



Investigating the Features of Sales Promotions: Conceptualization and Empirical Evidence

Bilson Simamora*, Syanne Emmanuella Xzyfanequo

Department of Management, Kwik Kian Gie School of Business and Information Technology, Jakarta, Indonesia.

*Email: bilson.simamora@kwikkiangie.ac.id

Received: 22 January 2024

Accepted: 05 April 2024

DOI: <https://doi.org/10.32479/irmm.15992>

ABSTRACT

Amid the tight competition and subtle differences between the available options, sales promotion has become an important marketing strategy, primarily for e-commerce companies. However, the fast development leaves the sales promotion concept behind. Specifically, the academicians have not reached a solid conclusion about sales promotion features. This study aims to unify the scattered features of sales promotion tools and demonstrate the direct or indirect influence of chosen techniques on behavioral intention. The study identifies six features of sales promotion tools, and they influence consumer behavior directly or indirectly through attractiveness, following the comprehension and non-comprehension models. Future researchers could investigate the joint effect of features, tools, and companies on consumer behavior.

Keywords: Utilitarian Value, Hedonic Value, Credibility, Time Frame, Uncertainty, Congruency, Requirement, Consequences, Attractiveness

JEL Classification: M31

1. INTRODUCTION

Amid the tight competition and subtle differences between the available options, sales promotion has become an important marketing strategy, primarily for e-commerce companies. Giant marketplaces in Indonesia, for example, carry out a practice called “burning money” by pouring vast amounts of funds into sales promotions. On the other hand, the fast development of this practice left behind the corresponding advance of science. What was complained about by D’Astous and Landreville in 2003, namely the lack of research about sales promotion, is still the same complaint today. In other words, the significant developments of the practical world in this field have yet to be matched by scientific development. Consequently, extant concepts cannot help the academic and business world.

The researchers are commonly intrigued by how sales promotion influences consumer behavior. To answer this, they usually focus on a specific technique of sales promotions, specify it

into particular features, and then design models that describe the manifestation of selected features to consumer behavior. Consequently, the concept of sales promotions is scattered among hundreds of studies. There is a need for a more comprehensive study to direct the research and practices in this field. This study comes to answer this call.

Sales promotions include various techniques, such as discounts, rebates, coupons, and gifts. Each technique generates different consumer responses (Blattberg and Neslin, 1989; Chandon et al., 2000; Liu and Chiu, 2015; Mittal and Sethi, 2011; Te’eni-Harari, 2008). For example, Buil et al. (2013) found that monetary promotions impact perceived quality negatively, while non-monetary promotions have a positive effect. These different effects are caused by personal characteristics, product category, attitudinal characteristics, and the features of sales promotion techniques (D’Astous and Landreville, 2003; Laroche et al., 2003; Mittal and Sethi, 2011; Te’eni-Harari, 2008). Previous research (e.g., Akturan and Bozbay, 2018; Kim et al., 2023; Laroche et al., 2003;

Santini et al., 2015; Santini et al., 2015) demonstrates that the features of sales promotion techniques are the main determinants of consumers' responses.

Previous studies utilized the specific features of sales promotion techniques. For example, Kim et al. (2023) used the price reduction level as the discount feature. Laran and Tsiros (2013) focus only on certainty and uncertainty when studying the effect of gifts on purchase intention. Buil et al. (2013) operated benefit/cost information as the feature of monetary (discount) and non-monetary (gift) promotions. Although Laran and Tsiros (2013) used the prize (for example, in Study 2: Car charger, ten new applications, earphones, and a silicone case) that is relatively congruent with the purchased main product of cellular phone, they did not mention congruency as a feature of the incentive.

More complete features were used by Paul (2015) and D'Astous and Landreville (2003). When studying consumer perceptions of the digital premium, Paul (2015) used the nature of the premium (digital versus tangible), the immediacy of the premium (direct versus delayed), and the method of earning the premium online (online versus physical). In studying the factors that influence consumer response, D'Astous and Landreville (2003) used attractiveness, the fit between premium and product category, reception delay of the premium, and perceived value as features. Moreover, their experiment involves the personal computer as a purchased product and the external disk as a premium treatment. However, they did not specify how the features function in their study. Moreover, attractiveness is not the feature of sales promotion but the result of cognitive evaluation of sales promotion features (Laroche et al., 2003; Santini et al., 2015; Khajehzadeh et al., 2022; Pongwe and Churk, 2024).

From the description above, we can find two research gaps. First, there is the need for a theory that explains the features of sales promotion tools. Second, there is a need for models that describe the effect of sales promotions on consumer behavior. Therefore, the objectives of this study are (1) formulating the features of sales promotion tools and (2) developing a generic model of the effects of sales promotion tools on consumer behavior.

The unified sales promotion features and the proposed generic models are the original contributions of this study. Hopefully, the original contribution will benefit the scientific and practical worlds. The academic world can benefit from this study's original contributions with the availability of more literature on sales promotion. The benefits for the business world come from knowledge about what features consumers consider from each sales promotion tool and how sales promotion tools influence consumer behavior in the long and short term. With this knowledge, the business world can choose sales promotion tools more precisely according to their goals.

2. LITERATURE REVIEW

2.1. Define Sales Promotion

Sales promotions are any incentive to stimulate impulse buying or to buy more (Milaković and Ahmad, 2023; Te'eni-Harari, 2008).

Sales promotions are primarily short-term, aimed at end consumers and business buyers, and designed to stimulate higher purchase volume or other behavioral responses (Kotler and Keller, 2021). With sales promotions, the company expects customers to make immediate purchases or impulse buying (Blattberg and Neslin, 1989; Kotler and Keller, 2021; Xu and Huang, 2014), including long-term effects, such as perceived quality, brand image, and loyalty (Kim et al., 2023; Mendez et al., 2015; Santini et al., 2016). In addition, Kelwig (2023) describes sales promotions as tools to increase customer acquisition, create brand awareness, reduce inventory, reward loyal customers, and fulfill target revenue.

At the consumer level, sales promotions can take the form of discounts, coupons, rebates, gifts, free samples, contests, raffles, door prizes, premium offers (giving more products for the same price), trade-ins (receiving goods if consumers buy old goods) and various other techniques purposed to stimulate expected consumer response (Kotler and Keller, 2021).

Schneider and Currim (1991) classified sales promotion as active and passive. Active promotions, such as coupons, require a customer to undertake an active search to find the promotional offers. Passive promotions, such as by-one-get-one, consumers conduct limited searches around the store environment. Netemeyer et al. (1995) offered classification as price or monetary (such as discount, rebate, low-interest financing) and non-price or non-monetary sales promotions (such as gifts, coupons, vouchers).

The increase in value can be caused by the decrease in cost, the increase in benefit, or both. In the sales promotion context, consumers view sales promotion value as the cost reduction of the cost of buying or the addition of benefits (Chandon et al., 2000). Monetary sales promotions enable customers to get the same product at a lower price (e.g., price reduction, coupons), while non-monetary sales promotions (Chandon et al., 2000; Santini et al., 2016).

Consumer response begins with a cognitive evaluation of sales promotion techniques (Laroche et al., 2003). The characteristics are called "aspects" (Netemeyer et al., 1995) or features (Dholakia, 2011). This study prefers to use the term "features" because it is usually more common in marketing. Therefore, the authors define sales promotion features as attributes determining sales promotion attractiveness.

As explained above, sales promotions are value offers intended to "tempt" or "persuade" consumers to make an immediate purchase. From this understanding, if we explore the words "tempt" or "persuade" further, then what needs to be measured is the ability to tempt or persuade. Someone is tempted if something is interesting. Therefore, the ability to lure depends on the attractiveness of the sales promotion (Akturan and Bozbay, 2018; Kim et al., 2023; Santini et al., 2015). The question is, what features do consumers evaluate to assess the attractiveness of a sales promotion? From various sources, the author inventories the sales promotion features as follows.

2.2. The Features of Sales Promotions

Consumer response begins with a cognitive evaluation of sales promotion techniques (Laroche et al., 2003). The characteristics

are called “aspects” (Netemeyer et al., 1995) or features (Dholakia, 2011). This study prefers to use the term “features” because it is usually more common in marketing. Therefore, the authors define sales promotion features as attributes determining sales promotion attractiveness.

2.2.1. *Perceived value*

Value is the main feature of sales promotion. All sales promotion techniques, both monetary and non-monetary, offer this feature (Mendez et al., 2015; Santini et al., 2015). Both categories consist of utilitarian and hedonic values. The utilitarian value consists of rational benefits, and hedonic value comprises emotional benefits (Chandon et al., 2000; Santini et al., 2015), such as opportunities for value expression, entertainment, and exploration (Chandon et al., 2000).

The authors use prospect theory (Kahneman and Tversky, 1979) to elaborate utilitarian values further. This theory states that value can be considered a loss reduction or obtaining gain. Cost reductions allow consumers to purchase higher-end and more expensive products (Chandon et al., 2000). With the same tone, Campbell and Diamond (1990) depict the utilitarian value of monetary sales promotions as reducing losses, while non-monetary ones are shown as gains. Chandon et al. (2000) stated that utilitarian benefits include savings, higher product quality, and improved shopping convenience.

How much are the utilitarian values? Dholakia (2011) divides the value into face value and depth of value. Face value is the nominal value of the discount. The depth of value is the percentage of price cut. The consumers judge the answer to the above question using the two categories. However, Weber’s law of change states that the higher the initial stimuli, the more significant the price cut required to make the consumers view the reduction as substantial. Therefore, in determining the amount of value, the depth of value functions more significant than the face value.

In marketing, Hirschman and Holbrook (1982) address feelings, emotions, and fantasies as outcomes of hedonic consumption. In that context, they define hedonic value as the fulfillment of hedonic expectations, which is motivated by the desire for experiential consumption, fun, pleasure, and excitement. Most recent literature (e.g., Nystrand, 2020; Wissing et al., 2019; Xu and Huang, 2014) noted that hedonic value could also come from other sources, including sales promotions (Chandon et al., 2000; Santini et al., 2015). This study’s hedonic values consist of self-esteem, feeling win, feeling appreciated, and surprise.

2.2.2. *Uncertainty*

Sales promotions have features of uncertainty. Sales promotions in cash (monetary) are usually certain, including some forms of non-cash (non-monetary) incentives, such as memberships and samples. On the other hand, some forms of sales promotion, such as sweepstakes, lottery contests, and giveaways, are uncertain.

Laran and Tsiros (2013) state that uncertainty negatively affects most people. People prefer certain rather than uncertain incentives

(Calvo & Castillo, 2001). However, uncertainty interacts with value. In other words, the incentives that are not certain but large can be more attractive than those that are certain but small. So, one should account for differences in values. Kahneman and Tversky (1979) also reported that up to a particular value difference, people generally prefer smaller but certain values over larger values but uncertain ones.

Uncertain rewards can cause surprises if consumer decisions are made cognitively (Laran and Tsiros, 2013). In such a decision process, consumers rely more on the information about the product than on product purchase incentives in making the choice. Therefore, if consumers have chosen a product and are unaware of it but win the lottery, the win will also create a pleasant surprise. We can note here that, in this case, the surprise swelled after the purchase. Therefore, uncertainty regarding surprise can occur after purchasing if the choice is made cognitively and less impacted by an incentive.

The feature of uncertainty can also function when consumers have high curiosity and perceived luck (Zhang et al., 2022) and decision-making is taken emotionally (Laran and Tsiros, 2013). Another condition for using that feature is that consumers are heavy users or have a high level of risk-taking (Zhang and Qian, 2019). For such groups, uncertainty contains an element of pleasure (Laran and Tsiros, 2013a). Uncertainty means nothing to positive responses to the incentives if consumers believe they have high perceived luck (Zhang et al., 2022). In short, when emotions drive purchase decisions, uncertainty functions well. Conversely, certainty works more effectively when the decision is cognitive (Laran and Tsiros, 2013).

Should be certainty and uncertainty involved? First, check whether the incentive in question owns the feature of certainty and uncertainty (Tables 1 and 2). Second, suppose that the decision-making is information-based (such as choosing a college, apartment, and laptop); do not use uncertainty but certainty. Third, if the decision-making is emotional, use the uncertainty. Fourth, if the consumers have the following characteristics: high curiosity, high perceived luck, heavy user, and risk taker, business people and researchers can utilize uncertainty.

2.2.3. *Time frame*

The time-frame feature has meaning from the producer’s and the consumer’s points of view. From the manufacturer’s point of view, the time feature relates to the duration or how long the sales promotion is carried out. Companies are concerned with the profitability impact of such practices in the short or long term. Consumer response to sales promotion will decrease over time (Esteban-Bravo et al., 2005) and erode profitability. Therefore, it is necessary to find the optimal period (Esteban-Bravo et al., 2005; Li et al., 2019).

From the consumer’s perspective, the time-frame feature has three categories, namely, immediacy (Paul, 2015), time constraint (Eisenbeiss et al., 2015), and duration (Dholakia, 2011). The authors present the description as follows.

Table 1: The features of monetary sales promotion tools

S. No.	Features	Price discount	Negotiable discount	Functional discount	Quantity discount	Rebate	New member discount	Price decrease	Longer payment term	Low interest financing	Free delivery cost	Free service cost	Free insurance	Bundling price
1	Perceived value													
	Utilitarian													
	Reduce cost	Yes	Yes	Yes	Yes		Yes	Yes		Yes	Yes	Yes		Yes
	Opportunity to buy higher types	Yes	Yes						Yes					
	Saving or gain			Yes		Yes							Yes	
	Hedonic													
	Self-esteem													
	Feel Win		Yes											
	Feel appreciated				Yes		Yes				Yes	Yes		
2	Surprise					Yes		Yes		Yes			Yes	
3	Credibility	Yes	Yes											
	Time Frame													
	Immediacy													
	Time constraint	Yes				Yes		Yes		Yes	Yes	Yes	Yes	
	Duration							Yes	Yes					
4	Congruency													
	With the benefits													Yes
	With the buyer's needs									Yes			Yes	Yes
	With the product													Yes
5	Requirements			Yes	Yes					Yes	Yes		Yes	

Table 2: The features of non-monetary sales promotion

S. No.	Features	Voucher	Sweepstakes	Lottery	Free use	Giveaway	Membership	Buyer get buyer	Certificate	Buy one, get one free	Buyback Guarantee	Money-back Guarantee
1	Perceived value Utilitarian Reduce cost Opportunity to buy higher types Gain Hedonic Self-esteem Feel appreciated Feel Win Surprise Feel Secure Credibility Time Frame Immediacy Time constraint Duration Uncertainty Congruency With the benefits With the buyer's needs With the product Requirements	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes		
2							Yes		Yes		Yes	Yes
3				Yes		Yes	Yes	Yes	Yes		Yes	Yes
4		Yes			Yes		Yes				Yes	Yes
5		Yes	Yes	Yes		Yes					Yes	Yes
6		Yes				Yes	Yes	Yes	Yes	Yes	Yes	Yes

2.2.3.1. Immediacy

Immediacy is how quickly or slowly consumers obtain the promised incentives. It ranges from direct to delayed (Paul, 2015). The delays can range from short (a few hours) to long (a year) (Dholakia, 2011). Price discounts are generally direct, but coupons are usually delayed. Generally, people prefer immediate to delayed incentives (Christensen and Rapeli, 2021; Rong et al., 2022). That is why the delayed incentive attracts consumers with high values (Dholakia, 2011).

2.2.3.2. Time constraint

Time constraints relate to how long promotional activities last or the validity period of incentives. Promotional activities can last from a few minutes to several months. Surprise discounts in shopping centers can last as little as several minutes (for example, first/last minute discount), while seasonal discounts can last several months during the season. Even shopping centers can continuously practice sales promotion activities (long stay discounts). However, in this case, the price discount is no longer a part of sales promotion but a marketing strategy. In other words, a price discount is not an additional benefit but part of the marketing offer.

Dial-of-the-day (DoD) is a highly constrained sales promotion activity because it only lasts 1 day (Eisenbeiss et al., 2015). Consumers respond to time constraints negatively. Consequently, companies provide large incentives for various products or services (Eisenbeiss et al., 2015).

In this study, the authors define duration as a unit of time that states how long the incentive is valid. Dholakia (2011) uses duration to state how long the Groupon can be redeemed. The authors add other incentives that have duration features, such as new member discounts, free service costs, free insurance, membership, buyback guarantees, and money-back guarantees. The longer the duration of such incentives, the more positive the consumer response.

Concerning coupons, consumers respond negatively to a longer duration because they take longer to get the promised incentives. That is why the discount is usually significant ((Dholakia, 2011).

The time frame that concerns us is from the consumer's perspective. Ensure that the sales promotion techniques we are discussing are not part of a marketing offer but sales promotions. For the practice of longer payment terms, vouchers, free-product use (or use with no cost), money-back guarantee, and buyback guarantee, the time feature has three forms, namely how long the period is used as the basis for calculation (longer payment term, money back guarantee, free service costs, free product use costs). In these practices, incentives are embedded (existing by themselves) in transactions. The second form is how long the incentive is valid (free service costs, buyback guarantee, vouchers, points). For this form, the consumers withdraw the incentives if the validity period is still active. The incentive expires if the specified period passes.

In both forms, the premise applies that the longer the sales promotion period, the more attractive the incentives provided. For example, a 5-year guarantee is more attractive for buyback

than a 3-year one. The third form is the period from when the sales promotion started until it ended. This form is related to the lottery. Let us look at the following example. An official dealer provides one car unit for buyers through a lottery. Drawing one car every day is more interesting than drawing one every month.

2.2.4. Requirements

In active sales promotion, the consumers follow predetermined procedures to materialize the incentive (Schneider and Currim, 1991). Paul (2015) operationalized the active consumer effort as the method of earning the premium online (online versus physical). In this study, the authors called consumers' active efforts a seller-determined requirement. It means that consumers should fulfill the requirements to materialize the incentive. The following are examples of the requirements:

- A mobile network provider offers: "After five minutes of talking, for the next call, free credit." In this promotion, consumers should call for five minutes for free credit.
- A shopping center offers: "Shopping worth Rp. 200,000 gets one lottery coupon." "For purchases of more than IDR 200,000, multiples apply."
- In the automotive sector, this practice is commonplace: "0% interest for 1-year installments."
- At educational institutions: "Scholarships up to 100%*."
- Kereta Api Indonesia, an Indonesia train company, promoted: "Discount 50% for people aged 60 years or more. Interested people can register via office customer service by bringing a photo, national identity number, and family card".

The proposed question can be whether the requirements motivate or demotivate the consumers. The authors postulate that the higher the requirement, the lower the consumer motivation to materialize the incentive.

2.2.5. Credibility

Credibility is the level of trustworthiness of something (Flanagin and Metzger (2008). There is a lack of discussions about this feature. This feature asks whether an offer is trustworthy. This question can relate to fixed discounts, negotiated discounts, conditional discounts, volume discounts, time-limited free services, and sweepstakes. For example, a car is displayed in front of a bank with the words:

"Every multiple of IDR 100,000 in savings gets one point. The draw will be held on the last working day of December 2024." The question that may arise is, will the lottery be held, or is the sweepstake just a gimmick? Other questions are in Table 3.

2.2.6. Congruence

2.2.6.1. Benefit congruence

As stated before, incentives have two value categories: utility and hedonic (Chandon et al., 2000). Main products also have the same values (Chandon et al., 2000; Nystrand, 2020). Benefit congruence is the match between the perception of the benefits of the incentives and the product's benefits. Chandon et al. (2000) stated that the higher the congruence, the more influential the incentive is to increase sales. Consequently, if the product prioritizes utilitarian value to be congruent, the value offered by incentives must be

the same. Products that prioritize hedonic value also need to offer incentives containing hedonic value.

2.2.6.2. Product congruence

According to Kotler and Keller (2016), a product line is a group of products closely related to each other because of the same category, are used by the same consumers, or are technologically related. The incentives included in this discussion are gifts. Park and Yi (2019) stated that giving gifts can damage the product's evaluation (attitude, image, affection) if the product and gift do not have close categories. For example, a gas station gives a gift of baby powder. Even though it has value, baby powder is very far from fuel.

2.2.6.3. Buyer congruence

Two questions represent the congruence of the incentive and the buyer: Does the incentive match the buyer's needs? Next, does the incentives' image match the buyer's image? The answers to the two questions determine the effectiveness of sales promotion. An incentive only remains effective if it matches the buyer's needs. Another example is a Ferrari dealer gifted consumers with a low-brand cell phone priced around US \$ 200. Although they use cell phones, and that value is quite significant, the incentive brand image is incongruent with the buyer's self-image. Based on the self-brand congruity theory (Michel et al., 2022; Plewa and Palmer, 2014), this incongruity will harm the incentive's effectiveness.

2.3. What Features are Relevant?

There are various types of sales promotion techniques. Each sales promotion technique has different features. The discount feature is different from outright rewards. For the discount feature, for example, the features used are utilitarian value (the amount of the discount) and credibility (consumer confidence in whether the discount is actual or just a gimmick?).

Features of uncertainty, congruence, and timing of disbursement of incentives certainly do not need to be considered. For direct gifts, what needs to be considered is the usability and emotional value, the suitability of the main product, and the gift and the conditions that need to be met. In essence, researchers should examine which features are relevant to the studied sales promotion techniques.

2.4. Sales Promotion Attractiveness

According to the information processing model (McGuire et al., 1978), the audience will make a comprehension after receiving stimuli. At this stage, the audiences conclude whether the stimulus offer is attractive. In this study, based on Santini et al. (2015), the authors postulate that comprehension generates a response in the form of sales promotion attractiveness.

Researchers rarely discuss the attractiveness of sales promotions. Through internet searches, three studies have become the primary references regarding this concept. D'Austous and Landreville (2003) found that the attractiveness of a gift influences consumer reactions. Santini et al. (2015) placed features of attractiveness as variables that mediate perceptions of utilitarian and hedonic value and purchase intentions, while Santini et al. (2015) used sales promotion as a moderating variable for the relationship between

impulsiveness, perceived hedonic and perceived risk with purchase intention. However, neither study explained what is meant by the attractiveness of incentives.

According to (HarperCollins Publisher, n.d.), attractive means beautiful (good looking), pleasant or liked (pleasant), worth having (worth having) or doing (worth doing), and tempting or inviting (inviting). Cambridge University Press and Assessment (2024) defines attractiveness as "the quality of causing interest or making people want to do something." Cambridge University Press and Assessment (2024) defines attractiveness as "The quality of causing interest or making people want to do something." Therefore, the authors define attractiveness as the capability of sales promotion to create feelings of pleasure or liking that drive them to do something about the offers.

2.5. Generic Models of Sales Promotion Effect

Consumer responses to sales promotions vary. For example, the response to a discount differs from the response to a lottery. These differences are caused by, among other factors, the different features of sales promotion techniques.

The effects of a sales promotion technique can be independent (Laroche et al., 2003) and interact or interconnect (multicollinearity) with each other. This joint effect is complex to verify (Blattberg and Neslin, 1989). The expected ultimate consumer response to sales promotion is purchasing promoted products. This response can be directly (Kim et al., 2023) and indirectly through sales promotion's attractiveness (Akturan and Bozbay, 2018; Kim et al., 2023; Santini et al., 2015) and affect (Laroche et al., 2003).

In experimental designs, researchers generally examine direct responses to sales promotions, namely affect (Laran and Tsiros, 2013a; Laroche et al., 2003), brand choice purchase intention (Kim et al., 2023; Laran & Tsiros, 2013; Santini et al., 2015), brand image (Montaner & Pina, 2011), attractiveness, perceived quality (Lee and Chen-Yu, 2018), perception of savings (Lee and Chen-Yu, 2018), perceived value (Lee & Chen-Yu, 2018). Previous research that demonstrates direct responses to sales promotion tools uses experimental designs.

Some researchers use structural models to describe responses to sales promotion (e.g., Laroche et al., 2003; Santini et al., 2015) and divide these responses into three interrelated parts: cognitive, affective, and conative.

Responses to sales promotions are cognitive, affective, and conative responses (Laroche et al., 2003). The cognitive response relates to the cost and benefit estimation of the sales promotion. The affective response is liking or affect. Perceptual responses include perceived quality, satisfaction, consumer attitudes, loyalty, and brand image.

Consumers' responses can occur in the short and long term. The short-term response ranges from spontaneous buying (impulse buying) (Figure 1) to delayed buying (immediate decision and postponed action). This type of response is reflected by the increase in in-store visits or sales volume in a short time (Blattberg and

Table 3: Common questions regarding credibility

S. No.	Techniques	Question	Notes
1.	Price discount	Is the initial price really as stated? Are prices increased before discounts?	This question is often raised by consumers about new or unknown products
2.	Negotiable discount	Is it true that the discount given is the maximum?	The consumer’s goal is to obtain the most significant discount in negotiated discounts. The seller aims to agree on a discount below the maximum allowable limit. An agreement occurs if the consumer accepts the maximum discount offer given. Even though a transaction has occurred, it is normal for this to happen.
3.	Sweepstakes	Is it true that a winner is drawn?	It is rare for consumers to know whether a lottery winner has been drawn and who the winner is. Therefore, this question naturally arises.

Table 4: Confirmatory factor analysis for the four features

Features	Factor loading	AVE	CR
Utilitarian value	0.45	0.27	0.28
Need congruence	0.76		
Hedonic value	0.52		
Uncertainty	0.10		
RMSEA	0.14		

Neslin, 1989; Kotler and Keller, 2016). Long-term effects (Figures 2 and 3) can be in the forms of brand image, brand switching, attitude toward the brand, purchase intention, and brand loyalty (Blattberg and Neslin, 1989; Laroche et al., 2003; Mendez et al., 2015; Mittal and Sethi, 2011; Te’eni-Harari, 2008).

(Santini et al. (2015) stated that the attractiveness of incentives is influenced merely by the perception of incentive value. At the brand level, Akturan and Bozbay (2018) also stated that perceived brand value influences brand attractiveness. In this research, the attractiveness is the direct impact of incentive features. The direction of the influence points to two poles: Positive (e.g., perception of value) and negative (e.g., uncertainty).

The direct impact of the attractiveness of incentives is on affection. However, the affectation is constructed spontaneously or almost co-occurs with attractiveness (Figure 2). Therefore, we can use both or one to predict purchase intention (for delayed buying, Figure 2a) or actual purchase (for impulse buying, Figure 2b). Attractiveness influences purchase intention positively (Akturan and Bozbay, 2018; J. Kim et al., 2023; Santini et al., 2015).

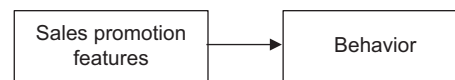
3. METHODS

To support the above arguments, the authors study the Gateway effect given incidentally by Manantea, located in Jakarta. This tea restaurant gives away sneakers to 50 customers chosen randomly every month. The consideration for choosing this specific technique lies in a belief that every sales promotion tool has a distinctive impact on a particular field of business among specific customers (Blattberg and Neslin, 1989; Chandon et al., 2000; Liu and Chiu, 2015; Mittal and Sethi, 2011; Te’eni-Harari, 2008). Based on this belief, the author purposively used judgment to recruit 241 customers as respondents.

3.1. Conceptual Model

The authors assume that the giveaway effect occurs in the short term. Customer visits to Manantea are not spontaneous and occur

Figure 1: Generic models of sales promotions tools effect on actual behavior with no comprehension



repeatedly. Therefore, the behavior measured is delayed or future behavior. The respondents are regular customers who have known or have ever received the Manantea Giveaway. Therefore, the planned delayed response model (Figure 2) is the basis of the conceptual model (Figure 4).

In this research, behavioral response is expressed as loyalty intention. The author chose this future behavior because, using Magids et al.’s (2015) concept, the Giveaway is an emotional motivator that makes customers feel treated special, leading to stronger Manantea and customer relationships.

Based on Petty and Cacioppo’s (1986) Elaboration Likelihood Model, delayed behavior occurs with and without comprehension. Comprehension occurs when a consumer follows the central route of persuasion, assessing the offer’s attractiveness and then making a decision, as depicted in Figure 5. This model is identical to Santini et al. (2015). The consumers spontaneously respond to the offer when going through the peripheral route. The result is Model II (Figure 5), which has similarities with Santini and Sampaio et al. (2015).

The author assumes that the boundaries of the two paths are not strict because the Giveaway is a familiar item for the respondents. Therefore, based on consumer imagery theory the respondent can evaluate attractiveness with or without the presence of the stimuli (Kim et al., 2021; MacInnis and Price, 1987; Pearson et al., 2015). Consequently, models with comprehension (Figure 4) and without comprehension (Figure 5) can be tested on the same sample.

The authors use requirements, utilitarian value, hedonic value, need congruency, and uncertainty as the relevant features of the studied Giveaway. Following Santini et al. (2015), the model positions attractiveness as a direct consequence of giveaway features. Because the Giveaway’s target audience is regular customers, the objective of the Giveaway should be to maintain loyalty, not stimulate purchases. Thus loyalty intention occupies the final end of the model.

Can we combine model I and model II? Comprehension and non-comprehension are two different and exclusive categories

in ELM (Petty and Cacioppo, 1986). Therefore, conceptually, we cannot combine Model I and Model II to generate Model III (Figure 6). The authors conduct statistical tests deliberately upon Model III just to demonstrate the absence of empirical support for that unscientific model.

Based on previous arguments, the authors hypothesized that utilitarian value (H1), hedonic value (H2), and need congruence (H3) have a positive effect on attractiveness specified in Model I. Uncertainty (H4) has a negative effect on attractiveness. Furthermore, attractiveness has a positive effect on loyalty intention (H5). Model II is based on the premise that the Giveaway feature can directly impact loyalty intention. In detail, the hypotheses regarding this model are: utilitarian value (H6), hedonic value (H7), and need congruence (H8) have a positive effect on loyalty intention, while uncertainty has a negative effect (H9).

3.2. Objectives

There are three objectives of this study. First, to test the hypothesis that the features do not belong to sales promotion tools as a construct but just some characteristics of aspects of them. Second, to confirm the positive paths specified in Figure 5. Third, to test whether the influence of the features on delayed planned behavior can occur directly on loyalty intention, in addition to indirect influence modeled in Figure 5.

3.3. Research context

This research focuses on Manantea's Giveaway. Manantea is an Indonesian tea restaurant in North Jakarta that is popular among the youth. The owner of this restaurant uses his influence to support the restaurant. Occasionally, the owner randomly distributes sports shoes to lucky visitors, accompanied by the narrative that the gifts are souvenirs from abroad. No announcement precedes gift-giving. It also runs unscheduled.

The consideration for choosing Manantea's Giveaways lies in the belief that every sales promotion tool has a distinctive impact on a particular field of business among specific customers. Therefore, the author chose Manantea as the research context and recruited 241 customers as respondents using judgment.

3.4. Measurements

In this study, the authors select the perceived relevant features of the Giveaway specified in Table 2: Requirement, financial value, hedonic value, and need congruency. The requirement is translated positively as the ease of fulfilling the requirement with one question: "To get the Giveaway, the buyer fulfills a loose requirement." One question measures the financial value: "The Giveaway has a high financial value." "Giveaway symbolizes Manantea's appreciation for customers" is a question to measure hedonic value. A statement represents need congruency: "The Giveaway matches your need."

The use of a single variable for each feature is acceptable if the scope of observed variables is narrow (Allen et al., 2022; Fishman et al., 2020). Moreover, multi-item measurements are for psychological characteristics measurements for which a single item is insufficient (Allen et al., 2022). The features are

not psychological characteristics of consumer psychology but of sales promotions tools.

Three questions adapted from D'Astous and Landville (2003) measure sales promotion attractiveness: "Getting the Giveaway is pleasant, the Giveaway is interesting, and the Giveaway is of quality." Loyalty intention manifests as goal intention and uses three questions based on Simamora (2022): Someday, I expect to visit Manantea, I want to visit Manantea someday, I will come to Manantea again.

This study uses closed questions with a five-level Likert scale to measure the response, ranging from 1 (very disagree) to 5 (very agree). The questions and the answers orders are randomized to avoid position bias and ensure the quality of response evidence.

4. RESULTS

4.1. Validity and Reliability

This study refers to the validity defined by AERA et al. (2004) as the degree to which evidence and theory support the interpretations of test scores for proposed uses of tests. To check the theoretical and empirical supports, the authors verified two validity aspects for giveaway features: Test content and response process evidence. Besides these two pieces of evidence, the authors also verified internal structure evidence for attractiveness and loyalty intention.

Based on AERA, APA, and NCME (2004), test content evidence is verified judgmentally by ensuring the instrument is theoretically sound. A single-question approach for the features fulfills this requirement because of their narrow scopes (Allen et al., 2022; Fishman et al., 2020). As mentioned above, the measurement of two multi-item constructs is adapted from previous studies. This approach strengthens test content verification. Verifying response evidence for all variables is ensured by creating straightforward questions and avoiding positional bias by randomizing the order of questions and answer choices.

4.2. Testing the Internal Structure of the Gateway Features

The authors propose that the features are separated constructs. To prove this notion statistically, the authors conduct principle component analyses to find whether the four features joined into a latent variable, but the program offers two latent variables or factors. The first three features enter the first factor (eigenvalue=1.66, variance explained=41, 57%). The fourth feature joins in factor 2 (eigenvalue=1.08, variance explained=26.98%). Therefore, exploratory factor analysis fails to find one variable latent for the features.

Confirmatory factor analysis also fails to make a confirmation about the unity of the four features, as indicated by the values of average variance extracted (AVE = 0.27) and composite reliability (CR = 0.28) that are below standard (AVE = 0.50 and CR = 0.70) (Hair et al., 2014), generated by bad fit measurement model (RMSEA = 0.14) (Table 4).

4.3. Testing the Models

For a delayed behavioral response, this study formulates that the influence of sales promotion features on behavioral intention is

Table 5: Testing the indirect and direct influence of giveaway features on loyalty intention

	Model I	Model II	Model III
Paths			
Utilitarian value->Attractiveness	0.33 (t=0.41)*	-	0.34 (t=4.55)*
Hedonic value->Attractiveness	0.44 (t=5.89)*	-	0.45 (t=5.80)*
Need congruence->Attractiveness	0.28 (t=3.74)*	-	0.24 (t=3.08)*
Uncertainty->Attractiveness	-0.05 t=(-0.81)	-	-0.04 (t=-0.56)
Attractiveness->Loyalty intention	0.76 (t=7.31)*	-	0.68 (t=4.16)*
Utilitarian value->Loyalty intention	-	0.21 (2.64)*	-0.02 (t=-0.23)
Hedonic value->Loyalty intention	-	0.32 (3.78)*	-0.02 (t=-0.16)
Need congruence->Loyalty intention	-	0.29 (3.56)*	0.16 (t=1.86)
Uncertainty->Loyalty intention	-	-0.08 (-1.07)	-0.06 (t=-0.77)
Model Fit			
RMSEA	0.00	0.59	0.00
Chi-Square	27.0 (P-value=0.52)	12.29 (P-value=0.14)	23.69 (P-value=0.48)
Normed Fit Index (NFI)	0.97	0.97	0.98
Non-Normed Fit Index (NNFI)	1.00	0.97	1.00
Comparative Fit Index (CFI)	1.00	0.99	1.00
Incremental Fit Index (IFI)	1.00	0.99	1.00
Relative Fit Index (RFI)	0.96	0.92	0.96
Root Mean Square Residual (RMR)	0.021	0.018	0.018
Standardized RMR	0.033	0.029	0.029
Goodness of Fit Index (GFI)	0.97	0.98	0.97
Adjusted Goodness of Fit Index (AGFI)	0.93	0.92	0.93

*Significant at $\alpha < 0.05$

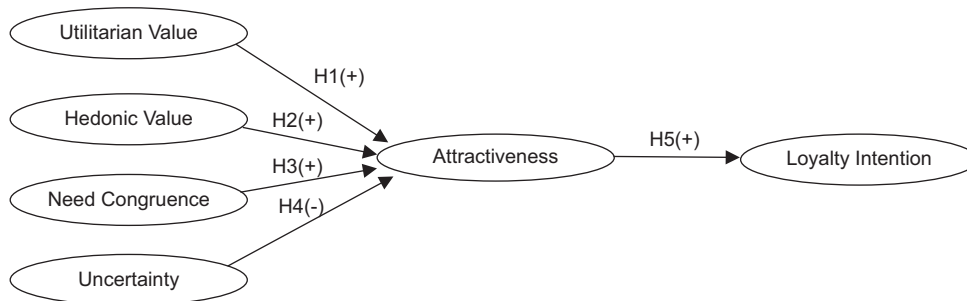
Figure 2: Generic models of sales promotion effect on delayed behavior with comprehension



Figure 3: Generic models of sales promotions tools effect on actual behavioral with comprehension



Figure 4: Model I: Getaway features effect on loyalty intention with comprehension



mediated by attractiveness and affect (Figure 2). In this study, affect is inherently represented by attractiveness. It mediates the influence of Gaveaway features on loyalty intention (Figure 4). The results of the structural equation modeling are presented in Table 5 As a comparison, the authors also display the results of Model II, which covers the indirect and direct influence (Table 5).

4.3.1. Model I

The results of SEM displayed in Table 5 confirm H1, H2, and H3, where the utilitarian value, hedonic value, and need congruence influence attractiveness positively. The study also confirms H5, in which attractiveness influences loyalty intention positively. This study fails to confirm H4 when the influence of uncertainty

on attractiveness is non-significant, although the magnitude of its path follows the expectation. A perfect fit model of SEM (RMSEA = 0.000, $X^2 = 27$ (P = 0.52), NNFI = 1.00, CFI = 1.00, IFI = 1.00) generate these results.

4.3.2. Model II

As mentioned before, Model II assumes that consumers respond to sales promotions with no comprehension. This notion is represented by the influence of direct sales promotion features on behavioral intention, as conceptualized in Figure 7. As expected, utilitarian value ($\gamma_{11} = 0.21$, $t = 2.64$), hedonic value ($\gamma_{12} = 0.32$, $t = 3.78$), need congruence ($\gamma_{13} = 0.21$, $t = 2.64$). The direction of uncertainty is successfully predicted by the model, although not

Figure 5: Model II: Gateway features effect on loyalty intention with minimal or no comprehension

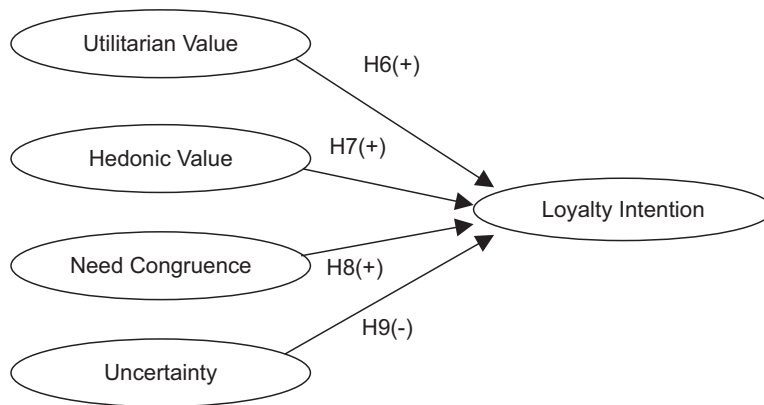


Figure 6: Model III: Unscientific model

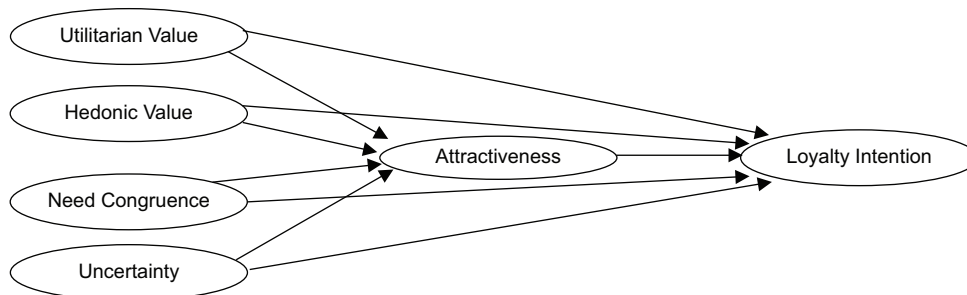


Figure 7: Generic models of sales promotion effect on delayed behavior with no comprehension



significant ($\gamma_{14} = -0.08, t = -1.07$). In short, the study confirms H6, H7, and H8 but fails to show support for H9. Model II is a good fit model, as shown by RMSEA = 0.059, $X^2 = 12.29$ ($P = 0.14$), NNFI = 0.97, CFI = 0.99, and RFI = 0.018.

4.3.3. Model III

The alternative model (Model III) is also a perfect fit, as indicated by RMSEA = 0.000, $X^2 = 23.69$ ($P = 0.48$), NNFI = 1.00, CFI = 1.00, IFI = 1.00). Like Model I, Model III demonstrates that utilitarian value, hedonic value, and need congruence influence attractiveness positively, then attractiveness influences loyalty intention positively. Model III also fails to confirm the influence of uncertainty on attractiveness. As shown in Table 5, direct paths from utilitarian value, hedonic value, need congruence, and uncertainty are all non-significant. These results affirm that we can not use the direct and indirect models to describe the influence of sales promotion tools’ features on consumer behavior. In other words, comprehension and non-comprehension models are two exclusive categories and cannot simultaneously exist in a single model.

5. DISCUSSION

Sales promotion is a collection of techniques to stimulate an immediate response or build long-term consumer relationships. Sales promotion has no features by itself. It is also not reflected

or formed by its tools. In other words, sales promotion is not a variable. Therefore, one should address statements or treatments about the specific tools.

A sales promotion tool is also not a latent variable. For example, this study fails to verify the internal structure of Giveaway’s features empirically. This result confirms inductively that sales promotion tool features have no sufficient common variances to generate valid factor scores for the tool, a main prerequisite suggested by Hair et al. (2014). It means that the features act differently. They may be in support (e.g., need congruence and utilitarian value) or conflict with one another, as usually found in a compensatory evaluation system (Ajzen and Fishbein, 1980), such as between perceived value and uncertainty.

This study found that in the case of giveaways, utilitarian value, hedonic value, and need congruence to influence loyalty intention directly in the non-comprehension model or indirectly through attractiveness in the comprehension model. Uncertainty has no effect on loyalty intention in the two models. The factor behind this result is the low of customers’ expectations for that premium. In other words, although strengthening their loyalty to Manantea, that premium is not a main factor but an additional factor in building the relationship. They remain loyal to the Manantea even though they get no premium.

Based on this case, the authors propose inductively that consumers’ response to sales promotion tools occurs in the comprehension and non-comprehension model. This notion follows the concepts of sensory imagery and mental imagery. With the sensory imagery point of view, consumers can create an image of attractiveness with the presence of sales promotion tools. After repeated

exposure, the stimulus has been stored in their minds, and the consumers can conclude the attractiveness of the tool and manage the accompanying behavior using internal memory without the presence of the stimulus, as found in the non-comprehension model. The brain will store information in the brain in every encounter with the senses in the form of ideas, feelings, and memories (Kim et al., 2021; MacInnis and Price, 1987). In that situation, an individual does not need external information to form an image in active or working memory.

6. CONCLUSION

The features of sales promotions are perceived value, credibility, fairness, time frame, uncertainty, congruency, requirements, and consequences. Each tool has specific features that influence consumer response differently. Further research can utilize proper features for the tools in their attention.

As a collection of techniques, sales promotion is not a variable reflected or formed by its tools. Sales promotion tools are also not latent variables that are underlying their features. Each feature can independently or jointly influence consumer behavior.

Sales promotion tools influence loyalty intention directly or indirectly through attractiveness, as described in comprehension and non-comprehension models. The non-comprehension model is for experienced consumers who can evaluate the attractiveness of sales promotion tools with or without the presence of their features.

Laroche et al. (2003) addressed that sales promotion tools can interact with one another. This study proposes that the interaction is not only among different tools but also among companies involved in the same campaign. For example, the national online shopping day is called Harbolnas in Indonesia. This practice was pioneered by Zalora, an online superstore, together with several other companies, on December 12, 2012. In 2023, this activity was attended by 297 participants, consisting of 112 participants with food and beverages criteria; 115 participants on the criteria of fashion, craft, beauty (fashion, craft, beauty); 15 participants with criteria for furniture, home and household equipment (furniture, home and appliance); 7 participants with the criteria of mother, child, and baby (mom, kids and baby). In this event, the participants offer a discount of 30–90%, cash back, and free delivery fees. Buyer responses were extraordinarily huge. In three days of activities, the sales target was 25 trillion rupiah (1.6 billion US dollars). In such an interaction, the challenging question is which features of a tool and companies drive the joint effect? Future researchers could investigate this issue.

REFERENCES

- AERA, APA, NCME. (2004), Standards for Educational and Psychological Testing. American Educational Research Association (AERA), American Psychological Association (APA), and National Council on Measurement in Education (NCME). Available from: https://www.testingstandards.net/uploads/7/6/6/4/76643089/standards_2014edition.pdf
- Ajzen, I., Fishbein, M. (1980), Understanding Attitudes and Predicting Social Behavior. New Jersey: Prentice-Hall, Inc.
- Akturan, U., Bozbay, Z. (2018), Attractiveness, purchase intention, and willingness to pay more for global brands: Evidence from Turkish market. *Journal of Promotion Management*, 24(6), 737-754.
- Allen, M.S., Iliescu, D., Greiff, S. (2022), Single item measures in psychological science: A call to action. *European Journal of Psychological Assessment*, 38(1), 1-5.
- Blattberg, R.C., Neslin, S.A. (1989), Sales promotion: The long and the short of it. *Marketing Letters*, 1(1), 81-97.
- Buil, I., De Chernatony, L., Martínez, E. (2013), Examining the role of advertising and sales promotions in brand equity creation. *Journal of Business Research*, 66(1), 115-122.
- Calvo, M. G., Castillo, M. D. (2001). Selective interpretation in anxiety: Uncertainty for threatening events. *Cognition and Emotion*, 15(3), 299–320.
- Campbell, L., Diamond, W.D. (1990), Framing and sales promotions: The characteristics of a “good deal”. *Journal of Consumer Marketing*, 7(4), 25-31.
- Chandon, P., Wansink, B., Laurent, G. (2000), A benefit congruency framework of sales promotion effectiveness. *Journal of Marketing*, 64(4), 65-81.
- Christensen, H.S., Rapeli, L. (2021), Immediate rewards or delayed gratification? A conjoint survey experiment of the public’s policy preferences. *Policy Sciences*, 54(1), 63-94.
- D’Astous, A., Landreville, V. (2003), An experimental investigation of factors affecting consumers’ perceptions of sales promotions. *European Journal of Marketing*, 37(11/12), 1746-1761.
- Dholakia, U.M. (2011), What makes coupon promotions profitable for businesses? *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.1790414>
- Eisenbeiss, M., Wilken, R., Skiera, B., Cornelissen, M. (2015), What makes deal-of-the-day promotions really effective? The interplay of discount and time constraint with product type. *International Journal of Research in Marketing*, 32(4), 387-397.
- Esteban-Bravo, M., Múgica, J. M., & Vidal-Sanz, J. M. (2005). Optimal Duration of Magazine Promotions. *Marketing Letters*, 16(2), 99-114.
- Fishman, J., Lushin, V., Mandell, D.S. (2020), Predicting implementation: Comparing validated measures of intention and assessing the role of motivation when designing behavioral interventions. *Implementation Science Communications*, 1(81), 1-10.
- Flanagin, A. J., & Metzger, M. J. (2008). Digital Media and Youth: Unparalleled Opportunity and Unprecedented Responsibility. In *Digital Media, Youth, and Credibility* (pp. 5–28). The MIT Press.
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E. (2014), *Multivariate Data Analysis*. New Jersey: Prentice Hall, Inc.
- HarperCollins Publisher. (n.d.), Attractive. In *Collins Dictionary*. HarperCollins Publisher. Available from: <https://www.collinsdictionary.com/dictionary/english/attractive>
- Hirschman, E.C., Holbrook, M.B. (1982), Hedonic consumption: Emerging concepts, methods and propositions. *Journal of Marketing*, 46(3), 92-101.
- Kahneman, D., Tversky, A. (1979), Prospect theory: An analysis of decision under risk. *Econometrica*, 47(2), 263.
- Kelwig, D. (2023), Sales Promotion: Definition, Examples, Ideas, and Types [Business Consultant]. *Zendesk*. Available from: <https://www.zendesk.com/blog/sales-promotion>
- Khajezadeh, M., Pazhuheian, F., Seifi, F., Noorossana, R., Asli, A., Saedi, N. (2022), Analysis of factors affecting product sales with an outlook toward sale forecasting in cosmetic industry using statistical methods. *International Review of Management and Marketing*, 12(6), 55-63.
- Kim, J., Jhang, J., Kim, S. (Sam), Styliadis, D. (2023), The impact of price preciseness, price reduction, and lay rationalism on travelers’

- perceptions of deal attractiveness, purchase intention, and choice. *Journal of Travel Research*, 62(7), 1550-1568.
- Kim, M., Kim, J.H., Park, M., Yoo, J. (2021), The roles of sensory perceptions and mental imagery in consumer decision-making. *Journal of Retailing and Consumer Services*, 61, 102517.
- Kotler, P., Keller, K. (2021), *Marketing Management*, Ebook, Global Edition. 16th ed. United Kingdom: Pearson Education, Limited.
- Laran, J., Tsiros, M. (2013), An investigation of the effectiveness of uncertainty in marketing promotions involving free gifts. *Journal of Marketing*, 77(2), 112-123.
- Laroche, M., Pons, F., Zgolli, N., Cervellon, M.C., Kim, C. (2003), A model of consumer response to two retail sales promotion techniques. *Journal of Business Research*, 56(7), 513-522.
- Lee, J. E., & Chen-Yu, J. H. (2018), Effects of price discount on consumers' perceptions of savings, quality, and value for apparel products: Mediating effect of price discount affect. *Fashion and Textiles*, 5(1), 13.
- Li, Z., Yada, K., & Zenny, Y. (2019). Duration of Price Promotion and Retail Profit: An In-depth Study Based on Point-of-Sale Data. *Munich Personal RePEc Archive*, 93047, 1-20.
- Liu, H.H., Chiu, Y.Y. (2015), Sales framing, mental accounting, and discount assignments. *Asia Pacific Management Review*, 20(4), 201-209.
- MacInnis, D.J., Price, L.L. (1987), The role of imagery in information processing: Review and extensions. *Journal of Consumer Research*, 13(4), 473.
- Magids, S., Zorpas, A., & Leemon, D. (2015). The New Science of Customer Emotions. *Harvard Business Review*, November, 66-74, 76.
- McGuire, W. J., McGuire, C. V., Child, P., & Fujioka, T. (1978). Salience of ethnicity in the spontaneous self-concept as a function of one's ethnic distinctiveness in the social environment. *Journal of Personality and Social Psychology*, 36(5), 511-520
- Mendez, M., Bendixen, M., Abratt, R., Yurova, Y. (2015), Sales promotion and brand loyalty: Some new insights. *International Journal of Education and Social Science*, 2(1), 103-117.
- Michel, G., Torelli, C.J., Fleck, N., Hubert, B. (2022), Self-brand values congruity and incongruity: Their impacts on self-expansion and consumers' responses to brands. *Journal of Business Research*, 142, 301-316.
- Milaković, I.K., Ahmad, A. (2023), Online impulse buying and cognitive appraisal theory: Two countries comparison. *International Journal of Retail and Distribution Management*, 51(12), 1637-1655.
- Mittal, M., Sethi, P. (2011), The effectiveness of sales promotion tools among Indian consumers: An empirical study. *Journal of Promotion Management*, 17(2), 165-182.
- Montaner, T., & Pina, J.-M. (2011), The effect of promotion type and benefit congruency on brand image. *Journal of Applied Business Research (JABR)*, 24(3), 1338.
- Netemeyer, R.G., Burton, S., Lichtenstein, D.R. (1995), Trait aspects of vanity: measurement and relevance to consumer behavior. *Journal of Consumer Research*, 21(4), 612.
- Nystrand, B.T. (2020), Consumers' attitudes and intentions toward consuming functional foods in Norway. *Food Quality and Preference*, 80, 103827.
- Park, Y., & Yi, Y. (2019), When free gifts hurt the promoted product: The influence of product-gift fit on activating persuasion knowledge and devaluating the promoted product. *European Journal of Marketing*, 53(7), 1423-1444.
- Paul, G.D. (2015), An experimental investigation of factors affecting consumers' perceptions of digital sales promotions. *Global Journal of Management Business and Business Research: A Administration and Management*, 15(2), 30-38.
- Pearson, J., Naselaris, T., Holmes, E.A., Kosslyn, S.M. (2015), Mental imagery: Functional mechanisms and clinical applications. *Trends in Cognitive Sciences*, 19(10), 590-602.
- Petty, R.E., Cacioppo, J.T. (1986), The elaboration likelihood model of persuasion. *Advances in Experimental Social Psychology*, 19, 123-205.
- Plewa, C., Palmer, K. (2014), Self-congruence theory: Towards a greater understanding of the global and malleable selves in a sports specific consumption context. *International Journal of Sports Marketing and Sponsorship*, 15(4), 26-39.
- Pongwe, L.J., Churk, J. (2024), Social media marketing platforms and sales revenue in Tanzania telecommunication company limited. *International Review of Management and Marketing*, 14(1), 31-38.
- Rong, Y., Chen, N., Dong, J., Li, Q., Yue, X., Hu, L., Wei, P. (2022), Expectations of immediate and delayed reward differentially affect cognitive task performance. *NeuroImage*, 262, 119582.
- Santini, F.D.O., Ladeira, W.J., Hoffmann Sampaio, C., Araújo Falcão, C. (2015), Perception of value, attractiveness and purchase intention: Revisiting promotion techniques sale. *Review of Business Management*, 17, 1173-1192.
- Santini, F.D.O., Sampaio, C.H., Perin, M.G., Vieira, V.A. (2015), An analysis of the influence of discount sales promotion in consumer buying intent and the moderating effects of attractiveness. *Revista de Administração*, 50(4), 416-431.
- Santini, F.D.O., Vieira, V.A., Sampaio, C.H., Perin, M.G. (2016), Meta-Analysis of the long- and short-term effects of sales promotions on consumer behavior. *Journal of Promotion Management*, 22(3), 425-442.
- Schneider, L.G., Currim, I.S. (1991), Consumer purchase behaviors associated with active and passive deal-proneness. *International Journal of Research in Marketing*, 8, 205-2022.
- Simamora, B. (2022), Decision, intention, expectation, willingness, and volition: Critics and comments. *Jurnal Ekonomi Perusahaan*, 29(1), 1-15.
- Te'eni-Harari, T. (2008), Sales promotion, premiums, and young people in the 21st Century. *Journal of Promotion Management*, 14(1-2), 17-30.
- Wissing, M.P., Schutte, L., Liversage, C., Entwisle, B., Gericke, M., Keyes, C. (2019), Important goals, meanings, and relationships in flourishing and languishing states: Towards patterns of well-being. *Applied Research in Quality of Life*, 16, 573-609.
- Xu, Y., Huang, J.S. (2014), Effects of price discounts and bonus packs on online impulse buying. Social behavior and personality: An *International Journal*, 42(8), 1293-1302.
- Zhang, P., & Qian, Z. (Sean). (2019), Managing traffic with raffles. *Transportation Research Part C: Emerging Technologies*, 107, 490-509.