

“Black Friday” as a Shopping Event: A Study on the Motivational Tendency of Generation Y Consumers in Digital Environment

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Abstract

The main purpose of this study is to reveal the motivational tendency of generation Y towards Black Friday shopping event in the digital environment. According to the first result obtained as a result of the study, it was observed that hedonic shopping motivations were correlated with more positive than rational motivations in participating in the online Black Friday shopping event. According to the other result in the study, the motivation to participate in the online Black Friday shopping event varies in compliance with the age, marital status, education level and monthly individual spending level.

Anahtar kelimeler: Online consumer behavior, online event marketing, motivational tendency

Jel Kodu: M30, M31

Bir Alışveriş Etkinliği Olarak “Black Friday”: Y Kuşağı Tüketicilerinin Dijital Ortamdaki Motivasyonel Eğilimleri Üzerine Bir Araştırma

Özet

Bu çalışmanın temel amacı Y kuşağının dijital ortamda Black Friday alışveriş etkinliğine karşı olan motivasyonel eğilimlerini ortaya koymaktır. Çalışma sonucunda elde edilen birinci sonuca göre, online Black Friday alışveriş etkinliğine katılımda tüketicilerin hedonik motivasyonlarının rasyonel motivasyonlarından daha çok pozitif ilişkide olduğu gözlemlenmiştir. Çalışmadaki diğer sonuca göre, online Black Friday alışveriş etkinliğine katılım motivasyonu; yaş, medeni durum, eğitim düzeyi ve aylık bireysel harcama düzeyine göre değişmektedir.

Keywords: Online tüketici davranışı, online etkinlik pazarlaması, motivasyonel eğilim

Jel Codes: M30, M31

1. INTRODUCTION

With the very effective and widespread use of the Internet, events have become dynamic simultaneously. (Hede and Kellet, 2011:987). This period when interpersonal communication increased caused the event managers to think on the Web 2.0 network and to address this area in their communication strategies. On the other hand, it has been proven that information about the activity obtained from the website leads to more satisfaction in the individual (Filo et al., 2009:21). For this reason, event managers have been in an effort to integrate event marketing strategies focused on internet and social media with these innovations (Hede and Kellet, 2011: 989)

It is crystal-clear fact that in today's world of marketing, brands need to be different in a

fierce competitive environment and seek many different ways to attract attention by the consumer. Today, with the technological developments and intense competition, many new elements have been added to the concept of marketing communication and it seems that it will continue to be added. Initially, the promotion mix consisted of four elements. These included advertising, public relations, personal sales and sales development activities. Today, new methods such as direct marketing, cause-related marketing, social media, sponsorship, fair trade, word of mouth marketing and event marketing are included in the promotion mix. As a result of this, promotion mix was replaced in the marketing communication.

These marketing events are organized by businesses and can focus on the brands, product lines or the business itself (Drengner

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et. al., 2008: 138). Such activities can include; shopping events, sports events, music and entertainment events, festivals and fairs events, social responsibility events and art and cultural events.

Event marketing is an effective method used by brand managers to strengthen the brand's contact with consumers. In this context, brand managers try to make a positive contribution to brand image, brand identity and brand value through events. In the online event marketing, the target market segment and marketing objectives should be determined for the marketing strategy and the answers to the questions to whom the company wants to reach and how much they want to influence them should be given. Companies can also benefit from communication and sales purposes through online event marketing. Accordingly, the communication objectives of the companies can be listed as increasing the brand image, increasing brand awareness, creating brand reputation, developing the relationship with the consumer, changing the negative perception of the consumer towards the brand, strengthening the corporate communication, and increasing the sales possibilities. In addition, the sales purposes of firms can be listed as sales increase, market share and distribution (Taylor and Cunningham, 1999:71).

In addition, it can be claimed that consumers will be motivated to purchase through event marketing. Indeed, according to consumer behavior, motivation refers to the active or stimulating need or desire within the person (Odabası and Barıs, 2003:98).

Shopping motivations, which were handled only in utilitarian dimension for many years, expanded over time and started to include emotional dimension. Then, it started to be discussed that both dimensions have some effect on the consumer behavior. Shopping motivations, which stimulate consumers to buy and drive reactions, can have a significant impact on consumers' future behavior trends and shopping experiences. Therefore, the place

of shopping motivations that guide the desired shopping experiences in event marketing is an undeniable fact.

Event marketing is used to describe the various activities that involve the marketing of events and marketing by events. The key difference between event marketing and other communication methods is the power to provide personal interaction through the product (Sneath et. al., 2005:374). Because of this interaction, event marketing can be considered as a tool for experiential marketing (Close et. al., 2006:425). According to another classification, event marketing is divided into product events, corporate events and social events. Product events refer to product-oriented activities to increase sales. In this type of event, it is aimed to increase the interest in the product and increase the sales with activities such as cooking show or author's signature day. Corporate events can be evaluated with examples such as factory visits, opening days and product donation. Through these, it is aimed to take place in local channels and to create awareness, reputation and interest to the organization. Examples of community events are activities that contribute to local life. Activities such as sponsoring local entertainment, sponsoring children's playgrounds and contributing to local community centers can be considered as community events. By supporting such events, firms will be able to give positive messages to both their employees and target audiences (Fill, 1995:58).

In line with the above explanations, the Black Friday online shopping event can be evaluated on the basis of both the marketing of an event and the product-oriented event. Thomas and Peters (2011:522) describe the Black Friday as a public ritual of mass consumption that blends traditional shopping elements with holiday rituals. Today, Black Friday shopping event continues as a deep-rooted shopping tradition for pre-Christmas families and their relatives. On this special event day, many famous brand products offer serious discounts and deals. In

this day, which is crossed the US borders and implemented by many other countries as a marketing strategy, companies aim to create new and interesting campaigns and create shopping events and thus increase the popularity of today. Consumers are also seeking to find the best opportunities and even being in the race in such a shopping event (Çetinkaya and Ceng, 2018:170)

When reviewed the literature about the Black Friday shopping event from a marketing perspective, it can be stated that the studies on the subject are predominantly aimed at analyzing the consumer behavior (Simpson et al., 2011:1; Kwon and Brinthaup,2015:292; Smith and Raymen;2015:1; Lennon et al., 2018:71; Swilley and Goldsmith,2013:43; Thomas and Peters, 2011:522). However, since no work on the online Black Friday shopping event has been done before. the current study is considered to be important in order to fill this deficiency.

The main purpose of this study is to reveal the motivational tendency of generation Y towards Black Friday shopping event in the digital environment. In the study, firstly, literature review related to consumer motivation was made. In this regard, concepts related to consumer motivation and consumer motivation trends were tried to be revealed. Secondly, a literature review was conducted on event marketing. Accordingly, the types of event marketing, the advantages and disadvantages of event marketing, the process and planning of event marketing are examined in detail. Finally, in line with the information obtained from the literature, a survey was conducted on the generation Y consumers to measure the motivational tendencies of the generation Y consumers towards the online Black Friday shopping event. The "shopping motivation scale" adapted to Turkish by Uygun et al. (2014:49) was used for the survey questions in the study.

2. RELATED WORKS

2.1 Shopping Motivations

The word motivation comes from the Latin word "movere". Motivation or motives are the reasons that lift people out and get them to act and make them do something. At the basis of all behaviors are one or more motivation factors. There are needs at the basis of motives. Needs arise from a feeling of physiological / physiogenic or psychological / psychogenic deficiency or deprivation felt at any time. (Koç, 2015:243). Consumer motivation can be activated by the effect of internal and external stimuli on the consumer and can be directed the consumer to purchasing activity. At this point, consumer motives constitute the forces that direct the consumer to the purchasing activity and the reasons for purchasing or not. (Ene, 2007: 77).

Purchasing motives are among the most important types of motives for marketers. The motive to purchase is the reason for the person to purchase a particular product or service and can be divided into groups within itself. These include basic and selective motives, customer motives, rational or emotional motives (Keskin, 2017:35). The basic purchasing motives are the motives that lead the person to purchase a product or service group. Like the consumer decided to buy from product groups such as television, home, bakery. Selective motives are motives for a specific brand or product type. Rational motives mean creating consumer goals according to objective criteria. For example; such as size, weight and price. Emotional motives mean that goals are set according to individual criteria. For example, status, love and likes. In the concept of rationality, it is assumed that the consumer will choose the one that will bring the most benefit among the options. In cases where emotional motives dominate, the intensity of researches about the product will decrease. Rational buying motives are listed as high quality, low price, long life, performance, ease of use, whereas emotional buying motives are the desire to be different, the desire to be

compatible with others, the desire to influence the opposite sex, the desire to be strong, the desire to be prestigious (Odabaşı and Barış, 2003:114).

In general, shopping motivations can be categorized as utilitarian and hedonic. The utilitarian aspect is based on the assessment of the instrumental value of the functional features of the product. In this sense, the utilitarian value of shopping is described as a job or a task to be done (Uygun et al., 2018:206). This type of orientation corresponds to the classical economic model, which depicts the consumer as a rational and task-oriented problem solver. From this perspective, the product is purchased consciously and efficiently. The aim is to perform the work in the shortest possible time. Therefore, utilitarian shopping behavior can be characterized by business-related, product-oriented, rational and external motivations (Rahmawati and RoyDo, 2014: 157). In terms of hedonic shopping motivations, dimensions such as feelings and entertainment representing the hedonic features of consumption draw attention. (Pine and Gilmore, 1999:27). Compared with utilitarian or rational motivation, hedonic motivation has an abstract and subjective nature. A wide range of emotional-oriented experiences such as entertainment, escape, education, aesthetics, socialization, freedom, fantasy, discovery can form the basis of hedonic motivation. Therefore, emotional or hedonic motivations can become more important for consumers as they increase the attraction for shopping. (Babin et al., 1994:649).

In another classification, the hedonic side of shopping can be expressed with the dimensions of request to cheer up or relax, social experience seeking, racing excitement, willingness to make others happy, getting an idea and adventure seeking (Kim, 2006:62). Adventure seeking is a process that gives the individual the feeling of entering a different world through adventure, excitement, stimulation, exciting landscapes, scents and

sounds. The search for social experience means shopping with friends and family, socializing while shopping and connecting with others while shopping. In this context, for an individual who is looking for a social experience, shopping is a way to spend time with friends and / or family members and socialize with other participants in the shopping process. The request to cheer up or relax indicates that the individual sees the act of alleviating the negative mood and shopping as a special treatment for himself. Getting an idea means keeping up with trends and new fashion and going shopping to see new products and innovations. In this sense, it is possible to see shopping to follow new products and existing innovations. The willingness to make others happy indicates the enjoyment of shoppers from shopping for others and the positive impact of this activity on the emotions and moods of shoppers. The racing excitement is also called a race exchange, which points to looking at discounts and hunting for bargains (Arnold and Reynolds, 2003: 81). As a result, shopping is a complex process that includes a wide variety of sensory, emotional, social and experiential elements that are not merely utilitarian, and this process needs to be examined with all these elements in mind.

2.2 Event Marketing

The simple definition of the concept of activity is the organization in which the person or the society is carried out with or without a goal (Akay, 2014: 55). When evaluated from the marketing framework, event marketing is a tool for experiential marketing to create an emotional and rational holistic experience that focuses on consumer experiences (Schmitt, 1999:27). Event marketing provides an additional advantage in enabling direct interaction between the consumer and the brand (Sneath et al., 2005). According to Hoyle (2002:2), event marketing is a marketing tactic that refers to create awareness and increase sales with the attractiveness of events. These

goals are entertainment, excitement and enterprise.

Despite the differences between traditional marketing and event marketing, marketing takes place as a critical element in an event. Marketing gives people "the right to participate". Even when it is not used to persuade to buy, marketing tries to convince people to "consume" the main messages of the event. Event planners present and distribute messages to the consumer through typical event messaging channels like signage, name badges, graphics, PowerPoint presentations, brochures, materials, up-to-date promotions, invitations, promotional items, posters, newsletters and daily trading opportunity (Tinnish and Mangal, 2012: 233).

The main advantages of event marketing are; making the brand visible, increasing awareness and visibility, strengthening brand loyalty, accelerating the decision to purchase, creating the opportunity for experiential marketing and providing the opportunity to communicate face-to-face with the target audience. On the other hand, the disadvantages of event marketing are that the activities are expensive, require great organizational skills and the environments where the customer views on price and service are discussed are vulnerable to any negative perception that may occur. (Tolan, 2014: 27).

Event marketing can be classified on many topics just like events. However, in general, event marketing is examined under two main topics as physical and online events (Tıǧlı, 2008: 378). Relationships are at the forefront in physical events resulting from one-to-one communication and serious investments and budgets are spent according to the size of the event to be realized. According to their subjects, physical events are listed as cultural, political, arts and entertainment, business and commerce, sports, private, educational and scientific events (Getz, 2008: 404).

Thanks to online software; trade fair, internal meetings, conferences, seminars, hospitality programs and more events can be easily

realized (Saget, 2006: 228). Horo (2015:20) examined online events under three headings: live streaming events, virtual events and Webinars. Live streaming events are instantly seen by people. Through virtual events, participants can access the event at anytime and anywhere, even though they are not physically present at the events. Webinars are web-based live meetings where the message is transmitted via an audio or video (Horo, 2015:21) Another fact that needs to be emphasized in online event marketing is social media. Although it is not seen as an alternative to events such as commercial events, educational events, entertainment events, the impact of social media is an increasingly important phenomenon (Türkkuşu, 2012: 9). Indeed, social media sites contain a wide variety of events that contribute to their users. In their study, Becker et al. (2010:291) focused on defining events and documents that contribute to their associated users on social media sites and completing and developing local search tools provided by Web search engines. The most used social media networks such as YouTube, Facebook, Twitter and Instagram are the places where the events are tried to be produced and the events are announced. (Akay, 2014: 64).

In this context, the shopping event organized online in Black Friday can be described as both virtual and live streaming events. In addition, Black Friday shopping event takes place actively and online shopping sites that organize this event are announced and directed through social media.

2.3 Black Friday as A Shopping Event

The first Friday after the Thanksgiving Day in the USA is called as Black Friday. The said event is considered as the beginning of the Christmas shopping season. The shopping day in question is the day when stores sell their products at a significantly discounted rate. Although Black Friday is a very important day for businesses, there are a limited number of studies on Black Friday in the field of marketing and some of these studies are summarized as below.

In order to observe and analyze the behaviors and comments of consumers involved in the Black Friday shopping event, a study was done by Simpson et al. (2011:1). In the study, it was concluded that the majority of the consumers were calm, kind and happy during the Black Friday shopping experience. However, some of them showed negative and dangerous behaviors towards store staff and other shoppers during the Black Friday shopping experience. Another study on the subject was carried out by Kwon and Brinthaupt (2015: 292). In this study, consumers' behavior, experiences and motivations on Black Friday were analyzed. According to the research result, those who attended the Black Friday shopping event showed more hedonic shopping motivation than those who did not participate. In addition, it was concluded that those, who got positive experience from the Black Friday shopping event, bought more products on Black Friday. In another study, the emotional states of consumers participating in the Black Friday shopping event were tried to be determined in the context of their pre-shopping expectations and post-shopping experiences (Lennon et al., 2018:71). According to the research, it has been observed that positive expectations about Black Friday lead to positive experiences. On the other hand, Swilley and Goldsmith (2013: 43) examined the tendencies of consumers towards the Cyber Monday and Black Friday shopping event. According to the conclusion, it has been revealed that consumers are more satisfied with joining the Black Friday shopping event.

Finally, in a study made by Thomas and Peters (2011: 52), a comparison was made between mass consumption rituals and it was concluded that the Black Friday shopping event was experienced by multiple generations of female family members and close friends. In addition, it is claimed that those who attended the Black Friday shopping event were acting by examining the ads and having this experience by creating intraday plans.

2.4 Participation Motivations to The Online Shopping Events

Motivation is about psychological and biological needs and desires that combine human behavior with their activities. Internal and external sources of motivation are the factors used to define motivation. While intrinsic motivation is associated with emotions and instincts, extrinsic motivation is related to knowledge and beliefs. (Yoon and Uysal, 2005: 46,47). Although there is a change in the motivation levels of those who want to participate in the events, the reasons for their participation are primarily in the form of interest in the product and the event. In other words, the participants need to participate in the events in order to share their experiences and values (Kim et al., 2006:957).

There are two different types of participation in the consumer behavior: situational and continuous participation. While situational participation is a form of participation that occurs only in special situations such as purchasing, continuous participation expresses a superior interest than situational effects. While both forms of participation offer interest and a revival to the product, they differ only in the times of motivation and appearance. There are 4 different continuous participation dimensions that play an active role in the event marketing. These dimensions are as follows (Wohlfeil and Whelan, 2006:127):

- Event Marketing Involvement: It relates to marketing communications or strategies in the professional and academic field.
- Event Object Involvement: It expresses the individual's long-term interest in a brand or product category.
- Event Content Involvement: It expresses individual attention to events, and it is the most important motivation factor that ensures voluntary participation.
- Social Event Involvement: It expresses personal desire for a social event.

Increasing the quality performance, satisfaction level and revisiting behavior is one of the primary motivation tools in creating the need to participate in the shopping event. (Baker and Crompton, 2000:790). The consumer who wishes to participate in the shopping event should have a significantly desired need to meet the motivation to participate and should not replace this need with a different alternative. Only then consumer will be motivated to participate in the shopping event (Yürük,2015:65).

When people participate in shopping events, they first want to be motivated by meeting their physical needs. With the fulfillment of this need, motivation is felt to meet the needs of aesthetics, self-realization and understanding. With this need, people are beginning to benefit from the shopping event and are seeking satisfaction of other needs. Finally, they meet the needs of identifying and belonging to a place in the community.

The behavior of the participants, who want to be motivated by participating in the shopping activity, varies depending on attractive and driving factors. Attractive factors, defined as external factors, are the factors that convince people to go to and attend the event. (Yolal, et al., 2009:279). The driving factors defined as internal factors are the psychological factors that arise in the person to shop. Driving factors are about escaping from the ordinary environment, self-knowledge and assessment, relaxation, prestige, developing relationships and taking advantage of social interaction opportunities, while attractive factors emerge as innovation and education (Yuan et al., 2005:44).

Various studies have been carried out to determine the dimensions that motivate the consumers and change the behavior of the consumer. The first of these studies is Technology Acceptance Model. This model is explained by two basic conceptual variables: perceived utility and perceived ease of use. Perceived utility refers to the degree to which a person believes that his performance will be

strengthened using a system, and perceived ease of use indicates the degree of belief that a person will be comfortable and easy to use the system. Accordingly, perceived utility and perceived ease of use affect the behavioral tendency through attitude (Davis,1989:333).

In the other model developed by Cheung et al. (2003: 201), the purchasing behavior of the consumer begins intentionally in the online shopping. If the intention towards consumption is positive in the online shopping event, adaptation comes up. In the event of adaptation, consumption can become continuity in the online shopping event. All three steps (intention-adaptation-continuity) are influenced by the controllable and out of control factor. The first out of control factors are consumer characteristics. Consumer characteristics are listed as lifestyle, motivation, knowledge, innovation, interest, demography, flow, satisfaction, experience, trust, attitude and value. The second out-of-control factor is called environmental effects, which includes culture, subjective norms, exposure, attention and image. The first factor, called controllable in the model, is the media characteristics. Environmental characteristics are factors that are not available in classic markets. Media features are defined as Web design, navigation, ease of use, interface, usability, reliability and security. Another factor is the vendor and broker features. These features service quality, privacy and security control, brand reputation, distribution / logistics, after-sales services and incentives. The third of the controllable factors is product / service features. These factors include product information, product type, order, frequency of purchase, concreteness, differentiation and price.

According to the study by Turban et al. (2000: 74), the stimuli of the consumer decision making process in online shopping are classified under the headings of personal character, environmental character, systems under the control of the seller, marketing and other stimuli. Age, gender, ethnicity, education,

lifestyle, psychology, knowledge, values and personality are listed as personal character stimuli, while social environment, family and communities are expressed as environmental character stimuli. Systems under the control of the seller are logistics support, web design, technical support, FAQ, e-mail and customer service. Price, promotion, product and quality are called marketing stimuli, while economy, technology, politics and culture are called other stimuli. According to the study, these four groups of stimuli affect the decision-making process in the online environment and as a result, a decision is made whether to buy or not. This decision also includes what, where, when, how much, at what cost, and whether this purchase will be repeated. In another study, which is conducted by Li and Zhang (2002: 510), it was found that ten factors were influential on online consumer behavior. These ten factors are categorized by five independent variables (external environment, demography, personal characteristics, vendor / service / product features and website quality) and five dependent variables (attitude towards online shopping, online shopping intention, decision making, online purchasing and customer satisfaction). Five independent variables that directly determine the attitude towards online shopping are defined as premises. The premise is located between the supplier / service / product features and website quality directly affects customer satisfaction. In another study conducted by Suki (2013:815), four factors that affect the online shopping behavior of the consumer are mentioned. One of the factors is the online marketing environment. The online marketing environment is about using the internet as a medium to promote, produce and sell product information. The second factor is product features, the third factor is familiarity and trust and the last factor is the promotional offer. As a result of the application made within the scope of the theoretical framework, it has been determined that familiarity and trust are the most effective factors, followed by the promotion proposal that has the most impact. Finally, social norms play an important role in

determining online consumer behavior, as consumers often take into account the recommendations of their relatives, friends and those with whom they share the same social values when they make a certain purchase decision. (Chen,2009:33-34).

3. METHODOLOGY

The main purpose of this research is to reveal the motivational tendencies of Generation Y regarding the Black Friday shopping event carried out in digital environment. Another aim of the study is to reveal whether each factor that constitutive the shopping motivation differs according to demographic variables. Concordantly, according to demographic characteristics, it is examined whether the motivational tendency of generation Y towards Black Friday shopping event in digital environment has been differentiated. In order to realize this, face to face survey method was used. Accordingly, the questions developed by Uygun et al. (2014:49) were adapted to the study and created a questionnaire consisting of 36 questions

The first six questions in the questionnaire are related to demographic variables. The remaining questions in the questionnaire are all about revealing the motivational tendencies of Generation Y regarding the Black Friday shopping event carried out in digital environment. Accordingly, the dimensions that constitute the shopping motivation are respectively; rationalist motivations, cheer up or relax, social experience seeking, racing excitement, willingness to make others happy, getting an idea and adventure seeking. The answers in the questionnaire were classified with 5-point Likert scale and 391 participants between 20 and 39 years old who were residing in Istanbul were chosen as the sample of the research.

In line with the above-mentioned objectives and the theoretical background discussed in the literature review, the following hypotheses were created. The sub-hypotheses created in line with each main hypothesis reveal whether demographic variables differ according to the

factors that make up the online Black Friday shopping event motivations. Accordingly, the first sub-hypothesis created in parallel with each main hypothesis is the rationalist motivations factor, the second is request to cheer up or relax factor, the third is the social experience seeking factor, the fourth is the racing excitement factor, the fifth is the willingness to make others happy factor, the sixth is getting an idea factor and the last one is adventure seeking factor.

H1: The motivational tendency of the generation Y towards the Black Friday shopping event in digital environment differs according to age range.

H2: The motivational tendency of the generation Y towards the Black Friday shopping event in digital environment varies by gender.

H3: The motivational tendency of the generation Y towards the Black Friday shopping event in digital environment differs according to marital status.

H4: The motivational tendency of the generation Y towards the Black Friday shopping event in digital environment differs according to monthly income level.

H5: The motivational tendency of the generation Y towards the Black Friday shopping event in digital environment differs according to education level.

H6: The motivational tendency of the generation Y towards the Black Friday shopping event in digital environment differs according to the level of monthly individual spending.

3.1 Analysis of the Research Data

Descriptive statistics, Validity and reliability analysis, Multivariate Test and One Way Anova Test were performed via the SPSS 16.0 program in the study.

When the demographic characteristics are examined, it can be suggested that the majority of the participants are 20-25 years old, single and undergraduate. On the other hand, it can be

stated that the ratio of women and men participating in the study is almost equal. Similarly, it can be stated that the monthly income distribution and monthly individual spending intervals of the participants are distributed almost equally.

Table 1: Descriptive statistics on demographic characteristics of the participants

MEASURE	ITEMS	FREQUENCY	%
AGE	20-25	196	50,1
	26-30	71	18,2
	31-35	59	15,1
	36-39	65	16,6
GENDER	Female	194	49,6
	Male	197	50,4
MARITAL STATUS	Married	102	26,1
	Single	289	73,9
MONTHLY INCOME	<TL 1000	89	22,8
	TL 1000- TL 2000	81	20,7
	TL 2001- TL 3000	109	27,9
	TL 3001- TL 4000	41	10,5
	>TL 4001	71	18,2
EDUCATION LEVEL	High School and Below	56	14,3
	College	45	11,5
	Undergraduate	232	59,3
	Postgraduate	58	14,8
MONTHLY INDIVIDUAL SPENDING	<TL 1000	125	32,0
	TL 1000- TL 2000	95	24,3
	TL 2001- TL 3000	70	17,9
	TL 3001- TL 4000	41	10,5
	>TL 4001	60	15,3

Reliability analysis was made to measure the consistency rate of answers given to the questionnaire. As a result of the analysis, the reliability rate of the scale was found to be 0.832. It can be stated that both the scale and the factors that make up the scale are reliable because the Cronbach α value is greater than 0.7. Explanatory factor analysis was conducted to reveal whether many factors used in the research can be expressed with a few basic variables. Accordingly, it can be stated that Kaiser-Meyer-Olkin Measure of Sampling Adequacy value is suitable for factor analysis since the value is close to 1.00. Similarly, Bartlett's Test of Sphericity shows that the data is suitable for factor analysis because its

significant value is 0.00. As a result of the analysis, it was determined that there are 7 components with eigenvalue value above 1. In total, it can be stated that this scale can explain 78,452% of the feature that is tried to be measured.

Table 2: The reliability and the validity analysis of factors used

Factors	Cronbach's Alpha	Eigenvalue	Total Variance Explanation Rate	% Cumulative
Rationalist Motivations	0,791	11,039	36,797	36,797
Request to Cheer up or Relax	0,711	4,941	16,470	53,266
Social Experience Seeking	0,834	2,204	7,345	60,612
Racing Excitement	0,811	1,760	5,868	66,479
Willingness to Make Others Happy	0,833	1,439	4,797	71,277
Getting an Idea	0,885	1,148	3,828	75,105
Adventure Seeking	0,746	1,004	3,347	78,452
Kaiser-Meyer-Olkin Measure of Sampling Adequacy		,803		
Bartlett's Test of Sphericity		1,159E4		
Approx. Chi-Square:		435		
df:		,000		
sig.:				

In order to reveal the motivational tendencies of Generation Y regarding the Black Friday shopping event carried out in digital environment, frequency analysis and mean values related to the participants' responses were examined. According to the results it was observed that hedonic shopping motivations were correlated with more positive than rational motivations in participating in the online Black Friday shopping event. Accordingly, it can be said that the motivation of the Generation Y to participate in the Black Friday shopping event on the internet is primarily hedonic and then rational. It can be also claimed that social experience seeking, getting an idea and request to cheer up or relax dimensions are among the most important shopping motivations. It can be also argued that the dimensions of social experience seeking, getting an idea and request to cheer up or relax

are the most important of the motivation to participate in the online Black Friday shopping event of the generation Y.

Table 3: The hypothesis testing

Hypotheses	F	P
H ₁	6,623	,000
H _{1-A}	7,402	,000
H _{1-B}	,640	,590
H _{1-C}	,128	,944
H _{1-D}	17,689	,000
H _{1-E}	10,576	,000
H _{1-F}	9,372	,000
H _{1-G}	7,154	,000
H ₂	,401*	,689
H _{2-A}	5,613	,018
H _{2-B}	2,222	,137
H _{2-C}	2,128	,145
H _{2-D}	,319	,573
H _{2-E}	2,813	,094
H _{2-F}	,024	,878
H _{2-G}	3,855	,050
H ₃	4,974*	,000
H _{3-A}	16,170	,000
H _{3-B}	10,393	,001
H _{3-C}	10,656	,001
H _{3-D}	7,473	,007
H _{3-E}	13,224	,000
H _{3-F}	9,858	,002
H _{3-G}	20,979	,000
H ₄	1,568	,182
H _{4-A}	2,390	,050
H _{4-B}	5,366	,000
H _{4-C}	1,409	,230
H _{4-D}	4,674	,001
H _{4-E}	1,180	,319
H _{4-F}	5,431	,000
H _{4-G}	2,364	,053
H ₅	8,113	,000
H _{5-A}	17,471	,000
H _{5-B}	4,816	,003
H _{5-C}	1,068	,363
H _{5-D}	11,573	,000
H _{5-E}	13,608	,000
H _{5-F}	1,114	,343
H _{5-G}	2,093	,101
H ₆	6,566	,000
H _{6-A}	3,088	,016
H _{6-B}	5,495	,000
H _{6-C}	4,900	,001
H _{6-D}	8,735	,000
H _{6-E}	6,191	,000
H _{6-F}	5,534	,000
H _{6-G}	3,091	,016

Two different methods were applied to test the hypothesis and sub-hypotheses discussed in the methodology section. According to this; ANOVA analysis was conducted to examine the difference between the groups as there is one

dependent variable (motivation to participate in the online Black Friday shopping event) in testing the main hypotheses. On the other hand, due to the existence of more than one dependent variable in the test of the sub-hypotheses, MANOVA analysis was conducted to examine whether there is a significant difference between the groups.

In addition, T Test was performed since there are two independent groups in terms of gender and marital status. Covariance homogeneity and normality tests were conducted to examine whether the assumptions required for the aforementioned analyzes exist or not and the assumptions were confirmed. The results obtained from the analysis are given in the table below.

As a result of ANOVA analysis, it can be stated that there is a statistically significant difference between group means except H2 and H4 since significant value of all hypotheses except H2 and H4 is less than 0.05.

Although there is a significant difference between the mentioned groups, Tukey multiple comparison test was conducted in order to find out which difference was caused by which groups. Both the significant values and mean difference (MD) values were examined with the mentioned test. However, As the result of ANOVA analysis, the significant values were greater than 0.05, H2 and H4 hypotheses were rejected and Tukey multiple comparison test could not be performed. According to the Tukey multiple comparison test results, it was found that the difference in terms of age with significant values less than 0.05 is between 26-30 and 20-25 (MD =, 37327) 26-30 and 31-35 (MD =, 41703) and 26-30 and 36-39 (MD =, 59585). Accordingly, it can be said that as the age range in generation Y increases, the motivation to participate in the online Black Friday shopping event increases. On the other hand, according to the monthly individual spending values, it was found that the difference is between TL 0-1000 and TL 1001-2000 (MD =, 37076), TL 2001-3000 and TL 1001-2000 (MD =, 60550), TL 3001-4000 and

TL 1001-2000 (MD =, 47882). According to this, it can be said that those who have monthly individual spending value in generation Y are between TL 2001-3000 show more motivation to participate in the online Black Friday shopping event. According to another finding, the difference in education level was found to be between college and high school and below (MD =, 45732), college and undergraduate (MD =, 49180) and postgraduate and high school and below (MD =, 74311). Accordingly, as the education level in the generation Y increases, the motivation to participate in the online Black Friday shopping event increases. On the other hand, according to the T test result, the marital status significant value was less than 0.05, and as a result of the analysis, it can be stated that the singles showed more motivation to participate in the online Black Friday shopping event compared to the married people.

According to the first finding obtained as a result of MANOVA analysis, it can be said that the online Black Friday shopping event rationalist motivations average differs according to age, education, gender, marital status, monthly income level and monthly individual spending level of the generation Y. Another finding obtained as a result of the said analysis is that the online Black Friday shopping event request to cheer up or relax average differs according to the education, marital status, monthly income level and monthly individual spending level of the generation Y. According to the third finding, the online Black Friday shopping event social experience seeking average differs according to the marital status and monthly individual spending level of the generation Y. According to the fourth finding, the online Black Friday shopping event racing excitement average differs according to all demographic variable levels of the Y generation except gender. According to the fifth finding, it can be said that the online Black Friday shopping event willingness to make others happy average differs according to the age, education, marital status and monthly individual spending level of the generation Y. According to the sixth finding,

it can be said that the online Black Friday shopping event getting an idea average differs according to all demographic variable levels except the gender and education level of the generation Y. According to the latest finding, it can be said that the online Black Friday shopping event adventure seeking average varies according to all demographic variable levels except for the monthly income and education level of the generation Y.

4. CONCLUSION

Internet usage in recent years has increased significantly in both the World and in the Turkey. Today, the internet is not only a networking tool, but also a trading tool for consumers in the global market. With the increase in the number of users, the internet has become a frequently used tool for the trade of services and information. Now, the digital environment is seen as a big marketplace, as an alternative distribution channel and as a competition and efficiency element. The reason for this is that the internet is used more frequently, electronic shopping is spreading rapidly, and the transaction volume is increasing day by day. (Doğrul, 2012: 322).

While electronic shopping from business to consumer offers new opportunities, it is becoming more and more difficult for businesses to survive in such an intense competitive environment. For this reason, businesses implement a wide variety of strategies, and triggering the motives that drive consumers to shop is among these strategies. Among these motives are utilitarian and hedonic motives. Numerous strategies are applied in triggering these motives and one of these strategies is to carry out the shopping event in the digital environment. Through the event, consumers can emotionally connect with the brand, increase loyalty to the brand, and make more sales.

In this study, it was tried to reveal the motivational tendencies of Generation Y regarding the Black Friday shopping event carried out in digital environment. According to the first result obtained from the exploratory

study, it was concluded that hedonic motivations were correlated with more positive than rational motivations in participating in the online Black Friday shopping event. According to the other result in the study, the motivation to participate in the online Black Friday shopping event varies in compliance with the age, marital status education level and monthly individual spending level. According to the demographic variables, a number of results were obtained as a result of the analysis conducted to measure whether each element that constitutes the participation of online shopping event motivation differs. Accordingly, the average of rationalist motivations, racing excitement, willingness to make others happy, getting an idea and adventure seeking differ according to the age range of the generation Y. Only the rationalist motivations and adventure seeking average differ according to the gender of the Y generation. On the other hand, when the marital status and the monthly individual spending level of the generation Y are examined, it is observed that the average of all factors that constitutes the participation of online shopping event motivation differs. The average of rationalist motivations, request to cheer up or relax, racing excitement and getting an idea differ according to the monthly income level of the generation Y. Finally, it was observed that the mean of rationalist motivations, request to cheer up or relax, racing excitement and willingness to make others happy differ according to the education level of the generation Y.

According to the results, it can be suggested that e-businesses should focus on data analysis and should be directed more personalized applications. In addition, it is thought that businesses should benefit from strategies that will increase the hedonic motivation of consumers more in the online shopping event.

The first limitation of this study is that the study includes only the online Black Friday shopping event. The second limitation of the study is that the study sample is only related to generation

Y. In future studies, comparison can be made by measuring shopping motivations towards both traditional and online Black Friday shopping event. Additionally, cross-generational

shopping motivations can be compared towards the online Black Friday shopping event.

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