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Impact of Sales Promotion on consumer buying behavior in Pakistan

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Abstract

This study was carried out to examine the influence of sales promotion on the buying behavior of Pakistani citizens. Specifically, Bahawalpur (Punjab) was chosen as a study location. A total of 105 respondents were selected using the systematic random sampling technique. The data were collected through self-administrated questionnaires. This study found that there was no significant relation between gender and buying behavior. While on the other hand, a family's monthly income had a great impact on the buying behavior. There was a significant relationship between attitude towards price discounts ($\beta = 0.143$, $p = 0.000$), coupons ($\beta = 0.125$, $p = 0.000$), free samples ($\beta = 0.126$, $p = 0.000$) and "buy-one-get-one-free" ($\beta = 0.210$, $p = 0.000$) with buying behavior. Results of Hierarchical Multiple Regression showed that each of free samples, buy-one-get-one-free, coupon discount and price discount had a 22.8% variance with the buying behaviour of the respondents. The results of this study would help marketers to select the types of promotion that greatly influence the buying behaviour of the respondents. Hence, this could help them in their planning to become more competitive and gain more profit.

Keywords: Price Discounts, Coupons, Free Sample, BIG1F, Buying Behaviour

Background of Study

Many of the purchase situations are so common and habitual that they involve very little cognitive activity of the consumers (Wathieu & Murre, 2007). In such situations, motivating the consumers to switch brands or purchase more items is very hard. One of the benefits of promotions is that they stimulate the consumers to compare different brands and evaluate the



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purchase possibilities in such cases. Therefore, retailers and marketers utilize different promotion strategies according to the preference of the consumers to boost their sales. In Pakistan, there is plan to turn the country's national profile as a shopping destination. Hence, annual sales promotion event was resulted across nation and discount is one of the severe promotions type. Annual event, spending money, save the Super Peak wish during this period, purchase and consumption during product sales growth, cheaper prices of all products, on believing that National Industrial Exhibition call the sales progress, in general. This phenomenon word of the sales growth when consumers see some easy looks are judged. Price Reductions, or coupons discount given by retailers and other promotional tools such as free samples, bonus packs and "Buy one Get One Free" provided by the retailers to attract more customer to purchase goods (Gilbert, 1999). But now a day's consumer cannot attract to the sale promotions but some major strategies are still in progress in market.

Purpose and Significance of Study

Research on marketing tools is important to understand the most influential tools to compete in the market. With the help of this information, retailers and marketers can utilize their resources to get maximum profit. This study, therefore, aims to investigate the preference of consumers on different promotional tools. In this way, marketers will be aware of the consumer's behavior in order to exercise the right and most effective promotional strategy to attract customers. From the consumers' perspective, this study shows the consumers' attitude towards promoting sales and hence make them aware of their behavior that influenced the sales promotion. It also gives more information to the consumers about their purchasing behavior which is affected differently by different promotional tools. This research will help the marketers answer the following questions:

1. What is the relationship between marketing tools & consumer buying behavior?
2. How do the marketing tools attract the customer to purchase more goods?
3. What is the advantage of using these marketing tools to attract the customer?

Literature Review:

Promotion is one of the strategies to attract customers to buy more or try the product or service. The results of the promotion lasts include increased sales, the amount of material used and attract new consumers. For example, the promotion price refers to a temporary price reductions offered to consumers. It is a feature of the seller or the profitability of cash for products or services. Previous studies showed that the sudden sales seen by retailers to consumers concerned about price increase (Banks and Moorthy, 1999; Kopalle and Mela, 1999, Smith & Gallery, 2000; Jackaria and Gilbert, 2002). Some researchers have reported that the promotion of low-income families / lubricated education, while others argue that the promotion of the interests of existing clients as well in all income groups (Blattberg and Neslin 1990 Revision; Montaldo 2006). According to Blackwell, Miniard and Engel (2001), price discounts play a consumer product if significant influence behavior indirectly attract a new customer. According to Blackwell, Miniard and Engel (2001), the awards have played an important role in inducing behavior of the test product to the customer by which indirectly invites new customer. According to Shimp (2003), sales promotion incentives are provided by the manufacturer to increase sales. Incentives can be used by the wholesale, retail, and member of the chain and consumers to increase sales force. Sometimes, retailers have their own brand so they also use incentives for future consumption and buying their store competitors store and buy their competitors not trademark. Sales promotion is the behavior of the short-term influence. Totten and Block (1994) further clarify the technical details and sales promotion, there are certain types of sales promotion coupons, samples, premiums, package and price arbitrage.

In terms of promotional offers, consumers get coupons are entitled to expect products original price (Ndubisi and Chew, 2006). Previous research has shown that price promotions have no significant effect on the volume of purchase by the consumer (Gilbert & Jackaria 2002). Later, a study by Ndubisi and Chew (2006) also reported that the promotion coupon was one of the least used for consumers and promoting unpopular tools. Economic rights to use the coupon or only when the corresponding financial incentive is higher than the opportunity cost of their redemption. Coupons and discounts redemption requires time and effort browsing and newspaper ads, clipping coupons, locate certain brands promoted, and received mail for sales. As it is probably more low-income people / lower opportunity cost of repurchase or redemption coupon, which are expected to be more likely to use than those with higher income institutions coupons and discounts / of education. The concept of opportunity cost provides a reasonable explanation for the higher coupon redemption and repayment of low-income consumers /



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education behavior. In fact, a number of studies have reported a negative relationship between the coupon redemption and amortization and income and education (eg, Jolson 1987, cited in Moody 1987 Blattberg and Neslin 1990). The empirical results also contradict the explanation based on the opportunity cost of coupon redemption behavior. Teel et al. (1980), Blattberg et al. (1978). They also indicated that the promotion coupon was one of the least used tools and unpopular promotion by customers. Fill (2002) or coupons are some certificates confirming their consumption have reduced the price of the specific product. Coupon may be the product or any other product that comes free with the actual product. Coupon is evidence that manufacturers use to improve communication with consumers and also a psychological effect on consumers care change their brand. Gardener and Trivedi (1998) said that the coupons have been used for years as an important tool for promotion. This is a unique offering for the consumer to make use of this and get a price reduction. This game is also a rebranding consumer has come to make use of the price reduction and change your image.

H₁: Coupons has positive relationship towards consumer buying behavior

Previous research has shown that a rebate offer that was received and accepted as worthy as viable when the promoter (McDougall and Fry, 1974; Biswas and Blair, 1991) should receive. Few researchers have deliberately "discount the effect of price controls on the price of consumer price discount" (Janiszewski and Cunha 2004; Yadav 1994). Retailers often promote different types of price reductions in an attempt to move the favorable assessment linked to prices and buying behavior of consumers. Discount suggests great potential for clarifying the customer response to sales promotion (e.g. Dickson and Sawyer, 1984; Blattberg and Neslin, 1990)

H₂: Price Discounts has positive relationship towards consumer buying behavior

According Kardes (1999), is a free sample of sales promotion techniques to increase our sales. When a company creates a new product and perform in the market. People are not aware of a new product. The marketing manager of the company tries to increase sales or introduce the new product by using different tools. Free Sample is one of the tools of sales promotion. In free sample of marketing managers goes on the market to suit different traders or clients and give them the free sample. People get easily free sample and try to use it. Free sample had influence on consumer buying behavior (Shimp, 2003). Free sample show a positive change in our sales. (Lammers, 1991). Fill (2002) discount is a very simple technique to offer consumers a price reduction on a product that is clearly given in the product packaging. Sampling is a something that is given to consumers to try your product as the actual product. According Pramataris et al. (2001), the sample is somewhat small amount of a product consumers or test.

H₃: Free Sample has positive relationship towards consumer buying behavior

Technology promotion "buy one get one free" is one of the types of bonus packages in which consumers are offered the additional product at the normal price, but it was found in an improved package. Consumer would be easily convinced to buy products that do not require additional fees and higher perceived by consumers (Sinha and Smith, 2000) value. In addition, this technique would be beneficial for promoting retailers SALE speed relative to price promotions (Li, Sun and Wang, 2007).

H₄: buy-one-get-one-free has positive relationship towards consumer buying behavior

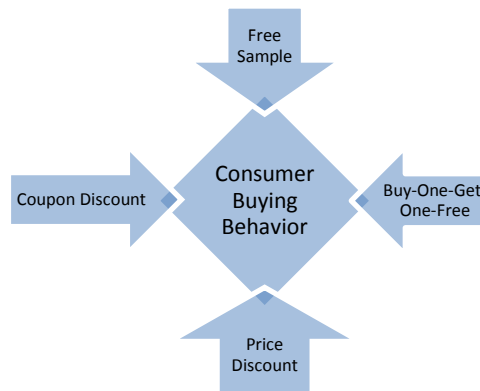
In terms of buying behavior, consumers often endless search to meet your needs and satisfaction of finding something new or better, as each own behavior, attitude and thinking, while the selection of products, services and make purchase decisions. As a result, there is a wealth of literature that has examined the behavior of consumers to buy and studies have reported that many factors that may affect the conduct or to buy or not to buy a consumer product. According to Smelser and Baltes (2001), the majority of the activities of daily life is dominated by the conduct of the purchase and the knowledge acquired from such malls, downtown, shopping, recreation, amusement, cars and some other institution where sexual stimulation can be. William (2002) found that social class has a significant commitment on the evaluation criteria of purchase. The formation of attitudes and motivations of position value, income, and the public at the time of childhood and education levels contribute to the social class itself. According to Yip (2003), the social class of the person indirectly shows that low-income behind the choice limited when making purchasing decisions. Purchase High, the sales person and the sales force was in the middle of the three main factors contributing to the habit of impulsive buying clothes for women consumers (Naimah & Tan, 1999).

H₅: Consumer Buying Behavior has positive relation towards price discounts, coupons,



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Methodology:

Due to lack of time and resources, the main markets of Bahawalpur City were selected as the location of study. The data collection process was conducted among the people shopping in these main markets of Bahawalpur City like Bahawalpur Trade Center, City Tower, Barkat Market, Al-Noor Shopping Mall, Haqi Center & Shahi-Bazar. Since it is impossible to get the exact number of the consumers visiting these markets, it is hard to obtain a random sample. For the sample size consideration, there was about 8 lac population in Bahawalpur City in the year 2007. According to Salant and Dillman (1994), 96 cases are just sufficient to represent the total sample of 10 lac using 50:50 split approach and with a ± 10 sampling error. Even though this sample might not represent all the population, it is considered to be appropriate sampling because a relatively homogeneous group is selected and is helpful to minimize random error that might occur in using a heterogeneous sample such as the general public (Calder, Philips & Tybout, 1981). Specifically, every 5th customer who enters the markets main entrance was chosen to answer the questionnaire, consequently the sampling units would be 5, 10, 15, 20, and so on until a total of 105 cases were selected.

Experimental study had been done before the real study took place. The purpose of the experimental study was to check the reliability of the instruments that were used in the actual study. For this research, the experimental test had involved a total of 10 people in order to ensure that the questions were easily understood by the actual respondents. In addition, the pre-test increased the researchers' confidence and ensured that the items that existed in the questionnaire fulfilled the study's requirement.

Instrumentation

The current study used the questionnaire as an instrument of study. The questionnaire was divided into three parts that were "background of the respondents", "the respondent's attitude and perception with regards to different promotional tools" and "buying behavior of respondents". The first part of the questionnaire contained both open-ended and close-ended questions. In the open-ended questions the respondents had to give answers without any limitation such as age and family's monthly income. However, the close-ended questions required respondents to choose from a set of answers that were already provided such as gender and race. The second part consisted of thirty two items where each different promotional tool was measured using eight items. The items were developed to determine the respondent's attitude towards each promotional tool. Four different promotional tools (i.e., price discounts, coupons, free samples and "buy-one-get-one-free") were tested. The respondents had to give a response on a five point likored scale (strongly disagree, disagree, neutral, agree, strongly agree). The last part of the questionnaire contained thirteen items measuring the consumer's buying behavior, adopted from Bakewell and Mitchell study which also used five points likored scale (strongly disagree, disagree, neutral, agree, strongly agree). The Statistical Package for Social Science (SPSS) version 20 was used to analyze the data. For analytical purposes, each scale of the total attitude score (price discounts, coupon discount, free samples and buy-one-get-one-free approach) was only based on the mean score of each measurement. The reliability for attitude towards price discounts scale was 0.702 while the reliability of attitude towards coupons scale was 0.771. Furthermore, the reliability for attitude towards free samples scale was 0.729 and the reliability for attitude towards "buy-one-get-one-free" scale was 0.733. Buying behavior scale had achieved reliability of 0.557. These five instruments had achieved acceptable reliability for business and social science research.

Research Finding and Discussion

Response from Demographic Background

A total of 105 people participated in this research. These people were a random, representative sample of employees working in different sectors around Pakistan. Table 1 displays the sample distribution according to gender, age, salary, education level.



Table 1: Sample Profile

Demographic Variable	N	%
<i>Gender</i>		
Male	60	57.1
Female	45	42.9
<i>Age</i>		
20-25 Years	85	81
25-30 Years	07	6.7
30-35 Years	04	3.8
35-40 Years	03	2.9
40-45 Years	02	1.9
Above 45 years	04	3.8
<i>Qualification</i>		
Matriculation	03	2.9
Intermediate	09	8.6
Bachelor	38	36.2
Master	46	43.8
M.Phil.	05	4.8
Ph.D.	--	--
Other	04	3.8
<i>Salary (Rs./month)</i>		
10000-20000	41	39
20000-30000	13	12.4
30000-40000	16	15.2
40000-50000	10	9.5
50000-60000	06	5.7
Above 60000	19	18.1

Attitude towards Price Discounts

Table 2 shows a higher percentage in responses of agree and strongly agree in general. Mostly, 81.0% of the respondents agreed to the first two statements that a brand which offers price discount could be a reason for them to buy and this also makes them feel they are getting a good buy. There were only 8.6% of the respondents who disagreed on these two statements and 10.5% of the responses were neutral. In addition, majority of the respondents have favourite brands, but most of the time they buy a brand that offers price discount (52.3%) and agreed that promotions in the form of price discount made them buy the product earlier than planned (63.9%). However, more than half of the respondents (56.1%) agreed that they usually buy the same brand even when they have a price discount on the other brands and 16.2% of the respondents were neutral. This statement was supported by Gupta (1988), in which he suggested that sales promotion was very effective in attracting consumer of other brands. Furthermore, findings from Bucklin, Gupta and Siddarth (1998) also indicated that price discounts induced households to switch brands and buy earlier than planned.

Attitude towards Coupons

Table 2 indicated that the first statement was agreed by most of the respondents which were 80.0%. They acknowledged that offering coupons would be a reason for them to buy. It was followed by 69.5% of the respondents who agreed that when they buy a brand that offers coupon, they feel they are getting a good buy and also 62.8% of them usually buy the same brand even when they have a coupon on the other brands. As for the statement “I have favourite brands, but most of the time I buy a brand that offers coupon”, the least people agreed on it which was only 44.8% versus 32.4% of the respondents who disagreed while 22.9% were neutral with this statement. This was also proved by the research of Gilbert and Jackaria (2002) who reported that coupon ranked the last as the promotion least widely used by the consumer.



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Attitude towards Free Samples

According to Table 2, majority of the respondents agreed that when they buy a brand that offers a free sample, they feel they were getting a good buy (69.5%) and they usually buy the same brand even when they have a free sample on the other brands (60.0%). There were also some statements which did not have much difference in the percentage of groups who agreed, disagreed were neutral. For example, 51.5% of the respondents agreed that “A free sample has allowed them to buy more quantities of the same product” versus 24.8% of the respondents who disagreed and 23.8% were neutral to this statement. Conversely, Shimp (2003) reported that free sample had effect on consumer’s buying behavior.

Attitude towards “Buy-One-Get-One-Free”

Table 2 showed that the respondents in this study have agreed perception on all of the eight statements related to “buy-one-get-one-free” promotion tool. It showed that the percentage of the respondents who agreed on the statements was more or higher than respondents who disagreed on it. For example, almost all of the respondents (80.9%) agreed that a brand offers “buy-one-get-one-free” could be a reason for them to buy and respondents (14.3%) gave neutral. Moreover, 64.8% of the respondents agreed that a “buy-one-get-one-free” promotion allows them to buy more quantities of the same product and 59.1% of the respondents concurred that they have favorite brands, but most of the time they buy a brand that offers “buy-one-get-one-free”. The result of present study was consistent with the result of Li, Sun and Wang’s (2007) study which found that extra product promotions would speed up clearance sales more than do price promotions.

Respondents’ Buying Behavior

According to Brown (2007), buying behavior refers to the decision processes and acts of people involved in buying and using products. There were total of 13 statements used to examine the respondents’ buying behavior. The responses were scored by five point Likert scale. Table 2 indicated the descriptive analysis of each question for buying behavior. From Table 2, it showed that majority of the respondents (87.7%) agreed in general, they try to get the best overall quality and 78.1% of them agreed they usually buy well-known brands. More to the point, there were 75.2% of respondents agreed that they look very carefully to find the best value for money and 71.5% of them would carefully watch how much they spend. Among the 13 statements, the statement of “I normally shop quickly, buying the first product or brand I find that seems good enough” agreed by most least respondents which were 57.1% of respondents. Respondents, who have a high level of buying behavior, set the level of involvement in paying attention to the development of sales promotion (Raaij et al, 2001).

The relationship between the selected variables and consumer buying behavior

The result of Pearson Correlation test revealed that there was a highly significant positive relationship between attitude towards price discounts and buying behavior among respondents ($\beta = 0.143$, $p = 0.000$) (refer to Table 3). The results of this study reaffirmed that findings of previous study by, Blackwell, Miniard and Engel (2001) that price discounts plays positive role in influencing consumers’ purchase trial behavior, and Smith and Sinha (2000), price promotions can induced consumers’ buying behavior and result in a short term increases in sales. There was a highly significant relationship between attitude towards coupons and buying behavior ($\beta = 0.125$, $p = 0.000$). This study also found that, there was a highly significant relationship between attitudes towards free samples and buying behavior ($\beta = 0.126$, $p = 0.000$). The conclusion is reliable with Shimp (2003) that a free sample had influence on consumers’ buying behavior. Besides, Lammers (1991) also verified that free samples did have a positive impact on immediate sales of the product. Lastly, there was also a highly significant relationship between attitude towards “buy-one-get-one-free” and buying behavior ($\beta = 0.210$, $p = 0.000$). It showed that the promotion tools with “buy-one-get-one-free” did attract and induce consumers’ favorable attitude on buying behavior. Table 3 summarizes results of a multiple regression analyses of the buying behaviour. All the four selected variables namely: price discounts, coupons, free samples and buy-one-get-one-free which significantly related to buying behaviour was regressed using hierarchical method.

Recommendation & Conclusion

Although this research has taken vital steps to identify the factors that influence buying behavior, it also has certain limitations. Firstly, the limitation of the data prevents further



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exploration of the study. There was an age limit and only 105 respondents have been participated in this study. The respondents were almost homogenous for age types because there were between 20 to 25 years old and represent early adulthood only. Different stages of life cycles of respondents would yield different results. Therefore, future researchers are suggested to increase the sample size variety especially in respondents' age to decrease the error for the purpose of the generalizing result to a wider population. They can do comparison among early, middle and late adolescents in regards to buying behavior. Secondly, future researchers may further scope to duplicate the study in different environment and different geographical locations. Different environment played a significant factor that influence respondents behavior specifically workplace, supermarkets and shopping complexes or malls. Working individuals could behave in a different manner compared with this sample. Besides, the individuals who do not have occupation such as housewife and retired person may also behave differently because the understanding and experience of respondents towards the questions might influence their answers. Since this study was conducted in Bahawalpur (Punjab) Pakistan, it could not represent other people in urban or rural areas where the quality of life is different. Thirdly, future researchers are suggested to use interview technique in doing research especially at the place where transactions happen. This will enable the researchers obtain an accurate information based on the respondents' fresh memory. Last but not least, this research has only examines four promotional tools that influence buying behavior. Future researchers are suggested to determine other promotional tools such as rebates, sweepstakes, in pack premiums and so forth. Besides, the study can also specify in category of products or services to have more focus information.

Sales promotions play an important role in the marketing programs of marketers and retailers. A large percentage of marketers' sales are made on promotion. It is supported by the research from Cuizon (2009) who stated that sales promotions are not only effective in attaining short-term sales as they are also more cost-effective compared to other integrated marketing communications tools such as advertising. In conclusion, the consumers' attitude towards different promotional tools on buying behavior is favourable. It showed that sales promotion tools are supplementary or complementary to existing business as an additional marketing strategy. This research demonstrated that consumers' buying behavior were motivated by multiple types of factors, including socio-demography, promotional tools such as price discounts, coupons, free samples and "buy-one-get-one-free". In addition, the framework provides new insights into the understanding of how Bahawalpur citizens respond to various promotional tools offered by marketers and the impacts on their buying behavior, which may be essential for marketers in order to utilize accurate marketing strategies to promote products.

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Appendix:

Table2: Responses of the selected variables in frequency and percentage

No	Statements	SA n (%)	A n (%)	N n (%)	D n (%)	SD n (%)
Price Discount						
1	If a brand offers price discount that could be a reason for me to buy it.	32 (30.5)	53 (50.5)	11 (10.5)	8 (7.6)	1 (1.0)
2	When I buy a brand that offers price discount, I feel I am getting a good buy.	28 (26.7)	55 (52.4)	12 (11.4)	8 (7.9)	2 (1.9)
3	A price discount has allowed me to buy another brand which I do not regularly buy.	12 (11.4)	36 (34.3)	27 (25.7)	25 (23.8)	5 (4.8)
4	I usually buy the same brand even when I have a price discount on the other brands.	18 (17.1)	39 (37.1)	20 (19.0)	26 (24.8)	2 (1.9)
5	I have favorite brands, but most of the time I buy a brand that offers price discount.	18 (17.1)	37 (35.2)	15 (14.3)	29 (27.6)	6 (5.7)
6	A price discount has allowed me to buy the product earlier than planned.	24 (22.9)	43 (41.0)	17 (16.2)	18 (17.1)	3 (2.9)
7	A price discount has allowed me to buy more quantities of the same product.	20 (19.0)	39 (37.1)	18 (17.1)	24 (22.9)	4 (3.8)



8	Compared to most people, I am more likely to buy brands that offer price discount.	14 (13.3)	41 (39.0)	24 (22.9)	17 (16.3)	9 (8.6)
<u>Coupon Discount</u>						
1	If a brand offers coupon that could be a reason for me to buy it.	25 (23.8)	48 (45.7)	16 (15.2)	14 (13.3)	2 (1.9)
2	When I buy a brand that offers coupon, I feel I am getting a good buy.	14 (13.3)	52 (49.5)	27 (25.7)	10 (9.5)	2 (1.9)
3	A coupon has allowed me to buy another brand which I do not regularly buy.	17 (16.2)	31 (29.5)	28 (26.7)	18 (17.1)	11 (10.5)
4	I usually buy the same brand even when I have a coupon on the other brands.	14 (13.3)	43 (41.0)	21 (20.0)	25 (23.8)	2 (1.9)
5	I have favorite brands, but most of the time I buy a brand that offers coupon.	15 (14.3)	32 (30.5)	24 (22.9)	31 (29.5)	3 (2.9)
6	A coupon has allowed me to buy the product earlier than planned.	16 (15.2)	33 (31.4)	24 (22.9)	27 (25.7)	5 (4.8)
7	A coupon has allowed me to buy more quantities of the same product.	21 (20.0)	35 (33.3)	17 (16.2)	24 (22.9)	8 (7.6)
8	Compared to most people, I am more likely to buy brands that offer coupon.	16 (15.2)	28 (26.7)	28 (26.7)	26 (24.8)	7 (6.7)
<u>Free Sample</u>						
1	If a brand offers free sample that could be a reason for me to buy it.	35 (33.3)	48 (45.7)	12 (11.4)	9 (8.6)	1 (1.0)
2	When I buy a brand that offers free sample, I feel I am getting a good buy.	23 (21.9)	50 (47.6)	13 (12.4)	14 (13.3)	5 (4.8)
3	A free sample has allowed me to buy another brand which I do not regularly buy.	20 (19.0)	43 (41.0)	20 (19.0)	19 (18.1)	3 (2.9)
4	I usually buy the same brand even when I have a free sample on the other brands.	14 (13.3)	49 (46.7)	27 (25.7)	12 (11.4)	3 (2.9)
5	I have favorite brands, but most of the time I buy a brand that offers free sample.	16 (15.2)	29 (27.6)	26 (24.8)	27 (25.7)	7 (6.7)
6	A free sample has allowed me to buy the product earlier than planned.	18 (17.1)	33 (31.4)	26 (24.8)	23 (21.9)	5 (4.8)
7	A free sample has allowed me to buy more quantities of the same product.	22 (21.0)	32 (30.5)	25 (23.8)	21 (20.0)	5 (4.8)
8	Compared to most people, I am more likely to buy brands that offer free sample.	14 (13.3)	37 (35.2)	25 (23.8)	22 (21.0)	7 (6.7)
<u>Buy-one-get-one-free (BIG1F)</u>						
1	If a brand offers (BIG1F) that could be a reason for me to buy it.	33 (31.4)	52 (49.5)	15 (14.3)	4 (3.8)	1 (1.0)
2	When I buy a brand that offers (BIG1F), I feel I am getting a good buy.	29 (27.6)	52 (49.5)	16 (15.2)	6 (5.7)	2 (1.9)
3	(BIG1F) has allowed me to buy another brand which I do not regularly buy.	19 (18.1)	32 (30.5)	32 (30.5)	17 (16.2)	5 (4.8)
4	I usually buy the same brand even when I have a (BIG1F) on the other brands.	16 (15.2)	35 (33.3)	30 (28.6)	21 (20.0)	3 (2.9)
5	I have favorite brands, but most of the time I buy a brand that offers (BIG1F)	22 (21.0)	40 (38.1)	19 (18.1)	20 (19.0)	4 (3.8)
6	(BIG1F) allows me to buy the product earlier than planned.	18 (17.1)	36 (34.3)	26 (24.8)	22 (21.0)	3 (2.9)
7	(BIG1F) allows me to buy more quantities of the same product.	15 (14.3)	53 (50.5)	14 (13.3)	20 (19.0)	3 (2.9)
8	Compared to most people, I am more likely to buy brands that	24 (22.9)	36 (34.3)	19 (18.1)	21 (20.0)	5 (4.8)

offer (B1G1F)

Buying Behavior

1	Once I find a product I like, I buy it regularly.	37 (35.2)	43 (41.0)	12 (11.4)	11 (10.5)	2 (1.9)
2	In general, I try to get the best overall quality.	49 (46.7)	43 (41.0)	7 (6.7)	6 (5.7)	—
3	I usually buy well-known brands.	36 (34.3)	46 (43.8)	16 (15.2)	6 (5.7)	1 (1.0)
4	I prefer buy the best-selling brands.	29 (27.6)	44 (41.9)	16 (15.2)	15 (14.3)	1 (1.0)
5	It is funny to buy something new and exciting.	23 (21.9)	31 (29.5)	27 (25.7)	22 (21.0)	2 (1.9)
6	I look very carefully to find the best value for money.	35 (33.3)	44 (41.9)	19 (18.1)	5 (4.8)	2 (1.9)
7	I buy as much as possible at sale prices.	17 (16.2)	38 (36.2)	28 (26.7)	18 (17.1)	4 (3.8)
8	I usually buy the lower price products.	16 (15.2)	19 (18.1)	25 (23.8)	31 (29.5)	14 (13.3)
9	To get variety, I shop in different stores and buy different brands.	33 (31.4)	40 (38.1)	21 (20.0)	7 (6.7)	4 (3.8)
10	I should spend more time deciding on the products and brands I buy.	22 (21.0)	41 (39.0)	23 (21.9)	16 (15.2)	3 (2.9)
11	I normally shop quickly, buying the first product or brand I find that seems good enough.	19 (18.1)	41 (39.0)	20 (19.0)	23 (21.9)	2 (1.9)
12	The more I learn about products, the harder it seems to choose the best.	21 (20.0)	46 (43.8)	26 (24.8)	10 (9.5)	2 (1.9)
13	I carefully watch how much I spend.	28 (26.7)	47 (44.8)	11 (10.5)	12 (11.4)	7 (6.7)

Note: Strongly Agree=SA, Agree=A, Neutral=N, Disagree=D, Strongly Disagree=SD

Table 3: Summary of Hierarchical Multiple Regression for Buying Behavior Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
	(Constant)	1.305	.170		7.667	.000
1	mean.PD	.097	.082	.143	1.178	.000
	mean.CD	.075	.075	.125	1.006	.000
	mean.FS	.082	.086	.126	.947	.000
	mean.B1G1F	.141	.080	.210	1.760	.000

a. Dependent Variable: mean.BB

$R^2 = 0.257, \Delta R^2 = 0.228$