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MASTER'S THESIS

The Effect of Monetary versus Non-monetary Sales Promotions on Online Purchase Intention, depending on the Internet Experience

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INTRODUCTION

The evolving digital landscape is becoming highly saturated with competition. Reportedly, the global online demand due to the Covid-19 crisis has increased significantly for everyday products, including apparel and consumer electronics (Coppola, 2021). The urge to drive market share is one of the underlying causes to employ sales promotions. Most sales promotions have a significant influence upon consumers' purchase decisions resulting in revenue and profit growth. Promotion may be described as any communication intended to attract consumers' attention to services or products it sells. (Aghighi et al., 2015). The most popular choices in the online context include price reductions, coupons, promotional gifts, and conditional offers. Academics suggest that pricing plays a key role in determining customer purchase decision (Maia et al., 2019). Therefore, a price reduction is the most widely used type of sales promotion to increase purchase frequency and sales revenue (McConnochie et al., 2017).

Scholars agree that offer value judgment is made before making a purchase. Thus, sales promotions stimulate prospective consumers towards purchase intention (Sinha & Verma, 2020). To improve the virtual buying experience, it is critical to understand how different promotional offers influence purchase intent and what other factors play a determining role. Despite the rapid expansion of online shopping, sales promotions confront a variety of barriers in a digital shopping environment, including Internet product purchase risk and consumers' scepticism. There is also a lack of understanding regarding the types of sales promotions and the emotional reactions they evoke for users with different digital skills, given utilitarian and hedonistic product categories. Overall, monetary and non-monetary promotional framing evokes different emotional reactions that correlates with purchase intention (Crespo-Almendros & Barrio-García, 2016). However, sales stimuli do not always have a direct impact on sales promotions. Other contextual factors also contribute to online purchase intention. For instance, positive sensory and cognitive reactions could be evoked by hedonistic and utilitarian product attributes (Sinha & Verma, 2019). In addition, scholars suggest that consumers' scepticism and Internet product purchase risk are higher in an online context when compared to traditional retailing due to product quality, security, and financial concerns (Ariffin et al., 2108). Therefore, these negative attitudes may discourage customers from completing the purchase process online. Not to mention other factors that are proved to impact purchase intent, such as internet experience and online shopping engagement (Soopramanien, 2011; Choudhary, S., Dhillon, S. 2018). For instance, users who are more confident shopping online might be more likely to make a purchase (Hahn, Kim, 2009).

Another stream of researchers points out that shoppers who are relatively inexperienced are easier influenced by price promotions, while non-monetary promotions are more effective on advanced users (Crespo-Almendros et al., 2015). Research evidence also suggests that a higher level of online experience correlates with purchase intention derived from offers featuring utilitarian benefits (Cheema et al., 2009). Thus, the interrelation between these research subjects holds significance for both scholars and businesses alike, as it has a substantial impact on the online buying behaviour and in turn, the financial gains derived from promotional actions (Ariffin et al., 2108).

Although a number of studies have looked into the effect of sales promotions on purchase intention in various market contexts, there are a few important limitations that allow for more research into the subjects. Previous research has been inconclusive about the impact of the hedonistic and utilitarian product categories in relation to different types of sales promotions and intention to buy (Sinha & Verma, 2020). Second, the studies offer contradictive arguments on the effect of internet experience on purchase intention (Cheema et al., 2009; Hahn, Kim, 2009, Soopramanien, 2011, Crespo-Almendros et al., 2015). Third, there is a research gap in non-monetary sales promotions since most studies are focused on monetary sales promotions and consumers' emotional responses towards them (Montaner, T., Chernatony, L., Buil, I., 2011).

Hence, the purpose of this research paper is to examine and evaluate how two types of sales promotions are related with consumer purchase intentions depending on two type of product categories: hedonistic and utilitarian. It aims to find out how emotional reaction to sales promotions, scepticism, Internet experience, engagement with online shopping, Internet product purchase risk perception correlates with different promotional framing and purchase intention.

The objectives:

1. To find out what factors of monetary versus non-monetary sales promotions have an impact on purchase intention
2. To find out if hedonistic and utilitarian product categories have an impact on emotional response to sales promotions
3. To find out how consumers' level of internet experience and engagement with online shopping impact purchase intention

4. To find out how consumer's scepticism to sales promotions affects the relationship between emotional response and purchase intention

5. To find out how internet product purchase risk affects intention to buy

6. Find out how internet experience including consumption duration and internet usage affects Internet product purchase risk perception

7. Find out the relationship between engagement with online shopping and internet product purchase risk

8. Find out how internet product purchase risk affects emotional reaction to sales promotions

9. Find out if product category can determine the level of internet product purchase risk perception

10. Develop a research methodology to assess the sales effect on emotional reaction and purchase intention depending on online experience and product category.

11. Present recommendations of sales promotions that are most effective in achieving purchase intention for hedonistic and utilitarian product categories.

Keywords: sales promotion, price discount, internet experience, hedonistic value, monetary promotions, online sales promotion, price discount, price value offer types, free gifts, internet experience, hedonistic value, utilitarian value, perception of offer value, price discount perception, price offer perception, SOR.

1. LITERATURE REVIEW

1.1. The Framing Effect of Sales Promotion

Sales promotions are frequently viewed as a marketing tactic that capture customer attention through marketing messaging and helps to distinguish product offers from the competition (Crespo, Barrio-García, 2014). Promotions increase sales by evoking a positive attitude towards the perceived value and desirability of a product (Sinha, Verma, 2020). Some scholars indicate that despite product category, consumers perceive higher product value when they gain any type of promotional offer (Sinha, Verma, 2020). In the context of eCommerce, sales offers are considered as one of the main sources of information that aids users in determining the value of a product (Raghubir 2004). Therefore, choosing a sustainable promotional design is critical to driving sales. The effectiveness of sales promotions is influenced by an emotional reaction evoked by consumer attitudes to various contextual factors.

It is known that promotional framing could evoke positive or negative consumer reactions towards the offer value perception. One of the aspects that influence the emotional response to sales promotions is promotional design and how it corresponds to a product category (Heiens et al., 2016). As opposed to neoclassical economics assumptions, consumers exhibit irrational behaviour driven by responsiveness to contextual and semantic clues (Sinha, Smith, 2000; Lee, Yi, 2018). Hence, the way sales offers are framed plays a key role in purchase situations. Within the context of existing literature, "framing" refers to either positive or negative characteristics that draw emphasis on advantages or risky choices (Gamliel, Herstein, 2011). In general, online retailers select between different types of monetary or non-monetary promotions to increase the number of units sold. (Xu, Huang, 2014). Monetary promotions are price-related and attract consumers by offering price savings. In contrast, non-monetary promotions are often framed as extra gains separated from the reference price (Tabrani & Majid, 2019). Overall, the conventional approach is to frame both monetary and non-monetary sales promotions in a positive way that offers monetary savings or other tangible gains (Gamliel, Herstein, 2011).

In general, discounts and price reductions are argued to be the most effective types of sales promotions. Especially in situations when marketers aim to achieve higher market share or accelerate the clearance process (Gamliel, Herstein, 2011). In the short-term, price promotions are considered a more effective method of achieving customer buying intent than non-monetary sales promotions

(McConnochie et al, 2019). Because buyers go through an offer assessment process that evokes product associations based on the price-quality ratio, price reduction strategies are an effective way to stimulate purchase intent. (Crespo, Barrio-García, 2014). The arguments advocating price promotions is supported by the value-intention theory, which states that when the overall assessment of product advantages exceeds the reference price, purchase intention increases (Peng et al., 2019).

However, researchers have discovered that promotional design has a lasting effect on the purchase intention after the price returns to its primary level (Liu, Chou, 2015; Yi, Yoo, 2011). The framing effect should be considered with caution because monetary promotions could have long-term negative implications for value perception. In some cases, repetitive monetary promotions could be harmful to brand attitude and diminish the internal reference price derived from consumers' prior knowledge (Yi, Yoo, 2011). On the other hand, non-monetary tactics like freebies might have a more favourable implications on brand image and perception of quality than price promotions (Sinha & Verma, 2019). Therefore, different frames should align with primary marketing objectives as it impacts repurchase intention and drives future revenue growth (Liu, Chou, 2015). In the online context, however, the negative effects of monetary sales promotions are attenuated because online shoppers perceive price discounts as a regular precondition to an offer (Xu, Huang, 2014). It is also worth noting that discount coupons, according to studies, have a greater influence on online purchase intention than other types of sales promotions (Crespo-Almendros & Barrio-García, 2016). To select the most appropriate marketing tactic, it is therefore critical to understand how contextual factors and preferred medium for shopping contributes to generating purchase intent.

1.2. Monetary and Non-monetary Sales Promotions

Non-monetary and monetary promotions are the two most common categories of sales promotions. Consumers see value in monetary sales promotions because they could save money. In contrast, non-monetary sale promotions attract consumers with freebies and other types of grain-oriented incentives (Sinha, Verma, 2018). In other words, monetary sales promotion stimulates purchase intention by enhancing price saving benefits (Büttner et al., 2015). Non-monetary sales promotions are portrayed as gains and tangible benefits rather than potential savings. (Lowe et al., 2011). When compared, monetary versus non-monetary promotions, both convey a distinctive set of advantages that could be either hedonistic "(opportunities for value expression, entertainment, and exploration)" or utilitarian "(savings, higher product quality, and improved shopping convenience)" (Chandon, Laurent, Wansink, 2000). According to researchers, customers that engage in task-oriented purchasing

behaviour are more likely to respond more favourably to monetary sales promotions. Experiential shoppers, on the other hand, show a similar emotional response to both monetary and non-monetary sales promotions. However, they are more inclined to buy at establishments that provide non-monetary incentives (Büttner et al., 2015). This behaviour might be linked to hedonistic shopping preferences and pleasant emotional responses towards non-monetary sales promotions. These findings indicate that shopping orientation plays an important role in preferred promotional type (Büttner et al., 2015). It goes in line with the benefit congruency framework proposed by Chandon et al. (2000), who claim that monetary and non-monetary sales promotions offer different advantages that should correspond to hedonistic and utilitarian product features (Chandon et al. 2000). For instance, when a product is utilitarian in nature, the consumer will value the utilitarian advantages received from the sales promotion and will favour those sales promotions that convey functional benefits (Crespo-Almendros et al., 2015). Hence, when the promotional design coincides with utilitarian and hedonistic product attributes, the emotional response towards sales promotions is more attractive to consumers.

Academics suggest that monetary sales promotions have a higher impact on purchase decisions than non-monetary incentives like multi-buy offers (McConnochie et. al, 2019). It is speculated that customers prefer monetary price stimuli, because of the low transaction costs and easy access. In other words, price promotional framing decreases the amount of time individuals spend looking for, deciding, and planning their purchases (Fogel, Thornton, 2008). However, sometimes price promotions might be a riskier choice that reduces a perceived product value and discourage customers from repurchasing intention (McConnochie et. al, 2019). While price promotions help to retain loyal customers and draw bargain hunters, they may have the unintended consequence on decreasing internal reference price in the long run (Fogel, Thornton, 2008). A substantial body of literature supports the positive correlation between reference price, transaction value, and purchase intention. Evidently, higher transaction value has been found to lead to higher purchase intention (Lowe et al., 2011). In this regard, non-monetary sales promotions may evoke a stronger emotional response towards purchase intention since the promotional framing addresses higher transaction value by emphasising gains.

Moreover, price promotions cannot be used to substitute other sorts of sales promotions (Chandon, Laurent, Wansink, 2000). For instance, previous research on reference pricing and price promotions in new product categories suggests that consumers exhibit higher purchase intention when triggered by non-monetary promotions. In situations when the reference price is not fully established, free gift

offers may evoke a more positive emotional reaction towards the product offer (Lowe et al., 2011). It is also argued that non-monetary sales promotions are seen as less harmful for brand image and customer attitudes towards perceived product value (Sinha, Verma, 2020). On the contrary, price reductions may evoke negative emotional response since customers interpret product information based on the discounted price rate rather than the initial price, potentially devaluing the entire product's worth (McConnochie et. al, 2019). There is also a risk that promotional framing could cause consumers distrust and scepticism. Luk and Yip (2008) argue that in situations where the consumer's purchase intentions are influenced by deep discount pricing, brand reliability may become a non-factor. In such cases, it is important to segment target customers based on their response to monetary sales promotions to minimize negative effects on brand trust (Luk, Yip, 2008).

It's also crucial to consider consumers that place higher importance on non-monetary sales promotions (Chandon, Laurent, Wansink, 2000). According to studies, online monetary promotions appeal to inexperienced users the most, whereas non-monetary promotions stimulate individuals with advanced level of digital competencies. These consumer attitudes might be related to the way information about each type of sales promotion is embedded into the product offer (Crespo-Almendros, Barrio-García, 2016). Although monetary promotions are seen to be a more successful method of achieving purchase intent, commercial stimuli must align with contextual factors including online shopping experience, user's emotional response to promotional framing and a product category. It is also worth noting the reference price that consumers use to evaluate product offers. In the long terms, ill-defined sales promotions have a negative impact on brand trust and devaluate promotional offers.

1.3. Different Types of Sales Promotions

1.3.1. Price Promotion

Price promotions are a widely applied promotional strategy for activating consumer's emotional response towards a product offer and purchase intention. Pricing is often regarded as one of the most important marketing mix components for influencing consumer attitudes, perceptions, and behaviour (Büyükdag et al. 2020). Therefore, price promotions are an important part of marketing strategy since they trigger emotional responses that may determine purchase intent. According to research on the framing effect, dollar-off deals evoke higher positive response than reduced-price offers (Chatterjee, 2010). Different experimental scenarios also prove correlation between promotional design and consumer's emotional response. For instance, when discount is presented as "from 500 TL to 300

TL", price attractiveness and purchase intention are higher. On the other hand, the least appealing scenario refers to a fixed price discount. It has no effect on product perceived value or monetary gains (Büyükdag et al. 2020). However, it is worth noting that other contextual factors such as product markup and starting price contribute to the effect of a promotional offer. Experiments demonstrate that sale or discounted price promotions are more effective for products with a low initial price and a low markup. When the base price is high, promotional incentives such as dollars off, free delivery, or reduced delivery is more effective to achieve higher purchase intent (Chatterjee, 2010). For both cognitive and emotional assessments of customers, it is therefore critical to use price stimuli that matches advertising situation and fits pricing strategy objectives.

Moreover, price promotions are generally viewed critically by researchers due to its negative effects on brand equity and price sensitivity (Chatterjee, 2010). Raghubir (2004) contributes to the growing body of pricing literature by stating that price stimuli provide more than merely cost-cutting advantages. Customers might use price promotions as a source of information before deciding on a product's worth and determining whether or not its price is appropriate. (Raghubir 2004). Thus, increased discount rates could result in lower purchase intent due to customers doubts related to offer's credibility (Carlson, Kukar-Kinney, 2018). These disadvantages, however, do not apply to the internet context (Chatterjee, 2010). Ecommerce platforms often employ price promotions due to positive impacts such as increased user engagement, the daily number of product views, and higher sales volume (Zhang et al. 2018). On the downside, long-term effects of price promotions might be negative to consumer's emotional response towards purchase intention. Price promotions are also seen as incentive cues, triggering reward-seeking behaviour, and causing consumers to hesitate before making a purchase (Shaddy, Lee, 2020). According to findings from a randomized field experiment involving over 100 million Alibaba customers, price promotions encourage consumers to think more critically about the promotional offers. For instance, after exposure to online price promotions, consumers are more prone to add a larger proportion of viewed items to their baskets with expectation to benefit from future price reductions. Due to deep price reductions, customers might also be willing to pay lower rates for the similar commodities (Zhang et al. 2018) Furthermore, price promotions may cause customers to become impatient because of their reward-seeking behaviour and hinder them from getting a better deal in the future (Shaddy, Lee, 2020). Even though price promotions are one of the most effective revenue-generating methods, the way they are presented can have a detrimental impact on the emotional reaction of customers, evoking discount sensitivity, reward seeking behaviour, doubts resulting in decreased buy intent.

1.3.2. Discount

Discounting strategies involve many different framing options that trigger consumer attitudes about a product offer. Previous research confirmed that the way discounts are formulated impacts consumers choices (Ammar, Alleil, 2019). For example, deeper discount promotions over 20% may have a negative influence on brand choice, devaluate product offer and perceived quality (Waanders, 2013). In addition, if marketers overuse discounts or disregard pricing strategy, consumers may begin to wonder if the full price and discount rate are fair. Therefore, complex discounts should be avoided, although even the simple discount framing might lead to consumer's confusion (Mckechnie et al., 2012). Ambiguous information is often perceived as negative; thus, discounts might hinder customers from having a favourable emotional reaction toward sales promotions (Neta, Brock, 2021). Fixed prices are less ambiguous and confusing since they are not subject to change. Thus, consumers spend less time and effort evaluating offer information. Also, when fixed pricing is compared to discounts, full price offers evoke a more positive emotional reaction towards the product offering and its quality due to positive valance. Evidently, consumers are prepared to pay higher prices under fixed pricing schemes when perceived value is high. This is because fixed price evokes associations of higher quality and better value (Suri et al., 2002). Discounts, on the other hand, may be an effective sales approach if they correspond with the product offering and elicit a favourable emotional reaction.

Consumers tend to evaluate price savings "in relative terms rather than absolute dollars," therefore promotional framing is a significant factor in determining purchase intention (Grewal et al., 1994). Russo (1977) supports this argument suggesting that consumers are less prone to focus on a unit price and more likely to evaluate the absolute value of the product offering. Therefore, the discount effect on emotional response and purchase intention could vary depending on contextual factors. Discounts are commonly represented in either absolute (monetary units) or percentage terms (Mckechnie et al., 2012). This representation can have different effect on expensive and low-price products. Percentage discount may result in a higher perceived value for low-price products. Meanwhile, when discounts are expressed in monetary units, high-priced product offerings appear to be more appealing to customers (Mckechnie et al., 2012). In contrast, deep discounts accompanied with conditional offers have the opposite outcome. For example, an all-unit discount “(e.g., buy two or more and get 25% off)” is more effective at increasing purchase intention for expensive product categories. Whereas a fixed amount discount “(e.g., buy two or more and get $25 off)” is more effective at increasing purchase intention for low-cost products (Amornpetchkul et al., 2018). Because conditional offers have a higher transaction price, this contradictory consumer reaction to basic discounts versus conditional offers might be related to the overall offer value assessment. Regardless these conditions,

showing external reference prices is one of the most effective strategies for demonstrating straightforward price savings. This discount technique refers to discounted prices that are commonly accompanied by their original price. It provides clues about product quality and draws attention to higher discounts on high-ticket items. The use of an external reference pricing approach causes customers to perceive discount rates as higher. This triggers positive feelings regarding large savings and might increase buying intent (Panzone, 2014).

Furthermore, research confirms the positive correlation between product categories and cognitive associations. The consumer's knowledge structure and conceptual components of the product offer may have a significant impact on the effectiveness of the discounts. MacInnis et al. (1992) suggest that consumer product knowledge is divided into various categories, including physical product features and benefits, usability, and promotional properties. The physical aspects of a product, including its features, have the most influence on consumers preferences (MacInnis et al. 1992). Comparative analysis of hedonistic and utilitarian product categories gives weight to this argument. When a 50% off discount rate is compared to a two-for-one offer, price discounts result in higher online impulse purchase intention when the product is hedonic. In terms of utilitarian products, bonus pack deals proved to be a more efficient promotional tactic that leads to purchase intention (XU, Huang, 2014). Overall, when comparing promotional types that feature monetary sales promotions ("Buy two, get 50% off") versus non-monetary sales promotions ("Buy one, get one free"), respondents tend to perceive higher transaction value from a price promotion rather than freebies (Sinha, Smith, 2000). While monetary sales promotions may evoke favourable consumer emotions to the offer value, product category has a positive correlation with purchase intention. Therefore, hedonistic and utilitarian products should be complemented by appropriate non-monetary or monetary sales promotions.

1.3.3. Free Gifts versus Bundle Promotions

Free promotion messages are amongst popular marketing techniques often used to introduce new products by offering them as a gift. This type of sales promotion could convey monetary and non-monetary expressions (e.g., "Get Product X for Free" versus "Get Product X for $0"). According to the findings, consumers prefer free gifts that convey monetary value. A favourable emotional reaction to free gift offers is elicited by loss avoidance behaviour. In other words, customers' choices are driven by perceived product value. As a result, customers are more motivated to prevent loss when cost savings are expressed in monetary terms rather than non-monetary gains (Koo, Suk, 2019). As previously noted, customers' perceptions of product offerings and purchase intent are influenced by

a variety of contextual factors (Sinha, Smith, 2000). However, there is strong evidence that even though gift offers are economically similar, the gift promotion is more appealing to consumers when the offer emphasises monetary savings.

When comparing bundling versus Free Gift promotions with the same monetary value, research reveals different emotional response towards the perceived offer value (Raghubir, 2005). Notably, price bundling refers to a gift framing type that combines multiple items sold for the fixed price. Studies show that when two different items are promoted for the same price, the bundle framing makes costumers perceive supplementary product as more expensive. As a result, price bundling positively influences purchase intention of complementary product (Mulhern, Leone, 1991). On a downside, a series of tests done by Kamins et al. (2009) give empirical proof that bundle framing might evoke a negative emotional reaction to the value assessment of a focal product. The great example is the situation in which customers have paid the same amount for a package deal that included both the primary and supplementary products. In this case, if the focal product is offered alone rather than as part of a bundle, buyers may be less likely to pay for it. Notably, this adverse effect occurs regardless of the homogeneous or mixed product categories (Kamins et.al., 2009). Raghubir (2004) calls this phenomenon "the value-discounting effect "that occurs under the following conditions: "(a) presence of alternate price information to make judgments about the value of the gift, and (b) contextual information about the value of the promoted brand". On the other hand, Free Gift framing could devaluate the giveaway product category. It may result in decreased purchase intention and evoke consumers' willingness to pay lower price for supplementary product (Raghubir, 2004). This is especially true in repurchase situations due to established reference price of the offer. When compared conditional offers of "Buy X and Y for $" versus "Buy X for $, and get Y free", the outcome is similar. Consumers are willing to pay less for a standalone product that was given away as Free Gift. In addition, giveaway framing is often associated with low production costs of a freebie (Raghubir, 2005). The study of stand-alone sales of giveaway items sheds light on how to overcome freebie devaluation. To boost free gift product value, Raghubir suggests making customers aware of external reference price of a free gift and select freebie from the main product line if recurring purchases. Also, it is more effective to use free promotions as limited time offer (Raghubir, 2004). Displaying a gift's external reference price may trigger a more favourable emotional reaction and boost purchase intent. Due to the greater transaction cost, it's plausible that this strategy will work well with high-priced offerings.

Another school of thought asserts that bundle offers devalue an offer's value, whereas giveaway framing improves it. This is because Free Gift promotions are related to giving the focal items a

higher value. (Liu, Chou, 2015). It also reduces the likelihood of an item being returned since consumers perceive a greater loss when missing the promotional opportunities to obtain a free bonus item. Gift promotions, according to the silver lining concept, relate to minor gains and thus are more efficient in increasing the perceived offer value (Lee, Yi, 2018). As previously stated, the bundle offer provides less value for the main item, but additional products are more likely to be purchased after the sale has ended. The Free Gift promotion, on the other hand, encourages people to buy the primary product. The supplementary item, on the other hand, is less valuable and hence less likely to be purchased on its own. (Koo, Suk, 2019; Lee, Yi, 2019; Liu, Chou, 2015; Raghubir, 2005). Based on the conclusions, it's reasonable to argue that Free Gift isn't always the sufficient framing option for increasing offer value or triggering buying intent. Especially when it comes to launching a new product to a marketplace because of the negative effect it has on a freebie. It might, however, be an effective marketing technique for increasing buy intent and perceived transaction value for the primary product category. Especially when promotional framing conveys original price of a free product.

1.3.4. Coupons

Another efficient monetary sales promotion tactic is coupon, which refer to vouchers and certificates that offer a discounted price when a coupon code is utilized. Marketers use coupons instead of direct price cuts to boost revenue by distinguishing between price sensitive and non-price sensitive consumers. This promotional tactic also helps to avoid the costly rewards given to existing target audience that doesn’t need to be incentivised (Fortin, 2000). The influence of coupons on purchase intention is widely agreed upon by various research (Barat, Ye, 2015). For instance, Yahya et al. (2019) discovered that coupon marketing reduces shopping cart abandonment and increase conversion rate. A study involving fashion items confirmed a strong correlation between coupon offers and purchase intent (Yahya et al. 2019). Another large-scale Alibaba experiment delivers similar findings, indicating that coupon discounts raise purchase likelihood by 116% and shopping expenditures on promotional products by 90% (Zhang et al. 2018). In addition, when free delivery, discount, and coupon campaigns were examined, researchers found that coupons were the most effective way for online businesses to increase purchase intent (Yahya et al. 2019). In general, academics and marketers agree that coupon promotions are highly effective marketing strategy for generating long-term recurring business and increasing profit.

From the virtual consumer's perspective, however, the choice to redeem coupons is a compromise between the savings and time expenses (Fortin, 2000). To use e-coupons, consumers are required to

possess a sufficient level of computing skills, be able to search and compare multiple promotions, and have resources for collecting e-coupons online (Kang, et al, 2006). If the buyer believes that the probable advantages outweigh the expenditures involved, he or she will be ready to spend time searching for coupon deals (Fortin, 2000). Furthermore, the type of coupon and the value of the redeemed coupon have varying effects on coupon redemption, purchase intention, perceived risk, and total amount spent (Barat, Ye, 2015). Prospect Theory states that consumer decisions are influenced by whether offerings are portrayed as gains or as reduced losses. These framing choices influence whether the offer is chosen by customers. The field experiment found that when grocery consumers were given with redeemable coupons, they were considerably more likely to pick a deal that was framed as a gain (i.e., freebie) rather than a loss (i.e., discount) (Diamond, 1990). However, the findings of numerous research are contradictory about the framing effect. Another body of literature revealed that money off coupons had an advantage over percentage coupon types because customer can estimate the amount of savings more easily. A percent off coupon, on the other hand, provides customers with greater savings on more expensive products. However, the consumers are unlikely to assess the amount of money saved by using percent coupons. This might explain why various researchers obtained conflicting results on the effectiveness of discount coupon (Barat, Ye, 2015). Another effective coupon framing is e-cash format. This type of coupon is in particularly effective to evoke positive response to sales promotion and stimulate a customer's interest in a product offer and stimulate purchase intention online. Studies found that consumers are more likely to shop at stores that provide e-cash coupons that drives more traffic and increase revenue. Consumers prefer items that come with e-cash coupons because monetary reductions are perceived as higher savings (Chen et al., 2016). As previously noted, avoiding monetary lost is an important aspect that fuels urgency and leads to purchase intention. As a result, e-commerce businesses that frequently use e-cash discounts may be able to attract more customers by appealing to their desire to save money and own a high-quality product for a lower transaction value.

Table 1 Typology of Sales Promotions Tools

Author	**Sales Promotion Tool**	**Description**
Zhang et al. (2017)	Price promotion	"Price promotion refers to the fact that the actual selling price is lower than the price, so that the customer can get a discount on the price"

Büyükdag et al. (2020)	Discount	Refers to "different price promotion scenarios such as a percentage-off discount, cents-off discount (net discount), discount under a time constraint"
Kulkarni et al. (2008) Chandon et al. (2000)	Free Gifts	"In promotions, "gift" typically refers to an additional good a consumer receives for free when purchasing the promoted product. Free gift differs from the other promotions such as price cuts, rebates, and coupons because a free gift does not affect direct monetary cost of the promoted product"
Foubert & Gijsbrechts (2007)	Bundle Promotions	"Bundle promotions—the practice of granting consumers a discount when they buy a certain number of units from a designated range of stockkeeping units"
Ward & Davis (1978)	Coupons	"The redemptive value represents reductions in the purchasing price to the consumer since the coupon generally gives cents off the purchasing price"

1.4. The Interplay Between Internet Experience and Internet Product Purchase Risk Perception

Online buying is becoming more widespread as the number of digital buyers continues to rise. (Soopramanien, 2010). As a result of the COVID-19 health crisis, the eCommerce industry has expanded by 10% in 2020 on a global scale (Statista, 2020). This data indicates that consumer's shopping behaviour is being transformed by digital shopping trends as customers becomes more accustomed to the use of digital technology. Therefore, it is important to understand what factors

stimulate positive consumer response to purchase products online. Some scholars insist that internet experience plays an important role in understanding consumer's virtual shopping behaviour. The amount of usage and interactions with diverse online sites is referred to as "internet experience." When consumers browse a variety of online services and websites on a regular basis, they gain a broad online experience (Nysvee, Pedersen, 2002). Some scholars believe that the amount of time spent on the Internet has a direct impact on purchasing intent. Other academics suggests that there is no direct influence, but rather an indirect relation influenced by promotional stimuli and consumer's perception of web usability and functionality (Bruner, Kumar, 2000). In addition, the broader internet experience is associated with higher confidence and lower costs related to product information search and comparison shopping (Teo, 2006; Hahn, Kim, 2009). Previous research indicates that high confidence level with shopping online leads to more positive consumer's attitude towards promotional stimulus. Consumers are more confident in purchasing items on online shops of familiar click-and-mortar stores due to brand trust and previous in-store shopping experience. There is a link between brand trust and perceived internet confidence, which leads to increased online purchase intentions (Hahn, Kim, 2009). Hence, it is plausible to assume that the online experience consists of several dimensions and includes such factors as the online consumption duration and internet usage habits.

Moreover, online shoppers could be differentiated as online visitors and potential customers. The former category refers to frequent and light internet shoppers who are different in terms of their attitudes towards online shopping. In this sense, heavy internet shoppers exhibit more positive response towards online purchasing convenience and product assortment. Light internet shoppers, on the other hand, perceive a higher level of risk and recognize fewer internet benefits, making them more cautious to purchase products online (Forysthe, 2006). In addition, non-adopters or inexperienced Internet users also incur much greater expenditures for online search, monitoring, and technological adaption when compared to experienced internet adopters. Customers choose sales channels with the lowest transaction costs, according to transaction cost theory, which may explain why non-adopters or light users are hesitant to purchase products or services online (Teo, 2006). It is hypothesized that as the online experience improves, consumers' desire to shop virtually also increases while their perceived risk and scepticism decreases (Soopramanien, 2011). However, some scholars suggest contradicting findings that consumers who shop online on a regular basis perceive significantly higher risks associated with product quality, security, and finance than those who buy only occasionally. According to the empirical evidence, as one's Internet experience becomes more advanced, so does perception of Internet product purchase risk (IPPRP) (Coker et al., 2008). It could

be speculated that the more internet experience individuals have, the less trust they have in the information offered by online sellers (Cheema, Papatla, 2010). Likewise, the level of awareness that experienced Internet users possess may trigger unfavourable consumer reactions to promotional stimuli. Exposure to sales promotions on a regular basis becomes the norm for advanced users. Consequently, it has less of an impact on purchase intent since it no longer evokes the same amount of excitement as it does in the case of novice consumers (Crespo-Almendros, Barrio-García, 2016). Due to their lack of understanding of potential risks, inexperienced customers may be more likely to respond positively to product information offered online (Cheema, Papatla, 2010). Thus, for advanced users who are regularly exposed to sales stimuli, the negative impact of IPPR towards online purchasing intention might be mitigated by online shopping engagement (Coker et al., 2008). Engagement with online shopping refers to "general intention to use the Internet to buy". It reflects customers' overall attitudes regarding online shopping as well as how they feel about using the internet to make purchases (Soopramanien, 2011). Due to the above-mentioned inconsistent findings and a lack of literature on the subject, more study on the association between IPPRP and engagement with online shopping is needed.

Generally, academics suggests that perceived risk remains comparatively higher when shopping online than offline (Soto-Acosta et al., 2014). The fear of losing sensitive personal data, product quality, the inability to examine items, and financial loss are the main barriers to online shopping (Forysthe, 2006; Soopramanien, 2011; Bhatnagar, Ghose, 2004). A few factors appear to be at play when it comes to an consumers' emotional response to internet purchasing. Customers' intentions to shop online and browse e-retailer sites are enhanced by perceived Internet benefits, whereas perceived risk to buy products online has negative impact on online purchase intention (Forysthe, 2006). Regrettably, Bhatnagar and Ghose (2004) analysis revealed that consumers are more discouraged by potential risks of online shopping than motivated by Internet benefits. On the positive note, scholars emphasise that the level of perceived risk decreases, and purchase intention increases when consumers are satisfied with web service (Pires et al., 2004). In general, experienced users are more informed and hence less risk-averse than their novice counterparts when it comes to internet usage (Soto-Acosta et al., 2014). However, the complex relationship between various contextual factors also influences positive customer attitudes about product offer. For example, frequent internet browsing, time spent purchasing online, money spent, and purchase frequency are all associated with a decreased risk perception. In this regard, consumer segmentation based on digital skill level is important for building trust and managing the risks and rewards associated with online shopping (Soto-Acosta et al., 2014).

Indeed, consumer purchase behaviour on the internet is influenced by more complex factors than those typically used in brick-and-mortar companies. Constantinides (2002) in his web experience framework includes an array of controllable variables that goes beyond the 4Ps mix model. Several scholars emphasize the significance of such factors as psychological features, shopping convenience, Web usability and engagement, return policies, and the aesthetic qualities of design (Constantinides, 2002; Bhatnagar, Ghose, 2004). According to a number of studies, consumers prefer an online shopping environment that is easy to navigate, provides relevant information, and ensures transaction security as well as personal information protection. (Teo, 2006). Therefore, virtual purchase behaviour could be influenced by creating the Web experience that consists of trust building elements like online functionality, informative content, cues, promotional stimuli, and product attributes (Constantinides, 2002). In order to reduce IPPR, contemporary ecommerce practices imply that it is critical to optimize websites and deliver an online experience that is compatible with the brand image and product offering. The quality of web service experience has an impact on perceived internet confidence and online purchasing intent. (Hahn, Kim, 2009). Various stimuli may elicit different emotional responses in novice and expert users. Therefore, the above-mentioned trust-building components should be combined based on customer preferences and internet usage behaviours in order to reduce IPPRP.

1.5. The Effect of Scepticism on Intention to Purchase Online

Individuals' predisposition to doubt advertising promises is referred to as consumer scepticism. According to Soopramanien (2011), scepticism refers to a mindset in which individuals understand and appreciate the benefits of online medium while also being concerned about the potential risks it presents. Research suggests that consumer's existing knowledge and experience impact their level of scepticism. It also varies depending on other contextual factors like the source, product category and its properties (Pechpeyrou, Odou, 2012). Hence, it could be speculated that promotional framing that contradicts the product offer contributes to scepticism. According to some experts, complex promotions and inconsistent promotional designs are particularly damaging to customers' impressions of the product offer. It reduces trustworthiness, which is linked to the perceived product value (Parguel, Desmet, Mimouni, 2006). As a result, scepticism is likely to increase. A noteworthy example refers to “freebie dilemma”. As defined by Kamins et. al (2009) it addresses customers' scepticism about Free Gift sales campaigns. Some consumers perceive this strategy as a marketing trick designed to sell products and boost transaction value through low-cost gifts. It causes consumers

to have prejudiced views about the product's quality (Kamins, Folkes, and Fedorikhin 2009). In situations where there are repeated sales promotions, large volumes of items, or deep discounts offered, consumers are also more sceptical about offer value associated with low manufacturing costs (Pechpeyrou, Odou, 2012). Such pushy sales tactics might not be cost-effective, because sceptics frequently require more persuading to consider a promotional offer desirable (Soopramanien, 2011). Thus, sceptical shoppers are less likely to make a purchase because they are not motivated by the opportunity to benefit from sales deals (Pechpeyrou, Odou, 2012). According to the findings, the role of credible sales process positively correlates with consumer behavioural intention. In other words, consumers' decisions to buy a product are influenced by the trustworthiness of commercial stimuli and attitudes about the product offer (Petrescu et al. 2019). Given the fact that contextual factors might cause scepticism, promotional stimuli should match product characteristics to achieve desired marketing objectives.

When assessing the relationship between ad scepticism and the level of experience using the Internet, more experienced customers are less likely to be sceptical about shopping online and more inclined to embrace it (Soopramanien, 2011). Advanced users are also likely to spend more time browsing online. Thus, they are exposed to a higher degree of commercial stimuli. Such digital skills enable them to spot subtle advertising cues and appraise them more swiftly, resulting in increased purchase intent (Vijayalakshmi et. al, 2020). Compared to novice users, advanced consumers have a better understanding of benefits and risks related to shopping online. Internet experience increases risk awareness while also reduces perceived risk in purchasing situations (Soopramanien, 2011). Thus, it could be argued that scepticism, risk perception and internet experience all have moderating effect on relationship between consumers emotional response and intention to buy. It can change the outcome of emotional reaction evoked by sales promotions towards purchase intention.

1.6. Impacts of Hedonistic and Utilitarian Products

Most academics believe that there is a positive correlation between consumers emotional reaction to product offer and product attributes. Thus, there is a popular approach to classify products in accordance with their hedonistic and utilitarian properties (Heiens et al., 2016). Hedonistic and utilitarian characteristics might evoke different emotional reactions that triggers purchase intention. Utilitarian benefits refer to aspects like product quality, pricing, online shopping convenience, diverse product categories, and informative product description (Novela et al., 2020). It appeals to individuals who are looking for functional advantages. Thus, promotional offers that evoke positive views about utilitarian advantages are more effective when it aligns with product category. Studies show that

consumer attitudes and emotional reactions play a key role in driving purchase intent, whereas hedonistic and utilitarian characteristics have a moderating impact on this relationship (Novela et al., 2020). Evidently, customers with utilitarian orientation are more price-sensitive and frequently rely on logical reasoning; hence, marketing stimuli that focus on utilitarian product benefit are more appealing (Lee et al., 2009). When promoting utilitarian products, it is therefore more effective to structure sales promotions in monetary terms that correspond to utilitarian product qualities (Crespo-Almendros, Del Barrio-García, 2016). Overall, promotional framings that enhance product offer benefits are more cost-effective since they stimulate buying intent.

Meanwhile, when promotional framing appeals to experience, enjoyment, and social image, consumers perceive higher product value of hedonistic products (Novela et al., 2020). The above-mentioned findings are supported by the construal-level theory stating that shopper orientation requires to frame sales promotions in accordance with either feasibility or desirability levels of mental constructs (Chandon et al. 2000). In other words, when shopping hedonistic products, individuals choose desirability-related offers, whereas utilitarian shoppers prefer feasibility-related marketing stimuli (Scarpi, 2021). The reasoning behind choosing certain products depends on shopper's orientation defined by the mental constructs that should go in line with either utilitarian or hedonistic product types (Scarpi, 2021). Chandon et al. (2000) expands on the argument with two choice experiment that demonstrates how consumers respond towards sales promotions when product is hedonistic versus utilitarian. The experiment reveals that high-equity brands achieve higher promotional effectiveness when they use monetary sales promotions for utilitarian products rather than hedonistic ones (Chandon et al. 2000). Nevertheless, price is one of the key factors in encouraging hedonistic online browsing (Park, et al, 2012). When choosing between utilitarian and hedonic items, consumers make situational judgments. Researchers' attempts to determine the aspects encouraging utilitarian or hedonic consumption reveal that consumers often suffer anticipatory guilt when considering hedonic products. The only time they deviate from this emotion is when they purchase products for other individuals (Lu et al., 2016). When taking a closer look to the relationship between apparel product attributes, hedonistic web browsing, and impulse purchase intention, consumers are actively looking for affordable bargain deals (Park, et al, 2012). However, due to hedonistic product characteristics, customers may also have a negative reaction towards monetary incentives, particularly high discount offers. Positive feelings like excitement evoked by being able to obtain a hedonistic product may become ordinary and linked to utilitarian benefits (Santini, et al. 2013). Hence, e-tailers must devise well-structured promotional pricing strategy that evokes positive emotional response among web users visiting ecommerce websites (Park, et al, 2012). Promotional

tactics should appeal to either feasibility or experiential benefits to enhance the value of hedonistic or utilitarian product categories. Although monetary sales promotions may assist to alleviate guilt associated with buying hedonistic items, poorly defined promotional framing or deep discounts may elicit unfavourable customer reactions and attitudes. As a result, the likelihood of making a purchase is reduced.

Furthermore, there is a convention, that majority of shoppers are rational and driven by utilitarian motivation (Novela et al., 2020). It might be only a partly true because in traditional media outlets sales promotions are more commonly used with utilitarian products. In the e-commerce context, however, online sales perform better for product offers framed with hedonistic attributes. This is because online environment is visually more dynamic than traditional in-store outlet and thus compatible with experience-driven commerce. As a result, internet medium is well suited to stimulate purchase intention of hedonistic products (Heiens et al., 2016). A growing body of research suggests that purchase intention is influenced more by hedonistic attributes, while utilitarian benefits do not change consumer's attitude toward intent to buy (Novela et al., 2020). Adventure, pleasure, value perception, social engagement, and concept shopping are all hedonic shopping motives that have direct effect on impulsive purchase intention (Merima, et al.,2011). Scholars agree that when it comes to influencing customers' intentions to engage in a sales campaign, hedonic advantages outperform utilitarian ones. Studies also found that hedonic cues have an important influence in sales promotions proclivity. Hedonic stimuli have a significant impact on different types of customers and their willingness to respond to both monetary and non-monetary advertising (Reid et al., 2014) As a result, introducing more features and offering sales incentives to customers encourages them to take advantage of hedonistic shopping online. For example, the user-friendly web page layout and concise product information improve the user experience and increase engagement (Chiou, Ting, 2010). In their study, Ha and Stoel (2009) suggest that the intention to buy hedonistic e.g., apparel items is influenced by perceived usefulness, which is one of the key variables in a technological adoption model (TAM). The perception of usefulness of Internet is influenced by the quality of e-shopping, which encompasses elements such as privacy, web design, customer service, and user experience. Prior researchers also agree that web atmospherics that evoke emotional, perceptual, and behavioural responses could influence consumer's choice towards certain offers (Deng, Poole 2010).

It is also worth noting that Internet shoppers with different hedonistic and utilitarian motives respond differently not only to promotional stimulus, but also to variety of website factors including its functionality, order fulfilment, support service, product description, etc (Forsythe et al., 2006). There are many significant utilitarian gains in the form of savings that encourage consumers to purchase.

For example, price awareness is a key factor for price-sensitive customers that stimulates purchase intention regardless utilitarian or hedonistic preferences (Reid et al., 2014). Therefore, web pages also must have robust price comparison tools that allow online shoppers to compare costs across product categories. It should label things with discount pricing to make it easier for consumers to locate the best promotional deals (Chiou, Ting, 2010). In this case, pricing display focused on utilitarian benefits could provide a bargaining advantage over competitors. Therefore, consumers more prone to seek utilitarian product benefits should not be overlooked by e-businesses. A study conducted with the airline tickets revealed that offers that enhance utilitarian benefits are more effective to new Internet users. However, expert users prefer free hotel accommodations that are more hedonistic in nature (Crespo-Almendros, Del Barrio-García, 2016). The compatibility principle explains this phenomenon that the incentive selected, and the service advertised might impact user behaviour (Tversky et al., 1988). Consequently, connecting sales promotions with product attributes may help establish the efficacy of marketing initiatives that lead to increased buy intent (Heiens et al., 2016).

However, data indicates that hedonic and utilitarian orientations have significantly different purchasing frequency online. Studies revealed that consumers who shop for utilitarian necessities on Internet spend less money and purchase fewer things. (Scarpi, 2011). When shopping for hedonic versus utilitarian items, customers will browse more things, spend less time per product, and utilize the price comparison tool more frequently throughout an online shopping session (Chiou, Ting, 2010). Hedonistic shoppers are also more lucrative since they spend more and buy more units per transaction. There is a stronger positive link between purchase frequency and hedonism than between utilitarian buying orientation (Scarpi, 2011). This is especially true in apparel industry, where practical consumption and product functionality is overpowered by emotional triggers and sensory images (Koca, E. et al., 2013). According to the findings of the semi-structured interviews, the main reason why users looking for hedonistic offers appreciate ordering apparel products from a website is because of its user-friendly interface, and the convenient ordering process. Product variety is another point in case that triggers hedonistic shopping motivation (Nopnukulvised et al., 2019) However, it is important to emphasize that when variety is based on functional qualities, customer seeks for greater diversity in utilitarian items as well. Variety seeking behaviour is an important factor when developing promotional offers such as combined product and bundle offers that could fit both utilitarian and hedonistic product categories (Baltas et al, 2016). In addition, hedonic orientation also leads to more unexpected purchases (Scarpi, 2011). This behaviour might be explained by consumer mindset since individuals who shop for pleasure and enjoyment interpret information less logically than those who shop in utilitarian manner (Scarpi, 2021). As a result, utilitarian shopping orientation

seldom leads to more purchases once buyers have discovered what they were looking for (Scarpi, 2011).

Overall, there is a positive correlation between consumer response to specific promotion types and product categories. Dastidar (2017) investigated consumer's deal proneness across eight types of promotions including free gifts, sale, coupons, money-off, buy-one-get-one-free, shelf display, rebate and refund, and contest. The study confirms that when sales incentives are compared across high-involvement product (apparel) and a low-involvement product (shampoo), deal proneness is inconsistent. In other words, consumers responsiveness to promotions varies depending on different product types (Dastidar, 2017). Thus, it is more efficient to design sales promotion constructs in accordance with product category to increase perceived value. In addition, research indicated a strong relation between non-monetary sales promotions and hedonistic products. Likewise, the same positive correlation applies to monetary incentives designed to promote utilitarian products (Chandon et al. 2000). Results of previous studies also revealed that sales promotions are most effective when it targets product specific benefits. For instance, researchers found that food products correspond to hedonistic benefits, whilst personal care items are more utilitarian in nature. Thus, sales promotions that capitalize on hedonistic benefits might be more appropriate with food and other experiential product categories. Meanwhile, utilitarian benefits of sales promotions would work better with functional products like personal care items (Sinha, Verma, 2020). Evidently, different types of sales promotions could enhance hedonistic (e.g., sensory) and utilitarian (e.g., functional) benefits that different product types possess. Thus, to achieve purchase intention and enhance value perception, the design of sales promotions require properly positioning constructs that address customer's needs and desires related to product specific benefits.

2 METHODOLOGY AND RESEARCH DESIGN: ASSESSING THE EFFECT OF MONETARY VERSUS NON-MONETARY SALES PROMOTIONS ON PURCHASE INTENTION

2.1. Purpose of the research and research model

There is an extensive body of literature that analyse the effect of sales promotions on purchase intention. As noted in the literature review, monetary and non-monetary framing may have a different effect on purchase intention. The consumer's positive or negative emotional response to sales promotions might be influenced by a variety of factors including product category, consumers' digital competencies, scepticism, and Internet product purchase risk perception. However, there are

contradictive findings regarding the interrelation between these research subjects. Therefore, the goal of the study is to evaluate how promotional framing of hedonistic and utilitarian products affect consumer purchase intentions based on emotional reaction, the user's level of internet experience, and other factors such as scepticism, engagement with online shopping and IPPRP. This study intends to contribute to the area of digital marketing by offering insights on which promotional framing might be more effective and has a positive impact on emotional response in the online context. The study compares how coupon codes and free gift offers impact behaviour responses for apparel versus consumer electronics and takes the level of internet experience into account.

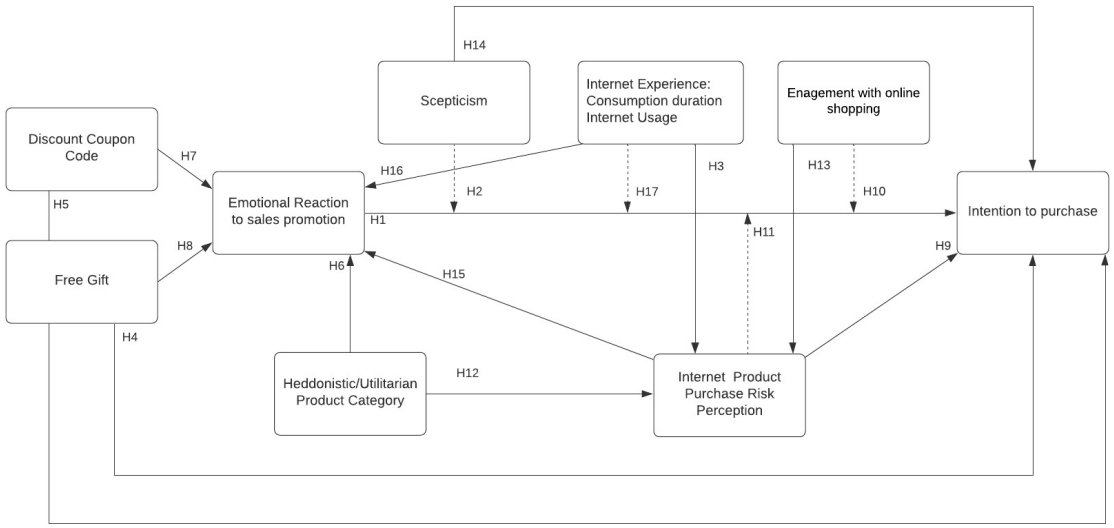
In order to explain the research design and methodology, the visual presentation of the research model is based on the stimulus-organism response paradigm (S-O-R) model. The stimulus-organism response paradigm (S-O-R) contributes to assessing consumers' actions and behaviour. Thus, this study relies on the Stimulus–Organism–Response model (S–O–R), which states that when a person is exposed to a stimulus (S) such as sales promotions it triggers emotional and attitudinal states (O) such as pleasure and arousal, which then govern users' reactions (R) such as purchase intention (Mehrabian and Russell, 1974; Zimmerman, 2012). As a result, the emotional response of consumers will align with their purchase intention. While the S-O-R paradigm has been used in numerous studies to assess internal elements such web environment, it may also be used to understand the impact of external stimuli on purchase intent, such as sales promotions (Kaur et al., 2017). As noted, the S-O-R paradigm expands on behavioural consumer responses.

Consumer's behaviour intentions may also be explained by Technology Acceptance Model (TAM) using cognitive processes. TAM is the most prominent and widely used theoretical framework for defining an individual's acceptance of information technologies (Lee et al., 2003). Some scholars are using TAM to analyse online customers' purchasing intentions since they display characteristics of both conventional consumers and users of information technologies (Wang, 2017). Perceived Usefulness (PU) and Perceived Ease of Use (PEOU) are two major variables to examine in relation to customers' online purchase intention (Lee et al., 2003). Perceived usefulness refers to "the prospective user's subjective probability that using a specific application system will increase his or her job performance within an organizational context'' (Davis et al., 1989). Studies also found that e-shopping quality determines perception of usefulness, trust, and enjoyment, which in turn influence consumers' attitudes toward e-shopping. For hedonistic product categories like apparel, consumer perceptions of usefulness influence attitude toward e-shopping and evoke intention to buy (Ha & Stoel, 2009). The research model takes into account the importance of perceived usefulness of

Internet medium and measure variables like Internet experience that consists of consumption duration and internet usage along with engagement with online shopping. It aims determine how these variables affect the relationship between emotional response and purchase intention as well as Internet product purchase risk perception.

For the reasons stated above, TAM and S-O-R paradigms are combined to create a new model that employed sales promotions as the primary route and emotional response to sales promotion as the mediator. The following research model better illustrates the links between behavioural intentions, customer beliefs and attitudes towards shopping online. The suggested model proposes that monetary and non-monetary sales promotions serve as a stimulus, with emotional response, IPPRP, and scepticism serving as an organism, and purchase intention as a response variable. In addition, internet experience and engagement with online shopping acts as an extraneous variable, strengthening, negating, or otherwise affecting the relationship between independent variables like sales promotions and dependent variables like emotional response and purchase intention via moderating variables such as Internet product purchase risk perception and scepticism. Figure 1 is a visual representation of research model. Figure 1 illustrates the relations between the above-mentioned research subjects.

Figure 1 Conceptual framework of the research



The model shows that monetary (price discount coupon code) and non-monetary (Free Gift) sales promotions are anticipated to have a direct influence on emotional reaction to sales promotion and purchase intention, according to the S-O-R paradigm. Moderating variables such as Internet product

purchase risk perception and scepticism are predicted to have an impact on this correlation. Following the TAM framework, the further assumption is that perceived usefulness that aligns with Internet experience and engagement with online shopping is positively linked to purchase intention. Furthermore, the literature analysis strongly indicates that the user's level of online experience has an indirect influence on an emotional reaction to sales promotion.

2.2. Hypotheses of the study

Research hypotheses are formulated based on the literature review and the proposed research model. At first, the paper analyses the links between emotional reaction evoked by sales promotions towards purchase intention. The hypothesis 1 seeks to demonstrate that favourable emotional responses to sales promotions have an impact on purchase intent. According to studies, sales promotions have a significant impact on positive customer emotions. In turn, positive emotions also have a major impact on spontaneous buying intent (Fatmawati, Dinar, 2020). Other literature sources support that consumer attitudes and purchase intentions are directly influenced by emotional responses to commercial stimuli (Anastasiei, Chiosa, 2014). Consumer buying behaviour suggests that purchase decision is made spontaneously, and it is a result of emotional response to promotional stimuli. In this regard, promotional actions instil a positive attitude toward the product offer. This positive attitude creates an emotional reaction and leads to purchase intention (Niazi, et al. 2012).

H1 *The more positive the emotional response evoked by sales promotions the greater influence on purchase intention.*

Another objective of this research article is to investigate how scepticism affects the relationship between emotional response to sales promotions and purchase intention. Scholars suggest that consumer scepticism evokes negative feelings toward commercial stimuli and brand offer (Pechpeyrou, Odou, 2012). These attitudes lead to lower buying intention because consumer perceive information about the product value as untrue (Kaj, Morel, Pruyn, 2003). Therefore, it could be asserted that scepticism is a moderating variable which negatively affects relationship between emotional response and purchase intention.

H2 *Scepticism towards sales promotions could influence relationship between emotional reaction and the lower intention to purchase.*

Past research indicates a correlation between Internet experience and Internet product purchase risk perception. Consumers who demonstrate advanced digital competencies are less risk-averse towards promotional offers and feel more secure when shopping online due to higher exposure to promotional stimulus (Soopramanien, 2011; Vijayalakshmi et. al, 2020). Internet users who have advanced digital skills are also more confident when exploring the web and are better at recognizing advertising cues and internet benefits. As a result, experienced internet users are more receptive to advertising stimuli and are therefore more intended to purchase products online due to lower risk perception (Hahn, Kim, 2009; Forysthe, 2006). Hence the paper aims to establish that the advanced level of Internet experience reduces IPPRP.

H3 *The higher the level of internet experience (including consumption duration and Internet usage), the lower internet product purchase risk perception*

According to literature review, the framing effect of Free Gift offers have an inconsistent effect and could impact purchase intention either negative or positive depending on contextual factors. For instance, when emphasis is given to monetary value of Free Gift, purchase intention is higher (Koo, Suk, 2019). However according to studies, in some instances, a Fee Gift offer might discourage consumers from purchasing a product. This effect might be moderated by disclosing the pricing of freebies. In addition, when compared to more expensive gift offerings, products accompanied with low price gifts result in higher intention to purchase. Some researchers explain that this phenomenon occurs because higher value of free gifts is associated with lower overall perceived offer value (Raghubir, Celly, 2009). In this regard, consumers may have an unfavourable attitude about manufacturing costs. In general, freebies raise the value of the main item while lowering the value of the supplementary free product (Raghubir, 2004; Liu, Chou, 2015). The study aims to verify that there is a direct relationship between Free Gift offer and positive intent to buy.

H4 *Free Gift promotion has a positive impact on intention to purchase.*

Scholars found a strong link direct between discount code transactions and higher conversion rates in the eCommerce setting. A study of apparel sales found a strong link between coupon discounts and buying intent (Yahya et al. 2019). Research also indicates that coupons presented in monetary terms had an advantage over "percent off" discounts because customers can easier estimate their savings (Barat, Ye, 2015). In accordance with literature review, coupons are regarded as one of the most effective promotional strategies to achieve higher purchase intention. This is especially true with e-cash coupons that is perceived as one of the most effective incentives to boost consumer's interest

and purchase intention. Therefore, the paper aims to find out the effect of this type of monetary framing on purchase intention.

H5 *Coupon code promotion has a positive impact on intention to purchase.*

Consumers' emotional responses to both functional and hedonic items are confirmed by the research findings (Bettiga et al., 2020). Studies indicate that consumption-induced emotions vary depending on stimuli and are context-dependent (Richins, 1997). For instance, with hedonic items, customers pay more attention to the emotions evoked by a product offer and are more likely to recognise that their emotional reactions are caused by the product typology (Bettiga et al., 2020). Thus, the research aims to gain better understanding on the impact of hedonistic and utilitarian product categories on emotional reactions towards sales promotions.

H6 *Hedonistic and utilitarian product categories influence emotional reaction to sales promotions*

The relationship between emotional response and intention to use digital coupons is explained by the theory of planned behaviour. The main factor that boosts intention to apply a digital voucher is consumer's attitude an emotional state. In general, attitudes refer to a collection of emotions, beliefs, and feelings. According to studies, positive emotions toward commercial stimuli may be translated into the usage of a digital voucher (Yakasai, Jusoh, 2015). Thus, the logical outcome of positive attitude towards discount coupons is higher purchase intention. The hypostasis aims to validate that discount coupons cause consumers to feel positive emotions in the ecommerce context.

H7 *Discount coupon code evokes positive emotional reaction towards purchase intention.*

According to the literature, there is a relationship between Free Gift offers and happiness induced by receiving a free product with purchase. It is noteworthy that product qualities of a Free Gift have a significant influence in eliciting a positive emotional response. This is because shoppers evaluate the gift's price-quality ratio and its functional benefits (Zhu, Chang, 2014). Thus, Free Gift offers may influence emotional response towards promotional stimuli depending on the contextual factors.

H8 *Free gift offer evokes positive emotional reaction towards purchase intention.*

Shopping online is linked to a greater degree of perceived risk related to technology fears and a lack of computer literacy (Dekimpe, Parker, & Sarvary, 2000). According to studies, some consumers may be deterred from making online purchases due to higher levels of risk associated with the product

category and distrust of the internet. When e-retailers adopt risk-reduction tactics such as money-back guarantees, the buying process is easier and the risk of purchasing a product online is minimized (Lee, Huddleston, 2008). Lower risk perception may reduce hesitancy towards online shopping and increase purchase intention. Hence, the objective of hypothesis 9 is to validate that there is a direct correlation between Internet Product purchase risk and reduced purchase intention.

H9 *The higher the Internet product purchase risk perception the lower purchase intention*

Consumers' willingness to utilize the internet medium to shop for products refers to their engagement in online shopping. One of the key indicators of intention to use Internet for shopping purposes is favourable consumer attitudes about web-based shopping environment (Soopramanien, 2011). In accordance with literature review, more positive attitudes towards shopping online leads to higher purchase intention (Hahn, Kim, 2009; Bruner, Kumar, 2000). Since engagement with online shopping is defined by consumer attitudes and Internet experience, the study aims to establish that positive influence of engagement with online shopping increase purchase intention.

H10 *The higher engagement with online shopping, the higher the purchase intention.*

Another link the study aims to establish is the relation between Internet product purchase risk perception and emotional response to sales promotions. According to research, purchase intention is often discouraged due to negative emotional response towards product offer. The major consumer concerns that evoke negative reactions to promotional offers are associated with privacy, product quality and security risks (Ariffin et al., 2108). As a result, the level of uncertainty that an individual feels about purchasing a product over the Internet has a significant influence on customers' decisions to make online transactions (Coker, Bashill, 2011).

H11 *The higher the Internet product purchase risk perception the less positive emotional response to sales promotions and purchase intention*

The goal of the hypnosis is to demonstrate that hedonistic and utilitarian products have a significant effect on how users regard internet product purchase risk. Hedonistic items require less trust to generate a positive emotional response since the product attributes stimulate them more than functional advantages. In this case, emotional stimuli of hedonic purchases are driven by pleasure-seeking behaviour, rather than utilitarian advantages. Thus, perceived risk is reduced (Filho, Simoes,

2019). Customers with utilitarian preferences are more price-sensitive and typically depend on logical thinking; as a result, they may be more aware of the risks associated with sales promotions (Lee et al., 2009). Therefore, the hypothesis aims to confirm positive corelation between product category and internet product purchase risk perception.

H12 *Hedonistic and utilitarian product category influence internet product purchase risk perception*

Engagement with online shopping refers to the general willingness to use the Internet to buy products. The paper seeks to establish that consumers who are more willing to engage with online shopping are less risk averse. Research agrees that the perceived risk of purchasing products online has a negative impact on the adoption of online shopping (Soopramanien, D., 2010). Likewise, the general intention to shop online implies that customers have a higher degree of trust and a lower level of risk perception when purchasing products over the internet. Hence the research aims to confirm that the engagement with online shopping reduces IPPRP.

H13 *The higher the engagement with online shopping, the lower Internet product purchase risk perception*

Previous studies indicate that there is a significant link between scepticism regarding promotion and purchase intention. Consumers' decisions to purchase a product online are highly influenced by trustworthiness of product offer. In most cases, consumers who have doubts about credibility of sales promotions are less likely to make a purchase and harder persuaded by promotional offers (Pechpeyrou, Odou, 2012). The hypothesis aims to establish that scepticism toward promotions dimmish purchase intention in the online context.

H14 *The higher level of scepticism regarding promotion, the lower intention to purchase*

Researchers assert that consumers could be discouraged from having positive attitudes towards sales offers because of the high-risk perception associated with purchasing products online, such as privacy and financial concerns as well as product quality (Forysthe, 2006; Soopramanien, 2011; Bhatnagar, Ghose, 2004). The hypothesis seeks to confirm the negative effect IPPRP has on emotional response to sales promotion.

H15 *The higher Internet product purchase risk perception the less positive emotional reaction to sales promotion*

Prior Internet experience could be defined by two criteria including broad internet familiarity and digital expertise of specific task performance accumulated over time (Potosky, 2007). Other studies emphasise that advanced Internet expertise is associated with a time spend online (Bradlow et al., 2002). Therefore, to assess Internet experience researchers identify the following subdimensions including consumption duration and internet usage habits that consists of internet usage, percent of online shopping and frequency of shopping online (Soopramanien, 2011; Choudhary, S., Dhillon, S. 20018). These subdimensions convey both aspects of Internet experience that include the general Internet usage measured by consumption duration and specific Internet task that refers to online shopping measured by internet usage habits.

According to previous study, consumers who have a high degree of Internet confidence have a more positive attitude toward promotional stimuli. There is also a positive correlation between digital skills and increased online buying intention (Hahn, Kim, 2009). Other scholars argue that users who have lower internet experience are more responsive and emotionally engaged with promotional stimuli than their advanced counterparts (Cheema, Papatla, 2010). This might lead to less hesitation and more positive reaction to product offer. Hence, the research paper aims to identify how separate components of internet experience affect the relationship between emotional response to sales promotions.

H16 *The higher Internet experience the more positive emotional response*

Previous research indicates that more experienced Internet consumers recognise more advantages of sales stimuli that in turn influence their purchase intention. Others claim that while Internet experience has no direct impact on purchase intent, site usability and other benefits associated with promotional stimuli and the Internet medium do (Bruner, Kumar, 2000). It is noteworthy that Internet experience is not a singular variable, but consists of several components including internet usage, the percentage of time spent and frequency of online shopping (Soopramanien, 2011; Choudhary, Dhillon, 2018). Given the contradictive nature of previous findings, the paper aims to investigate how internet experience influence the relationship between emotional response and purchase intention. In this regards, level of internet experience is acting as moderator.

H 17 *The more positive emotional response evoked by level of Internet experience the higher the intention to purchase*

2.3. Data basis and methods

The experimental design is used to evaluate study hypothesis, and data is obtained using a survey. The experiment is conducted using a 2x2 factorial design, with the manipulated variables being monetary and non-monetary sales promotions (coupon code vs Free Gift), hedonistic vs utilitarian product categories (apparel and consumer electronics). Data are going to be gathered as follows: the research subject will receive three control questions to identify whether they have a sufficient purchase experience online. Two groups of homogeneous participants is shown utilitarian and hedonistic products with monetary and non-monetary offers featuring the same economic value (10 EUR off coupon code or 10 EUR worth free gift offers).

1) Apparel item with a free gift worth 10 EUR.
2) Apparel item with a 10 EUR off coupon code.
3) Consumer electronics with a free gift worth 10 EUR.
4) Consumer electronics with a 10 EUR off coupon code.

The sample offers are provided below:

Image 1 Apparel item with a Free Gift worth 10 EUR

The promotional design refers to non-monetary offer featuring a Free Gift (a pair of socks) worth 10 EUR. Hoodie refers to a hedonistic product category. To eliminate gender bias, the apparel item and a freebie are selected in a unisex style. The offer layout is taken from Shopify planform to imitate commonly used ecommerce product page.

Image 2 Apparel item with a 10 EUR off coupon code

The promotional framing refers to hedonistic offer featuring monetary incentive –10 EUR off coupon code. This offer has the same economic value as the Free Gift offer (Image 1). This offer includes a primary price of 100.00 EUR and discounted price of 90.00 EUR. Such promotional framing ensures that survey participants are not misled by different offer values.

Image 3 Consumer electronics with a Free Gift worth 10 EUR.

The offer features utilitarian product (wireless headphones) with non-monetary incentive –free headphone bag worth 10 EUR. To avoid gender bias, the offer selection is gender neutral.

Image 4 Consumer electronics with a 10 EUR off coupon code.

The offer refers to utilitarian products featuring monetary sales promotions – 10 EUR off coupon code that is automatically applied with the offer. To demonstrate the 10 EUR off discount, a price comparison of reduced and full prices is provided.

Table 2 Data collection process

Monetary Sales Promotions	Utilitarian Product – headphones	Hedonistic Product – apparel item
Non-monetary Sales Promotions	Hedonistic Product – apparel item	Utilitarian Product – headphones

To achieve the research objective, the questionnaire was used as a research instrument. To ensure research objectiveness, the survey consists of three control questions to identify respondents who purchased apparel or/and consumer electronics online in the past year. Notably, the above-mentioned product categories were selected on the basis of an extensive literature review. Santini et al. (2015), Dastidar (2017), and Chandon et al. (2000) discovered that the hedonic and utilitarian product attributes have a significant effect on whether a monetary or nonmonetary promotions are preferred. Therefore, the survey is split into two survey forms. The constructs concerning non-monetary sales promotions are completed by the first group of homogenous correspondents. The questions about

monetary sales promotions are completed by randomly selected second group of correspondents. The second section of this survey will demonstrate the respondents' awareness of either a Free Gift or coupon code offers as well as their attitudes about them. Notably, the survey used questions that were adopted in previous studies. The following variables were measured: Internet Product Purchase Risk Perception (10 items) using a semantic differential scale rated by 7-point rating option (Coker et al. 2011). Product purchase intention is assess using 4 items (Dodds et al., 1991; Grewal, 1998; Sweeney, 1999; Moonet al., 2008; Mortwitzet et.al., 2007). The emotional response to price discount and a Free Gift offer is measured by a 7-point bipolar response scale that consists of 6 items (Lee, Chen-Yu, 2018). In the following section of questionnaire, the broader constructs related to scepticism regarding promotion (9 items) is adapted by Obermiller and Spangenberg, 1998. de Pechpeyrou, P., Odou, P (2012). Finally, Internet experience consists of consumption duration (4 items) (Soopramanien, 2011) and dimensions of Internet Usage habits (12 items) (Choudhary, S., Dhillon, S. 2018). To determine the general intention to purchase products over the Internet engagement with online shopping assessed by 3 items (Soopramanien, 2011). The online questionnaire will employ a 7-point Likert scale (1 = strongly disagree to 7 = strongly agree).

Table 3 The questionnaire constructs

Variable	Item	Reference
Emotional Response to Sales Promotion	How do you feel after seeing this price discount? ER1 Happy - Unhappy ER2 Pleased - Annoyed ER3 Content - Melancholic ER4 Excited - Calm ER5 Aroused - Unaroused ER6 Stimulated - Relaxed	Lee, E.J., Chen-Yu, H. J. (2018)
Scepticism regarding promotion	SRP1 We can depend on getting the truth in most promotional offers. SRP2 The aim of promotions is to inform consumers. SRP3 I believe promotions have an informational value. SRP4 Promotions are generally truthful. SRP5 Promotions are a reliable source of information about the quality and performance of products. SRP6 Promotions tell the truth. SRP7 In general, promotions present a true picture of the product being advertised. SRP8 I feel I have been accurately informed by promotional offers. SRP9 Promotional offers provide consumers with essential information.	Adapted from Obermiller and Spangenberg, 1998. de Pechpeyrou, P., Odou, P. (2012).

<table>
<tr><td></td><td></td><td></td></tr>
<tr><td>Internet Product Purchase Risk Perception (IPPRP)</td><td>IPPR1 Unpredictable – Predictable
IPPR2 Safe – Risky
IPPR3 Uninformative – Informative
IPPR4 Reliable – Unreliable
IPPR5 Untrustworthy – Trustworthy
IPPR6 Secure – Not Secure
IPPR7 Not Credible – Credible
IPPR8 Clear – Unclear
IPPR 9 Uncertain – Certain
IPPR10 Responsible - Irresponsible</td><td>Coker et al. (2011)</td></tr>
<tr><td>Internet Experience subdimensions:

Consumption Duration</td><td>OSE1 Less than a year
OSE2 One year but less than 2 years
OSE3 2 years but less than 3 years
OSE4 More than 3 years</td><td>Soopramanien, D. (2011)</td></tr>
<tr><td>Dimensions of Internet Usage Habits</td><td><table><tr><th colspan="2">Dimensions</th></tr><tr><td rowspan="3">Internet Usage</td><td>2hours</td></tr><tr><td>3-4 hours</td></tr><tr><td>>5hours</td></tr><tr><td rowspan="4">Percentage of Online shopping</td><td><25%</td></tr><tr><td>26-50%</td></tr><tr><td>51-75%</td></tr><tr><td>>75%</td></tr><tr><td rowspan="4">How often do you shop online</td><td>Daily</td></tr><tr><td>Weekly</td></tr><tr><td>Fortnightly</td></tr><tr><td>Monthly</td></tr></table></td><td>Choudhary, S., Dhillon, S. (2018)</td></tr>
<tr><td>Engagement with online shopping</td><td>E1 The Internet has not changed the way I buy products
E2 The Internet has partly changed the way I buy products
E3 The Internet has definitely changed the way I buy products</td><td>Soopramanien, D. (2011)</td></tr>
<tr><td>Purchase intention</td><td>IB1 The likelihood of purchasing this product is: (very high to very low)
IB2 At the price shown, I would consider buying the product
IB3 The probability that I would consider buying the product is: (very high to very low)
IB4 I will recommend this product for my friends</td><td>Dodds et al., 1991; Grewal, 1998; Sweeney, 1999; Moon et al. 2008;</td></tr>
</table>

Given the broad scope of the study, the survey method is an appropriate research tool to examine the influence of sales promotions on purchase intention. When it comes to representing a sufficient number of participants, surveys provide a lot of flexibility. It also contributes to developing more credible research due to the absence of observer subjectivity. In addition, with a restricted research budget, survey method offers a practical and cost-effective way to achieve statistical significance.

2.4. Sample and data analysis

To begin with, a pilot surveys conducted initially to determine the survey's reliability. The sample size accounts for 20 individuals, ranging in age, demographic area, and internet usage. By gathering data from a convenience sample, some assumptions could be made about response patterns. In terms of modifications, IPPRP items (items 2, 4, 6, 8 and 10) were reversed due to inconsistency between positively and negatively worded items. Convenience sample also ensures that the non-native English speakers answering the questionnaire could understand them.

In this study, 307 individuals were invited to participate. Both A and B survey forms consist of over 150 homogenous groups. This research did not place an emphasis on gender distribution. The age range of 20-45 years old was chosen. The study's participants were picked at random. However, the A and B groups are not dominated by a particular gender or age range.

Table 4 Research sampling

Author	Sample type & methods	Number of respondents
Soopramanien (2011)	Postal survey: - Cluster analysis - Analysis of variance (ANOVA)	A sample of 5000 - 705 usable cases
Pappas (2016)	Structured personal interviews with structured questionnaires: - Structural Equation Modelling (SEM) using MPlus - Confirmatory Factor Analysis (CFA)	A sample of 400
Zhu et al. (2014)	Online questionnaire: - Harman's single-factor test examines the Common method variance CMV	A sample of 450

Zheng et al. (2019)	Online questionnaire: - Partial least squares (PLS) estimation used to evaluate the measurement and structural models.	A sample of 252
Eri et al. (2011)	Offline survey - Cronbach's Alpha (a reliability coefficient 0.5)	A sample of 300
Kim et al. (2004)	Online questionnaire - The scale refinement process of Gerbing and Anderson (1988). - Exploratory factor analysis and Cronbach's Alpha (a reliability coefficient 0.7)	A sample of 245

To cluster the customers based on internet experience and shopping orientation confirmatory factor analysis is conducted using statistical software SPSS. In order to test differences between groups to see if they're statistically significant, analysis of variance (ANOVA) is used. In this regard, factorial ANOVA is used with a regression study to find out what effect independent variables (monetary and non-monetary sales promotions) have on the dependent variable (emotional response and purchase intention). All variables were subjected to a reliability test using Cronbach's Alpha to assess the significance. The results aim to show how the direction and strength of emotional response variable is affected by scepticism, Internet product purchase risk and engagement with online shopping. It also assesses the mediating relationship of hedonistic and utilitarian product categories and Internet experience.

2.5. The scope of research

The literature analysis offered a comprehensive overview of monetary and non-monetary sales promotions in connection to hedonistic and utilitarian product categories and Internet experience. Due to the fact that earlier studies have shown contradictory results, requiring more research into the

subject, the new model is built on a collection of research that incorporates the TAM and S-O-R paradigms. A number of additional variables are introduced to assess the effect of sales promotions on emotional response to sales promotions and purchase intention. Such moderating variables like scepticism, Internet perceived product risk are also taken into consideration. In this case, the Internet experience and engagement with online shopping serves as an intermediary. By modifying moderating variables, the suggested model might be supplemented with additional variables and employed in a variety of other scenarios. The research aims to contribute to digital marketing field by examining which factors of sales promotions are most influential on customer purchase decisions, as well as assess how monetary or non-monetary sales promotions correlates with hedonistic and utilitarian product categories and digital competencies. The study might lay the foundation for marketing practitioners and scholars to employ appropriate promotional design and achieve cost-effective sales campaigns that benefit e-retailers. Thus, the purpose of this study is to find out what factors impact the effect of sales promotions on purchase intentions for different product categories.

3 ANALYSIS OF COLLECTED DATA AND RESULTS OF RELATIONSHIPS BETWEEN RESEARCHED FACTORS UNDER INFLEUNCE OF SALES PROMOTIONS

3.1. Demographic Segmentation of Survey Participants

In total there were 307 participants who responded to the surveys, out of which 151 people responded to the non-monetary promotion survey and the remaining 156 people responded to the Monetary promotion survey. Although, in both these survey forms some individuals responded negative to the control questions. Their responses were missing for the following survey questions and thus they were removed from the final study. This led to removal of 4 individuals' responses as it was insufficient for the study. Hence, the final analysis took place with 303 respondents which comprised of 149 filled questionnaire of non-monetary promotions and 153 filled out questionnaire of monetary promotions. The removal of four entries did not account for any loss in validity as the total size is large enough.

The tables 17.1 to 17.4 provides the basic demographics about the participants of the two surveys in two separate groups as monetary and non-monetary promotions respectively. The results for the gender of the participants suggests that the percentage of males (53.4%) is higher than that of females (46.6%) for the Non-Monetary Promotion Survey. Likewise, the monetary survey as well the

percentage of males (61.9%) is slightly higher than that of females (36.8%). The general trend suggests that although the male participants account for higher percent than female in both types of survey, more males participated in the Monetary Promotion Survey as compared to the Non-Monetary Promotion Survey. In a similar manner, the majority of the respondents who participated in the two surveys were in the 21 to 30 years age group (41.9%). The economic status of the majority of respondents for the Monetary and Non-Monetary survey is the same being 3001 Euro or more (43.9%), while the minority status being different. As around 12.8% of people belonged to 601-1000 Euro class among those who filled the Non-Monetary Survey and around 4.5% belong to the same category in Monetary Survey. Finally, the level of education for those who answered the Non-Monetary Survey indicates that most of them had Postgraduate or higher degree (48%) and least of them were under graduates (15.5%). Similarly, for those who filled the Monetary Survey were almost equally having Graduate (41.3%) or Postgraduate (42.6%) with lesser number of people being undergraduate (16.1%) respectively.

3.2. Measure Reliability

The reliability of the items of the various constructs utilized in the present study are summarized in Table-1.1 which suggests that the constructs for Emotional Response, Intention to Purchase and Scepticism regarding promotion for the Hedonistic and Utilitarian products have excellent internal consistency based on the value of the Cronbach's Alpha, which implies that these constructs are ready to be used to validate the hypothesis framed using them. But the value of Cronbach's Alpha for Internet Product Purchased Risk Perception for both Hedonistic and Utilitarian products turned out to be negative which means that the items of these constructs are internally inconsistent, and the results obtained using them cannot be assumed to be much reliable. One possible reason for this negative value associated with IPPRP could be that there might be discrepancies in terms of scaling of the data. A possible solution could be to reversing scores for some items and ensure that there is no negative covariance between items. This reversing of the scale of items 2, 4, 6, 8 and 10 (table 3) is done to maintain the logic that the highest significance for each item remains the same. When the IPPRP scale was reversed for both Hedonistic and Utilitarian items, the Cronbach Alpha value becomes positive and excellent in terms of internal consistency with the construct.

The Reliability Statistics table that provides the actual value for Cronbach's Alpha, as shown below:

I Table 1.1 Reliability Table for Constructs

Constructs	No. of items	Cronbach's Alpha	Internal Consistency
ER(H)	6	.932	Excellent
IPPRP(H)	10	.968	Excellent
PI(H)	4	.973	Excellent
ER(U)	6	.946	Excellent
IPPRP(U)	10	.973	Excellent
PI(U)	4	.976	Excellent
SRP	9	.987	Excellent

Abbreviations:
ER= Emotional Response to Sales Promotion
IPPRP = Internet Product Purchase Risk Perception
SRP= Scepticism regarding promotion
PI= Purchase Intention

In this regard, Cronbach's alpha is used to determine the internal consistency of a questionnaire composed of Likert-type scales, as well as the strength of correlation between them. The validity of the items of each construct is also validated by using the correlation analysis and the results are computed in tables 1.2 to 1.8 for the constructs Emotional Response, Intention to Purchase and Scepticism regarding promotion for the Hedonistic and Utilitarian products. The last column of each table clearly indicates that the correlation among items of each construct along with its p-value. Since all the corresponding p-values are less than 0.05, so the computed correlations are all statistically significant and supports the validity of each construct respectively. On the basis of the combined results of the reliability test and validity test for each given construct, it can be concluded that each construct utilized for testing various hypothesis is valid and reliable.

The regression analysis refers to a predictive modelling approach applied in this work. It's used to identify if there's a link between a dependent variable and independent variables. The relevance of regression analysis is that it aids in determining which factors are most essential and which may be disregarded, as well as how those factors interact. The reasons for using moderator regression analysis is that particular framed hypothesis of interest including H1, H2, H7, H8, H17 has a continuous dependent variable (e.g. purchase intention) and a continuous independent variable (e.g. emotional response) along with the existence of a moderators (H1) monetary or non-monetary sales promotions, (H2) scepticism towards sales promotion, (H7) discount coupon (H8) and free gift offer (H17) internet experience, which is moderating how the independent variable is influencing the dependent variable.

In terms of basic linear regression model, it is conducted with the intention to investigate the relationship between the dependent and the independent variables and see if that relation is

statistically acceptable (significant) or not. For the following hypothesis: 4,5,9, 10,11,14 and 15 this regression modelling technique has been employed. In this regard, the dependent variables (e.g., purchase intention and emotional response) are also continuous in nature, which is basically the composite Likert Scale obtained through averaged the items of a particular construct and independent variables, which influence is required to be study on the dependent variable: e.g. (H4) Free Gift promotion, (H5) coupon code offer, (H9, H11, H15) IPPRP, (H10) engagement with online shopping, (H14) scepticism.

In addition, this research paper employs the dependent sample t-test, also known as the paired sample t-test. The purpose is to assess if there is a difference in the dependent variable (like purchase intention or emotional response). Each research subject is measured twice in a paired sample t-test, resulting in pairs of observations.

3.3. Results from the Hypothesis Test

3.3.1. Analysis of Hedonistic and Utilitarian product category

The analysis aims to confirm that hedonistic and utilitarian product categories have a favourable impact on consumers' emotional reactions to sales promotion. It also seeks to establish a correlation between product categories and Internet product purchase risk perception. To validate research hypothesis, the t-test is used for hypotheses 6 and 12. Notably, the product category is the variable for which the observation is coded twice. As a result, the t-test was applied, as it is the most appropriate method in this case. The research findings of hypothesis 6 aligns with the literature review stating that consumers' emotional response and attitudes towards sales promotions are evoked by hedonistic and utilitarian product attributes (Novela et al., 2020). Likewise, hedonistic and utilitarian product characterises have a statistically significant influence on IPPRP. It aligns with previous studies stating that pleasure-seeking behaviour associated with hedonistic products reduces consumer risk perception, while utilitarian products might appeal to price-sensitive consumers, and this could increase perceived internet product risk. (Filho, Simoes, 2019; Lee et al., 2009) Thus, in such instances, risk perception depends on the product offer and its framing.

Hypothesis 6

The paired t test is used to validate the hypothesis that Hedonistic and Utilitarian product categories influence emotional reaction to sales which clearly shows that the t statistic and its corresponding p-value (t-statistic= -2.389, p-value=0.017) indicate that hedonistic product and utilitarian product

significantly influence the emotional reaction to sales. Therefore, the hypothesis 6 is statistically significant.

Hypothesis 12

The paired t test is used to validate the hypothesis that Hedonistic and Utilitarian product categories influence IPPRP which clearly shows that the t statistic and its corresponding p-value (t-statistic= -3.015, p-value=0.003) indicate that IPPRP gets statistically significantly influenced by the category of the being hedonistic or utilitarian. So, the hypothesis 12 being that hedonistic and utilitarian product category influence Internet product purchase risk perception is statistically significant.

3.3.2. Analysis of Free Gifts and Coupon Codes

The multiple and linear regression models are employed to validate Free gift and coupon code effect on purchase intention and emotional response. The negative value in terms of hypotheses 5 indicates that in the situations when consumers are exposed to Free Gift and Coupon Code promotional stimuli, the purchase intention is higher with Free Gift promotions. Although previous studies indicates that coupon code is more effective promotional tactic to achieve purchase intention (McConnochie et al., 2017). Likewise, the negative value in Hypothesis 8 indicates that in this regard, coupon codes have a higher impact on emotional response. The research findings confirm that Free Gift offers and coupon codes both have significant effect on positive emotional response and purchase intention.

Hypothesis 4

The linear regression model is constructed with intention to purchase as the dependent variable and free gift as the categorical independent variable to test the hypothesis 4, whose results are summarized in tables 5.1 and 5.2. These indicate that the overall fitted model to study the impact of free gifts on intention to purchase is statistically significant ($p<0.0005$) and the slope coefficient for the standardized coefficient for free gift is also statistically significant ($p<0.0005$) with value of the estimate being .492 (which is positive). Therefore, it can be statistically concluded that Free Gift promotion has a positive impact on intention to purchase.

Hypothesis 5

The linear regression model is constructed with intention to purchase as the dependent variable and coupon code promotion as the categorical independent variable to test the hypothesis 5, whose results

are summarized in tables 6.1 and 6.2. These indicate that the overall fitted model to study the impact of coupon code promotion on intention to purchase is statistically significant ($p<0.0005$) and the slope coefficient for the standardized coefficient for coupon code promotion is also statistically significant ($p<0.0005$) with value of the estimate being -.492 (which is negative).

Therefore, it can be statistically concluded that coupon code promotion has a positive impact on intention to purchase.

Hypothesis 7

The results of multiple linear regression analysis are arranged in table 8.1 to 8.3. However, from the table 8.1 it is clearly seen that the change in R2 is reported as .001, which means 1% is the percentage increase in the variation explained by the addition of the interaction term of emotional response and discount coupon towards emotional response. Also, this increase is seen to be statistically significant ($p=0.039$), Moreover, from the ANOVA table 8.2, the F statistic and its corresponding p-value (988.636, $p<0.0005$) interprets that the fitted model is also statistically overall significant. Finally, the table 8.3, gives the standardized estimate of coefficient of the emotional response evoked by discount coupon on the intention to purchase as 0.076 which is again statistically significant ($p=0.039$).

Hence, finally it is concluded that the hypothesis 7 is statistically significant, which means that discount coupon evokes positive emotional response towards intention to purchase.

Hypothesis 8

The results of multiple linear regression analysis are arranged in table 9.1 to 9.3. However, from the table 9.1 it is clearly seen that the change in R2 is reported as .001, which means 1% is the percentage increase in the variation explained by the addition of the interaction term of emotional response and a Free Gift offer towards emotional response. Also, this increase is seen to be statistically significant ($p=0.039$), Moreover, from the ANOVA table 9.2, the F statistic and its corresponding p-value (988.636, $p<0.0005$) interprets that the fitted model is also statistically overall significant. Finally, the table 9.3, gives the standardized estimate of coefficient of the emotional response evoked by a Free Gift offer on the intention to purchase as -0.110 (negative) which is again statistically significant ($p=0.039$).

Hence, finally it is concluded that the hypothesis 8 is statistically significant, which means that Free Gift offer evokes positive emotional response towards sales promotions.

3.3.3. Analysis of Emotional reaction to sales promotion

To validate the hypotheses asserting that favourable emotional response leads to greater influence on purchase intention, the multiple linear regression is used. It confirms the previous research assumptions that consumer emotional reaction is an important predictor variable of purchase intention (Anastasiei, Chiosa, 2014; Fatmawati, Dinar, 2020).

Hypothesis 1

The results of multiple linear regression analysis are arranged in table 2.1 to 2.3. However, from the table 2.1 it is clearly seen that the change in R2 is reported as .001, which means 1% is the percentage increase in the variation explained by the addition of the interaction term of emotional response and sales promotion. Also, this increase is seen to be statistically significant ($p = 0.039$), Moreover, from the ANOVA table 2.2, the F statistic and its corresponding p-value (988.636, $p<0.0005$) interprets that the fitted model is also statistically overall significant. Finally, the table 2.3, gives the standardized estimate of coefficient of the emotional response evoked by the sales promotion on the intention to purchase as 0.076 which is statistically significant ($p=.039$).

Hence, finally it is concluded that the hypothesis 1 is statistically significant, which means that the more positive the emotional response evoked by sales promotions the greater influence on purchase intention.

3.3.4. Analysis of Scepticism regarding promotion

To assess the moderating effect of scepticism to promotions, moderator analysis is employed. It assesses the negative effect scepticism has on emotional response and purchase intention. In addition, the linear regression model is used to evaluate the scepticism impact on purchase intention. The outcomes of the research support a literature analysis suggesting that a higher level of consumer's scepticism to promotional framing is associated with a decreased intention of purchasing products online (Pechpeyrou, Odou, 2012).

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Hypothesis 2

The results of moderator analysis are arranged in table 3.1 to 3.3. However, from the table 3.1 it is clearly seen that the change in R2 is reported as .006, which means 6% is the percentage increase in the variation explained by the addition of the interaction term of emotional response and scepticism towards sales promotion. Also, this increase is seen to be statistically significant (<0.0005), Moreover, from the ANOVA table 3.2, the F statistic and its corresponding p-value (1028.306, $p<0.0005$) interprets that the fitted model is also statistically overall significant. Finally, the table-2.3, gives the standardized estimate of coefficient of the emotional response evoked by the sales promotion on the intention to purchase as 0.207 which is again statistically significant ($p<0.0005$).

Hence, finally it is concluded that the hypothesis 2 is statistically significant, which means that Scepticism towards sales promotions could influence relationship between emotional reaction and the lower intention to purchase.

Hypothesis 14

The linear regression model is constructed with intention to purchase as the dependent variable and scepticism regarding promotions as the independent variable to test the hypothesis 14, which results are summarized in tables 15.1 and 15.2. These findings indicate that the overall fitted model to study the influence of scepticism regarding promotions on intention to purchase is statistically significant ($p<0.0005$) and the slope coefficient for the standardized coefficient for scepticism regarding promotions is also statistically significant ($p<0.0005$) with value of the estimate being -0.684 (which is negative). Therefore, the higher level of scepticism regarding promotion, the lower intention to purchase.

3.3.5. Analysis of Internet Product Purchase Risk Perception

To establish the negative Internet product purchase risk perception on purchase intention and emotional response, linear regression models are used. The data confirms prior research findings that higher Internet product purchase risk perception leads to lower purchase intention and negative emotional response to sales promotions (Lee, Huddleston, 2008; Ariffin et al., 2108).

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Hypothesis 9

The linear regression model is constructed with intention to purchase as the dependent variable and IPPRP as the independent variable to test the hypothesis 9, and results are summarized in tables 10.1 and 10.2. These indicate that the overall fitted model to study the impact of IPPRP on intention to purchase is statistically significant ($p<0.0005$) and the slope coefficient for the standardized coefficient for IPPRP is also statistically significant ($p<0.0005$) with value of the estimate being -0.865. Therefore, it can be statistically concluded that the higher the Internet Product purchase risk perception the lower purchase intention.

Hypothesis 11

The linear regression model is constructed with emotion response as the dependent variable and IPPRP as the independent variable to test the hypothesis 11, whose results are summarized in tables 12.1 and 12.2. These indicate that the overall fitted model to study the impact of IPPRP on ER is statistically significant ($p<0.0005$) and the slope coefficient for the standardized coefficient for ER is also statistically significant ($p<0.0005$) with value of the estimate being -0.790. Therefore, the higher the Internet Product purchase risk perception the less positive emotional response towards purchase intention.

Hypothesis 15

The linear regression model is constructed with emotion response to sales promotion as the dependent variable and IPPRP regarding promotions as the independent variable to test the hypothesis 15, whose results are summarized in tables 16.1 and 16.2. These indicate that the overall fitted model to study the influence of IPPRP on ER is statistically significant ($p<0.0005$) and the slope coefficient for the standardized coefficient for IPPRP is also statistically significant ($p<0.0005$) with value of the estimate being -0.790 (which is negative). Therefore, the higher level of IPPRP, the lower emotional reaction to sales promotion.

3.3.6. Analysis of Internet Experience: Consumption Duration and Internet Usage

It is noteworthy, that research results related to Internet experience can only be partially validated. Hence it contradicts research findings stating that more extensive higher Internet experience influence

lower Internet product purchase risk perception (Soopramanien, 2011; Vijayalakshmi et. al, 2020). In this regard, subdimensions of Internet Usage, Consumer Duration and Percentage of Online Shopping correlates with IPPRP, but Frequency of Online Shopping is not validated. Likewise, the effect of Internet experience on emotional response to promotions cannot be fully validated due to statistic insignificance of the following subdimension: Internet Usage and Frequency of Online Shopping.Moreover, the moderating effect of Internet Experience towards relationship between emotional response and purchase intention demonstrates statistically insignificant results. Therefore, the null hypotheses of the below mentioned statements is accepted. In other words, there is no statistical relationship between higher internet experience and lower Internet product purchase risk perception; the higher the level of internet experience, the more positive emotional response; and moderating effect of higher internet experience and more positive emotional response and higher intention to purchase.

Hypothesis 3

The association between the level of internet experience and the internet product purchase risk Perception are performed in four separate one-way ANOVA, one for each variable Internet Usage, Percentage of Online Shopping, Frequency of Online Shopping and Consumer Duration respectively. The results of table 4.1 To 4.3 are the Levene's homogeneity of variances test which are all insignificant ($p>0.05$) implying that their variances are equal statistically. Hence, the respective results indicate that IPPRP with respect to Internet Usage, Percentage of Online Shopping and Frequency of Online Shopping are all having equal variances and so the one-way ANOVA is appropriate to use as homogeneity of variances assumption is satisfied. From table 4.5 it is clearly seen that the Internet Usage is significantly associated with IPPRP ($p=.022$) and Percentage of Online Shopping is also statistically significant with IPPRP ($p<0.0005$) while, frequency of online shopping is insignificant with IPPRP ($p=.620$). Further, for IPPRP with respect to Consumer Duration the hypothesis of equal variance turns out to be significant ($p<0.05$). So, the usual one-way ANOVA is not applicable anymore. But instead, Welch test is used as it is free from the homogeneity of variances assumption and is considered to be a robust test which indicated that consumer duration is also statistically significant with IPPRP ($p<.018$).

Therefore, for hypothesis 3, it can be concluded that three components of internet experience (Internet Usage, Consumer Duration and Percentage of Online Shopping) are statistically significant while the

fourth component Frequency of Online Shopping is insignificant. Hence, the higher the internet experience, the lower Internet product purchase risk perception is partially validated.

Hypothesis 16

The association between the level of internet experience and the emotional response are performed in four separate one-way ANOVA, one for each variable Internet Usage, Percentage of Online Shopping, Frequency of Online Shopping and Consumer Duration respectively. The results of table 17.1 To 17.8 are the Levene's homogeneity of variances test which are insignificant ($p>0.05$) for Internet Usage, Percentage of Online Shopping, Frequency of Online Shopping implying that their variances are equal statistically. Hence, the respective results indicate that ER with respect to Internet Usage, Percentage of Online Shopping and Frequency of Online Shopping are all having equal variances and so the one-way ANOVA is appropriate to use as homogeneity of variances assumption is satisfied. From table 17.2 it is clearly seen that the Internet Usage is insignificantly associated with ER ($p=.104$) while the Percentage of Online Shopping is statistically significant with ER ($p<0.0005$) and, frequency of online shopping is again insignificant with ER ($p=.124$). Further, for IPPRP with respect to Consumer Duration the hypothesis of equal variance turns out to be significant ($p<0.05$). So, the usual one-way ANOVA is not applicable anymore. But instead, Welch test is used as it is free from the homogeneity of variances assumption and is considered to be a robust test which indicated that consumer duration is also statistically significant with ER ($p<.0005$).

Therefore, for hypothesis 16, it can be concluded that two components of level of internet experience (Consumer Duration and Percentage of Online Shopping) are statistically significant while the other two components (Internet Usage and Frequency of Online Shopping) are insignificant. Hence, the higher the level of internet experience, the more positive emotional response is partially validated.

Hypothesis 17

The hypothesis is subdivided into three hypothesis 17A with internet usage component, 17B with the percentage of time spent during online shopping and 17C with the frequency of online shopping. The results for the are stated as under in tables 19.1 to 19.9 respectively.

Hypothesis 17.A

The results of multiple linear regression analysis are arranged in table 19.1 to 19.3. However, from the table 19.1 it is clearly seen that the change in R2 is reported as 1.201, which means 20.1% is the percentage increase in the variation explained by the addition of the interaction term of emotional response and internet usage. Although, this increase is seen to be statistically insignificant (p =0.274), Moreover, from the ANOVA table-19.2, the F statistic and its corresponding p-value (864.108, p<0.0005) interprets that the fitted model is statistically overall significant. Finally, the table-19.3, gives the standardized estimate of coefficient of the emotional response evoked by the internet usage on the intention to purchase as -0.115 which is again statistically insignificant (p=.274). Hence, finally it is concluded that the hypothesis 17.A is statistically insignificant which means that the more positive the emotional response evoked by internet usage the lower influence on purchase intention.

Hypothesis 17.B

The results of multiple linear regression analysis are arranged in table 19.4 to 19.6. However, from the table 19.4 it is clearly seen that the change in R2 is reported as .001, which means 1% is the percentage increase in the variation explained by the addition of the interaction term of emotional response and percentage of time spent doing online shopping. Although, this increase is seen to be statistically insignificant (p =0.095), Moreover, from the ANOVA table-19.5, the F statistic and its corresponding p-value (895.660, p<0.0005) interprets that the fitted model is statistically overall significant. Finally, the table-19.6, gives the standardized estimate of coefficient of the emotional response evoked by the percentage of time spent during online shopping on the intention to purchase as .081 which is again statistically insignificant (p=.095). Hence, finally it is concluded that the hypothesis 17.B is statistically insignificant which means that the more positive the emotional response evoked by percentage of time spent during online shopping the lower influence on purchase intention.

Hypothesis 17.C

The results of multiple linear regression analysis are arranged in table 19.7 to 19.9. However, from the table 19.7 it is clearly seen that the change in R2 is reported as 1.070, which means 107% is the percentage increase in the variation explained by the addition of the interaction term of emotional response and frequency of online shopping. Although, this increase is seen to be statistically insignificant (p =0.302), Moreover, from the ANOVA table-19.8, the F statistic and its corresponding p-value (900.214, p<0.0005) interprets that the fitted model is statistically overall significant. Finally, the table-19.9, gives the standardized estimate of coefficient of the emotional response evoked by the

internet usage on the intention to purchase as 0.185 which is again statistically insignificant (p=.302). Hence, finally it is concluded that the hypothesis 17.C is statistically insignificant which means that the more positive the emotional response evoked by frequency of online shopping the lower influence on purchase intention.

Hence, finally it can be concluded that the hypothesis, the higher the internet experience the more positive emotional response towards the intention to purchase is statistically insignificant.

3.3.7. Analysis of Engagement with Online Shopping

To measure the effect of engagement with online shopping and its positive influence on purchase intention the linear regression model employed. The results are statistically significant and are in alignment with the prior literature sources that generally positive attitudes and willingness to engage with online shopping results higher purchase intention (Hahn, Kim, 2009; Bruner, Kumar, 2000). Also, based on previous research higher engagement with online shopping leads to lower IPPRP (Soopramanien, D., 2010). This correlation is statistically supported by the below mentioned results of hypotheses 13.

Hypothesis 10

The linear regression model is constructed with intention to purchase as the dependent variable and engagement with online shopping as the independent variable to test the hypothesis 10, whose results are summarized in tables 11.1 and 11.2. These indicate that the overall fitted model to study the impact of engagement with online shopping on intention to purchase is statistically significant ($p<0.0005$) and the slope coefficient for the standardized coefficient for engagement with online shopping is also statistically significant ($p<0.0005$) with value of the estimate being 0.285. Therefore, the higher the engagement with online shopping the higher the purchase intention.

Hypothesis 13

The association between the engagement with online shopping and the internet product purchase risk perception is performed using a one-way ANOVA. The equality of variances assumption is satisfied and is checked by the Levene's test for Homogeneity of Variance. The results are statistically insignificant ($p>0.05$) which means that the utilization of one-way ANOVA is justified as can be seen

in table 14.1. Moreover, results of table 14.2 are of one-way ANOVA which clearly indicates that the engagement with online shopping is statistically significantly associated with IPPRP ($p<0.0005$)

Hence, the hypothesis that the higher the engagement with online shopping, the lower internet product purchase risk perception is significant.

Table 5 Hypothesis Testing

Hypothesis	**Supported/Rejected**
H1 The more positive the emotional response evoked by sales promotions the greater influence on purchase intention.	Supported
H2 Scepticism towards sales promotions could influence relationship between emotional reaction and the lower intention to purchase.	Supported
H3 The higher the level of internet experience (including consumption duration and Internet usage), the lower internet product purchase risk perception	Partially validated
H4 Free Gift promotion has a positive impact on intention to purchase.	Supported
H5 Coupon code promotion has a positive impact on intention to purchase.	Supported
H6 Hedonistic and utilitarian product categories influence emotional reaction to sales promotions	Supported
H7 Discount coupon code evokes positive emotional reaction towards purchase intention.	Supported
H8 Free gift offer evokes positive emotional reaction towards purchase intention.	Supported
H9 The higher the Internet product purchase risk perception the lower purchase intention	Supported
H10 The higher engagement with online shopping, the higher the purchase intention.	Supported
H11 The higher the Internet product purchase risk perception the less positive emotional response to sales promotions and purchase intention	Supported
H12 Hedonistic and utilitarian product category influence internet product purchase risk perception	Supported
H13 The higher the engagement with online shopping, the lower Internet product purchase risk perception	Supported
H14 The higher level of scepticism regarding promotion, the lower intention to purchase	Supported
H15 The higher Internet product purchase risk perception the less positive emotional reaction to sales promotion	Supported
H16 The higher Internet experience the more positive emotional response	Partially validated

H17 The more positive emotional response evoked by level of Internet experience the higher the intention to purchase	Partially validated

CONCLUSIONS, SUGGESTIONS AND PRACTICAL IMPLICATIONS OF THE REASEARH

4.1. Summary of research results

4.1.1. Conclusion of Hedonistic and Utilitarian Product Category

In the e-commerce context, online promotions became a principal marketing activity aimed to enhance sales. The purpose of this study is to find out what factors increase the effectiveness of monetary and non-monetary sales promotions and influence purchasing intent in an online setting. The following research subjects were given precedence in the study: product category, emotional reaction to sales promotion, scepticism, Internet product purchase risk perception, Internet experience including consumption duration and internet usage dimensions as well as engagement with online shopping. Previous research indicates that hedonistic and utilitarian product categories influence consumers emotional response and attitudes towards promotional offers. Thus, it has a moderating effect on purchase intention (Park, et al, 2012; Santini, et al. 2013, Heiens et al., 2016). This study's research data supports the statistical relevance of hedonistic and utilitarian product categories in terms of their effect on emotional reactions to sales promotion. Hence, it could be concluded that sales promotions are context depended and product category plays an important role in shaping consumers responses. The findings also reveals that hedonistic and utilitarian product categories influence the level of Internet product purchase risk. To increase purchase intent and reduce perceived risks, digital marketers should consider how promotional framing matches hedonistic and utilitarian product attributes. It is also worth considering to segment consumers based on their utilitarian and hedonistic shopping orientations.

4.1.2. Free Gifts and Coupon Codes

The research paper confirms that both monetary and non-monetary sales promotions correlate with positive emotional response and higher intention to purchase. Notably, the data show that coupons are more emotionally appealing to customers than free gifts for both hedonistic and utilitarian product

categories. However, the results also indicates that when consumers are exposed to Free Gift and Coupon Code promotional stimuli, the purchase intention related to Free Gift promotions are considerably higher. This different effect that monetary (coupon code) and non-monetary (Free Gift) sales promotions have on emotional response and purchase intention could be the reason why research findings vary. Money off coupon is frequently employed as one of the most successful strategy to drive purchase intent (Barat, Ye, 2015; Zhang et al. 2018). However, the results challenge the assumption that price promotions are often more effective than non-monetary sales promotions in achieving purchase intention (McConnochie et al., 2017). It might be because an emotional reaction to sales promotions is influenced by various contextual circumstances. Thus, different levels of scepticism, risk perception, online experience and engagement may alter the outcome of purchase intention. Overall, managers should consider promotional framing and include external reference price to boost perceived offer value. It is also noteworthy that prior research supports the argument that Free Gift offers featuring freebie price are more efficient than straightforward gift framing in achieving purchase intention (Koo, Suk, 2019). It could be concluded that while both promotional framings are effective in achieving positive emotional response and higher purchase intention, it is important to design informative product offers and display prices accordingly.

4.1.3. Emotional Reaction to Sales Promotion

Furthermore, according to the literature review, a favourable emotional response to sales promotions is a critical variable affecting consumers purchase intention (Anastasiei, Chiosa, 2014; Niazi, et al. 2012). Current study suggests that positive emotional reaction to sales promotions leads to greater influence on purchase intention. However, its effect on purchase intention could change depending on various moderating factors including scepticism, Internet product purchase risk perception, engagement with online shopping, consumer duration and percentage of online shopping. These contextual factors should be closely monitored by practitioners because emotional state influence consumer choice.

4.1.4. Scepticism regarding promotion

The following research subject analysed in this paper is scepticism to sales promotions. Previous studies have found that scepticism leads to reduced purchase intent because consumers see little or no value in sales promotions (Pechpeyrou, Odou, 2012). This study builds on earlier findings by proving the validity of negative effects of scepticism regarding promotions. The research findings confirm that scepticism can have a negative impact on the relationship between emotional reaction

and reduced purchase intention. The results also show that, while scepticism moderates the relationship between emotional reaction and purchase intention, it also has a strong causal influence on purchase intention. Therefore, it could be concluded that scepticism towards sales promotions is a significant predictor of decreased purchase intention. In the situations where consumers have higher level of scepticism, e-retailers are advised to abstain from complex sales promotions that doesn't fit product offer. Studies indicates that consumers are more sceptical about deep discounts, excessive promotions or gift bundling (Pechpeyrou, Odou, 2012). Furthermore, it is critical to identify the causes of consumer scepticism and to improve the shopping process by creating a secure and engaging environment.

4.1.5. Internet Product Purchase Risk Perception

Research findings indicates that Internet product purchase risk perception has a negative effect on emotional response to sales promotion and purchase intention. Product quality, financial, and security concerns frequently trigger consumers' risk perception (Forysthe, 2006; Soopramanien, 2011; Bhatnagar, Ghose, 2004). To reduce IPPRP, digital marketers should design the web environment that engages consumers and appears trustworthy. For instance, it is critical to ensure that contextual factors such as user-friendly website, product information, the security of transactions and protection of personal information are credible and in order (Teo, 2006). Addressing various risks associated with online shopping process may reduce consumers risk perception and improves emotional response to sales stimuli.

4.1.6. Internet Experience consisting of Consumption Duration and Internet Usage

Internet experience consists of several components including Internet usage habits and consumption duration. The findings reveal that high Internet experience leads to lower Internet product purchase risk perception. It opposes prior research findings that more advanced Internet users have higher Internet product purchase risk perception (IPPRP) (Coker et al., 2008). However, one of the dimensions of Internet experience, i.e., online purchasing frequency, appears to have a little effect on IPPRP. As a result, this assumption could only be verified in part.

This inconsistent effect of Internet experience also appears when assessing its impact on emotional reaction to sales promotions. The relationship can only be partially validated, because Consumer Duration and Percentage of Online Shopping correlates with Emotional Response. However, Internet Usage and Frequency of Online Shopping are not significant predictors of more positive emotional

response to sales promotions. Overall, there it could be concluded that there is no significant relationship between emotional response and purchase intention when internet experience is acting as a moderator. These opposing results might be explained by the complexity of sub dimensional nature of Internet experience. It presents challenges to measure all components of Internet experience in relation to emotional response and purchase intention. However, it is important to establish that to some extent, separate components of Internet experience play a role in affecting consumer emotional response and IPPRP. Hence, digital marketers should consider different levels of users' digital expertise as one of the triggers that could help achieve a more positive response to sales promotions while indirectly affecting purchase intention.

4.1.7. Engagement with Online Shopping

Consumers' overall positive attitudes toward online shopping are associated with a lower perception of Internet product purchase risk. It is also worth noting that high levels of engagement with online shopping are a significant predictor of purchase intent. The research findings indicates that engagement with online shopping has positive effect on relationship between emotional reaction to promotions and purchase intention. Thus, click-and-mortar retailers could promote positive views regarding online shopping to lower the perceived risk of purchasing products online and increase purchase intention. It could be accomplished by enhancing web usability, providing a good user interface along with in-depth product information, prioritising privacy and security as well as making delivery and return policies clear.

4.2. Implications of the study of monetary and non-monetary sales promotions on purchase intentions

This research paper contributes to the field of digital marketing by investigating monetary and non-monetary promotional framings and their impact on purchase intent. Firstly, this study offers an alternate approach and understanding of monetary and non-monetary sales promotions based on a literature review and comprehensive research analysis. It also identifies a number of predictor variables that impact the emotional reaction to sales promotions and purchase intent. Previous research on the subject did not go into much detail about the interrelationships between emotional reaction to monetary and non-monetary promotions, different product categories, scepticism, Internet experience, engagement with online buying, and IPPRP. As a result of the findings, future researchers will be able to determine how the above-mentioned factors influence the effectiveness of Free Gift and Coupon Code promotional framing. Moreover, it gives a better understanding of how to monitor

consumer emotional state and attitudes along with other contextual factors in order to increase purchase intent.

Furthermore, the model of the study is based on the stimulus-organism response paradigm (S-O-R) model and Technology Acceptance Model (TAM) that aims to contributes to the field of science. It evaluates the effect of monetary and non-monetary sales promotions, which refers to stimulus. Other important research subjects including emotional response and attitudes such as scepticism and Internet product purchase risk perception correspond to organism. It helps to assess the influence on users' reactions that leads to purchase intention. In this regard, the TAM model helps to evaluate perceived technological usefulness and refers to Internet experience, which includes consumption time and internet usage, as well as engagement with online shopping. Because the correlation between emotional response to sales promotions and purchase intention is context-dependent, this model may be further expanded with other comprehensive variables.

Last of all, the study considers dynamic online environment and potential barriers that influence consumer's attitudes and emotional response to monetary and non-monetary sales promotions. It also provides suggestions and analyse the best practices of promotional framing that may lead to increased purchase intent as well as circumstances in which customers have responded negatively to sales promotions. The study takes into consideration user's internet experience and offers important insights about consumer's segmentation based on their digital competencies.

4.3. Limitations of the study

To test the reliability of the excellent internal consistency, the sample number of participants might be expanded during data collection. The 2x2 design might also be more complex and include full-priced offer with the same economic values for both hedonistic and utilitarian product categories. Comparing full price offers alongside monetary and non-monetary promotions might give a better picture of factors influencing consumer emotional reactions and purchase intention when no incentives are given. It could help to compare consumer responses and assess the impact of each variable more accurately. Another drawback in data gathering might be that the study was not limited to a specific demographic area but rather the European Union. Therefore, the results are not country specific. The questionnaire was held in English so in some instances language barrier could affect the credibility of results.

In addition, the research model could add more types of monetary and non-monetary sales promotions including percent discounts, bundles, and conditional offers. To compare the impact of the deep

discounting approach, other variables such as higher and lower discount rates could be investigated in the future research. Furthermore, the current study does not assess the distinction between utilitarian and hedonistic product categories regarding different forms of sales promotions, but rather establish its significance.

SUMMARY

Purpose – The aim of this study is to learn more about the factors that impact customers' purchase intentions under the influence of monetary versus non-monetary sales promotions. The study will look at the following variables: emotional response to sales promotions, scepticism, Internet product purchase risk perception (IPPRP), Internet experience including consumption time and internet usage, and engagement with online shopping, as well as hedonistic and utilitarian product categories.

Design and methodology– In an experimental context, 307 subjects were randomly assigned out of which 151 people responded to the non-monetary promotion survey and the remaining 156 people responded to the Monetary promotion survey. Research design consists of 2 (promotional types: 10 EUR discount coupon code and Free Gift worth 10 EUR) and 2 (product types: utilitarian versus hedonic – consumer electronics and apparel item).

Findings – The research findings indicates that the emotional response has an influence on purchase intention. This relation could be affected by consumer's scepticism and result in lower purchase intention. Likewise, non-monetary and monetary sales promotions (e.g., Free Gifts, coupon codes) positively influence purchase intention and has a significant impact on consumer's emotional response. Based on data, Free Gifts are more effective to increase purchase intention, but coupon codes evoke more positive emotional response to sales promotions. The paper also establishes correlation between hedonistic and utilitarian product categories and increase in positive emotional reaction towards sales promotions. These product attributes have a significant effect in shaping Internet product purchase risk perception (IPPRP). In turn, IPPRP has a negative effect on positive emotional response and purchase intention. However, the higher the engagement with online shopping the lower perceived risk. Moreover, Internet experience (Internet Usage, Consumer Duration and Percentage of Online Shopping) partially influence lower Internet product purchase risk perception. Overall, there is no significant relationship between emotional response evoked by the level of Internet experience and influence on purchase intention. Although Consumer Duration and Percentage of Online Shopping has a statistically validated impact on emotional response to sales promotions.

Research limitations/implications – This study only looked at two forms of sales promotions and two types of products. The distinctive relation between utilitarian and hedonistic product categories and different types of sales promotions should be measured in the future research. Other variables, such as higher and lower discount rates should also be examined, and a representative sample should

be used. Full price offer could be measures to validate consumers response to different sales promotions versus full price offers.

Practical implications – This paper offers useful recommendations for developing monetary and non-monetary sales promotions in the online environment. The findings of this study are especially relevant to increasing purchase intent using the promotional framing of a money-off coupon code and a Free Gift offer.

Value – The majority of past research has concentrated on monetary versus non-monetary sales promotions without accounting for digital skills and interrelation between emotional reaction to sales promotion and purchase intention. This paper takes into account such predictor variables as scepticism to promotions, product category, Internet experience, engagement with online shopping and IPPRP that have an impact on this interrelation.

65 pages, 60 tables, 4 pictures, 1 figure, 140 references

SANTRAUKA

Tikslas – šio tyrimo tikslas – daugiau sužinoti apie veiksnius ir pagrįsti jų priežastinius ryšius, turinčius įtakos klientų ketinimui pirkti, veikiant piniginėms ir nepiniginėms pardavimo akcijoms. Tyrime nagrinėjami šie kintamieji: hedonistiniai ir utilitariniai produktai, emocinis atsakas į pardavimų skatinimą, skepticizmas, interneto produktų pirkimo rizikos suvokimas, interneto patirtis, įskaitant laiką ir naudojimąsi internetu, bei įsitraukimas į apsipirkimą internetu.

Dizainas ir metodika – eksperimentiniame kontekste atsitiktine tvarka paskirti 307 tiriamieji, iš kurių 151 dalyviai atsakė į nepiniginio skatinimo apklausą, o likę 156 dalyviai atsakė į pinigų skatinimo apklausą. Tyrimo dizainą sudaro 2 (reklaminiai tipai: 10 EUR nuolaidos kupono kodas ir 10 EUR vertės nemokama dovana) ir 2 (produktų tipai: utilitarinis ir hedoninis – plataus vartojimo elektronika ir apranga).

Išvados – tyrimo rezultatai rodo, kad emocinis atsakas turi įtakos ketinimui pirkti. Šį santykį gali paveikti vartotojų skepticizmas ir dėl to sumažėti ketinimai pirkti. Taip pat nepiniginės ir piniginės pardavimo akcijos (pvz., nemokamos dovanos, kuponų kodai) teigiamai veikia ketinimą pirkti ir turi didelę įtaką vartotojo emocinei reakcijai. Remiantis duomenimis, nemokamos dovanos yra veiksmingesnės norint padidinti ketinimą pirkti, tačiau kuponų kodai sukelia teigiamą emocinį atsaką į pardavimo akcijas. Tyrime taip pat nustatoma koreliacija tarp hedonistinių ir utilitarinių produktų kategorijų ir teigiamos emocinės reakcijos. Šios produktų savybės turi didelę įtaką formuojant produkto pirkimo internetu rizikos suvokimą. Savo ruožtu produkto pirkimo internetu rizikos suvokimas neigiamai veikia teigiamą emocinį atsaką ir ketinimą pirkti. Tačiau kuo didesnis įsitraukimas į apsipirkimą internetu, tuo mažesnis rizikos suvokimas. Be to, patirtis internete (interneto naudojimas, vartotojų trukmė ir apsipirkimo internetu procentas) iš dalies įtakoja mažesnį interneto produktų pirkimo rizikos suvokimą. Tyrimo rezultatai rodo, kad nėra reikšmingo ryšio tarp emocinio atsako, kurį sukelia interneto patirties lygis, ir įtakos ketinimui pirkti. Nors vartotojų apsipirkimo internetu trukmė ir procentas turi statistiškai patvirtintą poveikį emocinei reakcijai į pardavimo skatinimą.

Tyrimo apribojimai / pasekmės – šiame tyrime buvo nagrinėjamos tik dvi pardavimo skatinimo formos ir dviejų tipų produktai. Būsimame tyrime turėtų būti išmatuotas ryšys tarp utilitarinių ir hedonistinių produktų kategorijų ir skirtingų pardavimo skatinimo būdų. Taip pat turėtų būti išnagrinėti kiti kintamieji, pvz., didesnės ir mažesnės nuolaidų sumos, tam turėtų būti naudojama

reprezentatyvi imtis. Pilnos kainos pasiūlymas gali būti įtrauktas, kaip priemonė skirta patvirtinti vartotojų reakciją į skirtingas pardavimo akcijas. Tai padėtų palyginti akcijas su pilnos kainos pasiūlymais.

Vertė – dauguma ankstesnių tyrimų buvo sutelkti į piniginius ir nepiniginius pardavimo skatinimo būdus, neatsižvelgiant į skaitmeninius vartotojų įgūdžius bei emocinės reakcijos į pardavimo skatinimą ir ketinimo pirkti ryšį. Šiame darbe atsižvelgiama į tokius veiksnius, kaip skepticizmas, produktų kategorija, interneto patirtis, įsitraukimas į apsipirkimą internetu ir interneto produktų pirkimo rizikos suvokimas, kurie įtakoją šį ryšį.

Apimits: 64 puslapai, 69 lentelių, 4 nuotraukos, 1 modelis, 140 nuorodų

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APPENDIXES

Part 1 Survey Form

Questionnaire A – Free Gift Survey

Section 1 of 7

The Effect of Monetary versus Non-monetary Sales Promotions on Online Purchase Intention, depending on the Internet Experience

Hi responder,

My master's study at Vilnius University Business School is intended to measure the effect of monetary and non-monetary sales promotions in relation to hedonistic versus utilitarian products and examine the impact of internet experience on purchase intention. In addition, emotional reaction to sales promotion, perceived risks and scepticism will be taken into consideration to assess online purchase intention.
The survey's findings are significant for the advancement of science. Please choose the answers that best reflect your viewpoint in response to the questions. Also, remember that there are no correct or incorrect answers; each option merely reflects your perspective on the statement.
This survey should take no more than 5-10 minutes to complete. Rest assured that all information you supply will be kept strictly confidential.

Thank you for taking part!

1. This section intends to capture your digital competencies. Please answer if you ever bough something from an online shop? *

- Yes (Skip to question 2)
- No (Submit form)

Section 2 of 7

Please select the right answer

2. Have you bought apparel item in the past 12 months? *

Mark only one oval.

- Yes (Go to section 3)
- No (Go to question 20)

Section 3 of 7

Promotional offer: Hoodie with Free Gift

The image depicts a unisex hoodie with a Free Gift offer - a pair of socks worth 10 EUR.

Please take a close look at the images featuring the promotional offer and answer how do you feel about it.

How do you feel after seeing this offer? *
Please mark the position of adjectives that best describes your emotional response.

3.	Happy								Unhappy
4.	Pleased								Annoyed
5.	Content								Melancholic
6.	Excited								Calm
7.	Aroused								Unaroused
8.	Stimulated								Relaxed

Buying a hoodie on the Internet is... *
Please mark the position of adjectives that best describes your emotional response.

9.	Unpredictable								Predictable
10.	Safe								Risky
11.	Uninformative								Informative
12.	Reliable								Unreliable
13.	Untrustworthy								Trustworthy
14.	Secure								Not secure
15.	Not credible								Credible
16.	Clear								Unclear
17.	Uncertain								Certain
18.	Responsible								Irresponsible

19. Evaluate your intention to purchase this product when you see this offer. Please rate your answer from "very high" to "very low". *

The likelihood of purchasing this product is:	Very high								Very low
With the free gift offer shown, I would consider buying the product	Very high								Very low
The probability that I would consider buying the product is:	Very high								Very low
I will recommend this product for my friends	Very high								Very low

Section 4 of 7

Please select the right answer

20. Have you bought consumer electronics in the past 12 months? *

- Yes (Skip to question 21)
- No (Submit form)

Section 5 of 7

Promotional offer: Wireless Headphones with Free Gift

The image depicts wireless headphones with a Free Gift offer - a headphone bag worth 10 EUR.

Please take a close look at the images featuring the promotional offer and answer how do you feel about it.

How do you feel after seeing this offer? *
Please mark the position of adjectives that best describes your emotional response.

21.	Happy								Unhappy
22.	Pleased								Annoyed
23.	Content								Melancholic
24.	Excited								Calm
25.	Aroused								Unaroused
26	Stimulated								Relaxed

Buying wireless headphones on the Internet is... *
Please mark the position of adjectives that best describes your emotional response.

27.	Unpredictable								Predictable
28.	Safe								Risky
29.	Uninformative								Informative
30.	Reliable								Unreliable
31.	Untrustworthy								Trustworthy
32.	Secure								Not secure
33.	Not credible								Credible
34.	Clear								Unclear
35.	Uncertain								Certain
36.	Responsible								Irresponsible

37. Evaluate your intention to purchase this product when you see this offer. Please rate your answer from "very high" to "very low". *

The likelihood of purchasing this product is:	Very high								Very low
With the free gift offer shown, I would consider buying the product	Very high								Very low
The probability that I would consider buying the product is:	Very high								Very low
I will recommend this product for my friends	Very high								Very low

Section 6 of 7

General questions
Please choose the most appropriate statement

38. Please choose the level of agreement that best describes your attitude toward sales promotions *

Level of Agreement: 1 – Strongly disagree, 2 – Disagree, 3 – Somewhat disagree, 4 – Neither agree or disagree, 5 – Somewhat agree, 6 – Agree, 7 – Strongly agree

We can depend on getting the truth in most promotional offers.	Strongly disagree						Strongly agree
The aim of promotions is to inform consumers.	Strongly disagree						Strongly agree
I believe promotions have an informational value.	Strongly disagree						Strongly agree
Promotions are generally truthful.	Strongly disagree						Strongly agree
Promotions are a reliable	Strongly disagree						Strongly agree

source of information about the quality and performance of products.							
Promotions tell the truth.	Strongly disagree						Strongly agree
In general, promotions present a true picture of the product being advertised.	Strongly disagree						Strongly agree
I feel I have been accurately informed by promotional offers.	Strongly disagree						Strongly agree
Promotional offers provide consumers with essential information.	Strongly disagree						Strongly agree

39. Please choose the most appropriate statement that defines the duration of your online shopping experience. *

- Less than a year
- One year but less than 2 years
- 2 years but less than 3 years
- More than 3 years

40. Please choose the most appropriate statement that defines your engagement with online shopping. *

- The Internet has not changed the way I buy products
- The Internet has partly changed the way I buy products
- The Internet has definitely changed the way I buy products

41. How often do you use Internet per day? *

- 2 hours
- 3-4 hours
- >5 hours

42. Please evaluate the percent of the time you spend shopping online compared with shopping offline? *

- <25%
- 26-50%
- 51-75%
- >75%

43. How often do you shop online? *

- Daily
- Weekly
- Fortnightly
- Monthly

Section 7 of 7

Demographic Block

This section intends to capture your demographic profile.

44. Please select your gender. *

- Female
- Male
- Other

45. Please select your age. *

- 20 years old and below
- 21- 30 years' old
- 31- 40 years' old
- 41 years old and above

46. What is your economic status? *

- 0-600 Eur
- 601-1000 Eur
- 1001-2000 Eur
- 2001-3000 Eur
- 3001 Eur and more

47. What is the highest level of education you have obtained? *

- No education or unfinished secondary education
- Finished secondary education

- Undergraduate degree (B.Sc., B.A. etc.)
- Graduate Degree (M.Sc., M.A., MBA etc.)
- Postgraduate degree or higher (PhD, DBA etc.)

Questionnaire B – 10 EUR off Coupon Code

Section 1 of 7

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This survey should take no more than 5-10 minutes to complete. Rest assured that all information you supply will be kept strictly confidential.
Thank you for taking part!

This section intends to capture your digital competencies. Please answer if you ever bough something from an online shop? *

- Yes (Skip to question 2)
- No (Submit form)

Section 2 of 7

Please select the right answer

1. Have you bought apparel item in the past 12 months? *

- Yes (Go to section 3)
- No (Go to question 20)

Section 3 of 7

The image depicts a unisex hoodie with a discount of 10 EUR.
Please take a close look at the images featuring the promotional offer and answer how do you feel about it.

How do you feel after seeing this offer? *
Please mark the position of adjectives that best describes your emotional response.

3.	Happy								Unhappy
4.	Pleased								Annoyed
5.	Content								Melancholic
6.	Excited								Calm
7.	Aroused								Unaroused
8.	Stimulated								Relaxed

Buying a hoodie on the Internet is... *
Please mark the position of adjectives that best describes your emotional response.

9.	Unpredictable								Predictable
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15.	Not credible								Credible
16.	Clear								Unclear
17.	Uncertain								Certain
18.	Responsible								Irresponsible

19. Evaluate your intention to purchase this product when you see this offer. Please rate your answer from "very high" to "very low". *

The likelihood of purchasing this product is:	Very high								Very low
With the price discount shown, I would consider buying the product	Very high								Very low
The probability that I would consider buying the product is:	Very high								Very low
I will recommend this product for my friends	Very high								Very low

Section 4 of 7

Please select the right answer

20. Have you bought consumer electronics in the past 12 months? *

- Yes (Skip to question 21)
- No (Submit form)

Section 5 of 7

Promotional offer: Wireless Headphones with 10 EUR off

The image depicts wireless headphones with a discount of 10 EUR.

Please take a close look at the images featuring the promotional offer and answer how do you feel about it.

How do you feel after seeing this offer? *
Please mark the position of adjectives that best describes your emotional response.

21.	Happy								Unhappy
22.	Pleased								Annoyed
23.	Content								Melancholic
24.	Excited								Calm
25.	Aroused								Unaroused
26.	Stimulated								Relaxed

Buying wireless headphones on the Internet is... *
Please mark the position of adjectives that best describes your emotional response.

27.	Unpredictable								Predictable
28.	Safe								Risky
29.	Uninformative								Informative
30.	Reliable								Unreliable
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The likelihood of purchasing this product is:	Very high								Very low
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The probability that I would consider buying the product is:	Very high								Very low
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Section 6 of 7

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Please choose the most appropriate statement

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I believe promotions have an informational value.	Strongly disagree						Strongly agree
Promotions are generally truthful.	Strongly disagree						Strongly agree

Promotions are a reliable source of information about the quality and performance of products.	Strongly disagree						Strongly agree
Promotions tell the truth.	Strongly agree						Strongly agree
In general, promotions present a true picture of the product being advertised.	Strongly disagree						Strongly agree
I feel I have been accurately informed by promotional offers.	Strongly disagree						Strongly agree
Promotional offers provide consumers with essential information.	Strongly disagree						Strongly agree

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41. How often do you use Internet per day? *

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42. Please evaluate the percent of the time you spend shopping online compared with shopping offline? *

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Section 7 of 7

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45. Please select your age. *

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46. What is your economic status? *

- 0-600 Eur
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- 3001 Eur and more

47. What is the highest level of education you have obtained? *

- No education or unfinished secondary education
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- Undergraduate degree (B.Sc., B.A. etc.)
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- Postgraduate degree or higher (PhD, DBA etc.)

Part 2 Tables from SPSS

II Table 1.2 Validity Test Table for ER(H)

		Item1	Item2	Item3	Item4	Item5	Item6	TotalERH
Item1	Pearson Correlation	1	.728**	.718**	.667**	.727**	.426**	.822**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303
Item2	Pearson Correlation	.728**	1	.810**	.785**	.837**	.537**	.910**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303
Item3	Pearson Correlation	.718**	.810**	1	.778**	.802**	.638**	.916**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	303	303	303	303	303	303	303
Item4	Pearson Correlation	.667**	.785**	.778**	1	.823**	.567**	.890**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	303	303	303	303	303	303	303
Item5	Pearson Correlation	.727**	.837**	.802**	.823**	1	.571**	.923**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	303	303	303	303	303	303	303
Item6	Pearson Correlation	.426**	.537**	.638**	.567**	.571**	1	.719**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	303	303	303	303	303	303	303

Total ERH	Pearson Correlation	.822**	.910**	.916**	.890**	.923**	.719**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	303	303	303	303	303	303	303

III Table 1.3 Validity Test Table for IPPRP(H)

		Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8	Item 9	Item 10	TotalIPPRPH
Item1	Pearson Correlation	1	.756**	.663**	.733**	.724**	.708**	.759**	.673**	.742**	.706**	.847**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item2	Pearson Correlation	.756**	1	.723**	.821**	.816**	.825**	.780**	.769**	.737**	.813**	.912**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item3	Pearson Correlation	.663**	.723**	1	.706**	.690**	.679**	.669**	.712**	.615**	.665**	.808**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item4	Pearson Correlation	.733**	.821**	.706**	1	.850**	.830**	.826**	.751**	.726**	.777**	.909**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item5	Pearson Correlation	.724**	.816**	.690**	.850**	1	.829**	.859**	.751**	.714**	.773**	.907**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item6	Pearson Correlation	.708**	.825**	.679**	.830**	.829**	1	.831**	.789**	.739**	.827**	.913**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303

Item7	Pearson Correlation	.759**	.780**	.669**	.826**	.859**	.831**	1	.786**	.741**	.779**	.910**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item8	Pearson Correlation	.673**	.769**	.712**	.751**	.751**	.789**	.786**	1	.705**	.806**	.877**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item9	Pearson Correlation	.742**	.737**	.615**	.726**	.714**	.739**	.741**	.705**	1	.728**	.845**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item10	Pearson Correlation	.706**	.813**	.665**	.777**	.773**	.827**	.779**	.806**	.728**	1	.891**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	303	303	303	303	303	303	303	303	303	303	303
Total IPPR PH	Pearson Correlation	.847**	.912**	.808**	.909**	.907**	.913**	.910**	.877**	.845**	.891**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	303	303	303	303	303	303	303	303	303	303	303

IV Table 1.4 Validity Test Table for PI(H)

		Item1	Item2	Item3	Item4	TotalPIH
Item1	Pearson Correlation	1	.912**	.955**	.901**	.979**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	303	303	303	303	303
Item2	Pearson Correlation	.912**	1	.922**	.825**	.950**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	303	303	303	303	303
Item3	Pearson Correlation	.955**	.922**	1	.894**	.980**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	303	303	303	303	303

Item4	Pearson Correlation	.901**	.825**	.894**	1	.941**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	303	303	303	303	303
Total PIH	Pearson Correlation	.979**	.950**	.980**	.941**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	303	303	303	303	303

V Table 1.5 Validity Test Table for ER(U)

		Item1	Item2	Item3	Item4	Item5	Item6	Total ERU
Item1	Pearson Correlation	1	.812**	.766**	.731**	.804**	.530**	.872**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303
Item2	Pearson Correlation	.812**	1	.877**	.827**	.874**	.568**	.936**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303
Item3	Pearson Correlation	.766**	.877**	1	.808**	.847**	.676**	.936**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	303	303	303	303	303	303	303
Item4	Pearson Correlation	.731**	.827**	.808**	1	.833**	.592**	.900**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	303	303	303	303	303	303	303
Item5	Pearson Correlation	.804**	.874**	.847**	.833**	1	.589**	.934**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	303	303	303	303	303	303	303
Item6	Pearson Correlation	.530**	.568**	.676**	.592**	.589**	1	.738**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	303	303	303	303	303	303	303
TotalERU	Pearson Correlation	.872**	.936**	.936**	.900**	.934**	.738**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	303	303	303	303	303	303	303

VI Table 1.6 Validity Test Table for IPPRP(U)

Correlations												
		Item 1	Item 1	Item 1	Item 1	Item 1	Item 1	Item 1	Item 1	Item 1	Item 1	Total IPPRPU
Item1	Pearson Correlation	1	.756**	.669**	.736**	.747**	.747**	.753**	.743**	.715**	.680**	.842**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item2	Pearson Correlation	.756**	1	.779**	.875**	.842**	.891**	.814**	.820**	.782**	.812**	.934**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item3	Pearson Correlation	.669**	.779**	1	.759**	.765**	.774**	.695**	.803**	.625**	.696**	.844**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item4	Pearson Correlation	.736**	.875**	.759**	1	.864**	.900**	.811**	.823**	.765**	.805**	.930**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item5	Pearson Correlation	.747**	.842**	.765**	.864**	1	.874**	.822**	.791**	.764**	.790**	.921**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303

Item6	Pearson Correlation	.747**	.891**	.774**	.900**	.874**	1	.826**	.846**	.770**	.801**	.940**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item7	Pearson Correlation	.753**	.814**	.695**	.811**	.822**	.826**	1	.812**	.779**	.753**	.899**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item8	Pearson Correlation	.743**	.820**	.803**	.823**	.791**	.846**	.812**	1	.736**	.807**	.912**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item9	Pearson Correlation	.715**	.782**	.625**	.765**	.764**	.770**	.779**	.736**	1	.771**	.860**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	303	303	303	303	303	303	303	303	303	303	303
Item10	Pearson Correlation	.680**	.812**	.696**	.805**	.790**	.801**	.753**	.807**	.771**	1	.882**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	303	303	303	303	303	303	303	303	303	303	303
TotalIPPRPU	Pearson Correlation	.842**	.934**	.844**	.930**	.921**	.940**	.899**	.912**	.860**	.882**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	303	303	303	303	303	303	303	303	303	303	303

VII Table 1.7 Validity Test Table for PI(U)

		Item1	Item2	Item3	Item4	TotalPIU
Item1	Pearson Correlation	1	.925**	.956**	.884**	.975**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	303	303	303	303	303
Item2	Pearson Correlation	.925**	1	.955**	.844**	.965**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	303	303	303	303	303
Item3	Pearson Correlation	.956**	.955**	1	.889**	.984**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	303	303	303	303	303
Item4	Pearson Correlation	.884**	.844**	.889**	1	.937**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	303	303	303	303	303
TotalPIU	Pearson Correlation	.975**	.965**	.984**	.937**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	303	303	303	303	303

VIII Table 1.8 Validity Test Table for SRP

		Item 1	Item2	Item3	Item4	Item5	Item6	Item7	Item8	Item9	TotalSRP
Item1	Pearson Correlation	1	.895**	.910**	.868**	.872**	.878**	.870**	.873**	.916**	.945**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303
Item2	Pearson Correlation	.895**	1	.890**	.865**	.870**	.889**	.873**	.857**	.917**	.941**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303

Item3	Pearson Correlation	.910**	.890**	1	.872**	.878**	.908**	.868**	.886**	.903**	.949**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303
Item4	Pearson Correlation	.868**	.865**	.872**	1	.892**	.910**	.898**	.891**	.901**	.946**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303
Item5	Pearson Correlation	.872**	.870**	.878**	.892**	1	.913**	.899**	.882**	.918**	.950**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303
Item6	Pearson Correlation	.878**	.889**	.908**	.910**	.913**	1	.897**	.880**	.920**	.958**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000	.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303
Item7	Pearson Correlation	.870**	.873**	.868**	.898**	.899**	.897**	1	.898**	.920**	.949**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000	.000	.000
	N	303	303	303	303	303	303	303	303	303	303
Item8	Pearson Correlation	.873**	.857**	.886**	.891**	.882**	.880**	.898**	1	.916**	.945**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000		.000	.000
	N	303	303	303	303	303	303	303	303	303	303

Item9	Pearson Correlation	.916**	.917**	.903**	.901**	.918**	.920**	.920**	.916**	1	.972**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000		.000
	N	303	303	303	303	303	303	303	303	303	303
Total SRP	Pearson Correlation	.945**	.941**	.949**	.946**	.950**	.958**	.949**	.945**	.972**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	303	303	303	303	303	303	303	303	303	303

The tables 2.1 to 2.3 below are obtained upon fitting the multiple linear regression model to understand whether sales promotion evokes an emotional response which influences the purchase intentions.

IX Table 2.1 Model Summary Statistics

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.952[a]	.907	.906	.62837	.907	1464.726	2	300	.000
2	.953[b]	.908	.908	.62495	.001	4.294	1	299	.039

X Table 2.2 Analysis of Variance Table for fitted Model

Group	Model		Sum of Squares	df	Mean Square	F	Sig.
1	1	Regression	380.814	1	380.814	944.039	.000[b]
		Residual	58.895	146	.403		
		Total	439.708	147			

2	1	Regression	468.487	1	468.487	1238.355	.000[b]
		Residual	57.882	153	.378		
		Total	526.369	154			

XI Table 2.3 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	.421	.105		4.005	.000	.214	.627
	ER	.970	.021	.899	46.333	.000	.929	1.011
	Discount_Group	-.464	.080	-.113	-5.829	.000	-.621	-.308
2	(Constant)	.577	.129		4.477	.000	.323	.830
	ER	.934	.027	.866	34.634	.000	.881	.987
	Discount_Group	-.767	.166	-.187	-4.616	.000	-1.094	-.440
	DiscountXER	.088	.042	.076	2.072	.039	.004	.171

The tables 3.1 to 3.3 below are obtained upon fitting the multiple linear regression model to understand whether Scepticism towards sales promotions could influence relationship between emotional reaction and the lower intention to purchase.

XII Table 3.1 Model Summary Statistics

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.951[a]	.905	.905	.63490	.905	1431.672	2	300	.000
2	.955[b]	.912	.911	.61386	.006	21.918	1	299	.000

XIII ***Table 3.2 Analysis of Variance Table for fitted Model***

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1154.205	2	577.103	1431.672	.000[b]
	Residual	120.929	300	.403		
	Total	1275.135	302			
2	Regression	1162.465	3	387.488	1028.306	.000[c]
	Residual	112.670	299	.377		
	Total	1275.135	302			

XIV Table 3.3 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.829	.176		4.709	.000
	ER	.936	.025	.868	37.175	.000
	SRP	-.109	.021	-.122	-5.210	.000
2	(Constant)	1.986	.300		6.618	.000
	ER	.706	.055	.654	12.848	.000
	SRP	-.323	.050	-.359	-6.467	.000
	SRPXER	.048	.010	.207	4.682	.000

Tables 4.1 to 4.4 represent the respective Levene's test results and table 4.5 is the clubbed together ANOVA table. Notably, the four separate one-way ANOVA results clubbed together to understand level of internet experience and the lower internet product purchase risk perception.

XV Table 4.1 Levene Test of Homogeneity of Variances for Internet Usage

		Levene Statistic	df1	df2	Sig.
IPPRP	Based on Mean	2.453	2	299	.088
	Based on Median	2.439	2	299	.089
	Based on Median and with adjusted df	2.439	2	283.937	.089
	Based on trimmed mean	2.560	2	299	.079

XVI Table 4.2 Levene Test of Homogeneity of Variances for Online Shopping Percentage

		Levene Statistic	df1	df2	Sig.
IPPRP	Based on Mean	.446	3	299	.720
	Based on Median	.247	3	299	.863
	Based on Median and with adjusted df	.247	3	268.958	.863
	Based on trimmed mean	.420	3	299	.739

XVII Table 4.3 Levene Test of Homogeneity of Variances for Frequency of Online Shopping

		Levene Statistic	df1	df2	Sig.
IPPRP	Based on Mean	2.323	2	298	.100
	Based on Median	1.987	2	298	.139
	Based on Median and with adjusted df	1.987	2	289.273	.139
	Based on trimmed mean	2.343	2	298	.098

XVIII Table 4.4 Levene Test of Homogeneity of Variances for Consumer Duration

		Levene Statistic	df1	df2	Sig.
IPPRP	Based on Mean	3.540	3	299	.015
	Based on Median	2.861	3	299	.037
	Based on Median and with adjusted df	2.861	3	292.329	.037
	Based on trimmed mean	3.536	3	299	.015

XIX ***Table 4.5 Analysis of Variance Table***

Variable	F-value	P-value
Online Utility	3.871	.022
Percentage of Online Shopping	13.124	.000
Frequency of Online Shopping	.593	.620

Consumer Duration	4.033	.018

The linear regression model is constructed with intention to purchase as the dependent variable and Free Gift as the categorical independent variable whose results are summarized in tables 5.1 and 5.2 below.

XX Table 5.1 Analysis of Variance Table for fitted Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	309.057	1	309.057	96.293	.000[b]
	Residual	966.078	301	3.210		
	Total	1275.135	302			

XXI Table 5.2 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.667	.147		18.108	.000
	FreeGift_Group	2.020	.206	.492	9.813	.000

The linear regression model is constructed with intention to purchase as the dependent variable and coupon code promotion as the categorical independent variable whose results are summarized in tables 6.1 and 6.2 below.

XXII Table 6.1 Analysis of Variance Table for fitted Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	309.057	1	309.057	96.293	.000[b]
	Residual	966.078	301	3.210		
	Total	1275.135	302			

XXIII *Table 6.2 Model Coefficients*

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.687	.144		32.572	.000
	Discount_Group	-2.020	.206	-.492	-9.813	.000

The paired t test is used to validate the hypothesis that Hedonistic and Utilitarian product categories influence emotional reaction to sales incentives, and the results are shown in the table below.

XXIV Table 7 Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	ER(U) - ER(H)	-.2414741	1.7591597	.1010610 8	-.4403472	-.0426010	-2.389	302	.017

The tables 8.1 to 8.3 below are obtained upon fitting the multiple linear regression model to understand whether Discount Coupon code evokes positive emotional reaction towards purchase intention.

XXV Table 8.1 Model Summary Statistics

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
1		.952[a]	.907	.906	.62837	.907	1464.726	2	300	.000
2		.953[b]	.908	.908	.62495	.001	4.294	1	299	.039

XXVI Table 8.2 Analysis of Variance Table for fitted Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1156.681	2	578.340	1464.726	.000[b]
	Residual	118.454	300	.395		
	Total	1275.135	302			
2	Regression	1158.358	3	386.119	988.636	.000[c]
	Residual	116.777	299	.391		
	Total	1275.135	302			

XXVII Table 8.3 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.421	.105		4.005	.000
	Discount_Group	-.464	.080	-.113	-5.829	.000
	ER	.970	.021	.899	46.333	.000
2	(Constant)	.577	.129		4.477	.000
	Discount_Group	-.767	.166	-.187	-4.616	.000
	ER	.934	.027	.866	34.634	.000
	DiscountXER	.088	.042	.076	2.072	.039

The tables 9.1 to 9.3 below are obtained upon fitting the multiple linear regression model to understand whether Free Gift offer evokes positive emotional reaction towards purchase intention.

XXVIII Table 9.1 Model Summary Statistics

Model		R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
						R Square Change	F Change	df1	df2	Sig. F Change
1		.952[a]	.907	.906	.62837	.907	1464.726	2	300	.000
2		.953[b]	.908	.908	.62495	.001	4.294	1	299	.039

XXIX Table 9.2 Analysis of Variance Table for fitted Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1156.681	2	578.340	1464.726	.000[b]
	Residual	118.454	300	.395		
	Total	1275.135	302			
2	Regression	1158.358	3	386.119	988.636	.000[c]
	Residual	116.777	299	.391		
	Total	1275.135	302			

XXX Table 9.3 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.044	.078		-.560	.576
	FreeGift_Group	.464	.080	.113	5.829	.000
	ER	.970	.021	.899	46.333	.000
2	(Constant)	-.190	.105		-1.811	.071
	FreeGift_Group	.767	.166	.187	4.616	.000
	ER	1.022	.033	.948	31.226	.000
	FreeGiftXER	-.088	.042	-.110	-2.072	.039

The linear regression model is constructed with intention to purchase as the dependent variable and IPPRP as independent variable, and the results are summarized in tables 10.1 and 10.2 below.

XXXI Table 10.1 Analysis of Variance Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	953.316	1	953.316	891.645	.000[b]
	Residual	321.819	301	1.069		
	Total	1275.135	302			

XXXII Table 10.2 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	7.587	.143		53.026	.000
	IPPRP	-.884	.030	-.865	-29.860	.000

The linear regression model is constructed with intention to purchase as the dependent variable and ER as independent variable, and the findings are presented in tables 11.1 and 11.2 below.

XXXIII Table 11.1 Analysis of Variance Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	103.470	1	103.470	26.581	.000[b]
	Residual	1171.664	301	3.893		
	Total	1275.135	302			

XXXIV Table 11.2 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.219	.309		7.185	.000
	Engagement with Online Shopping	.713	.138	.285	5.156	.000

The linear regression model is constructed with ER as the dependent variable and IPPRP as independent variable, and the results are represented in tables 12.1 and 12.2 below.

XXXV Table 12.1 Analysis of Variance Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	683.798	1	683.798	499.414	.000[b]

	Residual	412.130	301	1.369		
	Total	1095.928	302			

XXXVI Table 12.2 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.907	.162		42.658	.000
	IPPRP	-.749	.034	-.790	-22.348	.000

The paired t test is used to validate the hypothesis that Hedonistic and Utilitarian product categories influence IPPRP, which represents the following table.

XXXVII Table 13 Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower	Upper			
Pair 1	IPPRP(H) - IPPRP(U)	-.2492	1.4386	.0826	-.4118	-.0865	-3.015	302	.003

The table 14.1 and 14.2 below show the results obtained from performing the one-way ANOVA to validate if the higher the engagement with online shopping correlates with the lower internet product purchase risk perception.

XXXVIII Table 14.1 Levene Test of Homogeneity of Variances

		Levene Statistic	df1	df2	Sig.
IPPRP	Based on Mean	.846	2	300	.430
	Based on Median	.919	2	300	.400
	Based on Median and with adjusted df	.919	2	272.173	.400

	Based on trimmed mean	.978	2	300	.377

XXXIX Table 14.2 Analysis of Variance Table

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	92.507	2	46.254	12.320	.000
Within Groups	1126.277	300	3.754		
Total	1218.785	302			

The linear regression model is constructed with PI as the dependent variable and SRP as independent variable, and the results are demonstrated in tables 15.1 and 15.2 below.

XL Table 15.1 Analysis of Variance Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	597.139	1	597.139	265.104	.000[b]
	Residual	677.995	301	2.252		
	Total	1275.135	302			

XLI Table 15.2 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.588	.197		33.408	.000
	SRP	-.616	.038	-.684	-16.282	.000

The linear regression model is constructed with ER as the dependent variable and IPPRP as independent variable, and the results are summarized in tables 16.1 and 16.2 below.

XLII Table 16.1 Analysis of Variance Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	683.798	1	683.798	499.414	.000[b]
	Residual	412.130	301	1.369		
	Total	1095.928	302			

XLIII Table 16.2 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.907	.162		42.658	.000
	IPPRP	-.749	.034	-.790	-22.348	.000

XLIV Table 17.1 Demographic Table for Education

Group			Frequency	Percent	Valid Percent	Cumulative Percent
Non-Monetary	Valid	Graduate Degree (M.Sc., M.A., MBA etc.)	54	36.5	36.5	36.5
		Postgraduate degree or higher (PhD, DBA etc.)	71	48.0	48.0	84.5
		Undergraduate degree (B.Sc., B.A. etc.)	23	15.5	15.5	100.0
		Total	148	100.0	100.0	
Monetary	Valid	Graduate Degree (M.Sc., M.A., MBA etc.)	64	41.3	41.3	41.3
		Postgraduate degree or higher (PhD, DBA etc.)	66	42.6	42.6	83.9
		Undergraduate degree (B.Sc., B.A. etc.)	25	16.1	16.1	100.0
		Total	155	100.0	100.0	

XLV Table 17.2 Demographic Table for Economic Status

Group			Frequency	Percent	Valid Percent	Cumulative Percent
Non-Monetary	Valid	1001-2000 Eur	39	26.4	26.4	26.4
		2001-3000 Eur	25	16.9	16.9	43.2
		3001 Eur and more	65	43.9	43.9	87.2
		601-1000 Eur	19	12.8	12.8	100.0
		Total	148	100.0	100.0	
Monetary	Valid	1001-2000 Eur	42	27.1	27.1	27.1
		2001-3000 Eur	38	24.5	24.5	51.6
		3001 Eur and more	68	43.9	43.9	95.5
		601-1000 Eur	7	4.5	4.5	100.0
		Total	155	100.0	100.0	

XLVI Table 17.3 Demographic Table for Age

Group			Frequency	Percent	Valid Percent	Cumulative Percent
Non-Monetary	Valid	20 years old and below	2	1.4	1.4	1.4
		21- 30 years' old	62	41.9	41.9	43.2
		31- 40 years' old	36	24.3	24.3	67.6
		41 years old and above	48	32.4	32.4	100.0
		Total	148	100.0	100.0	
Monetary	Valid	21- 30 years' old	65	41.9	41.9	41.9
		31- 40 years' old	44	28.4	28.4	70.3
		41 years old and above	46	29.7	29.7	100.0
		Total	155	100.0	100.0	

XLVII Table 17.4 Demographic Table for Gender

Group			Frequency	Percent	Valid Percent	Cumulative Percent
Non-Monetary	Valid	Female	69	46.6	46.6	46.6
		Male	79	53.4	53.4	100.0
		Total	148	100.0	100.0	
		Female	57	36.8	36.8	36.8

Monetary	Valid	Male	96	61.9	61.9	98.7
		Other	2	1.3	1.3	100.0
		Total	155	100.0	100.0	

XLVIII Table 18.1 Levene Test of Homogeneity of Variances for Internet Usage

		Levene Statistic	df1	df2	Sig.
ER	Based on Mean	2.578	2	299	.078
	Based on Median	1.835	2	299	.161
	Based on Median and with adjusted df	1.835	2	285.915	.161
	Based on trimmed mean	2.488	2	299	.085

XLIX Table 18.2 Analysis of Variance for Internet Usage

ER					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	16.440	2	8.220	2.280	.104
Within Groups	1078.196	299	3.606		
Total	1094.636	301			

L Table 18.3 Levene Test of Homogeneity of Variances for Percentage of Online Shopping

		Levene Statistic	df1	df2	Sig.
ER	Based on Mean	1.953	3	299	.121
	Based on Median	1.048	3	299	.371
	Based on Median and with adjusted df	1.048	3	269.907	.372
	Based on trimmed mean	1.918	3	299	.127

LI Table 18.4 Analysis of Variance for Percentage of Online Shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	108.621	3	36.207	10.965	.000
Within Groups	987.306	299	3.302		
Total	1095.928	302			

LII Table 18.5 Levene Test of Homogeneity of Variances for Frequency of Online Shopping

		Levene Statistic	df1	df2	Sig.
ER	Based on Mean	.625	2	298	.536
	Based on Median	.423	2	298	.656
	Based on Median and with adjusted df	.423	2	286.634	.656
	Based on trimmed mean	.609	2	298	.545

LIII Table 18.6 Analysis of Variance for Frequency of Online Shopping

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.971	3	6.990	1.938	.124
Within Groups	1074.954	298	3.607		
Total	1095.925	301			

LIV Table 18.7 Levene Test of Homogeneity of Variances for Consumer Duration

		Levene Statistic	df1	df2	Sig.
ER	Based on Mean	8.621	3	299	.000
	Based on Median	8.655	3	299	.000
	Based on Median and with adjusted df	8.655	3	292.528	.000
	Based on trimmed mean	8.935	3	299	.000

LV Table 18.8 Welch Test for Consumer Duration

	Statistic[a]	df1	df2	Sig.
Welch	11.763	3	25.148	.000

LVI Table 19.1 Model Summary Statistics

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.947[a]	.896	.896	.66396	.896	1294.694	2	299	.000
2	.947[b]	.897	.896	.66374	.000	1.201	1	298	.274

LVII Table 19.2 Analysis of Variance Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1141.517	2	570.758	1294.694	.000[b]
	Residual	131.812	299	.441		
	Total	1273.329	301			
2	Regression	1142.046	3	380.682	864.108	.000[c]
	Residual	131.284	298	.441		
	Total	1273.329	301			

LVIII Table 19.3 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.038	.212		-.180	.857
	ER	1.022	.020	.947	50.584	.000
	How often do you use Internet per day?	.017	.070	.004	.235	.814
2	(Constant)	-.516	.485		-1.064	.288
	ER	1.139	.109	1.056	10.455	.000
	How often do you use Internet per day?	.189	.173	.051	1.097	.274

	ERXIU	-.043	.039	-.115	-1.096	.274

LIX Table 19.4 Model Summary Statistics

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.948[a]	.899	.898	.65545	.899	1334.028	2	300	.000
2	.949[b]	.900	.899	.65348	.001	2.812	1	299	.095

LX Table 19.5 Analysis of Variance Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1146.249	2	573.124	1334.028	.000[b]
	Residual	128.886	300	.430		
	Total	1275.135	302			
2	Regression	1147.449	3	382.483	895.660	.000[c]
	Residual	127.685	299	.427		
	Total	1275.135	302			

LXI Table 19.6 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.309	.140		2.206	.028
	ER	1.005	.021	.932	48.455	.000
	Please evaluate the percent of the time you spend shopping online compared with shopping offline?	-.100	.038	-.051	-2.636	.009
2	(Constant)	.592	.219		2.701	.007
	ER	.932	.048	.864	19.284	.000

	Please evaluate the percent of the time you spend shopping online compared with shopping offline?	-.214	.078	-.109	-2.744	.006
	ERXOS	.032	.019	.081	1.677	.095

LXII Table 19.7 Model Summary Statistics

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.949[a]	.900	.900	.65139	.900	1349.470	2	299	.000
2	.949[b]	.901	.900	.65131	.000	1.070	1	298	.302

LXIII Table 19.8 Analysis of Variance Table

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1145.167	2	572.583	1349.470	.000[b]
	Residual	126.866	299	.424		
	Total	1272.033	301			
2	Regression	1145.621	3	381.874	900.214	.000[c]
	Residual	126.413	298	.424		
	Total	1272.033	301			

LXIV Table 19.9 Model Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.955	.439		-2.174	.030
	ER	1.022	.020	.949	51.937	.000

	How often do you shop online?	.243	.110	.040	2.217	.027
2	(Constant)	-.097	.939		-.104	.918
	ER	.827	.190	.767	4.356	.000
	How often do you shop online?	.024	.239	.004	.100	.921
	ERXFI	.050	.048	.185	1.034	.302