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Master Thesis

**Promotion Types and Customer Purchase
Intention: A Comparative Study of Durable
and Non-Durable Goods**

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Abstract

The purpose of master thesis is to add to the current literature by exploring the varying effects of promotions on consumer purchase intentions for durable and non-durable goods. It investigates the effects of monetary and non-monetary sales promotions, as well as the moderating role of deal proneness. The theoretical implications were also examined with an emphasis on the effectiveness of various sales promotions and the deal proneness on purchase intention. The findings show that products with sales promotions have a higher purchase intention than products that are not on sales promotions. However, there is no sufficient evidence to support the advantage of monetary over non-monetary promotions looking at the purchase intention as the dependent variable. Furthermore, deal proneness has a positive effect on purchase intention regardless of the promotion type.

Finally, this thesis adds to current literature by helping marketers to develop effective promotion campaigns and optimise pricing strategies. As seen, marketers and retailers should analyse their target audience and adapt the promotion approach accordingly. Still, further study is required to investigate additional aspects such as brand loyalty, price sensitivity and perceived pricing to choose the right strategy.

Keywords: Sales Promotions, Promotions, Promotion's effectiveness, Monetary promotions, Non-monetary promotions, Durable goods, Non-durable goods, Deal proneness, Purchase intention, Discounts, Free gifts

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Chapter 1. Introduction

"The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself."

- Peter Drucker

The intensive market growth has resulted in the never-ending requirement for marketers to better understand their customer's wishes and needs. It is considered that the budget indicated for certain sales promotions is increasing along with the necessity to understand the customer's responses to one. (Campbell & Diamond, 1990) This is due to the competitiveness of the market and the continuous change in purchasing trends. Following different strategies, the main goal of all the relevant companies is to stand out, attract and retain customers. This is done by using various marketing tools such as sales promotions to stimulate customers' purchase decisions.

Sales promotions have been proven to intensively improve brand awareness, overall sales and ultimately, market share (Ali Khan Scholar & Sohaib Zubair, 2019). Throughout numerous studies, different sales promotions induced various outcomes depending on targeted dependent variables such as frequency of use, consumer buying behaviour, brand trial or brand switching and independent variables such as monetary and non-monetary promotions (Ali Khan Scholar & Sohaib Zubair, 2019; Campbell & Diamond, 1990; Genchev & Todorova, 2017a). Campbell & Diamond classified sales promotions into two separate segments: the ones that add value and the ones that reduce losses. This is backed up by a study done by Kahneman & Tversky, 1979 which illustrates that people are more risk-prone when they attempt to reduce losses than they are willing to maximise their benefits.

Further down the line, sales promotions can be separated into two categories: non-monetary and monetary promotions. Non-monetary promotions are seen as gains while monetary promotions are seen as loss-reduction solutions (Campbell & Diamond, 1990). In the mentioned research it is stated that the promotions seen as loss reducers have a different impact on the reference price than the ones perceived as gains. According to Banks and Moorthy

(1999), the price consciousness of consumers led to an unexpected increase in sales. Based on research, readers should understand the intertwining between monetary and non-monetary sales promotions, durable and non-durable goods as well as the final purchase intention. The main difference between durable and non-durable goods is that durable goods last for three years or longer while non-durable goods are items that will last a short period of time or simply perish after use (Kenton, 2022). Furthermore, the economic value of durable goods lasts longer than for non-durable goods.

1.1. Research problem & Motivation

Generally, sales promotions are expected to make the sales process easier and more enjoyable for both customers and managers. However, not all sales promotions have the same effects on different products (Mishra et al., 2012). Taking this effect inconsistency that different monetary and non-monetary promotions induce into consideration, this research will further dissect the difference in consumer behaviour that certain sales promotions have on durable and non-durable goods. Promotions observed in the study will be price discounts and free gifts.

This thesis will aim to provide insights into the effectiveness of different types of promotions for different types of products. This could help the marketing managers go through the decision-making process and choose the best option repeatedly. In addition, this could aid the right budget allocation along with a better understanding of the market's behaviour. This should eventually lead managers to choose the right promotions for the type of goods needed within the right audience.

Regarding the general knowledge around this topic, a few cases have been done on the topic of the difference between durable and non-durable goods based on the underlying promotion (Babin et al., 1994; R. C. Blattberg & Neslin, 1993; Campbell & Diamond, 1990; Moisescu & Bertoncelj, n.d.). However, this thesis will further explore the effect of the following sales promotions divided into monetary and non-monetary promotions. As mentioned, monetary promotions observed will be price discounts while the non-monetary promotions will be free gifts. These two promotions have been chosen since they provide a similar value to a customer to better control the differences. In short, when creating a promising sales promotion, managers need to incentivise consumers enough to notice the offer while not creating suspicion (Campbell & Diamond, 1990). Following the guidelines of multiple studies on this topic, this

thesis will contribute to the effectiveness overview of the two mentioned monetary and non-monetary promotions on specific durable and non-durable goods (a calculator and a toothbrush). This will allow the marketers of these specific goods the insights when following a consumer decision-making process and furthermore make it easier to explain resource allocations needed for any promotional activity that they are accountable for. Generally, this could also be translated as the effectiveness of the introduced promotions for goods of durable and non-durable nature.

1.2. Research objectives

The study's main objective is to provide insights into the differences that monetary and non-monetary sales promotions indicate for durable and non-durable goods and how different factors influence the decision. Even though the differences in product margins do not clearly dissect the profitability of sales promotion, Doyle and Saunders (1986) discussed the methods in order to measure real profitability. Furthermore, Antil (1984) indicates that consumers have a higher degree of involvement in purchasing a durable good than a non-durable one. Regardless of multiple studies done on the topic of the effects of sales promotion and the dissecting of those effects, promotion effectivity is overall insufficiently researched. More specifically, consumers spend more time involved in a pre-decision-making process of a durable good. In the study, the mentioned sales promotion methods will be researched on consumers from different demographical backgrounds and will try to find the answer to the following research question:

What is the differential effect of promotion types on the customer purchase intention of durable and non-durable goods?

1.3. Research Methodology

To achieve the goals of this study, an experiment will take place to research the impact of sales promotions conducted on various types of consumers. Experiment participants will be randomly assigned to one of the six conditions and will answer various questions based on their consumer behaviour. After being exposed to different sales promotions (no promotion, monetary promotion, non-monetary promotion) they will be asked a series of questions based on their preferences and likeliness to purchase a product based on the promotion assigned to

the mentioned product. Further on, they will be asked about their proneness to sales promotion. Finally, they will be asked about their demographic characteristics such as age, gender, education, nationality, shopping frequency, and income to give the answers a higher relevance.

1.4. Thesis Outline

The structure of this thesis will be as follows. Chapter 1 will present the background of the research together with the objectives and the research question. It will also include the significance of the study. Chapter 2 will cite prior empirical research on the comparison between different promotion types and their effect on consumer behaviour together with the role of durable and non-durable goods in sales promotions. Furthermore, the research design and methodology will be explained in chapter 3 together with the sample selection and data analysis techniques. The gathered results collected through the experiment will be introduced in chapter 4. Finally, the thesis will be concluded in chapter 5 containing the findings of the survey data together with the implications for potential future research. Chapter 6 will include sources that were cited throughout the thesis.

Chapter 2. Background Theory and Conceptual Framework

2.1. Sales promotions

“Sales promotion can be defined as an “action-focused marketing event whose purpose is to have a direct impact on the behaviour of the firm’s customers” (Blattberg and Neslin, 1990)”

Stated by Lehmann et al., 2008, sales promotion is "the short-term incentives to encourage trial or usage of product or service" and the benefits of sales promotion include the perceived value attached to the sales promotion experience, which can cover both promotion exposure and usage (Keller, 2008).

It is well known that promotions play a significant role in many industries when it comes to marketing mix budgeting. According to Blattberg, 1995, nondurable goods manufacturers spend a higher percentage of their advertising budget on promotions compared to advertising. According to Blattberg and Briesch, 2010, it is of great value to understand the difference between sales promotions and a permanent price reduction. Sales promotions are temporary

and are meant to be a "call-to-action" for consumers. However, if customers fail to take advantage of promotions within a specific time frame, they lose the benefit they could have gotten from the promotions. Sales promotions are often accompanied by some form of sign, such as an advertisement. The advertisements frequently state that the price is reduced and that the period of the reduction is limited. On the other hand, permanent price reductions may also be accompanied by a price reduction signal, however as stated by Blattberg, the time is "until further notice". Based on Kwok & Uncles, 2005 research, sales promotions offer various consumer benefits, with monetary saving being the most obvious. However, consumers are frequently motivated by the preference for high quality, convenience, value expression, exploration, and entertainment (Babin et al., 1994). Therefore, Diamond and Campbell, consider that sometimes price reductions can be less effective than other forms of sales promotions.

2.2. Monetary promotions

According to Kwok & Uncles, 2005 monetary promotions such as discounts, coupons and bonuses provide consumers with instant rewards and are considered as transactional. However, Campbell & Diamond, 1990 have also noted that when promotions are discussed in monetary units, they are easily linked to the price and seen as reduced losses. On the other hand, non-monetary promotions such as free goods can be more challenging for consumers to integrate the benefits into the price, and they may not put in the effort to do so. It is well-established that monetary promotions, such as price discounts and coupons, offer practical benefits such as saving money. However, Chandon et al., 2000 argue that non-monetary promotions can offer emotional and experiential benefits. In fact, these benefits can overlap, as seen in the example of a coupon that provides both emotional pleasure in redeeming it and the practical benefit of saving money (Venkatesan & Farris, 2012). While it may seem logical to offer consistently low prices to save customers money and minimize costs for the seller, Chandon et al., 2000 argue that this approach could turn off customers who appreciate the non-monetary benefits of promotions. Therefore, it is important to match the benefits of a promotion with the product being promoted.

2.2.1. Price promotions

Price promotions are temporary monetary reductions that businesses offer to their clients for a variety of reasons. As Robert C. Blattberg & Scott A. Neslin, 1990 noted, these promotions might be focused at either the distribution channel (trade promotions) or the end-user (consumer promotions). Furthermore, scholars argue that price promotions are a significant part of a firm's marketing expenses (Banks et al., 1999). Therefore, it is important it is utilised in the best way, reducing the overall marketing costs. Price reductions might cause consumers to see the price they paid as lower in the near term, increasing their likelihood of purchasing (Campbell & Diamond, 1990). These discounts, however, have an impact on how consumers perceive prices in the future and how they evaluate future purchasing decisions. This means that price cuts aren't only a short-term technique for increasing sales; they also have a long-term impact on how people perceive and assess costs. The crucial part of an effective price discount is convincing the consumer that the new price is substantial. (Robert C. Blattberg & Scott A. Neslin, 1990)

2.3. Non-monetary promotions

Non-monetary promotions are a type of sales promotion that adds value to the consumers purchase, rather than a cost reduction. These types of promotions can include free gifts, larger quantities of the product, reducing prices for next purchases, or opportunities to enter sweepstakes. (Steve Ogden-Barnes et al., 2015b). These types of promotions are often referred to as "premium promotions." Usually, these promotions are used by businesses to preserve their margins and avoid negative associations with discounting. These promotions aim to increase product visibility and drive impulse purchases by consumers. However, these promotions still have costs associated with them, depending on the nature of the reward or incentive offered. While monetary promotions give an almost instant reward to the customers, non-monetary promotions tend to have a delayed reward mechanism and are more relationship-based (Kwok & Uncles, 2005). As Ogden-Barnes, Steve et al. (2015) state in their book *Sales Promotion Decision Making: Concepts, Principles, and Practice* "While discounting options may be fairly limited, nonmonetary promotions by contrast offer more in the way of choice, scope, and messaging." This being said, marketers should conscientiously consider the trade-offs between short-term sales advantages and potential long-term effects on brand perception and consumer loyalty. The most common non-monetary promotions are

free gifts, BOGOFs (buy one get one free) and loyalty programs. For this study, we will concentrate on free gifts.

2.3.1. Free gifts

Free gifts are considered to add value to the products without reducing the initial price. They are mostly used as a strategy in highly brand-sensitive categories such as cosmetics and home appliances since in these classes, discounting is avoided as much as possible (Steve Ogden-Barnes et al., 2015b). The gift is often a complimentary product from the same or a similar brand, category, or distributor. Even though it is assumed, a vast majority of consumers enjoys free gifts, Raghurir, 2004, argues that “Shoppers may undervalue the gift simply because it is free. They may also mentally devalue the category from which the gift came.” On the other hand, there is a possibility that the gift may increase the perceived value of the product, as stated: “Conversely, they may attribute a higher value to a gift if it is offered by a more prestigious brand” (Raghurir, 2004). It can also be perceived that due to the product being given away, it is likely that the customer wouldn’t buy it if it was a standalone item (Raghurir, 2004; Venkatesan & Farris, 2012). Researchers have also pointed out the possible drawbacks of offering a mystery gift with the purchase. This can create a problem for the sellers by having two possible effects on the consumers: it can turn off the risk-averse shoppers due to the risk of the unknown, or it can tempt the consumers who are more risk-friendly and enjoy the possible outcomes (Juliano Laran & Michael Tsiros, 2013). Therefore, data analysis and consumer research are of crucial importance before the gift-giving to properly analyse the right next step.

2.4. Types of goods

2.4.1. Durable goods

Durable goods indicate products that have a lifespan of at least three years, such as appliances, furniture, and electronics. These products are typically more expensive than non-durable goods and require greater time and money investment from consumers. Marketing researchers Gary S. Becker and Kevin M. Murphy, in the book “Education and Consumption: The effects of Education in the Household Compared to the Marketplace” note that consumer

durables are a vital aspect of economic growth as they are linked to a high-income level, higher productivity, and advancement in the standard of living. Therefore, understanding consumer behaviour towards durable goods and the factors that influence the purchasing decisions of the consumers is crucial for marketers.

Therefore, it is important for marketers of durable goods to understand the role of product innovation and technology. Keeping up with advancements in technology and incorporating them into products can be a key strategy for success in the durable goods industry (Waldman, 2003). Another important aspect of marketing durable goods is understanding consumer needs and preferences. According to marketing expert Philip Kotler "marketing is the process of creating value for customers and building strong customer relationships." Therefore, conducting market research and gathering consumer insights can help brands to create products and marketing campaigns that effectively meet the needs and desires of their target audience. In conclusion, the durables industry plays an important role in economic development and requires an approach different than non-durables for success. Marketers in the industry must stay in touch with technology and understand consumer preferences to create value and build strong relationships with their customers.

2.4.2. Non-durable goods

Non-durable goods, also known as fast-moving consumer goods (FMCG), are products that are perishable, consumed quickly or have a limited shelf life. According to the book "Marketing Management" by Philip Kotler and Kevin Lane Keller, "Non-durable goods have a short life and are purchased frequently, such as food, cleaning supplies, and personal care products." These types of goods are often sold at a lower price point than durable goods and have a high turnover rate. In terms of sales promotions, non-durable goods often heavily rely on short-term tactics such as discounts, buy-one-get-one-free offers, and coupons to drive sales (Steve Ogden-Barnes et al., 2015). From a marketing perspective, non-durable goods present unique challenges and opportunities. One of the main challenges is that non-durable goods are often seen as commodities, meaning that they are highly interchangeable and difficult to differentiate. As a result, it can be difficult for companies to create a strong brand identity for these products and charge premium prices (Juliano Laran & Michael Tsiros, 2013; Robert C. Blattberg & Scott A. Neslin, 1990; Venkatesan & Farris, 2012). However,

non-durable goods also offer significant opportunities for companies to differentiate themselves through marketing and sales promotions. One of the most effective ways to do this is with coupons and discounts (Venkatesan & Farris, 2012). According to Venkatesan and Farris, coupons provide a tangible benefit to consumers by also helping to differentiate that product from the product of the competitors. Another way to differentiate the non-durable goods is through packaging and branding. Research has shown that consumers frequently base their decision on the packaging and the branding of non-durable goods, rather than on the product itself (Raghubir, 2004).

2.5. Deal proneness

“Deal proneness is an individual characteristic that reflects consumers' attitudes and interests in sales promotions and offers” (Schindler, 2014). Many academics have investigated how deal proneness affects sales promotions, especially when it comes to durable and non-durable goods. R. Blattberg et al., 1978 discovered a relationship between deal proneness and the success of sales campaigns for non-durable goods such as packaged meals and personal care items. Robert C. Blattberg & Scott A. Neslin, 1990 considered deal-prone consumers as “price-conscious, involved with media and involved with shopping.” All in all, deal prone customers were the “sophisticated shoppers”. Furthermore, Biraglia et al., 2022 discovered that deal-prone consumers are more likely to buy non-durable goods during a sales promotion and are also more likely to make repeat purchases after the promotion has ended. Nevertheless, these findings indicate that deal proneness influences the effectiveness of sales promotions for both durable and non-durable goods.

2.6. Effect of sales promotions on purchasing behaviour

Sales promotions have been thoroughly studied as a tool to influence consumer purchasing behaviour and intention. Various types of promotion have been shown to have a significant impact on the decision-making of consumers (Genchev & Todorova, 2017a; Steve Ogden-Barnes et al., 2015). According to a study by Hoyer & MacInnis, 2001 sales promotions can increase purchase likelihood by up to 20%. It was also shown that sales promotions have a positive effect on the purchasing behaviour, particularly on the products that don't require a high involvement when purchasing (Dangi et al., 2020). Many marketers argue that sales

promotions influence consumer behaviour on the principle of a sense of urgency and scarcity. Therefore, time-limited promotions have a higher impact on consumer behaviour than non-limited ones (Hoyer & MacInnis, 2001; Robert C. Blattberg & Scott A. Neslin, 1990). Some also suggest that the role of sales promotions lies in driving consumer behaviour, stating that "sales promotions are an attempt to achieve specific objectives in a short period of time by means of short-term incentives" (Borden, 1965). Furthermore, consumer purchase intention can be influenced by sales promotion through the creation of a reference price. It has been shown that consumers frequently use promotional prices as a reference point even after the end of the promotion (Campbell & Diamond, 1990). This is also known as "anchoring" and it can impact consumer behaviour in multiple ways. For instance, consumers may have a higher tendency to make a purchase when a promotion is offered but are less likely to buy the same product at its regular price. They may also be more prone to buying related products if there isn't an ongoing promotion of the original product. According to Campbell & Diamond, 1990, discounts are usually more effective at influencing consumer behaviour than free gifts. Nevertheless, it's important to note that the real impact of sales promotion on consumer behaviour is not always easy to recognise. Elements such as personal characteristics, the classification of goods and services, timing and the frequency of promotions can all moderate the relationship between sales promotions and consumer behaviour (Juliano Laran & Michael Tsiros, 2013; Raghurir, 2004; Robert C. Blattberg & Scott A. Neslin, 1990).

In a summary, sales promotions are considered of a great influence on consumer purchasing behavior. Research has shown that various types of promotions can have an impact on consumer decision-making, with time-limited promotions being especially effective. However, it is crucial for marketers to understand the potential long-term consequences of sales promotions, such as price decline or unrealistic expectations.

2.7. Development of hypotheses

Multiple studies throughout the years have shown the connections between higher sales, purchase intention and overall buying behaviour and sales promotions (Genchev & Todorova, 2017b; Robert C. Blattberg & Scott A. Neslin, 1990; Steve Ogden-Barnes et al., 2015b; Winer, 1997). In their book, *Sales Promotion: Concepts, Methods and Strategies* Robert C. Blattberg & Scott A. Neslin, 1990 state that promotions influence both high and low-

involvement decisions. Following examples of these influences have been named: “problem recognition, intention-choice translation and problem recognition-choice translation.”

Problem recognition is said to be triggered by a special lay-out of the product. It reminds the consumer that there is a need for the promoted product or the category. They argue that the effect can be seen for both low and high involvement situations, however the purchase intentions for the low involvement products were more instant. Intention-choice translation uses the convenience of the placement to trigger different purchases than those firstly planned by consumers. We encounter this when consumers say “I wanted to buy brand X, but brand Y was on sale, so I bought brand Y.” Finally, problem recognition-choice translation explains how an in-store promotion can change consumers behaviour towards a product in a certain category when given to a low-involvement customer (Robert C. Blattberg & Scott A. Neslin, 1990). Further on, based on the study done by Hoyer & MacInnis, 2001, sales promotions can increase the purchase likelihood up to 20%. Sales promotions have been used to encourage trials of a certain product or service (Lehmann et al., 2008). Due to the reference pricing discussed by Steve Ogden-Barnes et al., 2015a consumers often perceive the normal/average price of the product as the reference price. This makes evaluating a good deal for consumers easier while also comparing the products worth in everyday life. Therefore, to further study these observations, the following hypotheses have been created:

H1: Products on sales promotions (monetary and non-monetary) have a higher purchase intention than the products that are not on any sales promotions. (Control condition)

Further on, consumers are considered to overall be more attracted to monetary promotions than non-monetary promotions such as free gifts (Hoch et al., 1999; Raghurir, 2004). One idea holds that customers picture different sorts of payments (e.g., discounts, free gifts) differently in their brains, and that discounts are regarded as having more immediate and direct financial value than non-monetary promotions. This concept, called mental accounting, was introduced by Richard Thaler, a behavioural economist who developed this idea in the late 1980s. This aids customers in their decision-making processes through weighing the pros and cons of a purchase for each account. According to this theory, employing "fun money" as opposed to "budget money" can make people more prone to make impulsive purchases and have an impact on their behaviour. However, Henderson & Peterson, 1992 argue that mental accounting is not a special process that only occurs when a decision includes financial components. They list it as categorisation, and in this sense, mental representations are only a

sort of classification that takes into account both the benefits and drawbacks of the classed element. Further on, Robert C. Blattberg & Scott A. Neslin, 1990 also support the theory of introducing the sales promotions in order of reducing the consumers pain of paying. This is done by reducing the price of the advertised goods, giving away more of the same product for free, or granting refunds on other purchases of the same or other products. Therefore, it is suggested that non-monetary promotions have a lower impact on the purchase intention since they don't directly affect the perceived worth of the product. To investigate this further, following hypotheses was made:

H2: Products on monetary promotions have a higher positive impact on purchase intention than products on non-monetary promotions.

Sales promotions and their effect on the consumers is a widely discussed topic in the field of marketing. Various promotions are used on an everyday basis to increase sales and entice consumer purchasing intentions. Nevertheless, the outcome varies depending on the type of the products being promoted. As many marketers disclose, sales promotions have been seen to have a positive impact on consumer purchase intention for both durable and non-durable goods. Some researchers suggest that monetary promotions, e.g., discounts or coupons are seen as more effective in influencing consumer behaviour for non-durable goods rather than for durable goods since they are the lower-involvement purchases (Campbell & Diamond, 1990; Dangi et al., 2020; Genchev & Todorova, 2017a). As already mentioned, there is a correlation between the low-involvement goods and sale offers (Dangi et al., 2020) and on account of purchasing the non-durable goods without overthinking and in a quicker manner it can be assumed monetary savings are of a greater value for these specific purchases. On the other hand, multiple different researchers have also discovered a connection between monetary promotions and driving consumer purchase intention for durable goods (Hoyer & MacInnis, 2001; Robert C. Blattberg & Scott A. Neslin, 1990). It is mentioned that durable goods are considered as a bigger investment, due to which consumers consider the financial savings more. Putting this in consideration, hypotheses analysed will research:

H3: The difference in purchase intention between monetary and non-monetary promotions is moderated by the type of goods such that the purchase intention is higher for durable goods on monetary promotions than on non-monetary promotions.

Furthermore, sales promotions do not have the same effect on all consumers, and this is partially due to the deal proneness characteristics (R. Blattberg et al., 1978). Deal proneness describes the consumers attitude and interest in deals and sales promotions given. Robert C. Blattberg & Scott A. Neslin, 1990 in their book “Sales promotion: Concepts, Methods and Strategies” state that the deal proneness is “the degree to which the consumer is influenced by sales promotions, in terms of behaviours such as purchase timing, brand choice, purchase quantity, category consumption, store choice, or search behaviour.” Schindler, 1998 introduces the “smart shopper” phenomenon where he refers to these shoppers as consumers who constantly seek for deals, discounts, and sales promotions to reduce their financial costs. According to Schindler, 1998 these consumers are usually well familiar with different sales promotions, price-conscious and known by their ability to take advantage of the best deals available. Therefore, it is common for them to search for discounts and other promotions more often than other consumers (Schindler, 1998). Furthermore, a positive link has been found between deal proneness and likelihood of purchasing goods on sale (Srivastava & Shocker, 1991). They discovered a strong correlation between the two factors, suggesting that people who are more likely to look for discounts and special offers are also more likely to buy products when they are on sale. However, given that deal-prone consumers are more likely to respond to promotional offers and have a substantial impact on a company's sales and profitability, it is important to understand the consumers behaviour. Hoyer & MacInnis, 2001 argue that different customers are differently price sensitive and therefore their purchase intentions vary. To understand the deal proneness on different goods, this thesis will analyse next hypotheses:

H4: The difference in purchase intention between monetary and non-monetary promotions is moderated by deal proneness such that deal proneness increases the consumer purchase intention for both monetary and non-monetary promotions.

Marketers and consumer behaviour experts have been relentlessly exploring the impact of sales promotion on the purchase intention over the years. As previously mentioned, sales promotions have a positive effect on consumer purchase intention (Campbell & Diamond, 1990). Moreover, R. C. Blattberg & Briesch, 2012 argue that sale promotions play a big role in consumer decision making and that promotions can significantly increase the purchase intention for both types of goods: durables and non-durables. Further on, Anderson & Fox, 2019 have shown that consumers are more likely to purchase a product on sale, especially for

non-durable goods. On the other hand, researchers like Genchev & Todorova, 2017b; Hosseini et al., 2020 have further studied the impact of product type and have concluded that consumers are more likely to purchase non-durable compared to durable goods.

Consequently, Yan et al., 2018 studied the consumer behaviour and its relation to sales promotions and found that non-durable goods tend to have a higher purchase intention compared to durable goods when on sale.

In conclusion, the following hypothesis will highlight the consumer behavior and the impact of sales promotions and product type on consumer purchase intention:

H5: The difference in purchase intention between products on sale and products not on sale is moderated by product type such that the purchase intention is increased for non-durable goods on sale and lower for durable goods not on sale (control condition)

Several researchers have investigated the role of deal proneness as a moderator in the relationship between sales promotions and purchase intention. For example, Campbell & Diamond, 1990 discovered that deal proneness influences consumers' judgment of sales promotions and the following purchase behaviour. Further on, R. C. Blattberg & Briesch, 2012 studied the deal proneness and its impact on the response to promotional incentives and stated that deal-prone consumers respond more positively to the promotions than the individuals who are not considered to be deal-prone. Moreover, a positive correlation is noticed between deal proneness and the consumers purchase intention when loyalty programs are introduced (Anderson & Fox, 2019). Deal prone consumers, according to R. Blattberg et al., 1978 are mostly home-owners, car owners, households with no children under six and households without working wives which illustrates the demographic characteristics and their influence on deal proneness and overall consumer purchasing intentions. To further investigate the difference in purchase intention between products on sale and products not on sale, moderated by deal proneness we will analyse the next hypothesis:

H6: The difference in purchase intention between products on sale and products not on sale is moderated by deal proneness such that as deal proneness increases, the purchase intention increases for products on sale more than for products not on sale.

2.8. Hypotheses overview

For this research, hypotheses are formed as below:

H1: Products on sales promotions (monetary and non-monetary) have a higher purchase intention than the products that are not on any sales promotions. (Control condition)

H2: Products on monetary promotions have a higher positive impact on purchase intention than products on non-monetary promotions.

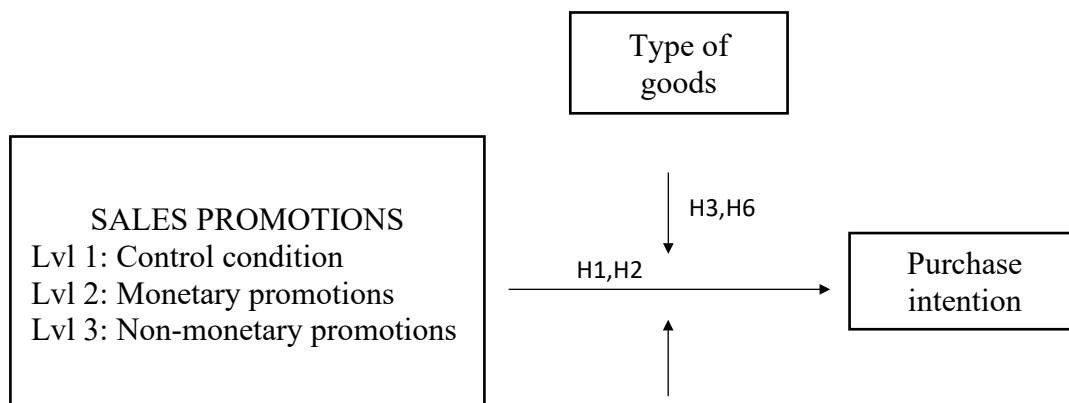
H3: The difference in purchase intention between monetary and non-monetary promotions is moderated by the type of goods such that the purchase intention is higher for durable goods on monetary promotions than on non-monetary promotions.

H4: The difference in purchase intention between monetary and non-monetary promotions is moderated by deal proneness such that deal proneness increases the consumer purchase intention for both monetary and non-monetary promotions.

H5: The difference in purchase intention between products on sale and products not on sale is moderated by product type such that the purchase intention is increased for non-durable goods on sale and lower for durable goods not on sale (control condition)

H6: The difference in purchase intention between products on sale and products not on sale is moderated by deal proneness such that as deal proneness increases, the purchase intention increases for products on sale more than for products not on sale.

2.9. Research Model



H4,H5

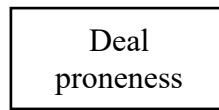


Figure 1: Research Model

Chapter 3. Research Methodology

This chapter will discuss the methodological procedure followed for this research. The main research design is explained first, followed by the variable measurements, experimental procedures, and statistical models. Additionally, variables are analysed and presented together with the explanation of why the given methods have been chosen.

3.1. Research Design

The main focuses of the hypotheses are the relationships between certain variables (sale promotions, type of goods, deal proneness) and purchase intention, which can be quantified and examined using numerical data. Therefore, quantitative data collection method will be used to test all the hypotheses of this research. To analyse given hypotheses, participants will be randomly selected and exposed to one of the six simulated online shopping scenarios. To understand the overall effect of monetary versus non-monetary promotions on purchase intention for durable and non-durable goods, 3x2 between-subject factorial design is chosen. The between subject design is used since different participants will be exposed to only one combination of the 3 promotions and 2 types of goods. By using between subject design, it is hoped to increase the accuracy and decrease the bias. Also, this means shorter surveys so participation rates might be higher. Furthermore, factorial design is chosen because two or more factors are being investigated. This design type allows to investigate not only the main effects but also the interaction effects. In a chosen 3x2 factorial design, the sales promotions will have three levels (control condition, monetary promotions being price promotions and coupons and non-monetary promotions being free gifts and buy one get one free offers), and two levels/types of goods (durable - calculator, and non-durable - toothbrush) as moderators (*Figure 2*). The dependent variable analysed will be the purchase intention which will be measured using a 7-point Likert scale, ranging from "definitely will not purchase" to

"definitely will purchase." The 7-point scale is chosen over the 5-point scale due to the possibility to better capture more detailed insight as it can better explain the differences in the consumers attitudes towards sales promotions.

Type of products	Durable goods	Non-durable goods
Type of promotion		
Control condition	Control condition x Durable good	Control condition x Non-durable good
Monetary Promotion	Monetary promotion X Durable good	Monetary promotion X Non-durable good
Non-Monetary Promotion	Non-monetary promotion x Durable good	Non-monetary promotion x Non-durable good

Figure 2. Experimental Conditions

To collect a significant volume of data and to further evaluate the correlations between the variables, the survey based on a mock online shopping website will be used as a research instrument. It is aimed to explore the relationship between the effects of promotions, deal proneness on purchase intention of consumers for durable and non-durable goods. The default language used throughout the study is English. Summed up, the research aims to conclude whether monetary or non-monetary promotions on different types of goods lead to higher purchase intention. The survey will consist of the following sections:

1. Sales promotions exposure: Participants will be randomly assigned to different simulated shopping scenarios.
2. Offer evaluation: Participants will be asked to rate their purchase intention for both durable and non-durable goods in each of the six promotion conditions (control condition for a durable good, control condition for non-durable goods, monetary promotion for durable goods, monetary promotion for non-durable good, non-monetary promotion for a durable good and non-monetary promotion for non-durable good) on a 7-point Likert scale.

3. Deal Proneness: Participants will be asked to answer a series of questions designed to understand their deal proneness.
4. Demographic Information: Information on the participant's age, gender, education, nationality, shopping frequency, and income will be collected in this section.

3.2. Research Procedure

As mentioned, the shopping scenario will be designed in the form of a mock website and participants will be randomly assigned to one of the six conditions: control condition (no promotions) for a durable good, control condition for a non-durable good, monetary promotion for a durable good, monetary promotion for a non-durable good and non-monetary promotion for a durable goods and non-monetary promotion for a non-durable good. The survey is done through an online survey platform “Qualtrics”. Participants will be shown product images and a price for either a durable (calculator) or a non-durable good (toothbrush). The ones assigned to the monetary promotion group will be exposed to price promotions while the participants in the non-monetary promotion group will be exposed to free gifts. Further on, the control group will not receive any promotion. The given products are in no way related to any existing brands on the market, hence all the questions and images are hypothetical and non-real which is disclosed in the beginning of the survey. This is decided to prevent external effects and familiarity to existing brands which have been shown to influence consumers purchase intentions (Chiu et al., 2014). Therefore, to avoid the possibility of the familiarity, the goods are named “Bright Smile Toothbrush” and “Brainiac Calculator”. Participants will further be asked to imagine they are searching for one of the two goods, based on their condition, in an online shopping situation. They will, after the exposure to the given sales promotion, be asked to complete a survey measuring their purchase intention and the deal proneness for the given good. To control for other variables data will be collected on age, gender, education, nationality, shopping frequency, and income of the participants.

Once the data is collected, a statistical analysis such as two-way ANOVA will be used to compare the mean of purchase intentions rating for the given six conditions. This will allow to determine main effects or interactions between the independent variables. Furthermore, a moderated regression analysis will be done to analyze the moderators.

Using an online survey to conduct this experiment has its drawback as errors can occur. For example, an unwillingness error can occur when a participant provides non-truthful answers

just to affirm to the social norms. Thus, to avoid this, the survey will include a statement that there are no wrong answers.

3.3. Measures

All variables that are presented in the research model must be measured for this study. The measurements of the variables were set up by using an example from earlier study.

The conceptual model has:

- Independent Variable (IV): Sales promotions
- Moderator: Type of goods, Deal proneness
- Dependent Variable (DV): Purchase intention
- Control Variables: age, gender, education, nationality, shopping frequency, income

The following measurements are provided following extensive research:

A) Independent Variables

Sale promotions: Sales promotion is the independent or manipulation variable for this study and it has three different levels. The first level is Control Condition, the second level is Monetary Promotions, and the third level is non-Monetary promotions. Sales promotions will be measured as a categorical variable and will also be looked as a dummy variable where the control condition will be used as a reference group and Monetary Promotions and Non-Monetary Promotions will be coded as 0 and 1 respectively. Therefore:

Reference group: Control Condition (No promotions)

Level 1: 0 if Monetary Promotions

Level 2: 1 if Non-Monetary Promotions

B) Moderator:

Type of goods, Deal proneness: Previous studies used a 7-point Likert scale to measure the level of agreement with the statements related for moderator variables. The deal prone scale developed by Judith A. Garretson & Scot Burton, 2003 is a frequently used instrument to

measure the consumers proneness to positively respond to sales promotions. As mentioned, the 7-point Likert scale, will range from 1 (not at all a deal-prone consumer) to 7 (very much deal-prone consumer). For example, statements like "I always look for sales or discounts when shopping" will be included in the survey to measure deal proneness.

C) Dependent Variable

Purchase Intention: The questionnaire that will be distributed to participants will include questions about the types of price promotions and customer purchase intentions for different types of goods. Purchase intention will be examined using a 7-point Likert scale, with 1 indicating "very unlikely" and 7 indicating "extremely likely," according to prior study by Putrevu & Lord, 1994. The statements included will be "How likely are you to purchase this product", "How likely are you to purchase a similar product at a lower price" and "I would recommend the product to my friend".

D) Control Variables

In addition to the variables listed above, control variables such as age, gender, education, nationality, internet shopping frequency, and income are used in this research. According to Pride & Ferrell, 2009 the best fit promotion it is important to analyse age, gender, income, and purchasing habits, as well as product qualities (price, features, durability etc.). To make sure, the procedure is not affected, the following questions are added at the end of the survey:

Question	Answer options
Please indicate your gender.	Male, Female, Other
Indicate your age	Under 18 18 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 or older
What is your nationality?	Dropdown

What is the highest level of education you have completed?	Less than a high school degree, High school degree, Bachelor's degree, Master's degree or higher
How often do you shop online? What is your online shopping frequency?	More than once a week, Once in a few weeks, Once in a few months, Less than once in a few months, Less than once in a few months
What is your gross monthly income?	0-1000 euros, 1000-2000 euros, 2000-3000 euros, 3000+ euros

Table 1. Questions for control variables

3.4. Sample

The respondents for this study were selected in accordance with convenience sampling which according to Creswell, 2014 indicates the sampling is done on participants who are willing and available to be studied. Hence, the participants will be a mix of gender respondents older than 18 years old. The age limit is set as the consumers should be mature enough to make their own purchase decisions and have a higher understanding of their purchase power. The sample will be taken randomly, and the survey will be filled anonymously. It will be distributed in-person (QR-code), through WhatsApp, email and shared on social media to reach a broader audience.

Chapter 4. Data Analysis and Results

This chapter will guide through the data analysis done on the experiment followed by the end results.

4.1. Descriptive Statistics and Data cleaning

The survey was distributed to 307 participants in total, where 43 responses were deleted due to them being recorded as response in a progress, meaning not fully completed. Further on, out of the remaining 264, 6 was done in a preview mode and were therefore deleted. SPSS (a statistical software) was used to analyse the data throughout this study.

Before further data cleaning, outlier test was done to understand how many answers could be considered unreliable based on the time duration needed to complete the survey. Out of 258 participants, the outlier analysis showed 2 outliers. (See Appendix 2: SPSS Analysis)

The survey included 1 attention check within each condition to avoid incautious respondents. From the 256 participants left, 24 of them were eliminated due to the incorrect answer to the attention checks. Consequently, 232 responses were regarded adequate and authentic to progress with the analysis.

As mentioned in the research design, three variables were used: 1 being the control condition, 2 being the monetary condition and 3 being the non-monetary condition as seen below (Table 2.) we can see that the difference is statistically significant for the control and non-monetary condition. On the other hand, the difference is not statistically significant for the monetary condition. The observed variable is purchase intention, therefore, the average values for each of the groups is presented below.

Sales promotion	Mean	Std. Deviation	N
Control	3.5813	1.33702	80
Monetary	3.9901	1.41683	76
Non-monetary	4.3092	1.41355	76
Total	3.9537	1.41489	232

Table 2. Descriptive statistics on control variables

(I) Sales promotion	(J) Sales promotion	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Control	Monetary	-.40888	.22245	.160	-.9336	.1159
	Non-monetary	-.72796*	.22245	.004	-1.2527	-.2032
Monetary	Control	.40888	.22245	.160	-.1159	.9336

	Non-monetary	-.31908	.22528	.334	-.8505	.2124
Non-monetary	Control	.72796*	.22245	.004	.2032	1.2527
	Monetary	.31908	.22528	.334	-.2124	.8505

Table 3. One- way ANOVA multiple comparisons

All participants were assigned to one of the six different conditions in a random manner, shown below. (See Appendix 2: SPSS Analysis)

Condition	Frequency	Percent
Control condition for a non-durable good	41	17,67
Monetary promotion for a non-durable good	41	17,67
Non-monetary promotion for a durable good	40	17,24
Control condition for a durable good	39	16,81
Monetary promotion for a durable good	35	15,09
Non-monetary promotion for a non-durable good	36	15,52
Total	232	100.0

Table 4. Number of respondents per condition

The following table outlines the gender frequencies. Most of the participants identified themselves as a female (143), followed by male population (84). Further on, 4 participants preferred not to state the gender and 1 participant identified as a non-binary or third gender. (See Appendix 2: SPSS Analysis)

Gender	Frequency	Percent
Male	84	36.2
Female	143	61.6
Non-binary/third gender	1	.4
Prefer not to say	4	1.7
Total	232	100

Table 5. Gender descriptive statistics

The following table shows the age distribution of the survey participants. Having in mind 1=under 18 and 7=above 65. Due to zero respondents aged over 65 we will exclude that from the analysis. Therefore, when calculating we will be using 1*=under 18 and 6*=55-64. Looking at the output, only one participant was under the age of 18 and the most participants fell into the 18-24 age group (117), followed by 25-34 age group (102). (See Appendix 2: SPSS Analysis)

Age	N
Under 18	1
18-24	117
25-34	102
35-44	10
45-54	1
55-64	1
Above 65	0
Total	232

Minimum	Maximum	Mean	Median	St. Deviation
1*	6*	2.55	2.00	0.649

Table 6. Age descriptive statistics

Furthermore, Table 7 provides descriptive statistics of the most frequent nationalities that participated in the survey. The highest number of participants were Croats (70), followed by Dutch (53), Belgian (23) and Greek (10). (See Appendix 2: SPSS Analysis for the full table)

Nationality	Frequency	Percent
Croatian	70	30.2
Dutch	53	22.8
Belgian	23	9.9
Greek	10	4.3
German	8	3.4

British	8	3.4
Serbian	8	3.4

Table 7. Nationality descriptive statistics

Finally, Table 8 indicated the highest level of education the participants have completed. The highest number of participants have a Bachelor's Degree (113) followed by Master's Degree or higher (85).

Highest level of education	Frequency	Percent
Less than a high school degree	1	.4
High School Degree	33	14.2
Bachelor's Degree	113	48.7
Master's Degree or higher	85	36.6
Total	232	100.0

Table 8. Highest level of education descriptive statistics

The upcoming table shows the distribution of income of the participants, it is seen that most of the participants have a Gross Monthly Income between 0-1000 euros (108) followed by participants that have a Gross Monthly Income of 1000-2000 (75). (See Appendix 2: SPSS Analysis)

Gross Monthly Income	Frequency	Percent
0-1000	108	46.6
1000-2000	75	32.3
2000-3000	26	11.2
3000+	23	9.9
Total	232	100.0

Table 9. Income descriptive statistics

To further investigate the purchasing behaviour of the participants, online shopping frequency was asked. Highest number of participants (98) stated that they shop online once in a few weeks followed by participants (84) that online shop once in a few months.

Online shopping frequency	Frequency	Percent
More than once a week	28	12.1
Once in a few weeks	98	42.2
Once in a few months	84	36.2
Less than once in a few months	22	9.5
Total	232	100.0

Table 10. Online shopping frequency descriptive statistics

Subsequently, the normality of the distribution was tested for the control non-metric variables: gender, nationality, education level, monthly income, and online shopping frequency with the Kolmogorov-Smirnov test. Whilst a metric variable, age, was run with Shapiro-Wilk test. Based on the SPSS output shown below (Table 11), it is seen that all sigma values were lower than 0.05, meaning that the data are different from a normal distribution for all variables.

Tests of Normality						
	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Gender	.350	232	<.001			
Age				.732	232	<.001
Highest level of education	.314	232	<.001			
Online shopping frequency	.243	232	<.001			
Gross monthly income	.272	232	<.001			

Table 11. Tests of Normality

Further on, Skewness and Kurtosis tests were done for each variable. It was once again, shown that the variables are not normally distributed (Table 12) due to the values not being zero nor approximately zero. Based on SPSS guide by Darren George & Paul Mallery, 2010, it is agreed that the acceptable range for Skewness and Kurtosis are between -2 and 2. Therefore, as skewness values fit in between the acceptable range, we can conclude that it is acceptable. However, kurtosis values showed that the distribution has extreme values in the tails than a normal distribution, also known as leptokurtic distribution.

Descriptive Statistics									
	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Gender	232	1	4	1.68	.576	.713	.160	2.546	.318
Age	232	1	6	2.55	.649	1.146	.160	3.013	.318
Highest level of education	232	1	178	54.45	38.245	1.768	.160	2.624	.318
Nationality	232	1	4	3.22	.694	-.395	.160	-.575	.318
Online shopping frequency	232	1	4	2.43	.824	.082	.160	-.507	.318
Gross monthly income	232	1	4	1.84	.977	.963	.160	-.123	.318
Valid N (listwise)	232								

Table 12. Skewness and Kurtosis of Control Variables

Moreover, due to a high sample number (N=232), normality can be assumed not to be necessary for this analysis. Before further investigation, one question from each condition had to be reverse coded as it was worded negative. The question recoded was: “If I bought this, I would be concerned if it was a good investment.” This was done by recoding same variables and switching the scale values from 1 to 7, 2 to 6, 3 to 4 and further on.

Before testing the reliability of the questionnaire, a factor analysis was done to explain the relationships between the multiple variables. After the factor analysis while also checking the Cronbach's alpha, it has been decided to remove the variables intention_2 and proneness_5 (see Appendix 2: SPSS Analysis – factor analysis).

	Component	
	1	2
Intention_1	.852	
Intention_4	.847	
Intention_5	.844	
Intention_3	.811	
Proneness_3		.852
Proneness_1		.852
Proneness_4		.593
Proneness_2		.549

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser

Normalization.

a. Rotation converged in 3 iterations.

Table 13. Rotated Component Matrix

After the factor's analysis, it is noted that the Cronbach's alpha is close to or higher than 0.7 meaning that the measured items in a scale are reliable. Deletion of some items was necessary to increase the Cronbach's alpha together with the reliability of the tests.

When considering the reliability of the two main variables throughout the study (purchase intention and deal proneness) the following Cronbach's alphas were calculated using the calculated means. (Table 14.) To increase the reliability connected to the deal proneness variable it was decided to eliminate one question from the deal proneness to increase the reliability and alpha (see Appendix 2: SPSS Analysis – reliability analysis). As all the items were already used, the outcome was expected.

Variables	Cronbach's alpha	Number of items
-----------	------------------	-----------------

Purchase intention	0.868	4
Deal proneness	0.690	4

Table 14. Reliability analysis overall

4.2. Hypotheses Testing

Followed by the reliability analysis, the hypotheses testing will be further conducted. Hypotheses were tested using SPSS software. Every section corresponds to one hypothesis and the relevant analysis associated with accepting or rejecting the hypotheses. (See Appendix 2: SPSS Analysis – hypotheses testing)

H1: Products on sales promotions (monetary and non-monetary) have a higher purchase intention than the products that are not on any sales promotions. (Control condition)

To test H1, it was necessary to code the observations such that the participants who received control conditions (not on any sales promotion) were categorised as “0” while participants who received any kind of sales promotion (either monetary or non-monetary) were categorised as “1”. Further on, an independent t-test was done to compare the control condition group to the group where sales promotions were introduced and their effect on purchase intention.

	Condition	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention average	No sale	80	3.5813	1.33702	.14948
	Sale	152	4.1497	1.41955	.11514

	Levene's test for equality of variances		t-test for Equality of Means		
Purchase intention	F	Sig	Sig. (2-tailed)	Mean Difference	Std. Error Difference

Equal variances assumed	.332	.565	.003	-.56842	.19224
Equal variances not assumed			.003	-.56842	.18869

*. Significant at the 0.05 level

Table 15. Independent t-test: Purchase intention difference sales promotion vs. control condition

Looking at the output, it can see that there is a significant difference between a group with sale promotions (monetary and non-monetary) and the control group (no sales promotions) with regard to the purchase intention.

Levene's test for equality of variances shows us the assumption of population variances being equal due to $0.565 > 0.05$. At p-value $p=0.003$, it is significant as 0.003 is lower than the 0.05 alpha level. By observing the means, it is concluded that purchase intention is significantly higher for products that are on sales promotions (4.14947) than those that aren't (3.5813). Based on the output above H_1 is supported.

H2: Products on monetary promotions have a higher positive impact on purchase intention than products on non-monetary promotions.

To test H_2 , two conditions were categorised for comparison, condition where monetary promotions were used and condition where non-monetary promotions were present.

	Condition	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention average	Monetary	76	3.9901	1.41683	.16252
	Non-monetary	76	4.3092	1.41355	.16214

Purchase intention	Levene's test for equality of variances		t-test for Equality of Means		
	F	Sig	Sig. (2-tailed)	Mean Difference	Std. Error Difference

Equal variances assumed	.073	.787	.167	-.31908	.22957
Equal variances not assumed			.167	-.31908	.22957

*. Significant at the 0.05 level

Table 16. Independent t-test: Purchase intention difference sales promotion vs. control condition

The mean purchase intention for the monetary promotions condition was lower at 3.9901 than for the non-monetary promotion condition, which was 4.3092. Nevertheless, as indicated by the p-value=0.167 the difference is not statistically significant at the 0.05 level. Therefore, the hypothesis H2 is not supported as the difference between purchase intention for goods on monetary promotion versus non-monetary promotion is not significant.

H3: The difference in purchase intention between monetary and non-monetary promotions is moderated by the type of goods such that the purchase intention is higher for durable goods on monetary promotions than on non-monetary promotions.

To test H3, a 2x2 design was used to separate goods on durable and non-durable goods in two conditions: monetary and non-monetary sales promotions. First, two-way ANOVA was run to check the significant interaction effect between the type of good (durable and nondurable) and promotion type (monetary and non-monetary).

Between-Subjects Factors

		Value label	N
Condition_product	1	Non durable	81
	2	Durable	71
Condition_promotion (control condition removed – 1)	2	Monetary	76
	3	Non-monetary	76

ANOVA results presented are indicating that the interaction between the type of product and type of promotion is not significant (0.905). Such as there is no difference in intention to buy durable goods on monetary and non-monetary promotion.

Source	Type III Sum of Squares	Mean Square	Sig.
Corrected Model	20.042 ^a	6.681	.018
Intercept	2632.899	2632.899	.000
condition_product	16.148	16.148	.004
condition_promotion	3.605	3.605	.173
condition_product * condition_promotion	.028	.028	.905

a. R Squared = .054 (Adjusted R Squared = .047)

Table 17. ANOVA

This hypothesis is not supported as it cannot be concluded that the difference in purchase intention between monetary and non-monetary promotions is moderated by the type of goods. Results indicate that only type of good (durable or non-durable) has an impact on purchase intention ($p=0.004$).

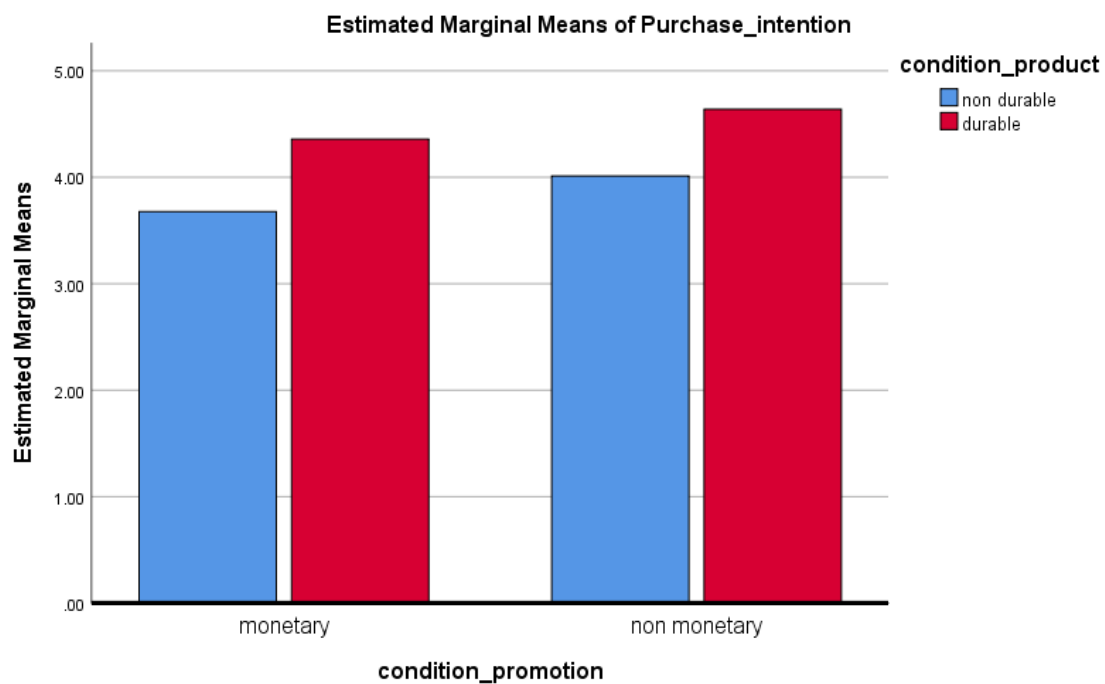


Figure 2: Estimated marginal means for purchase intention

H4: The difference in purchase intention between monetary and non-monetary promotions is moderated by deal proneness such that deal proneness increases the consumer purchase intention for both monetary and non-monetary promotions.

To test H4 a two-way ANOVA was run, and the results are shown in the continuation. Results indicate that the interaction between proneness and promotion type (monetary and non-monetary) is insignificant. Such as there is no difference in intention for monetary and non-monetary promotions.

Source	Type III Sum of Squares	Mean Square	Sig.
Corrected Model	86.800 ^a	2.411	.168
Intercept	1574.910	1574.910	.000
Average proneness	2.624	2.624	.241
Sales promotion	48.946	2.447	.197
Average proneness * Sales Promotion	39.814	2.654	.157

a. R Squared = .353 (Adjusted R Squared = .146)

Table 18. Two-way ANOVA – purchase intention

Additionally, the file was split based on two given sales promotions: monetary and non-monetary promotion. Further on, two separate regression models were calculated. The dependent variable is purchasing intention, while deal proneness is the independent variable.

	Sum of Squares	Mean Square	Sig.
Monetary promotion	2.879	2.879	.352 ^c
Non-monetary promotion	23.488	23.488	.000 ^c

a. condition_promotion = monetary

b. Dependent Variable: INTENTION_AVG

c. Predictors: (Constant), PRON_average

Monetary promotion	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	3.626	.421	.000
Average proneness	.123	.131	.352

Non-monetary promotion	Unstandardized Coefficients		Sig
	B	Std. Error	
Constant	2.901	.397	.000
Average proneness	.472	.123	.000

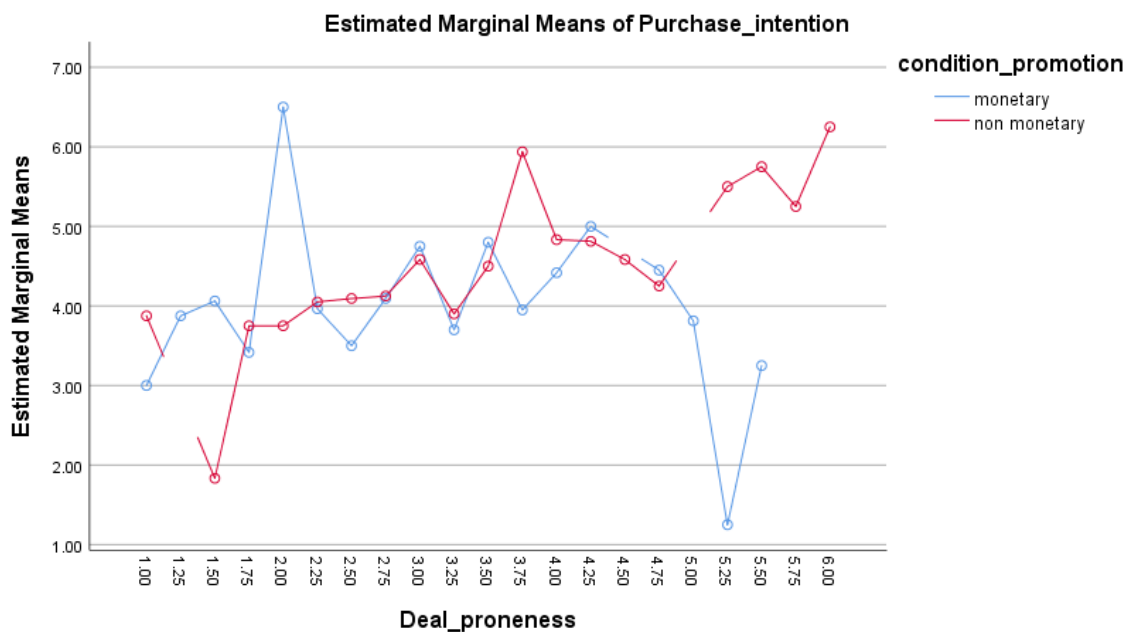
Table 19. Unstandardized Coefficients

By analyzing the output, deal proneness is not a predictor for monetary promotions (p-value=0.352), while it is a predictor for non-monetary promotions with the highest significance (p-value=0.00). Meaning that there is not enough evidence to conclude that deal proneness has a significant effect on purchase intention for monetary promotions while it does have a significant effect for non-monetary promotions.

From the results, it is evident that proneness is a significant predictor of purchase intention for non-monetary promotions.

Checking the beta coefficient, average proneness is to increase by 0.472 for one unit increase for non-monetary promotions, which is higher than for monetary promotions.

Even though proneness positively affects the intention to buy for monetary and non-monetary promotions, in non-monetary promotions is not significant. However, as results of the two-way ANOVA show, interaction of deal proneness and promotion type is not significant, therefore this hypothesis is rejected.



Non-estimable means are not plotted

Figure 3: Estimated marginal means for purchase intention

H5: The difference in purchase intention between products on sale and products not on sale is moderated by product type such that the purchase intention is increased for non-durable goods on sale and lower for durable goods not on sale (control condition)

To test H5, two-way ANOVA was run. The variables were previously coded such that the value was 0 when there were no promotions involved and 1 when there were promotions involved. There is no significant interaction between the product being on sale and the product type.

Source	Type III Sum of Squares	Mean Square	Sig.
Corrected Model	64.760 ^a	21.587	.000
Intercept	3156.907	3156.907	.000
Sales promotion	17.258	17.258	.002
Type of goods	47.824	47.824	.000
Sales promotion * Type of goods	4.668	4.668	.103

a. R Squared = .100 (Adjusted R Squared = .088)

Table 20. Two-way ANOVA – purchase intention

Even though interaction is not significant, there is statistically significant difference in mean purchase intention between durable and non-durable good ($p=0.000$), and statistically significant difference in mean purchase intention between products on sale and not on sale ($p=0.002$).

Additionally, file splitting was done to separate data based on two conditions: sales promotions (monetary and non-monetary promotions) and control condition (no sales promotions). ANOVA was used to test the differences in means between the two given groups (durable and non-durable goods).

Condition	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
No sales						
Non-durable	41	2.9695	1.03712	.16197	2.6422	3.2969
Durable	39	4.2244	1.32511	.21219	3.7948	4.6539
Total	80	3.5813	1.33702	.14948	3.2837	3.8788

a. condition_sales = no sales promotions

ANOVA

	Sum of Squares	Mean Square	Sig
Between Groups	31.473	31.473	0.000
Within Groups	109.749	1.407	
Total	141.222		

a. condition_sales = no sales promotions

Condition	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Sales						
Non-durable	81	3.8426	1.38149	.15350	3.5371	4.1481
Durable	71	4.5000	1.39002	.16496	4.1710	4.8290
Total	152	4.1497	1.41955	.11514	3.9222	4.3772

a. condition_sales = sales promotions

	Sum of Squares	Mean Square	Sig
Between Groups	16.352	16.352	.004
Within Groups	287.931	1.920	
Total	304.282		

a. condition_sales = sales promotions

Table 20. One-way ANOVA

ANOVA table output shows the sum of squares between groups to be 31.473 which shows a significant difference in purchase intention between durable and non-durable products not on sale. As the p-value=0.00 is smaller than 0.05 it is seen that the difference is statistically significant.

When examining the products on sale, it is again shown by between-group sum of squares of 16.352 that a significant difference exists in the purchase intention between durable and non-durable goods. The p-value=0.004 is lower than 0.05, again showing the statistically significant difference in purchase intention.

Further, after splitting data based on the product type it can be concluded that there is no statistically significant difference in intention to buy for durable products whether being on sale or not. However, there is a significant difference in purchase intention for non-durable products. Results of one-way ANOVA are shown in the continuation.

Product = non durable

Condition Sales	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
No sales	41	3.2976	.94141	.14702	3.0004	3.5947
Sales	81	4.0049	1.25617	.13957	3.7272	4.2827
Total	122	3.7672	1.20367	.10898	3.5515	3.9830

a. condition_product = non durable

	Sum of Squares	Mean Square	Sig
Between Groups	13.621	13.621	.002
Within Groups	161.688	1.347	
Total	175.309		

a. condition_product =non-durable

Product = durable

Condition Sales	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
No sales	39	4.2872	1.34930	.21606	3.8498	4.7246
Sales	71	4.4873	1.31572	.15615	4.1759	4.7988
Total	110	4.4164	1.32503	.12634	4.1660	4.6668

a. condition_product = durable

	Sum of Squares	Mean Square	Sig
Between Groups	1.008	1.008	.451
Within Groups	190.362	1.763	
Total	191.371		

a. condition_product = durable

Table 21. One-way ANOVA

Overall, this hypothesis is not confirmed as the purchase intention between products on sale and products not on sale are not moderated by the product category such that non-durable goods on sale do not have a higher purchase intention and durable goods not on sale do not have a lower purchase intention.

H6: The difference in purchase intention between products on sale and products not on sale is moderated by deal proneness such that as deal proneness increases, the purchase intention increases for products on sale more than for products not on sale.

To check whether interactions between proneness and products being on sale or not are significant, two-way ANOVA was conducted. Results show that the interaction was not significant.

Source	Type III Sum of Squares	Mean Square	Sig.
Corrected Model	120.452 ^a	3.011	.011
Intercept	2021.523	2021.523	.000
PRON_average	10.117	10.117	.018
Sales promotion	65.119	3.256	.021
PRON_average * condition_sales	47.045	2.476	.139

a. R Squared = .260 (Adjusted R Squared = .106)

Table 22. Tests of Between-Subjects Effects

Even though interaction is not significant, there is statistically significant difference in mean purchase intention between product being on sale or not ($p=0.021$) (proven by the previous

hypothesis H5), and statistically significant difference in mean purchase intention due to deal proneness ($p=0.018$).

Further on, linear regression was used to examine if deal proneness can be considered as a predictor of purchase intention. This has been done separately for product without sale and for products on sale.

	Sum of Squares	Mean Square	Sig.
Regression	6.779	6.779	.037 ^c
Residual	117.429	1.505	
Total	124.208		

- a. condition_sales = no sales
 b. Dependent Variable: INTENTION_AVG
 c. Predictors: (Constant), PRON_average

Coefficients

	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	3.102	.348	.000
Deal proneness average	.213	.101	.037

- a. condition_sales = no sales
 b. Dependent Variable: INTENTION_AVG

ANOVA

	Sum of Squares	Mean Square	Sig.
Regression	21.207	21.207	.000 ^c
Residual	235.014	1.567	
Total	256.221		

- a. condition_sales = sale
 b. Dependent Variable: INTENTION_AVG
 c. Predictors: (Constant), PRON_average

	Unstandardized Coefficients		Sig.
	B	Std. Error	
Non-monetary promotion	3.325	.266	.000
Constant	.304	.083	.000
Average proneness			

- a. condition_sales = sale
 b. Dependent Variable: INTENTION_AVG

Table 23. One-way ANOVA

In the no sales condition, the predictor variable deal proneness is a significant predictor of purchase intention ($\beta=0.213$, $p=0.037$). In the sales condition, deal proneness is also a significant predictor of purchase intention ($\beta=0.304$, $p=0.00$).

Overall, it can be concluded that as deal proneness increases, purchase intention for goods on sale increases more than for goods not on sale. However, there is no evidence to accept this hypothesis. Plot shown in the figure below.

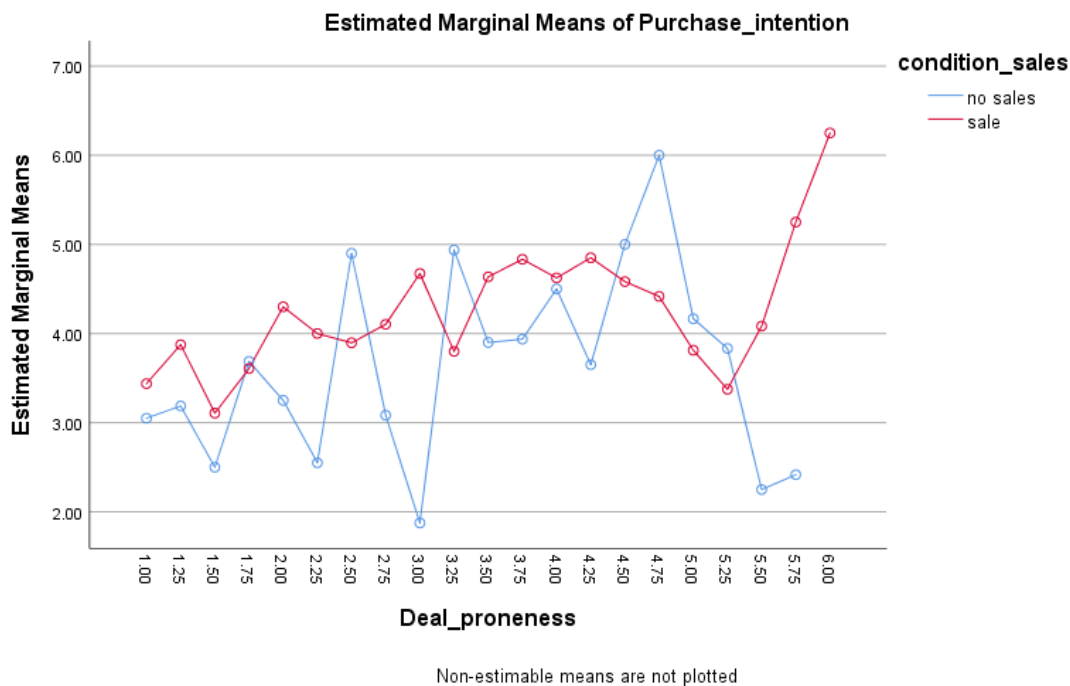


Figure 4: Estimated marginal means for purchase intention

Ultimately, table 24 sums up all the hypotheses tested and their status.

Hypothesis	Status
H1: Products on sales promotions (monetary and non-monetary) have a higher purchase intention than the products that are not on any sales promotions (Control condition).	Supported
H2: Products on monetary promotions have a higher positive impact on purchase intention than products on non-monetary promotions.	Not supported

H3: The difference in purchase intention between monetary and non-monetary promotions is moderated by the type of goods such that the purchase intention is higher for durable goods on monetary promotions than on non-monetary promotions.	Not supported
H4: The difference in purchase intention between monetary and non-monetary promotions is moderated by deal proneness such that deal proneness has a positive effect on the consumer purchase intention for both monetary and non-monetary promotions.	Supported
H5: The difference in purchase intention between products on sale and products not on sale is moderated by product type such that the purchase intention is increased for non-durable goods on sale and lower for durable goods not on sale (control condition).	Not supported
H6: The difference in purchase intention between products on sale and products not on sale is moderated by deal proneness such that as deal proneness increases, the purchase intention increases for products on sale more than for products not on sale.	Not supported

Table 24: Status of the hypotheses

Chapter 5. Discussion

This chapter will discuss theoretical and managerial implications of the research together with the limitations of the research and the possibilities for future research. This study's main objective was to provide insights into the difference that monetary and non-monetary sales promotions create for durable and non-durable goods and how deal proneness affects the decision.

5.1. Theoretical implications

From a theoretical perspective, multiple discussions are led on the effectiveness of different sales promotions on consumers purchase intention. Some earlier studies explored the advantages of non-monetary over monetary promotions (Kwok & Uncles, 2005). Others argue that monetary promotions are more effective for non-durable goods due to their lower involvement nature (Campbell & Diamond, 1990). To gain from monetary promotions,

marketers must be aware of how the discounts are perceived by the customers as it can have an impact on the future cost allocation and price anchoring (R. C. Blattberg & Neslin, 1993; Campbell & Diamond, 1990). On the other hand, some businesses prefer using non-monetary promotions as an incentive to buy and as a tool for increasing the visibility of the product (Steve Ogden-Barnes et al., 2015b). Nevertheless, sales promotions have been shown to influence both high and low involvement decisions (R. C. Blattberg & Neslin, 1993). Additionally, a positive relationship has been studied between deal proneness and customers purchase intention for goods on sale promotions (R. Blattberg et al., 1978; Srivastava & Shocker, 1991).

Overall, this study tried to discover the effectiveness of sales promotions on purchase intention for a non-durable good (toothbrush) and a durable good (calculator). While previous research has provided beneficial insights into the impacts of monetary and non-monetary promotions for different types of goods, this study focused on expanding on existing findings to contribute to the understanding of purchase intention and choosing the right marketing strategy.

All hypotheses were based on earlier studies that agree on the correlation between sales promotions and an increased purchase intention, however, as this study was done on specific goods, some deviations in the results were expected.

The H1 stating products on sales promotions (monetary and non-monetary) have a higher purchase intention than the products that are not on any sales promotions (control condition) was supported by the results of this study. This shows that there is a higher purchase intention for goods on sales promotions than for goods not on sale promotions. These results are in line with previous results done by various marketers such as Robert C. Blattberg & Scott A. Neslin, 1990.

H2 stating that products on monetary promotions have a higher positive impact on purchase intention than products on non-monetary promotions was not supported since the difference between purchase intention for goods on monetary promotion versus non-monetary promotion was not proven to be significant.

H3 arguing that the difference in purchase intention between monetary and non-monetary promotions is moderated by the type of goods such that the purchase intention is higher for durable goods on monetary promotions than on non-monetary promotions is not supported as it cannot be concluded that the difference in purchase intention between monetary and non-

monetary promotions is moderated by the type of goods. Nevertheless, results showed that the type of good (durable vs. non-durable) has an impact on purchase intention.

H4 stating that the difference in purchase intention between monetary and non-monetary promotions is moderated by deal proneness such that deal proneness has a positive effect on the consumer purchase intention for both monetary and non-monetary promotions respectively was not supported since it was shown that the type of products doesn't moderate the purchase intention for both monetary and non-monetary promotions. However, it is seen that only the condition of the good (durable or non-durable) influences the purchase intention in this case.

H5, stating that the difference in purchase intention between products on sale and products not on sale is moderated by product type such that the purchase intention is increased for non-durable goods on sale and lower for durable goods not on sale (control condition) was rejected as it was shown that non-durable goods on sale do not have a higher purchase intention and durable goods not on sale do not have a lower purchase intention.

H6, arguing that the difference in purchase intention between products on sale and products not on sale is moderated by deal proneness such that as deal proneness increases, the purchase intention increases for products on sale more than for products not on sale was also rejected due to the lack of evidence to accept that purchase intention increases more for products on sale than for products not on sale, the higher the deal proneness of a customer is.

To summarise, multiple questions rise from this study as there are multiple factors that can affect the final purchase intention, some of them being brand loyalty (Moisescu & Bertoneclj, n.d.), price sensitivity (Anderson & Fox, 2019; Hosseini et al., 2020) and perceived price (R. C. Blattberg & Neslin, 1993; Campo & Yagüe, 2007).

5.2. Managerial Implications

By analysing the research outcomes, we can obtain valuable insights that can guide marketers and retailers in their promotion strategy and price optimisation. The impact of sales promotions was seen for all types of goods as the purchase intention increased every time a promotion was introduced and would decrease for the control condition (no sales promotions). The difference in outcomes for two different goods show that it is necessary to understand the target audience and successfully communicate the promotions as seen in the study, different promotion types have a different effect on consumer purchase intention.

Further on, it was seen that the deal proneness also plays a role in purchase intention in a way that higher the deal proneness in a potential customer, the higher the purchase intention, being positively correlated. We conclude that the deal proneness has a high impact on purchase intention for both goods on sale and not on sale, meaning generally higher purchase intention. Nevertheless, a higher deal proneness should realistically be connected to higher purchase intention for the goods on sale and lower for goods not on sale, therefore retailers should consider the deal proneness of their customers and design promotions to attract the deal-prone audience when needed.

Still, as this research was only the preliminary step into determining the efficiency of the promotional types, managers and retailers should understand how to enhance the strategies using additional variables.

5.3. Limitations and Future Research Opportunities

Having in mind multiple factors that influence a purchase decision of a customer, this study has some further limitations that can be used in a follow-up investigation.

Firstly, the presented results were collected through survey exchanging platforms, WhatsApp, and social media and therefore represent a limited sample. Therefore, if more samples were collected, the results could potentially be improved. Furthermore, the study was based on a wide age range making it harder to have a clear picture of the overall results as different age groups have different buying behaviours.

Secondly, as the durability of the goods weren't stated or discussed when introduced, it is possible that different consumers have different approaches and expectations for the given products (toothbrush and a calculator). These products were chosen as they can be used by all genders and age groups. However, personal preferences for each consumer can be different and therefore, the consumers might not be interested in the mentioned goods whether on sales promotion or not. Arguably, it is expected that more often durable goods are bought online, and consumers might be more inclined to purchasing a calculator online than a toothbrush. Furthermore, only two products were shown in the study, and it is possible that more options would lead to different results.

Third limitation was based on the promotion values. The author decided on two sales promotions being monetary promotion and a non-monetary promotion, and a control

condition for this study. Monetary promotion was studied through discounts, while non-monetary promotions were studied through free gifts. The value given from discounts was intentionally same to the value of the free gifts to achieve a similar selection for the participants. Additionally, more monetary promotions such as coupons and rebates as well as non-monetary promotions like BOGOF's, gift cards, sweepstakes could have been used to get different results.

Ultimately, the methodology used can be considered as a limitation. The hypothetical scenarios included unreal products and visualisation which can be more or less appealing to different customers. It can be discussed that different colours, fonts, descriptions, and call to action can decrease or increase purchase intention. Further on, the research was done online and even with the attention checks included, the possibility of participants giving irrelevant answers is still high. Hence, a possible solution would be to run the study in a more realistic setting.

These solutions could eventually cause different outputs on the question of which sales promotions lead to higher purchase intention of durable and non-durable goods.

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7. Appendix

7.2. Appendix 2: SPSS Analysis

7.2.1. Outlier Analysis – SPSS Output

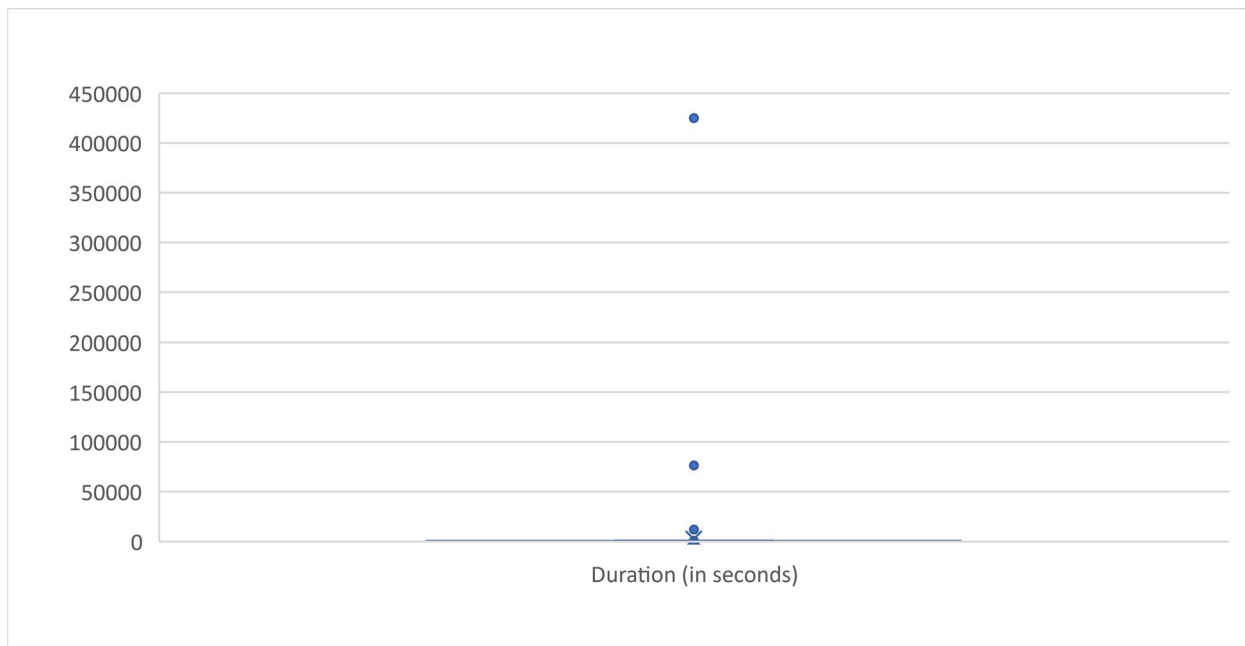


Figure 5: Analysis of outliers depending on the time needed for completion of the survey.

Case Processing Summary						
	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Duration (in seconds)	234	100.0%	0	0.0%	234	100.0%

Table 25: Outliers test – Duration (seconds) - Cases

		Percentiles						
		5	10	25	50	75	90	95
Weighted Average (Definition 1)	Duration (in seconds)	139.2500	173.5000	230.7500	306.0000	430.7500	561.5000	760.5000
Tukey's Hinges	Duration (in seconds)			231.0000	306.0000	430.0000		

Table 26: Outliers test – Duration (seconds)

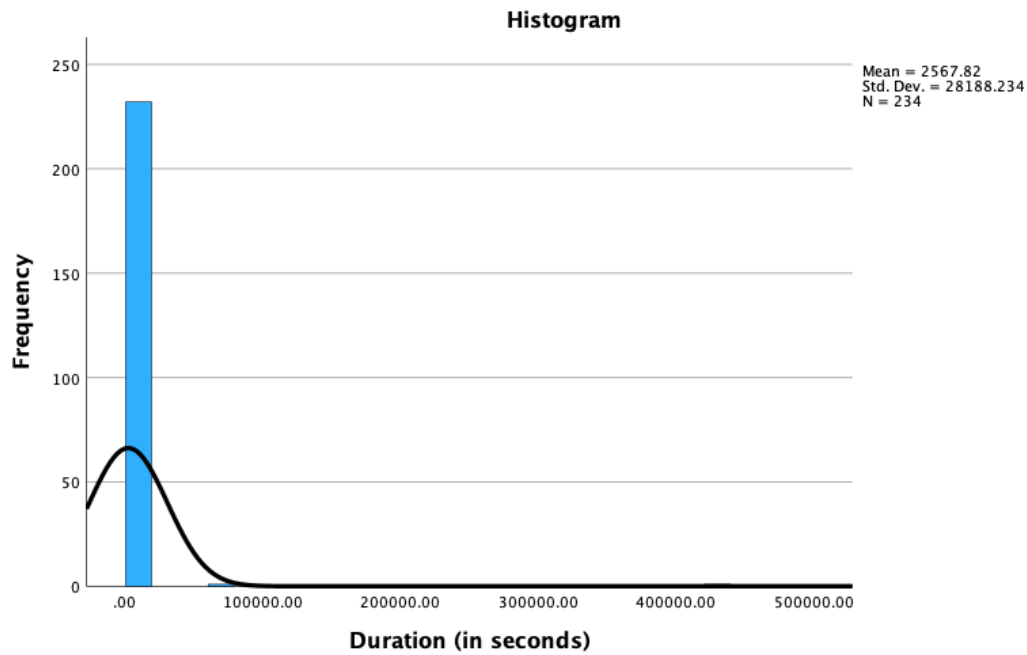


Table 27: Histogram – Duration (seconds)

7.2.2 Descriptive Statistics– SPSS Output

Descriptive Statistics

Dependent Variable: Purchase_intention

condition_promotion	Mean	Std. Deviation	N
control	3.5813	1.33702	80
monetary	3.9901	1.41683	76
non monetary	4.3092	1.41355	76
Total	3.9537	1.41489	232

Multiple Comparisons

Dependent Variable: Purchase_intention

Tukey HSD

(I) condition_promotion	(J) condition_promotion	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
control	monetary	-.40888	.22245	.160	-.9336	.1159
	non monetary	-.72796*	.22245	.004	-1.2527	-.2032
monetary	control	.40888	.22245	.160	-.1159	.9336
	non monetary	-.31908	.22528	.334	-.8505	.2124
non monetary	control	.72796*	.22245	.004	.2032	1.2527
	monetary	.31908	.22528	.334	-.2124	.8505

*. The mean difference is significant at the 0.05 level.

Condition Frequencies – SPSS output

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Control condition -nondurable	41	2.19	5.00	3.6860	.68100
Monetary promotion - nondurable	41	2.53	5.53	3.9106	.75742
Non-monetary promotion - nondurable	40	2.44	5.50	3.9484	.81808
Control condition – durable	39	1.94	5.69	4.1314	.90114
Monetary promotion -durable	35	2.13	5.25	4.0107	.76132
Non-monetary promotion - durable	36	1.81	6.50	4.2639	1.00358
Valid N (listwise)	0				

Table 28: Condition Descriptive Statistics

Gender Frequencies – SPSS output

Please indicate your gender.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	84	36.2	36.2	36.2
	Female	143	61.6	61.6	97.8
	Non-binary / third gender	1	.4	.4	98.3
	Prefer not to say	4	1.7	1.7	100.0
	Total	232	100.0	100.0	

Table 29: Gender Descriptive Statistics

Age Frequencies – SPSS output

Please indicate your age.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under 18	1	.4	.4	.4
	18 - 24	117	50.4	50.4	50.9
	25 - 34	102	44.0	44.0	94.8
	35 - 44	10	4.3	4.3	99.1
	45 - 54	1	.4	.4	99.6
	55 - 64	1	.4	.4	100.0
	Total	232	100.0	100.0	

Table 30: Age Descriptive Statistics

Nationality frequencies – SPSS output

		What is your nationality?			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Total	232	100.0	100.0	
	Croatian	70	30.2	30.2	49.6
	Dutch	53	22.8	22.8	73.7
	Belgian	23	9.9	9.9	13.4
	Greek	10	4.3	4.3	82.3
	German	8	3.4	3.4	78.0
	British	8	3.4	3.4	17.2
	Serbian	8	3.4	3.4	95.7
	Italian	6	2.6	2.6	87.1
	American	5	2.2	2.2	3.0
	Vietnamese	3	1.3	1.3	100.0
	Romanian	3	1.3	1.3	92.2
	Indian	3	1.3	1.3	83.6
	Bulgarian	2	.9	.9	18.1
	Swedish	2	.9	.9	97.4
	Canadian	2	.9	.9	19.0
	Cypriot	2	.9	.9	50.4
	Lithuanian	2	.9	.9	88.4
	Norwegian	2	.9	.9	90.1
	Turkish	2	.9	.9	98.3
	Chilean	1	.4	.4	19.4
	Danish	1	.4	.4	50.9
	Azerbaijani	1	.4	.4	3.4
Bosnian & Herzegovinian	1	.4	.4	13.8	

French	1	.4	.4	74.6
Iraqi	1	.4	.4	84.5
Albanian	1	.4	.4	.9
Portuguese	1	.4	.4	90.9
Ukrainian	1	.4	.4	98.7
Kazakhstani	1	.4	.4	87.5
Mauritian	1	.4	.4	89.2
Surinamer	1	.4	.4	96.6
Afghan	1	.4	.4	.4
Estonian	1	.4	.4	74.1
Indonesian	1	.4	.4	84.1
Macedonian	1	.4	.4	88.8
Polish	1	.4	.4	90.5
Spanish	1	.4	.4	96.1

Table 31: Nationality Descriptive Statistics

Education level frequencies – SPSS Output

What is the highest level of education you have completed?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than a high school degree	1	.4	.4	.4
	High school degree	33	14.2	14.2	14.7
	Bachelor's degree	113	48.7	48.7	63.4
	Master's degree or higher	85	36.6	36.6	100.0
	Total	232	100.0	100.0	

Table 32: Highest level of education Descriptive Statistics

Income frequencies – SPSS output

What is your gross monthly income?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-1000 euros	108	46.6	46.6	46.6
	1000-2000 euros	75	32.3	32.3	78.9
	2000-3000 euros	26	11.2	11.2	90.1
	3000+ euros	23	9.9	9.9	100.0

Total	232	100.0	100.0
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Table 33: Income Descriptive Statistics

Online shopping frequency – SPSS Output

What is your online shopping frequency?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a week	28	12.1	12.1	12.1
	Once in a few weeks	98	42.2	42.2	54.3
	Once in a few months	84	36.2	36.2	90.5
	Less than once in a few months	22	9.5	9.5	100.0
	Total	232	100.0	100.0	

Table 34: Online shopping frequency Descriptive Statistics

Normality tests – SPSS Output

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Please indicate your gender.	.350	232	<.001	.666	232	<.001
Please indicate your age.	.311	232	<.001	.732	232	<.001
What is your nationality?	.314	232	<.001	.759	232	<.001
What is the highest level of education you have completed?	.256	232	<.001	.799	232	<.001
What is your online shopping frequency?	.243	232	<.001	.868	232	<.001
What is your gross monthly income?	.272	232	<.001	.780	232	<.001

a. Lilliefors Significance Correction

Table 35: Normality tests

7.2.3. SPSS Output – Factor analysis

Rotated Component Matrix^a

	Component	
	1	2
INT_1	.857	
INT_4	.833	
INT_5	.828	
INT_3	.811	
PRON_3		.833
PRON_1		.815
PRON_4		.568
PRON_2		.542
PRON_5		.495
INT_2	.386	.414

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Rotated Component Matrix^a

	Component	
	1	2
INT_1	.847	
INT_5	.843	
INT_4	.842	
INT_3	.811	
PRON_3		.835
PRON_1		.819
PRON_4		.601
PRON_2		.547
PRON_5		.485

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Rotated Component Matrix^a

Component

	1	2
INT_1	.852	
INT_4	.847	
INT_5	.844	
INT_3	.811	
PRON_3		.852
PRON_1		.852
PRON_4		.593
PRON_2		.549

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table 36: Rotated Component Matrix

7.2.4. Reliability Analysis – SPSS Output

Overall Cronbach's alpha

- Purchase intention

Reliability Statistics

Cronbach's Alpha	N of Items
.868	4

- Deal proneness

Reliability Statistics

Cronbach's Alpha	N of Items
.690	4

Table 37: Reliability Analysis

7.2.4. SPSS Output - Hypotheses testing

H1: Products on sales promotions (monetary and non-monetary) have a higher purchase intention than the products that are not on any sales promotions. (Control condition)

	Condition	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention average	No sale	80	3.5813	1.33702	.14948
	Sale	152	4.1497	1.41955	.11514

Purchase intention	Levene's test for equality of variances		<i>t</i> -test for Equality of Means		
	F	Sig	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	.332	.565	.003	-.56842	.19224
Equal variances not assumed			.003	-.56842	.18869

*. Significant at the 0.05 level

Independent t-test: Purchase intention difference sales promotion vs. control condition

H2: Products on monetary promotions have a higher positive impact on purchase intention than products on non-monetary promotions.

	Condition	N	Mean	Std. Deviation	Std. Error Mean
Purchase Intention average	Monetary	76	3.9901	1.41683	.16252
	Non-monetary	76	4.3092	1.41355	.16214

	Levene's test for equality of variances	<i>t</i> -test for Equality of Means

Purchase intention	F	Sig	Sig. (2-tailed)	Mean Difference	Std. Error Difference
Equal variances assumed	.073	.787	.167	-.31908	.22957
Equal variances not assumed			.167	-.31908	.22957

*. Significant at the 0.05 level

Independent t-test: Purchase intention difference sales promotion vs. control condition

H3: The difference in purchase intention between monetary and non-monetary promotions is moderated by the type of goods such that the purchase intention is higher for durable goods on monetary promotions than on non-monetary promotions.

Between-Subjects Factors

		Value label	N
Condition_product	1	Non durable	81
	2	Durable	71
Condition_promotion (control condition removed – 1)	2	Monetary	76
	3	Non-monetary	76

Source	Type III Sum of Squares	Mean Square	Sig.
Corrected Model	20.042 ^a	6.681	.018
Intercept	2632.899	2632.899	.000
condition_product	16.148	16.148	.004
condition_promotion	3.605	3.605	.173
condition_product * condition_promotion	.028	.028	.905

a. R Squared = .054 (Adjusted R Squared = .047)

H4: The difference in purchase intention between monetary and non-monetary promotions is moderated by deal proneness such that deal proneness increases the consumer purchase intention for both monetary and non-monetary promotions.

Source	Type III Sum of Squares	Mean Square	Sig.
Corrected Model	86.800 ^a	2.411	.168
Intercept	1574.910	1574.910	.000
Average proneness	2.624	2.624	.241
Sales promotion	48.946	2.447	.197
Average proneness * Sales Promotion	39.814	2.654	.157

a. R Squared = .353 (Adjusted R Squared = .146)

Descriptive Statistics

Sales promotion	Deal proneness	Mean	Std. Deviation	N
Monetary	1.00	3.0000	1.18773	8
	1.25	3.8750	4.06586	2
	1.50	4.0625	.62500	4
	1.75	3.4167	1.52753	3
	2.00	6.5000	.	1
	2.25	3.9643	1.38013	7
	2.50	3.5000	.73598	4
	2.75	4.0938	1.22429	8
	3.00	4.7500	1.24164	7
	3.25	3.7000	1.08109	5
	3.50	4.8000	1.50416	5
	3.75	3.9500	1.63363	5
	4.00	4.4167	.14434	3
	4.25	5.0000	.70711	2
	4.75	4.4500	1.02164	5
	5.00	3.8125	1.81860	4
5.25	1.2500	.	1	
5.50	3.2500	3.18198	2	
Total		3.9901	1.41683	76
Non-monetary	1.00	3.8750	1.85164	8

	1.50	1.8333	.52042	3
	1.75	3.7500	1.74404	4
	2.00	3.7500	1.24164	4
	2.25	4.0500	1.16458	5
	2.50	4.0938	1.56375	8
	2.75	4.1250	1.12731	4
	3.00	4.5833	.60553	6
	3.25	3.9000	1.37614	5
	3.50	4.5000	1.54110	6
	3.75	5.9375	.82601	4
	4.00	4.8333	.94648	3
	4.25	4.8125	1.20823	8
	4.50	4.5833	1.28290	3
	4.75	4.2500	.	1
	5.25	5.5000	.	1
	5.50	5.7500	.	1
	5.75	5.2500	.	1
	6.00	6.2500	.	1
	Total	4.3092	1.41355	76
Total	1.00	3.4375	1.56924	16
	1.25	3.8750	4.06586	2
	1.50	3.1071	1.30589	7
	1.75	3.6071	1.52655	7
	2.00	4.3000	1.63363	5
	2.25	4.0000	1.23858	12
	2.50	3.8958	1.33765	12
	2.75	4.1042	1.14047	12
	3.00	4.6731	.96493	13
	3.25	3.8000	1.17142	10
	3.50	4.6364	1.45501	11
	3.75	4.8333	1.63936	9
	4.00	4.6250	.64711	6
	4.25	4.8500	1.09418	10
	4.50	4.5833	1.28290	3
	4.75	4.4167	.91742	6
	5.00	3.8125	1.81860	4
	5.25	3.3750	3.00520	2
	5.50	4.0833	2.67317	3
	5.75	5.2500	.	1
	6.00	6.2500	.	1

	Total	4.1497	1.41955	152
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	Sum of Squares	Mean Square	Sig.
Monetary promotion	2.879	2.879	.352 ^c
Non-monetary promotion	23.488	23.488	.000 ^c

a. condition_promotion = monetary

b. Dependent Variable: INTENTION_AVG

c. Predictors: (Constant), PRON_average

Coefficients

	Unstandardized Coefficients		Sig
	B	Std. Error	
Monetary promotion			
Constant	3.626	.421	.000
Average proneness	.123	.131	.352

	Unstandardized Coefficients		Sig
	B	Std. Error	
Non-monetary promotion			
Constant	2.901	.397	.000
Average proneness	.472	.123	.000

H5: The difference in purchase intention between products on sale and products not on sale is moderated by product type such that the purchase intention is increased for non-durable goods on sale and lower for durable goods not on sale (control condition)

Source	Type III Sum of Squares	Mean Square	Sig.
Corrected Model	64.760 ^a	21.587	.000
Intercept	3156.907	3156.907	.000
Sales promotion	17.258	17.258	.002
Type of goods	47.824	47.824	.000
Sales promotion * Type of goods	4.668	4.668	.103

a. R Squared = .100 (Adjusted R Squared = .088)

Condition	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
No sales						
Non-durable	41	2.9695	1.03712	.16197	2.6422	3.2969
Durable	39	4.2244	1.32511	.21219	3.7948	4.6539
Total	80	3.5813	1.33702	.14948	3.2837	3.8788

a. condition_sales = no sales promotions

ANOVA

	Sum of Squares	Mean Square	Sig
Between Groups	31.473	31.473	0.000
Within Groups	109.749	1.407	
Total	141.222		

a. condition_sales = no sales promotions

Condition	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Sales						
Non-durable	81	3.8426	1.38149	.15350	3.5371	4.1481
Durable	71	4.5000	1.39002	.16496	4.1710	4.8290
Total	152	4.1497	1.41955	.11514	3.9222	4.3772

a. condition_sales = sales promotions

	Sum of Squares	Mean Square	Sig
Between Groups	16.352	16.352	.004
Within Groups	287.931	1.920	
Total	304.282		

a. condition_sales = sales promotions

condition_product = non durable

Condition	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
Sales						

No sales	41	3.2976	.94141	.14702	3.0004	3.5947
Sales	81	4.0049	1.25617	.13957	3.7272	4.2827
Total	122	3.7672	1.20367	.10898	3.5515	3.9830

a. condition_product = non durable

	Sum of Squares	Mean Square	Sig
Between Groups	13.621	13.621	.002
Within Groups	161.688	1.347	
Total	175.309		

a. condition_product =non-durable

condition_product = durable

Condition	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
No sales	39	4.2872	1.34930	.21606	3.8498	4.7246
Sales	71	4.4873	1.31572	.15615	4.1759	4.7988
Total	110	4.4164	1.32503	.12634	4.1660	4.6668

a. condition_product = durable

	Sum of Squares	Mean Square	Sig
Between Groups	1.008	1.008	.451
Within Groups	190.362	1.763	
Total	191.371		

a. condition_product = durable

H6: The difference in purchase intention between products on sale and products not on sale is moderated by deal proneness such that as deal proneness increases, the purchase intention increases for products on sale more than for products not on sale.

Tests of Between-Subjects Effects

Source	Type III Sum of Squares	Mean Square	Sig.
Corrected Model	120.452 ^a	3.011	.011
Intercept	2021.523	2021.523	.000
PRON_average	10.117	10.117	.018

condition_sales	65.119	3.256	.021
PRON_average * condition_sales	47.045	2.476	.139

a. R Squared = .260 (Adjusted R Squared = .106)

Descriptive statistics

Sales promotion	Deal_proneness	Mean	Std. Deviation	N
No sales	1.00	3.0500	.85513	5
	1.25	3.1875	1.86386	4
	1.50	2.5000	1.07529	5
	1.75	3.6875	1.21407	4
	2.00	3.2500	1.27475	4
	2.25	2.5500	1.12361	5
	2.50	4.9000	1.49583	5
	2.75	3.0833	.38188	3
	3.00	1.8750	.17678	2
	3.25	4.9375	.68845	4
	3.50	3.9000	.87678	5
	3.75	3.9375	1.19336	8
	4.00	4.5000	1.41421	2
	4.25	3.6500	1.29207	10
	4.50	5.0000	1.06066	2
	4.75	6.0000	.	1
	5.00	4.1667	.94648	3
	5.25	3.8333	1.18145	3
	5.50	2.2500	1.06066	2
	5.75	2.4167	1.23322	3
Total		3.5813	1.33702	80
Sale	1.00	3.4375	1.56924	16
	1.25	3.8750	4.06586	2
	1.50	3.1071	1.30589	7
	1.75	3.6071	1.52655	7
	2.00	4.3000	1.63363	5
	2.25	4.0000	1.23858	12
	2.50	3.8958	1.33765	12
	2.75	4.1042	1.14047	12
	3.00	4.6731	.96493	13
	3.25	3.8000	1.17142	10
	3.50	4.6364	1.45501	11

	3.75	4.8333	1.63936	9
	4.00	4.6250	.64711	6
	4.25	4.8500	1.09418	10
	4.50	4.5833	1.28290	3
	4.75	4.4167	.91742	6
	5.00	3.8125	1.81860	4
	5.25	3.3750	3.00520	2
	5.50	4.0833	2.67317	3
	5.75	5.2500	.	1
	6.00	6.2500	.	1
	Total	4.1497	1.41955	152
Total	1.00	3.3452	1.42187	21
	1.25	3.4167	2.34876	6
	1.50	2.8542	1.20349	12
	1.75	3.6364	1.35722	11
	2.00	3.8333	1.50000	9
	2.25	3.5735	1.35429	17
	2.50	4.1912	1.41843	17
	2.75	3.9000	1.10518	15
	3.00	4.3000	1.33028	15
	3.25	4.1250	1.15920	14
	3.50	4.4062	1.31933	16
	3.75	4.4118	1.47622	17
	4.00	4.5938	.76692	8
	4.25	4.2500	1.31789	20
	4.50	4.7500	1.07529	5
	4.75	4.6429	1.02933	7
	5.00	3.9643	1.41000	7
	5.25	3.6500	1.73746	5
	5.50	3.3500	2.20511	5
	5.75	3.1250	1.73805	4
	6.00	6.2500	.	1
	Total	3.9537	1.41489	232

	Sum of Squares	Mean Square	Sig.
Regression	6.779	6.779	.037 ^c
Residual	117.429	1.505	

Total	124.208		
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- a. condition_sales = no sales
b. Dependent Variable: INTENTION_AVG
c. Predictors: (Constant), PRON_average

Coefficients

	Unstandardized Coefficients		Sig.
	B	Std. Error	
(Constant)	3.102	.348	.000
Deal proneness average	.213	.101	.037

- a. condition_sales = no sales
b. Dependent Variable: INTENTION_AVG

ANOVA

	Sum of Squares	Mean Square	Sig.
Regression	21.207	21.207	.000 ^c
Residual	235.014	1.567	
Total	256.221		

- a. condition_sales = sale
b. Dependent Variable: INTENTION_AVG
c. Predictors: (Constant), PRON_average

	Unstandardized Coefficients		Sig.
	B	Std. Error	
Non-monetary promotion			
Constant	3.325	.266	.000
Average proneness	.304	.083	.000

- a. condition_sales = sale
b. Dependent Variable: INTENTION_AVG

7.3. Online survey

Start of Block: Starting block

Q1 Dear Participant,

Thank you for taking part in this study.

The survey will take about 4 minutes and aims to collect data based on your evaluation of the given product offers.

All information collected in this study will be kept confidential and will be used for research purposes only.

Please carefully read the instructions provided and remember there are no wrong answers, so feel free to answer truthfully.

The given products are in no way related to any existing brands on the market, hence all the questions and images are hypothetical.

If you have any questions regarding the survey or the results, feel free to contact me at 605036dr@eur.nl.

P.S. This survey contains credits to get free survey responses at SurveySwap.io and SurveyCircle.

End of Block: Starting block

Start of Block: Sales Promotions Exposure: Control Condition x non-durable

JS

Q3 Imagine that you are browsing an online shopping website looking for a new toothbrush.

Your eye lands on the Bright Smile Toothbrush with the following offer.

Please answer the given questions in the next section.



Bright Smile Toothbrush

Product code:536677

In stock!

TO BUY!

6 €



Q4 Please indicate your agreement on each item below.

	Not at all likely (1)	Very unlikely (2)	Somewhat unlikely (3)	Undecided / Neutral (4)	Somewhat likely (5)	Very likely (6)	Definitely (7)
How likely are you to purchase this product? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to purchase a similar product at a lower price? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you purchase this product at the given price if you knew it met all your requirements? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this product to my friend (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q5 Please indicate your agreement on each item below.

Attention
check:
Please select
"Rarely
true" (7)



End of Block: Sales Promotions Exposure: Control Condition x non-durable

Start of Block: Sales Promotions Exposure: Monetary-promotion x non-durable-price discount

Q7 Imagine that you are browsing an online shopping website looking for a new toothbrush.

Your eye lands on the Bright Smile Toothbrush with a given promotion.

Please answer the given questions in the next section.



Bright Smile Toothbrush

Product code:536677

In stock!

TO BUY!

~~6€~~

4€



Q8 Please indicate your agreement on each item below.

	Not at all likely (1)	Very unlikely (2)	Somewhat unlikely (3)	Undecided / Neutral (4)	Somewhat likely (5)	Very likely (6)	Definitely (7)
How likely are you to purchase this product? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to purchase a similar product at a lower price? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you purchase this product at the given price if you knew it met all your requirements? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this product to my friend (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q9 Please indicate your agreement on each item below.

Attention
check:
Please select
"Rarely
true" (7)



End of Block: Sales Promotions Exposure: Monetary-promotion x non-durable-price discount

Start of Block: Sales Promotions Exposure: Non-monetary-promotion x non-durable -free gift

Q11 Imagine that you are browsing an online shopping website looking for a new toothbrush.

Your eye lands on the Bright Smile Toothbrush with the following product offer.

Please answer the given questions in the next section.



Bright Smile Toothbrush

Product code:536677

In stock!

BUY NOW AND CLAIM
YOUR FREE GIFT!

6€



Q12 Please indicate your agreement on each item below.

	Not at all likely (1)	Very unlikely (2)	Somewhat unlikely (3)	Undecided / Neutral (4)	Somewhat likely (5)	Very likely (6)	Definitely (7)
How likely are you to purchase this product? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to purchase a similar product at a lower price? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you purchase this product at the given price if you knew it met all your requirements? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this product to my friend (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q13 Please indicate your agreement on each item below.

Attention
check:
Please select
"Rarely
true" (7)



End of Block: Sales Promotions Exposure: Non-monetary-promotion x non-durable -free gift

Start of Block: Sales Promotions Exposure: Control Condition x durable

Q15 Imagine that you are browsing an online shopping website looking for an electronic calculator.

Your eye lands on Brainiac Electronic Calculator with the following product offer.

Please answer the given questions in the next section.



Brainiac Electronic Calculator

Product code:536677

In stock!

TO BUY!

15€



Q16 Please indicate your agreement on each item below.

	Not at all likely (1)	Very unlikely (2)	Somewhat unlikely (3)	Undecided / Neutral (4)	Somewhat likely (5)	Very likely (6)	Definitely (7)
How likely are you to purchase this product? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to purchase a similar product at a lower price? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you purchase this product at the given price if you knew it met all your requirements? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this product to my friend (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q17 Please indicate your agreement on each item below.

The price
is
important
to me
when
shopping
for a
calculator
(6)

Attention
check:
Please
select
"Rarely
true" (7)



End of Block: Sales Promotions Exposure: Control Condition x durable

Start of Block: Sales Promotions Exposure: Monetary promotion x durable- price discount

Q19 Imagine that you are browsing an online shopping website looking for an electronic calculator.

Your eye lands on Brainiac Electronic Calculator with the following product offer.

Please answer the given questions in the next section.



Brainiac Electronic Calculator

Product code:536677

In stock!

TO BUY!

~~15€~~

12€



Q20 Please indicate your agreement on each item below.

	Not at all likely (1)	Very unlikely (2)	Somewhat unlikely (3)	Undecided / Neutral (4)	Somewhat likely (5)	Very likely (6)	Definitely (7)
How likely are you to purchase this product? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to purchase a similar product at a lower price? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you purchase this product at the given price if you knew it met all your requirements? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this product to my friend (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q22 Please indicate your agreement on each item below.

The price
is
important
to me
when
shopping
for a
calculator
(6)

Attention
check:
Please
select
"Rarely
true" (7)



End of Block: Sales Promotions Exposure: Monetary promotion x durable- price discount

Start of Block: Sales Promotions Exposure: Non-Monetary promotion x durable - free gift

Q24 Imagine that you are browsing an online shopping website looking for an electronic calculator.

Your eye lands on Brainiac Electronic Calculator with the following product offer.

Please answer the given questions in the next section.



Brainiac Electronic Calculator

Product code:536677

In stock!

BUY NOW AND CLAIM
YOUR FREE GIFT!

~~20€~~

15€



Q25 Please indicate your agreement on each item below.

	Not at all likely (1)	Very unlikely (2)	Somewhat unlikely (3)	Undecided / Neutral (4)	Somewhat likely (5)	Very likely (6)	Definitely (7)
How likely are you to purchase this product? (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How likely are you to purchase a similar product at a lower price? (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Would you purchase this product at the given price if you knew it met all your requirements? (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this product to my friend (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q26 Please indicate your agreement on each item below.

The price
is
important
to me
when
shopping
for a
calculator
(6)

Attention
check:
Please
select
"Rarely
true" (7)



End of Block: Sales Promotions Exposure: Non-Monetary promotion x durable - free gift

Start of Block: Deal Proneness



Q28 The following statements are based on your overall purchase intentions and patterns.

Please score your agreement with the following statements.

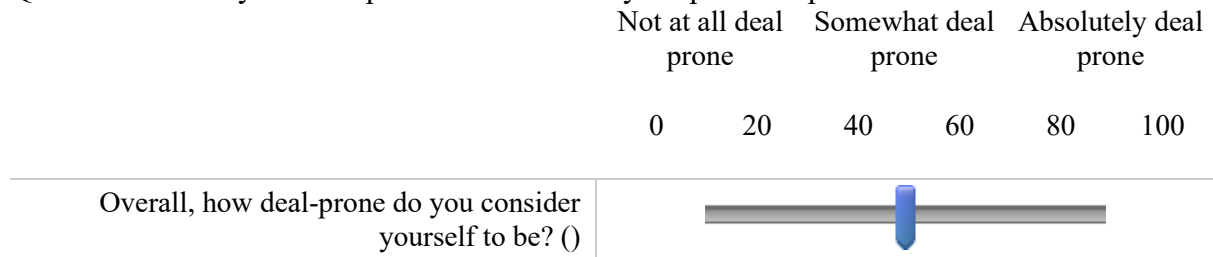
I feel like
sales
promotions
make
decision-
making
easier (8)



Q29 Please score your agreement with the following statements based on your previous purchases.

	Almost Never True (1)	Usually Not True (2)	Rarely True (3)	Occasionally True (4)	Often True (5)	Usually True (6)	Almost Always True (7)
I often buy products that are on sale, even if I don't need them (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I enjoy looking for promotions when I shop (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I like to buy in bulk to get a lower price per unit (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to buy a product on a discount (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am more likely to buy a product if it is a part of a free gift promotion (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I often compare prices across multiple websites before making a purchase (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30 Please score your deal proneness based on your previous purchases.



End of Block: Deal Proneness

Start of Block: Demographic questions

Q31 Please indicate your gender.

▼ Male (1) ... Prefer not to say (4)

Q32 Please indicate your age.

- Under 18 (1)
- 18 - 24 (2)
- 25 - 34 (3)
- 35 - 44 (4)
- 45 - 54 (5)
- 55 - 64 (6)
- 65 or older (7)

Q33 What is your nationality?

▼ Afghan (1) ... Zimbabwean (182)

Q71 What is the highest level of education you have completed?

- Less than a high school degree (1)
 - High school degree (2)
 - Bachelor's degree (3)
 - Master's degree or higher (4)
-

Q72 What is your online shopping frequency?

- More than once a week (1)
 - Once in a few weeks (2)
 - Once in a few months (3)
 - Less than once in a few months (4)
-

Q73 What is your gross monthly income?

- 0-1000 euros (1)
- 1000-2000 euros (2)
- 2000-3000 euros (3)
- 3000+ euros (4)

End of Block: Demographic questions
