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Creating Impulse Buying Behavior in The Online Festival Atmosphere: A Gender-Based Evaluation

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Abstract

Impulsive buying behavior during online shopping festivals is shown by many consumers and e-commerce businesses benefit from it. However, the reasons for this behavior have not been revealed. Therefore, this study will investigate the antecedents underlying this behavior. It was also investigated whether the effect of these antecedents on the festival atmosphere differed according to gender. A total of 590 participants (294 men and 296 women) participated in the study. The analysis was conducted with PLS-SEM 4.0. As a result of the analysis, it was seen that the elements that make up the festival atmosphere differed for men and women. For women, low price, perceived novelty, perceived perishability, perceived limitation, category richness, time constraint, and perceived entertainment affected the festival atmosphere, while for men, low price, perceived perishability, perceived limitation, time constraint, and social benefits affected the atmosphere. In addition, festival atmosphere positively influenced impulse buying for both genders. Therefore, e-commerce companies should create a festival atmosphere by considering gender differences and use different variables.

Keywords: *Festival atmosphere, impulse buying behavior, low price, time constraint, perceived entertainment*

Öz

Çevrimiçi alışveriş festivalleri sırasında dürtüsel satın alma davranışı birçok tüketici tarafından uygulanmakta ve e-ticaret işletmeleri bundan faydalanmaktadır. Ancak bu davranışın nedenleri ortaya konulmamıştır. Bu nedenle bu çalışmada bu davranışın altında yatan öncüller araştırılmıştır. Ayrıca bu öncüllerin festival atmosferine etkisinin cinsiyete göre farklılaşıp farklılaşmadığı araştırılmıştır. Çalışmaya toplam 590 katılımcı (294 erkek ve 296 kadın) katılmıştır. Analiz PLS-SEM 4.0 ile gerçekleştirilmiştir. Analiz sonucunda festival atmosferini oluşturan unsurların erkekler ve kadınlar için farklılaştığı görülmüştür. Kadınlar için düşük fiyat, algılanan yenilik, algılanan dayanıksızlık, algılanan sınırlama, kategori zenginliği, zaman kısıtlaması ve algılanan eğlence festival atmosferini etkilerken, erkekler için düşük fiyat, algılanan dayanıksızlık, algılanan sınırlama, zaman kısıtlaması ve sosyal faydalar atmosferi etkilemiştir. Ayrıca festival atmosferi her iki cinsiyet için de dürtüsel satın almayı olumlu yönde etkilemiştir. Bu nedenle e-ticaret şirketleri cinsiyet farklılıklarını göz önünde bulundurarak festival atmosferi oluşturmalı ve farklı değişkenler kullanmalıdır.

Anahtar Kelimeler: *Festival atmosferi, dürtüsel satın alma davranışı, düşük fiyat, zaman kısıtlaması, algılanan eğlence*

Introduction

The revenue in the e-commerce market is reported to reach 3,591.00 billion US dollars in 2023 and is expected to exceed 4 billion dollars in 2024. (Statista, 2024). Shopping festivals are an important part of the revenue generated in e-commerce. Shopping festivals held in many countries (11.11, Black Friday, Cyber Monday, Singles' Day, Boxing Day, El Buen Fin, Cyber Hot Days, Diwali Festival, Harbolnas etc.) are the most important supporters of this growth in e-commerce (Chen and Li, 2020). Among all online shopping festivals, Singles' Day has become the world's largest shopping carnival, surpassing the traditional western shopping festival "Black Friday". Consumers shop more during these festivals, which also motivates retailers (Shang et al., 2020). Therefore, shopping festivals are becoming important for retailers to increase their sales, revenue, and profitability. E-commerce companies organize various promotions and events to include customers in their online festivals and reach more income. In this way, they can direct consumers to impulsive purchases (Yang & Zhang 2018). Limited purchasing time, limited number of products, and very low prices are quite effective in this process. In addition, it has been found that customers' shopping behaviors are affected by hedonic shopping motivation during online shopping festivals (Xie et al., 2023). In other words, consumers can use these festivals more due to the sense of fun and pleasure.

In their study, Yang et al. (2018) extended the Theory of Planned Behavior (TPB) to investigate the impact of the atmosphere during the Double-11 shopping festival on Chinese people's sustainable consumption. As a result of the study, Chinese consumers showed that the atmosphere specific to China's Double-11 shopping festival is negatively related to consumers' purchase intention towards sustainable consumption. Chen and Li (2020) investigated the impact of consumers' perceived product promotion and atmosphere promotion strategies on their participation intentions during these festivals and the possible interaction between product promotion and atmosphere promotion strategies on their intention to participate in online shopping festivals. As a result of the study, it was found that the perceived attractiveness of price promotion, the perceived category richness of promotion, the perceived fun of promotional activities, and the perceived contagiousness of audience participation significantly and positively affected consumer's participation intention. Li et al. (2020) empirically examined the antecedents of continuous participation intention using expectancy-confirmation theory and the stimulus-organism-response model, revealing that the scale of upgrading and social interaction had positive and significant effects on participants' emotional satisfaction as trust, and then identified the pleasures that lead to continuous participation behaviors. They argue that spending more money on exuberant festival buildings will not have a greater impact on participants' satisfaction as expected. Alternatively, creating a good and fair trading environment would achieve the same goal and promote the sustainability of shopping festivals. Furthermore, Kim et al. (2023) examined the effects of five perceived benefits of festivals on emotional attachment and advocacy. The results of the study showed that high levels of price, product, entertainment, and social benefits increased emotional attachment and thus increased consumers' intentions to advocate for consumer festivals. Previous studies have attempted to uncover consumer motivations related to online festivals, but no developed model has been put forward in this regard. Therefore, this research will address this gap. Accordingly, variables that may increase consumers' festival motivations will be identified. In addition, it will be investigated whether these variables differ between men and women.

In line with the gap identified in the literature, the aim of the study is to reveal the variables that increase the festival atmosphere and impulsive purchase intention of consumers during online festivals. Perceived low price, perceived novelty, perceived perishability, perceived scarcity, perceived category richness, time constraint, perceived fun and social benefits are predicted to positively affect the atmosphere of online festivals. In addition, festival atmosphere is thought to

increase consumers' impulsive purchase intention. Moreover, the differences in these relationships between male and female consumers will also be examined. The study is expected to make two important contributions to the literature. First, the importance that consumers attach to the festival atmosphere and the factors that increase consumers' impulsive purchase intention will be revealed. Thus, the factors that push consumers to buy en masse will be revealed. This will determine which variables e-commerce companies can support the festival atmosphere in the long run. Secondly, it will be revealed whether this atmosphere differs for men and women. Therefore, it will be revealed which variables can strengthen the atmosphere for women and men. Through these variables, the atmosphere for women's and men's products can be supported. This will increase the sustainability of online festivals. Thus, the continuity of online festivals, which have been evaluated as consumption frenzy and criticized in recent years, will be ensured.

2. Conceptual Model and Hypotheses Development

The online shopping environment has continued to develop in parallel with the development of technologic environment. Online shopping, which has a great advantage over offline shopping, has developed at an increasing pace and has penetrated every aspect of daily life. With the improvement of the average standard of living worldwide, the number of online shoppers is increasing day by day (Xie et al., 2023). E-commerce is becoming not only an important shopping channel, but also a channel that can turn certain festivals into special online consumer holidays, where online festival shopping becomes part of the festival culture and strongly influences consumer online shopping habits (Zeng et al., 2022). Studies on the factors affecting consumer online shopping behavior have mainly focused on consumer characteristics (Ahn, J., & Kwon, 2022; Sutisna & Handra, 2022), online shopping behavior characteristics (Kim et al., 2023; Yulianto et al., 2021), and the shopping process (Zeng et al., 2019; Chen & Ku 2021). Similarly, online festivals are often studied on the factors that drive mass consumer behavior and the advantages and disadvantages of online purchasing. The most prominent element among these is impulse buying behavior.

One of the most widely used theories in online shopping is the theory of planned behavior (Tang et al., 2021; Sutisna & Handra, 2022). The theory of planned behavior consistently supports the idea that people are rational beings who use all available information. People consider the consequences of their actions before deciding whether to engage in a particular behavior. Conscious buying refers to consumers' planned buying behavior. However, impulsive behaviors (Tang et al., 2021) rather than planned behaviors come to the fore in shopping festivals. Impulse buying accounts for close to 80% of global product sales (Rodrigues et al., 2021). Impulsive buying behavior tends to be unplanned, but is carried out because consumers are stimulated by positive emotions and have an immediate desire to own a particular product. Many scholars (Xu et al., 2020; Nyrhinen et al., 2024) have studied impulsive buying behavior in e-commerce. In the past, impulsive buying was originally thought to be an unplanned purchase made without careful consideration and accompanied by high emotional conflicts (Tang et al., 2021). However, later studies have suggested that impulse buying develops in conjunction with emotional reactions (Rodrigues et al., 2021; Ahn & Kwon, 2022) Therefore, this led us to the goal theory. Goal theory briefly argues that people live and behave in line with their goals. Based on this, it can be stated that impulsive purchases can also be seen as a step in achieving people's goals. In this study, these purchases will be evaluated within the scope of goal theory.

Therefore, in impulsive buying, the consumer is spontaneously and temporarily out of control and has a strong desire to buy. This situation can often be experienced temporarily during shopping festivals. Accordingly, the research model was prepared for perceived low price, perceived novelty, perceived perishability, perceived scarcity, perceived category richness, time constraint, perceived fun and social benefits,

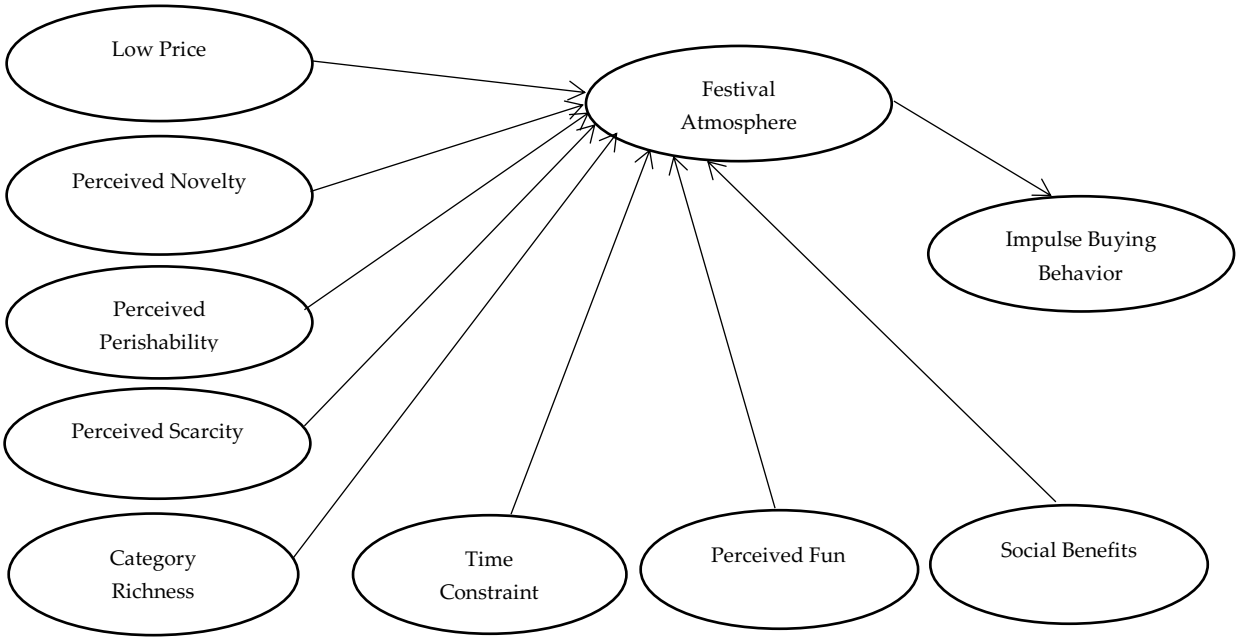

Figure 1: Proposed Model

which are thought to increase impulse buying and strengthen the festival atmosphere (Figure 1).

2.1. Impulse Buying Behavior

It is seen as an unplanned purchase when customers feel a sudden impulse to buy something quickly, which is often strong and continuous, and it is stated that impulse buying behavior can be triggered by intrinsic factors (Wu et al., 2021; Yulianto et al., 2021). In studies conducted in this direction, low price (Yang & Zhang, 2018 Kim et al., 2023), perceived novelty (Yulianto et al. 2021; Frasquet et al., 2024), perceived perishability (Dsilva, & Elangovan, 2021; Xie et al., 2023), perceived scarcity (Li, 2021; Simanjuntak & Pratama, 2024), category richness (Chen and Li, 2020; Novita et al., 2022), time constraint (Shang et al., 2020; Shao et al., 2023), perceived entertainment (Mahmuddin et al., 2022; Chen et al., 2023), social benefits (Li, 2021; Kim et al., 2023) stand out as antecedents of impulse buying behavior. Therefore, hypotheses were formed in this direction in the research.

2.2. Low Price

Low price is considered to be one of the strongest components of the festival atmosphere. Studies (Zhao et al., 2019; Xu et al., 2020; Li, 2021; Yulianto et al., 2021; Kim et al., 2023) in this direction have found that low price is a variable that directly and positively affects the festival atmosphere. Consumers visit the website because they are impressed by the low prices (Chen & Ku, 2021). If the festival atmosphere is also good, they can make a purchase decision (Shang et al., 2020). However, there are also few studies (Ittaqullah et al., 2020) arguing that discounts do not have a significant impact on customers' impulse buying. Since it is predicted that low prices will be an important component in creating an online shopping festival environment, the hypothesis is formed as follows.

H1: *Perceived low price has a positive and significant effect on festival atmosphere.*

2.3. Perceived Novelty

It refers to consumers' encounters with new products and services (Yulianto et al., 2021). In addition, perceived novelty can also be defined as a subjective experience based on different characteristics such as unexpectedness, atypicality, innovation, and uncertainty. (Frasquet et al., 2024). Considering that consumers may encounter new products and services for the first time during festival periods, it can be stated that it is an important factor in online shopping. In addition, new forms of products can also increase willingness to buy. Also studies (Shang et al., 2020;

Frasquet et al., 2024) have revealed that perceived innovation positively affects consumers' online shopping decisions. Therefore, the hypothesis was formed in this direction.

H2: *Perceived novelty positively and significantly affects the festival atmosphere*

2.4. Perceived Perishability

This concept refers to the rapid uptake of goods by other customers during the festival and the loss of goods over time. (Yulianto et al., 2021). Festivals often use terms such as "limited-time" and "limited-stock" or "two-hour-only sale" (Xie et al., 2023). This is reflected to the consumer as perceived perishability. Therefore, consumers are directed to purchase quickly, which triggers impulse buying behavior. Customers who cannot make a purchase for this reason may feel that they have missed out. There are also studies in the literature (Dsilva, & Elangovan, 2021; Yulianto et al., 2021) showing that perceived perishability in online shopping festivals affects consumers positively. Therefore, the hypothesis is as follows.

H3: *Perceived perishability positively and significantly affects festival atmosphere*

2.5. Perceived Scarcity

A situation arising from insufficient resources and leading to a deterioration in the balance of supply and demand (Wu et al., 2021). Due to this scarcity, customers are driven to purchase more earlier and can move through the stages of the decision-making process more quickly. The fact that a small number of products are offered for sale in festival atmospheres supports this situation. Also, many studies (Wu et al., 2021; Simanjuntak & Pratama, 2024; Cengiz & Şenel, 2024) have shown that perceived scarcity can instantly affect consumer decisions. In this study, perceived scarcity refers to the scarcity of products offered at festivals. This increases the economic value of the products.. This situation is artificially created during shopping festivals. The hypothesis is formed accordingly as follows.

H4: *Perceived scarcity positively and significantly affects the festival atmosphere*

2.6. Category Richness

It refers to the types, quantities, and styles of goods that are more diverse than usual in promotional activities and thus meet the different needs of consumers (Xie, 2023). The variety of products within the categories makes consumers feel more advantageous in online shopping compared to offline shopping. Thus, product variety is also used to attract consumers to the festival environment. In many studies on online shopping (Chen & Ku 2021; Novita et al., 2022; Chen, 2022), creating categories in a diverse and deep way expands the product range and positively affects consumer decisions. Therefore, it is predicted that a similar effect will be seen in online festivals. In this direction, the hypothesis is as follows.

H5: *Category richness positively and significantly affects festival atmosphere*

2.7. Time Constraint

Time constraint occurs when festivals are held at certain times and use price, promotion, and distribution elements only for this time period (Shang et al., 2020). When consumers miss this period, they cannot access the product they want. Thus, they feel a time pressure on them. Therefore, they try to make purchasing decisions in time to avoid feeling this pressure. This is thought to be one of the most important factors that effects festival atmosphere and lead them to impulsive buying. Studies in the literature (McCollough, 2020; Chen & Li, 2020; Yulianto et al., 2021; Shao et al., 2023) also support this prediction. Therefore, the hypothesis is prepared as follows.

H6: *Time constraint positively and significantly affects festival atmosphere*

2.8. Perceived Entertainment

It is a concept that includes elements such as the information that consumers share with each other during the festival, the happiness they feel during product search, and the impulse to buy quickly (Chen et al., 2023). It is stated that this is one of the important factors in making consumers feel like a

festival (Xie et al., 2023). There are also many studies (Li et al., 2020; Mahmuddin et al., 2022; Kim et al., 2023) showing that entertainment during online shopping positively affects consumer decisions. Therefore, the hypothesis is formed as follows.

H7: *Perceived entertainment has a positive and significant effect on festival atmosphere.*

2.9. Social Benefits

It is one of the elements that consumers use in order not to stay away from what other people are talking about, to feel a part of social life and to see themselves as valuable (Xie et al., 2023). This feeling is thought to be high during festival periods. Many studies (Li et al., 2020; Ahn, & Kwon, 2022; Kim et al., 2023) state that consumers turn to online festivals due to these benefits. Therefore, in the study, it is predicted that consumers' feeling of social benefit causes festival atmosphere and impulse buying.

H8: *Social benefits positively and significantly affect the festival atmosphere*

2.10. Festival Atmosphere

It is the name given to an environment that consumers support with price discounts, sales of a certain number of products in a limited time and directs consumers to buy quickly. In this process, consumers are quickly invited to participate in this event/shopping with the influence of other consumers (word of mouth, social media, etc.) (Chen & Li, 2020). Online atmosphere refers to the design of web environments that attract consumers to enter and purchase, and is seen as consumers' mood or emotions conveyed by the environment (Xie et al., 2023). During shopping festivals, consumers expect to buy products cheaper, but they realize that this program is for a limited time and that a limited number of products are offered when there are many consumers (Nyrhinen et al., 2024). Thus, it is argued that discounts during this limited time are more effective than discounts during normal times (Novita et al., 2022). Therefore, the festival atmosphere affects the impulsive purchasing behavior of consumers. The hypothesis is formed in this direction as follows.

H9: *Festival atmosphere positively and significantly affects impulsive purchase intention*

3. Methodology

3.1. Sample design and data collection

In the study, it is expected that the variables of perceived low price, perceived innovation, perceived perishability, perceived scarcity, perceived category richness, time constraint, perceived entertainment and social benefits will affect the festival atmosphere. It is also predicted that the festival atmosphere affects impulsive purchase intention. In addition, the question of whether the created model creates a significant difference between women and men will be answered. Thus, it will be understood whether the variables affecting the festival atmosphere differ for women and men. Therefore, the model will be tested in line with these hypotheses. Our target respondents were consumers who participated in online shopping festivals. Therefore, purposive sampling was used in the study. The research will be conducted according to the structural equation model and a total of 37 survey questions consisting of 3 parts were directed to the people in our sample. It is planned to receive 346 answers in total according to the formula 8.37+50=346 (Tabaschnick and Fidell 2012). Data were collected via face-to-face surveys in the first three months of 2024. In accordance with the purpose of the study, 300 surveys were administered to men and women. 294 usable surveys were obtained for men and 296 for women. A total of 590 surveys were included in the analysis.

3.2. Research instrument

In the study, data was collected using a survey method in accordance with the purpose of the research. “Ethics Committee Approval” for the survey was obtained from the researcher's university. Many variables thought to constitute the festival atmosphere (perceived novelty, perceived perishability, perceived scarcity,

impulse buying behavior) were adapted from the study of Yulianto et al. (2021). In addition, the studies of Kim et al. (2023)- low price, Chen & Li (2020)-category richness, Xie et al. (2023)-time constraint, Xu et al. (2020)-perceived entertainment, Li et al. (2020)-social benefits, Yang & Zhang (2018)-festival atmosphere were used for the scales. Each item was evaluated using a 7-point Likert scale ranging from 1= strongly disagree to 7= strongly agree.

Example item for low price scale (3 items) is "The price reduction of the product at the festival is what attracts me". An example item for perceived novelty (4 items) is "Shopping at festival offers a new experience". The example item for Perceived perishability (4 items) is as follows: "When I shop during at festival flash sales, I try to complete the transaction quickly." An example item for the perceived scarcity scale (4 items) is "I see that there are limited items at the festival" The sample item for category richness (4 items) is as follows: "The product range offered by the platforms during the festival period is quite rich". The sample item for the time constraint scale (3 items) is "The flash sales are making me rush to buy". The sample item for perceived entertainment (4 items) is as follows "It's fun to browse products and shop at the festival". The sample item selected for social benefits (3 items) is "I enjoyed spending time with other users during the festival". The item determined for the festival atmosphere scale (4 items) is as follows: "The online and offline events created a strong festival atmosphere". The sample item selected for impulse buying behavior is "I tend to buy products that I didn't plan on during the festival".

3.3. Analytical methods

The subject will be researched in line with the data obtained in the study and the data obtained as a result of the research will be analyzed according to the structural equation modeling method using SPSS and PLS-SEM programs. PLS-SEM provides an assessment of both the explanatory power and predictive accuracy of a model, minimizing the limitations of unpredictable explanations. In the study, the PLS-SEM algorithm was run using the following settings: 3,000 as the maximum number of iterations, 10-7 as the stopping criterion and the path weighting scheme. Significance was assessed using a bootstrap routine with 10,000 subsamples and percentile bootstrap as the confidence interval method.

IBM SPSS version 22.0 and SmartPLS version 4.1.0.6 were used for data analysis. Analysis was performed using the variance-based PLS-SEM algorithm. This was because it was able to process and analyze the reflective and formative models in the model in the study. In addition, the PLS-SEM approach was able to control measurement errors in the structural model, while at the same time estimating causal patterns among latent constructs. In the study, the analysis was conducted by following the guidelines proposed by Hair et al. (2018). These guidelines were applied to both groups of participants (male and female).

4. Findings

4.1. Assessing the reflective measurement model

All constructs in the study were measured reflectively using multivariate scales that have been previously established in the relevant literature and, where necessary, slightly adapted to the research context. There are fundamental elements in assessing the suitability of many multi-item reflective models for analysis. These are Cronbach's alpha (C.A.) and composite reliability (C.R.) values for reliability, along with average variance extracted (AVE) for convergent validity and heterotrait-monotrait (HTMT) ratios for discriminant validity. The study examined indicator reliability, internal consistency reliability, convergent validity and discriminant validity for both groups (men and women). The values obtained can be seen in Table 1. The reliability coefficients (C.A. and C.R.) for both groups were higher than 0.70. Internal consistency and cronbach alpha values were close to each other. Therefore, the reliability of the study was proven (Hair et al., 2017). The average variance extracted (AVE) scores for both groups were higher than 0.50, indicating that convergent validity was met. We also examined HTMT values

with 95% one-sided bootstrap confidence intervals for discriminant validity. The HTMT values for both groups were below 0.90 (Hair et al., 2018). This confirmed discriminant validity.

differed significantly (Hair et al., 2018). MICOM routine was applied for measurement invariance of composite models (Henseler et al., 2016). Accordingly, since the data processing, variables and indicators of the groups were similar, construct invariance was applied. In the next step,

Table 1. Measurement Model Assessment for Man and Woman

	Loadings**		Cronbach Alpha (C.A.)		Composite Reliability (C.R.)		Average Variance Extracted (AVE)	
Construct*	**Woman**	**Man**	**Woman**	**Man**	**Woman**	**Man**	**Woman**	**Man**
LP1	0.87	0.94	0.86	0.93	0.86	0.93	0.67	0.81
LP2	0.81	0.89						
LP3	0.78	0.86						
PN1	0.82	0.93	0.92	0.95	0.92	0.95	0.75	0.82
PN2	0.90	0.87						
PN3	0.86	0.89						
PN4	0.86	0.92						
PP1	0.90	0.91	0.94	0.94	0.94	0.94	0.81	0.81
PP2	0.90	0.89						
PP3	0.87	0.89						
PP4	0.92	0.89						
PS1	0.79	0.89	0.90	0.94	0.91	0.94	0.71	0.81
PS2	0.87	0.90						
PS3	0.86	0.90						
PS4	0.84	0.90						
CR1	0.88	0.91	0.92	0.94	0.92	0.94	0.73	0.81
CR2	0.81	0.89						
CR3	0.87	0.88						
CR4	0.85	0.92						
TC1	0.82	0.90	0.86	0.91	0.86	0.90	0.68	0.76
TC2	0.76	0.82						
TC3	0.87	0.88						
PE1	0.80	0.91	0.89	0.94	0.89	0.94	0.67	0.79
PE2	0.86	0.87						
PE3	0.77	0.86						
PE4	0.83	0.89						
SB1	0.86	0.86	0.86	0.91	0.86	0.91	0.68	0.78
SB2	0.76	0.88						
SB3	0.84	0.90						
FA1	0.70	0.70	0.83	0.81	0.83	0.81	0.56	0.53
FA2	0.76	0.70						
FA3	0.78	0.70						
FA4	0.73	0.81						
IBB1	0.72	0.78	0.80	0.80	0.80	0.80	0.50	0.50
IBB2	0.65	0.62						
IBB3	0.74	0.67						
IBB4	0.72	0.72						

**LP: Low Price, PN: Perceived Novelty, PP: Perceived Perishability, PL: Perceived Scarcity, CR: Category Richness, TC: Time Constraint, PE: Perceived Entertainment, SC: Social Benefits, FA: Festival Atmosphere, IBB: Impulse Buying Behavior*

*** First values calculated for "woman" and second values for "man"*

Furthermore, measurement invariance between both participant groups was assessed in the study. We also assessed measurement invariance between both participant groups. Measurement invariance was addressed to determine whether the patterns revealed by the groups in the study

correlations between the composite scores between the two groups were assessed. A correlation of less than 1 indicated a difference between the groups. Thus, compositional invariance was confirmed by showing that the null hypothesis could not be rejected. This allowed us to obtain the partial measurement variability that allows for multigroup comparisons. In addition, both groups were evaluated for common method bias. We used Harmon's one-factor analysis as performed by

Podsakoff et al. (2003). The values were 19.3% for women and 19.1% for men. These values were below the 50% threshold value. Thus, multi-structural analyses were continued for both groups.

4.2. Confirmatory Factor Analysis

Confirmatory factor analysis was conducted with 10 latent variables and 37 observed variables. As a result of the factor analysis, compatibility indices were obtained for the data for women (NFI= 0.90, SRMR= 0.031, p= 0.000, CFI= 0.97, TLI= 0.97) and for men (NFI= 0.888, SRMR= 0.064, p= 0.000, CFI= 0.94, TLI= 0.93). Therefore, the results reveal that the model fits the data well. In addition, the relationship between the variables in this model was examined using the correlation coefficient. The relationship between all variables is statistically significant ($p<0.01$). In addition, all correlation values are positive. Therefore, one of the important assumptions in SEM analysis, which is the connectedness between the relationships, has been achieved. In this study, the relationship between festival atmosphere and other variables is significant. The results in Table 2 and 3 show that festival atmosphere has the most significant relationship with impulsive buying behavior. In other words, as the festival atmosphere is positive, impulsive buying behavior increases significantly.

4.3. Structural Model Assessment

As mentioned earlier in the paper, the PLS-SEM algorithm provides a very useful framework for assessing causal-predictive links. Furthermore, the PLS program can generate T statistics for significance testing of both the internal and external model using a procedure called bootstrapping. In this procedure, a large number of subsamples are taken with replacement from the original sample to give bootstrap standard errors, which in turn give approximate T values for the significance test of the structural path. The bootstrap result approximates the normality of the data. Therefore, SmartPLS 4.0 was used to model our study, as shown in Figure 1.

As shown in Table 2 for women data, the structural model results indicate that only social benefits (β = 0.024, t-value = 0.452) not have an impact on the festival atmosphere. Low price (β = 0.159, t-value = 2.144), perceived novelty (β = 0.153, t-value = 2.538), perceived perishability (β = 0.184, t-value = 3.083), perceived scarcity (β = 0.192, t - value = 3.174), category richness (β = 0.158, t-value = 2.393), time constraint (β = 0.141, t-value = 2.573), perceived enjoyment (β = 0.189, t-value = 2.689) variables affect the festival atmosphere. has had a positive impact. Additionally, it was observed that the festival atmosphere (β = 0.396, t-value = 10.461) had a strong effect on impulse purchasing intention. Thus, H1-H7 and H9 were accepted.

Table 2. Path Analysis-Woman

Paths	Beta (B)	t	p	Sign.
H1. Low Price→Festival atmosphere	0.159	2.144	0.032**	Yes
H2. Perceived Novelty→Festival atmosphere	0.153	2.538	0.011**	Yes
H3. Perceived perishability→Festival atmosphere	0.184	3.083	0.002**	Yes
H4. Perceived scarcity→Festival atmosphere	0.192	3.174	0.002**	Yes
H5. Category richness→Festival atmosphere	0.158	2.393	0.017**	Yes
H6. Time constraint→Festival atmosphere	0.141	2.573	0.010**	Yes
H7. Perceived entertainment→Festival atmosphere	0.189	2.689	0.007**	Yes
H8. Social benefits→Festival atmosphere	0.024	0.452	0.651***	No
H9. Festival atmosphere→Impulsive purchase intention	0.396	10.461	0.000*	Yes

**p<0.001, **p<0.0, ***p >0.05*

As shown in Table 3 for man data, the structural model results indicate that low price (β = 0.300, t-value = 5.535), perceived perishability (β = 0.193, t-value = 3.792), perceived scarcity (β = 0.238, t-value = 4.313), time constraint (β = 0.306, t-value = 5.606), social benefits (β = 0.164, t-value = 2.472) positively affect the festival atmosphere. However, no effect of perceived novelty (β = 0.005, t-value = 0.073),

category richness (β = 0.036, t-value = 0.592), perceived entertainment (β = 0.059, t-value = 1.085) on the festival atmosphere was found. In addition, the festival atmosphere (β = 0.301, t-value = 5.379) strongly affects impulse purchasing behavior in men as well as in women.

Table 3. Path Analysis-Man

Paths	Beta (B)	t	p	Sign.
H1. Low Price→Festival atmosphere	0.300	5.535	0.000*	Yes
H2. Perceived Novelty→Festival atmosphere	0.005	0.073	0.942***	No
H3. Perceived perishability→Festival atmosphere	0.193	3.792	0.000*	Yes
H4. Perceived scarcity→Festival atmosphere	0.238	4.313	0.000*	Yes
H5. Category richness→Festival atmosphere	0.036	0.592	0.554***	No
H6. Time constraint→Festival atmosphere	0.306	5.606	0.000*	Yes
H7. Perceived entertainment→Festival atmosphere	0.059	1.085	0.278***	No
H8. Social benefits→Festival atmosphere	0.164	2.472	0.013**	Yes
H9. Festival atmosphere→Impulsive purchase intention	0.301	5.379	0.000*	Yes

**p<0.001, **p<0.0, ***p >0.05*

5. Discussion

5.1. Theoretical Implications

Based on the PLS-SEM results, low price was found to have a significant positive influence on festival atmosphere for both gender and supporting H1. The findings shows that while low price is one of the most important variables for men in creating a festival atmosphere, low price is also important for women, although there are variables that they find more important. Therefore, it is parallel with the study of Kim et al. (2023). Perceived novelty was found to have a significant positive influence on festival atmosphere for women but not for men. Therefore, H2 is partially supported. Yulianto et al. (2021) also demonstrated its effect in their study. Thus, it can be stated that women attach more importance to the presentation of new products within the festival than men. Next, perceived perishability was found to have a significant positive influence on festival atmosphere for both gender and supporting H3. This result is similar to the study by Dsilva, & Elangovan, (2021). It can be stated that time limitations and fast-selling products in the festival atmosphere affect the festival atmosphere positively for both genders. Similarly, perceived scarcity was found to have a positive and significant effect on festival atmosphere for both genders and H4 was supported. Simanjuntak & Pratama (2024) and Cengiz & Şenel (2024) also obtained similar results. Therefore, keeping the number of products to a certain number and the rapid exhaustion of these products brings consumers into the festival atmosphere. Although category richness has a positive and significant effect on women's festival atmosphere, no such effect was found for men. Thus, H5 is partially accepted. It would be more beneficial if the categories of products related to women were wider within the festival atmosphere. Time constraint also significantly and positively affects the festival atmosphere for both genders and therefore H6 is supporting. As in previous studies (Chen & Li, 2020; Yulianto et al., 2021), time constraints emerged as an important element of creating a festival atmosphere in this study. Perceived entertainment is another variable that is positive and significant for women but not significant for men in creating a festival atmosphere. Thus, H7 particially supported. While women also want to have fun while shopping, men focus on more rational elements. Therefore, it can be said that hedonic elements are more prominent for women. Social benefits is the only variable that positively affects the festival atmosphere for men but not for women. Thus, H8 is also partially supported. Finally, for both genders, festival atmosphere has a positive and significant effect on consumers' impulse buying behavior and H8 is supported. Festivals are one of the key activities that drive consumers to make impulse purchases. This effect has been confirmed in previous studies (Kim et al., 2023; Nyrhinen et al., 2024). The majority of extant studies only generally examine presence or investigate one or two forms of

presence (Chen, 2021; Xie et al., 2023). Therefore, the most important finding of this study is to reveal the factors that create the festival atmosphere and to reveal the extended variables that differ in terms of gender.

5.2. Managerial Implications

The findings of this study have several notable implications for e-shoppers and e-retailers. First, as a result of the study, the variables (low price, perceived perishability, perceived scarcity, perceived scarcity, time constraint) were revealed as the prominent variables in online shopping festivals. In this direction, e-commerce companies can use these elements for both genders in the online festivals they organize. For example, consumers can be informed about low price practices before the festival through e-mail marketing and messages can be sent through mobile marketing. For perishability, consumers can be directed to buy products instantly by placing an indicator such as estimated expiration time. For the scarcity of products, the number of product sales can be estimated through artificial intelligence applications and the number of products to be offered at the festival can be determined accordingly. The duration can be kept over one day for products with high sales and hourly discounts can be organized for products with low sales. Therefore, higher sales volumes can be achieved by increasing impulse buying motivation during the festival.

Secondly, festival atmosphere was found to be effective on consumers' impulse buying behaviors for both genders. For this reason, e-commerce companies should organize online shopping festivals in order to support consumers' rational purchases and increase their impulse purchases. In addition, they should approach men's and women's products with different strategies. While men focus more on rational elements (low price, time constraint, etc.), women focus more on the hedonic elements of the festival (perceived entertainment, category richness, etc.). For this reason, in the strategies to be implemented in online shopping festivals, it may be more effective to offer more discounts, time limits, limited number of products to male consumers, while for female consumers, new products should be introduced to the consumer for the first time within the scope of the festival, the product range within the categories should be increased and there should be elements that they can have fun. In this direction, dynamic pricing applications can be used using artificial intelligence applications for male consumers. For female consumers, it can be stated that augmented reality applications can offer a more entertaining shopping environment, especially during festivals.

Third and lastly, it is very important that the variables that will lead e-shoppers to impulsive buying during this process, unlike normal shopping processes, are designed in harmony with each other. For this reason, by utilizing current applications such as artificial intelligence applications, IoT technologies, augmented reality applications, it will be possible for consumers to participate more and be directed to impulse buying in festivals that will be prepared with different elements for men and women.

6. Conclusion

This study is the first research to reveal the creation of a festival atmosphere for women and men and the impulse buying behavior of consumers in these shopping environments. PLS-CBM and PLS-SEM are the structural equation models used in this study. As a result of the study, while low price, perceived perishability, perceived scarcity, time constraint variables generally affect both genders (women and men) in creating a festival atmosphere, perceived novelty, category richness, perceived entertainment are determined as additional features that women consumers find necessary in creating a festival atmosphere. In addition, male consumers have revealed that social benefits are an important element in creating a festival atmosphere. While social benefits are not the only effective factor in creating a festival atmosphere for women consumers, no effect of perceived novelty, category richness, perceived entertainment was found for male consumers. In addition, festival atmosphere significantly affected impulsive buying for both genders. Therefore, it

has been proven in the study that different elements are needed for women and men in creating a festival atmosphere. For this reason, it is recommended that e-commerce companies make a distinction between women's and men's products when creating a festival atmosphere and include consumers in these processes by using different elements. Therefore, marketing professionals should create separate website designs for men's and women's products at online shopping festivals. For example, an online festival environment created for women may emphasize products that sell out quickly and in small quantities, while men may emphasize low prices and limited time. In future online festival studies, conducting research on this subject by making a distinction based on gender will enable more rational results to be achieved. More detailed studies should be conducted on the hedonic and cognitive elements perceived by men and women in the online festival environment. In addition, future research should conduct qualitative research to gain deep insights into factors influencing festival atmosphere and impulse buying behavior.

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