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The Role of Sales Promotions on Consumer Purchase Intention:

The mediation effect of perceived risk

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ABSTRACT

Title: “The Role of Sales Promotions on Consumer Purchase Intention: The mediation effect of perceived risk.”

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Sales promotions are one of the key elements of the companies’ marketing budget due to their positive impact on consumer choice and behavior, inducing their purchase intention. In Portugal, this phenomenon has been gaining extremely relevance for all retailers and has a huge penetration in all markets. This tool has become a strong habit for consumers who buy almost half of the products on promotions.

The purpose of this study is to explore the relationship between sales promotions and consumer purchase intention and the potential mediating effect of perceived risk. More precisely, the study investigates the effect of two sales promotions elements’, the type of promotions (Monetary & Non-monetary promotions) and level of discount (High & Low level). Additionally, the perceived risk will be also expressed through financial perceived risk and performance perceived risk.

An online survey was conducted for Portuguese population reaching 414 valid responses. The key findings of the study are that sales promotions don’t predict well perceived risk not having a significant influence on this variable, then sales promotions have a positive influence on purchase intention while perceived risk has a negative, however, both variables are not the best drivers of purchase intention. Lastly perceived risk is not a good mediator for this relationship. This study will be helpful for managers to gain insights in a way to increase the effectiveness of sales promotions and thus, generate a higher consumer purchase intention.

SUMÁRIO

Título: “O papel das promoções na intenção de compra dos consumidores: O efeito mediador do risco percecionado”

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As promoções são um dos principais elementos do orçamento de marketing das empresas devido ao seu impacto positivo na escolha e no comportamento dos consumidores, induzindo à sua intenção de compra. Em Portugal, este fenómeno tem vindo a ganhar extrema relevância para todos os *retailers* tendo uma enorme penetração em todos os mercados. Este instrumento tem se tornado um hábito para os consumidores que já compram quase metade dos produtos em promoção.

O objetivo deste estudo é explorar a relação entre as promoções e a intenção de compra dos consumidores e o potencial efeito de mediação do risco percecionado da compra. Mais precisamente, o estudo investiga o efeito de dois elementos das promoções, o tipo de promoção (Promoção monetárias & não-monetárias) e o nível de desconto (Desconto elevado & baixo). Adicionalmente, o risco percecionado será expressado através do risco financeiro e de performance.

Um questionário online foi realizado na população portuguesa obtendo 414 respostas válidas. As principais conclusões do estudo são que as promoções não preveem bem o risco percecionado, não tendo uma influência significativa nesta variável, seguidamente as promoções têm uma influência positiva na intenção de compra enquanto que o risco percecionado tem negativa, contudo ambas as variáveis não são os principais influenciadores da intenção de compra. Finalmente, o risco percecionado não é um bom mediador para esta relação. Este estudo será útil para os gestores ganharem *insights* no sentido de aumentar a eficácia das promoções e assim, gerar uma intenção de compra superior.

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GLOSSARY

NP- No promotion

MH- Monetary Promotion & High Level of Discount

ML- Monetary Promotion & Low Level of Discount

NMH- Non-Monetary Promotion & High Level of Discount

NML- Non-Monetary Promotion & Low Level of Discount

PI- Purchase Intention

F-Financial

P-Performance

CI- Confidence Interval

LD- Laundry Detergent

C-Chocolate

NL- No Level

HL- High Level

LL- Low Level

SP- Sales Promotions

PR- Perceived Risk

CHAPTER 1: INTRODUCTION

1.1 Background

Over the last years, branding and brand management have emerged as a key aspect for organizations. The recognition that brand is the most valuable intangible asset of the company has been the main cause that triggered this growing interest (Keller & Lehmann, 2006) and sales promotions as a marketing communication tool have been used as a brand- building activities (Palazón-Vidal & Delgado-Ballester, 2005).

Sales promotions have been achieving such relevance in marketing techniques due to their ability to impact consumer purchase intention and brand choice (Davis, Inman, & McAslister, 1992; Lattin & Bucklin, 1989). Indeed, sales promotions have several short-term benefits such as improve the short-term profits (Wong Ai Jean, Yazdanifard, Ai Jean α , & Yazdanifard σ , 2015) or generate quicker and immediate sales response of the promoted brand (Gupta, 1988), becoming the perfect tool to compete in the market (Chandon, Wansink, & Laurent, 2000) because of its powerful effect on the point of sales (Davis et al., 1992). In fact, according to Davis, Inman & McAslister (1992), when a product is promoted, the probability of the consumer purchases it increases 40%.

Moreover, there was a need to conceptualize sales promotions in monetary promotions and non-monetary promotions because each type of promotion displays a specific benefit to the consumers (Chandon, Wansink, & Laurent 2000; Diamond and Johnson 1990). Regarding their impact on consumer purchase intention, there is no clear consensus on which type have the largest impact. Several researchers assumed that monetary promotions have the strongest due to their financial benefits (Huff et al., 2008; Kwok & Uncles, 2005; Luk & Yip, 2008), however other researchers propose the opposite (Lowe, 2010; Lowe & Barnes, 2012; Yoo, 2011). For the level of discount, there is unanimity among the researches that higher level of discount leads to higher purchase intention.

Perceived risk is another variable that may influence purchase intention. It is important to analyse its effect and find risk-reduction strategies to make the purchase decision more effective.

In terms of risk-reduction strategies, sales promotions are one of the strategies that companies can adopt (Cox & Rich, 1964.; Ho & Ng, 1994). Those strategies will have a positive effect on consumer purchase intention (M.Aghekyan-Simonian et al. 2012; Garretson & Clow 1999; Samadi & Yaghoob-Nejadi 2009; Park et al. 2005).

The perceived risk concept was extensively studied in the past having a wide range of definitions. The most used stated that perceived risk comprises two dimensions, uncertainty and consequences (Cox & Rich, 1964; Dowling & Staelin, 1994; Forsythe & Shi, 2003; Kim, Ferrin, & Rao, 2008; Taylor, 1960).

1.2 Problem Statement

The purpose of this dissertation is to explore the relationship between sales promotions - the type of promotions (monetary and non-monetary promotions) and the level of discount (high discounts vs. low discounts) - and consumer's purchase intention, mediating by perceived risk that is represented by performance perceived risk and financial perceived risk. Thus, the problem statement was established as:

“The Role of Sales Promotions on Consumer Purchase Intention: The mediation effect of perceived risk.”

This problem statement is highlighted by the following research questions:

RQ1: What is the impact of the sales promotions on purchase intention?

RQ2: What is the effect of different sales promotions elements on purchase intention?

RQ3: What is the relationship between sales promotions and perceived risk?

RQ4: What is the impact of perceived risk in purchase intention?

1.3 Relevance

Sales promotions is a subject that has gained importance for brand managers (Simonson, Carmon, & Curry, 1994) who have been spent a tremendous amount of money on those marketing instruments (Mela et al. 1997) and those expenditures have extremely importance for consumer-packaged goods manufacturers (Valette-Florence, Guizani, & Merunka, 2011). According to Promotion Marketing Association (2003), the sales promotions expenditures exceeded \$200 billion in 2002 (Delvecchio, 2005.)

This growing investment on sales promotions is due to their influence at consumer's purchase choice (Davis et al., 1992; Inman & McAlister, 1993) and behaviour (Ar & Leone, 1988; Alvarez and Casielles 2005; Lattin & Bucklin 1989). Therefore, it is fundamental to have a deep knowledge about sales promotions and the related variables that may affect the purchase intention with the aim to maximize the sales of the product in the point of sale.

For the consumer shopping experience, promotions are no more unusual situations. The consumers are constantly bombarded with promotions, which created a powerful addition to this type of marketing tool. Concretely, in Portugal, 45% of the products are selling on promotions, according to Nielsen report 2017.

Regarding perceived risk, this variable has also a strong impact on purchase intention, since risk is presented in all types of choices and throughout the product' decision making process. Thus, understand this relationship is crucial to interpreting the consumer choices (Bettman, 1973) and comprehend the impact of such promotional incentives in the consumer perceived risk.

Academically, this study will be relevant in several different aspects. Although many researchers have been confirmed that sales promotions have a significant impact on consumer's purchase intention, the studies are scarce about the effect of different types of promotions and levels of discounts. Secondly, just a few studies focused on the effect that sales promotions and its elements have on perceived risk, mainly performance and financial risk. Further, within the type of promotions, the monetary promotions were the only been examined. Lastly, there is no study that considers the mediator effect of perceived risk in the relationship between sales promotions and purchase intention.

From the managerial perspective, this research will provide fundamental insights to retailers allowing them to understand which type of promotion is adequate and more efficient to induce a consumer's immediate sales response and to learn which level of discount is more relevant to encourage purchase intention. Additionally, with this study, managers will become aware and take in consideration perceived risk in this relationship recognizing the influence of such dimension on purchase intention.

1.4 Research methods

To answer properly the proposed research questions, both primary and secondary data were used throughout this study.

Firstly, to design a detailed literature review and to acquire a deep background knowledge about the variables, an extensive search was done among the existing literature about perceived risk, sales promotions, its type and level of discount, and consumer's purchase intention. This search was completed essentially through academic papers from marketing, consumer behavior and retailing journals.

Regarding the primary data, an online survey was conducted to quantitatively determine the possible relationships among those variables. All the results were analyzed through SPSS. The most relevant statistical tests used were the Hayes Process macro in SPSS to analyze the possible mediator effect of perceived risk in the relationship between sales promotions and purchase intention, ANOVA tests and linear regression.

1.5 Dissertation outline

This dissertation is organised as follows. The next section presents the literature review and the development of the hypotheses. The literature review introduces a theoretical background about the sales promotions, perceived risk and purchase intention. Then, the third section explains the methodology, starting with the data collection and finalized with data analysis. The fourth section displays the results and analysis of the study. Finally, the last section addresses the main conclusions and outlining some managerial/academical implications and limitations of this research.

CHAPTER 2: LITERATURE REVIEW AND CONCEPTUAL FRAMEWORK

This chapter presents an extensive theoretical review of the concepts of perceived risk, sales promotions -types of promotions and level of discount-, purchase intention and the interactions between those variables. Based on this background literature, the research hypotheses were defining and developing.

2.1 Purchase Intention

Purchase Intention is an important concept in marketing and management (Morrison, 1979) in the way that purchase intention will directly affect the purchase behavior and consequently the perceived price, quality and value (Chang & Wildt, 1994).

Hence, it is important to clarify the concept and understand that intention to purchase something is based on attitudes which can be related to the brand itself or other alternative brands (Laroche & Kim, 1996).

According to Spears, Spears, & Singh (2004), purchase intention is “an individual’s conscious plan to make an effort to purchase a brand”. Thus, this concept is related to the individual, either their action and motivations, about one brand or their propensity to fulfil an action which make it a future pretend response (Brien, 1971) where confidence is a relevant element (Laroche & Kim, 1996).

2.2 Sales Promotions

There has been an escalation of promotions expenditures on companies marketing budget (Alvarez and Casielles 2005; Netemeyer 1997). This situation is due to several aspects, such as the growing competition in the market, the short-term pressures involved, the mature state of the markets (Huff et al., 2008) and the purpose to make the product more appealing and valuable (Alvarez and Casielles, 2005). Within promotions, sales promotions have been acquired a considerable relevance due to their effective importance at the point of choice (Alvarez and Casielles, 2005; Kumar & Leone 1988; Davis, Inman & McAslister 1992).

According to Alvarez and Casielles (2005) sales promotions might be defined as “a set of stimuli that are offered sporadically, and it reinforces publicity actions to promote the purchasing of a certain product”. For Kotler (1988), sales promotions are “a diverse collection of incentive tool, mostly short-term, designed to stimulate quicker and greater purchase of particular products/services by consumer”(Wong Ai Jean et al., 2015).

Hence, there are large benefits associated with its usage in a short- term period, such as the direct impact on the promoted product increasing its current sales (Ar & Leone, 1988; Inman & McAlister, 1993), accelerate purchase decisions (Nijs, Dekimpe, Steenkamp, Hanssens, & Hanssens, 2001), brand switching (Alvarez and Casielles, 2005), stockpiling (Gupta 1988) , increase the trial (Grewal, Krishnan, Baker, & Borin 1998; Alvarez and Casielles 2005) , increase the store traffic (Grewal et al., 1998), attract new customers (Luk and Yip, 2008 ; Alvarez and Casielles, 2005) and increase the category purchase (Ailawadi & Neslin, 1998; Cotton & Babb, 1978; Spring, Neslin, Henderson, & Quelch, 2018). Therefore, sales promotions is one of the most powerful tools to differentiated from the competition (Huff et al., 2008; Lee & Lee, 2006). However, few researchers stated that sales promotions may not have such positive effect on the promoted brand. According to Simonson et al. (1994), there is an avoidance of promoted products when the consumers don't perceive the promotion as added value which is more common when consumers are not sure about which brand should choose.

This dissertation will be analysed the most consistent and consensual approach among the researchers. Hence, the hypothesis is predicted:

H1a: Sales promotions positively affect the consumer purchase intention.

Some researchers stressed the need to separate sales promotions in two different categories, monetary promotions and non-monetary promotions due to some differences on attitudes towards the type of promotions used (Campbell and Diamond 1990; Wheat & Angeles, 1995) and differences in benefits that each type of promotions may provide to consumers (Chandon et al., 2000; Luk & Yip, 2008). Some researchers also entitle those types as price-oriented promotions and non-price promotions, respectively (Huff et al., 2008; Lee & Lee, 2006). Besides, few researchers considered this division favorable and profitable for the managers whereas they will be informed of which type of promotion should they used to communicate each product and how they could induce efficiently sales response (Campbell and Diamond, 1990).

Monetary promotions, such as price discounts, coupons, cents-off deals, and rebates, are perceived as a reduced loss and it is merely associated with behavior goals (Campbell and Diamond, 1990). This type of promotions is regularly used to achieve short-term goals (Huff et al., 2008; Lee & Lee, 2006). Contrary, non-monetary promotions, such as premiums, sweepstakes, contests, premiums and free gifts, are viewed as a gain and they are mostly associated with affective, emotional and behavior goals. They are greater associated with long-

term results such as enhancing brand equity (Huff et al., 2008; Lee & Lee, 2006). Despite this distinction, both types of promotions have a relevant impact on purchase decision (Chandon et al., 2000; Wong Ai Jean et al., 2015).

Most of the managers have been adopted monetary promotions due to its easiness to reach short-term goals (Lee & Lee, 2006). Further, consumers recognize easily the monetary promotions which are considering the most evident promotions (Campbell and Diamond, 1990). Nevertheless, a non-monetary promotion may add value to the product while monetary only reduce their cost (Campbell and Diamond, 1990). Still, according to the Kahneman and Tversky (1979) prospect theory, consumers prioritize the avoidance of losses and getting monetary incentives than looking for gains (Huff et al. 1999). Contrary, few researchers suggested that consumers react better to non-monetary promotion than monetary promotions due to their tendency to seem as gains, thus they are likely to perceived non-monetary as more valuable than monetary promotion (Yi and Yoo, 2011). Despite Diamond (1992) concluded that this last premise may depend on the size of promotions. The importance of monetary promotions increases when the size is larger due to its effects on absolute values of the discount (Lowe,2010).

Nevertheless, for several researchers, monetary promotions are favored over non-monetary promotions on their ability to lead to purchase intention in all product categories (Huff et al., 2008; Kwok & Uncles, 2005; Luk & Yip, 2008). This dominance of monetary promotions may be explained by the immediate benefits, such as financial benefits (Luk and Yip, 2008), that may afford to the consumers (Kwok and Uncles, 2005).

Following this, the study suggests the following research hypotheses:

H1b: The type of promotion used has a different effect on purchase intention.

H1b1: Monetary promotions have a larger effect on purchase intention than non-monetary promotions.

Beyond the impact of types of promotions on consumer's purchase intention, another dimension can influence the consumer purchase behavior and decision which is the level of discount (Gupta & Cooper, 1992). Some researchers suggested that the level of the discount is a crucial criterion when the consumers evaluate the promotions (DelVecchio, 2005).

According to Gupta and Cooper (1992), there is a relationship between the level of discount and consumer's purchase intention. An increase in the level of discount leads to a rise in consumer's perceptions of the discount and consequently this situation generates an increase on purchase intention. However, the level of discount should have a maximum and a minimum limit. The highest discount should not be too large because consumers can anticipate that the discount is *not bona fide*. Regarding the minimum discount, the managers should establish 15%, as the limit, to attract consumers to the promoted product. Based on the findings, it is proposed the following:

H1c: The level of discount affects differently purchase intention.

H1c1: A high level of discount have a larger effect on purchase intention comparing to low level of discount.

2.3 Perceived Risk

The concept of perceived risk was primarily introduced by Bauer (1960) in consumer behavior research (Dowling & Staelin, 1994; Mitchell, 1999; Taylor, 1960). He stated that "consumer behavior involves risk in the sense that any action of a consumer may lead to unpleasant consequences" (Ho & Ng, 1994). Taylor (1974) reinforced the idea of Bauer by proposed that the choice is at the basis of consumer behaviour and suggested that risk or uncertainty are inherent in any consumer purchase decision because the consumers will only observe the outcome in the future. Cox and Rich (1964) supported those ideas by suggesting that perceived risk is in all purchase decisions and suggested that this concept is closely related to buying goals because consumers purchase something to obtain a specific goal.

Thereby, from a consumer behavior perspective, perceived risk is a critical dimension which is extensible to all consumer products (Samadi & Yaghoob-Nejadi, 2009).

Many researchers have been defined differently the concept of perceived risk and such definitions may vary according to the context of the study (Conchar, Zinkhan, Peters, & Olavarrieta, 2004). According to Peter & Ryan (1976) and Dowling & Staelin (1994), there are two approaches to perceived risk. The first one involves uncertainty and consequences, based on Bauer conceptualization, and the second comprises the probability and importance of loss.

For some researchers, perceived risk is examined as the consumer's perceptions of uncertainty about the potential outcomes and adverse consequences about the purchase (Cox & Rich, 1964.; Dowling & Staelin, 1994; Forsythe & Shi, 2003; Kim et al., 2008). Taylor (1960) affirmed that

those two components are always involved in choice situations, their importance diverged merely due to the type of situation, thus he assumed that risk equals a possible loss.

On the other hand, few researchers defined perceived risk as the expectation of losses related to purchase's decisions (Lowe, 2010; Peter & Ryan, 1976; Sweeney, Soutar, & Johnson, 1999). Further, Brachinger & Weber (1997) suggested that the amount of potential loss and the likelihood of that losses are the two main determinants of perceived risk.

Another definition was adopted by Conchar et al. 2014, who defined perceived risk as "A consumer's importance-weighted subjective assessment of the expected value of inherent risk in each of the possible choice alternatives for a given decision goal.". The concept "inherent risk" was deeply developed by Bettman (1973). This author argued that perceived risk can be divided into two types of risk, inherent risk and handle risk. By his definition, inherent risk refers to "the latent risk a product class holds for a consumer" and handle risk is "the amount of conflict the product class is able to arouse when the buyer chooses a brand from a product class in his usual buying situation.". Further, Dowling and Staelin (1994) suggested another definition of perceived risk. They considered that perceived risk has two components, cognitive and affective, and the overall perceived risk is separated in product-category risk (PCR), which is the intrinsic risk of a specified product category, and product-specific risk (SR), the risk of considering a product in the product class.

Even though there is no accordance about the perceived risk definition, there is a consensus about its multidimensional construct (Stone & Gronhaug 1993;Chiu, Wang, Fang, & Huang 2014; Conchar et al. 2004; Peter & Ryan, 1976; Peter, Tarpey, Peter, & Tarpey, 1975).

Jacoby and Kaplan (1972) proposed five types of perceived risk, financial, performance, physical, psychological and social risk and all those dimensions are functionally independent. Roselius (1971) suggested an additional type such as convenience risk or time loss. (Conchar et al. 2004; Jacoby & Kaplan 1972). Further, Berkman, Lindquist, and Sirgy (1996) considered another dimension, linked decision risk (Conchar et al. 2004). The importance of each type of risk dimension will depend on the purchase/shopping decision (Simon & Victor 1994; Stone & Gronhaug 1993) and will vary according to the type of consumer and products (Cox & Rich 1964; Stone & Gronhaug 1993). Despite the significance of each risk dimension differs according to different purchase situation, all the dimensions together may capture perfectly the overall risk perceived (Stone &Gronhaug, 1993).

This dissertation will barely focus on two types of perceived risk, performance and financial risk. Financial perceived risk is associated with opportunity cost and time (Kim et al., 2008) and it is also described as a net financial loss (loss of money) to the customer (Chiu et al., 2012; Forsythe & Shi, 2003; Sweeney et al., 1999) including the opportunity of repair, replaced and refund the purchase (Sweeney et al. 1999). Performance perceived risk is defined as a loss when the product performs in an unexpected way. (Lowe 2010; Forsythe et al. 2003; Chiu et al. 2012; Sweeney et al. 1999).

2.4 Sales Promotions and Perceived Risk

Through the extensive studies and researches on perceived risk concept, marketers may recognize and implement strategies to reduce the perceived risk such as enhancing product quality which is the best action to reduce financial and performance risk (Mitra, Reiss, & Capella, 1999; Sweeney et al., 1999), increase brand loyal (Sweeney et al. 1999) and information acquisition and processing (Mitra et al. 1999). Thus, decreasing the uncertainty of the purchase (Dowling & Staelin, 1994) will enable consumers to take more effective the consumer behavior decisions (Samadi & Yaghoob-Nejadi,2009).

Few researchers emerged with the conclusion that sales promotions may be adequate tool to reduce perceived risk (Ho & Ng, 1994). According to Cox (1967), information acquisition as a strategy to diminish perceived risk includes promotions (Mitra et al., 1999). Therefore, it is proposed the following:

H2a: Sales promotions would decrease the perceived risk.

Regarding the type of promotions used and its impact on perceived risk, Garretson & Clow (1999) proposed that monetary promotions such as coupons may have a significant impact on consumer decision that allows reducing the perceived risk of the purchase. Further, this study concluded that monetary promotions may reduce the financial perceived risk because the financial loss will be lower. The same effect will happen with performance risk. Thus:

H2b: Monetary promotions decrease financial and performance perceived risk.

Regarding the non-monetary promotions, there is no study or academic article that evaluates the impact of non-monetary promotions in financial perceived risk because with this type of promotions, there is no financial loss. Nevertheless, this dissertation will analyse if there is any effect. The relationship between performance risk and non-monetary promotions is briefly studied. According to Lowe (2010), non-monetary promotions are used when the products

purchased has low performance risk. However, there is no study that proves the direct impact of non-monetary promotions on performance risk. Hence, this study proposed the following hypothesis:

H2b1: Non-monetary promotions decrease financial and performance perceived risk.

Moreover, the level of discount also has an impact on perceived risk, when the discounts are larger, the risk perceived by the consumers tend to decrease. The financial risk is the one that decreases the most in the way that when the discount increases, the financial loss of the purchase decreases. However, this positive effect is not similar for all types of risks (Garretson & Clow, 1999). Performance risk will increase when the level of discounts increases, this effect is due to the importance of quality on perceived performance risk. When the level of discount is higher, the quality perceived by consumers tends to decrease, becoming more sceptics about the product performance, thus the quality has the opposite effect on this type of risk. (Garretson & Clow, 1999). Hence, the study proposed the following hypotheses:

H2c: The level of discounts affects differently financial and performance perceived risk.

H2c1: The level of discounts has an inverse impact on financial perceived risk.

H2c2: The level of discounts has a positive effect on performance perceived risk.

2.5 Perceived Risk and Purchase Intention

After Bauer's conceptualization of risk (1960) that declared that risk is implicit in consumer behavior and the reaffirmation of Taylor (1960) that confirmed that in any consumer purchase decision, risk is permanent and consistent variable, extensive research has been published and has examined the effects of perceived risk on consumer decision making (Bettman, 1973; Aghekyan-Simonian, Forsythe, Suk Kwon, & Chattaraman, 2012; Cox & Rich, 1964.; Taylor, 1960) , mainly on consumer purchase intention (Wood & Scheer, 1996; Chiu et al., 2012).

Many researches proposed that perceived risk has a significant impact on purchase intention (Wood and Scheer 1996; Chiu et al., 2012; Kim et al. 2008). Dowling and Staelin (1994) conclude that the risk is reflected by the consumer involvement with the purchase which has an impact on purchase decision.

Some researchers suggested that perceived risk reduce the consumer's purchase intention, in the way that the higher the perceived risk by the consumer, the lower is the intention to buy the product (Aghekyan-Simonian et al., 2012; Garretson, Clow, & Garretson, 1999; Park, Lennon,

& Stoel, 2005.; Samadi & Yaghoob-Nejadi 2009). Moreover, Park et al. (2005) introduced the element confidence to explain this inverse relationship. According to their study, confidence is a relevant and positive element in purchase intention and conceptually it is the opposite of perceived risk. Thus, perceived risk has a reversed effect of confidence on purchase intention. Therefore, it leads to establishing the following hypothesis:

H3a: Perceived risk has an inverse impact on purchase intention.

Succeeding this effect on the overall perceived risk, performance and financial perceived risk have the similar impact on purchase intention. Thus, this hypothesis is proposed:

H3b: Performance risk and Financial risk affect negatively the purchase intention.

The previous hypotheses suggest that perceived risk may be the mediator on the relationship between sales promotions and purchase intention. Hence, the empirical results should demonstrate this effect by the following hypothesis:

H4: Perceived risk mediates the relationship between sales promotions and purchase intention.

2.6 Conceptual Framework

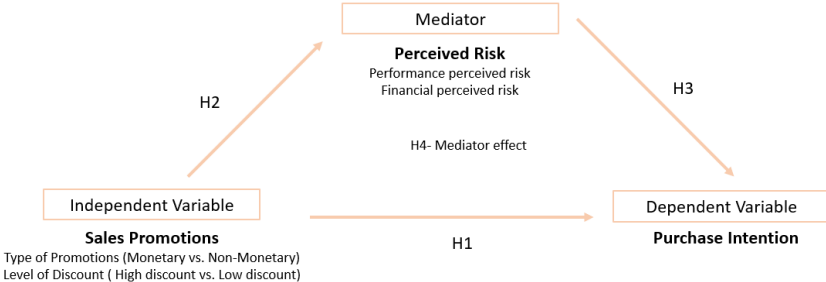


Figure 1: Conceptual Framework

CHAPTER 3: METHODOLOGY

This chapter presents the methodology used to analyse the research questions of this dissertation and collecting both primary and secondary data to reach some conclusions regarding the hypotheses displayed in the previous chapter. The structure of the chapter is the following: firstly, the research approach is displayed, then a summary about the primary and secondary research used through the thesis and lastly, a more exhausted approach about the primary research.

3.1 Research Approach

The main goal of this dissertation is to gain insights about the relationship between sales promotions and purchase intention, having perceived risk as a mediator. In other words, comprehend which the optimal promotion bundle (the type of promotion & level of discount) is and thus maximize the consumer purchase intention and, at the same time, diminishing the perceived risk of the purchase. At a primary point, it was established a conceptual framework based on extensive background literature on the concepts and further ahead, this model will be studied empirically to identify possible significant connections between the variables.

To accomplish those objectives and to reach the proposed conclusions, different research methods and distinct types of research have been employed. Regarding the research methods, it is possible to highlight three, exploratory, descriptive and explanatory (Saunders, Lewis & Thornhill, 2009). In this dissertation, only exploratory and explanatory methods were used. The dissertation started by using the exploratory method, to gain some insights, clarify some concepts, to formulate the research problem and establish the hypotheses through the existing literature. Subsequently, the explanatory method was used to confirm and explain potential casual relationships that may exist between the variables (Saunders, Lewis & Thornhill, 2009).

Moving to the research's approaches, (Creswell, 2003.) suggested three types, quantitative, qualitative and mixed. The study will only focus on quantitative approach using a survey research strategy which was used to collect data about the variables, test the proposed hypotheses and displays models of the effects which could be further analysed quantitatively through statistics.

3.2 Secondary Data

Secondary research was largely presented in form of academic articles and journals on literature review chapter which allowed to take some insights for this research.

3.3 Primary Data

Only quantitative analyse was used through an online survey which was submitted on social media platforms and via e-mails.

Using this type of quantitative approach entails some strengths and weaknesses of the study. On the advantages side, online surveys have a greater speed of response, involve lower costs, flexibility, possibility to reach a larger number of respondents, time saving/ timeliness, convenience (Duffy & Smith, 2005; Evans, Evans, & Mathur, 2005). Regarding the disadvantages, they are more related with sampling problems, selection bias and error (Duffy & Smith, 2005), privacy and security problems and more impersonal approach (Evans et al., 2005).

Before the introduction of the survey on online base, a pilot test was conducted with 7 people with the aim to ensure the effectiveness of the survey in answering to the questions and to perceived whether the questions and the language of the survey were clear to the respondents.

3.3.1 Online Survey

3.3.1.1 Data Collection

This study will analyse the impact of sales promotions on PI in two product categories with the purpose to analyse potential differences that may arise from the consumer purchase intention and study their reactions to sales promotions in both categories. The categories chosen were chocolate and laundry detergent. This choice was made according to Palazón-Vidal & Delgado-Ballester (2005) research which is supported by Chandon et al. (2000), where it stated that those products are associated with different consumer purchase benefits. Accurately, the chocolate is correlated with hedonic benefits and laundry detergent with utilitarian benefits.

To test this impact, an online survey has been shared via social media platforms, Facebook and LinkedIn, and by e-mail from 18thApril 2018 to 30thApril 2018 through which were collected 414 valid responses and 147 invalid responses.

Regarding the target population, the survey was restricted to Portuguese people who buy the categories in the last 12 months. Thus, to ensure this premise, the first question of the questionnaire is about the purchase and respondents only answer questions related to the product that they purchase.

The data of the survey was collected through non-probability or judgmental sampling technique which means that the sample was not chosen statically randomly. This technique is quicker and

has low costs comparing with probability sampling technique (Saunders et al.,2009). More precisely, using convenience technique which is characterized by the little variation in the population (Saunders et al.,2009) and easiness to conduct a study (Cooper & Schindler, 2011).

3.3.1.2 Research Design

With a cross-sectional design, the model uses a 2 (monetary promotions, non-monetary promotions) x 2 (high discount, low discount) factorial design experiment. To exclude the potential brand preference bias and the past knowledge and experience about brands, the survey was done with unbranded products (Figure 2).

The survey has three main sections: the first one is common to all respondents who at least respond positively to one product purchase. The goal is to analysis the relationship between the respondents and sales promotions by asking about their propensity to buy products in promotions due to their deal form, deal proneness (Donald R Lichtenstein, Netemeyer, Burton, Netemeyer, & Burton, 1995; Dorjiald R Lichtenstein & Burton, 1990), and about their relationship between the quality of the product and the price paid for it, value consciousness (Dorjiald R Lichtenstein & Burton 1990, Donald R. Lichtenstein, Ridgway, & Netemeyer, 1993).

In the second section, the respondents will be exposed to one stimulus for product. Each product has 5 possible scenarios stimulus. The first one is a control stimulus which the product is displayed without promotion and in the remaining stimuli, the product will present with promotion using the different types of promotions and different level of discount (Figure 2). The respondents will be allocated randomly to one of the five scenarios. As the previous researches, sales promotions will be presented through a price discount, monetary promotions, and extra free-gift, non-monetary promotions (Lowe, 2010; Yoo, 2011). The value of the extra free-gift will have approximately the same value of the price discounts (Lowe, 2010).

After the exposure to the product stimulus, the respondents will answer about perceived risk and consumer's purchase intention. Then, some questions were displayed to evaluate the personal relevance of category, product category knowledge and familiarly and the product usage and thus analyse the heterogeneity between groups. Each stimulus involves 8 questions.

The survey finalizes with demographic questions such as age, gender, education level, yearly household income, marital status, and occupation.

3.3.1.3 Measurement

Following the survey's division, the first section starts by estimating deal proneness that was measured through seven items on 7-point Likert scale by asking consumer's proneness respond to promotions due to the deal form that it acquires ("I enjoy buying brands with deals"; "Compared to most people, I would say I have a positive attitude toward deals"; and "When I buy a brand on sale, I feel that I am getting a good deal."); "Buying products with pence-off deals makes me feel good", " when I take advantage of a buy-one-get-one-free I feel good" ; " I will sometimes switch brands when I can get something for free when purchasing another brand" and " I like to take advantage of special deals I notice in the store"). The first 3 questions that were previously used by Yi & Yoo (2011) and the remaining questions were used by Lowe (2010) who adapted from Delvecchio (2005) and Lichtenstein, Netemeyer & Burton (1995). This section also evaluates value consciousness through the model used by Lichtenstein, Netemeyer & Burton (1990) by using six items on a 7-point Likert scale ("I am very concerned about low prices, but I am equally concerned about product quality."; "When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money."; "When purchasing a product, I always try to maximize the quality I get the money I spend."; "When I buy products, I like to be sure that I am getting my money's worth."; "I generally shop around for lower prices on products, but they still must meet certain quality requirements before I will buy them."; "I always check prices at the grocery store to be sure I get the best value for the money I spend.").

In the second section, the stimulus will be presented to the respondents. Both products' price was collected through Jumbo Online, the PVP of laundry detergent is €7,49 and the chocolate is €1,53. Regarding the type of promotions, monetary promotion is presented as price discount in percentage terms. According to Chen, Monroe, & Lou (1998), for low-price products, price discount framed in percentage terms (%off) is more significant than the same discount presented in dollar terms (\$off). Thus, knowing that laundry detergent and chocolates are a low-priced category, this dissertation will flow the same logic of their model. Non-monetary promotions will be displayed as an extra free-gift. The levels of discount used for monetary promotions will follow the model of Lowe (2010), low level of discount presented by 20%, this level was also used by Garretson & Clow (1999), and high level of discount, 50% (Figure 2). Regarding the non-monetary promotions, for laundry detergent, the high discount is presented by offering a comfort concentrate softener 2LT with a price of € 3,49 and the low discount is a pack of clothes springs 24 UN with a price of €1,99. The prices presented were obtained through

Jumbo Online. Regarding the chocolate's free-gifts, the high discount is presented by a keychain with a price of €0,85 and the low discount is an anti-stress drop priced €0,45 which were obtained from Brindes-Companhia website.

To assess the impact of sales promotions on perceived risk, 5 questions had been established. One first question about the overall perceived risk, to evaluate the amount of risk that consumer perceived in purchasing the products (extremely risky; very risk; moderately risky; neutral; slightly risky; low risky; not at all risky) using a 7-point scale adapted from Spence, Engel, & Blackwell (1970). Performance perceived risk and financial perceived risk had been measured by a construct that was used by Sweeney, Soutar, & Johnson (1999) which was an adaptation from Jacoby & Koplan's (1972) and by Stone & Winter's (1987). Those two types of risk can be estimated through three items each (Performance risk – “There is a chance that there will be something wrong with this product or that it will not work properly.”; “This product is extremely risky/not risky in terms of how it would perform.”; Financial risk – “There is a chance that I will stand to lose money either because it won't work at all or costs more than it should maintain it.” ; “This product is extremely risky/not risky in terms of its long-term cost.”) at a 7-point Likert scale. To be accurate in measuring the variables, the scales of types of perceived risk that were previously at 9-point multi-item scale which were adapted to a 7-point Likert scale due to the consistency among the survey.

To measure the consumers' purchase intention, this dissertation follows the construct used by Spears, Spears, & Singh (2004) using 3 items (“definitely not buy it - definitely buy it”; “definitely do not intend to buy - definitely intend to buy”; “Very low purchase interest - very high purchase interest”) at a 7-point semantic differential scale.

The questions about product category knowledge and familiarity, product usage and personal relevance, adapted from Cowley & Mitchell (2003) and Lowe (2010) models, will be inquired and are displayed on a 7-point scale, the first three will be present in a multi-item scale and the last in semantic differential scale.

For the concepts that are associated with two or more items, there is a possibility to compress all the items in one global variable if the internal consistency/reliability (Cronbach alpha value) between the items is, at least good / acceptable (>0.7). The procedure will start by transforming the variable, compute new variable, and the global variable will be the mean of all items. This process will make the analysis simpler and easier to interpret the results.

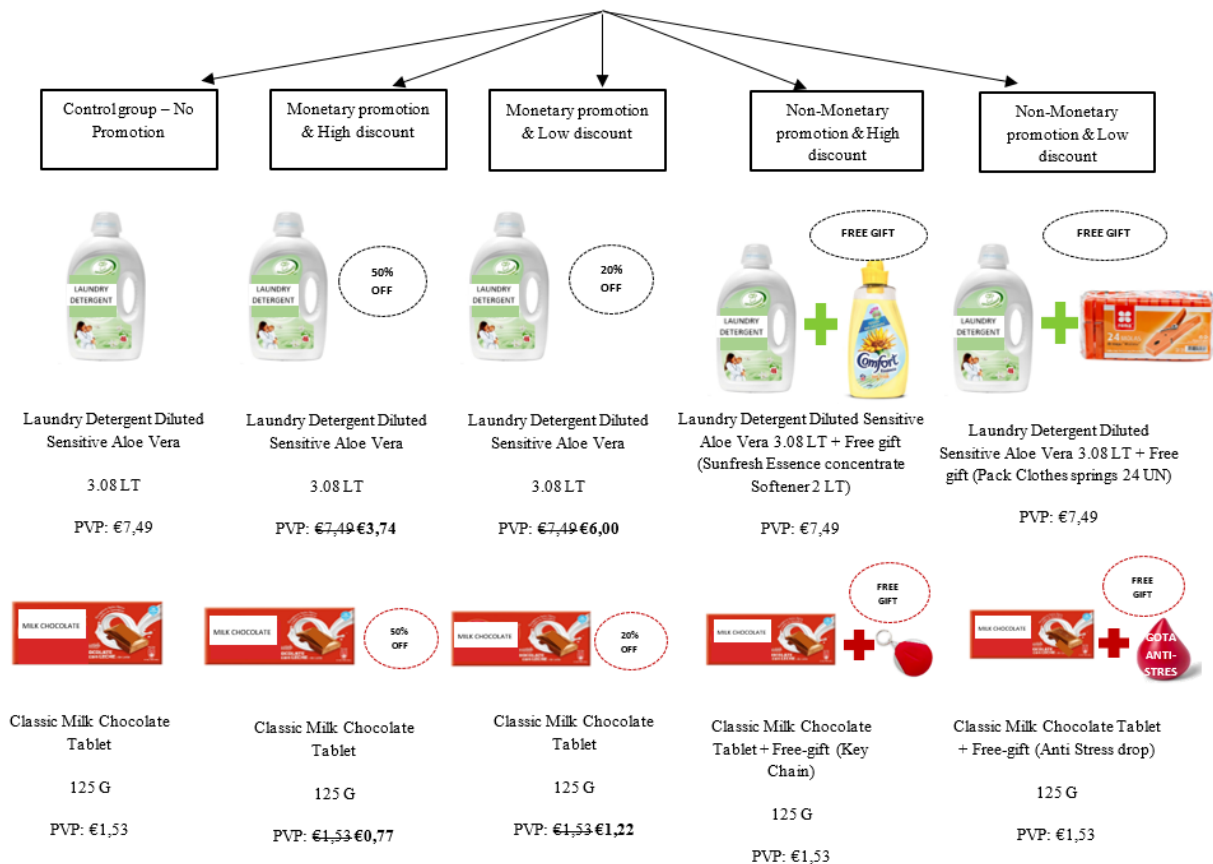


Figure 2: Survey Design

Questions	N°of items	Scale	Authors
Deal proneness	4 +3	7point Likert scale	(Lowe, 2010). Adapted from (DelVecchio, 2005; Lichtenstein, Netemeyer & Burton, 1995) (Yi & Yoo, 2011)
Value consciousness	6	7point Likert scale	(Donald R. Lichtenstein, Richard G. Netemeyer and Scot Burton, 1990)
Product category knowledge	1	Multi item scales (7point scale)	(Cowley and Mitchell, 2003; Lowe,2010)
Product category familiarity	1	Multi item scales (7point scale)	(Cowley and Mitchell, 2003; Lowe,2010)
Product usage	1	Multi item scales (7point scale)	(Cowley and Mitchell, 2003; Lowe,2010)
Personal Relevance	5	7point semantic differential scale	(Lowe,2010; Mittal, 1995)
Overall Perceived risk	1	7-point Likert scale	(Spence, Engel and BlackWell, 1970);
Financial perceived risk	3	7-point Likert scale	(Sweeney et al. 1999) Adapted from Jacoby and Koplan's (1972) and Stone and Winter's (1987)
Performance perceived risk	3	7-point Likert scale	(Sweeney et al. 1999) Adapted from Jacoby and Koplan's (1972) and Stone and Winter's (1987)
Purchase intention	3	7point semantic differential scale	(Spears and Singh, 2004)

Figure 3: Measurement Model

3.3.1.4 Data Analysis

All quantitative data collected through the survey was analysed in SPSS to confirm the proposed hypotheses of this dissertation. This confirmation was done through statistically significant parametric tests due to their statistical power (Saunders, Lewis & Thornhill, 2009).

Firstly, to describe the sample, descriptive statistics were used to analyse the demographics and some filtered questions (deal proneness and value consciousness).

Then, to analyse the effect of different type of promotions and level of promotions on purchase intention, independent-sample T-tests (compare means tests) were performed. ANOVA tests were conducted to understand the effects of sales promotions elements (the type of promotions and level of discount) on the types of perceived risk (financial and performance). Regarding the impact of perceived risk and sales promotions on purchase intention, a linear regression and a correlation tests were conducted to determine the nature of the relationship between those variables.

Finally, to study the possible mediator effect of perceived risk on the relationship between sales promotions and purchase intention, a macro PROCESS in SPSS created by Andrew F. Hayes was applied. In this study, the simple mediation model which only include one mediator was employed as it is shown in Figure 3. Through this model, X (independent variable) can affect Y (dependent variable) in two ways, directly and indirectly. Using a direct path, X affect Y independently the effect of M (mediator). Regarding the indirect path, X influences M and consequently this effect will impact Y (Preacher & Hayes 2004, Preacher & Hayes 2014, Preacher & Hayes, 2008). In sum, M tries to explain the relationship between X and Y.

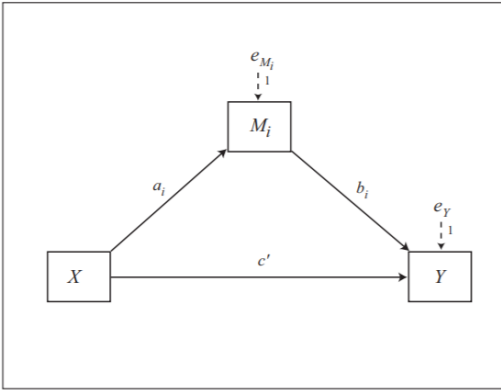


Figure 4: Statistical Diagram

CHAPTER 4: RESULTS AND DISCUSSION

This chapter analyses the quantitative data extracted from the online survey with the aim to evaluate the hypothesis described in literature review chapter and consequently respond to the research questions.

4.1 Sample Characterization

In total, 429 individuals represented valid responses for the study, however, 15 were excluded for not buy chocolate and laundry detergent on the last 12 months, thus, the sample was 414 individuals.

There was a female predominance which 63% of the sample. Only 37% were men. Most of them were single (51,2%) or were married/domestic partner (41,3%). In terms of age, the sample is slightly diversified, 30% were aged between 18-24, 22% aged between 35-44 years, 19,1% aged 25-34 and 17,9% aged 45-54 years old. Almost all the individuals were students (22,5%) or employed (74,6%) and 260 individuals had, at least, the bachelor's degree, which made 62,8% of the sample, perhaps this happened due to the convenience sampling technique used in the survey. On what refers to yearly household income, 69,8% of the individuals affirmed that their yearly income is inferior to €50 000.

Considering the consumers' proneness to buy products in promotions due to deal format and the value consciousness, more than a half of individuals assumed that, at least, somewhat agree with every sentence of each subject which presume that they are more propense to buy on deal form and they value the price/quality relationship.

Finally, through the survey, the different stimuli were presented 733 times because each product has one stimulus associated, thus if the respondents answer "yes" in the purchase question for both products, it will appear two randomized stimuli per respondent. For laundry detergent, there were 337 valid responses and each stimulus was presented, on average, 67 times. Regarding the chocolate, 396 answers were validated, and each stimulus was displayed, on average, 79 times (Figure 4).

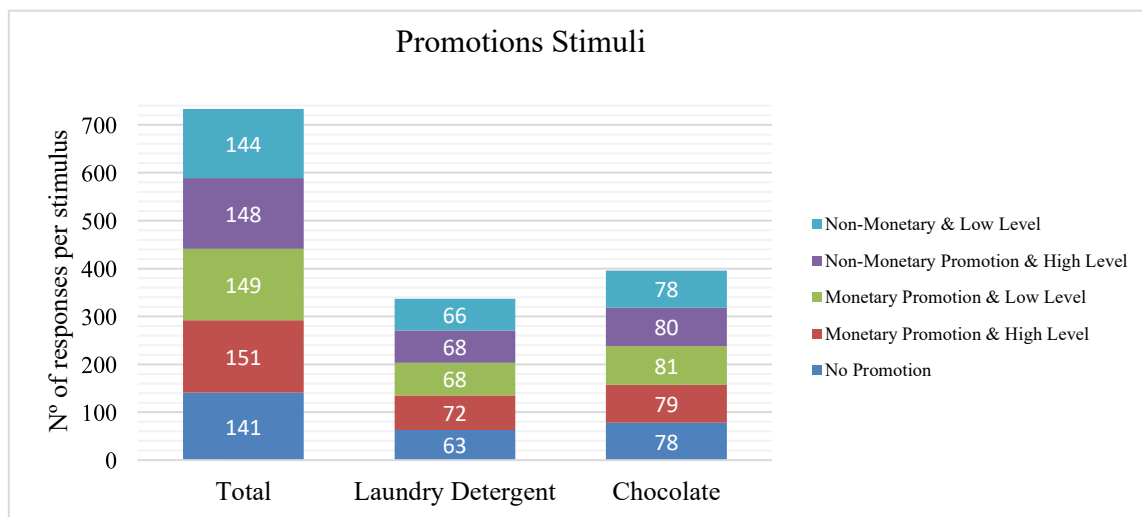


Figure 5: Promotion Stimuli Output

4.2 Measure Reliability

To check the reliability and the internal consistency of the variables used in the sample, a Cronbach' alpha test was conducted for purchase intention, perceived risk and filtered variables (deal proneness, value consciousness and product relevance). To calculate the Cronbach alphas for the total sample, the study joined the items associated to the two products in one Cronbach alpha analysis.

For all seven items of deal proneness the Cronbach alpha equals 0,841 which is an acceptable value and the elimination of any items will not increase the reliability of the constructs. For value consciousness, this construct is connected to six items and have a Cronbach alpha equals to 0,781. Therefore, it is possible to create a unique variable for each concept as explained in chapter 3.

The purchase intention's concept is associated to 3 items where the Cronbach alpha for laundry detergent equals 0,928, for the chocolate equals 0,958 and for the total sample is 0,862. No exclusion of items would increase the Cronbach alpha value. Due to the excellent internal consistency across the items, it is possible to compress those items in just one variable.

Regarding the perceived risk, the Cronbach alpha of overall perceived risk which include financial, performance and the general question is 0,493 and 0,494 for laundry detergent and chocolate, respectively, which is a very low internal consistency of the construct, however with the removal of the item "Which risk category best expressed the amount of risk you perceived in the purchase of this product in this specific buying situation?", the Cronbach alpha increases to 0,860 for laundry detergent and 0,861 for chocolate which make a very good reliability and thus create the unique variable for this concept. For the total sample, with the removal of the same questions, the Cronbach alpha equals 0,852.

The financial perceived risk for laundry detergent is 0,817, for chocolates equals 0,798. And for the total sample equals 0,725. Regarding the performance perceived risk, the Cronbach alpha is 0,736, 0,823 and 0,746 for laundry detergent, chocolate and total sample, respectively. For both concepts, it is possible to create one general variable since the Cronbach alpha has acceptable values.

Finally, the Cronbach alpha of the product relevance equals 0,961 and 0,964 for laundry detergent and chocolate, respectively, meaning an excellent reliability among the items. As explained in chapter 3, there is a chance to create the global product relevance variable.

Before the Aggregation					After the Aggregation and the elimination of items*				
Cronbach Alpha	N° of Items	Laundry Detergent	Chocolate	Total Sample	Cronbach Alpha	N° of Items	Laundry Detergent	Chocolate	Total Sample
Deal proneness	7	-	-	0,841	Deal proneness	1	-	-	0,841
Value Consciousness	6	-	-	0,781	Value Consciousness	1	-	-	0,781
Purchase Intention	3	0,928	0,958	0,862	Purchase Intention	1	0,928	0,958	0,862
Overall Perceived Risk	5	0,493	0,494	0,635	Overall Perceived Risk*	1	0,860	0,861	0,852
Financial Perceived Risk	2	0,817	0,798	0,724	Financial Perceived Risk	1	0,817	0,798	0,724
Performance Perceived Risk	2	0,736	0,823	0,746	Performance Perceived Risk	1	0,736	0,823	0,746
Product Personal Relevance	5	0,961	0,961	-	Product Personal Relevance	1	0,961	0,961	-

Figure 6: Cronbach Alpha Results

4.3 Results from the Hypothesis Test

4.3.1 Hypothesis 1

a) Linear Regression Analysis: The impact of sales promotions on consumer purchase intention

To analysis this effect, a linear regression analysis where the independent and dependent variables are metric should be performed. Knowing that sales promotions is a categorical variable, the only way to conduct a linear regression is to transform into dummy variable where “No promotions” assumes the value of 0 and all types of promotions (MH; ML; NMH; NML) will take the value of 1, the SPSS output is presented in appendix 5.1.

All the assumptions were validated. There is independence of observations (Durbin-Watson_{total}=1,849; Durbin-Watson_{detergent}=1,935; Durbin-Watson_{chocolate}=1,814), the variables are approximately normally distributed, there is homoscedastic across data (scatterplots) and the residuals errors of the regression are approximately normally distributed. There are no multicollinearity effects, condition index < 15 (Liu, Kuang, Gong, & Hou, 2003).

The correlation between sales promotions and purchase intention is extremely weak ($\rho=0,085$). The model with this independent variable do not explain very well the variance of the dependent variable with a R-Squared of 0,07, sales promotions only explain 7% of the variance of purchase intention. Sales promotions are just a small driver of purchase intention. Although this weakness, the model is significant (ANOVA p-value=0,022) so it predicts well the purchase intention. At a significant level of 5%, sales promotions have a statistically significant positive effect on purchase intention ($\beta=0,348$), an increase of 1 unit of sales promotions will lead to an increase of 0,348 of purchase intention. This test validated the H1a).

Analysing each product category separately, the correlation between those variables is stronger in laundry detergent ($\rho_{LD}=0,137$; $\rho_C=0,0499$). The variance of purchase intention is better explained by laundry detergent (R-Squared LD = 0,019; R-Squared C =0,002) and only this category predicts well the purchase intention being statistically significant. Hence, for laundry detergent, the sales promotions have a statistically significant positive effect on purchase intention ($\beta=0,520$; p-value=0,012) and the case of chocolate, this effect is not statistically significant ($\beta=0,215$; p-value=0,328). Thus, the H1a) is just validated for laundry detergent.

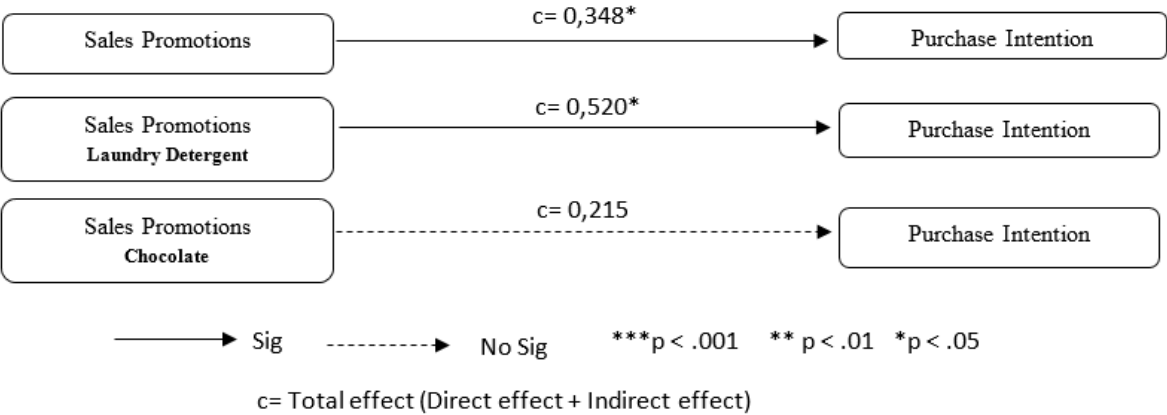


Figure 7: H1a Results

b) Independent-samples T-test: The effect of types of promotions on purchase intention

This test was conducted to understand if the types of promotions (Monetary and Non-Monetary), a categorical variable with two independent groups, differed based on consumer purchase intention, a metric variable, appendix 5.2.

$$H0: \mu_{Monetary\ promotions} = \mu_{Non-Monetary\ promotions}$$

Regarding the assumptions, the dependent variable is approximately normally distributed among the groups of the independent variable (histograms and Q-Q normal) despite the Shapiro-Wilk test rejected the H_0 , this test is quite “robust” to violations of normality and the homogeneity of the variances (Levene’s test) was confirmed for the two products (p-value LD =0,527; p-value C=0,05) and for the total sample was not validated (p-value_total= 0,041).

Nevertheless, at a significant level of 5%, the independent samples test determines that there are statistically significant differences among the means of the two types of promotions (p-value=0,004) when looking at “equal variances not assumed = *variâncias iguais não assumidas*” due to the violation of homogeneity of variances. The mean of monetary promotions ($\mu=4,288$) is superior from the mean of non-monetary ($\mu=3,906$) which means that the consumers purchase intention increases when the product include monetary promotions. Therefore, the H1b and H1b1 are both confirmed, in fact, the two types of promotions have statistically different effects on purchase intention where monetary promotions have the largest one.

The conclusions of the two products are different. For laundry detergent, there are no statistically significant differences between the types of promotions (p-value=0,552), even though, the mean of purchase intention using monetary promotions ($\mu=4,06$) is higher than using non-monetary promotions ($\mu=3,96$), it is not statistically relevant. Hence, the H1b and H1b1 are not proved.

Unlike laundry detergent, chocolate has statistically significant differences on the means of purchase intention using different types of promotions, at a significant level of 5% (p-value=0,001). The mean of monetary promotions ($\mu=4,48$) is statistically superior comparing to the mean of non-monetary promotions ($\mu=3,86$). In other words, the monetary promotions influence more positively the purchase intention. This analysis confirms the H1b and H1b1.

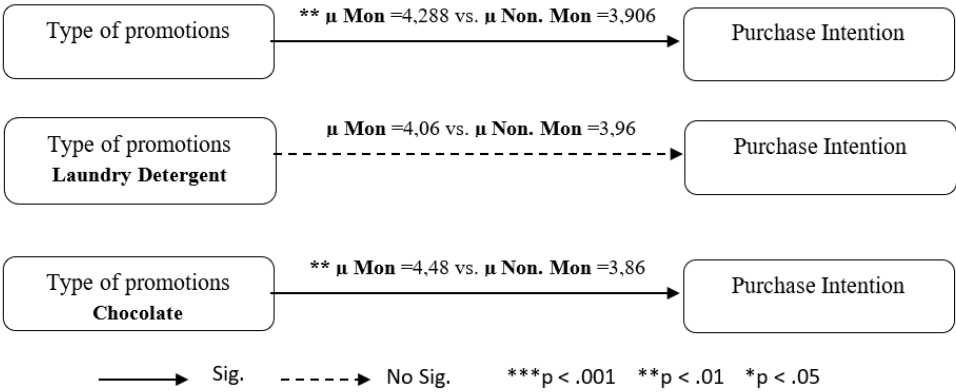


Figure 8: H1b Results

c) Independent-samples T-test: The effect of level of discounts on purchase intention

This analysis include as the dependent variable, purchase intention (metric variable) and as the independent variable, level of discount which have two unrelated groups, high and low level of discount, presented in appendix 5.3.

$$H0: \mu_{High Level} = \mu_{Low Level}$$

The assumptions were confirmed. The homogeneity of the variances was validated through the Levene’s test (p-value_total =0,245; p-value LD =0,974; p-value C =0,095) and despite Shapiro-wilk test have rejected the hypothesis of normality, the dependent variable is approximately normally (histograms and Q-Q Normal Graphic).

At a significant level of 5%, the Ho is rejected (p-value=0,032) meaning that purchase intention are statistically affected differently by the two level of discounts. The high level of discounts has a higher mean of purchase intention ($\mu=4,24$). Hence, the consumer purchase intention is bigger when the product is associated with high level of promotions. Thus, the H1c and H1c1 are confirmed in this test.

Going specifically through both products, in the case of laundry detergent, the Ho is rejected with a p-value of 0,007, at a level of significant of 5%, which means that there are statistically significant differences among the two level of discounts in purchase intention. The mean of high level ($\mu=4,25$) is statistically superior comparing with low discount ($\mu=3,77$). Thus, the consumer purchase intention is higher when the promotion has a high level of discount that confirmed the H1c and H1c1.

For chocolate, the Ho is not rejected (p-value=0,529), not rejecting the equality of the means of each group. There are no statically significant differences between both groups on purchase intention. Nevertheless, the mean of high level of discount is residually superior from the mean of low level even though it is no statistically significant at a 5% of significance, thus H1c and H1c1 are rejected.

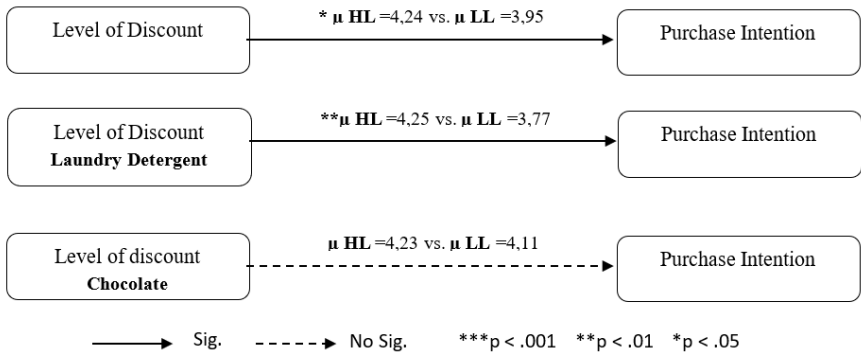


Figure 9: H1c Results

4.3.2 Hypothesis 2

a) Linear Regression Analysis: The impact of sales promotions on perceived risk

Similar of what happened in H1a, sales promotions are used as dummy independent variable and perceived risk is the metric and dependent variable, the results are presented in appendix 5.4.

The assumptions of the model were confirmed. There is independence of observations (Durbin-Watson_Total=1,752; Durbin-Watson_LD=1,936; Durbin-Watson_C=1,753), the variables are approximately normally distributed, homoscedastic is confirmed across the data (scatterplot) and the residuals errors of the regression are approximately normally distributed. There are no multicollinearity effects, condition index < 15 (Liu et al., 2003).

The correlation between both variables is quite low ($\rho=0,015$). This model doesn't explain any variance of the overall perceived risk, meaning that sales promotions is not a driver of overall perceived risk. More, the model is not significant on predicting the dependent variable (ANOVA p-value=0,695). At a confidence level of 95%, sales promotions do not have a statistically significant effect on overall perceived risk ($\beta=0,049$; p-value=0,695). Thus, the H2a is not validated. This result also implies that perceived risk may not be a good variable to explain the relationship between sales promotions and purchase intention since there is not significant effect of sales promotions on this variable.

For the product categories used, the output of its models is not satisfactory. The R-Squared values of the models are extremely low, 0,001 and 0,003 for laundry detergent and chocolate, respectively, not explaining the variance of perceived risk. Both models are not significant.

More, neither in laundry detergent or chocolate, sales promotions have a statistically significant effect on perceived risk. In laundry detergent case, sales promotions have the inverse effect on perceived risk, it means that when the sales promotions increase, the perceived risk would decrease, however this impact is not statistically significant at a level of significant of 5%. Unlike laundry detergent, sales promotions on chocolate would increase the perceived risk. The H2a is not validated for both products.

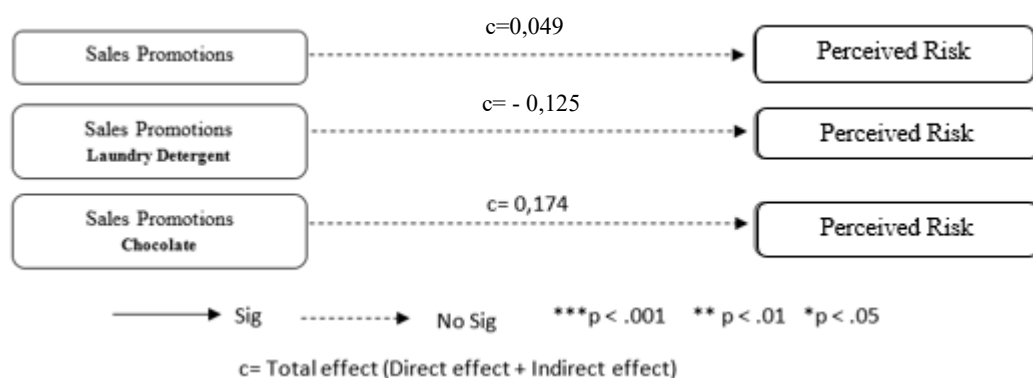


Figure 10: H2a Results

b) One-way ANOVA: The effect of types of promotions on financial and performance perceived risk

A compare means test, one-way ANOVA, was conducted to determine whether the financial and performance perceived risk, metric dependent variables, differ based on the type of promotion used, categorical independent variable, which is divided into three independent groups (No promotion, Monetary promotion, Non-Monetary promotion), displayed in Appendix 5.5.

$$H_0: \mu_{\text{No promotions}} = \mu_{\text{Monetary promotions}} = \mu_{\text{Non-Monetary promotions}}$$

All the assumptions of the model are validated. There is homogeneity of variance (Levene's test) was validated for the total sample (p-value F=0,118; p-value P=0,129) and for laundry detergent (p-value F= 0,066; p-value P=0,069) however, for chocolate, there is no homogeneity of variance for performance perceived risk (p-value P= 0,010) which implies that the means' analysis must be through Welch test. The dependent variable is approximately normally distributed among each group of independent variables. Despite the shapiro-wilk test reject H_0 , the histograms demonstrate that the distribution is approximately normal.

The conclusions of ANOVA model, at a significant level of 5 %, are that financial perceived risk have statistically significant differences among the three groups of promotions (p-value=0,001) and in the case of performance perceived risk, there are no statistical differences between the promotion used (p-value=0,985).

To identify the groups that differ from each other, a post-hoc (Turkey) test was conducted and concluded that, for financial perceived risk, the statistically significant differences are between no promotions-monetary promotions (p-value=0,002) and monetary-non-monetary promotions (p-value = 0,011). Monetary promotions ($\mu=4,2889$) lead to a higher financial perceived risk comparing to the other two groups ($\mu_{\text{NP}}=3,7286$; $\mu_{\text{NMP}}=3,9064$). Looking at the means, it is possible to highlight that the financial perceived risk is lower than when there are no promotions associated with the product.

Regarding the performance perceived risk, the differences between means are not statistically significant which implies that promotions will not affect significantly the performance perceived risk. However, the promotions decrease this type of risk, independently the type of promotions used. Therefore, the H2b and H2b1 are not validated.

Considering the two product categories individually, it is possible to conclude that there are no statistically significant differences among the three different groups of promotions for financial perceived risk and performance perceived risk in both products (p-value F LD= 0,757 and p-value F C=0,185) (p-value P LD = 0,618; p-value P C (welch test) = 0,869). Hence, for both perceived risk, the use of promotions is not statistically significant. Therefore, the H1b and H1b1 are not confirmed. Even so, for laundry detergent, it is likely to recognize that the financial and the performance perceived risk are lower on monetary promotions and non-monetary promotions comparing with no promotion stimulus. For chocolate, the conclusions are completely opposite, the financial and the performance perceived risk are higher when uses sales promotions.

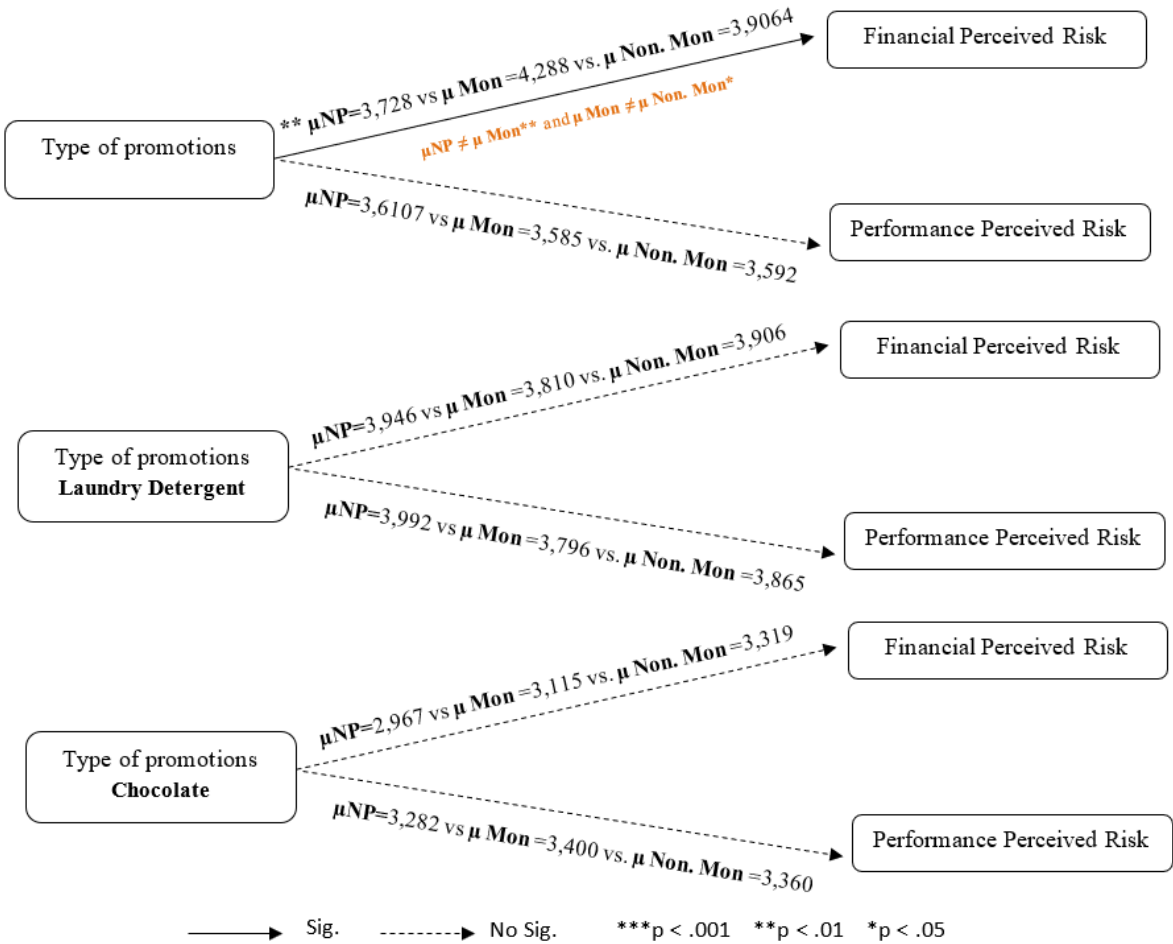


Figure 11: H2b Results

c) One-way ANOVA: The effect of level of discounts on financial and performance perceived risk

To understand if the types of perceived risk, metric dependent variable, vary based on level of discount (no, high or low) implemented in the promotion, categorical independent variable, an ANOVA test was performed, and the results are expressed in appendix 5.6.

$$H_0: \mu_{\text{No level}} = \mu_{\text{high discount}} = \mu_{\text{low discount}}$$

Firstly, all the assumptions of the model were tested. The financial and performance perceived risk are approximately normally distributed among the 3 categories of the level of discount. The homogeneity of variance was not confirmed for all scenarios (p-value F_{total} =0,173 and p-value P_{total} =0,043; p-value F_{LD} = 0,132 and p-value P_{LD} = 0,138; p-value F_{C} = 0,913 and p-value P_{C} =0,007), thus some analysis should be done through Welch test.

At a significant level of 5%, there are statistically significant differences among the three group on financial perceived risk (p-value=0,002). The groups that are significantly different are no-level and high level, with a p-value of 0,002 (post-hoc test). Contrary to what was expected, the mean of no level ($\mu=3,4974$) is inferior compared to the mean of high level of discounts ($\mu=4,2408$) which implies that the financial perceived risk is inferior when the product does not have discount. For performance perceived risk, the null hypothesis is not rejected (p-value=0,083) that means no statistically significant differences between the three groups on performance risk. Even so, “No discount” has the highest mean on performance perceived risk. The results suggested that H2c, H2c1 and H2c2 are not confirmed.

Then, differentiated by product categories, the models suggest that there are no statistically significant differences between the 3 level of discount’s groups for both types of perceived risk (p-value F_{LD} = 0,122 and p-value P_{LD} =0,630; p-value F_{C} =0,400 and p-value P_{C} =0,845). Hence, H2 is fully rejected.

Nevertheless, for chocolate, surprisingly the “no level of discount” group has the lower financial and performance perceived risk. Hence, both level of discounts increases the financial perceived risk, which contradicts H2c1 and using discounts will increase the performance risk. For laundry detergent, the financial perceived risk is superior in low level of discount compared with the other 2 groups where high discount has the lowest financial perceived risk and in terms of performance perceived risk, the level of discounts (high or low) decrease the performance

perceived risk. However, those effects are exclusively descriptive since they are no statistically relevant for this analysis.

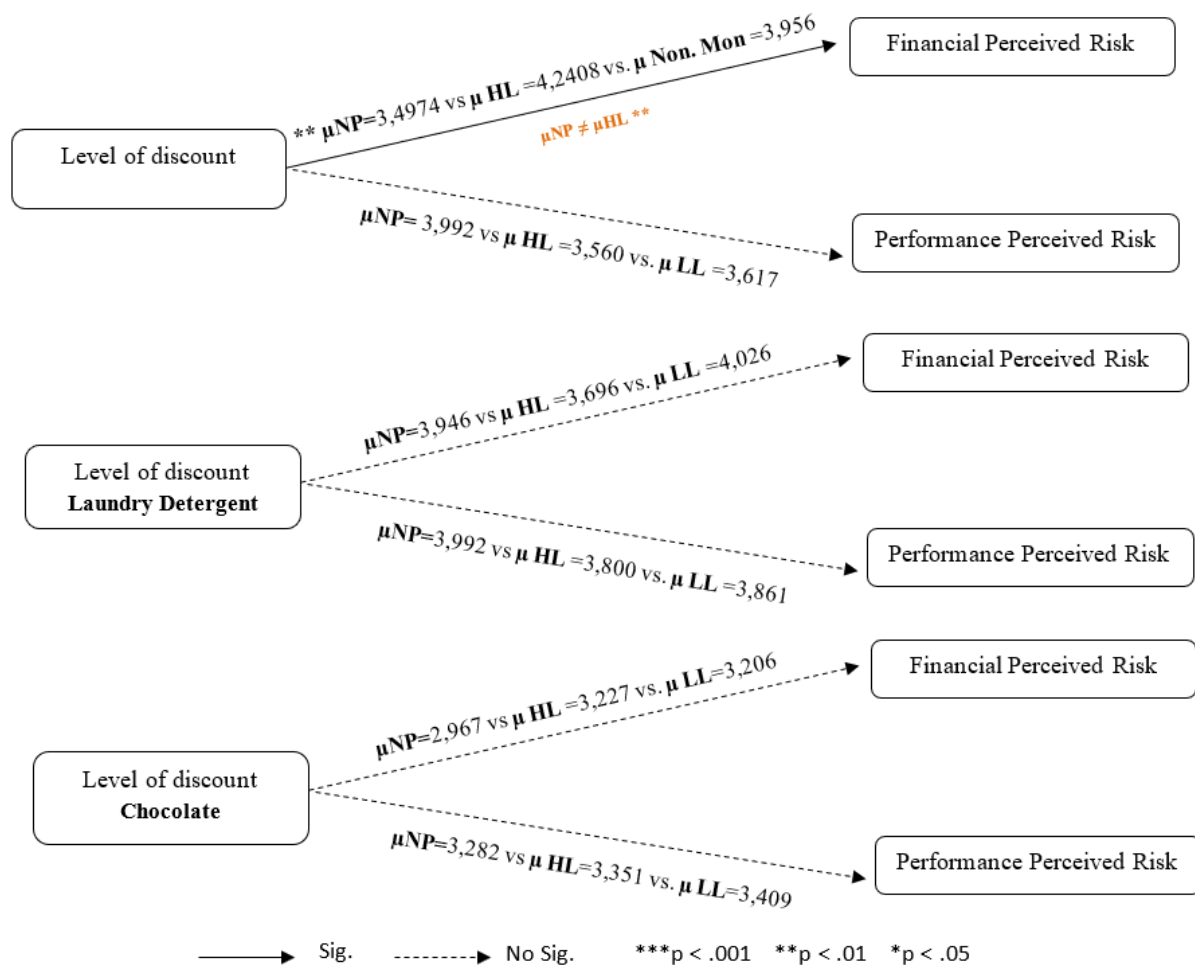


Figure 12: H2c Results

4.3.3 Hypothesis 3

a) Linear Regression Analysis: The impact of perceived risk on purchase intention

To study the impact of the overall perceived risk, independent and metric variable on purchase intention, dependent and metric variable, measured at a continuous level, a correlation analysis and a linear regression analysis were performed using the enter method presented in Appendix 5.7.

All the assumptions were validated. There is independence of observations (Durbin-Watson_total= 1,946; Durbin-Watson_LD=2,025; Durbin-Watson_C=1,931), the data presents homoscedasticity which means the error term is equal among all values of overall perceived

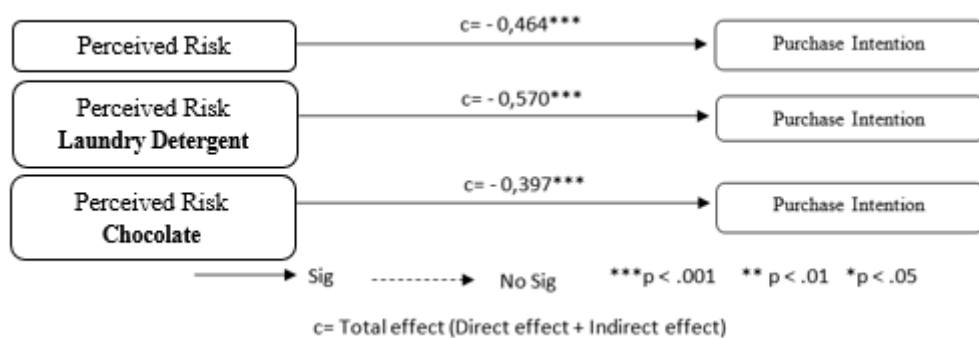
risk (Scatterplot), the residuals errors of the regression are approximately normally distributed (Q-Q normal) and there is approximately normal distribution. There are no multicollinearity problems ($CI < 15$ and $Tolerance > 0,4$) (Liu et al., 2003).

The correlation between those variables is not very strong and they are inversely correlated ($\rho = -0,383$). The model is weak on explaining the variance of purchase intention, only explain 14,7% which means that purchase intention has other important drivers that will contribute to its explanation. Nevertheless, this model is significant in predicting the purchase intention (p-value ANOVA=0,00).

By rejecting the H_0 ($\beta_1 = 0$) of the coefficients model (p-value=0,00), it concludes that overall perceived risk has a statistically significant effect on purchase intention, at a level of confidence of 95%. An increase of 1 unit of overall perceived risk, the purchase intention would decrease 0,464. Therefore, the H_{3a} is validated, the perceived risk has an inverse impact on PI.

Regarding the two categories analysed in the survey, the correlation between the overall perceived risk and purchase intention is also negative ($\rho_{LD} = -0,484$; $\rho_C = -0,309$) and it is stronger for laundry detergent. The models are weak in terms of variance of dependent variable explanation (R-Squared LD = 0,234 and R-Squared C = 0,095), being the chocolate model more limited by explain only 9,5% of the variance of the dependent variable. Nevertheless, both models are significant, predicting well the purchase intention.

The overall perceived risk has a statistically significant effect on purchase intention for both products, at a significant level of 5%. An increase of 1 unit of overall perceived risk, will decrease the purchase intention in 0,570 on laundry detergent and decrease in 0,397 on chocolate. The H_{3a} is also validated for both categories.



3

Figure 13: H_{3a} Results

b) Multiple Regression Analysis: The impact of financial and performance perceived risk on purchase intention

Firstly, the assumptions were validated. All variables are metric and there are two independent variables and one dependent variable. The data follows a normal distribution, there is independence of observations (Durbin-Watson_{total} = 1,822; Durbin-Watson_{LD} = 1,985; Durbin-Watson_C = 1,916), there are homoscedasticity of data and the residuals errors of the regression are approximately normally distributed (Q-QNormal). There are no multicollinearity problems in the models (CI < 15 and Tolerance > 0,4) (Liu et al., 2003) (appendix 5.8).

The correlation between purchase intention and financial perceived risk is surprisingly positive ($\rho = 0,402$) when its correlation with performance perceived risk is negative ($\rho = - 0,219$). This model, with those types of perceived risk, explain 16,9% of the variance of purchase intention and the model can predicts statistically well this variable. Those two types of risk have contradictory effects on purchase intention, the financial perceived risk statistically affects purchase intention positively ($\beta = 0,371$, p-value = 0,00) and performance perceived risk affects negatively, an increase in 1 unit of performance perceived risk, the purchase intention would decrease 0,103 ($\beta = - 0,103$, p-value = 0,011). Hence, the H3b is not proved. Through this analysis only performance perceived risk has a statistically negative effect on purchase intention.

For the specific product categories, the correlations between financial perceived risk and performance perceived risk with purchase intention are both negatives (Financial Perceived Risk: $\rho_{LD} = - 0,446$; $\rho_C = - 0,304$ and Performance Perceived Risk: $\rho_{LD} = -0,452$; $\rho_C = - 0,263$). The laundry detergent has stronger correlations with those two risks.

The case of laundry detergent, the model explains 23,4% of the variance of purchase intention with those two types of risk. Further, this model is statistically significant in predicting the purchase intention (p-value ANOVA = 0,00). Both types of perceived risk have a statistically significant effect on purchase intention, the β s are not all equals. For financial perceived risk, an increase in 1 unit of this risk, the purchase intention would decrease 0,268. In the case of performance risk, the purchase intention declines 0,302.

Regarding the chocolate case, the model is poorly on the explain the variance of the purchase intention (R-Squared = 0,098). Still, this model is statistically significant, at a level of confidence of 95%, which implies that purchase intention is well predicted through this model. Financial perceived risk has a statistically negative significant effect on purchase intention ($\beta = - 0,277$;

p-value=0,00) and performance perceived risk has also a negative effect, but this effect is not statistically significant at a level of significant of 5% ($\beta = -0,122$; p-value=0,109).

The H3b is only validated for laundry detergent, the financial and performance perceived risk effectively affect negatively the purchase intention. The chocolate analysis has proved that performance perceived risk has not a statistically significant effect on purchase intention.

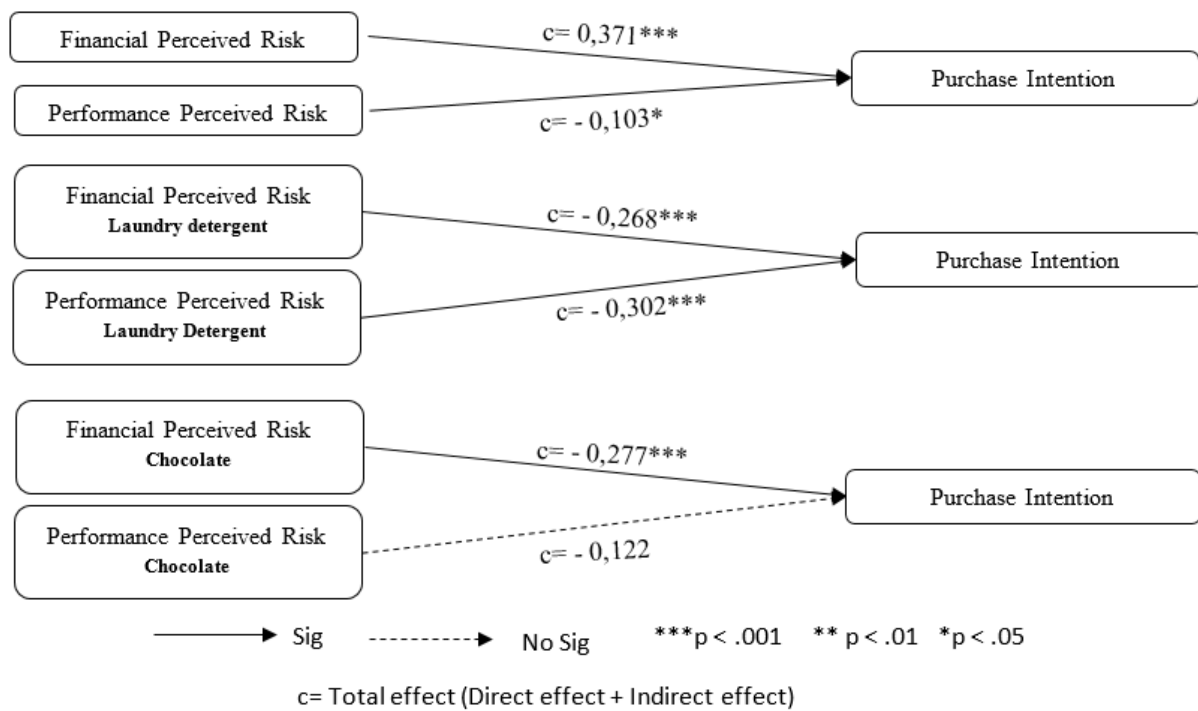


Figure 14: H3b Results

4.3.4 Hypothesis 4- The mediation effect – Macro PROCESS Hayes

Perceived risk as a mediator on the relationship between sales promotions and purchase intention

To study the mediation effect of perceived risk on the relationship between sales promotions, recoded as a dummy variable (0-no promotions;1- promotions), and purchase intention, the PROCESS macro created by Prof. Andrew F. Hayes was conducted in SPSS using the model 4 (simple mediation case), the results are in Appendix 5.9.

Starting by the direct effects of the variables and adopting the level of significance of 5%, the effect of sales promotions on perceived risk is not statistically significant (p.=0,6949), however this effect is positive. The effects of sales promotions and perceived risk on purchase intention are both statistically significant (p.SP= 0,0082; p.PR=0,000), explaining together 15,48% of

the variance of purchase intention, however their effects on purchase intention are completely opposite. Sales promotions positively affect the purchase intention and perceived risk negatively affects purchase intention.

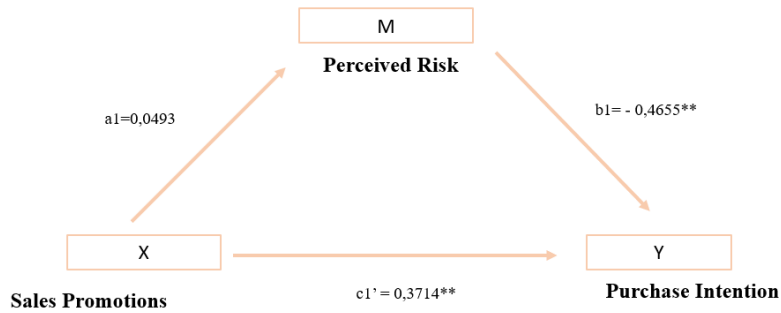
Regarding the possibility of perceived risk be a mediator on this relationship, the indirect effect of X on Y through M is $-0,0230$ (a_1b_1) within a bootstrapping confidence interval of $-0,1434$ to $0,1005$ and the total effect of X on Y equals $0,3485$ which is statistically significant ($p\text{-value}=0,0219$) (Figure 14).

Since the zero is included in bootstrapping confidence interval at 95%, it possible to conclude the indirect effect is not statistically different from zero. This conclusion implies that the impact of sales promotions with perceived risk as a mediator and the impact without the mediator may be equivalent. The introduction of the mediator does not make the impact of sales on purchase intention significantly different. In other words, the direct effect of X on Y may be similar or even equal to the total effect of X on Y. Hence the H4 is not confirmed through the mediation regression.

In case of laundry detergent, the direct effect of sales promotions on perceived risk is not statistically significant ($p.=0,47$). Contrary, perceived risk have a statistically significant effect on purchase intention. About the effects of sales promotions on purchase intention, the direct ($0,4496$) and the total ($0,5197$) effects of X on Y are statistically positive. Thus, the indirect effect equals $0,0701$ with a CI of $-0,1272$ to $0,2654$, since the zero is included the effect of perceived risk in this relationship is not significant, thus the H4 is not validated (Figure 15).

For chocolate, only the direct effect of perceived risk on purchase intention is statistically significant having a negative relationship ($b_1 = -0,4013$). Within sales promotions, there two effects on purchase intention, the direct effect which is not statistically significant and the indirect effect through perceived risk that equals $-0,0697$ within a bootstrapping confidence interval of $-0,2193$ to $0,0694$. The zero is included which proposes that may not exist differences between the direct effect of X on Y and the indirect effect having M. In this case, perceived risk does not add value to the model. The H4 is not validated (Figure 16).

Hence, it is possible to conclude that perceived risk is not a good mediator of the relationship between sales promotion and purchase intention, not validated the H4.

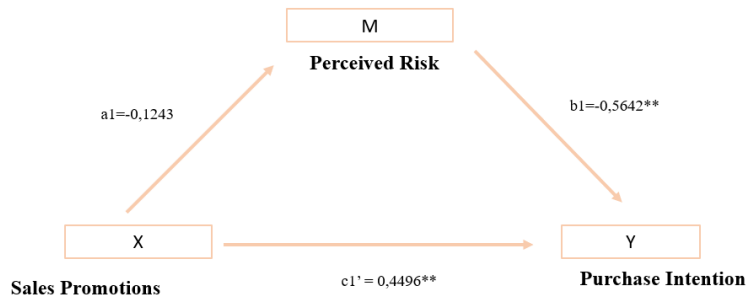


Note: ** p.<.05

Indirect effect of X on Y = - 0,0230 CI [-0,1434; 0,1005]

Total effect of X on Y = Direct effect (c_1') + Indirect effect through M (a_1b_1) = $0,3714 + (-0,0230) = 0,3485$

Figure 15: Statistical Model with coefficients – Total Sample

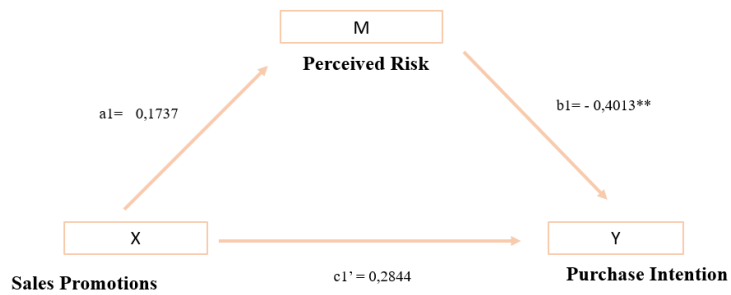


Note: ** p.<.05

Indirect effect of X on Y = 0,0701 CI [-0,1272; 0,2654]

Total effect of X on Y = Direct effect (c_1') + Indirect effect through M (a_1b_1) = $0,4496 + 0,0701 = 0,5197$

Figure 16: Statistical Model with coefficients – Laundry Detergent



Note: ** p.<.05

Indirect effect of X on Y = -0,0697 CI [-0,2193; 0,0694]

Total effect of X on Y = Direct effect (c_1') + Indirect effect through M (a_1b_1) = $0,2844 + (-0,0697) = 0,2146$

Figure 17: Statistical Model with coefficients – Chocolate

CHAPTER 5: CONCLUSIONS AND LIMITATIONS

This last chapter will present the main conclusions and insights about the study, the managerial and academic implications associated to the findings and lastly, will suggest some limitations and suggestions for further research.

5.1 Main Findings & Conclusions

RQ1: What is the impact of the sales promotions on purchase intention?

Sales promotions have a positive significant impact on purchase intention. The consumers' purchase intention increases when the product has promotions associated. Their total effect equals 0,3485 which implies an increase on purchase intention of 0,3485 when occurs an increase of 1 unit in sales promotions. This total effect includes the direct effect ($c'1 = 0,3714$) which is also statistically significant and the indirect effect of sales promotions on purchase intention through perceived risk which is negative ($- 0,0230$). Perceived risk is not a good variable to explain the relationship of sales promotions and purchase intention.

Regarding the two products in analysis, the effect of sales promotions on consumer purchase intention depends on which product has the promotion. For both products, the sales promotions increase the consumer purchase intention, however this effect is only statistically significant for laundry detergent.

For this product, the total effect of sales promotions on PI is 0,5197 which is statistically significant. From this value, 0,0701 represents the indirect effect of sales promotions on purchase intention due to the fact of having perceived risk as the mediator, which is not very significant effect. The remaining 0,4496 represents the direct effect of sales promotions on PI (not having in consideration the mediation effect) which is statistically significant.

For chocolate, the total effect of sales promotions on PI is 0,2146 which is not statistically significant where direct effect ($c'1 = 0,2844$) is also not statistically significant and the indirect effect ($-0,0697$) which include the impact of perceived risk on this relationship. In this case, the effect of sales promotion through perceived risk on purchase intention will be negative.

RQ2: What is the effect of different sales promotions elements on purchase intention?

Going through the sales promotions' elements proposed in the study, type of promotions and level of discount, the consumers do not behave in the same way when they are in contact with products with different elements.

The type of promotions and the level of discount used will influence significantly the consumer purchase intention. Regarding the type of promotions, the monetary promotion has a superior statistically significant effect on purchase intention. One of the reasons might be the direct and immediate relationship with financial benefits and thus make them the most visible and evident promotions for consumers (Campbell and Diamond 1990; Luk and Yip 2008). In the case of level of discount, the impact on purchase intention is significantly different between the two levels. High level of discount has the largest impact on purchase intention.

About the two products particularly, the behaviour of the consumers will also be divergent across them. For laundry detergent, the use of different type of promotions will not statistically affect the purchase intention, even though the monetary promotion would lead to a higher purchase intention, this impact is not significant. On the other side, the level of discount used will affect significantly the purchase intention. Consumers tend to increase their purchase intention when the discount's level is high. For chocolate, the inverse happens, using different types of promotions is statistically significant for the consumer purchase intention where the monetary promotions have the highest positive impact on purchase intention and the level of discounts used will not affect statistically the purchase intention.

RQ3: What is the relationship between sales promotions and perceived risk?

In this study, the overall perceived risk consists on the junction of two types of perceived risk, performance and financial perceived risk. The impact of sales promotions on overall perceived risk is not statistically significant for the total sample and neither for laundry detergent or chocolate.

More, sales promotions as a variable is bad and weak on explaining the variance of perceived risk. It means that perceived risk has other factors /drivers that may explain better its variance. Sales promotions are not a relevant variable for perceived risk, the total effect ($\alpha_1 = \beta = 0,0493$) is not statistically significant. Thus, having or not having promotions will not impact the consumer perceived risk.

Regarding the effect of different elements of sales promotions on financial risk and performance risk, the results are no longer similar to all types of products.

Firstly, the effect of type of promotions (no promotion, monetary promotion and non-monetary promotion) on financial and performance perceived risk differs accordingly the type of risk analysed.

For financial perceived risk, the type of promotions used has a statistically significant effect on this risk. Monetary promotions differentiated significantly from the no promotion and non-monetary promotions. From the results and contrary from what was expected, the monetary promotions lead to a higher financial perceived risk. Promoting a product with price discount will increase the financial perceived risk. For performance risk, there are no significant differences between the three levels of promotions on this risk. Despite the insignificance of the results, sales promotions decrease this risk. However, for statistical analysis, performance perceived risk is not influenced by the type of promotion used.

Regarding the two products analysed, the type of promotions used will not affect statistically the financial and performance perceived risk.

Lastly, the impact of level of discount also depends on the type of risk that is examined. For financial perceived risk, there are significant differences between the three levels of discounts (no level, high level and low level). There is a significant discrepancy between the means of no level and high level where no level of discount has the lowest mean. Thus, it is possible to conclude that a product with no level of discount, which is equal to no promotion, has a lower financial perceived risk comparing with a product with a high level of discount. For performance perceived, the level of discount used will not affect this risk. Level of discount is not a variable that could make a change or have an impact on performance perceived risk.

For the two categories analysed in the survey, the level of discount used on the products will not affect financial and performance risk.

RQ4: What is the impact of perceived risk in purchase intention?

The impact of the overall perceived risk is statistically significant on consumer purchase intention. Both direct effect of the mediation regression ($b_1 = -0,4655$) and the total effect of the linear regression ($\beta = -0,464$) are significant. When the consumers perceived a higher risk on the product, their purchase intention tends to decrease, it is an inverse linear relationship. This negative impact is also applicable for laundry detergent and chocolate.

Regarding the financial and performance perceived risk, they have contradictory significant effects on purchase intention. The financial risk increases purchase intention which was not the expected and the performance risk decreases purchase intention.

In laundry detergent, both financial and performance risk decrease significantly the purchase intention. About the chocolate, the two types of risk are extremely weak on explaining purchase intention, it implies that purchase intention has more important drivers. Nevertheless, financial perceived risk decreases significantly the purchase intention and performance risk does not have an influence on purchase intention.

5.2 Managerial / Academic Implications

In terms of academic relevance, this study provides additional information about the effect of sales promotions' elements on purchase intention, it introduces the effect of non-monetary promotions on purchase intention and perceived risk which was narrowly studied before, analyses the mediation effect of perceived risk which was never studied before and study specifically two types of perceived risk with enriched the research.

For the managerial point of view, this research highlights some relevant insights for retailers and manufacturers to reach their goal, increase consumer purchase intention. Firstly, monetary promotions and high level of discount are the two elements of sales promotions that increase the most the purchase intention. More, using sales promotions will not impact the consumer perceived risk of the product however this last variable will affect the purchase intention, brand managers should be aware of it to find ways to overcome or diminishing the risk. Further, performance perceived risk decreases purchase intention. Lastly, perceived risk is not a variable that explain significantly sales promotions and purchases intention relationship.

5.3 Limitations and Further Research

Due to its academic purpose, this study has several limitations and restrictions. The most evident are time and money constraints, however, there are some other important to consider.

Firstly, the data collection was done through a non-randomized sampling, using convenience technique which makes the sample bias. There is a clear female predominance, representing 63% of the sample, half of the sample was aged between 18 and 35 years and there is a significant percentage of students. More, the online survey was exclusively distributed on Facebook, LinkedIn and by e-mail which narrows the number of respondents. Furthermore, this sample had 414 valid responses which is a relative small size, not being representative of the

Portuguese population. Without differentiated by product category, each stimulus was presented, on average, 147 times which is not a significant number. The further researches should have a higher sample size to become more representative.

Secondly, the study only analysed two product categories, laundry detergent and chocolate, which is quite a limiter to reach meaningful conclusions about the total impact of sales promotions on purchase intention. More, those categories are low price categories which make the generalization less accurate. Thus, for future researches, it would be interesting to incorporate more product categories to make the study more complete and involve high price products' and high involvement products to find out whether the relationship between sales promotions and purchase intention is affected or not.

Thirdly, the analysis is restricted to one type of monetary and non-monetary promotion, it would be appealing to study, at least, two types of each promotion in the way to explore the differences that may arise on consumers' behaviour.

Fourthly, this study focused on the short-term effects of sales promotions. It would enrich the study if the long-term impact was included (Mela et al. 1997, Pauwels, Hanssens, & Siddarth, 2002).

Lastly, sales promotions and perceived risk are not the most relevant factors of purchase intention, there is a lack of explanation of this variable on the model. Therefore, it would be interesting to identify other drivers of purchase intention such as perceived value (Kwon, Trail, & James, 2007) and include in the analyse to make it more explicative.

Another interesting topic for future research would be included in the analysis the benefits (hedonic or utilitarian) of each product and understand their impact on the relationship with sales promotions and add more types of perceived risk.

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APPENDICES

Appendix 1: Survey (Portuguese Version)

Caro Participante,

Venho por este meio solicitar a sua colaboração no preenchimento do seguinte questionário, que se enquadra na tese de Mestrado (Mestrado Internacional de Gestão com especialização em Marketing) que estou a realizar na Universidade Católica Portuguesa.

Todos os dados recolhidos serão tratados de forma estritamente confidencial e anónima e serão unicamente utilizados no âmbito desta investigação académica.

O presente questionário tem como principal objetivo analisar o impacto das promoções na intenção de compra dos consumidores, tendo a duração aproximada de 6 minutos.

Grata pela sua disponibilidade e atenção.

Carolina Martins

1.ª Secção

Questões Controlo

1. Comprou algum detergente para a roupa nos últimos 12 meses?
 - a) Sim
 - b) Não
2. Comprou algum chocolate nos últimos 12 meses?
 - a) Sim
 - b) Não

Questionário termina para os participantes que respondam “NÃO” em ambas as questões e se os participantes só responderem “SIM” a uma das perguntas, apenas as questões relacionadas com esse tema aparecerão.

2-Deal proneness

Tendo em consideração a sua propensão, enquanto consumidor, para promoções/negócios/acordos, por favor indique até que ponto concorda com as seguintes afirmações.

Por favor considere todas as categorias de produto e não apenas as que foram apresentadas anteriormente.

	1. Discordo totalmente	2. Discordo	3. Discordo parcialmente	4. Não concordo nem	5. Concordo parcialmente	6. Concordo	7. Concordo totalmente
"Eu gosto de comprar marcas com ofertas/descontos."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Em comparação com a maioria das pessoas, diria que tenho uma atitude positiva em relação às negociações/promoções."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Quando compro uma marca que está em promoção, sinto que estou a fazer um bom negócio."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Comprar produtos com descontos, faz-me sentir feliz."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Quando aproveito o desconto "Pague 1, leve 2" sinto-me bem."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Em algumas ocasiões, troco de marca quando consigo alguma oferta ("grátis") ao comprar outra marca."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Gosto de aproveitar as ofertas especiais que observo na loja."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3.Value Consciousness

Considerando a sua consciencialização/sensibilidade relativa ao valor de um produto, por favor indique até que ponto concorda com as seguintes afirmações.

Por favor considere todas as categorias de produto e não apenas as que foram apresentadas anteriormente.






	1. Discordo totalmente	2. Discordo	3. Discordo parcialmente	4. Não concordo nem	5. Concordo parcialmente	6. Concordo	7. Concordo totalmente
"Sou bastante interessado(a) em preços baixos contudo sou igualmente preocupado(a) com a qualidade do produto"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Quando faço compras, comparo os preços de marcas diferentes para ter certeza de que tenho a melhor oferta."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Quando compro um produto, tento sempre maximizar a qualidade do mesmo para o dinheiro que nele gasto."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Quando compro produtos, gosto de ter a certeza que recebo o correspondente ao valor monetário que gastei."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Geralmente, compro os produtos que têm os preços mais baixos, porém estes têm de preencher certos requisitos de qualidade antes de efectuar a compra."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Verifico sempre os preços na mercearia/supermercado/hipermercado para ter certeza de que obtenho o melhor valor para o dinheiro que gasto."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2ª Secção

Apresentação do produto. Cada participante é alocado **aleatoriamente** a um produto (estímulo) diferente. Só respondem a estas questões os inquiridos que afirmaram ter comprado detergente para a roupa nos últimos 12 meses.

Imagine que na sua próxima ida ao supermercado se deparava com o produto apresentado abaixo. Responda às seguintes questões tendo presente o mesmo produto e as suas características.

Detergente para a Roupa

<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Control group – No Promotion</div>  <p>Laundry Detergent Diluted Sensitive Aloe Vera</p> <p>3.08 LT</p> <p>PVP: €7,49</p>	<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Monetary promotion & High discount</div>  <p>50% Desconto</p> <p>Laundry Detergent Diluted Sensitive Aloe Vera</p> <p>3.08 LT</p> <p>PVP: €7,49 €3,74</p>	<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Monetary promotion & Low discount</div>  <p>20% Desconto</p> <p>Laundry Detergent Diluted Sensitive Aloe Vera</p> <p>3.08 LT</p> <p>PVP: €7,49 €6,00</p>	<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Non-Monetary promotion & High discount</div>  <p>OFERTA</p> <p>Laundry Detergent Diluted Sensitive Aloe Vera 3.08 LT + Free gift (Sunfresh Essence concentrate Softener 2 LT)</p> <p>PVP: €7,49</p>	<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Non-Monetary promotion & Low discount</div>  <p>OFERTA</p> <p>Laundry Detergent Diluted Sensitive Aloe Vera 3.08 LT + Free gift (Pack Clothes springs 24 UN)</p> <p>PVP: €7,49</p>
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4. Perceived Risk

Tendo em conta a sua percepção da categoria, quão arriscada é a compra deste detergente?

- 1-Extremamente arriscada
- 2-Muito arriscada
- 3-Moderadamente arriscada
- 4-Neutra
- 5-Levemente arriscada
- 6-Pouco arriscada
- 7-Nada arriscada

5. Financial Perceived Risk

Tendo em conta o seu **risco financeiro percebido do produto** (Detergente para roupa), por favor indique até que ponto concorda com as seguintes afirmações.

	1. Discordo totalmente	2. Discordo parcialmente	3. Discordo parcialmente	4. Não discordo nem concordo	5. Concordo parcialmente	6. Concordo parcialmente	7. Concordo totalmente
Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto).	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este produto é extremamente arriscado em termos de custos (despesas) a longo prazo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este produto não é arriscado em termos de custos (despesas) a longo prazo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Performance Perceived Risk

Tendo em conta o seu **risco percebido do desempenho do produto** (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações.

	1. Discordo totalmente	2. Discordo parcialmente	3. Discordo parcialmente	4. Não discordo nem concordo	5. Concordo parcialmente	6. Concordo parcialmente	7. Concordo totalmente
Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este produto é extremamente arriscado em termos do seu futuro desempenho.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este produto não é arriscado em termos do seu futuro desempenho.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

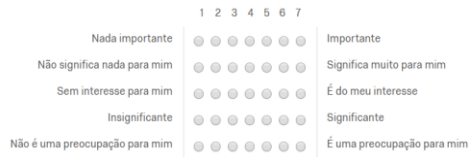
7. Purchase Intention

Como avalia a sua intenção de compra do produto apresentado (Detergente para a roupa)?

	1	2	3	4	5	6	7	
"Não compro o detergente, definitivamente."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	"Compro definitivamente o detergente."
"Definitivamente, não tenho intenções de comprar o detergente."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	"Definitivamente, tenho intenções de comprar o detergente."
"Tenho uma reduzida intenção de compra do detergente."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	"Tenho uma elevada intenção de compra do detergente."

8. Personal Relevance

Quão relevante é esta categoria (Detergente para a roupa) para si?



9. Product Category Knowledge

Como classifica o seu conhecimento/informação relativamente à categoria apresentada (Detergentes para a roupa) ?



10. Product Category Familiarity

Como classifica a sua familiaridade relativamente à categoria apresentada (Detergentes para a roupa) ?



11. Product Usage





Como classifica a sua utilização da categoria (Detergentes para a roupa) ?



Chocolates

Apresentação do produto. Cada participante é alocado **aleatoriamente** a um produto (estímulo) diferente. Só respondem a estas questões os inquiridos que afirmaram ter comprado chocolate nos últimos 12 meses.

Imagine que na sua próxima ida ao supermercado se deparava com o produto apresentado abaixo. Responda às seguintes questões tendo presente o mesmo produto e as suas características.

Control group – No Promotion	Monetary promotion & High discount	Monetary promotion & Low discount	Non-Monetary promotion & High discount	Non-Monetary promotion & Low discount
				
Classic Milk Chocolate Tablet	Classic Milk Chocolate Tablet	Classic Milk Chocolate Tablet	Classic Milk Chocolate Tablet + Free gift (Key Chain)	Classic Milk Chocolate Tablet + Free gift (Anti Stress drop)
125 G	125 G	125 G	125 G	125 G
PVP: €1,53	PVP: €1,53 €0,77	PVP: €1,53 €1,22	PVP: €1,53	PVP: €1,53

4. Overall Perceived Risk

Tendo em conta a sua percepção da categoria, quão arriscada é a compra deste chocolate?

- 1-Extremamente arriscada
- 2-Muito arriscada
- 3-Moderadamente arriscada
- 4-Neutra
- 5-Levemente arriscada
- 6-Pouco arriscada
- 7-Nada arriscada

5. Financial Perceived Risk

Tendo em conta o seu **risco financeiro percebido** do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações.

	1. Discordo totalmente	2. Discordo parcialmente	3. Discordo parcialmente	4. Não concordo nem	5. Concordo parcialmente	6. Concordo totalmente	7. Concordo totalmente
Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este produto é extremamente arriscado em termos de custos (despesa) a longo prazo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este produto não é arriscado em termos de custos a longo prazo.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Performance Perceived Risk

Tendo em conta o seu **risco percebido do desempenho do produto** (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações.

	1. Discordo totalmente	2. Discordo	3. Discordo parcialmente	4. Não discordo nem concordo	5. Concordo parcialmente	6. Concordo	7. Concordo totalmente
Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este produto é extremamente arriscado em termos do seu futuro desempenho.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Este produto não é arriscado em termos do seu futuro desempenho.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Purchase Intention

Como avalia a sua intenção de compra do produto apresentado (Chocolate)?

	1	2	3	4	5	6	7	
"Não compro o chocolate, definitivamente."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	"Compro definitivamente o chocolate "
"Definitivamente, não tenho intenções de comprar o chocolate."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	"Definitivamente, tenho intenções de comprar o chocolate."
"Tenho uma reduzida intenção de compra do chocolate."	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	"Tenho uma elevada intenção de compra do chocolate."

8. Personal relevance

Quão relevante é esta categoria (Chocolates) para si?

	1	2	3	4	5	6	7	
Nada importante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Importante
Não significa nada para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significa muito para mim
Sem interesse para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É do meu interesse
Insignificante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significante
Sem preocupação para mim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	É uma preocupação para mim

9. Product Category Knowledge

Como classifica o seu conhecimento/informação relativamente à categoria apresentada (Chocolates) ?

	1	2	3	4	5	6	7
Conhecimento/Informação			<input type="radio"/>				

1. Nada informado(a) sobre a categoria 7. Muito informado(a) sobre a categoria

10. Product Category Familiarity

Como classifica a sua familiaridade relativamente à categoria apresentada (Chocolates) ?

	1	2	3	4	5	6	7
Familiaridade			<input type="radio"/>				

1. Nada familiarizado(a) sobre a categoria 7. Muito familiarizado(a) sobre a categoria

11. Product Usage

Como classifica a sua utilização da categoria (Chocolates) ?

	1	2	3	4	5	6	7
Utilização			<input type="radio"/>				

1. Nada frequente 7. Muito frequentemente

3ª Secção

Demografia

12.- Género

- a) Masculino
- b) Feminino

11. Idade

- a) Inferior a 18 anos
- b) 18 – 24 anos
- c) 25-34 anos
- d) 35-44 anos

- e) 45- 54 anos
- f) 55-64 anos
- g) 65 anos ou superior

13.Estado Civil

- a) Solteiro
- b) Casado ou a viver em união de facto
- c) Divorciado
- d) Viúvo

14. Ocupação

- a) Estudante
- b) Trabalhador empregado
- c) Reformado
- d) Dona de casa
- e) Desempregado

15. Nível de Escolaridade

- a) Inferior ao ensino secundário
- b) Ensino secundário ou equivalente
- c) Frequentou a universidade, sem grau académico
- d) Licenciatura
- e) Mestrado
- f) Doutoramento

16. Rendimento anual do agregado familiar

- a) Inferior a €20 000
- b) €20 000 - €34 999
- c) €35 000 - €49 999
- d) €50 000 - €74 999
- e) €75 000-€99 999
- f) Superior a €100 000
- g) Não sabe/Não responde

Appendix 2: Survey (English Version)

Dear Participant,

I'm writing to kindly ask for your collaboration in filling out the following questionnaire, which is part of the Master's thesis (International Management Master's degree with a specialization in Marketing) that I am doing at the Universidade Católica Portuguesa.

All data collected will be treated strictly confidentially and anonymously and will be used only for this academic research. The major goal of this questionnaire is to analyse the impact of the sales promotions on consumer purchase intention and will have a duration of approximately 6 minutes.

Thank you for your attention and participation.

Carolina Martins

1st Section

Control Questions

Have you ever bought a laundry detergent in the past 12 months?

- a) Yes
- b) No

Have you ever bought a chocolate in the last 12 months?

- a) Yes
- b) No

End of the survey for people who answer “no” “no”. For respondents that answer “yes” to laundry detergent and “no” to chocolate, goes directly to laundry detergent. For respondents that answer “no” to laundry detergent and “yes” to chocolate, goes directly to chocolate. For consumers that answer “yes” and “yes”, they go through the two categories.

2. Deal Proneness

Considering your proneness for deals as a consumer, please indicate how far do you agree with the following statements.

Please consider all the product categories and not just the one presented above.

(1-Strongly disagree; 2- Disagree; 3- Somewhat disagree; 4 – Neither agree or disagree; 5- Somewhat agree; 6- Agree; 7- Strongly agree)

“I enjoy buying brands with deals”

“Compared to most people, I would say I have a positive attitude toward deals”

“When I buy a brand on sale, I feel that I am getting a good deal.”

“Buying products with pence-off deals makes me feel good”

“When I take advantage of a buy-one-get-one-free I feel good”

“I will sometimes switch brands when I can get something for free when purchasing another brand”

“I like to take advantage of special deals I notice in the store”

3. Value Consciousness

Considering your value consciousness, please indicate how far do you agree with the following statements.

(1- Strongly disagree; 2- Disagree; 3- Somewhat disagree; 4 – Neither agree or disagree; 5- Somewhat agree; 6- Agree; 7- Strongly agree)

“I am very concerned about low prices, but I am equally concerned about product quality.”

“When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money.”

“When purchasing a product, I always try to maximize the quality I get for the money I spend.”

“When I buy products, I like to be sure that I am getting my money's worth.”

“I generally shop around for lower prices on products, but they still must meet certain quality requirements before I will buy them.”

“I always check prices at the grocery store to be sure I get the best value for the money I spend.”

2nd Section

Presentation of the stimulus

Each respondent is randomly allocated to one of the stimuli randomly.

Please imagine that in your next grocery shopping, you would face the product presented below. Answer to the next questions based on the product and its characteristics.

Laundry Detergent

<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Control group – No Promotion</div> 	<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Monetary promotion & High discount</div> 	<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Monetary promotion & Low discount</div> 	<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Non-Monetary promotion & High discount</div> 	<div style="border: 1px solid black; padding: 2px; width: fit-content; margin: 0 auto;">Non-Monetary promotion & Low discount</div> 
<p>Laundry Detergent Diluted Sensitive Aloe Vera</p> <p>3.08 LT</p> <p>PVP: €7,49</p>	<p>Laundry Detergent Diluted Sensitive Aloe Vera</p> <p>3.08 LT</p> <p>PVP: €7,49 €3,74</p>	<p>Laundry Detergent Diluted Sensitive Aloe Vera</p> <p>3.08 LT</p> <p>PVP: €7,49 €6,00</p>	<p>Laundry Detergent Diluted Sensitive Aloe Vera 3.08 LT + Free gift (Sunfresh Essence concentrate Softener 2 LT)</p> <p>PVP: €7,49</p>	<p>Laundry Detergent Diluted Sensitive Aloe Vera 3.08 LT + Free gift (Pack Clothes springs 24 UN)</p> <p>PVP: €7,49</p>

4. Overall Perceived Risk

Which risk category best expressed the amount of risk you perceived in the purchase of this **laundry detergent** in this specific buying situation?

- 1- Extremely risky
- 2- Very risk
- 3- Moderately risky
- 4- Neutral
- 5- Slightly risky
- 6- Low risky
- 7- Not at all risky

5. Financial Perceived Risk

Please indicate how far do you agree with the following statements. (1-Strongly disagree; 2- Disagree; 3- Somewhat disagree; 4 – Neither agree or disagree; 5- Somewhat agree; 6- Agree; 7- Strongly agree)

There is a chance that I will stand to lose money either because it won't work at all or costs more than it should to maintain it.

This product is extremely risky in terms of its long-term cost.

This product is not risky in terms of its long-term cost.

6. Performance Perceived Risk

Please indicate how far do you agree with the following statements. (1-Strongly disagree; 2- Disagree; 3- Somewhat disagree; 4 – Neither agree or disagree; 5- Somewhat agree; 6- Agree; 7- Strongly agree)

There is a chance that there will be something wrong with this product or that it will not work properly

This product is extremely risky in terms of how it would perform.

This product is not risky in terms of how it would perform.

7. Purchase Intention

Please indicate how far do you agree with the following statements.

“I definitely not buy it” 1 2 3 4 5 6 7 “I definitely buy it”

“I definitely do not intend to buy” “I definitely intend to buy

“I have a very low purchase interest” “I have very high purchase interest.

8. Personal Relevance

How relevant is this category for you?

Unimportant	1	2	3	4	5	6	7	Important
	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Means nothing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means a lot to me
Does not matter to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Matter to me
Insignificant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significant
Of no concern to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of concern to me

9. Product category knowledge

How much knowledge do you have about the category (*Laundry Detergent*)?

(1- Not very knowledgeable to 7- Very knowledgeable)

10. Product category familiarity

How familiar do you are with the category (*Laundry Detergent*)?

(1-Not very familiar to 7- very familiar)

11. Product Usage






How is the product (*Laundry Detergent*) usage?

(1- Not at all frequently to 7- very frequently)

Chocolates

Please imagine that in your next grocery shopping, you would face this chocolate. Answer to the next questions based on the product and its characteristics

(Just one product will be presented to the consumers, this choice will be randomly)

Control group – No Promotion	Monetary promotion & High discount	Monetary promotion & Low discount	Non-Monetary promotion & High discount	Non-Monetary promotion & Low discount
				
Classic Milk Chocolate Tablet	Classic Milk Chocolate Tablet	Classic Milk Chocolate Tablet	Classic Milk Chocolate Tablet + Free gift (Key Chain)	Classic Milk Chocolate Tablet + Free gift (Anti Stress drop)
125 G	125 G	125 G	125 G	125 G
PVP: €1,53	PVP: €1,53 €0,77	PVP: €1,53 €1,22	PVP: €1,53	PVP: €1,53

4. Overall Perceived Risk

Which risk category best expressed the amount of risk you perceived in the purchase of this **chocolate** in this specific buying situation?

- 1- Extremely risky
- 2- Very risk
- 3- Moderately risky
- 4- Neutral
- 5- Slightly risky
- 6- Low risky
- 7- Not at all risky

5. Financial Perceived Risk

Please indicate how far do you agree with the following statements. (1-Strongly disagree; 2- Disagree; 3- Somewhat disagree; 4 – Neither agree or disagree; 5- Somewhat agree; 6- Agree; 7- Strongly agree)

There is a chance that I will stand to lose money either because it won't work at all or costs more than it should to maintain it.

This product is extremely risky in terms of its long-term cost.

This product is not risky in terms of its long-term cost.

6. Performance Perceived Risk

Please indicate how far do you agree with the following statements. (1-Strongly disagree; 2- Disagree; 3- Somewhat disagree; 4 – Neither agree or disagree; 5- Somewhat agree; 6- Agree; 7- Strongly agree)

There is a chance that there will be something wrong with this product or that it will not work properly

This product is extremely risky in terms of how it would perform.

This product is not risky in terms of how it would perform.

7. Purchase Intention

Please indicate how far do you agree with the following statements.

- "I definitely not buy it" | 1 2 3 4 5 6 7 | "I definitely buy it"
- "I definitely do not intend to buy" | ○ ○ ○ ○ ○ ○ ○ | "I definitely intend to buy"
- "I have a very low purchase interest" | ○ ○ ○ ○ ○ ○ ○ | "I have very high purchase interest."

8. Personal Relevance

How relevant is this category for you?

Unimportant	1	2	3	4	5	6	7	Important
Means nothing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Means a lot to me
Does not matter to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Matter to me
Insignificant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Significant
Of no concern to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Of concern to me

9. Product category knowledge

How much knowledge do you have about the category (*Chocolate*)? (1-Not very knowledgeable to 7- Very knowledgeable)

10. Product Familiarity

How familiar do you are with the category (*Chocolate*)? (1-Not very familiar to 7- very familiar)

11. Product Usage

How is the product (*Chocolate*) usage? (1-Not at all frequently to 7- very frequently)

3rd Section

Demographics

10. Gender
 - a) Male
 - b) Female
11. Age
 - a) Under 18 years old
 - b) 18 – 24 years old
 - c) 25-34 years old
 - d) 35-44 years old
 - e) 45- 54years old
 - f) 55-64 years old
 - g) 65 years or older
12. Marital Status
 - a) Single
 - b) Married or domestic partnership
 - c) Widowed
 - d) Divorced
13. Occupation
 - a) Student
 - b) Employed
 - c) Retired
 - d) Homemaker
 - e) Unemployed
14. Educational Level
 - a) Less than a high school diploma
 - b) High school degree or equivalent
 - c) Some college, no degree
 - d) Bachelor's degree
 - e) Master's degree
 - f) Doctorate
15. Yearly household Income
 - a) Under €20 000
 - b) €20 000 - €34 999
 - c) €35 000 - €49 999
 - d) €50 000 - €74 999
 - e) €75 000-€99 999
 - f) Over €100 000
 - g) Don't know/Don't answer

Appendix 3: Descriptive Statistics and Frequencies

Promotion Stimulus

		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	No promotion	141	16,9	19,2	19,2
	Monetary & High Level	151	18,1	20,6	39,8
	Monetary & Low Level	149	17,8	20,3	60,2
	Non-Monetary & High Level	148	17,7	20,2	80,4
	Non-Monetary & Low Level	144	17,2	19,6	100,0
	Total	733	87,7	100,0	
Omisso	Sistema	103	12,3		
Total		836	100,0		

Sales Promotions Stimulus- Laundry Detergent

		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	No promotion	63	15,1	18,7	18,7
	Monetary promotion & High Level	72	17,2	21,4	40,1
	Monetary promotion & Low Level	68	16,3	20,2	60,2
	Non-monetary & High level	68	16,3	20,2	80,4
	*Non-monetary & Low level	66	15,8	19,6	100,0
	Total	337	80,6	100,0	
Omisso	Sistema	81	19,4		
Total		418	100,0		

Sales Promotions Stimulus- Chocolate

		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	No promotion	78	18,7	19,7	19,7
	Monetary promotion & High level	79	18,9	19,9	39,6
	Monetary promotion & Low level	81	19,4	20,5	60,1
	Non-monetary & High level	80	19,1	20,2	80,3
	Non-monetary & Low level	78	18,7	19,7	100,0
	Total	396	94,7	100,0	
Omisso	Sistema	22	5,3		
Total		418	100,0		

Occupation

		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	Student	93	22,4	22,5	22,5
	Employed	309	74,5	74,6	97,1
	Retired	2	,5	,5	97,6
	Homemaker	3	,7	,7	98,3
	Unemployed	7	1,7	1,7	100,0
	Total	414	99,8	100,0	
Omisso	Sistema	1	,2		
Total		415	100,0		

Age

		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	Under 18 years old	4	1,0	1,0	1,0
	18 - 24 years old	127	30,6	30,7	31,6
	25 - 34 years old	79	19,0	19,1	50,7
	35-44 years old	91	21,9	22,0	72,7
	45- 54 years old	74	17,8	17,9	90,6
	55-64 years old	39	9,4	9,4	100,0
	Total	414	99,8	100,0	
Omisso	Sistema	1	,2		
Total		415	100,0		

Gender

		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	Female	260	62,7	62,8	62,8
	Male	154	37,1	37,2	100,0
	Total	414	99,8	100,0	
Omisso	Sistema	1	,2		
Total		415	100,0		

Marital Status

		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	Single	212	51,1	51,2	51,2
	Married or domestic partnership	171	41,2	41,3	92,5
	Divorced	29	7,0	7,0	99,5
	Widowed	2	,5	,5	100,0
	Total	414	99,8	100,0	
	Omisso	Sistema	1	,2	
Total		415	100,0		

Yearly Household Income

		Frequência	Porcentagem	Porcentagem válida	Porcentagem cumulativa
Válido	Under €20 000	114	27,5	27,5	27,5
	€20 000 - €34 999	120	28,9	29,0	56,5
	€35 000 - €49 999	55	13,3	13,3	69,8
	€50 000 - €74 999	24	5,8	5,8	75,6
	€75 000-€99 999	14	3,4	3,4	79,0
	Over €100 000	7	1,7	1,7	80,7
	Don't know/ Don't answer	80	19,3	19,3	100,0
	Total	414	99,8	100,0	
Omisso	Sistema	1	,2		
Total		415	100,0		

Deal Proneness

Percentage (%)	1.Strongly disagree	2.Disagree	3.Somewhat disagree	4.Neither agree or disagree	5.Somewhat agree	6.Agree	7.Strongly agree
"I enjoy buying brands with deals."	0,5	1,9	1,4	6,5	22,5	42,5	24,6
"Compared to most people, I would say I have a positive attitude toward deals."	1,1	1,7	4,3	17,4	24,2	43,2	8,2
"When I buy a brand on sale, I feel that I am getting a good deal."	1,0	1,9	9,3	9,7	29,7	38,9	14,5
"Buying products with pence-off deals makes me feel good."	1,4	5,1	4,6	15,9	26,6	31,9	14,5
"When I take advantage of a buy-one-get-one-free I feel good."	0,5	2,9	4,8	11,4	25,4	37,0	18,1
"I will sometimes switch brands when I can get something for free when purchasing another brand."	1,9	7,5	7,0	8,7	24,6	35,7	14,5
"I like to take advantage of special deals I notice in the store."	0,2	2,4	2,9	6,5	26,1	43,0	18,8

Value Consciousness

Percentage (%)	1.Strongly disagree	2.Disagree	3.Somewhat disagree	4.Neither agree or disagree	5.Somewhat agree	6.Agree	7.Strongly agree
"I am very concerned about low prices, but I am equally concerned about product quality."	0,5	1,0	2,4	2,4	12,1	49,0	32,6
"When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money."	1,0	3,9	4,8	4,1	21,7	42,3	22,2
"When purchasing a product, I always try to maximize the quality I get for the money I spend."	0,2	0,2	1,0	3,9	15,7	51,2	27,8
"When I buy products, I like to be sure that I am getting my money's worth."	0,2	1,0	2,9	7,7	18,4	43,0	26,8
"I generally shop around for lower prices on products, but they still must meet certain quality requirements before I will buy them."	1,0	6,8	6,0	5,3	19,6	38,9	22,5
"I always check prices at the grocery store to be sure I get the best value for the money I spend."	3,1	8,0	7,2	11,4	21,5	32,4	16,4

Appendix 4: Cronbach Alpha

1- Financial Perceived Risk

Total Sample

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,724	,724	4

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto)	10,86	12,177	,537	,494	,647
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos de custos (despesa) a longo prazo.	11,16	12,269	,531	,500	,651
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa), por favor indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto).	10,05	14,025	,441	,458	,702
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa), por favor indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos de custos (despesas) a longo prazo.	10,55	12,936	,543	,491	,645

Laundry Detergent

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,817	,817	2

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa) , por favor indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto).	3,63	2,239	,691	,478	.
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa) , por favor indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos de custos (despesas) a longo prazo.	4,12	2,173	,691	,478	.

Chocolate

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,798	,798	2

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto)	2,97	2,533	,664	,441	.
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos de custos (despesa) a longo prazo.	3,36	2,591	,664	,441	.

2- Performance Perceived Risk

Total Sample

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,747	,746	4

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	10,98	12,487	,600	,559	,655
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos do seu futuro desempenho.	11,29	12,356	,594	,564	,659
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	10,45	14,529	,458	,348	,733
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa) , por favor, indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos do seu futuro desempenho.	10,85	13,961	,519	,378	,702

Laundry Detergent

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,736	,736	2

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	3,65	2,233	,583	,340	.
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa) , por favor, indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos do seu futuro desempenho.	4,07	2,235	,583	,340	.

Chocolate

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,823	,823	2

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	3,16	2,607	,699	,489	.
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos do seu futuro desempenho.	3,56	2,606	,699	,489	.

3- Overall Perceived Risk

Total Sample

Laundry Detergent

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,635	,644	10

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta a sua percepção da categoria, qual arriscada é a compra desta detergente?	33,26	64,263	,408	,385	,738
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa), por favor indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto).	33,12	45,322	,479	,544	,574
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa), por favor indique até que ponto concorda com as seguintes afirmações - Este produto é extremamente arriscado em termos de custos (despesas) a longo prazo.	33,62	44,374	,517	,629	,564
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	39,21	45,301	,468	,464	,575
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações - Este produto é extremamente arriscado em termos do seu futuro desempenho.	33,60	44,002	,541	,554	,559
Tendo em conta a sua percepção da categoria, qual arriscada é a compra deste chocolate?	32,74	66,086	,439	,383	,761
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto).	33,93	42,533	,547	,589	,552
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações - Este produto é extremamente arriscado em termos de custos (despesa) a longo prazo.	34,23	42,664	,543	,594	,553
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	33,73	43,047	,530	,624	,567
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações - Este produto é extremamente arriscado em termos do seu futuro desempenho.	34,05	40,926	,629	,679	,530

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,852	,851	8

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto).	25,38	57,505	,612	,585	,831
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações - Este produto é extremamente arriscado em termos de custos (despesa) a longo prazo.	25,68	57,701	,606	,590	,832
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações - Este produto é extremamente arriscado em termos do seu futuro desempenho.	25,50	55,888	,681	,677	,822
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	25,18	57,986	,601	,609	,833
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações - Este produto é extremamente arriscado em termos do seu futuro desempenho.	25,05	59,482	,597	,541	,833
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	24,65	61,021	,522	,457	,842
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto).	24,57	61,395	,516	,540	,842
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações - Este produto é extremamente arriscado em termos de custos (despesas) a longo prazo.	25,07	59,620	,597	,609	,834

Estatísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,493	,502	5

Estatísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta a sua percepção da categoria, qual arriscada é a compra deste detergente?	15,47	25,031	-,584	,350	,860
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa), por favor indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-lo (manutenção do produto).	15,42	10,267	,638	,552	,164
Tendo em conta o seu risco financeiro percebido do produto (Detergente para roupa), por favor indique até que ponto concorda com as seguintes afirmações - Este produto é extremamente arriscado em termos de custos (despesas) a longo prazo.	15,90	10,276	,621	,618	,174
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	15,46	10,658	,571	,439	,215
Tendo em conta o seu risco percebido do desempenho do produto (Detergente para roupa), por favor, indique até que ponto concorda com as seguintes afirmações - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	15,88	10,351	,612	,547	,181

Chocolate

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,494	,520	5

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Tendo em conta a sua percepção da categoria, quão arriscada é a compra deste chocolate?	13,06	29,189	-,556	,314	,861
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de perder dinheiro porque não vai funcionar ou porque custa mais do que deveria para mantê-	14,29	12,294	,619	,550	,160
Tendo em conta o seu risco financeiro percebido do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos de custos (despesa) a longo prazo.	14,68	12,824	,571	,538	,222
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Existe a probabilidade de estar alguma coisa mal com o produto ou de este não desempenhar a sua função correctamente.	14,10	12,917	,547	,538	,238
Tendo em conta o seu risco percebido do desempenho do produto (Chocolate), por favor, indique até que ponto concorda com as seguintes afirmações. - Este produto é extremamente arriscado em termos do seu futuro desempenho.	14,49	11,613	,695	,629	,115

4- Purchase Intention

Total Sample

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,862	,861	6

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Como avalia a sua intenção de compra do produto apresentado (Detergente para a roupa)? Definitely/Not definitely buy it	20,36	45,823	,591	,770	,849
Como avalia a sua intenção de compra do produto apresentado (Detergente para a roupa)? Definitely/Not definitely intent to buy	20,31	45,258	,625	,743	,844
Como avalia a sua intenção de compra do produto apresentado (Detergente para a roupa)? Low/high purchase intention	20,33	45,517	,593	,715	,849
Como avalia a sua intenção de compra do produto apresentado (Chocolate)? - Definitely/Not definitely buy it	20,03	41,599	,714	,877	,827
Como avalia a sua intenção de compra do produto apresentado (Chocolate)? - Definitely/Not definitely intent to buy	20,10	41,305	,712	,883	,827
Como avalia a sua intenção de compra do produto apresentado (Chocolate)? - Low/high purchase intention	20,10	41,396	,690	,820	,832

Laundry Detergent

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,928	,928	3

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Como avalia a sua intenção de compra do produto apresentado (Detergente para a roupa)? Definitely/Not definitely buy it	7,87	8,902	,876	,768	,878
Como avalia a sua intenção de compra do produto apresentado (Detergente para a roupa)? Definitely/Not definitely intent to buy	7,82	9,036	,848	,728	,900
Como avalia a sua intenção de compra do produto apresentado (Detergente para a roupa)? Low/high purchase intention	7,83	9,020	,836	,702	,910

Chocolate

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,958	,958	3

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
Como avalia a sua intenção de compra do produto apresentado (Chocolate)? - Definitely/Not definitely buy it	8,21	12,385	,917	,855	,934
Como avalia a sua intenção de compra do produto apresentado (Chocolate)? - Definitely/Not definitely intent to buy	8,27	12,155	,930	,871	,925
Como avalia a sua intenção de compra do produto apresentado (Chocolate)? - Low/high purchase intention	8,30	12,353	,887	,788	,957

5- Deal proneness

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,841	,847	7

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
"I enjoy buying brands with deals"	31,93	30,527	,635	,414	,815
"Compared to most people, I would say I have a positive attitude toward deals"	32,43	31,049	,549	,335	,826
"When I buy a brand on sale, I feel that I am getting a good deal."	32,28	29,624	,658	,441	,811
"Buying products with pence-off deals makes me feel good"	32,53	27,959	,661	,505	,809
"When I take advantage of a buy-one-get-one-free I feel good"	32,26	29,659	,609	,459	,817
"I will sometimes switch brands when I can get something for free when purchasing another brand"	32,56	29,594	,467	,239	,845
"I like to take advantage of special deals I notice in the store"	32,07	30,324	,643	,428	,814

6- Value Consciousness

Estadísticas de confiabilidade

Alfa de Cronbach	Alfa de Cronbach com base em itens padronizados	N de itens
,781	,793	6

Estadísticas de item-total

	Média de escala se o item for excluído	Variância de escala se o item for excluído	Correlação de item total corrigida	Correlação múltipla ao quadrado	Alfa de Cronbach se o item for excluído
"I am very concerned about low prices, but I am equally concerned about product quality."	27,81	21,267	,525	,293	,752
"When grocery shopping, I compare the prices of different brands to be sure I get the best value for the money."	28,26	18,691	,602	,401	,729
"When purchasing a product, I always try to maximize the quality I get for the money I spend."	27,84	21,975	,543	,373	,753
"When I buy products, I like to be sure that I am getting my money's worth."	28,04	21,226	,478	,315	,780
"I generally shop around for lower prices on products, but they still must meet certain quality requirements before I will buy them."	28,41	18,272	,540	,309	,748
"I always check prices at the grocery store to be sure I get the best value for the money I spend."	28,80	17,058	,568	,366	,744

Appendix 5: SPSS Results from the hypothesis

5.1 Hypothesis 1a

Total sample

Correlações

	Purchase_Intention_Geral	Dummyvariable_promotions
Correlação de Pearson	Purchase_Intention_Geral	1,000
	Dummyvariable_promotions	,085
Sig. (unilateral)	Purchase_Intention_Geral	,011
	Dummyvariable_promotions	,011
N	Purchase_Intention_Geral	733
	Dummyvariable_promotions	733

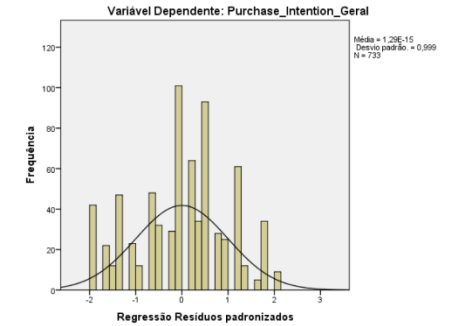


Gráfico P-P Normal de Regressão Resíduos padronizados

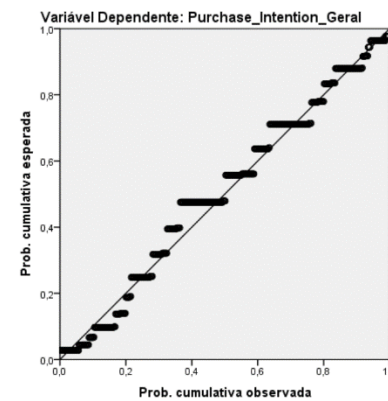
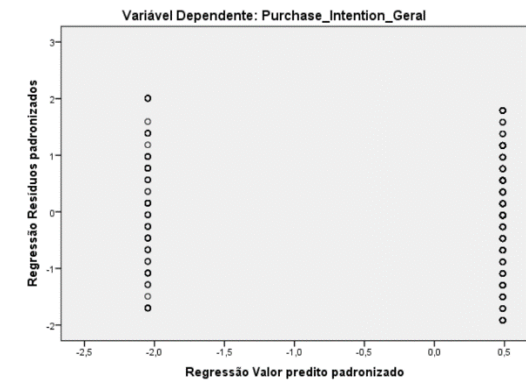


Gráfico de dispersão



Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Estadísticas de mudança				Durbín-Watson	
					Mudança de R quadrado	Mudança F	gl1	gl2		
1	,085 ^a	,007	,006	1,61931	,007	5,273	1	731	,022	1,849

a. Preditores: (Constante), Dummyvariable_promotions

b. Variável Dependente: Purchase_Intention_Geral

Coefficientes^a

Modelo		Coefficients não padronizados			Coefficients padronizados		Estadísticas de colinearidade	
		B	Erro Padrão	t	Sig.	Tolerância	VIF	
1	(Constante)	3,752	,136	27,512	,000			
	Dummyvariable_promotions	,348	,152	,085	,022	1,000	1,000	

a. Variável Dependente: Purchase_Intention_Geral

ANOVA^a

Modelo		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	13,827	1	13,827	5,273	,022 ^b
	Resíduo	1916,810	731	2,622		
	Total	1930,637	732			

a. Variável Dependente: Purchase_Intention_Geral

b. Preditores: (Constante), Dummyvariable_promotions

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovalor	Índice de condição	Proporções de variância	
				(Constante)	Dummyvariable_promotions
1	1	1,899	1,000	,05	,05
	2	,101	4,329	,95	,95

a. Variável Dependente: Purchase_Intention_Geral

Laundry Detergent

Correlações

	Purchase_intention_overalldetergent	Dummyvariablepromotionsdeter
Correlação de Pearson	1,000	,137
Sig. (unilateral)		,006
N	337	337

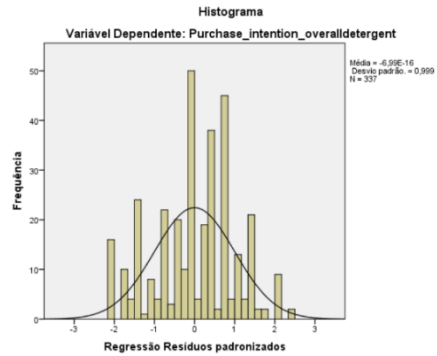


Gráfico P-P Normal de Regressão Resíduos padronizados
Variável Dependente: Purchase_intention_overalldetergent

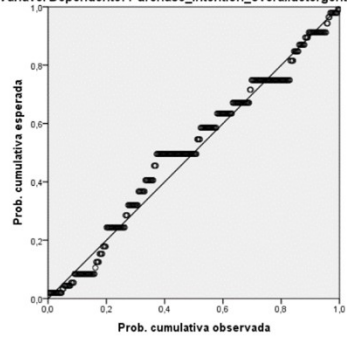
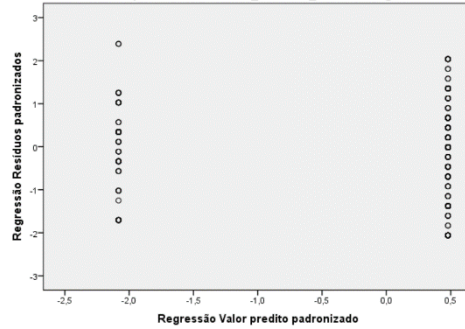


Gráfico de dispersão
Variável Dependente: Purchase_intention_overalldetergent



Sumarização do modelo^b

Modelo	R	R quadrado	Estatísticas de mudança							
			R quadrado ajustado	Erro padrão da estimativa	Mudança de R quadrado	Mudança F	gl1	gl2	Sig. Mudança F	Durbin-Watson
1	,137 ^a	,019	,016	1,46524	,019	6,443	1	335	,012	1,935

a. Preditores: (Constante), Dummyvariablepromotionsdeter
b. Variável Dependente: Purchase_intention_overalldetergent

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados		Estatísticas de colinearidade		
		B	Erro Padrão	Beta	t	Sig.	Tolerância	VIF
1	(Constante)	3,497	,185		18,945	,000		
	Dummyvariablepromotionsdeter	,520	,205	,137	2,538	,012	1,000	1,000

a. Variável Dependente: Purchase_intention_overalldetergent

Diagnóstico de colinearidade^a

Modelo	ANOVA ^a					Proporções de variância				
	Soma dos Quadrados	gl	Quadrado Médio	F	Sig.	Dimensão	Autovalor	Índice de condição	(Constante)	Dummyvariablepromotionsdeter
1	Regressão	13,833	1	13,833	6,443	,012 ^b				
	Resíduo	719,226	335	2,147					,05	,95
	Total	733,059	336							

a. Variável Dependente: Purchase_intention_overalldetergent
b. Preditores: (Constante), Dummyvariablepromotionsdeter

a. Variável Dependente: Purchase_intention_overalldetergent

Chocolate

Correlações

	Purchase_intention_overallichocolate	dummyvariables_promotionschocolate
Correlação de Pearson	1,000	,049
Sig. (unilateral)		,164
N	396	396

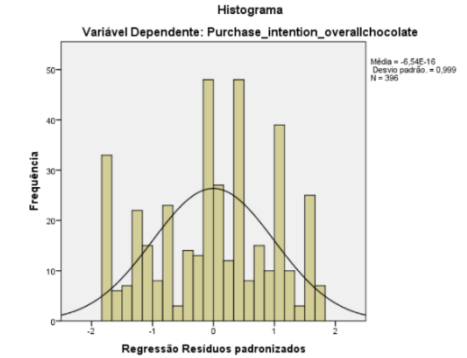


Gráfico P-P Normal de Regressão Resíduos padronizados
Variável Dependente: Purchase_intention_overallichocolate

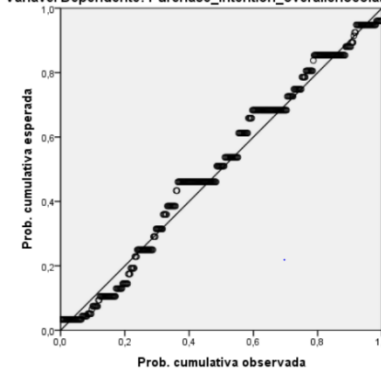
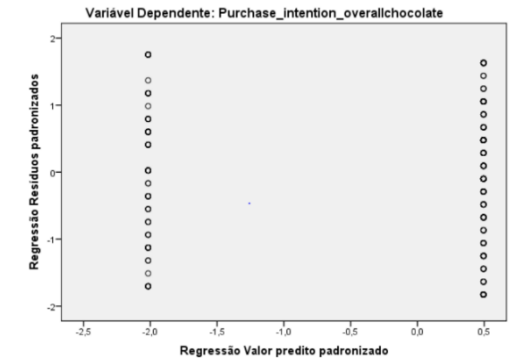


Gráfico de dispersão
Variável Dependente: Purchase_intention_overallichocolate



Sumarização do modelo^b

Modelo	R	R quadrado	Estatísticas de mudança							
			R quadrado ajustado	Erro padrão da estimativa	Mudança de R quadrado	Mudança F	gl1	gl2	Sig. Mudança F	Durbin-Watson
1	,049 ^a	,002	,000	1,73548	,002	,958	1	394	,328	1,814

a. Preditores: (Constante), dummyvariables_promotionschocolate
b. Variável Dependente: Purchase_intention_overallichocolate

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados		Estatísticas de colinearidade		
		B	Erro Padrão	Beta	t	Sig.	Tolerância	VIF
1	(Constante)	3,957	,197		20,138	,000		
	dummyvariables_promotionschocolate	,215	,219	,049	,979	,328	1,000	1,000

a. Variável Dependente: Purchase_intention_overallichocolate

ANOVA^a

Modelo	Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	2,886	1	2,886	,958
	Resíduo	1186,682	394	3,012	
	Total	1189,568	395		

a. Variável Dependente: Purchase_intention_overallichocolate
b. Preditores: (Constante), dummyvariables_promotionschocolate

Diagnóstico de colinearidade^a

Modelo	ANOVA ^a					Proporções de variância		
	Dimensão	Autovalor	Índice de condição	(Constante)	dummyvariables_promotionschocolate			
1	1	1,896	1,000	,05	,05			
	2	,104	4,272	,95	,95			

a. Variável Dependente: Purchase_intention_overallichocolate

5.2 Hypothesis 1b Total Sample

Estadísticas de grupo

	Type_promotions_geral	N	Média	Desvio Padrão	Erro Padrão da Média
Purchase_Intention_Geral	Monetary Promotions	300	4,2889	1,66975	,09640
	Non-Monetary Promotions	292	3,9064	1,52852	,08945

Testes de Normalidade

Purchase_Intention_Geral	Type_promotions_geral	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estatística	gl	Sig.	Estatística	gl	Sig.
Purchase_Intention_Geral	Monetary Promotions	,111	300	,000	,955	300	,000
	Non-Monetary Promotions	,141	292	,000	,956	292	,000

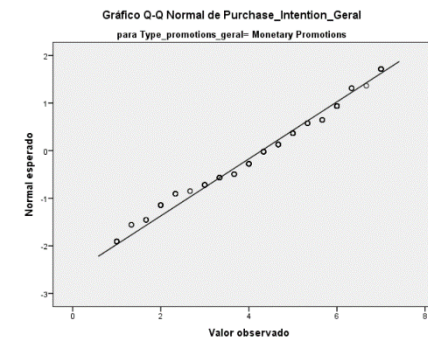
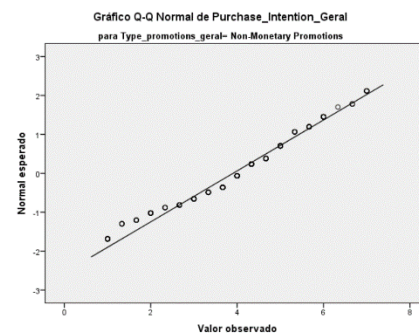
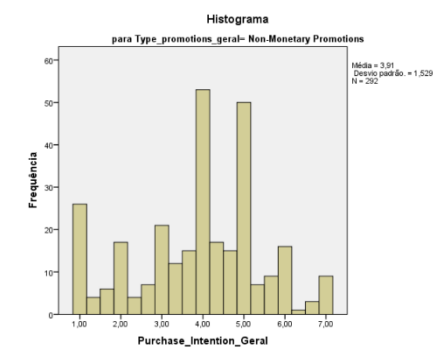
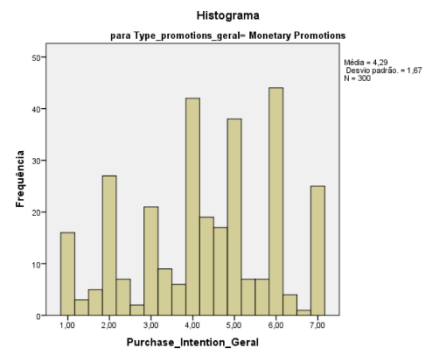
a. Correlação de Significância de Lilliefors

Teste de amostras independentes

Teste de Levene para igualdade de variâncias

teste-t para igualdade de Médias

Purchase_Intention_Geral	Variâncias iguais assumidas	F	Sig.	t	gl	Sig. (bilateral)	Diferença média	Erro padrão da diferença
		4,177	,041	2,905	590	,004	,38250	,13167
Purchase_Intention_Geral	Variâncias iguais não assumidas			2,908	587,801	,004	,38250	,13151



Laundry Detergent

Estadísticas de grupo

	Type of sales promotions_Detergent	N	Média	Desvio Padrão	Erro Padrão da Média
Purchase_intention_overalldetergent	Monetary Promotions	140	4,0690	1,50857	,12750
	Non-monetary Promotions	134	3,9627	1,44614	,12493

Testes de Normalidade

Purchase_intention_overalldetergent	Type of sales promotions_Detergent	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estatística	gl	Sig.	Estatística	gl	Sig.
Purchase_intention_overalldetergent	Monetary Promotions	,139	140	,000	,965	140	,001
	Non-monetary Promotions	,137	134	,000	,956	134	,000

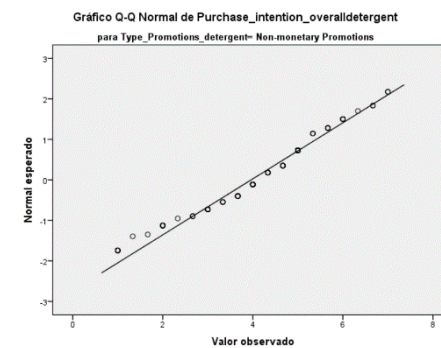
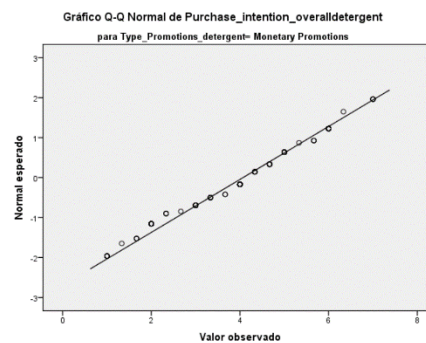
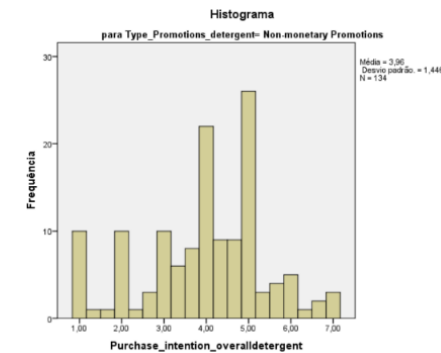
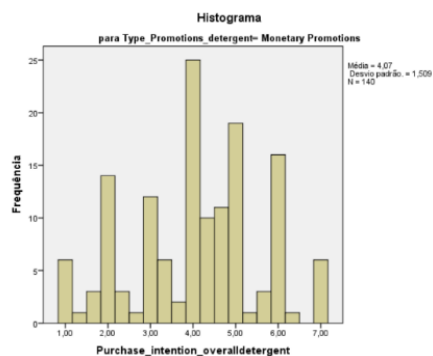
a. Correlação de Significância de Lilliefors

Teste de amostras independentes

Teste de Levene para igualdade de variâncias

teste-t para igualdade de Médias

Purchase_intention_overalldetergent	Variâncias iguais assumidas	F	Sig.	t	gl	Sig. (bilateral)	Diferença média	Erro padrão da diferença
		,400	,527	,595	272	,552	,10636	,17867
Purchase_intention_overalldetergent	Variâncias iguais não assumidas			,596	271,999	,552	,10636	,17850



Chocolate

Estatísticas de grupo

	Type of sales promotions_chocolate	N	Média	Desvio Padrão	Erro Padrão da Média
Purchase_intention_overallchocolate	Monetary Promotions	160	4,4813	1,78147	,14084
	Non-monetary Promotions	158	3,8586	1,59808	,12714

Testes de Normalidade

	Type of sales promotions_chocolate	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estatística	gl	Sig.	Estatística	gl	Sig.
Purchase_intention_overallchocolate	Monetary Promotions	,122	160	,000	,936	160	,000
	Non-monetary Promotions	,143	158	,000	,953	158	,000

a. Correlação de Significância de Lilliefors

Teste de amostras independentes

		Teste de Levene para igualdade de variâncias				teste-t para igualdade de Médias		
		F	Sig.	t	gl	Sig. (bilateral)	Diferença média	Erro padrão da diferença
Purchase_intention_overallchocolate	Variâncias iguais assumidas	3,882	,050	3,279	316	,001	,62260	,18986
	Variâncias iguais não assumidas			3,281	313,134	,001	,62260	,18973

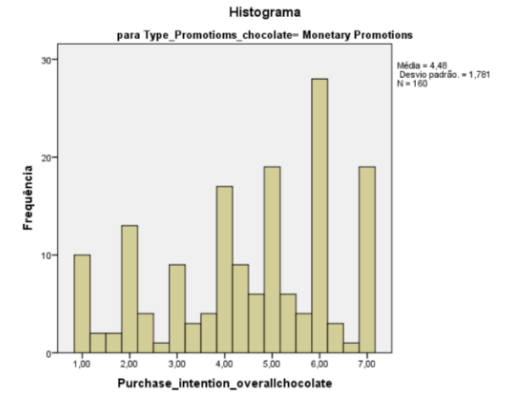
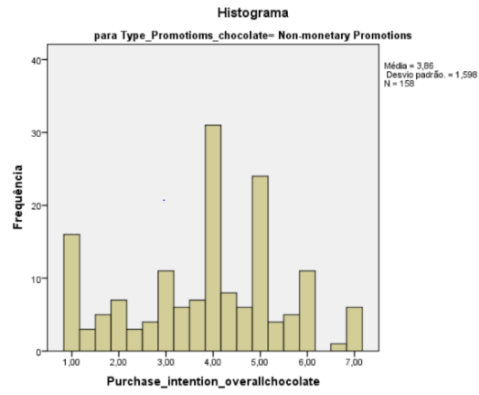


Gráfico Q-Q Normal de Purchase_intention_overallchocolate para Type_Promotions_chocolate= Monetary Promotions

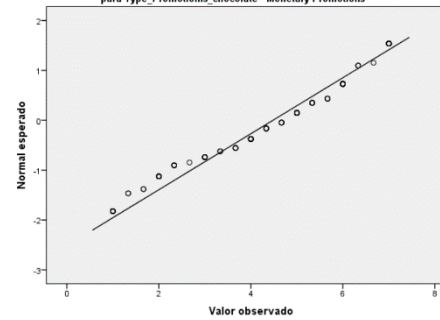
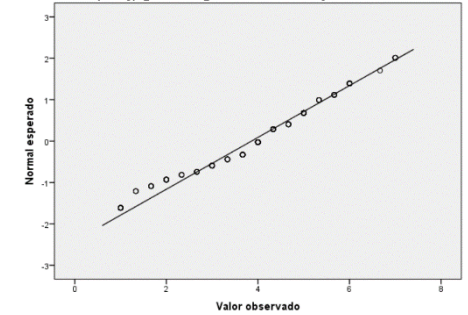


Gráfico Q-Q Normal de Purchase_intention_overallchocolate para Type_Promotions_chocolate= Non-monetary Promotions



5.3 Hypothesis 1c

Total Sample

Estatísticas de grupo

	Level_discount	N	Média	Desvio Padrão	Erro Padrão da Média
Purchase_Intention_Geral	High level of Discount	299	4,2408	1,56299	,09039
	Low level of discount	293	3,9568	1,65027	,09641

Testes de Normalidade

	Level_discount	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estatística	gl	Sig.	Estatística	gl	Sig.
Purchase_Intention_Geral	High level of Discount	,121	299	,000	,964	299	,000
	Low level of discount	,125	293	,000	,955	293	,000

a. Correlação de Significância de Lilliefors

Teste de amostras independentes

		Teste de Levene para igualdade de variâncias				teste-t para igualdade de Médias		
		F	Sig.	t	gl	Sig. (bilateral)	Diferença média	Erro padrão da diferença
Purchase_Intention_Geral	Variâncias iguais assumidas	1,354	,245	2,150	590	,032	,28403	,13208
	Variâncias iguais não assumidas			2,149	586,738	,032	,28403	,13216

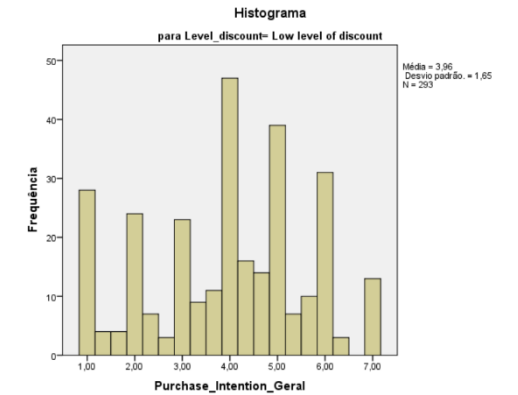
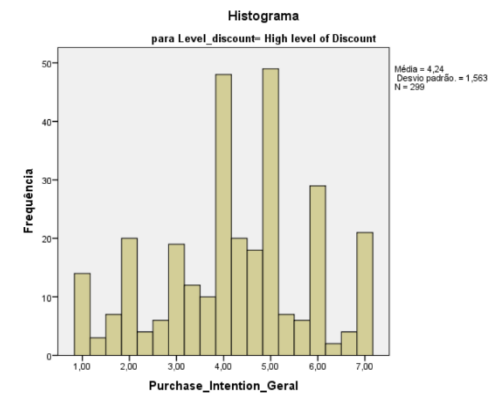


Gráfico Q-Q Normal de Purchase_Intention_Geral para Level_discount= High level of Discount

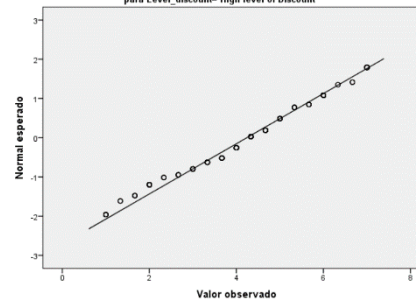
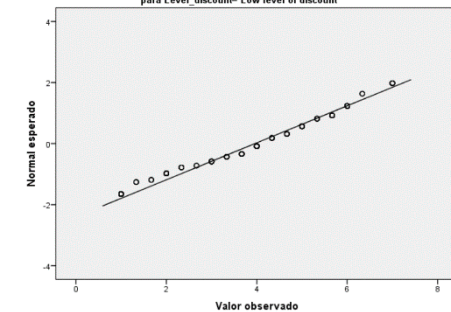


Gráfico Q-Q Normal de Purchase_Intention_Geral para Level_discount= Low level of discount



Laundry Detergent

Estatísticas de grupo

	Level of discount_Detergent	N	Média	Desvio Padrão	Erro Padrão da Média
Purchase_intention_overalldetergent	High Level of discount	140	4,2500	1,46263	,12361
	Low Level of discount	134	3,7736	1,45704	,12587

Testes de Normalidade

	Level of discount_Detergent	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estatística	gl	Sig.	Estatística	gl	Sig.
Purchase_intention_overalldetergent	High Level of discount	,118	140	,000	,965	140	,001
	Low Level of discount	,159	134	,000	,959	134	,000

a. Correlação de Significância de Lilliefors

Teste de amostras independentes

Teste de Levene para igualdade de variâncias

teste-t para Igualdade de Médias

	Variâncias iguais assumidas	F	Sig.	t	gl	Sig. (bilateral)	Diferença média	Erro padrão da diferença
		Purchase_intention_overalldetergent		,001	,974	2,700	272	,007
	Variâncias iguais não assumidas			2,700	271,562	,007	,47637	,17642

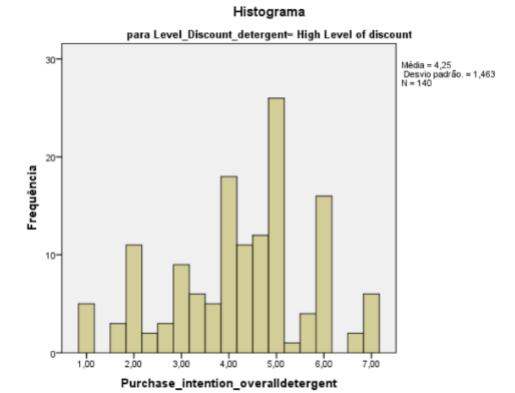
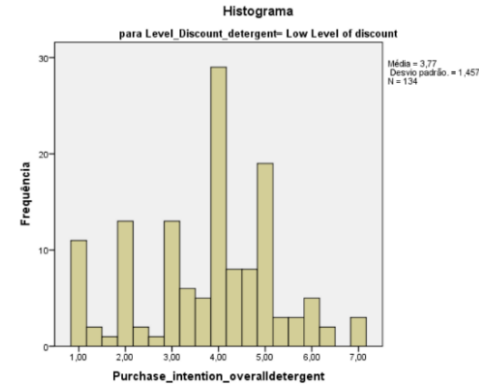


Gráfico Q-Q Normal de Purchase_intention_overalldetergent para Level_Discount_detergent= High Level of discount

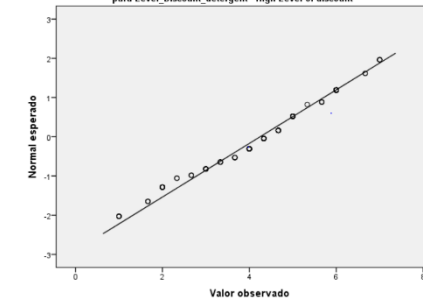
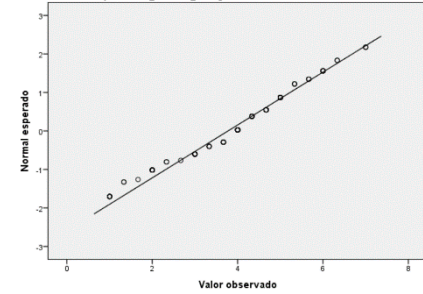


Gráfico Q-Q Normal de Purchase_intention_overalldetergent para Level_Discount_detergent= Low Level of discount



Chocolate

Estatísticas de grupo

	Level of discount_chocolate	N	Média	Desvio Padrão	Erro Padrão da Média
Purchase_intention_overallichocolate	High level of discount	159	4,2327	1,65088	,13092
	Low level of discount	159	4,1111	1,78707	,14172

Testes de Normalidade

	Level of discount_chocolate	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estatística	gl	Sig.	Estatística	gl	Sig.
Purchase_intention_overallichocolate	High level of discount	,123	159	,000	,959	159	,000
	Low level of discount	,118	159	,000	,937	159	,000

a. Correlação de Significância de Lilliefors

Teste de amostras independentes

Teste de Levene para igualdade de variâncias

teste-t para Igualdade de Médias

	Variâncias iguais assumidas	F	Sig.	t	gl	Sig. (bilateral)	Diferença média	Erro padrão da diferença
		Purchase_intention_overallichocolate		2,804	,095	,630	316	,529
	Variâncias iguais não assumidas			,630	314,035	,529	,12159	,19294

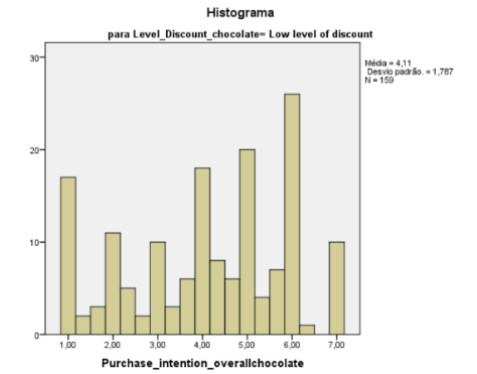
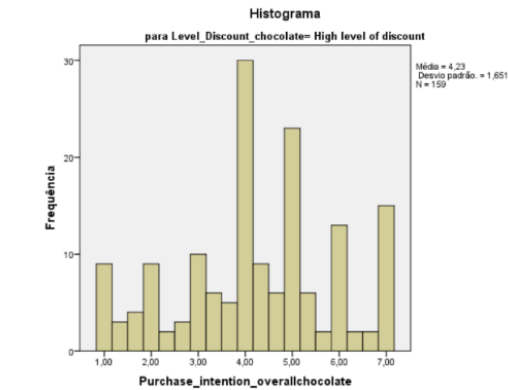


Gráfico Q-Q Normal de Purchase_intention_overallichocolate para Level_Discount_chocolate= High level of discount

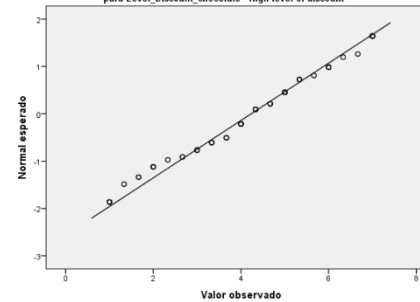
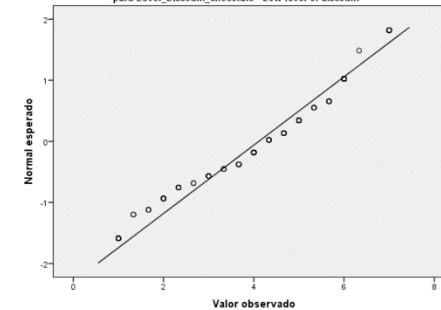


Gráfico Q-Q Normal de Purchase_intention_overallichocolate para Level_Discount_chocolate= Low level of discount



5.4 Hypothesis 2 a)

Total Sample

Correlações

		Overall_perceiv edrisk_geral	Dummyvariab le_promotion sgeral
Correlação de Pearson	Overall_perceivedrisk_ger al	1,000	,015
	Dummyvariable_promoti onsgeral	,015	1,000
Sig. (unilateral)	Overall_perceivedrisk_ger al	.	,347
	Dummyvariable_promoti onsgeral	,347	.
N	Overall_perceivedrisk_ger al	733	733
	Dummyvariable_promoti onsgeral	733	733

ANOVA^a

Modelo		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	,277	1	,277	,154	,695 ^b
	Resíduo	1315,204	731	1,799		
	Total	1315,481	732			

a. Variável Dependente: Overall_perceivedrisk_geral

b. Preditores: (Constante), Dummyvariable_promotionsgeral

Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Durbin- Watson
1	,015 ^a	,000	-,001	1,34134	1,752

a. Preditores: (Constante), Dummyvariable_promotionsgeral

b. Variável Dependente: Overall_perceivedrisk_geral

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados		Estatísticas de colinearidade		
		B	Erro Padrão	Beta	t	Sig.	Tolerância	VIF
1	(Constante)	3,502	,113		31,000	,000		
	Dummyvariable_promoti onsgeral	,049	,126	,015	,392	,695	1,000	1,000

a. Variável Dependente: Overall_perceivedrisk_geral

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovalor	Índice de condição	Proporções de variância	
				(Constante)	Dummyvariab le_promotion sgeral
1	1	1,899	1,000	,05	,05
	2	,101	4,329	,95	,95

a. Variável Dependente: Overall_perceivedrisk_geral

Histograma
Variável Dependente: Overall_perceivedrisk_geral

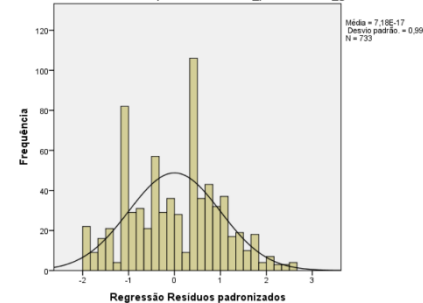


Gráfico P-P Normal de Regressão Resíduos padronizados

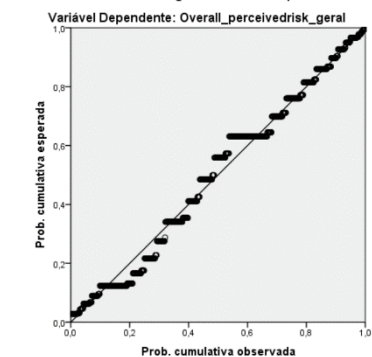
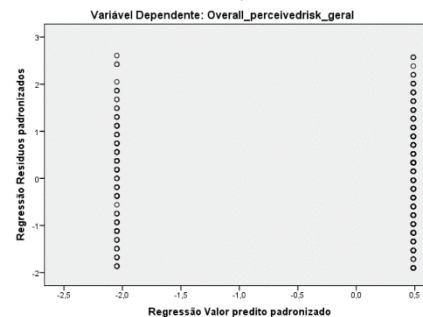


Gráfico de dispersão



Laundry Detergent

Correlações

		Overall_perceiv edriks_deter gent	Dummyvariab le_promotions deter
Correlação de Pearson	Overall_perceivedriks_de tergent	1,000	-,039
	Dummyvariablepromoti nsdeter	-,039	1,000
Sig. (unilateral)	Overall_perceivedriks_de tergent	.	,240
	Dummyvariablepromoti nsdeter	,240	.
N	Overall_perceivedriks_de tergent	337	337
	Dummyvariablepromoti nsdeter	337	337

ANOVA^a

Modelo		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	,791	1	,791	,502	,479 ^b
	Resíduo	527,954	335	1,576		
	Total	528,745	336			

a. Variável Dependente: Overall_perceivedriks_detergent

b. Preditores: (Constante), Dummyvariablepromotionsdeter

Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Estatísticas de mudança				Sig. Mudança F	Durbin- Watson
					Mudança de R quadrado	Mudança F	gl1	gl2		
1	,039 ^a	,001	-,001	1,25538	,001	,502	1	335	,479	1,936

a. Preditores: (Constante), Dummyvariablepromotionsdeter

b. Variável Dependente: Overall_perceivedriks_detergent

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados		Estatísticas de colinearidade		
		B	Erro Padrão	Beta	t	Sig.	Tolerância	VIF
1	(Constante)	3,968	,158		25,090	,000		
	Dummyvariablepromoti nsdeter	-,124	,175	-,039	-,709	,479	1,000	1,000

a. Variável Dependente: Overall_perceivedriks_detergent

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovalor	Índice de condição	Proporções de variância	
				(Constante)	Dummyvariab le_promotions deter
1	1	1,902	1,000	,05	,05
	2	,098	4,398	,95	,95

a. Variável Dependente: Overall_perceivedriks_detergent

Variável Dependente: Overall_perceivedriks_detergent

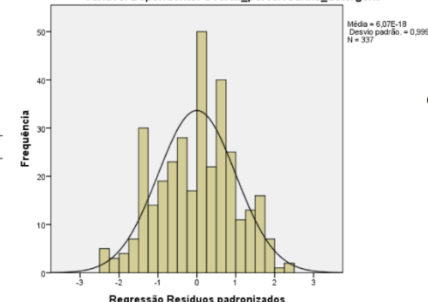


Gráfico P-P Normal de Regressão Resíduos padronizados

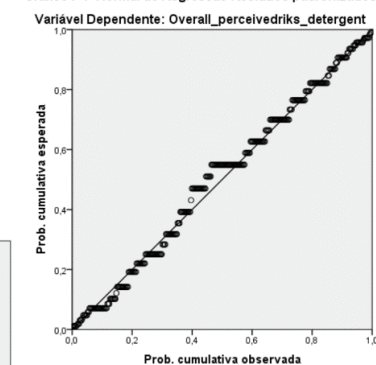
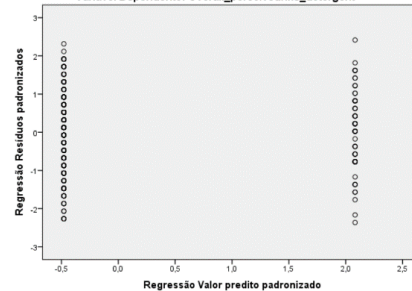


Gráfico de dispersão



Chocolate

Correlações

		Overall_perceiv edriks_choc olate	dummyvariabl es_promoti schocolate
Correlação de Pearson	Overall_perceiv edriks_choc olate	1,000	,051
	dummyvariables_promoti onschocolate	,051	1,000
Sig. (unilateral)	Overall_perceiv edriks_choc olate	.	,155
	dummyvariables_promoti onschocolate	,155	.
N	Overall_perceiv edriks_choc olate	396	396
	dummyvariables_promoti onschocolate	396	396

ANOVA^a

Modelo	Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	1,891	1	1,891	,039 ^b
	Resíduo	718,713	394	1,824	
	Total	720,604	395		

a. Variável Dependente: Overall_perceiv
edriks_chocolate

b. Preditores: (Constante), dummyvariables_promotionschocolate

Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Estatísticas de mudança					
					Mudança de R quadrado	Mudança F	gl1	gl2	Sig.	
1	,051 ^a	,003	,000	1,35061	,003	1,037	1	394	,309	1,753

a. Preditores: (Constante), dummyvariables_promotionschocolate

b. Variável Dependente: Overall_perceiv
edriks_chocolate

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados		Estatísticas de colinearidade		
		B	Erro Padrão	Beta	t	Sig.	Tolerância	VIF
1	(Constante)	3,125	,153		20,435	,000		
	dummyvariables_promoti onschocolate	,174	,171	,051	1,018	,309	1,000	1,000

a. Variável Dependente: Overall_perceiv
edriks_chocolate

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovvalor	Índice de condição	Proporções de variância	
				(Constante)	dummyvariabl es_promoti schocolate
1	1	1,896	1,000	,05	,05
	2	,104	4,272	,95	,95

a. Variável Dependente: Overall_perceiv
edriks_chocolate

Histograma
Variável Dependente: Overall_perceiv
edriks_chocolate

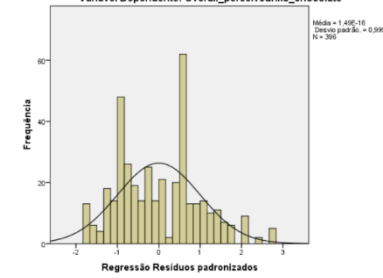


Gráfico P-P Normal de Regressão Resíduos padronizados
Variável Dependente: Overall_perceiv
edriks_chocolate

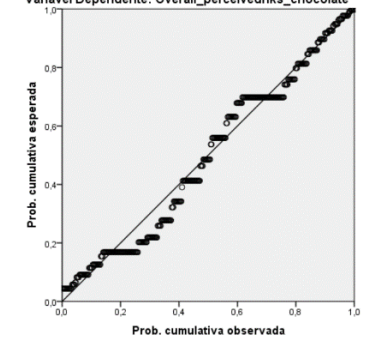
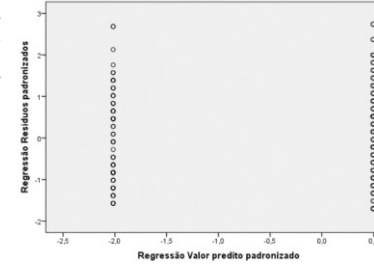


Gráfico de dispersão
Variável Dependente: Overall_perceiv
edriks_chocolate



5.5 Hypothesis 2b)

Total Sample

Descritivas

		N	Média	Desvio Padrão	Intervalo de confiança da 95% para média				
					Erro Padrão	Limite inferior	Limite superior	Mínimo	Máximo
Financiac_perceiv edriks	No promotion	140	3,7286	1,63377	,13808	3,4556	4,0016	1,00	7,00
	Monetary promotions	300	4,2889	1,66975	,09640	4,0992	4,4786	1,00	7,00
	Non-monetary promotions	292	3,9064	1,52852	,08945	3,7303	4,0824	1,00	7,00
	Total	732	4,0291	1,62143	,05993	3,9115	4,1468	1,00	7,00
Performance_perceiv edriks	No promotion	140	3,8107	1,56406	,13219	3,3494	3,8721	1,00	7,00
	Monetary promotions	300	3,5850	1,41785	,08186	3,4239	3,7461	1,00	7,00
	Non-monetary promotions	292	3,5925	1,40446	,08219	3,4307	3,7542	1,00	7,00
	Total	732	3,5929	1,43971	,05321	3,4884	3,6974	1,00	7,00

Teste de Homogeneidade de Variâncias

	Estatística de Levene	gl1	gl2	Sig.
Financiac_perceiv edriks	2,144	2	729	,118
Performance_perceiv edriks	2,056	2	729	,129

ANOVA

		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
Financiac_perceiv edriks	Entre Grupos	37,288	2	18,644	7,212	,001
	Nos grupos	1884,535	729	2,585		
	Total	1921,823	731			
Performance_perceiv edriks	Entre Grupos	,063	2	,032	,015	,985
	Nos grupos	1515,120	729	2,078		
	Total	1515,183	731			

Testes Posteriores

Comparações múltiplas

Tukey HSD

Variável dependente	(i) Type_promotion_control	(j) Type_promotion_control	Diferença média (i-j)	Erro Padrão	Sig.	Intervalo de Confiança 95%	
						Limite inferior	Limite superior
Financiac_perceiv edriks	No promotion	Monetary promotions	-,56032 [*]	,16457	,002	-,9468	-,1738
		Non-monetary promotions	-,17782	,16528	,529	-,5660	,2103
		Monetary promotions	,56032 [*]	,16457	,002	,1738	,9468
	Monetary promotions	No promotion	-,38250 [*]	,13217	,011	-,0721	,6929
		Non-monetary promotions	-,17782	,16528	,529	-,2103	,5660
		Monetary promotions	-,38250 [*]	,13217	,011	-,6929	-,0721
Performance_perceiv edriks	No promotion	Monetary promotions	,02571	,14756	,983	-,3208	,3723
		Non-monetary promotions	,01825	,14820	,992	-,3298	,3663
		Monetary promotions	-,02571	,14756	,983	-,3723	,3208
	Monetary promotions	No promotion	-,00747	,11851	,998	-,2858	,2709
		Non-monetary promotions	-,01825	,14820	,992	-,3663	,3298
		Monetary promotions	,00747	,11851	,998	-,2709	,2858

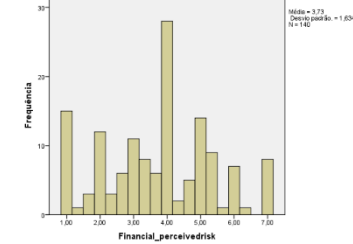
*. A diferença média é significativa no nível 0,05.

Testes de Normalidade

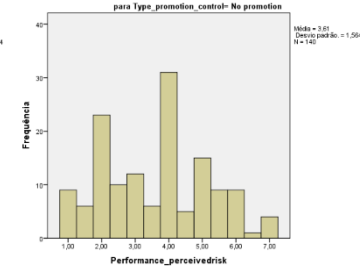
	Type_promotion_control	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estatística	gl	Sig.	Estatística	gl	Sig.
Financiac_perceiv edriks	No promotion	,102	140	,001	,962	140	,001
	Monetary promotions	,111	300	,000	,955	300	,000
	Non-monetary promotions	,141	292	,000	,956	292	,000
Performance_perceiv edriks	No promotion	,127	140	,000	,957	140	,000
	Monetary promotions	,148	300	,000	,953	300	,000
	Non-monetary promotions	,124	292	,000	,964	292	,000

a. Correlação de Significância de Lilliefors

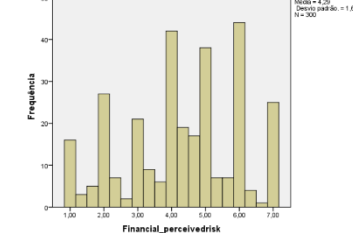
Histograma
para Type_promotion_control- No promotion



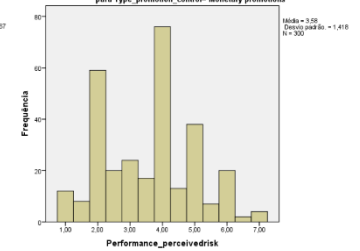
Histograma
para Type_promotion_control- No promotion



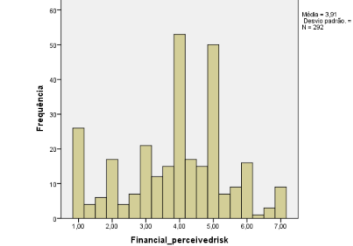
Histograma
para Type_promotion_control- Monetary promotions



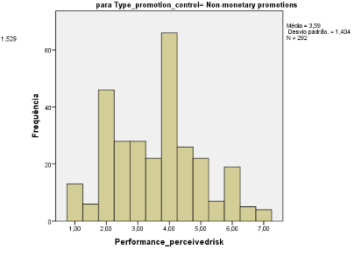
Histograma
para Type_promotion_control- Monetary promotions



Histograma
para Type_promotion_control- Non monetary promotions



Histograma
para Type_promotion_control- Non monetary promotions



Laundry Detergent

Descritivas

		N	Média	Desvio Padrão	Erro Padrão	Intervalo de confiança de 95% para média		Mínimo	Máximo
						Limite inferior	Limite superior		
Financial_perceivedrisk_detergent	No promotion	65	3,9462	1,47140	,18250	3,5816	4,3107	1,00	7,00
	Monetary promotions	140	3,8107	1,41481	,11957	3,5743	4,0471	1,00	6,50
	Non-monetary promotions	134	3,9067	1,26427	,10922	3,6907	4,1227	1,00	6,50
	Total	339	3,8746	1,36571	,07417	3,7287	4,0205	1,00	7,00
Performance_perceivedrisk_detergent	No promotion	65	3,9923	1,22312	,15171	3,6892	4,2954	1,00	7,00
	Monetary promotions	140	3,7964	1,41408	,11951	3,5601	4,0327	1,00	7,00
	Non-monetary promotions	134	3,8657	1,29220	,11163	3,6449	4,0865	1,00	6,50
	Total	339	3,8614	1,32955	,07221	3,7193	4,0034	1,00	7,00

Teste de Homogeneidade de Variâncias

	Estadística de Levene	gl1	gl2	Sig.
Financial_perceivedrisk_detergent	2,035	2	336	,132
Performance_perceivedrisk_detergent	1,990	2	336	,138

ANOVA

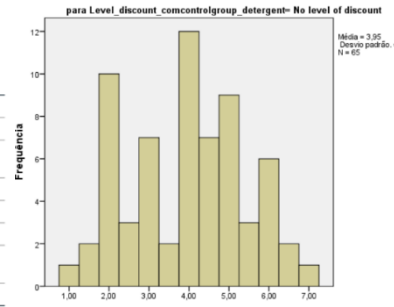
	Entre Grupos	Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
Financial_perceivedrisk_detergent	7,853	2	3,927	2,119	,122	
	Nos grupos	622,568	336	1,853		
	Total	630,422	338			
Performance_perceivedrisk_detergent	1,642	2	,821	,463	,630	
	Nos grupos	595,842	336	1,773		
	Total	597,484	338			

Testes de Normalidade

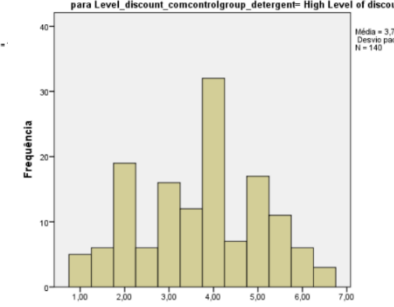
	Level of discount with the control group detergent	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estadística	gl	Sig.	Estadística	gl	Sig.
Financial_perceivedrisk_detergent	No level of discount	,130	65	,008	,961	65	,039
	High Level of discount	,130	140	,000	,964	140	,001
	Low level of discount	,193	134	,000	,948	134	,000
Performance_perceivedrisk_detergent	No level of discount	,179	65	,000	,964	65	,054
	High Level of discount	,144	140	,000	,960	140	,000
	Low level of discount	,138	134	,000	,966	134	,002

a. Correlação de Significância de Lilliefors

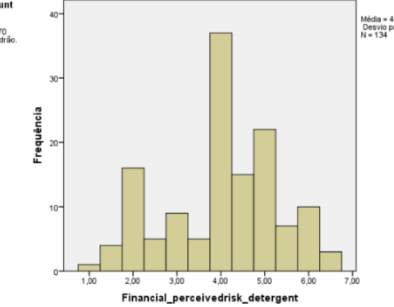
Histograma



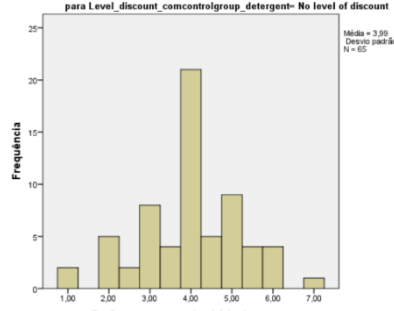
Histograma



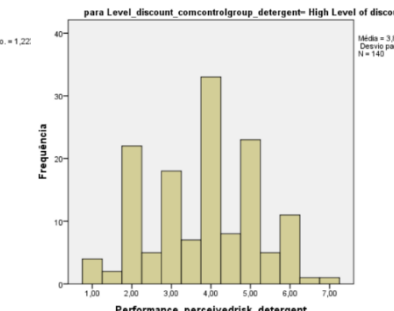
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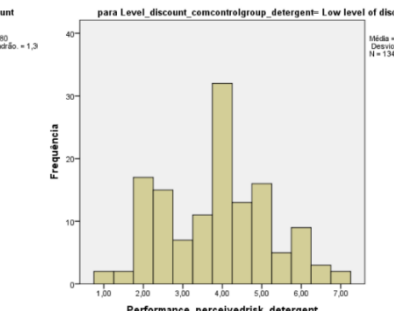
Histograma



Histograma



Histograma



Chocolate

Descritivas

		N	Média	Desvio Padrão	Erro Padrão	Intervalo de confiança de 95% para média		Mínimo	Máximo
						Limite inferior	Limite superior		
Financial_perceivedrisk_chocolate	No promotions	78	2,9679	1,47565	,16708	2,6352	3,3007	1,00	6,50
	Monetary Promotions	160	3,1156	1,37843	,10897	2,9004	3,3308	1,00	7,00
	Non-monetary Promotions	158	3,3196	1,52497	,12132	3,0800	3,5593	1,00	7,00
	Total	396	3,1679	1,46009	,07337	3,0237	3,3122	1,00	7,00
Performance_perceivedrisk_chocolate	No promotions	78	3,2821	1,72565	,19539	2,8930	3,6711	1,00	7,00
	Monetary Promotions	160	3,4000	1,39946	,11064	3,1815	3,6185	1,00	7,00
	Non-monetary Promotions	158	3,3608	1,45733	,11594	3,1318	3,5898	1,00	7,00
	Total	396	3,3611	1,48823	,07479	3,2141	3,5081	1,00	7,00

Teste de Homogeneidade de Variâncias

	Estadística de Levene	gl1	gl2	Sig.
Financial_perceivedrisk_chocolate	,091	2	393	,913
Performance_perceivedrisk_chocolate	5,068	2	393	,007

ANOVA

	Entre Grupos	Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
Financial_perceivedrisk_chocolate	3,922	2	1,961	,919	,400	
	Nos grupos	838,161	393	2,133		
	Total	842,083	395			
Performance_perceivedrisk_chocolate	,876	2	,438	,197	,821	
	Nos grupos	873,986	393	2,224		
	Total	874,861	395			

Testes Robustos de Igualdade de Médias

	Estadística ^a	gl1	gl2	Sig.	
Financial_perceivedrisk_chocolate	Welch	,906	2	205,621	,406
Performance_perceivedrisk_chocolate	Welch	,169	2	194,849	,845

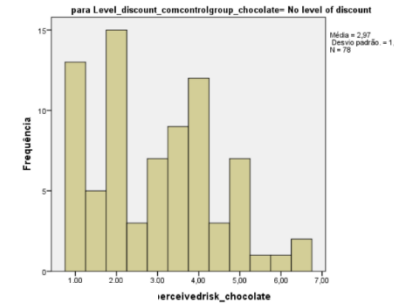
a. F Distribuído assintoticamente.

Testes de Normalidade

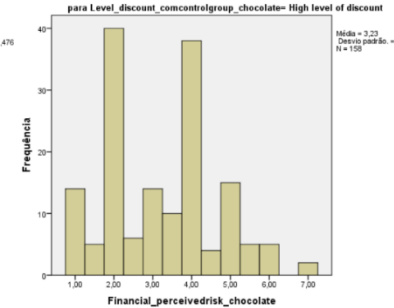
	Level_discount_comconctrolgroup_chocolate	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estadística	gl	Sig.	Estadística	gl	Sig.
Financial_perceivedrisk_chocolate	No level of discount	,167	78	,000	,938	78	,001
	High level of discount	,179	158	,000	,942	158	,000
	Low level of discount	,154	160	,000	,938	160	,000
Performance_perceivedrisk_chocolate	No level of discount	,188	78	,000	,911	78	,000
	High level of discount	,132	158	,000	,951	158	,000
	Low level of discount	,141	160	,000	,944	160	,000

a. Correlação de Significância de Lilliefors

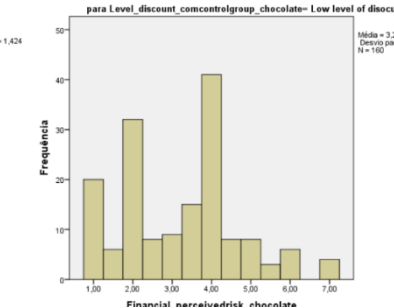
Histograma



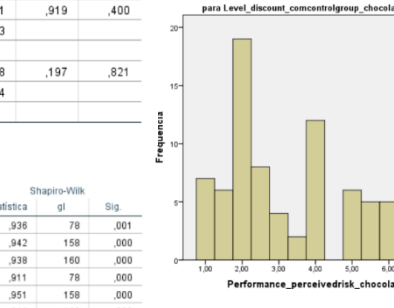
Histograma



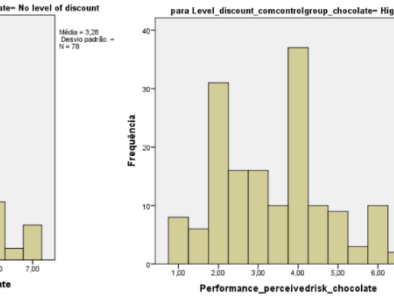
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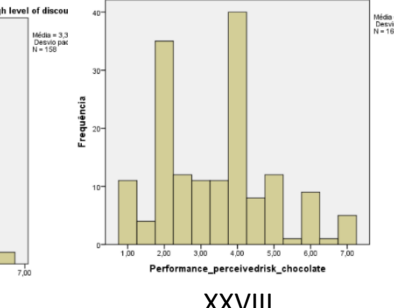
Histograma



Histograma



Histograma



5.6 Hypothesis 2c)

Total Sample

		Descritivas							
		N	Média	Desvio Padrão	Erro Padrão	Intervalo de confiança de 95% para média		Mínimo	Máximo
					Limite inferior	Limite superior			
Financial_perceivedrisk	No level	63	3,4974	1,41405	,17815	3,1412	3,8535	1,00	7,00
	High Level	299	4,2408	1,59299	,09039	4,0629	4,4187	1,00	7,00
	Low Level	293	2,9568	1,65027	,09641	2,7670	3,1465	1,00	7,00
	Total	655	4,0422	1,60267	,06262	3,9193	4,1652	1,00	7,00
Performance_perceivedrisk	No level	63	3,9921	1,24269	,15556	3,6791	4,3050	1,00	7,00
	High Level	299	3,5602	1,37684	,07962	3,4035	3,7169	1,00	7,00
	Low Level	293	3,6177	1,44498	,08442	3,4516	3,7839	1,00	7,00
	Total	655	3,6275	1,39905	,05467	3,5201	3,7348	1,00	7,00

Teste de Homogeneidade de Variâncias

	Estadística de Levene	gl1	gl2	Sig.
Financial_perceivedrisk	1,762	2	652	,173
Performance_perceivedrisk	3,154	2	652	,043

ANOVA

	Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
Financial_perceivedrisk	Entre Grupos	32,634	2	16,317	,002
	Nos grupos	1647,198	652	2,526	
	Total	1679,831	654		
Performance_perceivedrisk	Entre Grupos	9,755	2	4,878	,083
	Nos grupos	1270,350	652	1,948	
	Total	1280,105	654		

Laundry Detergent

Descritivas

		N	Média	Desvio Padrão	Erro Padrão	Intervalo de confiança de 95% para média		Mínimo	Máximo
					Limite inferior	Limite superior			
Financial_perceivedrisk_detergent	No level of discount	65	3,9462	1,47140	,18250	3,5816	4,3107	1,00	7,00
	High Level of discount	140	3,6964	1,37905	,11655	3,4660	3,9269	1,00	6,50
	Low level of discount	134	4,0261	1,28513	,11102	3,8065	4,2457	1,00	6,50
	Total	339	3,8746	1,36571	,07417	3,7287	4,0205	1,00	7,00
Performance_perceivedrisk_detergent	No level of discount	65	3,9923	1,22312	,15171	3,6892	4,2954	1,00	7,00
	High Level of discount	140	3,8000	1,36081	,11501	3,5726	4,0274	1,00	7,00
	Low level of discount	134	3,8619	1,35084	,11670	3,6311	4,0928	1,00	7,00
	Total	339	3,8614	1,32955	,07221	3,7193	4,0034	1,00	7,00

Testes de Normalidade

	Level of discount with the control group detergent	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estadística	gl	Sig.	Estadística	gl	Sig.
Financial_perceivedrisk_detergent	No level of discount	,130	65	,008	,961	65	,039
	High Level of discount	,130	140	,000	,964	140	,001
	Low level of discount	,193	134	,000	,948	134	,000
Performance_perceivedrisk_detergent	No level of discount	,179	65	,000	,964	65	,054
	High Level of discount	,144	140	,000	,960	140	,000
	Low level of discount	,138	134	,000	,966	134	,002

a. Correlação de Significância de Lilliefors

Testes Robustos de Igualdade de Médias

	Estadística ^a	gl1	gl2	Sig.	
Financial_perceivedrisk	Welch	7,448	2	182,496	,001
Performance_perceivedrisk	Welch	3,051	2	182,481	,050

a. F. distribuído assintoticamente.

Testes Posteriores

		Comparações múltiplas					
		Tukey HSD					
		Intervalo de Confiança 95%					
Variável dependente	(I) Level_discount_controlgroup	(J) Level_discount_controlgroup	Diferença média (I-J)	Erro Padrão	Sig.	Limite inferior	Limite superior
Financial_perceivedrisk	No level	High Level	-,74345 [*]	,22034	,002	-1,2610	-,2258
	No level	Low Level	-,45941	,22073	,095	-,9779	,0591
	High Level	No level	,74345 [*]	,22034	,002	-,2258	1,2610
	High Level	Low Level	,28403	,13066	,076	-,0229	,5910
	Low Level	No level	,45941	,22073	,095	-,0591	,9779
	Low Level	High Level	-,28403	,13066	,076	-,5910	,0229
Performance_perceivedrisk	No level	High Level	-,43186	,19350	,067	-,0227	,8864
	No level	Low Level	,37432	,19385	,131	-,0810	,8297
	High Level	No level	-,43186	,19350	,067	-,8864	,0227
	High Level	Low Level	-,05755	,11474	,871	-,3271	,2120
	Low Level	No level	-,37432	,19385	,131	-,8297	,0810
	Low Level	High Level	,05755	,11474	,871	-,2120	,3271

*. A diferença média é significativa no nível 0.05.

Testes de Normalidade

	Level_discount_controlgroup	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estadística	gl	Sig.	Estadística	gl	Sig.
Performance_perceivedrisk	No level	,169	63	,000	,967	63	,092
	High Level	,137	299	,000	,959	299	,000
	Low Level	,137	293	,000	,957	293	,000
Financial_perceivedrisk	No level	,147	63	,002	,939	63	,004
	High Level	,121	299	,000	,964	299	,000
	Low Level	,125	293	,000	,955	293	,000

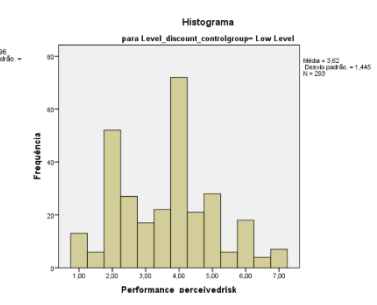
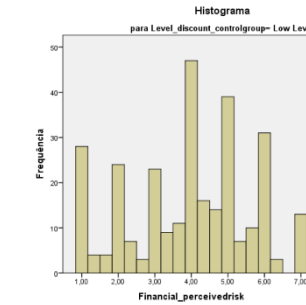
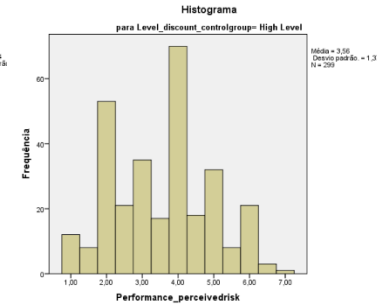
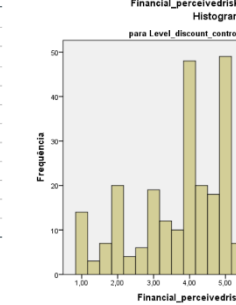
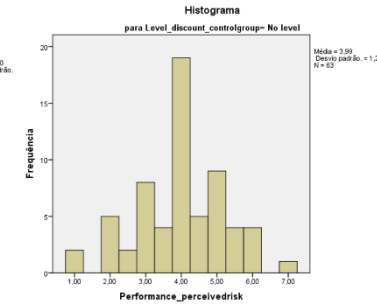
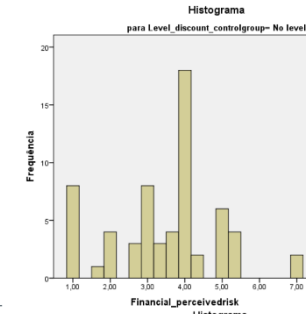
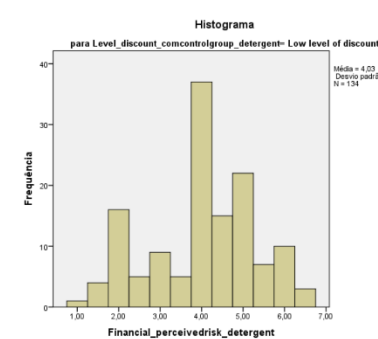
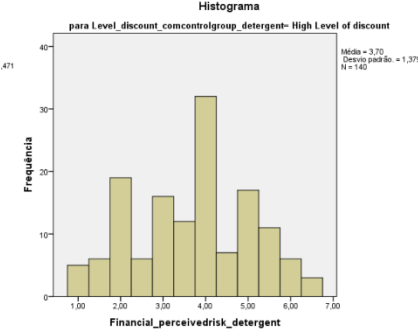
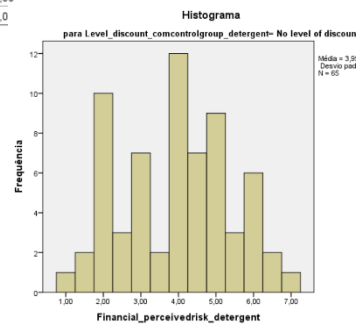
a. Correlação de Significância de Lilliefors

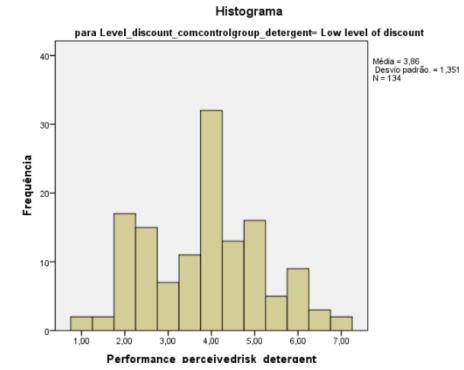
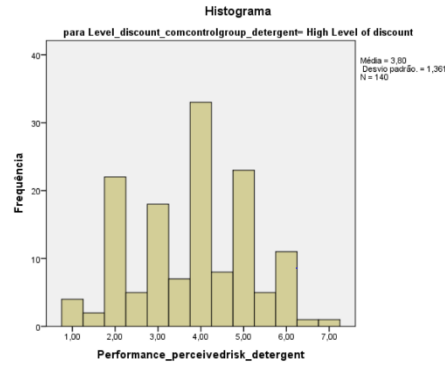
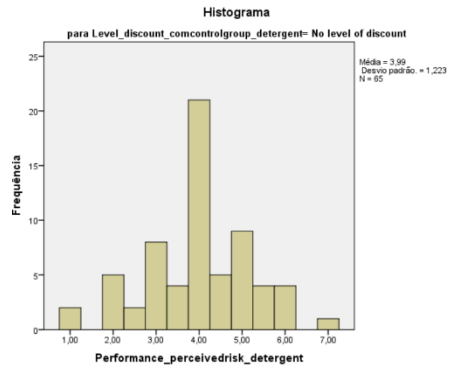
ANOVA

	Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
Financial_perceivedrisk_detergent	Entre Grupos	7,853	2	3,927	,022
	Nos grupos	622,568	336	1,853	
	Total	630,422	338		
Performance_perceivedrisk_detergent	Entre Grupos	1,642	2	,821	,463
	Nos grupos	595,842	336	1,773	
	Total	597,484	338		

Teste de Homogeneidade de Variâncias

	Estadística de Levene	gl1	gl2	Sig.
Financial_perceivedrisk_detergent	2,035	2	336	,132
Performance_perceivedrisk_detergent	1,990	2	336	,138

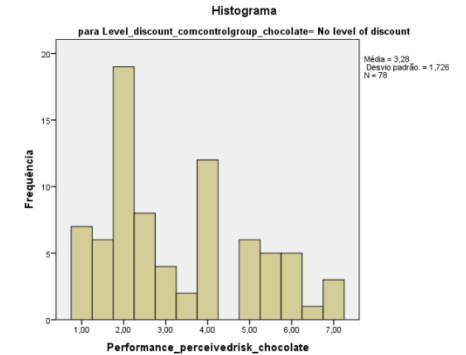
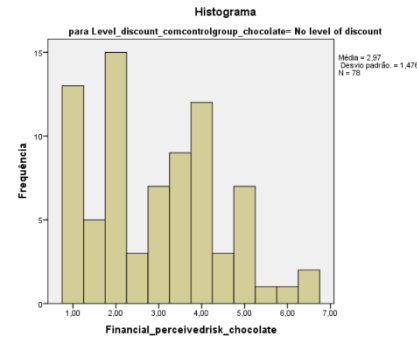




Chocolate

Descritivas

		N	Média	Desvio Padrão	Erro Padrão	Intervalo de confiança de 95% para média		Mínimo	Máximo
						Limite inferior	Limite superior		
Financiacal_perceivedrisk_chocolate	No level of discount	78	2,9679	1,47565	,16708	2,6352	3,3007	1,00	6,50
	High level of discount	158	3,2278	1,42386	,11328	3,0041	3,4516	1,00	7,00
	Low level of discount	160	3,2063	1,48831	,11766	2,9739	3,4386	1,00	7,00
Total		396	3,1679	1,46009	,07337	3,0237	3,3122	1,00	7,00
Performance_perceivedrisk_chocolate	No level of discount	78	3,2821	1,72565	,19539	2,8930	3,6711	1,00	7,00
	High level of discount	158	3,3513	1,36437	,10854	3,1369	3,5657	1,00	6,50
	Low level of discount	160	3,4094	1,48882	,11770	3,1769	3,6418	1,00	7,00
Total		396	3,3611	1,48823	,07479	3,2141	3,5081	1,00	7,00



Teste de Homogeneidade de Variâncias

	Estadística de Levene	gl1	gl2	Sig.
Financiacal_perceivedrisk_chocolate	,091	2	393	,913
Performance_perceivedrisk_chocolate	5,068	2	393	,007

Testes Robustos de Igualdade de Médias

	Estadística ^a	gl1	gl2	Sig.	
Financiacal_perceivedrisk_chocolate	Welch	,906	2	205,621	,406
Performance_perceivedrisk_chocolate	Welch	,169	2	194,849	,845

a. F distribuído assintoticamente.

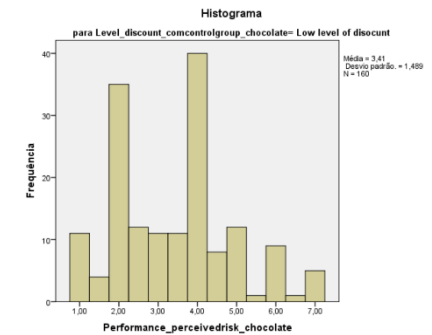
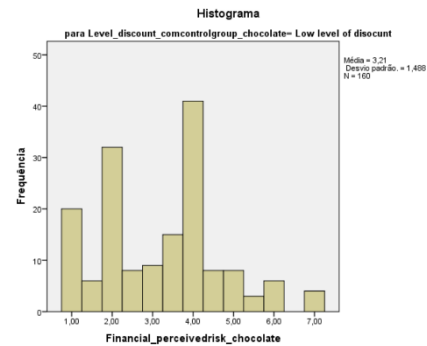
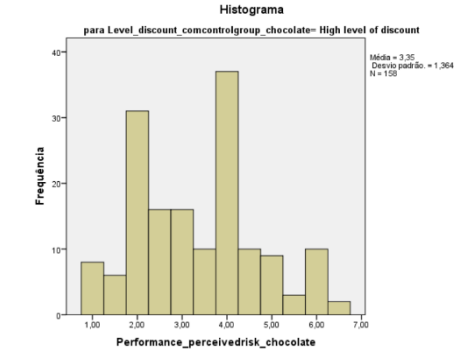
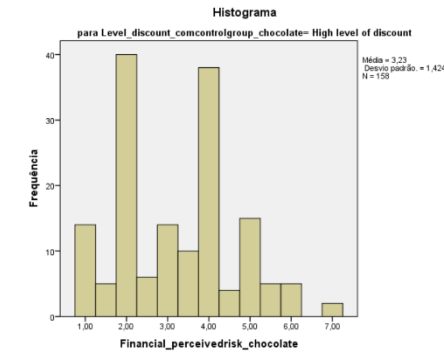
ANOVA

		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
Financiacal_perceivedrisk_chocolate	Entre Grupos	3,922	2	1,961	,919	,400
	Nos grupos	838,161	393	2,133		
	Total	842,083	395			
Performance_perceivedrisk_chocolate	Entre Grupos	,876	2	,438	,197	,821
	Nos grupos	873,986	393	2,224		
	Total	874,861	395			

Testes de Normalidade

		Kolmogorov-Smirnov ^a			Shapiro-Wilk		
		Estadística	gl	Sig.	Estadística	gl	Sig.
Financiacal_perceivedrisk_chocolate	No level of discount	,167	78	,000	,936	78	,001
	High level of discount	,179	158	,000	,942	158	,000
	Low level of discount	,154	160	,000	,938	160	,000
Performance_perceivedrisk_chocolate	No level of discount	,188	78	,000	,911	78	,000
	High level of discount	,132	158	,000	,951	158	,000
	Low level of discount	,141	160	,000	,944	160	,000

a. Correlação de Significância de Lilliefors



5.7 Hypothesis 3a)

Total Sample

Correlações

		Purchase_Intention_Geral	Overall_perceivedrisk_geral
Correlação de Pearson	Purchase_Intention_Geral	1,000	-,383
	Overall_perceivedrisk_geral	-,383	1,000
Sig. (unilateral)	Purchase_Intention_Geral		,000
	Overall_perceivedrisk_geral	,000	
N	Purchase_Intention_Geral	734	734
	Overall_perceivedrisk_geral	734	734

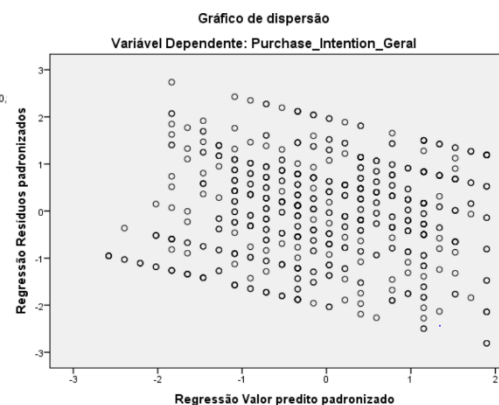
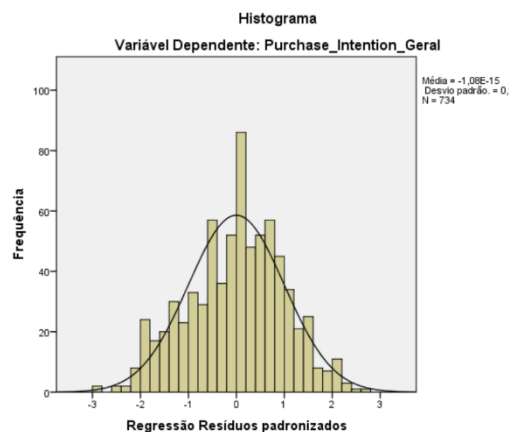
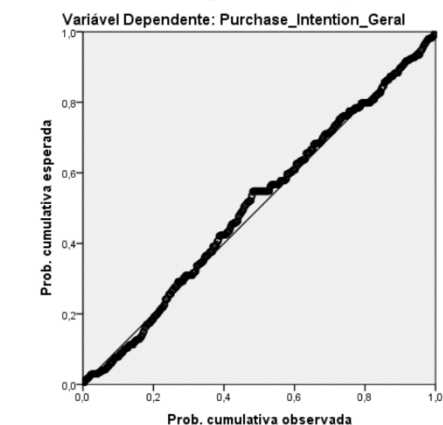


Gráfico P-P Normal de Regressão Resíduos padronizados



Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Durbin-Watson
1	,383 ^a	,147	,145	1,50026	1,946

a. Preditores: (Constante), Overall_perceivedrisk_geral

b. Variável Dependente: Purchase_Intention_Geral

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados		Estatísticas de colinearidade		
		B	Erro Padrão	Beta	t	Sig.	Tolerância	VIF
1	(Constante)	5,676	,157		36,241	,000		
	Overall_perceivedrisk_geral	-,464	,041	-,383	-11,215	,000	1,000	1,000

a. Variável Dependente: Purchase_Intention_Geral

ANOVA^a

Modelo		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	283,075	1	283,075	125,768	,000 ^b
	Resíduo	1647,563	732	2,251		
	Total	1930,638	733			

a. Variável Dependente: Purchase_Intention_Geral

b. Preditores: (Constante), Overall_perceivedrisk_geral

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovalor	Índice de condição	Proporções de variância	
				(Constante)	Overall_perceivedrisk_geral
1	1	1,935	1,000	,03	,03
	2	,065	5,474	,97	,97

a. Variável Dependente: Purchase_Intention_Geral

Laundry Detergent

Correlações

		Purchase_intention_overalldetergent	Overall_perceivedriks_detergent
Purchase_intention_overalldetergent	Correlação de Pearson	1	-,484**
	Sig. (bilateral)		,000
Overall_perceivedriks_detergent	Correlação de Pearson	-,484**	1
	Sig. (bilateral)	,000	
N		339	339

** . A correlação é significativa no nível 0,01 (bilateral).

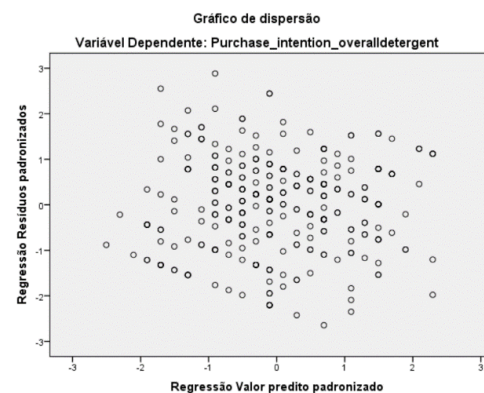
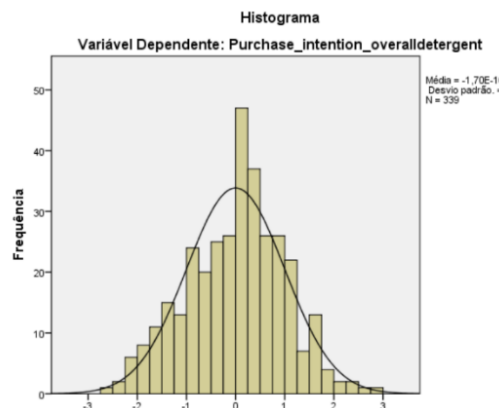
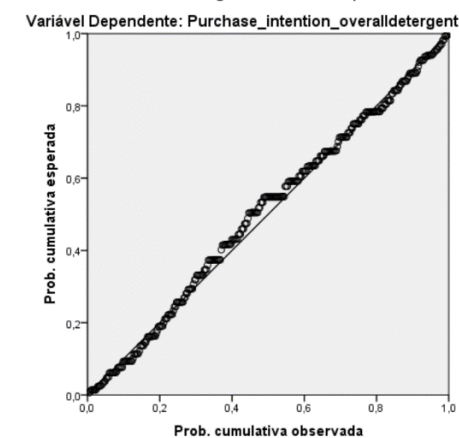


Gráfico P-P Normal de Regressão Resíduos padronizados



Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Estatísticas de mudança				Durbin-Watson	
					Mudança de R quadrado	Mudança F	gl1	gl2		
1	,484 ^a	,234	,232	1,29088	,234	102,923	1	337	,000	2,025

a. Preditores: (Constante), Overall_perceivedriks_detergent
 b. Variável Dependente: Purchase_intention_overalldetergent

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados		95,0% Intervalo de Confiança para B		Estatísticas de colinearidade		
		B	Erro Padrão	Beta	t	Sig.	Limite inferior	Limite superior	Tolerância	VIF
1	(Constante)	6,123	,228		26,836	,000	5,674	6,572		
	Overall_perceivedriks_detergent	-,570	,056	-,484	-10,145	,000	-,680	-,459	1,000	1,000

a. Variável Dependente: Purchase_intention_overalldetergent

ANOVA^a

Modelo		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	171,508	1	171,508	102,923	,000 ^b
	Resíduo	561,564	337	1,666		
	Total	733,072	338			

a. Variável Dependente: Purchase_intention_overalldetergent
 b. Preditores: (Constante), Overall_perceivedriks_detergent

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovalor	Índice de condição	Proporções de variância	
				(Constante)	Overall_perceivedriks_detergent
1	1	1,952	1,000	,02	,02
	2	,048	6,352	,98	,98

a. Variável Dependente: Purchase_intention_overalldetergent

Chocolate

Correlações

		Purchase_intention_overallchocolate	Overall_perceivedriks_chocolate
Correlação de Pearson	Purchase_intention_overallchocolate	1,000	-,309
	Overall_perceivedriks_chocolate	-,309	1,000
Sig. (unilateral)	Purchase_intention_overallchocolate	.	,000
	Overall_perceivedriks_chocolate	,000	.
N	Purchase_intention_overallchocolate	396	396
	Overall_perceivedriks_chocolate	396	396

Histograma

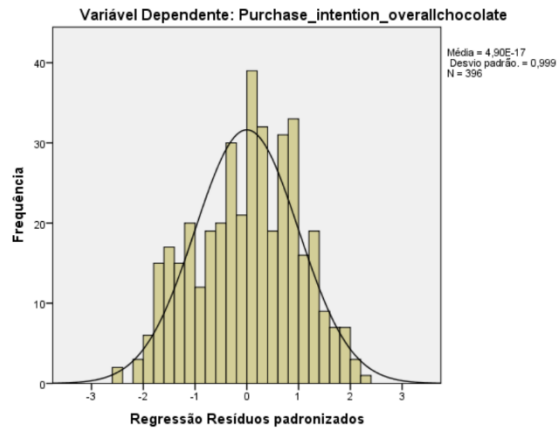


Gráfico de dispersão

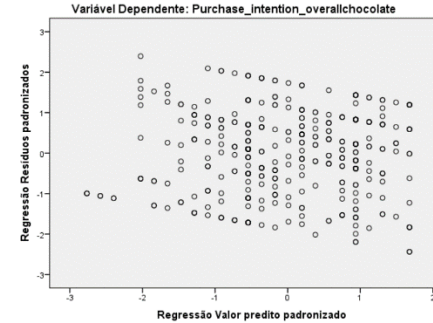
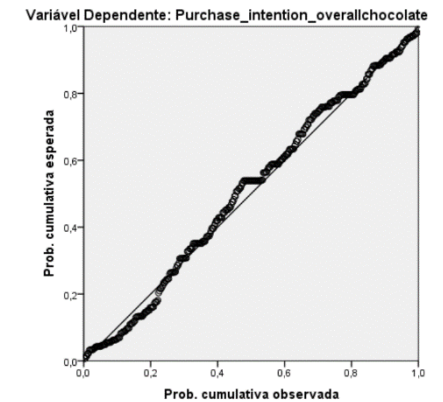


Gráfico P-P Normal de Regressão Resíduos padronizados



Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Estatísticas de mudança				Durbin-Watson	
					Mudança de R quadrado	Mudança F	gl1	gl2		
1	,309 ^a	,095	,093	1,65256	,095	41,587	1	394	,000	1,931

a. Preditores: (Constante), Overall_perceivedriks_chocolate
 b. Variável Dependente: Purchase_intention_overallchocolate

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados		95,0% Intervalo de Confiança para B		Estatísticas de colinearidade		
		B	Erro Padrão	Beta	t	Sig.	Limite inferior	Limite superior	Tolerância	VIF
1	(Constante)	5,426	,217		24,951	,000	4,998	5,853		
	Overall_perceivedriks_chocolate	-,397	,062	-,309	-6,449	,000	-,518	-,276	1,000	1,000

a. Variável Dependente: Purchase_intention_overallchocolate

ANOVA^a

Modelo		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	113,573	1	113,573	41,587	,000 ^b
	Resíduo	1075,995	394	2,731		
	Total	1189,568	395			

a. Variável Dependente: Purchase_intention_overallchocolate
 b. Preditores: (Constante), Overall_perceivedriks_chocolate

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovalor	Índice de condição	Proporções de variância	
				(Constante)	Overall_perceivedriks_chocolate
1	1	1,924	1,000	,04	,04
	2	,076	5,039	,96	,96

a. Variável Dependente: Purchase_intention_overallchocolate

5.8 Hypothesis 3b)

Total Sample

Correlações

		Purchase_Intention_Geral	Finacial_perceivedrisk	Performance_perceivedrisk
Correlação de Pearson	Purchase_Intention_Geral	1,000	,402	-,219
	Finacial_perceivedrisk	,402	1,000	-,343
	Performance_perceivedrisk	-,219	-,343	1,000
Sig. (unilateral)	Purchase_Intention_Geral	.	,000	,000
	Finacial_perceivedrisk	,000	.	,000
	Performance_perceivedrisk	,000	,000	.
N	Purchase_Intention_Geral	733	733	733
	Finacial_perceivedrisk	733	733	733
	Performance_perceivedrisk	733	733	733

Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Durbin-Watson
1	,412 ^a	,169	,167	1,48209	1,822

a. Preditores: (Constante), Performance_perceivedrisk, Finacial_perceivedrisk

b. Variável Dependente: Purchase_Intention_Geral

ANOVA^a

Modelo		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	327,121	2	163,561	74,461	,000 ^b
	Resíduo	1603,516	730	2,197		
	Total	1930,637	732			

a. Variável Dependente: Purchase_Intention_Geral

b. Preditores: (Constante), Performance_perceivedrisk, Finacial_perceivedrisk

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados		Estatísticas de colinearidade		
		B	Erro Padrão	Beta	t	Sig.	Tolerância	VIF
1	(Constante)	2,908	,244		11,919	,000		
	Finacial_perceivedrisk	,371	,036	,371	10,335	,000	,883	1,133
	Performance_perceivedrisk	-,103	,040	-,092	-2,556	,011	,883	1,133

a. Variável Dependente: Purchase_Intention_Geral

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovalor	Índice de condição	Proporções de variância		
				(Constante)	Finacial_perceivedrisk	Performance_perceivedrisk
1	1	2,781	1,000	,01	,01	,01
	2	,186	3,862	,00	,33	,33
	3	,033	9,204	,99	,66	,66

a. Variável Dependente: Purchase_Intention_Geral

Histograma

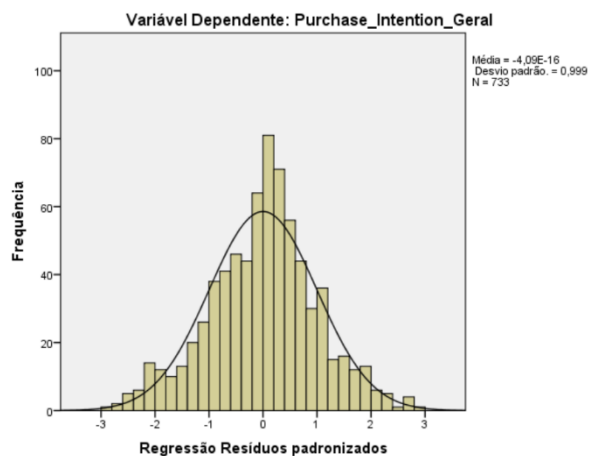


Gráfico P-P Normal de Regressão Resíduos padronizados

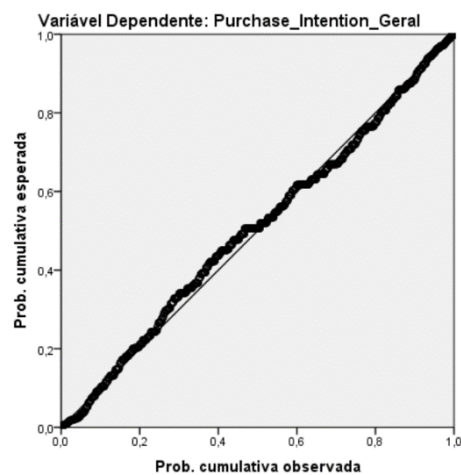
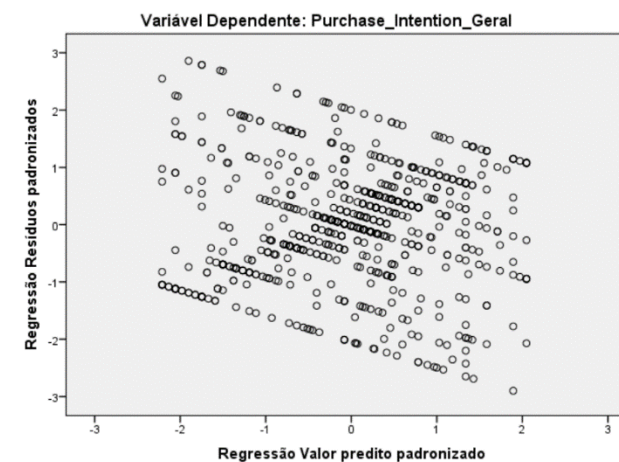


Gráfico de dispersão



Laundry Detergent

Correlações

		Purchase_intention_overalldetergent	Finacial_perceivedrisk_detergent	Performance_perceivedrisk_detergent
Correlação de Pearson	Purchase_intention_overalldetergent	1,000	-,446	-,452
	Finacial_perceivedrisk_detergent	-,446	1,000	,723
	Performance_perceivedrisk_detergent	-,452	,723	1,000
Sig. (unilateral)	Purchase_intention_overalldetergent	.	,000	,000
	Finacial_perceivedrisk_detergent	,000	.	,000
	Performance_perceivedrisk_detergent	,000	,000	.
N	Purchase_intention_overalldetergent	339	339	339
	Finacial_perceivedrisk_detergent	339	339	339
	Performance_perceivedrisk_detergent	339	339	339

Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Durbin-Watson
1	,484 ^a	,234	,230	1,29268	1,985

a. Preditores: (Constante), Performance_perceivedrisk_detergent, Finacial_perceivedrisk_detergent

b. Variável Dependente: Purchase_intention_overalldetergent

ANOVA^a

Modelo		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	171,610	2	85,805	51,349	,000 ^b
	Resíduo	561,462	336	1,671		
	Total	733,072	338			

a. Variável Dependente: Purchase_intention_overalldetergent

b. Preditores: (Constante), Performance_perceivedrisk_detergent, Finacial_perceivedrisk_detergent

Coefficientes^a

Modelo		Coefficients não padronizados		Coefficients padronizados	t	Sig.	Estatísticas de colinearidade	
		B	Erro Padrão				Tolerância	VIF
1	(Constante)	6,125	,229		26,792	,000		
	Finacial_perceivedrisk_detergent	-,268	,075	-,248	-3,593	,000	,478	2,094
	Performance_perceivedrisk_detergent	-,302	,077	-,273	-3,951	,000	,478	2,094

a. Variável Dependente: Purchase_intention_overalldetergent

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovalor	Índice de condição	Proporções de variância		
				(Constante)	Finacial_perceivedrisk_detergent	Performance_perceivedrisk_detergent
1	1	2,906	1,000	,01	,01	,01
	2	,064	6,736	,99	,15	,11
	3	,030	9,860	,00	,84	,88

a. Variável Dependente: Purchase_intention_overalldetergent

Histograma

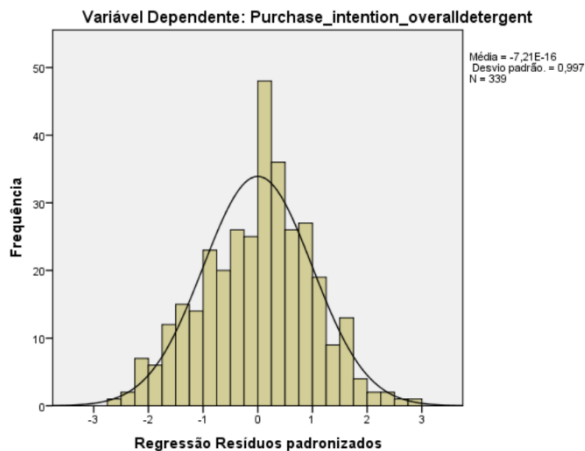


Gráfico P-P Normal de Regressão Resíduos padronizados

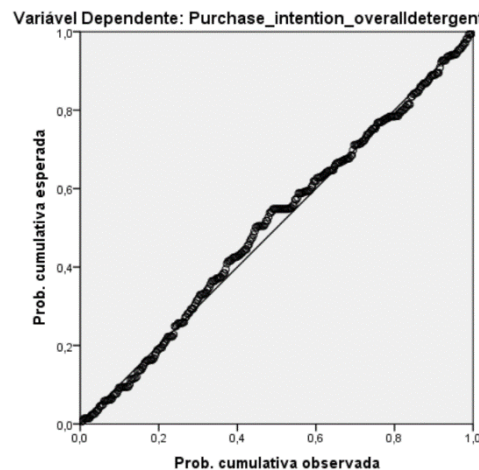
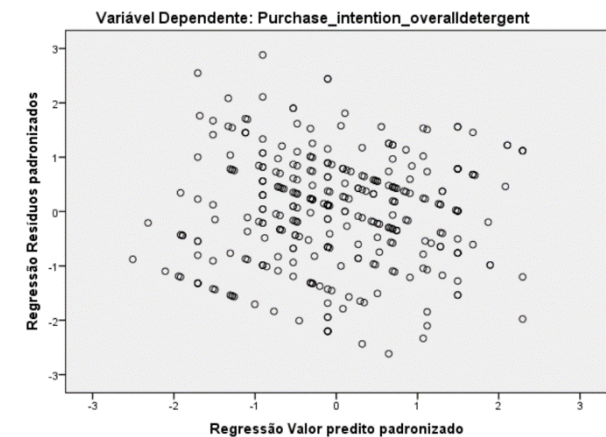


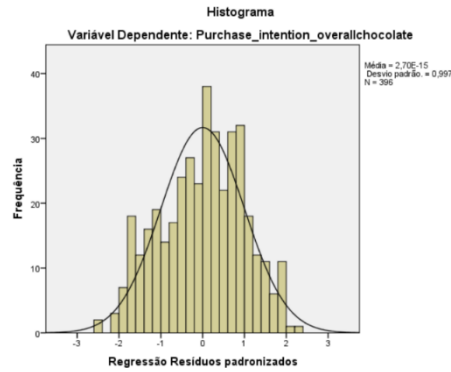
Gráfico de dispersão



Chocolate

Correlações

	Purchase_intention_overallchocolate	Financiale_perceivedrisk_chocolate	Performance_perceivedrisk_chocolate
Correlação de Pearson	1,000	-,304	-,263
	Financiale_perceivedrisk_chocolate	1,000	,679
	Performance_perceivedrisk_chocolate	-,263	,679
Sig. (unilateral)	Purchase_intention_overallchocolate	,000	,000
	Financiale_perceivedrisk_chocolate	,000	,000
	Performance_perceivedrisk_chocolate	,000	,000
N	Purchase_intention_overallchocolate	396	396
	Financiale_perceivedrisk_chocolate	396	396
	Performance_perceivedrisk_chocolate	396	396



Coefficientes^a

Modelo		Coeficientes não padronizados		Coeficientes padronizados		t	Sig.	Estatísticas de colinearidade	
		B	Erro Padrão	Beta				Tolerância	VIF
1	(Constante)	5,416	,218			24,897	,000		
	Financiale_perceivedrisk_chocolate	-,277	,078	-,233	-,3568	,000		,539	1,855
	Performance_perceivedrisk_chocolate	-,122	,076	-,105	-,1,605	,109		,539	1,855

a. Variável Dependente: Purchase_intention_overallchocolate

Sumarização do modelo^b

Modelo	R	R quadrado	R quadrado ajustado	Erro padrão da estimativa	Durbin-Watson
1	,313 ^a	,098	,094	1,65213	1,916

a. Preditores: (Constante), Performance_perceivedrisk_chocolate, Financiale_perceivedrisk_chocolate

b. Variável Dependente: Purchase_intention_overallchocolate

ANOVA^a

Modelo		Soma dos Quadrados	gl	Quadrado Médio	F	Sig.
1	Regressão	116,864	2	58,432	21,407	,000 ^b
	Resíduo	1072,704	393	2,730		
	Total	1189,568	395			

a. Variável Dependente: Purchase_intention_overallchocolate

b. Preditores: (Constante), Performance_perceivedrisk_chocolate, Financiale_perceivedrisk_chocolate

Diagnóstico de colinearidade^a

Modelo	Dimensão	Autovalor	Índice de condição	Proporções de variância		
				(Constante)	Financiale_perceivedrisk_chocolate	Performance_perceivedrisk_chocolate
1	1	2,846	1,000	,02	,01	,01
	2	,100	5,332	,97	,20	,11
	3	,054	7,251	,01	,79	,88

a. Variável Dependente: Purchase_intention_overallchocolate

Gráfico P-P Normal de Regressão Resíduos padronizados

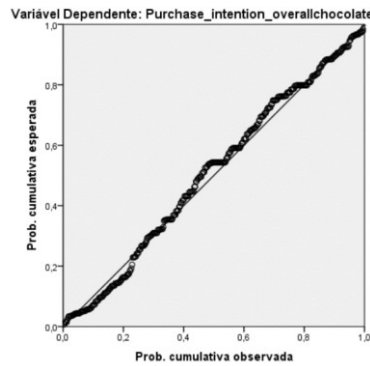
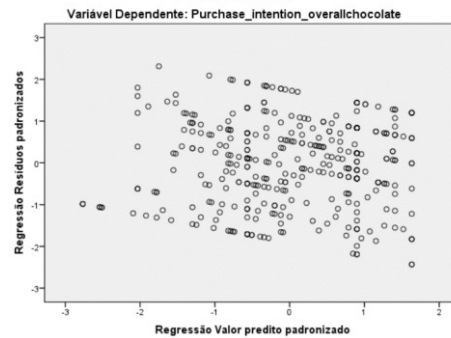


Gráfico de dispersão



5.9 Hypothesis 4 – Mediation Effect

Total Sample

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Model = 4
Y = Purchase
X = Dummyvar
M = Overall_

Sample size
733

Outcome: Overall_

Model Summary	R	R-sq	MSE	F	df1	df2	p
Overall_	,0145	,0002	1,7992	,1540	1,0000	731,0000	,6949

Model

coeff	se	t	p	LLCI	ULCI
constant	3,5018	,1130	30,9999	,0000	3,2800
Dummyvar	,0493	,1257	,3924	,6949	-,1974

Outcome: Purchase

Model Summary	R	R-sq	MSE	F	df1	df2	p
Overall_	,3934	,1548	2,2354	66,8370	2,0000	730,0000	,0000

Model

coeff	se	t	p	LLCI	ULCI
constant	5,3818	,1916	28,0947	,0000	5,0058
Overall_	-,4655	,0412	-11,2911	,0000	-,5464
Dummyvar	,3714	,1401	2,6507	,0082	,0963

***** TOTAL EFFECT MODEL *****

Outcome: Purchase

Model Summary	R	R-sq	MSE	F	df1	df2	p
Overall_	,0846	,0072	2,6222	5,2730	1,0000	731,0000	,0219

Model

coeff	se	t	p	LLCI	ULCI
constant	3,7518	,1364	27,5116	,0000	3,4840
Dummyvar	,3485	,1517	2,2963	,0219	,0505

***** TOTAL, DIRECT, AND INDIRECT EFFECTS *****

Total effect of X on Y

Effect	SE	t	p	LLCI	ULCI
Overall_	,3485	,1517	2,2963	,0219	,0505

Direct effect of X on Y

Effect	SE	t	p	LLCI	ULCI
Overall_	,3714	,1401	2,6507	,0082	,0963

Indirect effect of X on Y

Effect	Boot SE	BootLLCI	BootULCI
Overall_	-,0230	,0620	-,1434

Partially standardized indirect effect of X on Y

Effect	Boot SE	BootLLCI	BootULCI
Overall_	-,0141	,0382	-,0891

Completely standardized indirect effect of X on Y

Effect	Boot SE	BootLLCI	BootULCI
Overall_	-,0056	,0150	-,0351

Ratio of indirect to total effect of X on Y

Effect	Boot SE	BootLLCI	BootULCI
Overall_	-,0659	3,4280	-,10293

Ratio of indirect to direct effect of X on Y

Effect	Boot SE	BootLLCI	BootULCI
Overall_	-,0618	1,0464	-,5558

R-squared mediation effect size (R-sq_med)

Effect	Boot SE	BootLLCI	BootULCI
Overall_	-,0010	,0028	-,0071

Normal theory tests for indirect effect

Effect	se	Z	p
Overall_	-,0230	,0588	-,3907

Laundry Detergent

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Model = 4
Y = Purchase
X = Dummyvar
M = Overall_
Sample size
337

Outcome: Overall_

R	R-sq	MSE	F	df1	df2	p
,0387	,0015	1,5760	,5020	1,0000	335,0000	,4791

coeff	se	t	p	LLCI	ULCI	
constant	3,9683	,1582	25,0896	,0000	3,6571	4,2794
Dummyvar	-,1243	,1754	-,7085	,4791	-,4693	,2208

Outcome: Purchase

R	R-sq	MSE	F	df1	df2	p
,4981	,2481	1,6502	55,1072	2,0000	334,0000	,0000

coeff	se	t	p	LLCI	ULCI	
constant	5,7362	,2746	20,8878	,0000	5,1960	6,2764
Overall_	-,5642	,0559	-10,0912	,0000	-,6742	-,4542
Dummyvar	,4496	,1796	2,5028	,0128	,0962	,8029

***** TOTAL EFFECT MODEL *****

R	R-sq	MSE	F	df1	df2	p
,1374	,0189	2,1469	6,4433	1,0000	335,0000	,0116

coeff	se	t	p	LLCI	ULCI	
constant	3,4974	,1846	18,9452	,0000	3,1342	3,8605
Dummyvar	,5197	,2047	2,5384	,0116	,1170	,9224

***** TOTAL, DIRECT, AND INDIRECT EFFECTS *****

Effect	SE	t	p	LLCI	ULCI	
Total effect of X on Y	,5197	,2047	2,5384	,0116	,1170	,9224

Effect	SE	t	p	LLCI	ULCI	
Direct effect of X on Y	,4496	,1796	2,5028	,0128	,0962	,8029

Effect	Boot SE	BootLLCI	BootULCI	
Indirect effect of X on Y	,0701	,1000	-,1272	,2654

Effect	Boot SE	BootLLCI	BootULCI	
Partially standardized indirect effect of X on Y	,0475	,0676	-,0866	,1782

Effect	Boot SE	BootLLCI	BootULCI	
Completely standardized indirect effect of X on Y	,0185	,0263	-,0336	,0696

Effect	Boot SE	BootLLCI	BootULCI	
Ratio of indirect to total effect of X on Y	,1349	,8673	-,4893	,6066

Effect	Boot SE	BootLLCI	BootULCI	
Ratio of indirect to direct effect of X on Y	,1560	11,3122	-,3496	1,3812

Effect	Boot SE	BootLLCI	BootULCI	
R-squared mediation effect size (R-sq_med)	,0048	,0076	-,0066	,0247

Effect	se	Z	p	
Normal theory tests for indirect effect	,0701	,0997	,7033	,4818

Chocolate

***** PROCESS Procedure for SPSS Release 2.16.3 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com

Model = 4
Y = Purchase
X = dummyvar
M = Overall_
Sample size
396

Outcome: Overall_

R	R-sq	MSE	F	df1	df2	p
,0512	,0026	1,8241	1,0365	1,0000	394,0000	,3093

coeff	se	t	p	LLCI	ULCI	
constant	3,1250	,1529	20,4347	,0000	2,8243	3,4257
dummyvar	,1737	,1707	1,0181	,3093	-,1618	,5092

Outcome: Purchase

R	R-sq	MSE	F	df1	df2	p
,3158	,0997	2,7250	21,7656	2,0000	393,0000	,0000

coeff	se	t	p	LLCI	ULCI	
constant	5,2113	,2683	19,4263	,0000	4,6839	5,7387
Overall_	-,4013	,0616	-6,5171	,0000	-,5224	-,2802
dummyvar	,2844	,2089	1,3615	,1741	-,1262	,6950

***** TOTAL EFFECT MODEL *****

R	R-sq	MSE	F	df1	df2	p
,0493	,0024	3,0119	,9581	1,0000	394,0000	,3283

coeff	se	t	p	LLCI	ULCI	
constant	3,9573	,1965	20,1383	,0000	3,5709	4,3436
dummyvar	,2146	,2193	,9788	,3283	-,2165	,6458

***** TOTAL, DIRECT, AND INDIRECT EFFECTS *****

Effect	SE	t	p	LLCI	ULCI	
Total effect of X on Y	,2146	,2193	,9788	,3283	-,2165	,6458

Effect	SE	t	p	LLCI	ULCI	
Direct effect of X on Y	,2844	,2089	1,3615	,1741	-,1262	,6950

Effect	Boot SE	BootLLCI	BootULCI	
Indirect effect of X on Y	-,0697	,0739	-,2193	,0694

Effect	Boot SE	BootLLCI	BootULCI	
Partially standardized indirect effect of X on Y	-,0402	,0426	-,1259	,0406

Effect	Boot SE	BootLLCI	BootULCI	
Completely standardized indirect effect of X on Y	-,0160	,0169	-,0508	,0160

Effect	Boot SE	BootLLCI	BootULCI	
Ratio of indirect to total effect of X on Y	-,3248	24,2892	-66,5878	,5387

Effect	Boot SE	BootLLCI	BootULCI	
Ratio of indirect to direct effect of X on Y	-,2452	21,7098	-6,5377	,7448

Effect	Boot SE	BootLLCI	BootULCI	
R-squared mediation effect size (R-sq_med)	-,0018	,0028	-,0116	,0013

Effect	se	Z	p	
Normal theory tests for indirect effect	-,0697	,0701	-,9945	,3200

