

The effects of crisis perception, price-conscious and attitude on unplanned purchasing in special discount days: An empirical study on Turkish consumers

Özel indirim günlerinde kriz algısı, fiyat bilinci ve tutumun plansız satın alma üzerindeki etkileri: Türk tüketiciler üzerinde ampirik bir çalışma

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Submitted: 25/01/2022

Revised: 1/03/2022

Accepted: 17/03/2021

Online Published: 25/03/2022

Abstract

This study analyzes the effects of crisis perception, price-conscious and consumer purchasing attitude on unplanned purchasing on discount days in an integrated framework. This study aims to determine how consumers' perception of crisis and price-conscious affect their purchasing attitudes. It is also to examine these three effects on unplanned purchasing behaviour. In the application part of this study, the questionnaire, which was developed to determine the effect of the variables mentioned above on the unplanned purchasing behaviour on the discount campaign days, was answered by 249 shoppers on the discount days. Analyse shows that price-conscious positively affects both the attitudes and unplanned purchasing behaviours of shoppers on discount days in Turkey. On the other hand, while crisis perception affects consumers' attitudes, it has also been found that it does not affect unplanned purchasing. In addition, the perception of crisis also affects price-conscious. Finally, it has been found that consumers' attitudes also affect unplanned purchasing behaviour.

Keywords: Crisis Perception, Price Conscious, Unplanned Purchasing

Jel Codes: M1, M31

Öz

Bu çalışma, indirim günlerinde kriz algısı, fiyat bilinci ve tüketicilerin satın alma tutumunun plansız satın alma üzerindeki etkilerini bütünlük bir çerçevede analiz etmektedir. Bu çalışmanın amacı, tüketicilerin kriz algısı ve fiyat bilincinin satın alma tutumlarını nasıl etkilediğini tespit etmektir. Ayrıca bu üçünün plansız satın alma davranışı üzerindeki etkilerini incelemektir. Bu çalışmanın uygulama bölümünde, yukarıda belirtilen değişkenlerin indirimli kampanya günlerinde plansız satın alma davranışı üzerindeki etkisini belirlemek amacıyla hazırlanan anket formu, indirim günlerinde alışveriş yapan toplam 249 kişi tarafından yanıtlanmıştır. Analiz edilen test sonuçları, fiyat bilincinin Türkiye'de indirim günlerinde alışveriş yapanların hem tutumlarını hem de plansız satın alma davranışlarını olumlu etkilediğini gösterirken, ayrıca kriz algısının tüketicilerin tutumunu etkilerken plansız satın alma davranışı üzerinde herhangi bir etkisinin olmadığı tespit edilmiştir. Ayrıca kriz algısı fiyat bilincini de etkilediği görülmüştür. Son olarak, tüketicilerin tutumunun plansız satın alma davranışını da etkilediği bulgulanmıştır.

Anahtar Kelimeler: Kriz Algısı, Fiyat Bilinci, Plansız Satın Alma

JEL Kodları: M1, M31

Citation: Gültekin Y., The effects of crisis perception, price-conscious and attitude on unplanned purchasing in special discount days: An empirical study on Turkish consumers, *tujom* (2022) 7 (1):19-30, doi: <https://doi.org/10.30685/tujom.v7i1.149>

Introduction

An unprecedented coronavirus pandemic has led to a worldwide crisis seriously. It's not an exaggeration to think that the world is dragging itself through the most challenging times in many aspects. People will be dealing with its negative results for years, and many things will change forever, such as consumer behaviour, purchasing habits, supply chain preferences etc. Whole industries or businesses will be affected by this change, millions of companies are at risk of extinction, and many industries face an uncertain future. By the way, some of them will be positively affected (Schwab & Malleret, 2020:1). It is seen that there will be permanent changes in many areas such as economic, political, social and geopolitical.

The crises that affect the whole world will undoubtedly affect the behaviour of consumers and the marketing strategies of businesses (Sharma & Sonwalkar, 2013). With the pandemic results, financial situations have increased worries and uncertainty among people. Consumers who live in different parts of the world have been concerned about economic and supply safety. It is thought that this economic downturn in the world and Turkey will cause consumers to act more price-oriented. As a result, maintaining customer loyalty will be much more challenging. At this point, businesses and brands need to adapt to this process by acting with the new rules of the market. In crisis periods when uncertainties are intense, businesses need to act strategically by making medium and long-term plans.

This study aims to illustrate how the recent economic crises have affected customer behaviour and how companies should re-create new strategies under the current situation. The firms should have understood the effect of the economic situation on consumers' behaviour and answered with the correct reaction.

In this uncertain period, companies should focus on the purchases they make by following the emotional impulses of consumers and focus on implementing special payment facilities, promotion, distribution and various discount strategies on products in response to consumer demands. For these reasons, the number of discount days in which consumers show businesses have increased great interest. Some of the discount days, such as the end of season discounts, Longest day or Longest night discount, Black Friday, Cyber Friday, are made to bring vitality to the market, melt stocks, attract customers to their brands, and attract customers to their brands meet their cash needs.

In order to reach the desired goal for the discount days, it is necessary to be in a strategic arrangement. Therefore, at this point, it is essential to understand the consumption behaviours well in this crisis period, and this study will support the businesses and the literature in this aspect.

Literature review

The shock of the pandemic has affected the global economy more severe and faster than anything in the history of the economy. Annual inflation in the OECD area rose to 7.2% in January 2022, compared to 6.6% in December 2021 and 1.6% in January 2021, the highest since February 1991 (OECD, 2022). Even in the "Great Depression of the early 1930s" and "The Global Financial Crisis of 2008", economic consequences were not this bad. With the pandemic, the disastrous macroeconomic results – notably rising unemployment levels and falling GDP growth – came in just the beginning of the pandemic in 2020 (Schwab & Malleret 2020:25).

In general, COVID-19 has created a rapid decline in production, domestic trade and foreign trade, especially in the tourism and service sectors in the global economy (Hale, Angrist, Kira, Petherick, Phillips, and Webster 2020). There was a severe decrease in consumer and producer confidence indices. Governments' budget revenues decrease, their expenditures increase and unemployment increases. In this context, the worldwide spread of the COVID-19 epidemic, while affecting production and consumption, severely reduced economic activities globally and caused some sectors such as airlines to be completely interrupted. Uncertainty regarding the development of the COVID-19 outbreak makes the issue even more critical. As a result of the complex financial conditions, the weakening of household income and the disruption of companies' cash flow also cause a significant decrease in demand (Adigüzel, 2020:192). How long this pandemic will last is considered very important for the economy. As economist Kenneth Rogoff says: "If this process continues long, it will undoubtedly be a more severe crisis than any previous financial crisis (Schwab & Malleret 2020:25).

COVID-19 has been adverse effects in almost every economy, and a crisis period was entered in the world. Developments related to the epidemic affect the economic activities in Turkey through tourism, domestic demand and foreign trade as of the middle of March 2020. The effects got deeper as of April 2020 and reflected on the entire economy. It is observed that the recession increased in Turkey in the second quarter of 2020. During this period, shopping malls have been closed as a prevention against the COVID-19 in Turkey. Cafes-coffee houses, barbers and hairdressers have been suspended altogether, and activities in business lines such as pastry shops and restaurants were limited. Also, production has come to a standstill with the decline in foreign and domestic demand in many branches of industry (Adıgüzel, 2020:192-193).

The retail sales volume index, which decreased in April and May in 2020, started to increase by June in Turkey. When the index's annual average according to the sectors is analysed, it is considered that the shopping via post or internet reached 342.53 with an increase of 71 per cent compared to the previous year's average. It can be said that this situation is due to the effect of the onset of the pandemic and the normalization process. As of June, it is seen that people have returned to their old shopping habits, especially in the electronic environment. Especially in this period, stores offering high discounts gained popularity (Harmoni Perakende Sektör Raporu, 2020). At this point, the importance of discount campaigns has increased much more than in the past.

Today, discounts are one of the essential parts of developing the economy in the country. This topic is quite relevant in the business modern world, as using the method of discounts, many organizations increase their profits by increasing sales. In particular, it is necessary to apply discounts in the conditions of economic crisis (Podkolzina & Soboleva, 2018:335). Although it looks more uncreative and colourless than other sales promotion methods, price reductions are considered the most effective method because they directly affect consumers' budgets.

The discount pricing strategy is widely used as a marketing practice every period. Instead of giving the regular price directly, a discounted price will push a rational consumer to buy the product more. Knowing that the product is being sold for a higher price initially shows that the product is of higher quality and creates a sense of bargaining (Zhang, Li, Yang, Yang, Tang and Wu 2019:167).

Price-based activities with an economic benefit such as instalment advantage and price reduction are easier to influence consumers. On the other hand, activities related to sales promotion and significantly discounting prices affect the purchasing behaviour of consumers and enable them to make many purchases and try products that they have not used before (Gilbert & Jackaria, 2002).

Recently, discounts have become known: the so-called promotions on specific days, such as "black Friday". Initially, this day was appointed on Friday the 13th, traditionally called "Black Friday". But manufacturers began to make discount days on Friday of any number and other days (Podkolzin & Soboleva, 2018:336). Recently, many discount periods such as end of season discounts, longest day discounts, and discount days have appeared in the market. At this point, the variables used in the research model of this study and thought to affect consumers' unplanned purchasing behaviour during discount days will be discussed.

Crisis perception

A crisis is an emergency that must be taken seriously. In crises, uncertainty spreads, and everyone is affected by this situation. The crisis brings conflict and confusion, creating a significant threat to countries and companies and putting pressure on them. However, the crisis should not always be perceived negatively. On the contrary, uncertain situations in crisis periods can create new opportunities for businesses and companies that successfully implement crisis strategies have the opportunity to develop by profiting from this situation (Yürük, 2010:64-65).

The problems can be even more significant when crises create different problems, particularly poverty and a lack of trust in institutions (Long & Ascent, 2020:41). Moreover, situations with a high perception of crisis lead to high anxiety and pessimistic attitudes and may even panic and depression (Jasiulewicz, 2012:87).

Crisis affect and change the habits of consumers. Consumer behaviour can be affected by changes in macro scale (Müezzinoğlu, 2019:1). Consumers change their buying behaviour (Long & Ascent,

2020:41). Consumers cannot prevent their decrease of total spending power and tend to adjust the basket of products. For instance, necessities rise, and other expenditures decrease, such as clothes (Peter & Olson, 2007; Sharma & Sonwalkar 2013:34).

As consumers change their buying behaviour, companies must develop new strategies to meet their new choices (Notta & Vlachei, 2015:485). During an economic crisis, companies should make significant changes in their marketing policy. With the economic crisis, customers who make occasional unplanned purchases look more for price cuts and sales promotions (Martínez, Blázquez and Pino 2017:289).

Crisis periods, in which consumers experience financial distress, are likewise periods when risk and uncertainty perceptions are high. As the risk perception rises in these periods, the consumer questions whether his money is wasted or pays more than necessary (Koç, 2015:140).

As empirical studies have shown in the past, it has been observed that consumers become more price-conscious during the economic recession (Hampson & McGoldrick, 2013; Steenkamp & Maydeu-Olivares, 2015; Müezzinoğlu, 2019).

As a result of these studies, it can be said;

H₁: There is a significant relationship between Crisis Perception and Attitude.

H₃: There is a significant relationship between Crisis Perception and Price Conscious.

H₄: There is a significant relationship between Crisis Perception and Unplanned Purchasing.

Price-conscious

Price is a significant factor in consumers' purchasing decisions. Consumers who make their purchasing decisions according to the prices of their products and don't desire to pay an extra price are called "Price oriented, price-conscious, value-sensitive, value-oriented" (Rihn, Khachatryan and Wei 2018).

The definition of price consciousness is the change in consumer demand resulting from a price change in economics (Rihn et al., 2018). In traditional economic theories, price is seen as a monetary sacrifice needed to purchase a product (Rao & Monroe, 1988). For this reason, high pricing raises the economic perception cost, and this negatively affects product evaluation and purchase intentions (Padel & Foster, 2005:611)

It is observed that consumers with less budget tend to exhibit consistent behaviour in their shopping, but this effect may occasionally be reversed in shopping (Gilbride, Inman and Stilley 2015:57).

Some products are less likely to be purchased unplanned, such as high-priced products (Gilbride et al., 2015: 58). Price-conscious customers tend to make faster decisions than non-price-conscious customers (Rihn et al., 2018).

Çabuk and Güneş (2000) found that most consumers had a positive attitude towards discounts. This research shows that consumers tend to be price sensitive. In addition, economically lower-level consumers are more price sensitive. In addition, Gilbert and Jackaria (2002) found that decreases in prices affect purchasing behaviours and encourage them to buy.

On the other hand, according to some studies, customers check stores' weekly price lists before making a purchase, which reduces the overall impact on unplanned purchases. Gupta (1988) also found that regular price reductions did not affect his purchase timing model. In addition, it has been observed that consumers who do not plan to shop in a category won't pay attention to prices (Gilbride et al., 2015:68).

H₂: There is a significant relationship between Price Conscious and Attitude.

H₅: There is a significant relationship between Price Conscious and Unplanned Purchase.

Unplanned purchase

The unplanned purchasing behaviour of consumers is an essential result of marketing activities (Gilbride et al., 2015:57). Of course, some consumers' purchasing behaviours are planned to buy. Still, it mainly consists of the incentive of the "unplanned purchase" moment, which means that the quantities or items purchased are beyond the customer's priority needs (Iyer, 1989; Lee & Wu 2017:10).

Unplanned purchases are an essential source of profit for firms: these purchases may account for more than 60% of all consumers' purchases and improve grocery retailers' performance (Martínez et al., 2017). Unplanned purchases generally happen when consumers are instantly alerted by the shopping environment and buy services or products without thinking much. As a result, consumers can easily buy a product that they have never used or has a quality below their expectations; these purchases can create negative feelings such as regret, anger and guilt towards oneself (Rook, 1987). According to Lu and Wu (2019), whether consumers have adequate knowledge or ordinarily act sensibly, impulsive buying behaviour results in 4 types of buying behaviour; reminder urge, suggestion impulse, pure impulse, and planned impulse purchases.

In this study, unplanned purchasing behaviour was investigated, which is affected by crisis perception, price-consciousness, and consumer attitude towards purchasing a product on discount days. In the wake of the economic crisis, consumers who make unplanned purchases are more satisfied with discounts and sales promotions (Martínez et al., 2017).

Global economic problems often change consumption habits and affect unplanned purchases (Sharma & Sonwalkar, 2013; Hui, Inman, Huang, & Suher, 2013; Martínez et al. 2017). Although people's attitudes are subjective and differ in individual characteristics and situational contents, according to Havlena and Holbrook (1986), it is accepted as the essential determinant of unplanned and planned purchasing behaviour. The unexpected behaviour broadly matches purchasing, often driven primarily by emotional forces (Sharma & Sonwalkar, 2013).

H4: There is a significant relationship between Crisis Perception and Unplanned Purchasing.

H6: There is a significant relationship between Attitude and Unplanned Purchasing.

H7: Attitude has a mediating role in the relationship between Price Conscious and Unplanned Purchase.

H8: Attitude has a mediating role in the relationship between Crisis Perception and Unplanned Purchase.

Method

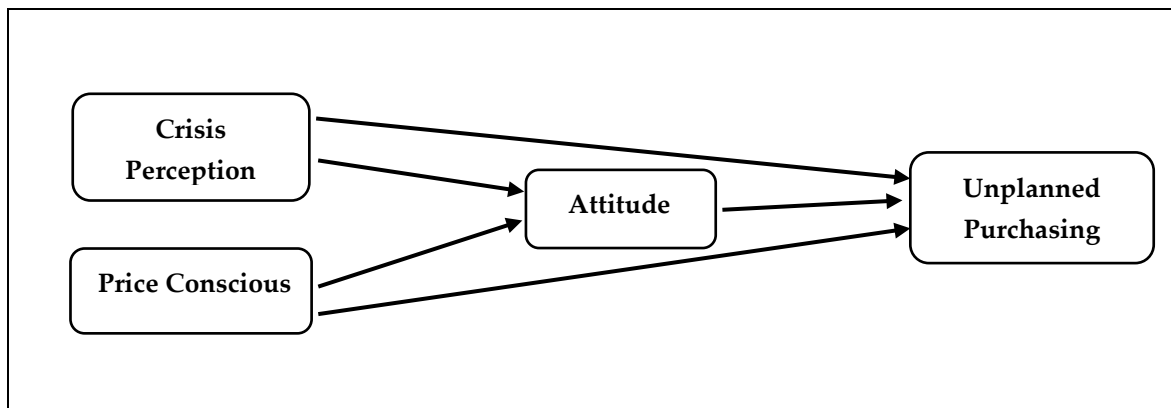


Figure 1: Research Model

Data collection and used scales

In order to reach objective results in this study, sample diversity is significant. In this context, attention was paid to be different consumers from different statuses in the sample. Furthermore, attention was paid to ensure that the consumers for whom information was collected were heterogeneous, especially in terms of gender and income status. In order to test the hypotheses, the research data were obtained from the consumers living in different regions of Turkey through a questionnaire formed with the scales obtained from the literature. The online questionnaire method (Using Google Forms) was preferred because this makes it possible to reach a high number of respondents in a short discount day and COVID-19 precaution. In the survey study, 249 usable questionnaires were collected from consumers who shopped during the discount days of retail companies in December 2019.

By scanning literature, it was tried to determine the scales that can best reveal the variables to be used. This framework decided to include the scales previously developed by the researchers whose validity

and reliability was tested in the survey. The scales used in this study, respectively: crisis perception scale Bizarrias, Ferreira, Silva, Silva and Cucato (2017), Alford and Biswas (2002) study for price awareness scale, Akgül's study (2014) for the unplanned purchased scale were used. Lastly, the scales used in the study of Chaudhuri and Holbrook (2001) were adapted and used as purchasing attitude scales. The answers to the questionnaires applied in this study were collected using a 5-point Likert scale.

Explanatory factor analysis, frequency analysis, and reliability analysis were carried out on the data. Then, confirmatory factor analysis and hypothesis tests were carried out by SmartPLS 4.

Findings

Table 1: Descriptive Statistics

	Group	(f)	(%)
Gender	Female	119	47,8
	Male	130	52,2
Age	Age 20 and Under	2	0,8
	21-30	126	50,6
	31-40	116	46,6
	41-50	4	1,6
	51 and Over	1	0,4
Marital Status	Married	74	29,7
	Single	175	70,3
Education Level	High School and Below	9	3,6
	Undergraduate	221	88,8
	Master and Above	19	7,6
Monthly Household Income	3.000 TRY and Below	71	28,5
	3.001 TRY-5.000 TRY	104	41,8
	5.001 TRY-7.000 TRY	41	16,5
	7.001 TRY and above	33	13,3

The findings obtained as a result of descriptive statistics are given in Table 1. Age, gender, education level, marital status, monthly household income are the descriptive variables included in the study. It is seen that 52,2% of the consumers participating in the study are men, and 47,8% are women. Considering the distribution of consumers by age; 0,8% are under 20 years old, 50,6% are between 21 and 30 years old, 46,6% are 31-40 years old, 1,6% are between 41 and 50 years old, and 0,4% are in the age group of 51 and above. In addition, 70,3% of consumers are single, and 29,7% are married. In terms of consumers' education levels, it is seen that 3,6% of participants have a high school or below, 88,8% have a university, and 7,6% have a graduate master's and upper education. This illustrates that most participants are at the undergraduate and postgraduate levels. Considering the distribution of consumers by monthly household income level, 28,5% are in the monthly household income group of 3.000 TRY. Below, 41,8% are in the 3.001-5.000 TRY monthly household income group, 16,5% are in the 5.001-7.000 TRY monthly household income group. Lastly, 13,3% of participants are in the monthly household income group of 7.000 TRY and above.

Table 2: Means and Standard Deviations of Expressions

Variables	Items Ave.	SD.
Crisis Perception (Bizarrias et al., 2017)		
Economic and political crises can affect me.	4,18	1,02
Economic and political crises have had an impact on my life.	3,39	1,39
Economic and political crises generally affect my decisions.	3,66	1,25
I think that the economic and political crises have affected me	3,69	1,24
Price Conscious (Alford and Biswas, 2002)		
I purchase from many stores to take advantage of the lower price advantage.	3,92	1,23
I always shop at multiple stores to find low prices	3,94	1,24
Time spent finding low prices is often worth the effort	3,80	1,13
I'd like to put a lot of effort into finding low prices.	3,50	1,28
The money saved in finding low prices is often worth the effort	3,85	1,11
Attitude (Chaudhuri and Holbrook, 2001)		
I feel good when I shop on sale days	2,61	1,46
Shopping on sale days makes me happy.	2,82	1,42
It makes me happy to shop on sale days.	2,89	1,38
Unplanned Purchasing (Akgül, 2014)		
I delay buying things I need to buy things I would enjoy getting when I don't need them.	3,36	1,22
I make purchases that are over my budget to make myself happy.	3,22	1,30
On sale days, I make a quick decision without planning.	3,43	1,26

When the participants' answers to the items in Table 2 are examined, except for the attitude scale, it is seen that the averages of the other scales are above the midpoint of the scale. In contrast, the attitude scale is lower than the midpoint. In addition, it is observed that the averages of the "Crisis Perception" and "Price Consciousness" scales are exceptionally high.

Table 3: Measurement Model Results

Variable	Items	Factor Load	Cronbach Alfa	CR	AVE
Crisis Perception	Crisis2	0,881	0,920	0,950	0,863
	Crisis3	0,955			
	Crisis4	0,949			
Price Conscious	Price1	0,800	0,864	0,902	0,650
	Price2	0,867			
	Price3	0,870			
	Price4	0,670			
	Price5	0,807			
Attitude	Attitude1	0,769	0,745	0,855	0,663
	Attitude2	0,765			
	Attitude3	0,902			
Unplanned Purchasing	Unplan1	0,883	0,861	0,915	0,782
	Unplan2	0,906			
	Unplan3	0,864			

According to the exploratory factor analysis results, factor loadings are between the minimum value of 0.670 and the maximum value of 0.955. Therefore, factor loads above 0.60 are acceptable, but general acceptance is that factor loads should be ≥ 0.70 , but items below 0.60 should be excluded from the study (Hair, Tomas, Hult, Ringle and Sarstedt 2014). Therefore, the factor load of the crisis variable Crisis1 coded item was excluded from the measurement model because it remained below 0.60.

Analysis results show that the internal consistency reliability was provided because the Cronbach Alpha coefficients were 0.745-0.920. According to the results of confirmatory factor analysis, the CR (Composite Reliability) is 0.855-0.950 (Hair et al. 2010; 2017), and it is seen that convergent validity is achieved because AVE values are between 0.650 and 0.863 (AVE coefficient is above ≥ 0.50) and factor loads are between 0.670 and 0.955 (Chin, 1998).

Table 4: The Discriminant Validity (Fornell and Larckell, 1981)

	Price Conscious	Crisis Perception	Unplanned Purch.	Attitude
Price Conscious	(0,806)			
Crisis Perception	0,123	(0,929)		
Unplanned Purch.	0,488	0,134	(0,884)	
Attitude	0,245	0,192	0,416	(0,815)

When the values in the table were examined, it was determined that the square root of the Average Variance Extracted value for each structure was higher than the correlation with the other structures. Meanwhile, the numbers shown in parentheses in the table are the square root values of AVE.

Table 5: The Result of The Discriminant Validity (HTMT Criteria)

	Price Conscious	Crisis Perception	Unplanned Purch.	Attitude
Price Conscious				
Crisis Perception	0,146			
Unplanned Purch.	0,557	0,147		
Attitude	0,286	0,237	0,507	

When the values in the table were analysed, it was determined that the HTMT values were under the threshold value. Therefore, based on the findings in Table 4 and Table 5, it can be stated that discriminant validity was achieved.

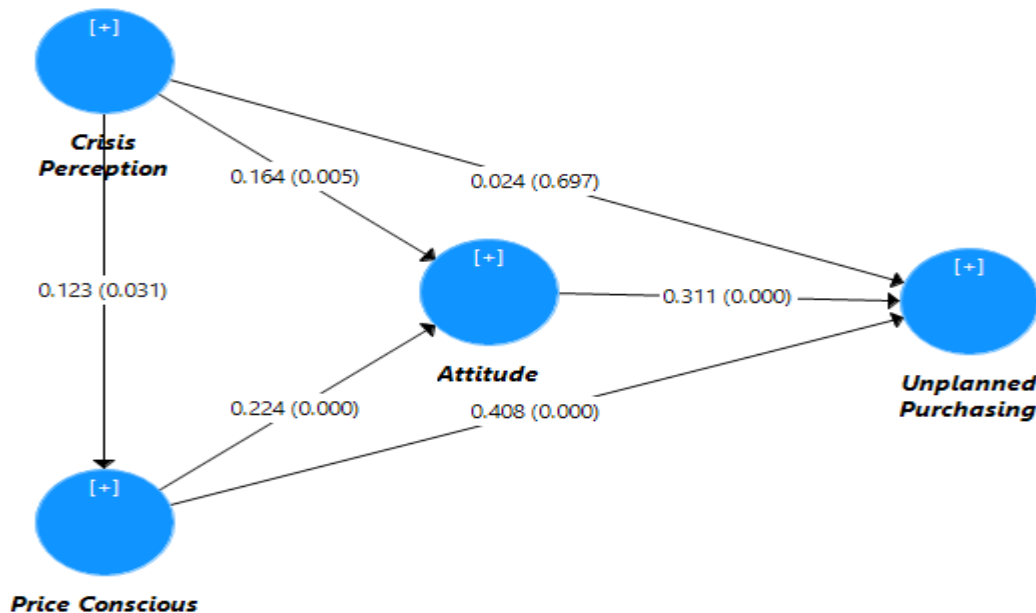


Figure 2: Structural Equation Model

Figure 2 shows the Model created to Test the Hypotheses of this research. The SmartPLS statistical program analysed the data of this study. First, the PLS algorithm was run to perform hypothesis tests in the research model; thus, R2 values and path coefficients were determined. In addition, the importance of PLS path coefficients was evaluated by calculating t-values.

Table 6: Research Model Coefficients

Variables		Standardized β	Standard Error	t value	p	
Crisis Perception	Attitude	0,164	0,058	2,843	0,004	
Price Conscious		0,224	0,056	3,998	0,000	
Crisis Perception	Price Conscious	0,123	0,059	2,098	0,036	
Crisis Perception	Unplanned Purchase	0,024	0,061	0,394	0,693	
Price Conscious		0,408	0,047	8,607	0,000	
Attitude		0,311	0,050	6,203	0,000	
Price Conscious	Attitude	Unplanned Purch.	0,070	0,021	3,260	0,001
Crisis Perception			0,051	0,021	2,480	0,013

The result of the H₁ analysis illustrates that a statistically significant ($p < 0.01$) and positive ($\beta = 0.164$) relationship was detected between the crisis perception and attitude. According to the results of the H₂ hypothesis, the attitude and price-conscious were detected a statistically significant ($p < 0.01$) and positive ($\beta = 0.224$) relationship. It was found that there was a statistically significant ($p < 0.03$) and positive ($\beta = 0.123$) relationship between crisis perception and price-conscious. Hence, the H₃ hypothesis was also supported. It was found that there was no statistically significant ($p < 0.01$) relationship between crisis perception and unplanned purchasing, and therefore, the H₄ hypothesis is not supported. Also, there were statistically significant ($p < 0.01$) relationships between price-conscious ($\beta = 0.408$), attitude ($\beta = 0.311$) and unplanned purchasing. Therefore, the H₅ and H₆ hypotheses are also supported. When the R₂ values of the model are examined, it is seen that 8% of the attitude and 33% of the unplanned purchasing are explained.

According to the mediation method introduced by Baron and Kenny, to investigate the mediation effect, the mediating variable was removed from the research model in the first stage, and the significance of the path coefficients was tested. Firstly it was determined that it significantly affects price conscious on unplanned purchasing ($\beta = 0.482$; $p < 0.00$). Then, however, It was determined that the perception of crisis did not significantly affect unplanned purchasing ($\beta = 0.077$; $p < 0.19$). Since the first condition of no mediating variable was not found, it was unnecessary to look at other conditions and the H₈ hypothesis was not supported.

In the second degree, the importance of the path coefficients was tested by including the mediator variable in the model. The effect of price consciousness on attitude ($\beta = 0.224$; $p < 0.00$) was significant. Therefore, the third stage has been started to measure the mediating effect of the attitude between price-conscious and unplanned purchasing.

In the first part of the third degree, the effect of the mediator variable on the dependent variable was measured. Here, the effect of attitude on unplanned purchasing ($\beta = 0.311$; $p < 0.00$) was significant. In the second part of the third stage, price-conscious and unplanned purchasing, which had a significant relationship in the first condition, were significant in the model with the mediating variable. Therefore, it is impossible to talk about the full mediation effect here. However, when the beta coefficients ($\beta = 0.408$) were examined, a decrease was detected compared to the first condition. This shows that there is a partial mediating effect. These results show that the H₇ hypothesis is supported.

Conclusion

Coronavirus disease is a global health crisis that has not been unprecedented in the past years. It triggered the most severe economic shock in almost a century and wreaked destruction on people's health, jobs and economies. Unfortunately, the world has faced a tremendous economic challenge. It is a fact that the effects of the economic narrowing affect the general consumer buying behaviour and especially the impulsive buying behaviour. This latest situation requires companies to reconsider their marketing strategies. Now, businesses need to adapt to these changing rules to retain the consumers, who are more price-oriented and whose loyalty is gradually decreasing and preserving their value in their eyes.

This study shows that crisis perception and price-conscious positively affect consumer attitude, consumer attitude and price-conscious positively affect unplanned purchasing, and crisis perception positively affects price-conscious. Furthermore, the effect of price-conscious on impulse buying behaviour is consistent with many past studies (Padel & Foster, 2005; Gilbride et al., 2015; Rihn et al., 2018). Similarly, the impact of crisis perception on consumers' purchasing attitudes is similar to the previous literature (Hampson & McGoldrick, 2013; Steenkamp & Maydeu-Olivares, 2015; Müezzinoğlu, 2019).

However, it was determined that the crisis perception did not significantly affect Unplanned purchasing behaviour. This result is contrary to the proposed model; It can be attributed to the fact that the data were collected on the discount days in the last months of 2019 when the economic uneasiness among consumers did not increase yet. In addition, this result shows that economic concerns such as the crisis do not have a high impact on consumers who make unplanned purchases. On the other hand, it is thought that if COVID-19 and its economic effects continue negatively, it may have much stronger effects on consumers' unplanned purchasing behaviour. Therefore, this study should be reconsidered after the end of the economic narrowing. It should be compared to what kind of changes there are in the purchasing behaviour of consumers. In addition, as Tekoğlu and Eser (2021) found in their study, it was determined that some perceptions might be reflected in consumers' attitudes but not in their impulsive buying behaviours.

In future studies, new studies with high added value can be carried out with different samples and adding different dimensions to the research model. In addition, the effects of crisis perception and price awareness should also be investigated on different purchasing behaviours such as compulsive buying, indulgent purchase and indulgent consumption. This study was carried out during the intense discount days in the last days of 2019. It is thought that similar studies to be carried out on different dates and conditions will contribute to the relevant literature. However, consumers' differing attitudes and behaviours resulting from external situational factors need to be examined in future studies.

Lastly, these research results can be a reference for marketers who will organize discount days for consumers in the coming years. In general, this study will contribute to different and new marketing strategies in the upcoming discount periods due to economic conditions change, and their effects continue.

Peer-review:

Externally peer-reviewed

Conflict of interests:

The author has no conflict of interest to declare.

Grant Support:

The author declared that this study has received no financial support

Ethics Committee Approval:

The data of this study were collected in 2019, so ethics committee approval is not required.

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