unplanned purchasing levels.	Rejection
H ₂₉ : There is a relationship between consumers' diderot effect levels and unplanned purchasing levels.	Acceptance
H ₃₀ : There is a difference according to consumers' diderot effect levels with unplanned purchasing levels.	Acceptance

6. CONCLUSION AND RECOMMENDATIONS

The aim of the study is to examine the diderot effect level and unplanned purchasing levels depending on the demographic characteristics and shopping habits of the consumers. For this purpose, the relationship between the demographic characteristics and shopping habits of the consumers participating in the study and the diderot effect levels and unplanned purchasing levels, and whether there is a difference between the diderot effect levels and unplanned purchases according to their demographic characteristics and shopping habits, were investigated. In the study, it was also investigated whether there is a relationship between the diderot effect levels of the consumers participating in the research and their unplanned purchase levels. The following findings obtained in relation to the participants of the study:

- There is a relationship between consumers' genders and occupations and diderot effect levels.
- There is a difference in diderot effect levels of consumers according to consumers' genders and ages.
- Female consumers have higher diderot effect levels than male consumers,
- Consumers in the 26-35 age group have higher levels of diderot effect compared to other age groups,
- There is a difference between the levels of diderot effect according to the income levels and professions of the consumers,
- Consumers with an income between 4500-5999 TL and more than 6000 TL have higher diderot effect levels than those with other income levels,
- Private sector employees have a higher level of diderot effect than other sector employees and non-working consumers,
- There is a relationship between the age, education, income and occupation of consumers and their level of unplanned purchases,

- There is a difference between the levels of unplanned purchases according to the gender of the consumers.
- Unplanned purchasing levels of female consumers are higher than male consumers,
- There is a difference between the diderot effect levels according to the payment methods preferred by the consumers,
- Consumers exchanging credit cards with installments have higher levels of diderot effect compared to those who choose other payment methods,
- There is a relationship between the shopping places preferred by consumers and their diderot effect levels,
- There is a relationship between diderot effect levels of consumers and unplanned purchases,
- It can be said that there is a difference between the levels of unplanned purchases according to the diderot effect levels of the consumers.

In the study, it is seen that there is a relationship between unplanned purchasing behavior of consumers and diderot effect levels. In this direction, it is possible to say that consumers are also under the diderot effect, who are purchasing other products that are complementary to the products they have purchased, in an unplanned manner. Combinations made in shop window arrangements, product placements beside the checkout or complementary products that come before consumers in online shopping can attract the attention of consumers and positively affect their purchasing decisions. Careful design of physical and online locations of products can lead to increased sales, especially cross-product sales. In the study, it is seen that the most preferred clothing products by consumers under the diderot effect are shoes, bags and watches, respectively. In line with this result, although the consumers do not have the idea of purchasing these products, they are in harmony with the other products they buy, which directs them to purchase these products in an unplanned way. It can be said that store designers and managers correctly observe such behaviors of consumers and place compatible products close to each other in store arrangements resulting in unplanned purchasing behavior. In addition, it is seen that consumers buy more than one product instead of buying a single product, thanks to the correct product placement on sites where online sales take place. It can be said that the products with the diderot effect, which are given in the online shopping sites as "those who bought this product also looked at the following products" or "those who bought this product also bought the following products", may attract the attention of consumers and they can buy other products.

In the literature review, it is seen that the effect level of Diderot has not been investigated much in the literature and not studied independent of the Zeigarnik Effect and its relation with unplanned purchasing level is not mentioned. This study has a unique value in terms of examining the Diderot effect level and unplanned purchasing depending on the demographic characteristics and shopping habits of the consumers. In the study, the diderot effect levels of the consumers and their unplanned purchasing behaviors were discussed in general. Similar studies to be carried out later can be examined

on the basis of sectoral and market segments. Again, on the basis of generations, personality types A and B can be grouped and examined by selecting different product categories.

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