

CHAPTER 8

THE RELATIONSHIP OF BRANDS' ADVERTISING CAMPAIGNS AND CONSUMERS' DIGITAL SHOPPING FRENZY BEHAVIOR: A REVIEW FOR BIG SALE DAYS

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INTRODUCTION

Internet and technology communication; It has digitalized customers, trade, and brands. By including information technologies, cloud computing, artificial intelligence technologies, algorithmic digital services within the traditional trading system; it is doomed to leave the traditional 4P process behind. In the new connected world, 4C (co-creation, currency, communal activation, conversation) prevails. After businesses decide what to offer (product and price), they decide how to offer (location and promotion) (Kotler et al., 2016). While traditional merchandising continues from the places where businesses offer their products, they diversify their places with digital merchandising as an alternative. In this case, enterprises' transition to digital merchandising requires them to communicate with digital customers and to create the necessary promotion strategies to be strong in the digital competitive environment. In this context, with the increase in the number of users and the time spent on the internet, it is highly likely that the internet, one of the two-way interaction tools, will be used in advertising strategies (Goldfarb, 2014). With the inclusion of digital advertising campaigns, which bring advantages that traditional advertising campaigns can't bring, including search engines based on sound and image, the ultimate goal of online advertising types that are innovated day by day is to inform consumers about internet content (Pandey et al., 2017).

The opportunities brought by the connected system are presenting a brand product found anywhere in the world to the other end of the world with very little advertising cost, while the difficulty is that customers can instantly share negative situations related to the brand with other users on social platforms (Pina&Dias, 2021). This traditional situation spreading from word of mouth can

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reach a million people in seconds in digital. It is very possible to bring a brand to the top and to bring it to the bottom of the internet and digital. In this sense, brands should include digital advertising strategies in their promotion efforts and continue this success. Just as businesses in traditional merchandising try to get their brands in touch with customers at more points of sale, the same is true in digital merchandising. In the marketing 4.0 period, almost every business has a corporate website. Businesses make sales on their official websites after completing the product and pricing phase. But more customers visit www.amazon.com, www.aliexpress.com, www.trendyol.com.tr, www.hepsiburada.com.tr, www.N11.com.tr, www.gittigidiyor.com.tr, etc. They should also open their digital stores on their websites.

It presents the literature of advertising campaigns, digital advertising campaigns, the transition stages from traditional retail to digital merchandising, and the concepts of DSF, with this work sequence based on DSF and digital advertising campaigns. Then he talks about the method, findings, and results of the study.

LITERATUR REVIEW

Advertising has been studied in the fields of marketing and consumer psychology for a long time (Yadati et al., 2013). Today's customers are strong due to their ease of access to information. Compared to the previous marketing periods, although the consumers of the Marketing 4.0 period have the opportunity to make more informed purchasing decisions and have a high level of curiosity and knowledge, they can't control what they want to buy. Three factors determine the direction of customers' purchasing decisions. The first is marketing communications in various media such as TV ads, visual ads, and public relations. The second is the opinions of his friends and family. The third is the consumer's past experiences, personal knowledge, and attitude. Considering these factors, brands that want to attract their customers have to reach them as soon as possible and use the digital environment to be in constant communication and to inform them about their current and new products and discount campaigns. The only thing that hasn't changed from the past to the present is that the brand always has alternatives, namely competition. The common point of long-term customer relations for the sustainability of sales to survive in a competitive environment is today's technology. And the use of technology in marketing is indispensable.

The popularity of a brand, the extent to which it is widely known and preferred

by consumers, can be defined as its market share (Kim & Chung, 1997; Hellofs & Jacobson, 1999). Advertising campaigns; To provide information about the product or service, to create awareness, to awaken the desire to experiment in customers, to educate individuals for the use of the product, to show the suitability of the product or service, to convey certain in the product or service, to develop a behavior against the brand, to create a brand image and to ensure its order, to improve the perceived quality, of the advertisement; There can be three fundamentals: expanding demand, creating demand inelasticity, and helping personal selling (Barry & Howard, 1990, 1965; Lewis & Reiley, 2014). These functions have changed with the Marketing 4.0 approach, a marketing approach that combines my online and offline connections between businesses and customers, blends style and essence in brand development, and ultimately completes machine-to-human engagement to increase customer engagement, as well as daily advertising campaigns.

With Marketing 4.0, the value and importance of e-commerce increases. Consumers prefer to shop comfortably from wherever they are. E-commerce, which offers advantages such as searching, filtering, comparing, tracking discounts, directs many national and international brands engaged in traditional merchandising to sell online (Dutta et al., 2020). Businesses that want to carry out digital marketing involving the application of traditional marketing principles and techniques electronically and more specifically via the internet open digital stores on multiple e-commerce platforms to offer their products or services. Preparing campaigns such as mother's day discount, women's day discount, new year discount, valentine's day discount, big discount days, legendary Friday, black Friday, etc. inviting them to shop on the pretext of short-term discounts and shopping with the psychology of "there is a discount" whether or not the consumers need it, in short; In this study, which introduces the concept of "DSF", which is the digital form of the behavior of customers looting stores during discount days applied in traditional stores; "Do advertising campaigns have an impact on DSF?" The answer to the problem is sought. While the study covers all advertising campaigns, traditional and digital, the curious issue about the study is the attitude and behavior that advertising campaigns create in the potential customer audience. Here attitude; consumer sentiment against advertising campaigns, behavior; It is the consumer's response to advertising campaigns. Businesses that can reach their customers through digital advertising channels aim to convey their products or services and their new product promotions, innovations and changes, campaigns, and discount campaigns.

DATA AND METHODOLOGY

The questionnaire, which is created against the attitudinal and behavioral intentions of the consumers, regarding the advertising campaigns aimed at arousing and activating the desire to shop in the consumers. While the first five items question the demographic characteristics of the participants, the next six items are about advertising campaigns and seven items are questioning for DSF. Items measuring consumer response to advertising campaigns are created based on past studies. The questionnaire items related to DSF are created for the first time in this study and a pilot study is conducted by first applying the full-scale expert opinion to 200 participants. Reliability analysis and explanatory factor analysis are applied to the pilot study. In the findings section of the study, demographic findings of 607 people, reliability, and explanatory factor analysis findings of the pilot study are given. After the validity of the questionnaire is obtained with the pilot study, confirmatory factor analysis is performed with the data of 607 people. The model of the study is given in Figure 1.

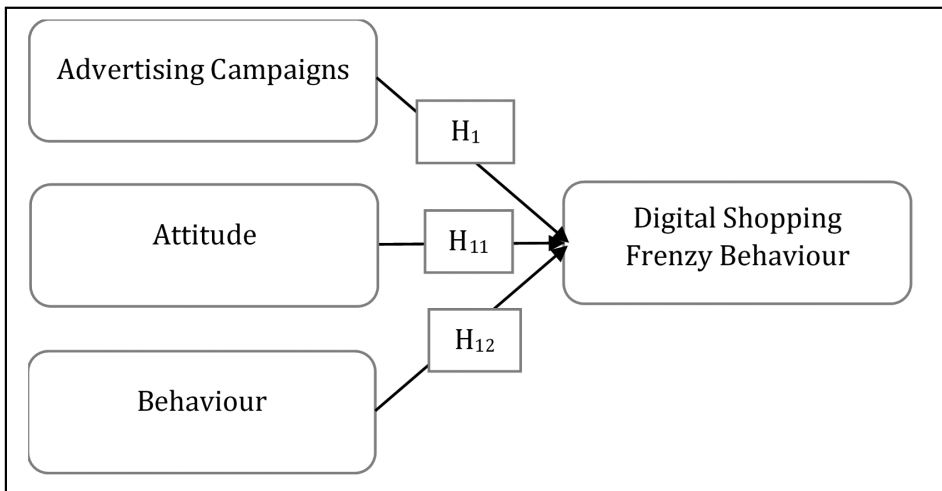


Figure 1. Research Model

The research hypotheses are given below.

- H₁: Advertising campaigns have a significant and positive impact on DSF.
- H₁₁: The attitude dimension of advertising campaigns has a significant and positive effect on DSF.
- H₁₂: The behavioral dimension of advertising campaigns has a significant and positive effect on DSF.

FINDINGS AND DISCUSSIONS

SPSS 20 program is used to make evaluations regarding the variables in the model. Also, the relationship between the variables in the model is determined by using the LISREL 8.7 program within the framework of the structural equation model and the results are interpreted. Finally, the test results of the research hypotheses and the evaluation of the obtained findings are included.

Findings Regarding Demographic Information

According to demographic findings, 62.1% of the participants were female, 37.9% were male, 56.3% were single, 43.7% were married, 8.2% were high school or below, % 34.8% of them are university, 57% are graduate education, 14.7% are 18-24 years old, 60.5% are 25-35 years old, 19.42% are between 36-44 years old. While determining, 5.4% were 45 years old and above, the majority of the participants were civil servants (35.3%) and unemployed/retired (25.2%). When the online shopping frequency of the participants was examined, it was determined that 11.4% of the participants shop online at least once a week, 61.1% at least once a month, and 27.5% at least once a year.

Findings Regarding the Validity and Reliability of the Scales

Findings Regarding the Validity and Reliability Analysis of the Advertising Campaigns Scale

Cronbach's Alpha values regarding the reliability of the statements regarding the scale of advertising campaigns are presented in Table 1.

Articles	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
A1	14,730	23,391	0,709	0,893
A2	14,850	22,754	0,773	0,883
A3	14,950	24,802	0,664	0,898
B1	15,200	22,651	0,824	0,875
B2	15,470	24,217	0,717	0,891
B3	15,270	23,771	0,746	0,887
Cronbach's Alpha = 0,905				

According to Table 1, with the total correlation values of the items being below the value of 0.45, it is seen that the items of the scale are suitable for the study. The findings on the EFA, KMO and Bartlett's analyzes of the scale used for advertising campaigns (ACS) are given in Table 2.

Table 2. ACS – EFA Findings					
Factors	Common Factor Loadings	Article-No.	Factor Weights	Factor Descriptors	Factor Reliability
Factor 1 0,900 0,877	0,917	A1	0,883	44,294	0,941
	A2	0,924			
	A3	0,894			
Factor 2 0,884 0,728	0,881	B1	0,911	42,151	0,897
	B2	0,885			
	B3	0,809			
TOTAL				86,445	0,905
Kaiser-Meyer-Olkin (KMO)					0,820
Bartlett's Test of Sphericity (BTS) (χ^2)					3231,213
Degrees of Freedom (SD)					15
Significance Level (P)					0,000

As seen in Table 2, the KMO value is $0.820 > 0.60$, and the BTS value is $p < 0.01$, and it can be said that the sample number used in the study has a normal distribution and suitable for EFA (Kan and Akbaş, 2005). According to the findings in Table 2, ACS (eigen value > 1.00) has a two-factor structure. Factor 1, Factor 2, respectively, of the total variance; explains 44,294%, 42,151%. It is seen that the factors are sufficient as the total variance constitutes $86,445 > 60\%$ (Scherer et al., 1988).

Common load factors 0.728-0.917; factor loading values are between 0.809 (A3) and 0.924 (B3). There is no cross-loading between the factors ($> .100$) (Büyüköztürk et al., 2010; Tabachnick & Fidell, 2014; Çokluk et al., 2016).

ACS reliability was high (> 0.70).

It was named the "Behavior" dimension under Factor 1 (B1, B2, B3) with EFA. $\alpha = 0.941$ high-confidence output. It was named the "Attitude" dimension under factor 2 (A1, A2, A3). $\alpha = 0.897$ high-confidence output. According to the outputs, it can be said that all of the ACS scale and its sub-dimensions provide the reliability coefficient values (Singh, 2007).

Findings Regarding the Validity and Reliability Analysis of the DSFS

Cronbach's Alpha values regarding the reliability of the statements regarding the DSFS are presented in Table 3.

Table 3. Reliability Analysis Findings Regarding the Items of the DSFS					
	Articles	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
DSF	DF1	19,640	31,093	0,676	0,885
	DF2	19,900	28,701	0,837	0,865
	DF3	19,710	29,037	0,844	0,865
	DF4	19,820	28,760	0,853	0,864
	DF5	19,770	29,307	0,806	0,869
	DF6	20,920	33,233	0,455	0,912
	DF7	19,660	32,817	0,480	0,907
Cronbach's Alpha = 0,897					

According to Table 3, with the total correlation values of the items being below the value of 0.45, it is seen that the items of the scale are suitable for the study. The findings on the EFA, KMO and Barlett's analyzes of the scale used for DSFS are given in Table 4.

Table 4. DSFS – EFA Findings						
Factors	Common Factor Loadings	Article-No.	Factor Weights		Factor Descriptors	Factor Reliability
Factor 1	0,595	DF1	0,771	63,914		0,897
	0,812	DF2	0,901			
	0,828	DF3	0,910			
	0,837	DF4	0,915			
	0,775	DF5	0,880			
	0,293	DF6	0,541			
	0,334	DF7	0,578			
TOTAL			63,914		0,897	
(KMO)					0,904	
(BTS χ^2)					2991,485	
(SD)					21	
(P)					0,000	

As seen in Table 4, the KMO value is $0.904 > 0.60$, and the BTS value is $p < 0.01$, and it can be said that the sample number used in the study has a normal distribution and suitable for EFA (Kan and Akbaş, 2005). According to the findings in Table 4, DSFS (eigen value > 1.00) has a single factor structure. It is seen that the Factor 1 are sufficient as the total variance constitutes $63.914 > 60\%$ (Scherer et al., 1988).

Common load factors $0,294-0,837$; factor loading values are between 0.541 (DF6)- 0.915 (DF4). There is no cross-loading between the factors ($>.100$) (Büyüköztürk et al., 2010; Tabachnick & Fidell, 2014; Çokluk et al., 2016).

ACS reliability was high ($\alpha = 0.897 > 0.70$). It was named the “DSF” dimension under Factor 1 (DF1, DF2, DF3, DF, DF5, DF6, DF7) with EFA.

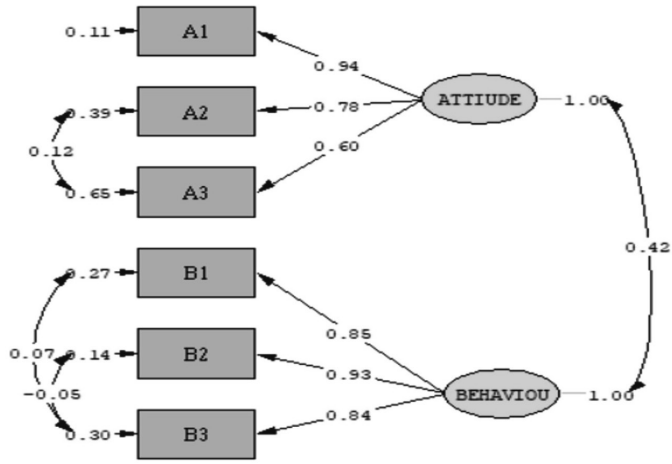
Confirmatory Factor Analysis (CFA) Findings Regarding the Scales

CFA Findings Regarding the Advertising Campaigns Scale

Table 5 contains the item statistics findings obtained as a result of the CFA analysis conducted to test the ACS factor structure.

Factors	Article	Factor Loadings	R ²	Error Variance	t
Attitude	A1	0,94	0,89	0,11	28,81**
	A2	0,78	0,61	0,39	34,72**
	A3	0,60	0,35	0,65	17,15**
Behaviour	B1	0,85	0,73	0,27	12,86**
	B2	0,93	0,86	0,14	19,92**
	B3	0,84	0,70	0,30	12,71**
**p<0.01					

In Table 5, where the DFA findings of the ACS are given, the DFA findings that overlap with the AFA findings of the ASC are obtained. While the factor loading values of the ACS items varied between $0.60-0.94$ and the R² values between $0.35-0.89$ (with high and medium context values), t values were; $p < .01$ was found to have a significant value. (in addition, all values > 2.58). (Kline 2009). The path diagram of the ACS is presented in Figure 2.



Chi-Square=7.40, df=5, P-value=0.00000, RMSEA=0.037

Figure 2. The path diagram of the ACS

Table 6; shows the ACS goodness-of-fit values before and after modification.

Table 6. Values of Goodness of Fit for the ACS			
Modification	Before	After	Suitability
X ² /df	9,335	1,480	The model is compatible (1,480<3).
P	0,000	0,000	Perfect fit.
RMSEA	0,117	0,037	Perfect fit (0.037)
CFI	0,970	0,990	The model are suitable (0 < 0.990 < 1).
GFI	0,960	0,990	The model GFI value is suitable.
AGFI	0,900	0,980	AGFI value of the model is suitable (0,980 ≥ 0,900)
NNFI	0,970	0,990	Perfect fit.
NFI	0,960	0,990	The model is suitable (0.990 > 0.90).
RMR	0,048	0,020	Perfect fit.
SRMR	0,036	0,016	Perfect fit.

The X²/df and RMSEA values, which were higher than the goodness of fit values above, were brought to an acceptable level with the modifications (B1-B3, B2-B3, A2-A3). Goodness-of-fit values confirm the ACS.

It presents the table of values of the ACS with Table 7. (AVE and CR)

Table 7. AVE and CR Values (ACS)			
Dimensions	AVE	Regression Weight Total Square	CR
Attitude	0,62	5,38	0,82
Behavior	0,76	6,87	0,91

According to the data in Table 7, the compatibility of the ACS dimensions with the data is in the middle (CR> 0.70; AVE> 0.5)(Fornell and Larcker, 1981; Hair et al., 1998;)

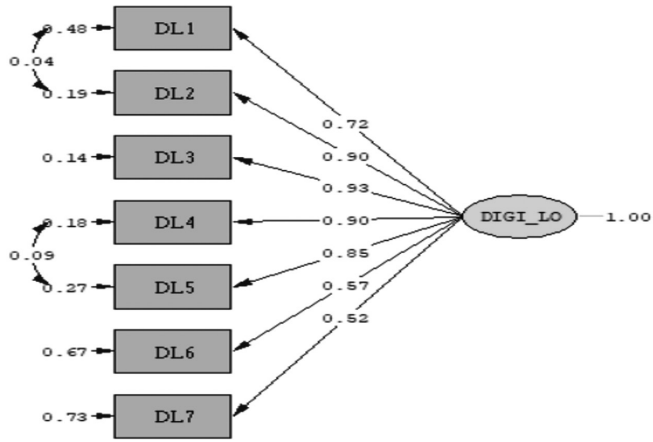
CFA Findings on the DSFS

Table 8 contains the item statistics findings obtained as a result of the CFA analysis conducted to test the factor structure of the DSF value scale.

Table 8. DSFS – CFA Findings					
Factor	Article	Factor Loadings	R²	Error Variance	t
DSF	DF1	0,72	0,52	0,48	20,84**
	DF2	0,90	0,81	0,19	30,13**
	DF3	0,93	0,86	0,14	31,81**
	DF4	0,90	0,82	0,18	30,36**
	DF5	0,85	0,73	0,27	27,25**
	DF6	0,57	0,33	0,67	13,73**
	DF7	0,52	0,27	0,73	14,78**

**p<0.01

In Table 8, where the DFA findings of the ACS are given, the DFA findings that overlap with the AFA findings of the ASC are obtained. While the factor loading values of the ACS items varied between 0.52–0.93 and the R² values between 0.27–0.86 (with high and medium context values), t values were; p<.01 was found to have a significant value. (in addition, all values >2.58). (Kline 2009). The path diagram of the DSFS is presented in Figure 3.



Chi-Square=47.90, df=13, P-value=0.00001, RMSEA=0.067

Figure 3. The path diagram of the DSFS

Source: The Author

Note: After analyzing the structural equation model, the abbreviations “DL” and “DIGI-LO” written in Figure 3 were replaced with “DF” and “DSF” abbreviations, respectively, which are more suitable for the literature concept.

Table 9; shows the DSFS goodness-of-fit values before and after modification.

Table 9. DSFS Goodness of Fit Values

Modification	Before	After	Suitability
X ² /df	8,267	3,684	The model is compatible (3,684<5).
p	0,000	0,000	Perfect fit.
RMSEA	0,110	0,067	perfect fit (0.067)
CFI	0,970	0,990	The model are suitable (0 < 0.990 < 1).
GFI	0,950	0,980	The model GFI value is suitable (0.980 > 0.90).
AGFI	0,900	0,960	AGFI value of the model is suitable (0,960 ≥ 0,900)
NNFI	0,970	0,990	Perfect fit.
NFI	0,980	0,990	The model is suitable (0.990 > 0.90).
RMR	0,033	0,024	Perfect fit.
SRMR	0,025	0,018	Perfect fit.

The X²/df and RMSEA values, which were higher than the goodness of fit values above, were brought to an acceptable level with the modifications (DF1-DF2, DF4-DF5). Goodness-of-fit values confirm the DSFS.

It presents the table of values (AVE and CR) of the DSFS with Table 10.

Table 10. AVE and CR Values (DSFS)			
Dimensions	AVE	Regression Weight Total Square	CR
DSF	0,62	29,05	0,92

According to the data in Table 10, the compatibility of the DSFS dimensions with the data is in the middle ($CR > 0.70$; $AVE > 0.5$) (Fornell and Larcker, 1981; Hair et al., 1998;)

Structural Equation Model for Work (Path Analysis)

The measurement models of the study, which reveal the relationship of each latent variable with the observed variables, are given in Figure 4 and Figure 5. One-way arrows drawn from a latent variable to observed variables show how well each element represents its latent variable (factor load).

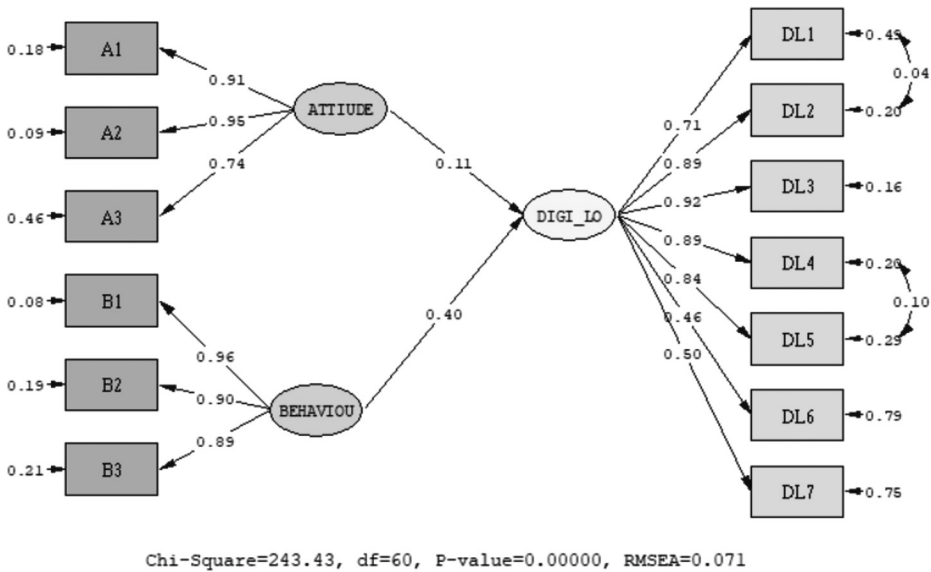


Figure 4. The Effect of Attitude and Behavior on DSF (Path Diagram)

Note: After analyzing the structural equation model, the abbreviations “DL” and “DIGI-LO” written in Figure 4 were replaced with “DF” and “DSF” abbreviations, respectively, which are more suitable for the literature concept.

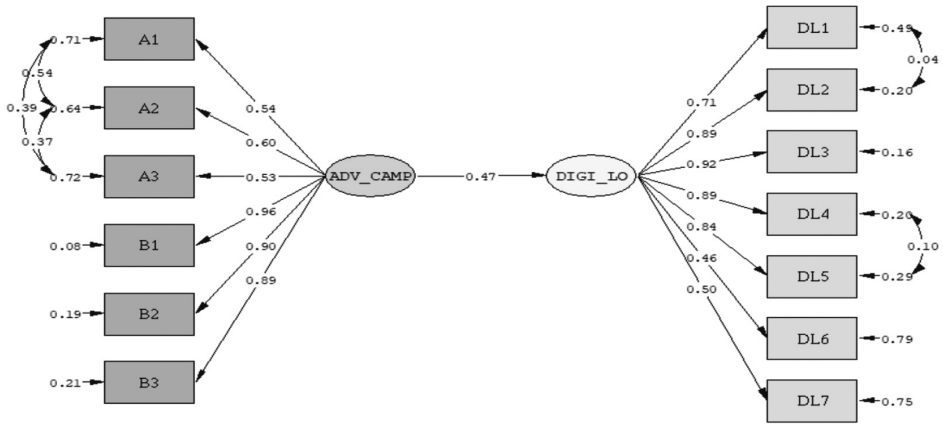


Figure 5. Structural Equation Model of the Effects of Advertising Campaigns on DSF (Path Diagram)

Note: After analyzing the structural equation model, the abbreviations “DL” and “DIGI-LO” written in Figure 5 were replaced with “DF” and “DSF” abbreviations, respectively, which are more suitable for the literature concept.

Fit Values Related to the Structural Equation Model

For a model to be accepted as a whole, the reported goodness of fit indices must be within acceptable limits. In this framework, the goodness of fit values for the model given in Figure 4 are given in Table 13.

Table 11. Values of Goodness of Fit for the Structural Equation Model Regarding the Effect of Attitude and Behavior on DSF

Modification	Before	After	Suitability
X2/df	5,257	4,057	The model is compatible (4,057<5).
P	0,000	0,000	Perfect fit.
RMSEA	0,084	0,071	Perfect fit (0.071)
CFI	0,960	0,980	The model are suitable (0 < 0.980 < 1).
GFI	0,920	0,940	The model GFI value is suitable (0.940 > 0.90).
AGFI	0,890	0,910	AGFI value of the model is suitable (0,910 ≥ 0,900)
NNFI	0,970	0,980	Perfect fit.
NFI	0,970	0,980	The model is suitable (0.980 > 0.90).
RMR	0,081	0,080	Perfect fit.
SRMR	0,062	0,061	Perfect fit.

After the modifications made between DF1-DF2, DF5-DF4, goodness-of-fit values required for the study were achieved. The goodness of fit values of the structural equation model regarding the effect of advertising campaigns on DSF given in Figure 5 is given in Table 12.

Table 12. The Goodness of Fit Values of the Structural Equation Model Regarding the Effect of AC on DSF

Modification	Before	After	Suitability
X ² /df	17,334	3,798	The model is compatible (3,798<5).
p	0,000	0,000	Perfect fit.
RMSEA	0,164	0,068	Perfect fit (0.068)
CFI	0,900	0,980	The model are suitable (0 <0.980 <1).
GFI	0,780	0,950	The model GFI value is suitable (0.950> 0.90).
AGFI	0,690	0,920	AGFI value of the model is suitable (0,920≥0,900)
NNFI	0,880	0,980	Perfect fit.
NFI	0,890	0,980	The model is suitable (0.980> 0.90).
RMR	0,130	0,085	Perfect fit.
SRMR	0,095	0,064	Perfect fit.

After the modifications made between A1-A2, A1-A3, A2-A3, DF1-DF2, and DF4-DF5 goodness-of-fit values required for the study were achieved.

Testing Hypotheses

The hypothesis results of the research models shown in Figure 4 and Figure 5 are given in Table 13.

Table 13. Standardized Parameter Estimates, t-Values, and Results of Hypotheses

Hypotheses	Roads	Standardized Parameter Estimates (β)	t values	p	Result
H ₁	(Advertising-Com)→(DSF)	0,11	2,09*	<0.05	Accept
H ₁₁	(Behavior) → (DSF)	0,40	7,24**	<0.01	Accept
H ₁₂	(Attitude) → (DSF)	0,47	10,49**	<0.01	Accept
*p<0.05; **p<0.01					

When the results of the research models given in Table 13 are examined, it is determined that the attitude dimension, one of the dimensions of advertising campaigns, has a significant effect on DSF ($p < 0.05$). It has been determined that when the attitude dimension of the participants changes positively, it will have a positive effect of 0.11 on DSF. One of the dimensions of advertising campaigns, the behavior is determined to have a significant effect on DSF ($p < 0.01$). It has been determined that when the behavioral dimension of the participants changes positively, it will have a positive effect of 0.40 on DSF. Advertising campaigns are found to have a significant effect on DSF ($p < 0.01$). It is determined that when participants' perspectives on advertising campaigns are improved, it will have a positive effect of 0.47 on DSF.

CONCLUSIONS, DISCUSSION AND SUGGESTIONS

The constant renewal and growth of brands' virtual stores is about directing the perception of consumers to digital shopping. With marketing 4.0, it has become possible for consumers to visit the virtual stores of brands wherever there is internet and to buy the products of the brands they want without consuming energy. In this sense; SSCI, SCIE, AHCI etc. In the indices, the reactions of consumers to advertisements offered on digital channels and their purchasing behavior on big sale days were examined. Digital merchandising and consumer behavior, which is an inevitable way of effective, efficient and profitable growth of brands, are popular topics that need to be discussed today and in the future. However, the shopping frenzy experienced by big brands on their own shopping sites and e-commerce platforms during big discount days is also one of the hot topics. This study, which draws attention to the relationship between the advertising campaigns of brands and the purchasing behavior of customers, aims to contribute to the gaps in the literature.

This study, which seeks to answer the question – “Does the “big sale days begin, shop” call to consumers turn into purchasing behavior when the discount days come, with the digital advertising campaigns of world famous brands and local brands in Turkey?” – conducted with the participant. Results from SEM show that this article discusses the impact of advertising campaigns prepared by brands to attract consumers' attention on digital big sale days, on consumers' purchasing behavior. With the case study approach, a structural equation model was created on the digital advertising campaigns of brands and the DSF of consumers. A random sample selection method was used by creating a scale for the model. 607 people answered the survey. Reliability, explanatory factor analysis

and confirmatory factor analysis were applied to the scale created for the research. Then, path analysis was applied to the model created by the research subject and the hypotheses created were tested with the structural equation analysis method. The results showed that both the attitude and behavioral dimensions of customer perception towards advertising campaigns have a significant and positive effect on customers' DSF on big sale days. In this case, the development of businesses in digital advertising and their focus on advertising campaigns will support their marketing strategies. The study provides valuable contributions to the studies based on the advertising strategies of brands, brand management, brands' success in digital merchandising, growth strategies of brands, purchasing behavior of consumers, digital merchandising, advertising campaign strategies and DSF.

Implications for Theory and Practice

This article is guiding and persuasive for brands with virtual stores to determine advertising strategies that will affect consumers' behavior and attitude perceptions when creating advertising campaigns to announce big discount days. In other words, when the right advertising campaigns are prepared on these discount days, it is possible for consumers to display shopping behavior whether they need it or not. Advertising strategy components (attitudinal perception and behavioral perception) determined by this study will be beneficial for brands that own virtual stores and advertising campaign creators. On the other hand, it is thought that this study may be a saving measure for consumers who shop even though they do not actually need it, and it is also thought that working to prevent excessive consumption, which is a problem of our age, and to strengthen sustainable consumption.

The constant search for new markets for brands to promote their products and reach more customers has been going on for centuries. One of these markets is digital stores where Marketing 4.0 strategies are implemented. It has become possible for consumers to visit virtual stores wherever there is internet and to buy products without consuming energy. SSCI, SCIE, AHCI etc. In the indices, the effect of advertisements offered on digital channels and the purchasing behavior of consumers on big sale days were examined. Digital shopping and consumer behavior are popular topics that need to be discussed today and in the future. However, the shopping frenzy experienced by big brands on their own shopping sites and e-commerce platforms during big discount days is also one of the hot topics. This study aims to contribute to this gap in the literature by focusing on the DSF.

This study, which aims to determine the effect of “big sale days” perceptions created in the minds of consumers by advertising campaigns in Turkey, on their digital purchasing behaviors, was carried out with 607 participants who participated voluntarily and answered an online questionnaire. The results obtained from the SEM show that the advertising campaigns and the attitudes and behavioral perceptions of the consumers directly and positively affect the DSF behaviors of the consumers.

This article is guiding and persuasive for online store owners to identify advertising strategies that will influence consumers’ perceptions of behavior and attitude when creating advertising campaigns to announce big sale days. Thus, excessive shopping behavior (DSF behavior) of consumers can be seen on these big discount days. In other words, when the right advertising campaigns are prepared on these discount days, it is possible for consumers to display shopping behavior whether they need it or not. Advertising strategy components (attitudinal perception and behavioral perception) determined by this study will be beneficial for virtual store owners and advertising campaign creators. On the other hand, it is thought that it can be a savings measure for consumers who shop even though they do not actually need it.

Researchers of the marketing world, consumers and business owners (managers and employees) can make inferences for themselves in line with these results. This study, which offers a way to change marketing strategies to enable more effective, efficient and profitable sales, explains the necessity of including internet advertising in marketing strategies. Recognizing that dealer websites are a way to increase sales is inevitable. It is to persuade the consumers who participate in the discount days that bring shopping frenzy, to buy the products of their brands by informing them with advertising campaigns, which are powerful means of communication. The results are thought to have contributed significantly to their ad campaigns and DSF. The study can be extended by investigating different countries and different effects. At the same time, it may be necessary to elaborate on the concept of “DSF”.

Extending the model created in the study with other analysis methods other than structural equation modeling is recommended for further research. There is also a proposal to expand this study, which was carried out in Turkey, to be implemented in other countries.

In addition to all these suggestions, it is recommended to expand and repeat the model for other researchers in order to compare the findings obtained in this study.

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ABBREVIATIONS

<i>ADVERTISING CAMPAIGNS SCALE:</i>	<i>ACS</i>
<i>DIGITAL SHOPPING FRENZY SCALE:</i>	<i>DSFS</i>
<i>ADVERTISING CAMPAIGNS:</i>	<i>AC</i>
<i>DIGITAL SHOPPING FRENZ:</i>	<i>DSF</i>
<i>Barlet Sphericity Test:</i>	<i>BST</i>