

Makale Türü: Araştırma Makalesi

AN EMPIRICAL STUDY TO DETERMINE THE IMPACT OF BLACK FRIDAY DAYS ON CONSUMER PURCHASING BEHAVIOR

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Abstract

Objective: In recent years, Black Friday days that have become popular in USA, and then have spread to the rest of the world are called as discount shopping days. In Turkey, discount campaigns are organized in physical and online stores by different entitlements, moreover firms address the marketing practices by tackling with cultural diversity of consumer groups. The main purpose of this research is to determine the impacts of Black Friday shopping on purchasing behavior and perception of customers, and reveal the basic differences.

Materials and methods: The research was carried out by applying a face-to-face questionnaire with 385 persons, mainly in the western Black Sea and Marmara region in 2019 and data analyzed and interpreted with the help of the SPSS package program. Descriptive statistics, factor analysis, T tests, and correlation analysis are conducted.

Results: Approximately half of the participants shop on Black Friday days, mostly they purchase electronic stuffs and clothes. As a result of factor analysis, 6 dimensions were identified and declared as online shopping, Black Friday shopping, shopping satisfaction, discounted shopping, store shopping with the campaign, and discounted product preference. When the means are compared, it has been found that the perception of Black Friday is higher among women than men, the interest in electronic stuffs is higher than clothes, and the shopping is practiced for special days rather than need. Moreover, by correlation analysis, it is found that there is a positive relationship between the perception of Black Friday days and online shopping, discounted shopping, store shopping with the campaign, and discounted product preference, and shopping satisfaction.

Conclusion: When considered the relationship between Black Friday and shopping satisfaction, discounted shopping, store shopping with campaign, and discounted product preference, it is recommended that brands focus more on discounts and campaigns towards special days that satisfying customer, increasing sales on internet and stores in Black Friday days.

Keywords: Black Friday, Black Friday Shopping, Purchasing Behaviors

MUHTEŞEM CUMA GÜNLERİNİN BİREYLERİN SATIN ALMA DAVRANIŞI ÜZERİNDEKİ ETKİSİNİN BELİRLENMESİNE YÖNELİK AMPİRİK BİR ÇALIŞMA

Öz

Amaç: Son yıllarda ABD’de popüler olan daha sonra da dünyanın diğer ülkelerine yayılan Black Friday (Muhteşem Cuma) alışverişi günümüzde birçok ülkede indirimli alışveriş dönemi olarak ifade edilmektedir. Türkiye’de de bu günlerde farklı isimlerle fiziksel ve online mağazalarda indirim kampanyaları düzenlenmektedir ve firmalar tüketici gruplarının kültürel farklılığını da ele alarak pazarlamaya yön vermektedir. Bu araştırmanın temel amacı, Black Friday alışverişlerinin tüketicilerin satın alma davranışları ve algıları üzerindeki etkisini belirlemek ve temel farklılıkları açığa çıkarmaktır.

Gereç ve Yöntem: Araştırma 2019 yılında ağırlıklı olarak Batı Karadeniz ve Marmara bölgesinde 385 kişi ile yüz yüze anket uygulanmak suretiyle yürütülmüştür ve veriler SPSS paket programı yardımıyla analiz edilmiştir ve yorumlanmıştır. Tanımlayıcı istatistikler, faktör analizi, T testleri ve korelasyon analizi gerçekleştirilmiştir.

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Bulgular: Katılımcıların yaklaşık olarak yarısının Muhteşem Cuma günü alışveriş yaptığı ve daha fazla elektronik ile kıyafet gibi eşyaların satın alındığı belirlenmiştir. Yapılan faktör analizi sonucunda Muhteşem Cuma günü alışverişlerinde 6 (altı) boyut bulunduğu tespit edilmiş ve bu boyutlar çevrimiçi alışveriş, Muhteşem Cuma alışverişi, alışveriş memnuniyeti, indirimli alışveriş, mağaza alışverişi ile kampanya ve indirimli ürün tercihi olarak isimlendirilmiştir. Ortalamalar kıyaslandığında Muhteşem Cuma algısının bayanlarda erkeklere göre daha fazla olduğu, elektronik eşyalara ilginin giyime göre daha çok olduğu ve alışverişin ihtiyaçtan ziyade daha çok özel günler için yapıldığı bulgularına ulaşılmıştır. Ayrıca korelasyon analizi ile birlikte Muhteşem Cuma günleri algısının çevrimiçi alışveriş, indirimli alışveriş, mağaza alışverişi, kampanya ve indirimli ürün tercihi ve alışveriş memnuniyeti ile pozitif yönde ve anlamlı bir şekilde ilişkili olduğu bulgusuna ulaşılmıştır.

Sonuç: Muhteşem Cuma günlerinin çevrimiçi alışveriş, alışveriş memnuniyeti, indirimli alışveriş, mağazadan alışveriş ve kampanyalı ürün tercihi ile ilişkisi düşünüldüğünde Türkiye’de markaların bu unsurları dikkate alarak daha da fazla müşteriyi tatmin edecek ve Muhteşem Cuma günlerinde hem mağazalara hem de internetten satışları artıracak özel günlere yönelik indirimler, kampanyalar düzenlemeleri önerilmektedir.

Anahtar kelimeler: Muhteşem Cuma, Muhteşem Cuma Alışverişi, Satın Alma Davranışları

1. Introduction

Online shopping holidays are becoming continuously widespread in many countries all over the world, containing the USA (Black Friday and Cyber Monday), China (Singles’ Day), United Kingdom (Boxing Day), and Mexico (El Buen Fin) (Tzeng et al., 2021). When considered Black Friday, it is an event introduced in the United States, celebrated a few days before Thanksgiving day, dating back to the early 19th century (Swilley & Goldsmith, 2007; Simpson, Taylor, O’Rourke & Shaw, 2011; Swilley & Goldsmith, 2013; Bell et al., 2014), taking place the fourth Friday in November and the day after the Thanksgiving holiday, it is considered as discounted consumer items (Smith & Raymen, 2017). Many items are discounted with limits and clients flow in buying of the items (Ramasubbareddy et al., 2020).

When considered how the term “Black Friday” has arisen, in the 1960s, it was created to signify the beginning to the Christmas shopping season. This day has been regarded as a shopping celebration at the start of the Christmas holiday season (Pruitt, 2015). Although Black Friday is found the way to be implemented by national and international brands in Turkey, there is an ambiguity related to the name of this day. Black Friday is unharmonious with Turkish / Islamic culture. Therefore, Black Friday has been applied by national and international brands under different names such as Legend Friday, Legend Day or Super Friday (Avcı & Yıldız, 2021). Black Friday is recognized as the biggest shopping day of the year in the USA and for most sellers, it’s the busiest day of the year (Tsiotsou, 2017). It is considered as shopping spree that sometimes occurs free, sometimes paid courier service regardless of the products’ size and weight (Çerçi & Seyfi, 2021). Black Friday is also considered a unique consumption ritual that blends traditional shopping elements with holiday rituals (Thomas & Peters, 2011). Black Friday pushes the consumers to buy unconsciously (Simpson, Taylor, O’Rourke, & Shaw, 2011; Milavec, 2012), triggers excessive shopping and becomes a shopping spree (Bell et al., 2014; Smith & Raymen, 2017), expressing insecurity (Akgüç et al., 2018) and confusing people and pushing them to buy impulsively (Al-Zyoud, 2019).

The feedback of this campaign, which is a marketing strategy, on people, satisfies the sellers (Soegoto & Utomo, 2019). Some stores are able to make good sales at almost free prices as a result of the perception created (Kim & Krishnan, 2019). Research on Black Friday shopping is valuable for several reasons. First, research that helps retailers to understand the attitudes and behaviors of consumers in these days. Thus, they identify traps and opportunities for developing and implementing effective marketing strategies. Second, retailers can learn about consumers’ Omni channel shopping behavior at the beginning of

the holiday shopping season. Third, many countries have started promoting Black Friday, so research can lead to the identification of cross-cultural similarities and differences in attitudes about the consumers. For this reason, the main purpose of this research is to determine the effect of Black Friday shopping, which has been very popular in recent years, on the purchasing behavior and perceptions of consumers and to lead further studies.

2. Literature Review

Black Friday is regarded as a great opportunity for firms to increase their sales, especially as shopping malls (Tsiotsou, 2017). Over the years, this practice has spread to other countries around the world. In summer, changing the physical store environment will affect customers' cognitive, emotional and behavioral responses (Potter, 1984; Eroğlu & Machleit, 1990; Donovan et al., 1994; McGoldrick et al., 1999; Machleit & Eroğlu, 2000) and environmental conditions have a detrimental effect on their nature of service interactions (Prus, 1986; Bellizzi & Hite, 1992; Bitner, 1992). The Black Friday period, when discounted products are on sale, now fuels the competition between sites as well as physical stores. Every visitor to the site does not leave by shopping, but now wants to take a look at competing sites (Kwon & Brinthaup, 2015).

Scrutinizing the literature, it is found that Black Friday shopping causes aggressive buying behavior due to long customer queues, crowded stores and limited sales products (Rozhon, 2004; Barbaro, 2006). Kwon & Brinthaup (2015) got consistent results supporting Black Friday shopping style. From behavioral aspect, they found that the Black Friday shoppers show higher level of hedonic shopping motives, following discounts and campaigns, spending more money, more time for shopping, visiting more shops and stores compared to non-Black Friday shoppers. To emphasize aggressive buying behavior, Simpson et al. (2011) found that in Black Friday, the majority of the shoppers revealed calmness, courteousness, and happiness throughout the shopping experience; yet, a number of shoppers unveiled negative and potentially dangerous behaviors which attitude an anxiety of safety for store personnel and other shoppers. Even & Logan (2014) found that when observing consumers, they reacted too strongly to each other and hostile comments while waiting in line.

In Black Friday days consumers have option to determine the way of shopping instead of waiting in line. In 2019, 93.2 million people shopped online on Black Friday, compared to the 65.2 million that ensured in 2018 (National Retailer Federation, 2020). The online shopping channels has many advantages to gain favor of consumers and make them happy and satisfied. Easiness of shopping, opportunity of shopping for 24/7 without moving, more and more diversity to compare both brands and products that shorten period of shopping (Çerçi & Seyfi, 2021). Swilley, & Goldsmith, (2013) found in this line that, people to satisfy themselves enjoy Black Friday shopping, moreover instead of physical store shopping, it is convenient for online shopping. However, in online shopping, undesirable situations such as in the store environment may be encountered. Situation are the troubles consumers are exposed to in Black Friday days such as the product to be purchased is run out suddenly, the product is dropped from the basket while on the payment page, and the products cannot be selected due to the site density, etc (Yemez, 2020). Online purchases on

Black Friday are higher and it has quadrupled in 7 years (English & Pfeiffer, 2015). This practice has also spread to other countries where retailers outside the US have great deals / discounts on their products. Thus, it was introduced in Spain on Black Friday 2012 and has been happening annually since then. Studies on Spain show that 83% of Spanish consumers know what Black Friday is and 54% plan to buy in 2015. Another study shows that online sales reached € 1.2 billion in Spain the same year (El Pais, 2015). Although Black Friday spread from the USA to the world, according to a study (Black Friday 2018 Shopping Report) conducted in 2018, it was 92% in the UK, 91% in Canada, 88% in the USA, and 78% in Germany. It has also been found that it is mostly in the middle and young age group (Black Friday 2018 Shopping Report).

From another aspects, in high anticipation of Black Friday and physical store shopping, as a result of intensive demands, firms may often hire additional employees, increase their stockpile, prepare new promotions, and change store layouts. Organizations implement a number of strategies to attract customers to stores and businesses advertise heavily and encourage private sales to attract customers (Swilley & Goldsmith, 2013). Many stores may open their doors earlier to welcome eager customers; some even stay open all night. Many businesses provide incentives such as ‘door thief’ and ‘early bird’ sales to motivate consumers to visit their stores and arrive early (Horovitz, 2009). Most major retailers post Black Friday ads, coupons, and offers online in advance, informing shoppers about upcoming sales so they can plan their shopping and strategy (Katz, 2008).

This study is important because it is one of the first studies in the literature as it is based on determining the consumer purchasing behavior of Black Friday shopping. Although it is evaluated differently in Western countries, the effect of the day, which has a different appearance in Turkey, and is generally known as Black Friday, on the behavior of consumers is discussed. While Black Friday is widespread globally, there is little research into the attitudes and behaviors of consumers on the topic. Therefore, the purpose of the study is to examine the behavior, attitudes, and intentions of consumers towards Black Friday.

In this respect, the hypotheses determined are as follows:

H₁: There is a positive relationship Black Friday shopping and online shopping.

H₂: There is a positive relationship Black Friday shopping and discounted shopping.

H₃: There is a positive relationship Black Friday shopping and store shopping.

H₄: There is a positive relationship Black Friday shopping and shopping satisfaction.

H₅: There is a positive relationship Black Friday shopping and campaign ad discounted product preferences

3. Method

A comprehensive literature review regarding the research made done, and the main structure of the research has been formed based on the obtained data. Studies on Black Friday have been found in the literature, but it was understood that a significant part of these were desk studies and not field studies. Therefore, the study is quite original in this respect and is considered very important in terms of being a source for academic units in later stages.

The questionnaire form regarding Black Friday was conducted in April-June 2019, with survey, especially with volunteers and convenience sampling method. A total of 385 questionnaires were collected from the field and analyzed and interpreted with the help of the SPSS package program. Düzce, Sakarya, and Bolu provinces constitute the main body

of the study. Collected 385 questionnaires were deemed sufficient with support from the literature.

The main purpose of the study is to determine the effect of Black Friday shopping, which has been very popular in recent years, on the purchasing behavior and perception of consumers. This research context is composed of three parts. The demographic characteristics of the participants are included in the first part of the questionnaire form. The second part is devoted to determining the way individuals' shop, their shopping frequency, shopping on Black Friday, and whether there are special purchases preferred on Black Friday. In the last part of the questionnaire form, Black Friday shopping and the perceptions of individuals about this shopping are included.

The scale used in the study is comprised from the studies of Öztürk & Temizkan (2018) "An Investigation of Consumer Gift Purchasing Behaviors on Mother's Day in the Context of the Causative Behavior Theory" and Lennon, Kim, Lee and Johnson (2018) "Consumer Emotions on Black Friday: Antecedents and Consequence". In the study, the questionnaire was prepared and applied in 5-Likert type (1: Strongly Disagree 5: Strongly Agree).

4. Findings of the Research

Table-1 Descriptive Findings of the Participants

Gender	F	%	Occupation	F	%
Male	166	43,1	Student	23	6,0
Female	219	56,9	Public Employee	114	29,6
Total	385	100,0	Private Sector Employee	208	54,0
Age	F	%	Unemployed	40	10,4
17-25	21	5,5	Total	385	100,0
26-35	259	67,3	Income Statement	F	%
36-45	71	18,4	Under 2500 ₺	43	11,2
56-55	34	8,8	2500-3999 ₺	94	24,4
Total	385	100,0	4000-5999 ₺	158	41,0
Education	F	%	6000 ₺ and above	90	23,4
Primary Education	17	4,4	Total	385	100,0
High School	32	8,3	Marital Status	F	%
Associate Degree	30	7,8	Married	270	70,1
Bachelor's Degree	172	44,7	Single	115	29,9
Master/ Doctorate	134	34,8	Total	385	100,0
Total	385	100,0			

More than half of the participants are female, and the majority of the individuals have associate degree, bachelor's degree, and master / doctorate education. Most of the respondents are private sector employees and have an income of 4000-6000 ₺. They are mostly of young age and most of them are married.

Table-2 Shopping method and frequency

Where	F	%	When	F	%
Store	107	27,8	Weekly	18	4,7
Online	148	38,4	Monthly	45	11,7
Store + Online	130	33,8	When needed	209	54,3
Total	385	100,0	In Special Days (Valentine's, Mother's day etc.)	113	29,4
			Total	385	100,0

38.4% of the participants shop online, and the rate of those who prefer stores is 27.8%. The number of people who prefer both is close to these rates. 54.3% of the respondents shop when needed, 29.4% on special days (Valentine's, Mother's Day, etc.), 11.7% monthly, and 4.7% weekly.

Table-3 Shopping on Black Friday and Mostly Purchased Things

State	F	%		F	%
Yes	182	47,3	Clothes	144	38,4
No	203	52,7	Electronic Stuff	150	39,0
Total	385	100,0	Souvenir	91	23,6
			Total	385	100,0

Approximately half of the participants stated that they shop on Black Friday and the remaining half do not. 39% of the respondents stated that they bought electronic equipment, 37.4% clothes, and 23.6% souvenirs.

Table-4 Comparing of Shopping in Terms of Type of Purchase

		State of Shopping on B.F				Total
		Yes	%	No	%	
Purchase Type	Clothes	65	35,7	79	38,9	144
	Electronic Stuff	76	41,7	74	36,4	150
	Souvenir	41	22,6	50	24,7	91
Total		182	100	203	100	385

When the table is examined, it is seen that 36% of the participants who shop on Black Friday prefer clothes and approximately 42% prefer electronic stuff.

Participants' attitudes to Black Friday are evaluated from three aspects. Approximately 40% of the participants found the Black Friday discounts appropriate, 34% were indifferent, and the remaining 26% did not find it appropriate. The main point on which those who find it ineligible is that there are no real discounts and it is shown as if there is a discount.

Table-4 Descriptive Statistics

Items	Mean	Std. Deviation	Level of Range
I know the day of Black Friday	3,08	1,23	Average
I wait for Black Friday to come	2,22	1,18	Low
I trust there is a discount on Black Friday.	2,61	1,17	Average
I get a gift on Black Friday.	2,37	1,15	Average
It's a good idea to go shopping on Black Friday.	2,97	1,18	Average
It is advantageous to buy gifts on Black Friday.	3,00	1,22	Average
Buying gifts on Black Friday is unnecessary.	3,11	1,17	Average
I often shop on Black Fridays.	2,10	1,05	Low
I'm planning to go shopping next Black Friday.	2,40	1,06	Average
My shopping on Black Friday was what I expected.	2,53	1,08	Average
I enjoyed my shopping experience on Black Friday.	2,68	1,21	Average
Shopping on discount days makes me happy.	3,70	1,14	High
I follow the discount days.	3,36	1,20	Average
When the number of products left in the product that I will buy is low, I would like to buy it immediately.	3,02	1,16	Average
I would love to buy a discounted product.	3,43	1,23	Average
I trust Internet Shopping.	3,46	,948	Average
Advertisements in Internet shopping positively affect my shopping decision.	2,83	1,15	Average
Discounts on websites positively affect my shopping decision.	3,52	,981	Average
I recommend shopping on websites to those around me.	3,64	,987	Average
I find the campaigns in internet shopping sincere.	2,83	,965	Average
I trust store shopping.	3,88	,764	High
Discounts in the store positively affect my shopping decision.	3,72	,882	High
The campaigns in the stores increase my desire to shop.	3,58	,985	Average
I follow the days of the campaign.	3,29	1,14	Average

(\bar{x} = 1,00-2,33 low, \bar{x} = 2,34-3,66 average ve \bar{x} = 3,67-5,00 high level of range)

Items such as *I trust in-store shopping*, *Shopping on discount days make me happy* and *Discounts in the store affect my shopping decision positively* have a high level of participation. They are the most important aspects about Black Friday.

Items such as *I recommend shopping on websites to those around me*, *Campaigns in stores increase my desire to shop*, *Discounts on websites affect my shopping decision positively*, *I trust Internet shopping*, and *I would love to buy a discounted product* are of average importance on Black Friday.

Items *I follow the discount days*, *I follow the days of the campaign*, *Buying gifts on Black Friday is unnecessary*, *I know the day of Black Friday*, *It is advantageous to buy gifts on Black Friday*, and *When the number of products left in the product that I will buy is low, I would like to buy it immediately* have an average level of participation.

The statements *I wait for Black Friday to come* and *I shop very often on Black Friday* have low participation levels. These elements are not effective on Black Friday.

Table-5 KMO and Bartlett Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,794
Bartlett's Test of Sphericity	Approx. Chi-Square	2564,242
	df	210
	Sig.	,000

Considering the information in the table, it is seen that the study is suitable for factor analysis. Because the expression 0.794 indicates the high degree of importance in terms of social sciences (Çokluk et al., 2012: 207). In addition, the 0.000 significance level indicates the suitability of the study (Schermelleh et al, 2003).

Table-6 Determined Factors and Percentage of Variance Explained

Factors	Eigenvalues	% Variance Explained	Cumulative %
1	5,223	13,334	13,334
2	2,188	10,718	24,952
3	1,584	9,189	33,241
4	1,290	9,076	42,308
5	1,193	8,873	51,181
6	1,073	8,586	59,767

Considering the data in the table, it is seen that the study is gathered under six factors and constitutes 59.7% of the total variance.

Since a tendency to cross-load was detected in some items (“Buying gifts on Black Friday is unnecessary”; “I’m planning to go shopping next Black Friday”; “Shopping on discount days makes me happy”), and these items were removed from the scale and a factor analysis was performed again. In the exploratory factor analysis conducted with the remaining 21 items and 6 factors are revealed. These are renamed as online shopping, Black Friday shopping, shopping satisfaction, discounted shopping, store shopping and campaign and discounted product preference. It is seen for reliability analysis that the lower limit of Cronbach’s Alpha coefficient accepted for social sciences is .70 (Altunışık et al., 2007). It is seen that the six sub-dimensions of the scale used in the thesis study are above the .70 limit.

Table-7 Determined Factors and Factor Loads

Factor	Factor Loads	Cronbach's Alpha
Factor 1: Online Shopping		
I trust Internet Shopping.	,746	,778
Advertisements in Internet shopping positively affect my shopping decision.	,558	
Discounts on websites positively affect my shopping decision.	,686	
I recommend shopping on websites to those around me.	,736	
I find the campaigns in internet shopping sincere.	,701	
Factor 2: Black Friday Shopping		
I know the day of Black Friday	,636	,736
I wait for Black Friday to come	,781	
I trust there is discount on Black Friday.	,639	
I get a gift on Black Friday.	,758	
It's a good idea to go shopping on Black Friday.	,719	
It is advantageous to buy gifts on Black Friday.	,664	
Factor 3: Shopping Satisfaction		
My shopping on Black Friday was what I expected.	,883	,909
I enjoyed my shopping on Black Friday.	,881	
Factor 4: Discounted Shopping		
When the number of products that I will buy left is low, I would like to buy it immediately.	,807	,703
I would love to buy a discounted product.	,680	
Factor 5: Store Shopping		
I trust store shopping.	,645	,711
Discounts in the store positively affect my shopping decision.	,819	
The campaigns in the stores increase my desire to shop.	,699	
Factor 6: Campaign and Discounted Product Preference		
I shop often on Black Fridays.	,695	,719
I follow the discount days.	,683	
I follow the days of the campaign.	,711	

According to the results of the independent sample t test performed to test whether the means of the sub-dimensions differ according to gender, there is a significant difference in two dimensions (Black Friday Shopping; $p = ,026$ and Shopping Satisfaction; $p = ,049$). Female perception of Black Friday Shopping is higher than male. Also, female are more satisfied with these purchases than male.

Table-8 Mean Differences of sub-dimensions in terms of Gender

	Gender	N	Mean	Std. Dev.	F	t	Sig.
Black Friday Shopping	Female	219	2,78	,661	2,62	2,24	,026*
	Male	166	2,62	,765		2,19	
Online Shopping	Female	219	3,29	,727	,530	,980	,467
	Male	166	3,21	,746		,976	
Shopping Satisfaction	Female	219	2,68	1,06	2,60	2,14	,049*
	Male	166	2,50	1,14		2,09	
Discounted Shopping	Female	219	3,23	1,05	,030	,169	,862
	Male	166	3,21	1,05		,169	
Store Shopping	Female	219	3,75	,672	,087	,839	,769
	Male	166	3,70	,647		,844	
Campaign and Discounted Product Preference	Female	219	2,96	,884	,114	1,08	,735
	Male	166	2,86	,892		1,09	

Table-9 Comparing Means in Terms of Other Descriptive

Dimension	Purchased Things	N	\bar{X}	S.D	F	p	Sig. Dif.
Black Friday Shopping	Clothes	144	2,58	,067	4,231	,016*	2>1*
	Electronic Stuff	150	2,82	,052			
	Souvenir	91	2,72	,065			
	Shopping Frequency	N	\bar{X}	S.D	F	p	Sig. Dif.
Campaign and Discounted Product Preference	Weekly	18	2,48	1,05	3,717	,098	2>1
	Monthly	45	2,82	,93			
	When Needed	209	2,33	,91			
	In Special Days	113	3,02	,99			
	Income Statement	N	\bar{X}	S.D	F	p	Sig. Dif.
Black Friday Shopping	<2500 ₺	43	2,45	,77	2,781	,341	2>1
	2500-3999 ₺	94	2,67	,76			
	4000-5999 ₺	158	2,71	,68			
	≥6000 ₺	90	2,82	,64			

When the dimensions of variables and the means of purchased things are compared, there is a significant difference between clothes and electronic stuff according to Black Friday shopping ($F = 4,231$ $p = ,048 < 0,05$). Another significant difference in shopping frequency found is between in special days and when shopping needed according to campaign and discounted product preference ($F = 3,717$ $p = ,048 < 0,05$). The last difference is in income levels of participants and when compared ≥ 6000 ₺ and < 2500 ₺ there is a meaningful difference in terms of means ($F = 2,781$ $p = ,033 < 0,05$).

Table-10 Correlation Analysis between Dimensions

		Online Shopping	Discounted Shopping	Stores Shopping	Campaigns and disc. Product Preference	Shopping Satisfaction
B.F. Shopping	Pearson Correlation	,232**	,160**	,115*	,318**	,383**
	Sig. (2-tailed)	,000	,002	,024	,000	,000

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

When the table 10 is scrutinized there is meaningful positive relationship between Black Friday shopping and online shopping ($r_{(385)} = ,232$; $p < ,001$), discounted shopping ($r_{(385)} = ,160$; $p < ,001$), store shopping ($r_{(385)} = ,115$; $p < ,005$), campaigns and discounted product preferences ($r_{(385)} = ,318$; $p < ,001$), and shopping satisfaction ($r_{(385)} = ,383$; $p < ,001$). So all hypotheses are accepted.

5. Result and Discussions

It should be analyzed carefully in findings of the study since the sample is limited to the region studied and that it is not convenient to generalize. However, as a practical field work and the information obtained, it should be noted that this study is an appropriate study in Turkey and the world. In order for this study to be more meaningful, the area of future academic studies should be broader and should be nationwide. On the other hand, comparison of different countries may also reflect the attitudes of different cultures related to Black Friday. The prominent issues in the research can be expressed as follows:

Approximately half of the participants are female and the other half are male, the education level is relatively high, the private sector workers have more middle income, most of them are married and they are mostly young.

According to the results of the research, it is seen that female are more sensitive and demanding to Black Fridays than male. Kwon & Brinthaup (2015) conducted a study with 142 participants (120 women and 22 men) and revealed that Black Friday has strong hedonic purchase and female are premise to comprise this result. In Turkey, the data obtained from a digital platform (Related Digital, 2019), male are more sensitive for Black Friday days than female, especially in online buying for electronic stuffs. In Turkey, in 2018, over the Internet, by credit cards, bank cards and virtual cards people spent 3.4 billion Turkish Lira (₺), and it brought about using 2 million cards (Akcan et al., 2020). However in Akcan et al.'s (2020) study no differences found as regard to gender in Black Friday purchases.

Another finding in this study is that individuals tend to prefer more options such as electronic stuff during their Black Friday days. This is because male have been shopping more on Black Friday days than female in recent years (Swilley, & Goldsmith, 2013). As a matter of fact, 2019 figures also support this fact. Black Friday is perceived as a kind of gift day for Americans. In Turkey, these results differ a little bit. According to Mastercard (2020), in Turkey, consumers take action to buy gifts at least three months for special days and in the research, comparing with other countries Turkey has highest spending consumers. In this context, the findings that consumers concentrate on buying more gifts on discount days and those with high income follow more on Black Fridays, supports this research.

In this study it is found that perception of Black Friday positive relationship with online shopping, discounted shopping, store shopping, campaigns and discounted product preferences, and shopping satisfaction. In Bell et al.'s study, of interview, one participants answered the question about cost of Black Friday as *“My brother and I took a glance at all the Black Friday ads about discounts and campaigns online to compare the ads for various stores and we took them by category to catch the best price.”* This may be an approach to show relationship between Black Friday and online shopping, discounts and campaigns. Jin Suk and Seungwoo (2019) in their study towards Korean consumers found that cost motives and utilization are key factors to motive consumers, and participant's attitudes for discounts and campaigns in Black Friday days. In other study conducted in US, it is found by Delcea et al. (2017) that Black Friday discounts and promotions lead to consumers' satisfaction, and different brands and advertisement are basic factors for post-sale activities. Andrās & Tamās (2019) studied satisfaction for Black Friday, and they found that shopping and product selection, prices and advertising are most significant indicators determining satisfaction in terms of participants' answers.

Black Friday shopping has started to spread in Turkey for last few years, as it met with the response, especially from the conservatives. This reaction obliges brands to be careful because brands both want to get a share of this day when shopping has reached huge numbers and refrain from reaction. In the face of this situation, brands have developed a strategy to use alternative names to “Black Friday”. This situation still brings about some consumers to be reserved towards these days. However, in Turkey, thanks to the successful implementation of the Black Friday period by increasing the awareness of brands and campaigns, consumption frenzy has been increasing substantially every year.

This study is important in that it is a precursor to many studies to be done. In addition, the study can be expanded by expanding the sampling and adding some variables such as

hedonic consumption. In addition, in order to examine the effects of Black Friday in different cultures, the field of study can be expanded by making intercultural comparisons.

Research and Publication Ethics

This study has been carried out with the rules of scientific research and publication ethics. Since the data of this study collected in 2019 and in line with the statement of ULAKBİM regarding no ethics committee approval is required, there is no ethics committee report based on this.

Contributions of Authors to the Article

This study has been conducted by Professor Doctor Abdulvahap BAYDAŞ and Research Assistant Serhat ATA. Both authors have contributed to the literature review. Ph.D.student Nesimi KÖK has contributed to data collection. Analyses have been conducted by Research Assistant Serhat ATA

Proclaim of Interest

This study is not subject to any conflict of interest.

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