

Two Wing Models of Sales Promotion: Theorization and Examination

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Abstract: Sales promotion is an important and frequently used marketing tool to influence the consumers' purchase intentions directly. This research study introduces a two-wing model of sales promotion to show the comparative impact of different formats and benefit levels of instant price discounts and next off purchase promotions on the consumer perceptions and purchase intentions of the promoted products. The uniqueness of this model is that it separately tests the impact of different types and formats of instant price discounts and next off purchase promotions on the consumers' overall perceptions and purchase intentions of the products under sale. The empirical testing of this model reveals some important findings that can help marketers to develop result oriented sales promotion techniques in Asian markets. Since, this model has been tested in an Asian context only. To know its multi-cultural application it needs to be tested in diverse cultural contexts.

Keywords: *Instant Price Discounts, Next off Purchase, Precise Price Claims, Tensile Price Claims*

1. Introduction

Sales promotion has become an indispensable tool of marketing and marketers are using it immensely for a couple of decades. One of the dominant reasons of its massive usage is its direct impact on the consumers' purchase behavior (Ansari, 2011). Usage of sales promotions grew in the 1980s and 1990s for several reasons. The establishment of brand management systems with quarterly evaluations and an increased focus on accountability favored the application of communication methods like sales promotion, as their behavioral effects are more quick and visible than "softer perpetual" effects of advertising. Secondly, increased advertising media rates and fragmented audience drove the marketers' attention towards the sales promotion. Third, marketers assume that consumers make their most of the decisions inside the store, thus enhancing the importance of sales promotions (Keller, 2007). Keeping this whole scenario in view, manufacturers continue to spend huge sums of money from their communication budget on sales promotions. Sales promotion accounts for 75% of the combined budget (roughly 50% is trade promotion and 25% is consumer promotion). Sales promotion expenditures increased as percentage of budget expenditures annually for almost two decades (Low and Mohr, 2000; Kotler et al., 2009). To accomplish their objectives marketers use a variety of sales promotion techniques such as instant price discounts, premiums, coupons, rebates and so on. The increasing use and growing importance of sales promotions opened new area of investigation for practitioners and academic researchers. Within 10 years, more than 200 research studies were published on sales promotion (Blattberg and Neslin, 1990).

Several research studies have been conducted to know which alternate sales promotion techniques influence consumers' perceptions and purchase intentions more than others. For instance, Dhar et al. (1999) studied effects of tensile versus precise price claims on consumers' purchase intentions. Smith and Sinha (2000) worked on impact of price and extra product promotions on consumer purchase intentions. Kim and Kramer (2006) tested the impact of novelty appeals such as pay 80% versus get 20%-off. Chatterjee (2007) studied influence of advertised versus unexpected next purchase coupons on consumers satisfaction and perceptions of value. Palazon and Delgado-Ballester (2009) investigated the effectiveness of price discounts and premium promotions. Choi et al. (2010) studied impact of scratch and save (SAS) versus tensile price claims on consumers' purchase intentions of the offering under sales promotion. Lowe (2010) worked on perceptions of extra free product promotions and discounts. Arora (2011) studied impact of bundling and unbundling on consumers' purchase intentions of frequently purchased products. Gamliel and Herstein (2011) studied the impact of negative and positive price framing effect on consumers' purchase intentions. Similarly, Lowe and

Barnes (2011) studied consumer perceptions of monetary and non-monetary introductory promotions for new products. These comparative studies have been conducted to identify the best alternatives that positively influence consumer perceptions and purchase intentions. Nevertheless, comparative impact of instant price discounts and next off purchase coupons is unaddressed. This study intends to fill this gap in the existing literature on sales promotions.

This study proposes and tests a two-wing model of sales promotions. On the right side of the proposed model, impact of instant price discount and next off purchase on consumers purchase intentions is measured. Whereas on the left side of the proposed model, influences of price discount and next-off purchase on overall consumer perceptions are measured. The reason of investigating the impact of prices discount in relation to the next off purchase is its enduring popularity as a sales promotion tool. However, its effectiveness depends on how it is framed or presented to the target consumers (Gendall et al., 2006). Price discount frame and discount level affect consumers' perceptions on the value of the discount and their purchase intentions (Nusair et al., 2010). This research study focuses on the impact of prices discounts with tensile price claims versus precise prices claims on consumers' overall perceptions and purchase intentions. In this study, these price claims are presented in the form of percentages. Tensile price claims are ambiguous percentage price discounts (e.g. up to 70%-off, 30-60%-off etc.) and precise price claims are definite or straight percentages (e.g. 50%-off the original price) (Choi et al., 2010). Just like price discounts numerous studies have been devoted to identify the impact of different types of coupons on consumers' perceptions and purchase behavior (Blattberg and Neslin, 1990).

However, least studies measured the impact of next off purchase coupons on consumers' perceptions and purchase intentions. Chatterjee (2007) studied the impact of advertised versus unexpected next purchase coupons. However, the impact of next off purchase coupons with definite and indefinite price claims on consumers' perceptions and purchase intentions is still unaddressed. This study focuses on the next-off purchase in relation to price discounts to bridge the gap in the existing literature on alternative techniques of sales promotions. Measuring the impact of imprecise price claims is needed because of their intense use in sales promotions. Choi et al., (2010) suggested that more research is needed to fully understand the consumer reactions to ambiguous price claims. The reason of measuring the comparative impact of price discounts and next off purchase coupons with definite and indefinite price claims is to inform managers about the best and appealing alternatives of sales promotions. Coker et al. (2010) suggested that comparative research studies that focus on identifying the best formats and alternatives that differ on the temporal aspects of consumer reward might be particularly appealing to marketing managers. Different sales promotion tools and techniques may have different impact on consumers' purchase behavior in different cultural contexts. This research will provide the international marketers deep insights about the consumer reactions of prices discounts and next off purchase coupons in a predominantly Eastern and Muslim culture. Research conducted in different cultures will provide "valuable insights for marketers as they plan for different types of price promotions around the global marketplace" (Choi et al., 2010).

2. Theorization and Hypotheses

Marketers use variety of techniques and tools to make their product offerings appealing and enhance the sales such as incorporating unique feature in the product and utilizing sales promotions (Simonson et al., 1994). However, this study focuses only on the impact of sales promotions on consumers' overall perceptions and purchase intentions. Sales promotions are the short-term incentives used to motivate consumers to try a new product or enhance the usage of existing product or service (Keller, 2007). Usually sales promotions are classified into two categories monetary and non-monetary sales promotions. Both monetary and non-monetary sales promotions provide consumers different benefits. Monetary sales promotions provide benefits that are more utilitarian whereas non-monetary provides more hedonic benefits. Yet each of them is evaluated on the bases of main benefit it contains for the consumer (Chandon et al., 2000). The focal point of this research study is only monetary sales promotions. Marketers employ various forms of monetary sales promotions to influence consumers' perceptions and purchase intentions. However, in this study we conceptualize only impact of "price discounts" and "next off purchase coupons" on overall consumer perceptions and purchase intentions. According to Schiffman and Kanuk (2007), "Perception is defined as the

process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world". Individuals exposed to the same object or reality may have different perception about it. Studying consumer perceptions are important as they can affect purchase intentions and actual purchase behavior of the consumers (Kotler and Keller, 2006). Purchase intentions can be defined as "A plan to purchase a particular good or service in the future" (Businessdictionary.com, 2011). Understanding consumers' purchase intentions are important as through intentions an individual's future behavior can be predicted (Fishbein and Ajzen, 1975). Figure 1 shows the overall theorization of constructs and hypotheses.

Price discounts: Price discount is most popular and most frequently used sales promotion tool. However, its efficacy depends on how it is framed or presented (Gendall et al., 2006). Price discount is framed in different forms to influence consumer perceptions and purchase intentions. Sometimes it is presented in the percentage terms and sometimes in amount terms. Both the percent of deal and the amount of deal positively influence perceived deal savings, deal percent has more impact (Krishna et al., 2002). Similarly, novel ways are used to attract and influence the consumers' purchase behavior. Kim and Kramer (2006) studied the impact of novel presentation of price discount. They found that "pay 60% off the regular price" discount presentation results in higher perceived value and higher purchase intentions than the discount frame that "Get 40% off the regular price". Sometimes negative and positive price framing is used to influence consumers' purchase intentions. For instance, "lose if you don't buy" versus "save if you buy" (Gamliel and Herstein, 2011). In this study impact of instant price discount with tensile price claims versus precise price claims are conceptualized to measure their comparative impact on overall consumers' perceptions (OCP) and purchase intentions (PI). Price cut or price discount is measured in terms of percentages in this study as deal percent has more impact on consumers' purchase behavior (Krishna et al., 2002).

In this study, instant price discount denotes the impact of immediate price cut on consumers' perceptions and purchase intentions. Instant-reward promotions results into stronger reminder of impulse buying than a delayed-reward promotion (Liao et al., 2009). It profoundly influences the consumer's brand choice process (Alvarez and Casielles, 2005). We conceptualize that instant price discount framed in definite or certain percentage terms (Instant $PD_{(CPO)}$) is positively associated with the overall consumers' perceptions (OCP) and purchase intentions (PI). Because instant price discount with certain percentage off are precise price claims that state discounts at "an exact level of price reduction" (Choi et al., 2010) and leaves no room for confusion and ambiguity. Here PD stands for price discount whereas CPO denotes certain percentage off. However, the preference for price discounts with precise price claims is situation and product category specific. Consumers prefer straight price discounts (e.g. 50% off promotions) than other offers such as buy two get one free especially when they are intended to buy a single item or product (Smith and Sinha, 2000). Similarly, consumers prefer straight price promotions (e.g. 50% off) for less frequently consumed products such as such as powdered cheese and yogurt. Whereas extra product promotions (e.g. buy one and get one free) is mostly preferred for frequently used products such as powdered milk and fresh milk (Li et al., 2007).

However, this relationship depends on the discount level. More the discount level, higher the influence on consumers' perceptions and their purchase intentions of the offering under sales promotion. Nusair et al. (2010) found that both price discount frame and discount level impact consumers' perceptions of discount value and their purchase intentions. To conceptualize and measure the benefit level impact of instant price discount with definite price claims on consumers' perceptions and purchase intentions we classify "Instant $PD_{(CPO)}$ " into two dimensions. Definite price discount with higher level of benefit (HLB) and lower level of benefit (LLB). For instance, we conceptualize that 60%-off has more impact on consumers' purchase intentions than 20%-off price discount. Even if the higher benefit level price discounts were compared with other forms of price promotions, its impact would be higher. Price discounts with higher benefit level are more effective than premiums, but this effect is more apparent for high price sensitive consumers (Palazón and Delgado, 2009). HBL and LLB show the impact of individual dimensions of instant price discounts with precise price claims on purchase intentions. To know cohesive effect of both of them we theorize that instant price discounts with definite percentage off have positive influence on consumers' overall perceptions (OCP) and purchase intentions (PI) in relation to other predictors of consumers' perceptions and purchase intentions. Price discount frame influences the consumers' perceptions of the discount value (Nusair et al., 2010).

Objective price claims such as 40% off are perceived to provide more benefits to consumers as compared to tensile price claims (Krishna et al., 2002).

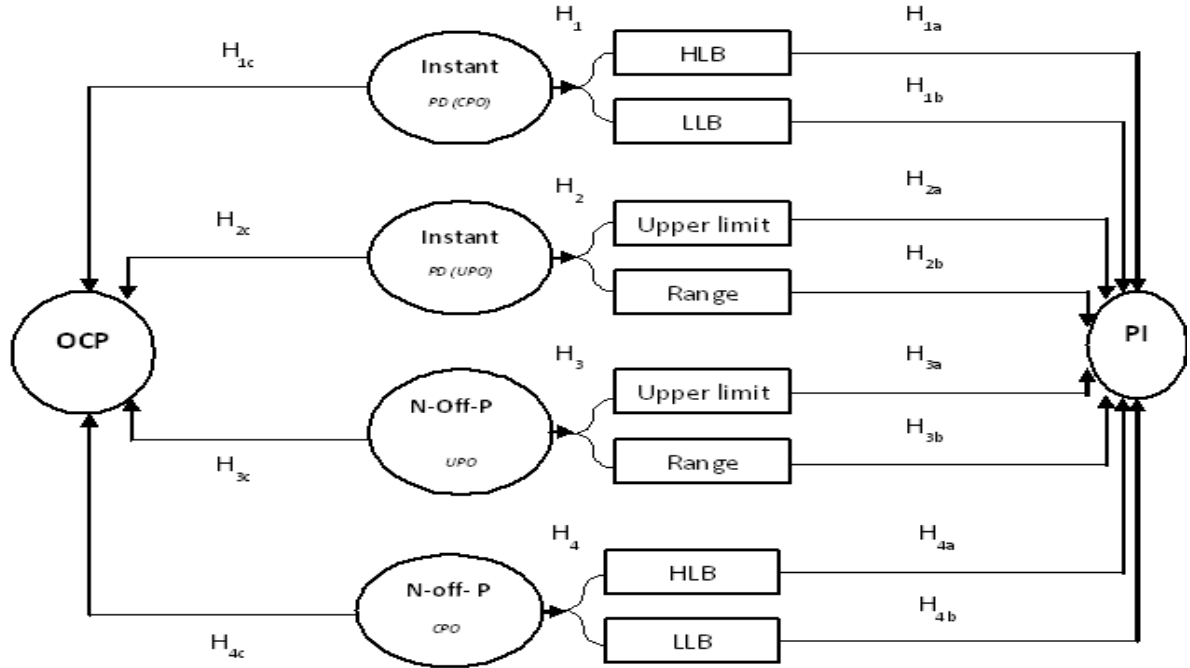
The second category of instant price discount is immediate price with uncertain percentage off. Such price claims are conceptualize as tensile price claims, imprecise price claims, or ambiguous price claims (Choi et al., 2010). In tensile price claims (TPC) “exact discount or price cut” is not indicated (e.g. save up to 70%) (Choi and Kim, 2007). We conceptualize that “Instant $PD_{(UPO)}$ ” influences the consumers’ overall perceptions (OCP) and perceptions and purchase intentions (PI) negatively. This theorization is opposite to the findings of who found that tensile price claims are positively related with the consumers’ perceptions and purchase intentions. There are two reasons for this postulation. One, found this positive relationship between tensile price claims and consumers’ perception and purchase intentions in 1995. The present research study is conducted in 2011. Thus, there is a long temporal gap between the two studies. During this long time consumers’ perceptions of such price offerings might have changed. Second, this study is conducted totally in a different cultural context that is predominantly Eastern and Muslim in nature. Here PD stands for price discount and UPO denotes uncertain percentage off. The nature of this relationship depends on the type of tensile price claims and the level of expected benefits. Tensile price claims showing maximum level of savings are more effective than tensile price claims showing minimum range of possible benefits (Biswas and Burton, 1993).

To know the relative impact of different dimensions of instant discount with precise price claims on consumers purchase intentions we break down the “Instant $PD_{(UPO)}$ ” into two categories. Tensile price claims with “maximum limit” stated (e.g. up to 70%-off) and tensile price claims with given “range” (e.g. 30-60%-off). We theorize that tensile price claims stating the range of price cut influences the consumers’ purchase intentions of the value positively as compared the tensile prices claims that state maximum level of price cut only. Because in case of stated, “Range” consumers are at least aware of the both minimum and maximum benefits they can get by purchasing the product under sale. Tensile price claims stating only maximum limit of benefit may be attractive and eye catching but consumers may perceive it an unfair marketing tactics and may not modify their purchase behavior positively. Secondly, consumer may hesitate to avail such offers as the actual benefit may be below the expected benefit level. We suppose that consumers’ possess overall negative perceptions of tensile price claims (Instant $PD_{(UPO)}$) because such price promotion techniques makes the consumers’ purchasing decision complex. Tensile price claims are perceived to provide consumers significantly with lower saving as compared to definite percentage price cuts (Krishna et al., 2002).

Next off purchase coupons: Marketers use various sales promotions tools and techniques to shape consumer perceptions, influence their purchase intentions, and enhance sales. Among these sales promotion techniques coupon is the one of the mostly used technique. Just in 2009, 367 billion coupons were distributed in US alone, which is a record level (CouponInfoNow.com 2010). It shows the growing importance of coupons as a sales promotion technique even though it is not a new phenomenon. Numerous studies have been conducted to identify the impact of coupons on consumers’ purchase behavior (Blattberg and Neslin, 1990). However, minute research has been devoted to next off purchase coupons even though retailers commonly use them. Next off purchase or next purchase, coupons are also known as checkout or handout coupons (Chatterjee, 2007). We found only a one study by Chatterjee (2007) in which he studied the impact of advertised versus unexpected next purchase coupons on consumer satisfaction, value, and fairness. In this study, we theorize the impact of next off purchase coupons on overall consumers’ perceptions (OCP) and purchase intentions in relation to instant price discounts. Next off purchase (N-off-P) are those coupons that are issued immediately or instantly after a purchase for redemption at the next visit or purchase occasion within the specified period at the issuing retailer (Chatterjee, 2007). To know the differential impact of multiple dimensions of next off purchase coupons on overall consumer perceptions (OCP) and purchase intentions (PI) we classify them into two categories. Next off purchase with uncertain percentage off (N-Off-P_{UPO}) and next off purchase with certain percentage off (N-off-P_{CPO}). Here N-off-P represents “Next off purchase Coupons”, UPO stands for uncertain percentage off and CPO denotes certain percentage off. According to Goldsmith and Amir (2010) uncertain incentives lead to actual purchase behavior and can enhance purchase rate significantly. However, we postulate that next off purchase offers with uncertain percentage off do not

influence consumers' perceptions and purchase intentions positively. While next off purchase offers with certain percentage off has positive influence on overall consumers' perceptions (OCP) and purchase intentions (PI). To get a closer look of which dimension of next off purchase affects purchase intentions more we divide it into two constructs "Upper limit" and "Range".

Figure 1 *Two wing model of sales promotion*



For instance, Next off purchase with uncertain percentage off (e.g. up to 70%-off on next purchase) versus Next off purchase stating the range of benefit on the next purchase occasion (e.g. 20-65%-off on the next purchase). Similarly, we break down the next off purchase with certain percentage off into two dimensions, one with higher level of benefit (HLB), and one with lower level of benefit (LLB).

We conceptualize that "next off purchase" coupon with only upper limit given (e.g. up to 75% off on next purchase) is negatively related to consumers' purchase intentions of the offerings under sale. Because such imprecise next off purchase coupons make consumers' brand choice and buying decision complex as exact benefit is not stated. However, next off purchase coupons stating the "range of benefit" positively influence the consumers' purchase intentions. Because in the range like situation consumers know the both least benefit they can get on the next purchase occasion or visit and the maximum benefit level they can expect. Consumers exposed to ads in which minimum level of uncertain incentives is given may perceive such an approach to be an honest and fair act (Goldsmith and Amir, 2010). Similarly, we conceptualize that next off purchase coupons with higher benefit level (HLB) positively influence consumers' purchase intentions. Whereas next off purchase coupons with definite percentage off, but with lower level benefit (LLB) do not have positive effect on consumers' purchase intentions of the offering under sale. We theorize that next off purchase, coupons with definite percentage off have positive impact on the overall consumers' perceptions but next off purchase, coupons with uncertain percentage off do not. It is like the instant price discounts where both price discount frame and discount level affect the consumers' perceptions of discount value and

purchase intentions (Nusair et al., 2010). “A high coupon values, the inclusion of reference price information leads to improved deal evaluations (Raghubir, 1998: 2004)”.

On the basis of above discussion and theorization of constructs, we postulate following hypotheses for the empirical testing of the two-wing model of sales promotions:

H₁. Instant price discounts with definite or certain percentage off the original price have overall positive influence on consumers’ purchase intentions of the products under sale.

H_{1a}. Definite instant price discounts with higher benefit level or higher percentage off the original price positively affect the consumers’ purchase intentions of the products under sale.

H_{1b}. Definite instant price discounts with lower level benefit or lower percentage off the original price have a mild impact on consumers’ purchase intentions of the products under sale.

H_{1c}. Instant price discounts with definite or certain percentage off the original price positively influence the overall consumer perceptions of the products under sale.

H₂. Instant price discounts with uncertain percentage off the original price have overall negative influence on consumers’ purchase intentions of the products under sale.

H_{2a}. Indefinite instant price discounts stating only upper limit of the price cut negatively influence the consumers’ purchase intentions of the products under sale.

H_{2b}. Indefinite instant price discounts stating the range of the price cut positively affects the consumers’ purchase intentions of the products under sale.

H_{2c}. Instant price discounts with uncertain percentage off the original price negatively influence the overall consumer perceptions of the products under sale.

H₃. Next off purchase, coupons/promotions with uncertain percentage off the original price have overall negative affect the consumers’ purchase intentions of the products under sale

H_{3a}. Indefinite next off purchase coupons stating only upper limit of price cut negatively affect the consumers’ purchase intentions of the product under sale.

H_{3b}. Indefinite next off purchase coupons stating the range of the price cut on next purchase occasion positively impact the consumers’ purchase intentions of the products under sale.

H_{3c}. Next off purchase, coupons with uncertain percentage off the original price negatively influence the overall consumers’ perceptions of the products under sale.

H₄. Next off purchase, coupons stating certain/precise percentage off the original price on next purchase occasion have positive effect on the coverall consumers’ purchase intentions of the products under sale.

H_{4a}. Definite Next off purchase coupons stating higher benefit level/higher percentage off the original price positively impact the consumers’ purchase intentions of the products under sale.

H_{4b}. Definite Next off purchase coupons stating lower level benefits/ lower percentage off the original price on next purchase occasion negatively affect the consumers’ purchase intentions of the products under sale.

H_{4c}. Next off purchase, coupons stating certain percentage off the original price on next purchase occasion positively influence the coverall consumers’ perceptions of the products under sale.

3. Methodology

Data was collected from the residents of capital city of Pakistan (Islamabad). In this study two stage, sampling techniques was used. In phase one, a convenience sample of 200 respondents was surveyed to test the validity and reliability of the adapted measurement instruments. This sample size was chosen on the bases of suggestion given in the existing literature. Tabachnick and Fidell (2007) suggested that at least 300 cases for exploratory factor analysis are required. However, smaller sample size (e.g. 150 cases) is sufficient if the solutions have several high loading marker variables (above 0.80). Five cases for each item are sufficient in most cases (Pallant, 2005). Even a sample of 100 cases is acceptable for exploratory factor analysis (Coakes and Steed 2003). The detail of exploratory factor analysis is given in the measurement section. In phase two 1000 questionnaires were distributed among the residents of capital city of Pakistan by using door-to-door survey. These respondents were chosen randomly from the census report 1998 of Pakistan. In the first visit of the survey questionnaires were distributed among the respondents at their home and in second visit, questionnaires were collected from them. Only 777 usable questionnaires were received from the respondent and were used for analysis. The response rate was approximately 78%, which is a preferable response rate in

case of survey. Baruch and Holtom (2008) identified 490 research studies, which utilized surveys. The average response rate for the studies that collected data from individuals was 52.7% with a standard deviation of 20.4%.

Measurement: The questionnaire was designed to collect the detailed data about the impact of price discounts and next off purchase coupons/ promotions on the purchase intentions and overall consumer perceptions. Price discount was classified into two categories. Price discounts with certain percentage off the original price and price discounts with tensile price claims. Similarly, next off purchase coupons/ promotions were divided into two categories. One labeled with straight percentage off the original price on the next purchase occasion and one with uncertain percentage off. To facilitate respondents these terms were defined and explained by using examples in the opening statement of the questionnaire. Measures were adapted from the study conducted by Laroche et al. (2001) to measure the impact of price discounts and next off purchase promotions on the consumers' purchase intentions and overall consumer perceptions. Four items were adapted from Laroche et al. (2001) to measure the purchase intentions. To measure the consumer perceptions about instant price discounts and next off purchase promotions five items were adapted from the study conduct by Alford and Biswas (2002), two items were adapted from the study by Lichtenstein et al. (1989) and five items were adapted from the study conducted by Licata et al. (1998). To reduce the number of questions to a smaller size and test the validity and reliability of adapted and modified items exploratory factory analysis was used by using a convenience sample of 200 respondents.

The Kaiser-Meyer-Olkin (KMO) test was applied which measures sample adequacy. Its values should be between 0-1. However, a value closer to 1 indicates that patterns of correlations among items are relatively compact, and so factor analysis should produce distinct and reliable factor loadings (Field, 2000). The .60 is the minimum value required for a good factor analysis (Tabachnick and Fidell, 2007). The KMO index in this study is .701, which is a preferable value for a good factor analysis. Bartlett's test of sphericity should be significant ($p < .05$) for factor analysis to be considered appropriate (Tabachnick and Fidell, 2007). In the phase, one of the study Bartlett's tests presented a significance of .000, which is a preferable index for factor analysis. After running exploratory analysis measurement items were reduced from 38 to 31 for main survey. Only those items were selected whose factor loadings were more than .60. Items with their loadings, Eigen value, and percentage of variance and reliability values of measurement scales are displayed in table 1. Respondents purchase intentions and overall perceptions about precise and tensile price discounts and next off purchase promotions were measured by citing the examples from different product categories (e.g. shoes, clothes, toothpastes, pizza, shampoo, juices, soft drinks etc.). To know the background of the respondents four demographic questions i.e. age, gender, income, and education were included in the questionnaire. Consumers' responses about instant price discounts and overall perceptions were measured on five point likert scale. Purchase intentions were measured on three point comparative scale. Demographic variables were measured on nominal scales.

4. Results and Hypotheses Testing

Data was collected from 777 respondents out of which 54.2 percent were male and 45.8 female. Five categories were made to measure the age of the respondents. The maximum number of respondents (i.e. 48.0%) falls in the age range between 21 and 27. Five categories were developed to measure the monthly income of respondents. The monthly income of maximum respondents (i.e. 41.1%) in Pakistani Rupees is between 10000 and 20000. Three categories were used to know the education of the respondents. Maximum respondents (i.e. 52.0) are postgraduates.

First, enter method of regression was conducted to test the influences of Instant PD (CPO), Instant PD (UPO), N-off-P (UPO) and N-off-P (CPO) on consumers' purchase intentions of the products under sale. The model with $F_{(4, 772)} = 18.585$ and $R = .296$ is significant at the 5 percent level of significance as ($p < 0.05$). $R^2 = .088$ indicates that Instant PD (CPO), Instant PD (UPO), N-off-P (UPO) and N-off-P (CPO) account 8.8 percent variation in consumers' purchase intentions of the products under sale.

Table 1: Measurement Scale of the constructs of Study

Construct	Items of Measurement	Factor Loadings	Cronbach Alpha(α)
Instant	I like discount offers with precise price claims (e.g. 50 % off the original price)	.797	.816
PD (CPO)	Price discounts with higher percentage off the original price attract me.	.755	
	I am always looking for products with higher percentage off the original price.	.890	
	I do not like price discount offers with lower percentage off (e.g. 10% off the original price).	.708	
	Price discounts with lower percentage off the original price are less attractive.	.667	
Instant	I like price discount offers with uncertain percentage off the original price (e.g., up to 70% off, 30-65%-off).	.822	.808
PD (UPO)	Uncertain Price discount offers (e.g. up to 70%-off the original price) attracts me.	.868	
	Uncertain percentage off price discount offers (e.g. Up to 70%-off) are exciting.	.745	
	I like price discount offers stating lower and upper limits of the price cut (e.g. 30-60%-off).	.841	
	Price discount promotions stating the range of price reduction (e.g. 30-60%-off the original price) are less uncertain.	.804	
	I like price discount offers with uncertain percentage off the original price (e.g. up to 70% off, 30-65%-off).	.799	
N-Off -P	I like next off purchase coupons with uncertain percentage off the original price.	.813	.773
UPO	Next off purchase coupons stating only upper limit of price cut (e.g. up to 70%-off) on next purchase occasion attracts me.	.818	
	Next off purchase coupons stating only upper limit of price cut (e.g. up to 70%-off) are exciting.	.867	
	I like next off purchase coupons stating range of benefit (e.g. 30-65%-off on next purchase)	.892	
	Next off purchase coupons stating range of benefit (e.g. 30-65%-off on next purchase) attracts me.	.872	
	I like next off purchase coupons with uncertain percentage off the original price.	.886	
N-off- P	Next off purchase coupons stating exact price cut (e.g. 40%-off on next purchase occasion) attracts me.	.741	.810
CPO	Next off purchase coupons stating higher price reduction (e.g. 50%-off) on next purchase occasion are attractive.	.628	
	I do not like next off purchase coupons stating lower price reduction (e.g. 10%-off) on next purchase occasion.	.935	
	I believe that Instant price discount promotions with straight percentage off the original price are true claims.	.797	
OCP	I believe that Next off purchase promotions with straight percentage off the original price on the next purchase occasion are true claims.	.822	.779
	Instant price discounts with tensile price claims (e.g. up to 70%-off the original price) are used to make customers think that they are getting a good deal.	.739	
	Tensile price discounts (e.g. Up to 70%-off, 20-65%-off the original) are used to attract the price sensitive customers.	.818	
	Next off purchase offers with uncertain percentage off (e.g. up to 75%-off, 30-70%-off) on the next purchase occasion are used to make the customer to repurchase the product.	.897	
	I believe that savings on the most of the next off purchase coupons with tensile price claims stating only upper limit (e.g. up to 70%-off on next purchase) will be minimal.	.780	
	I do not believe that next off purchase coupons stating range (e.g. 30-65%-off on the next purchase) benefit the customer more than the stated lower limit.	.851	
PI	I would like to buy a product if it has a certain instant price percentage off the original price.	.644	.808
	I would like to buy a product if it has an uncertain instant price percentage off the original price.	.721	
	I would like to buy a product if it has a straight next off purchase promotion on the label.	.916	
	I would like to buy a product if it has an uncertain next off purchase promotion on the label.	.881	
Percentage of variance		24.626	
Eigenvalue		7.141	
KMO		.701	
Barlett's test of sphericity		0.000	

Instant PD (CPO) with p -value = .000 ($p < .05$), $\beta = -.264$ and $t = -6.641$ supports the H1. Instant price discounts with definite or certain percentage off the original price have overall positive influence on consumers' purchase intentions of the products under sale. However, $-\beta$ shows that less the percentage of price discount weaker the influence on the consumers' purchase intentions of the products under sale. Instant PD (UPO) with p -value = .000 ($p < .05$), $\beta = .166$ and $t = 4.573$ supports the H2. Instant price discounts

with uncertain percentage off the original price have overall negative influence on consumers' purchase intentions of the products under sale. N-off-P (UPO) with p -value = .000 ($p < .05$), $\beta = -.153$ and $t = -4.249$ supports the H3. Next off purchase coupons/promotions with uncertain percentage off the original price have overall negative affect the consumers' purchase intentions of the products under sale. Similarly, N-off-P (CPO) with p -value = .000 ($p < .05$), $\beta = .178$ and $t = 4.461$ supports the H4. Next off purchase coupons stating certain/precise percentage off the original price on next purchase occasion have overall positive effect on the coverall consumers' purchase intentions of the products under sale. Table 2 shows the summary of influences of Instant PD (CPO), Instant PD (UPO), N-off-P (UPO) and N-off-P (CPO) on consumer purchase intentions of the products under sale.

Second, enter method of regression was conducted to test the influences of Instant PD (CPO), Instant PD (UPO), N-off-P (UPO) and N-off-P (CPO) on overall consumer perceptions (OCP) of the products under sale. The model with $F_{(4, 772)} = 31.311$ and $R = .374$ is significant at the 5 percent level of significance as ($p < 0.05$). $R^2 = .140$ indicates that Instant PD (CPO), Instant PD (UPO), N-off-P (UPO) and N-off-P (CPO) account 14 percent variation in overall consumer perceptions (OCP) of the products under sale. Instant PD (CPO) with p -value = .000 ($p < .05$), $\beta = .358$ and $t = 9.292$ supports the H1c. Instant price discounts with definite or certain percentage off the original price positively influence the overall consumer perceptions of the products under sale. Instant PD (UPO) with p -value = .000 ($p < .05$), $\beta = -.162$ and $t = -4.600$ supports H2c. Instant price discounts with uncertain percentage off the original price negatively influences the overall consumer perceptions of the products under sale. N-off-P (UPO) with p -value = .434 ($p > .05$), $\beta = .027$ and $t = .782$ does not support the H3c. Next off purchase coupons with uncertain percentage off the original price negatively influence the overall consumers' perceptions of the products under sale. Similarly, N-off-P (CPO) with p -value = .156 ($p > .05$), $\beta = .055$ and $t = 1.421$ does not support the H4c. Next off purchase coupons stating certain percentage off the original price on next purchase occasion positively influence the coverall consumers' perceptions of the products under sale. Table 2 shows the summary of influences of Instant PD (CPO), Instant PD (UPO), N-off-P (UPO) and N-off-P (CPO) on overall consumer perceptions (OCP) of the products under sale.

Table 2: Overall impact of different formats of price discounts and next off purchase on PI and OCP

Interaction between independent and Dependent variables	Regression Coefficients (β)	Standard error in Parenthesis	<i>t</i> -Statistics in Brackets		in R		R ²	F-value	P-value
Impact of Prices Discounts (Definite & Tensile) and Next off purchase(Definite & Tensile) on PI	(Constant) 2.325 (.097) [23.910] .000	Instant <i>PD(CPO)</i> -.264 (.021) [-6.641] .000	Instant <i>PD(UPO)</i> .166 (.021) [4.573] .000	N-Off-P <i>UPO</i> -.153 (.022) [-4.249] .000	N-off- P <i>CPO</i> .178 (.016) [4.461] .000	.296	.088	18.585	.000
Impact of Prices Discounts (Definite & Tensile) and Next off purchase(Definite & Tensile) on OCP	(Constant) 3.738 (.091) [40.945] .000	Instant <i>PD (CPO)</i> .358 (.019) [9.292] .000	Instant <i>PD (UPO)</i> -.162 (.020) [-4.600] .000	N-Off-P <i>UPO</i> .027 (.021) [.782] .434	N-off- P <i>CPO</i> .055 (.015) [1.421] .156	.374	.140	31.311	.000

Third, enter method of regression was conducted to test the effects of Instant PD (CPO) levels (HLB and LLB) on consumers' purchase intentions (PI) of the products under sale. The model with $F_{(2, 774)} = 10.132$ and $R = .160$ is significant at the 5 percent level of significance as ($p < 0.05$). $R^2 = .026$ indicates that Instant PD (CPO) with HLB and Instant PD (CPO) with LLB account 2.6 percent variation in consumers' purchase intentions of the products under sale. Instant PD (CPO) with HLB or higher level of percentage off the original price with p -value = .093 ($p > .05$), $\beta = -.069$ and $t = -1.680$ does not support the H1a. Definite instant price discounts with higher benefit level or higher percentage off the original price positively affects the consumers' purchase intentions of the products under sale. Similarly, Instant PD (CPO) with LLB or lower level of percentage off the original price with p -value = .005 ($p < .05$), $\beta = -.114$ and $t = -2.793$ supports the H1b, that Definite instant price discounts with lower level benefit or lower percentage off the original price have a mild impact on

consumers' purchase intentions of the products under sale. Table 3 shows the summary of the Effect of Instant PD (CPO) levels (HLB and LLB) on consumers' purchase intentions (PI) of the products under sale. Fourth, enter method of regression was conducted to test the effects of different Instant PD (UPO) formats on consumers' purchase intentions (PI) of the products under sale. The model with $F_{(2, 774)} = 3.089$ and $R = .053$ is significant at the 5 percent level of significance as ($p < 0.05$). $R^2 = .003$ indicates that different Instant PD (UPO) formats (Upper Limit and range) account .3 percent variation in consumers' purchase intentions of the products under sale. Instant PD (UPO) stating only upper limit of discount with p -value = .540 ($p > .05$), $\beta = -.022$ and $t = -.612$ does not support the H2a that Indefinite instant price discounts stating only upper limit of the price cut negatively influence the consumers' purchase intentions of the products under sale. Similarly, Instant PD (UPO) stating the range of the discount with p -value = .152 ($p > .05$), $\beta = .052$ and $t = 1.435$ does not support the H2b that Indefinite instant price discounts stating the range of the price cut positively affects the consumers' purchase intentions of the products under sale. The summary of the effect of different Instant PD (UPO) formats on consumers' purchase intentions (PI) of the products under sale is shown in table 3. Fifth, enter method of regression was conducted to test effects of different N-O-P (UPO) formats (Upper Limit and Range) on consumers' purchase intentions (PI) of the products under sale. The model with $F_{(2, 774)} = 6.344$ and $R = .127$ is significant at the 5 percent level of significance as ($p < 0.05$). $R^2 = .016$ indicates that different N-O-P (UPO) formats (Upper Limit and Range) account 1.6 percent variation in consumers' purchase intentions of the products under sale. N-O-P (UPO) stating only the upper limit of price reduction on the next purchase occasion with p -value = .031 ($p < .05$), $\beta = -.078$ and $t = 2.165$ supports the H3_a that Indefinite next off purchase coupons stating only upper limit of price cut negatively affects the consumers' purchase intentions of the product under sale. Similarly, N-O-P (UPO) stating the range of the price cut on the next purchase occasion with p -value = .015 ($p < .05$), $\beta = -.088$ and $t = -2.437$ supports the H3_b that Indefinite next off purchase coupons stating the range of the price cut on next purchase occasion positively impacts the consumers' purchase intentions of the products under sale. Table 3 shows the summary of the effects of different Instant N-O-P (UPO) formats on consumers' purchase intentions (PI) of the products under sale.

Table 3: Impact of Different Price discount and Next off Purchase Benefit levels and formats on PI

Regression Coefficients (β)	Standard error in Parenthesis	t-Statistics in Brackets	R	R ²	F-value	P-value
Effect of Instant PD (CPO) level on PI						
Constant)	HLB	LLB				
2.327	-.069	-.114	.160	.026	10.132	.000
(.073)	(.021)	(.015)				
[31.982]	[-1.680]	[-2.793]				
.000	.093	.005				
Effect of different Instant PD (UPO) formats on PI						
(Constant)	Upper Limit	Range				
1.969	-.022	.052	.053	.003	3.089	.047
(.073)	(.013)	(.020)				
[26.829]	[-.612]	[1.435]				
.000	.540	.152				
Effect of different N-O-P (UPO) formats on PI						
(Constant)	Upper Limit	Range				
2.295	-.078	-.088	.127	.016	6.344	.002
(.071)	(.017)	(.015)				
[32.141]	[-2.1651]	[-2.437]				
.000	.031	.015				
Effect of N-O-P (CPO) level on PI						
(Constant)	HLB	LLB				
1.980	.030	.027	.048	.002	3.893	.041
(.051)	(.015)	(.012)				
[38.523]	[.748]	[.680]				
.000	.455	.497				

Sixth, enter method of regression was conducted to test the effects of N-O-P (CPO) level (HLB and LLB) on consumers' purchase intentions (PI) of the products under sale. The model with $F_{(2, 774)} = 3.893$ and $R^2 = .048$ is significant at the 5 percent level of significance as ($p < 0.05$). $R^2 = .002$ indicates that N-O-P (CPO) with HLB and N-O-P (CPO) with LLB account .2 percent variation in consumers' purchase intentions of the products under sale. N-O-P (CPO) with HLB or higher level of percentage off the original price on the next purchase occasion with p -value = .455 ($p > .05$), $\beta = .030$ and $t = .748$ does not support the H4a that Definite Next off purchase coupons stating higher benefit level/higher percentage off the original price positively impacts the consumers' purchase intentions of the products under sale. Similarly, N-O-P (CPO) stating LLB with p -value = .497 ($p > .05$), $\beta = .027$ and $t = .680$ does not support the H4b that Definite Next off purchase coupons stating lower level benefits/ lower percentage off the original price on next purchase occasion negatively affects the consumers' purchase intentions of the products under sale. Table 3 shows the summary of the effects of N-O-P (CPO) level (HLB and LLB) on consumers' purchase intentions (PI) of the products under sale.

Discussion: Marketers use variety of techniques, tool such as incorporate unique features in the product, and utilize different sale promotions to make their offerings appealing and enhance the sales (Simonson et al., 1994). This study presents a two-wing model of sales promotion with empirical verification. The right wing of the model shows the influences of instant price discounts and next off purchase coupons with precise and tensile prices claims on the consumers purchase intentions of the products under sales (under sales promotion). The left wing shows the influences of instant price discounts and next off purchase coupons with precise and tensile prices claims on overall consumer perceptions of the promoted products. The first finding of this study is that instant price discounts with straight percentage off the original price (e.g. 50%-off) positively influences the consumers' purchase intentions of the promoted products. This finding is consistent with the findings of Smith and Sinha (2000) who found that consumers prefer straight price discounts (e.g. 50% off promotions) than other offers such as buy two get one free especially when they are intended to buy a single item or product. Previous studies such as Nusair et al. (2010) found that both price discount frame and discount level impact consumers' perceptions of discount value and their purchase intentions. Even if the higher benefit level price discounts were compared with other forms of price promotions, its impact would be higher. For instance, price discounts with higher benefit level are more effective than premiums. However, this effect is more obvious for high price sensitive consumers (Palazon and Delgado, 2009). In this study we found the opposite effect. Instant price discounts with higher percentage off the original price do not positively influence consumers' purchase indentations of the promoted products. Furthermore, results show that definite instant price discounts with lower percentage off the original price have just a mild impact on the consumers' purchase intentions of the promoted products. Second main finding of this study is that instant price discounts with straight percentage off the original price positively influence the overall consumer perceptions of the promoted products. This is in line with the findings of Krishna et al. (2002) who found that objective price claims such as 40% off are perceived to provide more benefits to consumers as compared to tensile price claims.

Third major finding of this study is that instant price discounts with uncertain percentage off the original price have overall negative influence on consumers' purchase intentions of the products under sale. This is inconsistent with the findings of Dhar et al. (1999) who found that tensile price claims are positively related with the consumers' perceptions and purchase intentions. There may be two reasons responsible for this inconsistency in findings of these two studies. First may be the long temporal gap between the two studies. During this long time consumers' perceptions of such price offerings might have changed. Second, second, this study is conducted totally in a different cultural context, which is predominantly Eastern and Muslim in nature. So, perceptual differences can be expected. Biswas and Burton (1993) stated that impact of tensile price claims on consumers' purchase intentions depends on the type of tensile price claims and the level of expected benefits. Tensile price claims showing maximum level of savings are more effective than tensile price claims stating minimum range of possible benefits. This proved true as empirical evidence does not supported our postulation that indefinite instant price discounts stating only upper limit of the price cut negatively influence the consumers' purchase intentions of the products under sale. Similarly, our postulation that indefinite instant price discounts stating the range of the price cut positively affects the consumers' purchase intentions of the products under sale was rejected. Tensile price claims are perceived to provide consumers significantly with lower savings as compared to definite percentage price cuts (Krishna et al.,

2002). Our fourth major finding is consistent with this previous research finding. Instant price discounts with uncertain percentage off the original price negatively influences the overall consumer perceptions of the products under sale. However, it is opposite of the findings of Dhar et al. (1999) who found that tensile price claims are positively related with the consumers' perceptions.

Fifth major finding of this study is that next off purchase coupons/promotions with uncertain percentage off the original price on the next purchase occasion have overall negative impact on the consumers' purchase intentions of the promoted products. Similarly, this study found that indefinite next off purchase coupons stating only upper limit of price cut negatively affects the consumers' purchase intentions of the product under sale. Furthermore, we found that Indefinite next off purchase coupons stating the range of the price cut on next purchase occasion positively impacts the consumers' purchase intentions of the products under sale. Sixth, important finding of this study is that next off purchase coupons with uncertain percentage off the original price negatively influence the overall consumers' perceptions the products under sale. Seventh, major finding of this study is that next off purchase coupons stating certain/precise percentage off the original price on next purchase occasion have overall positive effect on the coverall consumers' purchase intentions of the products under sale. "A high coupon values, the inclusion of reference price information leads to improved deal evaluations (Raghubir, 1998: 2004)". Another finding of this study is that definite next off purchase coupons stating higher benefit level/higher percentage off the original price does not positively affects the consumers' purchase intentions of the products under sale. The reason for this finding may be that consumers prefer price discounts with higher benefit level than premiums and next off purchase offers with higher level of benefit (Palazon and Delgado, 2009). Furthermore, we found that precise next off purchase coupons stating lower level benefits/ lower percentage off the original price on next purchase occasion are not negatively associated with the consumers' purchase intentions of the products under sale. The possible reason for this relationship may be that consumers exposed to ads or promotions in which minimum benefit level is shown perceive them honest and fair act (Goldsmith and Amir, 2010). The eighth main finding of this study is that next off purchase coupons stating certain percentage off the original price on next purchase occasion does not positively

Managerial Implications: Different sales promotion tools and techniques may have different impact on consumers' purchase behavior in different cultural contexts. This research will provide the international marketers deep insights about the consumer reactions of prices discounts and next off purchase coupons in a predominantly Eastern and Muslim culture. It will help marketers to develop combination of price discount and next off purchase offers to motivate and attract the Asian consumers. Research conducted in different cultures will provide "valuable insights for marketers as they plan for different types of price promotions around the global marketplace" (Choi et al., 2010).

5. Conclusion

This study contributes to the existing literature on sales promotions by introducing two-wing model of sales promotion. The uniqueness of this model is that it separately tests the impact of different types and formats of instant price discounts and next off purchase promotions on the consumers' overall perceptions and purchase intentions of the products under sale. Another important contribution of this study is comparative analysis of the instant prices discounts and next off purchase promotions that had not been done before. This empirical testing of two-wing model revealed some important findings. First, instant price discounts stating straight percentage off the original price and overall consumer perceptions and purchase intentions of the products under sale are positively associated. Second, instant discounts with tensile price claims have negative influence on the overall consumer perceptions and purchase intentions of the promoted products. Third, next off purchase promotions with imprecise percentage off the original price on the next purchase occasion negatively affects the overall consumer perceptions and purchase intentions of the promoted products. Fourth, next off purchase promotions stating certain percentage off the original price on the next purchase occasion positively affects the consumers' purchase intentions of the products under sale. However, it does have negative impact on the overall consumer perceptions of the promoted products. This model has been tested in an Asian cultural context only. Therefore, it is suggested to be tested in diverse cultural contexts. Furthermore, other promotional techniques such as buy one get one free, premiums etc., should be

incorporated in this model to gain a more comparative and comprehensive view of the usefulness of the various sales promotion approaches.

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