

CONSUMER BEHAVIOR DURING SALES PROMOTION FESTIVALS IN TURKEY

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Abstract

Black Friday, Cyber Monday, and the Single Day sales festivals have repeatedly proven themselves to be world-famous phenomena, and keep on beating new sales revenue records, year after year. Based on these, this study was conducted to understand how these promotional sales festivals are evaluated by consumers, whether interest in sales promotions has changed in recent years and these sales festivals have undergone a change in media. This study uses data from a survey of 267 Turkish consumers in Adana province. It is found that categories such as clothing, shoes/bags, and personal care/cosmetics were the most popular products. Furthermore, respondents prefer to shop both online and offline. More than half of the respondents prefer shopping on BF though few of them prefer shopping on CM and SD. It can be said that internal factors such as personal and psychological were the primary factors influencing consumer buying intention during sales festivals, whereas external factors such as cultural and social were not significantly important ones.

Keywords: Sales festivals, Black Friday, Cyber Monday, The Single Day, Consumer Behavior

TÜRKİYE'DE SATIŞ FESTİVALLERİNDE TÜKETİCİ DAVRANIŞI

Öz

Kara Cuma, Siber Pazartesi ve Tek Gün satış festivalleri, dünyaca ünlü fenomenler olduklarını defalarca kanıtladılar ve bu günler her yıl yeni satış geliri rekorları kırmaya devam ediyor. Türkiye'de de son yıllarda artan hızla tüm sektörlerde bu festivallere katılım da devam etmektedir. Bunlardan hareketle bu çalışma, satış festivallerinin tüketiciler tarafından nasıl değerlendirildiğini, satış

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geliştirmeye olan ilginin son yıllarda değişip değişmediğini belirlemek amacıyla yapılmıştır. Çalışmanın evreni, Adana ilindeki yaşayan tüketicilerden oluşmuştur ve 267 tüketiciden elde edilen anket verilerinin analiz sonuçlarını içermektedir. Bu satış etkinliklerinde en popüler ürünlerin giyim, ayakkabı/çanta ve kişisel bakım/kozmetik olduğu, katılımcılar hem çevrimiçi hem de çevrimdışı alışveriş yapmayı tercih ettiği belirlenmiştir. Katılımcıların daha çok kara cumada alışveriş yapmayı tercih ettiği ancak, siber pazartesi ve 11.11 etkinliklerinden alışveriş oranlarının düşük olduğu da bulgular arasındadır. Satış festivallerinde tüketicinin satın alma niyetini kişisel ve psikolojik gibi içsel faktörler etkilerken, kültürel ve sosyal gibi dışsal faktörlerin ise çok önemli olmadığı söylenebilir.

Anahtar Kelimeler: *Satış Festivali, Kara Cuma, 11.11, Siber Pazartesi, Tüketici davranışı*

Introduction

In the past, globalization emerged due to the fall of the iron curtain. Therefore, most people start to feel freer than they used to be because of these changes. They are free to travel to any country they want and buy any products they like. Every desire can be easily satisfied since it becomes real by only a click of a link on the internet or by going to the shop where all necessary products from across the globe are waiting to be sold. All these positive developments couldn't have led to a new era of consumerism. Modern consumers have evolved from homo-economicus to homo-consumericus which means becoming more capricious and selective about the product. Today's consumers are not only looking for a price with beneficial offers but also are trying to fulfill their hidden desires such as status, personal satisfaction. However, all of their intentional reasons for buying haven't been known yet. Thus, many works have been done in order to open "Pandora's box" of the consumer's decision-making process.

1. LITERATURE REVIEW

Consumer Behavior (CB) is a relatively new field of study that is constantly changing and drawing close attention as an interesting subject. Solomon (2020) argues that CB has many different perspectives and it is difficult to think of an area of study that is more interdisciplinary than CB. As consumer's behavior is complex and diverse, it is important to find actionable insight, or a true understanding of customer's needs in order to fulfill customer satisfaction and bring high-level service to them. Many marketing researchers have assumed that in each of buying actors lies a motive (Solomon, 2020). There are many external and internal factors that can impact CB, (Jashari et al; 2017), defined internal factors that affect CB, known as psycho-graphic variables, such as perception, motivation, memory, learning, self-conception and attitude. Therefore, in the scope of this study we explore external (cultural and social) and internal (personal and psychological) factors and what roles they play in customers' buying intention during sales promotion festivals.

Sales promotion is one of the marketing strategies to attract customers to make a purchase. Earlier investigations showed that a sudden growth of sales would happen due to the price-conscious consumers (Gilbert & Jackaria, 2002). It is also an essential part of the promotion mix that is a component of the four principles of the marketing mix. Laroche et al. (2003) explained "sales promotion in the context of a cognitive-affective-behavioral model and suggested that relative to other tools in the marketing mix, sales promotion has the strongest effect on the last stage. Since, traditionally, sales promotion has had a sales objective, studies of sales promotion have tended to focus on the conative/behavioral stage". Obeid (2014) found that sales promotion can encourage behavioral responses such as stockpiling, brand switching, product trial, spending larger amounts, and purchase acceleration. Another change in the patterns of consumer behavior may be because of buying impulsiveness. These researchers have found that consumers tend to buy unreflectively, spontaneously, kinetically, and immediately (Cobb & Hoyer, 1986). Brodén & Söderberg (2011) defines impulsive buying purchase as "An unplanned made on the spot and triggered by stimulus". Many researchers suggested that a limited time frame evokes impulsive buying (Steenkamp et al., 1996) and price promotion (Dholakia, 2000). Hence, sales promotion which is a strong stimulus may trigger impulsive buying purchases based on limited time frame offers and price promotion. Moreover, products with a low price that require frequent purchasing can also be bought on impulse.

It is a widespread phenomenon that producers, wholesalers, and retailers strive to make sales promotions for some reasons such as personal gain and it would be an important activity in the life of people. As a result, sales promotions have been integrated into retail in-sales festivals that have been adopted by society as collective consumption rituals. Although the number of sales festivals has increased in recent years, it is a well-known fact that special occasions have always turned into the event of a sale. New Year, Father's Day, Mother's Day, and Valentine's Day in a global sense that can be said to be the biggest sales festivals have been celebrated for many years.

Apart from these sales activities, new different sales events started to reach customers due to social-economic interaction. The increase in social media channels and the rapid spread of sales promotions through these channels caused sales promotion festivals to become a widely accepted phenomenon. That gives rise to developing an extremely positive shopping environment as the consumer can get profitable products at a discounted price the very next day through social media. According to the consumers, internet-based services can significantly decrease the costs for searching, deliver lower priced products or services, widen the selection of vendors, and allow greater control over products or services and increase convenience (Hamid, 2008). For this reason, retailers have used digital marketing tools as an opportunity to boost sales of merchandise and new effective promotions on sales days like Cyber Monday (CM), "11.11" The Single Day (SD) and online Black Friday (BF) have emerged.

Black Friday (BF), which started in the 19th century, was considered as a traditional sales festival in which people go to the physical shops to do shopping. On the other hand, it was integrated into the digital space and became part and parcel of online e-commerce due to rapid improvements in internet technologies. For example, online BF in the US reached revenue of 1.93 billion in 2013, and it increased every year. Finally, only in one day it had reached 7.4 billion dollars in 2019. Whereas in the UK revenue from the BF sale festival was 0.81 billion pounds sterling in 2014, it reached up to 1.49 billion pounds sterling in 2019 (www.salecycle.com). In Turkey, online search during BF increased 27.4% more in 2018 than last year. The data of Turkey Black Friday global shows an increase in sales of 615% in 2018 when compared to the original data from last year. Moreover, these figures are not the lowest. For example, the United Kingdom's increase is 2,8 times more than Turkey's and Germany's is 3,9 times more than Turkey's (<https://black-friday.global>). Later on, Single Day (SD) "11.11" in 2008 and Cyber Monday (CM) in 2005 entered the consumer's life as a new online sales festival. For instance, customers' purchases on CM in the USA have increased from 2.29 billion dollars in 2013 to 9.2 billion dollars in 2019, which shows the purchase on a single day (www.salecycle.com). By the way, SD started with revenue of 8 million dollars in 2009 and increased incredibly in 2015 to 14 billion dollars, becoming a world-nation phenomenon (Chen, 2016). Later on, SD reached up to 30,8 billion dollars in 2018 and 38,4 billion dollars in 2019 (<https://blueboard.io>). These new festivals have also attracted a lot of researchers' attentions, as well as making the organizations worldwide by researching to learn more about consumers' behaviors.

BF is the most common event which is naturally related to consumer behavior research. Consumer behavior has been analyzed during BF sales in terms of consumer misbehavior and violence by many researchers. (Sirkeci et al., 2018). Most of these studies are based on the two fundamental models such as the Stimulus-Organism-Response (S-O-R) Model (Mehrabian & Russell, 1974) and the General Aggression Model (GAM) from psychology (Anderson & Bushman, 2002). Other consumer behavior theories generally differentiate between rational (Ho, Tang & Bell, 1998) and irrational (Dholakia, 2000) behavioral models. The most remarkable example for the result of consumer misbehavior is a Wal-Mart case (Botsman & Rogers, 2010).

Other researchers have explored collective consumption rituals associated with BF (Thomas et al., 2011). Wallendorf and Arnould (1991 p. 13) utilizes the term "consumption ritual" to define Thanksgiving Day as "collective ritual that celebrates material abundance through feasting". However, evidence has been found that women are also planning for shopping on BF as well as a part of continued rituals that take place on Thanksgiving. Hence, BF has become a unique consumption ritual that mixes every-day shopping ritual and traditional holiday rituals (Thomas et al., 2011). Rook (1985) described ritual as "a type of expressive, symbolic activity constructed

of multiple behaviours that occur in a fixed, episodic sequence, and that tend to be repeated over time”.

Moreover, numerous studies have been put forward to examine BF shoppers in terms of hedonic and utilitarian shopping motivations. Especially, BF shoppers seem to be particularly drawn to experiences of pleasurable shopping emotions and the BF festival might be good at stimulating and fulfilling those emotions (Akgül et al., 2017).

Furthermore, CM is the festival that has entered consumers' lives as an extension of BF. But these sales events have become widespread only recently. Consumers enjoy shopping on BF, yet they are more likely to shop on CM owing to its greater convenience (Swilley and Goldsmith, 2013) so that consumers may shop at any time they prefer (Swaminathan et al., 1999). Thomas et al. (2011) stated that CM is another shopping ritual. Jun (2018) investigated customer behavior on CM and focused on four customer values: emotional value, convenience value, economic value, social value together with two product attributes: product uniqueness and product variety. Eastman et al. (2009) also proposed that consumers who shop online are different from those who shop in the mall. In another study, it is mentioned that CM has not (yet) been established in Hungary, so online retailers concentrate almost exclusively on BF (András, K., & Tamás, S. T. 2019).

What is more, the SD is a very new festival. The SD is the largest online shopping carnival in China, significantly differs from traditional marketing activities (Song and Zhao, 2019). Liu, X. (2014) said that online shopping 11.11 mostly attracted college students' attention. Chen (2016) proposed new elements of "11.11" phenomenon such as globalization, entertainmentization, diversification, ruralization.

As sales festivals have become more common in online shopping platforms and surpassed physical stores. The purpose of this study is to reveal the differences in preferences between these shopping adventures. This study was conducted in Adana province of Turkey to determine how sales promotions are evaluated by consumers, whether interest in sales promotions has changed in recent years, and also to demonstrate the perception and attitudes of consumers towards this sales promotion. The difference between this study and other studies is that it evaluates all three sales festivals at the same time.

Mother's Day, Father's Day, Teachers' Day and holidays, which are described as special days and weeks, have great meaning for Turkish people. These days outweigh the emotional aspect for the consumers in Turkey (Bayuk, 2009). The development of technology and the ease of access to news and information have led to the spread of celebrations that have great meaning in different cultures at a global level. It is not wrong to say that Turkey is also one of the countries that has adapted quickly to this process. Shopping festival days which started with Valentine's day, also were added to these new celebration days, and quickly gained acceptance. In Turkey Friday is considered a blessed day in Islam so that the phrase “Black Friday” has been

met with reaction. Some companies, who have realised this, have started to use the phrase in different ways such as the "Legend Friday", "Good Friday" or "Fantastic Friday " in recent years (Indigo Dergisi (7)). While this cross-cultural adaptation has started to spread, some studies in which the behavior of consumers is researched have also begun to take its place in the literature. Furthermore, it has pioneered studies that specifically determine the motivation of buying created by discounted price. According to Kılıç & Göksele (2004), discounted prices are effective in the decision-making purchasing process in terms of providing a tangible benefit to consumers. For Çabuk & Güreş (2000), it has shown that consumers have a high sensitivity to prices. Consumers seem to be motivated by hedonic or utilitarian perspectives, making rational choices on the one hand, and making irrational choices on the other hand (Çelik, 2017). After measuring consumers' utilitarian, hedonic, and unplanned purchasing behaviors, Açıklın & Yaşar (2017) concluded that unplanned purchasing and hedonic consumption trends are greater in women than in men. Akcan et al. (2020) investigated consumers' attitudes towards "Black Friday", and also how sales campaigns affect them to show that shopping activities in that period under the name of BF were done even though they were against naming the sales festival as Black Friday. This also shows that there is a significant difference between attitude and behavior.

2. RESEARCH METHODOLOGY

The research conducted in this paper is based on quantitative research carried out among a small group of "shopaholic" residents in Adana, Turkey between January and February 2020. The paper is mainly based on primary data, gathered by means of a survey questionnaire.

2.3 Sampling

In the study, a probability or random sampling method was implemented and each member of the population had an equal chance of being included in the sample. The sample consisted of 300 participants. The questionnaire was sent by means of an online survey created in Google Forms to some of the participants, and printed versions of the questionnaire were also distributed to some of them in the places such as shopping malls and cafes. However, there were 267 of them who agreed to participate in the conducted survey. This means that the responding rate was pretty high, which was about 85%.

2.2. Data collection tools

The questionnaire consisted of 62 questions out of which 19 questions, including Yes/No questions, filter questions, open format question, and closed format questions; 43 of 62 questions were five-point Likert scale questions, asking respondents to evaluate their responses with rates from strongly disagree to strongly agree. These questions used and developed by Lennon et al. (2011), Yu et al. (2018), Arvidsson et al. (2016) were adapted.

2.3. Data analysis methods

The data obtained in the study were analyzed using the Statistic Program. Normality tests were used to determine if a data set is normally distributed. Kolmogorow-Smirnov, Chi-Square, and Shapiro-Wilkis analyzes were used to determine the appropriateness of the data. Among these statistics Kolmogorow-Smirnov and Shapiro - Wilkis were the most commonly used ones (Hair et al., 1992). The Mann-Whitney and Kruskal-Wallis, which are non-parametric tests, were used to compare quantitative continuous data between independent groups.

2.4. Research purpose

1. What are the primary factors influencing customer's buying intention to do shopping during sales promotion festivals.

H1: Internal factors (personal and psychological) were the primarily factors influencing consumer buying intention during sales festivals.

H2: External factors (cultural and social) were the primarily factors influencing consumer buying intention during sales festivals.

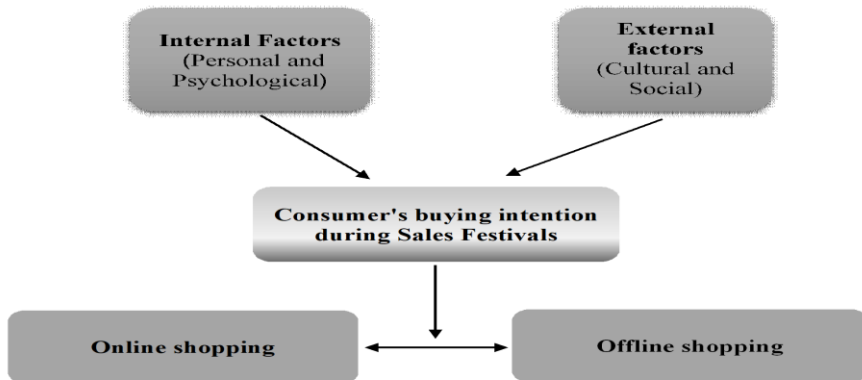


Figure 1. Conceptual Model

2.5. Ethical Issues

Ethical Approval of the study was obtained from Social Sciences Scientific Research Ethics Committee of Adana Science and Technology University (23.03.2022 dated / approval no: 03-4)

3. FINDINGS

Black Friday, Cyber Monday, and Single Day are shopping activities that have been steadily increasing in popularity throughout the world. These shopping activities have attracted much of the attention of consumers, especially Turkish consumers, recently. Since these shopping activities have limited the time frame for shopping at a reduced price, consumers rush to purchase products on e-commerce websites or in a physical store. Sometimes consumers even buy products on impulse because of these promotional

stimuli, which motivate their behavior. Therefore, consumers' behavioral patterns should be studied thoroughly during these shopping activities. The findings will be useful for businesses and organizations that strive to develop an efficient marketing strategy.

In this study, 267 interviewees took part, most of whom were between 23-29 (33,6%) and 30-39 (26,7%) years-old. Swilley & Goldsmith (2013) found that as to online shopping there is no difference between the genders for the holidays. Both sexes were likely to shop online on CM. However, women were almost twice more likely to shop at the mall on BF than men. Besides, the vast majority of the consumers were university graduates (60,3%); and those who work full-time (52,4%). Consumers whose personal income was not more than 2000 TL were in the majority (Table 1).

Table 1. Descriptive Statistics

Gender	%	Age Group	%	Education	%	Working Status	%	Income TL	%
Female	58,8	< 21	14,9	Secondary School	1,9	Full time	52,4	2000	32,0
Male	41,2	22-31	38,2	High School	21,7	Part time	10,9	2001-3000	14,7
Marital Status	%	32-41	29,8	Graduate	60,3	Retired	2,2	3001-4000	8,6
Single	61,8	42-51	13,7	Post-Graduate	16,1	Unemployed	34,5	4001-6000	16,9
Married	38,2	> 52	3,4					6001-8000	10,2
								> 8001	17,7

Consumers in various countries have different preferences for when and how they should go shopping. We divided consumers who had participated in shopping festivals based on time, such as in the morning, in the evening, at lunch, online shopping after midnight, and all day long. Similar to the survey done by Black Friday Global in 2018, in our study, consumers' activities reached their highest peak in the evening (30.9%), and they remain steady during the day (30.9%) in Turkey in 2019 (Table 2). In contrast to Turkey's consumers, consumers' activities peaked in the morning and afternoon in Australia and the United Kingdom (Black Friday Global, 2018).

Table 2. Shopping time and Shopping way

At what time do you shop the most? (%)		In what way do you prefer to shop more? (%)	
In the morning	4,2	Online Shopping	33,7
In the evening	30,9	In-Store	15,8
At lunch	17,9	Both ways	50,5
Online shopping after midnight	16,1		
All day long	30,9		

We also divided the way consumers shop for three categories: online shopping, in-store, and both ways. According to the findings done by Black

Friday Global, the number of consumers who preferred to purchase online slightly went down from 46.58% in 2017 to 33.04% in 2018. And our findings showed that this number almost remained stable at 29.5% in 2019. Furthermore, the majority of consumers preferred shopping both online and in-store in Turkey in 2019. These results differ significantly from those done by Black Friday Global in 2018. Findings show a sharp rise in these activities from 47.94% in 2017 to 63.39% in 2018. However, they fell to 44,3% again in 2019 (Black Friday Global, 2018).

Over the past five years, the popularity of BF, CM, SD shopping festivals has suddenly risen. The analysis done by Black Friday Global shows that about 45.2% of Turkish people attended the BF festival in 2017, and the number steeply rose to 67.74% in 2018 (Black Friday Global, 2018). However, according to our survey, the number of participants in BF 90,4% in 2019 and other festivals were found to be low proportion. Consequently, of the three shopping festivals, BF turned out to be of the highest interest among consumers, and consumers who participated in online CM and SD were in the minority. 11,7% of the participants did not shop at these festivals. 79,7% of the respondents preferred to buy something for themselves whereas only 13,3% of them for their children (Table 3).

Table 3. Shopping Festivals Distribution and Purpose of shopping (%)

What shopping activities did you participate in? (%)		Who did you shop for the most? (%)	
Black Friday	90,4	For myself	79,7
Cyber Monday	3,2	For my children	13,3
Singles Day	6,4	For my wife/husband	3,5
		For mother- father and for my friends	3,5

Sales promotion is a method developed to encourage consumers, salespeople, and agents. Apart from reduced prices, there are many other promotional methods to motivate consumer behavior. These are an extra gift with the main product, coupons, and installment sales (Wells et al., 2000: 402). Data from past years show that average BF discounts have increased slightly from 56% in 2017 to 57% in 2018 in Turkey. Interestingly, these figures exceeded the expectations of the Turkish consumers, who anticipated a 41% discount (Black Friday Global, 2018 (3)). However, the participants, on the whole, demonstrated an expectancy of 45%-60% discounts in 2019 with a percentage of 42.3%. Furthermore, membership discounts are the most popular among consumers (51.8%) whereas open account discounts and e-coupons were the least popular (Table 4).

Table 4. Expected Discount Rate and Types of Discounts

What is your expected discount rate? (%)		What types of discounts do you use? (%)	
< 15%	4.1	Membership discounts	51.8
15%- 30%	7.9	E-coupons	9.7
30%- 45%	22.4	Store cards	27.2
45%- 60%	42.3	Credit cards	30.8
60%- 75%	23.2	Open accounts	3.8

Solomon (2020) argues that interpretivists stress the importance of symbolic, subjective experience. According to them, every person has their own, unique concept which means insights in their mind. Hence, we each construct our own meanings based on our cultural and unique experiences, therefore are no right or wrong answers. From this perspective, the world in which we live is a pastiche or mixture of images and ideas. Consumers choose products when product attributes match with some aspects of their "self" based on the self-image congruence model. In other words, the congruence model assumes a process of cognitive matching between the consumer's self and product attributes. For this reason, if consumers purchase products because their inner personalities somehow correspond to the desired products, we may assume that they transfer their personalities or feelings to sales festivals as well. Therefore, this question was asked to the respondents: "If Sales Festivals were a real person, what kind of personality characteristics would you assign to them?". The question revealed a better comprehension of consumers' unique, subjective experiences they gained during BF, CM, and SM shopping festivals, and their symbolic values, which they incorporate into them. It also uncovered the veil behind their personal choices during decision-making processes. Furthermore, these were the real reasons behind customers' unwillingness to participate in these sales activities. Thus, consumers' attitudes are evaluated from the perspective of the symbolic paradigm.

Consumers' perceptions towards shopping festivals were divided into ten categories: "Happy", "Cunning", "Greedy", "Competitive", "Suffering", "Funny", "Patient", "Deceiver", "Abusive", and "Looter". The study revealed that while a minority of participants (18.3%) enjoyed participating in these sales festivals by calling them "Happy", some (28.3%) agreed that these are the "Cunning" activities. However, most of the participants disagreed with the statement that shopping festivals are "Suffering" or "Patient" activities, which defines an unpleasant feeling associated with them (Table 5). Swilley and Goldsmith (2013), in their research on BF and CM shopping, found that consumers enjoyed socializing with others when shopping on BF and also enjoyed the inviting atmosphere (i.e., holiday decorations).

A small number of those interviewed identified the shopping activities as the "Greedy"(18.7%), and "Deceiver" (11.2%) person. Perhaps, the reason behind this rationale is that some product discounts are not reliable. Chen (2016) talks about the problem of the "fictitious discount" phenomenon that occurred during the SD shopping festival. He argues that merchants refuse to

sell products at a low or discounted price, so they try to cheat on customers. They increase prices of the products purposefully before the SD celebration starts, and when the festival begins, they make discounts, which makes no difference in price between the discounted price and the usual price. Therefore, the "fictitious discounts" phenomenon is really occurring, but it only undermines the trust of consumers.

The other 14.7% of the consumers assume sales festivals to be dangerous activity by naming them as "Abusive". According to Lennon et al. (2011) BF promotions have also been a reason for constant consumer misbehavior as consumers compete for extremely discounted products on BF. Fighting, pepper-spraying of other shoppers, dumping products, robberies, gunfire, ransacking stores, and shootings have all been reported on BF ("Black Friday violence", 2011(14)). Carr (2008) stated that in the US, the most shocking BF misbehavior happened when a Walmart worker was trampled and killed as shoppers rushed to enter the store. As a matter of fact, these exchanges caused deaths and the Black Friday death account has appeared. Up until today, it has been counted as 12 deaths (also 5 deaths are not counted) and 117 injuries (<http://blackfridaydeathcount.com>). Raymen & Smith (2015) interviewed UK-based BF shoppers in 2014 and found disorder and violence similar to that reported in the US. Similar to Simpson et al. (2011), these shoppers reported pleasure and excitement on BF. Some disclosed that they used aggressive tactics on BF; if they had not misbehaved, they would not have been able to buy the promoted items because of the misbehavior of others.

While some consumers (19.9%) found these festivals as unreasonable or "Competitive" (19.9%). Boyd Thomas and Peters (2011) interviewed BF shoppers and found that their shopping day was strategically planned. Respondents described BF as a consumption ritual shared by friends and family and also as a big race and they often said that they were on a special mission.

Together these results provide new vital insights into consumers' process of cognitive matching. Prior findings of the congruence model stated that consumers implement cognitive matching between product attributes and their self-image. Our results put this notion into question. It was found that consumers were also matching personal characteristics between intangible attributes of products with their personality characteristics as a part of the progress of cognitive matching. Sales Festivals, in our case, are intangible activities. Consequently, there is a strong relationship between intangible attributes of sales festivals and their self-concepts in terms of consumers' cognitive matching.

Table 5. What are the personalities of sales festivals?

If Sales Festivals were a real person, what kind of personality characteristics would you assign to them?					
	YES (%)	NO (%)		YES (%)	NO (%)
Happy	18.3	81.7	Suffering	0.8	99.2
Cunning	28.3	71.7	Funny	9.2	90.8
Greedy	18.7	81.3	Patient	4	96
Competitive	19.9	80.1	Deceiver	11.2	88.8
Abusive	14.7	85.3	Looter	10	90

3.1. Factor analysis

This work has been done in order to evaluate customers' perceptions and attitudes towards three shopping activities, which are namely BF, CM, SD. First of all, a structured questionnaire was developed for data collection to measure BF, CM, SD shopping activities. These questionnaires consist of twenty-nine (29) items measured using a five-point interval scale which were distributed to 267 customers. The five-point interval scale is organized to examine how strongly subjects agree or disagree with statements on the scale with anchors such as 1 = Strongly Disagree to 5 = Strongly Agree. In order to determine the results of the customer's perceptions and attitudes, exploratory factor analysis was applied. To identify whether the data set was appropriate for factor analysis, it was implemented Kaiser-Meyer-Olkin (KMO) measures sampling adequacy, and Bartlett's test was used to test the assumption that variances are homogeneous across groups. The results of the KMO test are 0.765 and Bartlett's test is $p = 0.000$, which is both significantly meaningful, and was found appropriate for the factor analysis. The sampling is adequate or sufficient if the value of Kaiser Meyer Olkin (KMO) is larger than 0.5 (Field, 2000). The questions were analyzed using the basic component method and the Varimax rotation method. As a result of the analysis, 5 factors explaining 68,292 of the variance were obtained. In social sciences, a result that accounts for more than 60% of the variance is considered acceptable (Zikmund, Babin, Carr, & Griffin, 2010). Factors were given these names: " Rational ", "Opportunist", " Hedonist", " Skeptical", " Rebel" (Table 6). Cronbach α value was used to estimate factors' internal consistency. (these values are 0.951; 0.911; 0.847; 0.740; 0.635). Hair (1998) and Zainudin (2012) suggested that a Cronbach 's Alpha of 0.60 or higher provides a reliable measure of internal consistency, whereas a score of 0.70 reveals that the instrument possesses a high-reliability standard. Rational buyer factor having the highest variance, 23,852%, which means that consumers see the shopping as rational activity.

Table 6. Rotated Component Matrix^a

Questions	Factor weights	Variance (%)	Reliability	Eigen value			
Rational							
I'm really saving money thanks to these discounts	0,848	23,852	.951	13,175			
I can get the products I need at a lower price	0,841						
With these discounts, I can have a higher quality product	0,802						
Thanks to these discounts, I also try different brands	0,800						
Thanks to these discounts, I can promote to a better brand	0,781						
I feel like a smart consumer with these discounts	0,679						
This promotion makes my life easier	0,664						
The existence of discounts reminds me of forgotten needs	0,647						
I follow these discount days for the products I want to buy	0,646						
I feel better with these discounts	0,603						
Opportunist							
I'll take the risk of stampede to get into the store	0,749	18,703	.911	2,689			
I'm more interested in crowded stores on discount days	0,724						
I don't mind buying products from other customers ' baskets	0,713						
I share a task by moving with my friends/relatives to shop on sales days	0,679						
I set apart a separate budget for the sales	0,678						
I check the stores where I'll shop for the stocks at the beginning of the week	0,645						
I automatically save my card information to quickly get a discount product on the internet	0,618						
I rush to buy in the last days of the discount	0,500						
Hedonist							
Shopping brings me back to life.	0,754				10,160	.847	1,631
I enjoy searching for discounts while shopping	0,714						
I'm really excited about products on "flash" discount	0,581						
I'll benefit from sales events again next year	0,579						
Skeptical							
I think the quality of products sold at discount is low	0,780	8,725	.740	1,185			
Discounts have no effect on my shopping plans	0,771						
I don't believe there's a realistic price cut	0,709						
I avoid online shopping at these events because I am concerned about the sharing of personal information	0,614						
Rebel							
Push/bump of customers in the store is very common	0,761	6,852	.635	1,125			
I feel uncomfortable when the clothes are piling up as if they're toppling over	0,722						
Looting of products and mess of products can occur on days with a large discount	0,616						
		Total	68,292				

In this study, we identify five new types of consumers in digital and physical environments such as "Rational", "Opportunist", "Hedonist", "Skeptical", "Rebel". We identify "Rational" consumer as a person who uses logic before making a purchase decision, "Opportunist" is a consumer who

seeks for the opportunity of buying the discounted product every time, "Hedonist" refers to a consumer who is doing shopping for pleasure by fantasising and having emotional arousal about products, "Skeptical" is a consumer who always have "second thoughts" about the product and "Rebel" is a consumer who rises in opposition or show resistance to polite shopping habits. The differences of consumers with these five factors were tested based on gender, marital status (Mann Withney U), education, age, income and working status (Kruskal Wallis). According to the test results, there was a significant difference between hedonistic consumers and the level of education that high school pupils do shopping for pleasure most of all (Table7).

Firstly, the most "Rational" consumers' type was found to be less than 21 years-old and consumers between 42-51 were found less rational. In terms of educational background, consumers who graduated from high school were found the most rational. Unemployed consumers were found to be the most rational ones in contrast to retired consumers. Secondly, in terms of "Opportunist" consumers' type, single men with income 3001-4000 TL had more tendency to seek discounted prices. Furthermore, consumers, who were less than 21 years-old, were found to be the most opportunistic ones in comparison with the 42-51 years-old group, who were interested in discounted prices, which is the least of all. Thirdly, the "Hedonist" consumer's type was found prevailing among single women. Moreover, the significant difference was found with respect to the educational background. For instance, senior high school pupils turned out to be consumers who do the shopping for pleasure most of all. Furthermore, the "Skeptical" consumers' type was found to be those who are more than 52 years-old in contrast to the 42-51 age group that are less skeptical about purchasing products. Junior high school pupils were found very skeptical when making purchases in comparison with graduate students. Also, full time employed consumers were found being skeptical in contrast to retired consumers. Finally, the "Rebel" type of consumers was found to be women with income 2001-3000 TL. The income group of 3001-4000 TL was found to show less rebellion while shopping.

Table 7. Hypothesis Test Results

Factor	Gender	Marital status	Age	Education	Income	Working status
Rational			There is difference between less than 21 and 42-51 years old	There is difference between junior high school and graduate school		There is difference between unemployed and retired
Asymp. Sig.			P =0.172>0.05	P = 0.052> 0.05		P = 0.070>0.05
Opportunist	Men	Single	There is difference between less than 21 and higher than 42-51	There is a difference between junior high school and graduate school.	There is difference between 3001-4000 group and	

					2001-3000 group.	
Asymp.Sig.	P=0.355>0.05	P=0.222>0.05	P=0.247>0.05	P = 0.079> 0.05	P = 0.261>0.05	
Hedonist	Women	Single		There is a significant difference senior High school		There is difference between part-time employed and retired
Asymp.Sig.	P=0.397>0.05	P=0.704>0.05		P=0.045>0.05		P = 0.583>0.05
Skeptical			There is difference between more than 52 and 42-51	There is a difference between junior high school and graduate school		There is difference between fulltime employed and retired
Asymp.Sig.			P=0.229>0.05	P=0.329>0.05		P=0.256>0.05
Rebel	Women	Single			There is difference between 2001-3000 group and 3001-4000 group	
Asymp.Sig.	P=0.109>0.05	P=0.116>0.05			P=0.499>0.05	

Conclusion

The importance of this study is to reveal consumers' perceptions, learning, motivations, attitudes during sales festivals, which are BF, the SD, CM in the physical and online shopping environment, and provide a symbolic overview of these shopping activities. Besides, another purpose of this study is to uncover the primary factors influencing customer's buying intention during sales festivals.

In this paper, important shreds of evidence have been revealed as a result of the current study. As a result, from the interpretivist perspective, we found that some consumers assume shopping activities such as BF, CM, and SM to be funny or "Happy" (18.3%) and entertaining that bring positive feelings and improve the moral state. However, some perceived these festivals as a kind of deception, identifying them as "Cunning" (28.3%), "Greedy" (18.7%), and "Deceiver" (11.2%). We also found that other consumers saw them as a kind of, even dangerous, activity since these shopping celebrations are abusive such as "Abusive" (14.7%) and unreasonable or "Competitive" (19.9%) person. But, interestingly, almost none of the consumers perceived the sales festival as the patient (4.0%) or suffering (0.8%). That's why the first study found that consumers were also matching personal characteristics between intangible attributes of products with their personality characteristics as a part of the progress of cognitive matching. Sales Festivals, in our case, are intangible activities. Consequently, there is a strong correlation between intangible

attributes of sales festivals and their self-concepts with regard to consumers' cognitive matching.

In this study, five new consumers' behavior ("Rational", "Opportunist", "Hedonist", "Skeptical", "Rebel") was found and other important evidence was revealed. Consumers who graduate from junior high school are inclined to be more rational consumers, however, consumers who graduated from senior high school were found to be more hedonistic. Besides, consumers whose age were less than 21 were found to be more opportunistic than those whose age was higher than 42 years old. On top of this, consumers who graduated from high school are also seeking attractive product offers more than graduate school consumers. At last, consumers whose income between 2001-3000 was found the most rebellious. These consumers rise in opposition or show resistance to polite shopping habits. In this study, hedonic motivation was found to be the main factor that influences the consumer's buying intention. However, there is no significant difference from the sociological point of view.

According to implemented research analyses, we can state that internal factors such as personal and psychological were the primary factors influencing consumer buying intention during sales festivals, whereas external factors such as cultural and social were not significantly important ones.

The study has many implications for marketers, decision-makers, and businesses. It shows that consumers' perception of the shopping is similar to the holistic approach. It doesn't matter how consumers do shopping activities through the internet or in-shop. It will always be a part of the whole. Therefore, retailers and organizations shouldn't give up focusing on traditional marketing tools. Instead, they should integrate the allocation of their marketing promotional tools in digital space to reach bigger masses of consumers by benefiting from them together especially when it is time for sales festivals.

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