

THE MEDIATING EFFECT OF SALES PROMOTION ACTIVITIES ON THE EFFECT OF CONSUMERS' CRISIS PERCEPTION ON PURCHASE INTENTION IN THE TOURISM SECTOR

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Abstract: Crises influence consumers' purchasing decisions. Sales promotion activities also play a key role. While numerous studies have examined the effect of crisis perception on consumer purchasing decisions, most of these have focused on the direct impact of crises of all types on these decisions. The role of sales promotion activities in this process is not well understood. The aim of this study is to examine the extent to which consumers' perceptions of crises influence their purchasing decisions, and to explore the mediating role of sales promotion activities in this relationship. The population of the study consists of individuals aged 18 and over residing in Turkey during the period between November and December 2024. The analyses were conducted on the basis of 385 survey responses obtained through the utilisation of simple random sampling. The data analysis process involved the utilisation of structural equation modeling (SEM), a methodological framework that facilitates the examination of complex relationships among variables. In addition, the validity and reliability of the measurement model were subjected to rigorous scrutiny through the implementation of confirmatory factor analysis (CFA). The study utilised scales comprising a total of 19 statements pertaining to crisis perception, sales promotion activities, and purchase decision variables. The findings of the study indicate that consumers' perception of crises has a negative impact on their purchasing intentions. However, the analysis also demonstrates that sales promotion activities have a positive effect on these intentions. As a result of the research, it was concluded that consumer behavior is negatively affected during crisis periods, but correctly implemented sales promotion activities play an important role in reducing this negative impact. Based on these findings, the study presents various conclusions and recommendations for tourism businesses and future researchers. The study is expected to contribute to theoretical and practical applications, thereby benefiting tourism managers and policymakers.

Keywords: tourism, consumer, crisis, crisis perception, sales promotion, purchasing, purchase intention, mediating effect

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INTRODUCTION

Crisis periods are when consumer purchasing behaviors change significantly, and the perception of uncertainty increases. During these periods, significant changes occur in consumers' spending habits, and it is often observed that non-essential expenditures are postponed (Chandrasekar & Rehman, 2024; Senbeto & Hon, 2020; Sharma & Sonwalkar, 2013). The general trend regarding crises is that they affect consumer purchasing behavior, and consumers tend to cut their spending during these periods (Mansoor & Jalal, 2010; Song & Lin, 2010; Garg, 2015; Jin et al., 2019; Chebli & Ben Said, 2020). Consumers' purchasing habits during crisis periods differ from their traditional purchasing behavior. The basis of this change is the perceived level of risk associated with the crisis, and individuals' purchasing preferences are shaped depending on their perception of the crisis (Sharma & Sonwalkar, 2013; Mensah et al., 2023; Rahman & Haque, 2024). In addition, consumers' demographic and psychographic characteristics may differentiate their crisis perceptions and, accordingly, their purchasing behavior (Amalia & Lonut, 2009; Cici Karaboğa & Bilginer Özsaatci, 2021). For example, during economic crises, some consumers turn to lower-cost accommodation options (Song et al., 2011), while others do not change their tourism expenditures (Bronner & De Hoog, 2014; Senbeto & Hon, 2020). Therefore, the impact of crisis periods on consumer purchasing behavior is complex and multidimensional.

Sales promotion activities are one of the businesses' most effective strategies to revive consumers' purchasing interest in a crisis environment (Khan et al., 2019). Tourism businesses can keep demand alive in specific periods against changing consumer preferences through sales promotion activities (Bakırtaş, 2013). In this respect, sales promotion activities can play an important role in mitigating the negative impact of crises on consumer purchasing behavior. Sales promotion activities can reduce crisis-induced spending aversion by increasing consumer motivation (Chang, 2017; Nathania et al., 2020; Shahzad et al., 2020). In previous studies, many researchers in tourism and other sectors have focused on the impact of crises on consumer purchasing (Flatters & Willmott, 2009; Mansoor & Jalal, 2010; Zhigalova, 2012; Bodosca et al., 2014; Butu et al., 2020; Dvorak et al., 2021; Hesham et al., 2021; Mensah et al.,

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2023). However, the impact of sales promotion activities implemented due to the crisis on consumers' purchase decisions has not been sufficiently addressed by researchers in the relevant literature.

Whether the sales promotion activities implemented due to the crisis impacts consumers' purchasing decisions, and if there is an impact, the level of this impact has not been revealed, which has remained uncertain for businesses operating in the tourism sector. This situation has caused the importance of sales promotion efforts applied/to be applied in the face of the crisis for businesses operating in the sector to be poorly understood. The main problem of this study is that the effect of sales promotion activities on purchasing decisions during crisis periods is not measured.

The primary objective of this study is to determine how crisis perception affects consumers' purchase decisions and to examine the mediating role of sales promotion activities in this process. Previous studies have focused on the direct impact of crises on consumer purchase decisions (Sedmak & Planinc, 2011; Sharma & Sonwalkar, 2013; Martínez-Ruiz et al., 2017). However, the present study aims to analyze the mediating role of sales promotion activities when consumers make purchase decisions in a crisis environment. The study's results are expected to make a significant contribution to the existing literature on the subject by demonstrating the critical role that sales promotion strategies play in influencing consumer purchasing decisions during crises.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

The Effect of Crisis Perception on Purchasing

A crisis is defined as any action or error that interferes with an organization's ongoing functions, success in achieving goals, survival, or survival or has a detrimental personal impact perceived by most of its employees, customers, or partners (Ritchie, 2004). The term "crisis" is derived from the combination of two Chinese characters: "weixian," which means "danger," and "ji hui," which means "opportunity." This combination of words reflects the real characteristics of a crisis (Glaesser, 2006). Crises can significantly impact a wide range of industries and commercial enterprises. Although tourism is one of the fastest-growing and developing industries (Erdős et al., 2025; Ivancsóné, 2025), it is also subject to various challenges, including terrorism, war, epidemics, natural disasters, and economic crises (Garg, 2015; Casal-Ribeiro et al., 2025; Cheng et al., 2025; Yu et al., 2025; Xu et al., 2025). In this respect, tourism is one of the industries most affected by crises. For the tourism industry, an event that results in a negative situation occurring abruptly is designated a crisis. In this context, crises can occur nationally or globally, affecting a single business, region, or destination (Laws & Prideaux, 2006).

The crisis has significant consequences for both consumers and national economies (Cici Karaboğa & Bilginer Özsaatci, 2021). Crises that engender adverse perceptions have been demonstrated to exert a detrimental effect on individuals' mental states, as well as their feelings and thoughts about the future (Jasiulewicz, 2012). Consumers modify their purchasing behaviors in the context of a financial crisis (Notta & Vlachvei, 2015). In other words, consumers' purchasing habits tend to change in difficult times, such as global economic crises. The consequences of the crisis impact consumers in both economic and psychological domains. During this period, consumers are unwilling to expend financial resources on premium products, even when they have the financial means. However, consumers tend to purchase only the required products and demonstrate a preference for more economical brands (Mansoor & Jalal, 2010).

The revelation of tourists' purchasing behavior and the factors that precipitate such behavior is complex. The global crises experienced in recent years have compounded the situation's complexity (Cankül & Yükek, 2024). Consumers do not possess an equivalent perception of a situation that engenders adverse effects, such as a crisis (Amalia & Lonut, 2009).

Consumers possess divergent perceptions of challenging circumstances, such as economic crises, and consequently manifest a range of behaviors in response to the adverse impacts of such crises. Businesses must comprehend how consumers respond and modify their behavior in times of crisis. The repercussions of a crisis on tourist behavior are manifold, encompassing all aspects of travel decisions and activities, both prior to and throughout the crisis and extending to the period following the crisis resolution. The tourism sector is impacted regardless of the type, size, and level of crisis (Senbeto & Hon, 2020). In this direction, the following hypothesis was formulated within the scope of the study.

H₁: Crisis perception has an impact on purchase decisions.

The Effect of Crisis Perception on Sales Promotion

Consumers' buying habits change during difficult and stressful crises (Jasiulewicz, 2012). A crisis can affect change in consumer behavior, resulting in a diminution in demand and a reduction in supply. Consequently, consumer behavior concomitantly realigned during a crisis (Hall et al., 2020). The crisis has been shown to precipitate an increase in consumer anxiety, a decrease in their propensity to spend money, and a modification in their purchasing behavior. In particular, consumers have been observed postponing or reducing their purchases for needs such as entertainment and leisure that they deem non-essential (Sharma & Sonwalkar, 2013). In the contemporary business landscape, there is an increasing imperative for companies to recalibrate their strategic approaches in order to align with the evolving demands and expectations of consumers. In times of crisis, businesses have been observed implementing substantial modifications to their marketing mix and policies (Notta & Vlachvei, 2015). It is important to note that consumers do not all perceive the crisis similarly. For instance, during periods of economic downturn, consumers have been observed to engage in unplanned purchasing behavior at specific intervals, demonstrating a heightened response to price discounts and sales promotions (Martínez-Ruiz et al., 2017). In general, consumers develop reactive and proactive responses to a crisis.

The reactive response is characterized by the consumer's adaptation to the prevailing circumstances, re-evaluating their needs, and recalibrating their priorities. This process often involves the deferral or elimination of non-essential

expenditures, focusing on the acquisition of essentials. In the proactive response, assets are monetized to obtain cash and other forms of responses, such as saving, applying for different types of credit or a second job, and engaging in illegal activities (Zurawicki & Braidot, 2005; Cici Karaboğa & Bilginer Özsaatci, 2021).

Sales promotion is a marketing mix element with the most substantial impact on short-term consumer behavior (Laroche et al., 2003). It is evident that sales promotion activities have a short-term effect on sales figures and are utilized for a limited period. In addition, sales promotion exerts a considerable influence on value creation and the augmentation of future sales (Familmaleki et al., 2015). Sales promotion constitutes a prevalent promotional strategy businesses employ to appeal to consumers (Martínez-Ruiz et al., 2017). In this respect, it is evident that crisis perception can also exert an influence on sales promotion activities. Consequently, the following hypothesis was formulated within the scope of the study.

H₂: Crisis perception affects sales promotion.

H₄: Sales promotion has a mediating effect on the effect of crisis perception on purchase decisions.

The Effect of Sales Promotion on Purchase Intention

Sales promotion has become one of the most significant tools marketers employ to change consumers' perceptions of a brand and encourage them to purchase (Khan et al., 2019). Sales promotion is a widely employed strategy by businesses to influence consumers and intermediaries to increase sales in the short term (Bakırtaş, 2013). Sales promotion is a "Short-term incentive to encourage the purchase or sale of a product or service (Kotler & Armstrong, 2016). In order to attract consumers, businesses carry out various activities using sales promotion tools such as prices, discounts, coupons, etc. (Soeswoyo & Choiri, 2023). Research has demonstrated that sales promotion activities directly influence consumer purchasing behavior (Khan et al., 2019). Sales promotion significantly influences customer purchase decisions (Ben Said et al., 2019; Akbar et al., 2020; Helmi et al., 2022). It is evident that sales promotion activities, irrespective of their monetary or non-monetary nature, significantly influence consumers' purchase intentions (Santini et al., 2015). In other words, sales promotion activities aim to impact purchase behavior directly (Alvarez & Vázquez Casielles, 2005). In this direction, the following hypothesis was formed within the scope of the study.

H₃: Sales promotion has an impact on purchase decisions.

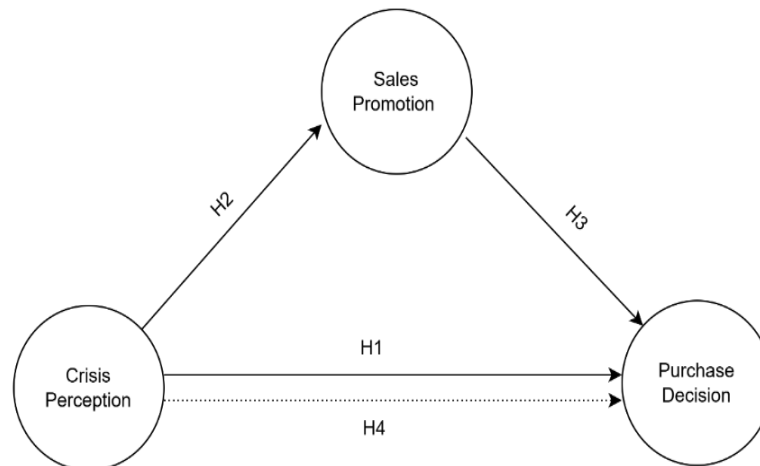


Figure 1. Proposed research conceptual model (Source(s): Own elaboration)

METHODOLOGY

Data Collection and Samples

The study population, conducted between November and December 2024, consists of individuals aged 18 and over residing in Türkiye. The rationale behind restricting the population to individuals aged 18 and over is that it is generally assumed that these individuals possess economic freedom. A simple random sampling method was employed in the selection of the participants. According to Krejcie & Morgan, 1970, if the research population is more than 1,000,000, the sample size should be over 385. A total of 402 survey data were obtained within the scope of the study.

However, 17 questionnaires were excluded from the data set due to missing data. Analyses were conducted on 385 data. Consequently, the measurement model was evaluated through a structured questionnaire, a methodological approach that emerged because of the research. The questionnaire form was meticulously designed into two sections the initial section comprised scale questions, while the subsequent section incorporated demographic queries.

Three distinct scales were utilized in the initial phase of the study. The scales employed in this study consist of the crisis scale, which is utilized to ascertain consumers' perception of crisis; the sales promotion activity scale, which is employed to determine the effect of sales promotion activities; and the purchase decision scale, which is used to ascertain consumers' purchase decisions. Crisis perception was measured using the crisis perception scale developed by (Bizarrias et al., 2017), which consisted of 4 items. The purchase decision was measured with the purchase scale developed by (Pavlou & Gefen, 2004), which consisted of 3 statements (Özaslan & Şahbaz, 2013). The researcher used the scale to measure sales promotion activities in his study. The three different scales used in the research consist of 19 items. The questionnaire form was applied to the participants both in printed and digital form.

Data Analysis

The data elimination process was applied to the data collected within the scope of the study. In this respect, the missing values were initially addressed. For the designation of the missing values and the correct methodology, the steps proposed by Hair et al., 2017 were followed. As a result, the mean attribution method was selected, and the missing values were attributed accordingly. As a second, the Mahalanobis distance (outlier detection metric) was checked to determine any outliers (Hair et al., 2013). As a result, no outliers were identified. Finally, the conformity of the data to normal distribution was evaluated through skewness and kurtosis values. A skewness value in the range of ± 1 (George & Mallery, 2010) and a kurtosis value less than ± 3 (Sposito et al., 1983) are considered sufficient to meet the assumption of normal distribution.

It was understood that the skewness (-1.056) and kurtosis (2.142) values of the variables in the study were within the specified ranges, and the data met the assumption of normal distribution. The data were analyzed using confirmatory factor analysis (CFA) and structural equation modeling (SEM). In the first stage, CFA was conducted to assess the reliability and validity of the measurement model. Structural equation modeling was used in the second stage to test the structural model and hypotheses. The mediating effect of sales promotion activities on the effect of crisis perception on purchase was examined using the bootstrap method. Data were analyzed using SPSS 23 and AMOS 22.

RESULTS

Sample Profil

The study involved a total of 385 people. Results from the descriptive analysis of socio-demographic variables showed 63.9% of female respondents. Regarding age, 46% of participants were between 18 and 24. The three most common levels of education were undergraduate (39%), graduate (23.4%), and high school (19.7%). Regarding income level, 56.6% of the participants had an income above the minimum wage.

Measurement Model

In the context of the study, the measurement model was initially evaluated. Confirmatory factor analysis (CFA) was utilized to ascertain the validity and reliability of the scales. The reliability of the scales was examined using Cronbach's alpha, and construct validity was examined using convergent and discriminant validity. The measurement model was tested using the maximum likelihood (ML) method due to the normal distribution of the data. As a result of the CFA analysis, one statement in the sales promotion scale was excluded from the analysis due to low factor loading.

Then, the measurement model was tested again using the same method. The fit of the measurement model with the existing data was estimated with various fit indices such as CMIN/df, comparative fit index (CFI), standardized root mean squared residual (SRMR), goodness of fit index (GFI) and root mean squared error of approximation (RMSEA). The goodness of fit values obtained as a result of the analysis (CMIN/df = 2.197, NFI = 0.928, CFI = 0.959, GFI = 0.928, RMSEA = .056, and SRMR = .063) indicated that the measurement model was validated with the available data. CFA was conducted to examine the construct validity of the scales. CFA results are presented in Table 1.

Table 1. Measurement model results

		Estimate	AVE	CR	Cronbach's α
Sales Promotion	SP1	0.695	0.432	0.891	0.890
	SP2	0.751			
	SP3	0.662			
	SP4	0.702			
	SP5	0.727			
	SP6	0.718			
	SP7	0.614			
	SP8	0.631			
	SP9	0.546			
	SP10	0.695			
	SP12	0.417			
Crisis Perception	CP1	0.808	0.739	0.919	0.930
	CP2	0.829			
	CP3	0.852			
	CP4	0.943			
Purchase Decision	PD1	0.352	0.490	0.718	0.674
	PD2	0.690			
	PD3	0.932			

In Table 1, the factor loadings are between (0.417-0.751) for the sales promotion scale, (0.808-0.943) for the crisis perception scale, and (0.352-0.932) for the purchase scale. Mean-variance explained (AVE) values were used to examine convergent validity. There are different opinions on which criterion values AVE and CR values should be between. In order to ensure convergent validity, AVE values should be 0.50 and above, CR values should be 0.70 and above, and CR values should be higher than AVE values (Nunnally & Bernstein, 1994; Byrne, 2016). However (Fornell & Larcker, 1981) argue that the construct is sufficient for convergent validity if the AVE is less than 0.5 but the CR value is higher than 0.6. All constructs have AVE values above 0.4 and CR values greater than 0.7. Therefore, the model

has convergent validity (See Table 2). Next, the square root of the AVE and the correlation values between the constructs were calculated to assess the discriminant validity of the constructs.

Table 2. Discriminant validity results (Notes: The bolded values are square root of AVE values on the diagonal of the matrix. CP: Crisis Perception, SP: Sales Promotion, PD: Purchase Decision)

Correlations and square roots of AVEs values							
	CR	AVE	MSV	ASV	CP	SP	PD
1. Crisis Perception	0.92	0.74	0.05	0.04	0.86		
2. Sales Promotion	0.89	0.43	0.19	0.11	-0.17	0.66	
3. Purchase Decision	0.72	0.49	0.19	0.12	-0.22	0.44	0.70

For discriminant validity, it is recommended that $AVE > MSV$, $AVE > ASV$, and the square root of AVE should be higher than the correlation between factors (Hair et al., 2013; Gürbüz, 2019). Table 2 reveals that the AVE of the scales is higher than the MSV and ASV values, and the square root of AVE is higher than the inter-structure correlation values for all variables. Therefore, the model has discriminant validity. When evaluated as a whole, it can be said that the validity and reliability of the measurement model are ensured.

Structural Model and Hypothesis Testing

After ascertaining the validity and reliability of the measurement model, the research hypotheses were examined through the structural model. The analysis results are presented in Table 3. The goodness of fit values obtained as a result of the analysis results (CMIN/df = 2.197, NFI = 0.928, CFI = 0.959, GFI = 0.928, RMSEA = .056, and SRMR = .063) showed that the model was compatible and acceptable with the data.

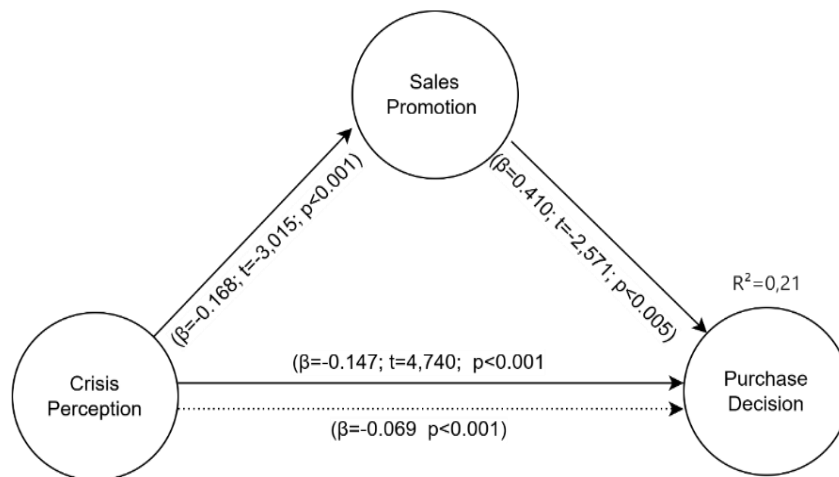


Figure 2. Research conceptual analysis and results (Source(s): Own elaboration)

As seen in Figure 2, crisis perception negatively predicts purchase decisions ($\beta = -0.147$; $p < 0.001$). Thus, hypothesis H_1 is accepted. In addition, the effect of crisis perception on the mediating variable sales promotion ($\beta = -0.168$; $p < 0.001$) was significant. In this case, the H_2 hypothesis is accepted. The mediating variable sales promotion effect on the purchase decision ($\beta = 0.410$; $p < 0.005$) was positive and significant. Therefore, the H_3 hypothesis is accepted.

Table 3. Direct, total and indirect effect SEM analyses (Note (s): CP: Crisis Perception, SP: Sales Promotion, PD: Purchase Decision)

Direct Effects			St. Est.	S.E.	C.R.	P
CP	→	SP	-0.168	0.045	-3.015	**
CP	→	PD	-0.147	0.032	4.74	***
SP	→	PD	0.410	0.017	-2.571	*
Total Effect	St. Est.	Lower	Upper	S.E	P-Value	
CP → PD	-0.216	-0.34	-0.8	0.066	0.001	***
Indirect Effect						
CP → SP → PD	-0.069	-0.126	-0.018	0.027	0.007	***
All model explained 21 % of the variance in Purchase Decision						

The bootstrap method was used to test the hypothesis that the sales promotion variable mediates the relationship between crisis perception and purchase decision. In the bootstrap analysis, the 5000 resampling option was identified as the preferred option. In mediation effect analyses conducted with the bootstrap technique, the 95% confidence interval values obtained as a result of the analysis should not include the zero value to support the research hypothesis (Gürbüz, 2019). The findings of the bootstrap analysis indicate that the indirect effect of crisis perception on purchase decisions through sales promotion is significant ($\beta = -0.069$, 95%, CI [-0.126, -0.018], $p < 0.007$). Bootstrap lower and upper confidence interval values do not

include zero value. The findings of this study demonstrate that the sales promotion variable serves as a mediator in the relationship between crisis perception and purchase decision. In this case, hypothesis H_4 is accepted. Crisis perception and sales promotion variables that affect the purchase decision together explain 21% of the change in the purchase decision.

Table 4. Results of mediation effect hypotheses testing

Hypotheses	B	S.E	P-Value	Decision
H_1 : CP $\rightarrow$ PD	-0.147	0.045	$p < 0.01$	Supported
H_2 : CP $\rightarrow$ SP	-0.168	0.032	$p < 0.001$	Supported
H_3 : SP $\rightarrow$ PD	0.410	0.017	$p < 0.05$	Supported
H_4 : CP $\rightarrow$ SP $\rightarrow$ PD	-0.069	0.027	$p < 0.001$	Supported

CONCLUSIONS AND DISCUSSIONS

This study investigates the mediating role of sales promotion activities in relationship to crisis perception on purchasing. The findings provide important clues for the tourism industry to transform consumers' negative purchasing tendencies into positive ones in uncertain environments such as crises. The study results reveal the importance of sales promotion activities as a mediator in consumers' purchase decision process during crises, address the gaps in the literature, and reveal the key role of sales promotion activities in influencing consumer purchase decisions.

First, it is concluded that the perception of crisis has a negative impact on consumers' purchase decisions. In other words, it has been revealed that consumers' purchasing decisions are negatively affected when the perception of crisis is high. Increased anxiety among consumers due to the crisis, decreased willingness to spend money, and postponement of purchases of non-essential needs such as entertainment and leisure time (Sharma & Sonwalkar, 2013; Mensah et al., 2023) can be listed as reasons for the negative impact of crisis perception on consumer purchasing decisions.

Another reason for this situation is that tourism activities are also considered luxury consumption and deferred expenditures in times of crisis (Sharma & Sonwalkar, 2013; Çınar & Şener, 2021). The result obtained in this study is similar to the studies in the literature Song et al., 2011; Bodosca et al., 2014; Garg, 2015; Jin et al., 2019; Chebli & Ben Said, 2020; Cankül & Yüksek, 2024. However, studies in the literature (Flatters & Willmott, 2009; Mansoor & Jalal, 2010; Zhigalova, 2012) differ from the findings obtained in this study. The main reasons for this difference are the individual differences in consumers' perception of crisis and the variability in the degree to which they are affected by the crisis. Since consumers have different structures, their perceptions of crisis may also differ accordingly. Risk perception and risk attitude affect consumers' attitudes and behaviors toward the crisis, leading to the emergence of different consumer groups (Amalia & Lonut, 2009; Cici Karaboğa & Bilginer Özsaatci, 2021).

Secondly, the study concluded that sales promotion activities positively influence consumer purchase decisions. This is expected because sales promotion activities primarily aim to influence consumer purchasing decisions. This result coincides with the results of the studies in the literature (Bakırtaş, 2013; Chang, 2017; Nathania et al., 2020; Shahzad et al., 2020; Haudi et al., 2022; Huseynzade, 2024; Mishra et al., 2024).

However, the studies focused on the effect of sales promotion activities in the ordinary period on purchasing. Unlike the literature, this study reveals the effectiveness of sales promotion on purchasing during crisis periods.

Third, this study concludes that sales promotion activities mediate the effect of crisis perception on consumer purchase decisions. While previous literature has focused on the impact of the crisis on purchasing habits (Sedmak & Planinc, 2011; Sharma & Sonwalkar, 2013; Martínez-Ruiz et al., 2017; Mensah et al., 2023; Chandrasekar & Rehman, 2024) and the impact of sales promotion on purchasing (Diposumarto et al., 2015; Familmaleki et al., 2015; Chang, 2017; Nathania et al., 2020; Helmi et al., 2022), it has not sufficiently addressed the impact of sales promotion activities on the consumer purchase decision process. Unlike the studies in literature, this study examines the mediating effect of sales promotion on the effect of crisis perception on consumers' purchase decisions. In the study, it was concluded that sales promotion activities have a mediating effect on the effect of crisis perception on consumer purchase decisions.

It has been revealed that the perception of the crisis directly affects the consumer purchase decision negatively, but the applied sales promotion activities reduce the crisis's adverse effects. This result reveals the importance of sales promotion activities in times of crisis. Crisis perception and sales promotion variables that affect consumers' purchase decisions together explain 21% of the change in the purchase decision. In this respect, the shifting patterns of consumer purchasing habits during periods of high crisis perception and the negative impact of crisis perception on consumer behaviors make sales promotion activities even more important for hotel businesses.

IMPLICATIONS

Considering the results of this study, some practical suggestions can be made. First, considering that the perception of crisis affects consumers' purchasing decisions, hotel managers should emphasize sales promotion activities and develop new strategies to reduce the crisis's adverse effects. The adoption of sales promotion activities by hotel management that attract consumers' attention can encourage consumers to make purchasing decisions despite the uncertainties caused by the crisis. This situation may enable hotel businesses to overcome the crisis processes with the least damage and contribute to the continuity of consumer preferences.

Second, this study emphasizes the importance of understanding that consumers' perceptions of crisis differ. A crisis can change consumer behavior and cause a lack of demand, which leads to a reduction in supply and the emergence of new consumer behaviors during a crisis (Hall et al., 2020). Since not all consumers perceive the crisis similarly (Amalia

& Lonut, 2009), hotel management should engage in market segmentation accordingly and adopt sales promotion activities that are appropriate for their target markets to mitigate the negative impact of the crisis on purchasing to a greater extent. For example, while sales promotion activities for price reductions in times of crisis do not impact consumers with high income, high income can create an important purchase motivation for consumers with low income. Before, business managers should be able to define the needs and wants of the market, identify potential market segments (Supriadi et al., 2024), and develop sales promotion activities accordingly.

Third, stakeholders and policymakers in the tourism sector should recognize the strategic role of sales promotion activities in increasing or sustaining consumer demand, especially during times of crisis. The realization of sales promotion activities through national and international cooperation between the sector and state administrations can be a supportive force in reducing the crisis's adverse effects on the tourism sector and in the recovery of the sector. The existence of hotel businesses that have passed through crisis environments with minimal damage will bring a smile to the faces of existing investors and contribute to the positive outlook of potential tourism investors. These and similar developments may contribute to maintaining or increasing the number of businesses in the tourism industry. They may increase the labor force options and employment rates that are directly and indirectly affected by the activities in the tourism industry. Finally, by integrating these practical implications for their target markets, hoteliers can more effectively manage downturns and sustain consumer purchase demand despite economic uncertainty.

LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

This study focuses solely on the case of Türkiye. Since the study was conducted in the context of a specific region and country, the results obtained may not be directly applicable to other markets due to economic and cultural differences. Future studies in different regions and countries may help to widen our understanding of how the perception of crisis and the impact of sales promotion activities on purchase change.

Secondly, the study was conducted over a specific period. Crisis perception is a dynamic concept and may vary. However, a study conducted during the crisis period may provide comprehensive results to better understand consumers' crisis perception. In addition, revealing the changes in consumers' crisis perceptions before and during the crisis may be a different research topic. Thirdly, although general consumer tendencies were addressed in the study, individual differences (demographic factors) were not analyzed in detail. In future research, the differentiation of consumer groups' responses to crisis perception and sales promotion activities can be examined in more detail.

Moreover, the general effect of sales promotion activities was evaluated in the study, and which types of sales promotion activities (price discounts, promotions, etc.) were more effective was not examined in detail. In future studies, sales promotion elements can be examined separately, and their effects on consumer behavior in crisis environments can be examined comparatively. Finally, since this research is quantitative, it provides only general information. Qualitative or mixed methods studies can be conducted to obtain more detailed information on the subject.

Focusing on the limitations of the current research will contribute to the timeliness and originality of possible studies on the subject. It may open new horizons for the author or author groups.

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