

Chapter 27

A Research on Hedonic and Utilitarian Consumption Behavior of Young Consumers on Big Discount Days

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ABSTRACT

Recent changes and developments in social life affect both the marketing strategies of brands and the consumer behaviors. The big discount days were first implemented in the USA under the name “Black Friday,” and it was implemented in Turkey under the “Legend Friday, Legend Days, Super Friday, 11.11.” The big discount days campaigns also changed the consumer’s sense of consumption. Together with the changing consumption concept, consumers are looking for psychological and social benefits in addition to the physical benefits in the products they purchase. The aim of this study is to determine the effect of hedonic and utilitarian consumption motives on consumers purchase intentions on big discount days. The questionnaire form was applied face to face to 621 students in a private university in Istanbul between 05.05.2019 and 15.05.2019. The obtained data were analyzed with SPSS 21 and AMOS 24 programs, and as a result of the analysis, it was determined that the hedonic and utilitarian consumption motives had a significant effect on consumer purchase intention on the big discount days.

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INTRODUCTION

The concepts of consumption and consumer behavior are indispensable factors for marketing as well as economics and business. In the studies (Kim and Forsythe, 2007; Tendai and Crispen, 2009; Türk, 2018; etc.) carried out in the field of marketing, subjects such as how consumers are directed or directed to consumption behavior, how they perform purchasing behavior, what are their consumption motivations are investigated and continue to be investigated. Recent changes and developments in economic and social life affect both the marketing strategies of brands and the consumer behaviors. While brands try to reach consumers with different methods such as promotions and advertisements, consumers have started to show benefit based behavior by giving importance to hedonic and utilitarian consumption motives as well as products and services they will get during shopping. Brands aim to increase their sales, attract consumers to them, provide competitive advantage and try to direct consumers to buy and direct consumers to consumption behavior. Consumers are influenced by orientations and act with both emotionally focused hedonic consumption motives such as having fun, discovering new things and utilitarian consumption motives that are logically oriented such as saving money or time and seeing different product options and at the end consumers realize purchasing behavior.

One of the directions made by brands is seen on big discount days like Black Friday which is known as discount days. The Black Friday, which was first introduced in the United States, represents the first Friday after Thanksgiving day. From a historical perspective, the Black Friday big discount day, which was first used in the 1930s, became more popular after the 1950s. Black Friday, which is seen as an advantage for both consumers and manufacturers or retailers, has spread to several countries after birth in the United States and then spread to the whole world. Black Friday big discount day has started to be implemented in Turkey, where foreign companies and brands have located. Black Friday that started to be implemented by national and international brands in Turkey. Black Friday is incompatible with Turkish / Islamic culture. Therefore Black Friday has been implemented by national and international brands under different names such as Legend Friday, Legend Day, Super Friday, 11.11 etc. in both physical stores and electronic commerce websites in Turkey. In the following periods, different discount days were applied and continue to be applied not only in the Black Friday date range but also in different days of the year. As a result, while brands offer discounted products with special campaigns and promotions on different days of the year (Black Friday, Super Friday, 11.11, etc.), consumers act with hedonic consumption motives, which are focused on emotional behavior, and utilitarian consumption motives, which are focused on logical behavior, in order not to miss the opportunities offered during these big discount days and consumers show purchasing behavior with these consumption motives.

As a result of the intense interest of consumers for the big discount days, brands try to increase their sales with marketing activities such as advertising and promotion for these special days. Consumers, on the other hand, act with hedonic consumption motives such as catching new trends and having fun, as well as utilitarian consumption motives such as cost savings, convenience and product options in order to do not loss the discount opportunities that arise during the big discount days. According to hedonic consumption, consumers perceive shopping as an experience of pleasure and want to experience this pleasure at the highest level by shopping. In other words, consumers with hedonic consumption motives enjoy this shopping process instead of being bored of shopping. According to utilitarian consumption, consumers focus on the concrete features of the product or service they intend to buy during a shopping and the benefit they will receive as a result of shopping. They compare the benefits to the cost or price they endure as a result of shopping. Therefore, brands and consumers aim to benefit from the shopping

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