



INTENTION TO PURCHASE PRODUCTS UNDER VOLUME DISCOUNT SCHEME: A CONCEPTUAL MODEL AND RESEARCH PROPOSITIONS

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Abstract. Many standard brands sell products under the volume discount scheme (VDS) as more and more consumers are fond of purchasing products under this scheme. Despite volume discount being commonly practiced, there is a dearth of research, both conceptual and empirical, focusing on purchase characteristics factors and consumer internal evaluation concerning the purchase of products under VDS. To attempt to fill this void, this article develops a conceptual model on VDS with the intention of delineating the influence of the purchase characteristics factors on the consumer intention to purchase products under VDS and provides an explanation of their effects through consumer internal evaluation. Finally, the authors discuss the managerial implications of their research and offer guidelines for future empirical research.

Keywords: volume discount scheme, consumer internal evaluation, purchase characteristics, purchase.

JEL Classification: M310.

Introduction

In marketing research, sales promotion (SP) plays a vital role not only for the benefits of consumers but also for the manufacturers to increase their volume of business, and, simultaneously, nurture new consumers of the products. A large proportion of the marketing budget is spent on sales promotion. However, most of the SP activities fail and are unable to fulfil the retailers' goals (Grewal *et al.* 1998), due to the retailers' lack of knowledge concerning different types of promotion and the appropriate conditions for use. The inappropriate application of sales promotions may lead to a reduction in the likelihood of a brand and product being chosen (Campo, Yague 2007). Therefore, the retailers are interested in finding possible ways to predict the effectiveness of selected SPs to increase consumer intention on purchasing decisions (Laroche 2002).

There are different types of SP available in the market. While the research on price discount has been extensive

(Neslin, Shoemaker 1989; Chang *et al.* 2011) and the crucial dimensions of price discount in several contexts have been studied, the research on non-price promotions (volume discount) is very limited (Carpenter, Moore 2008). Under the volume discount scheme (VDS), the retailer or manufacturer rewards those purchasing in bulk or by unit by providing a reduced price for each product or group of products, e.g. 5% (or more) extra, buy one (or more) shirt(s) and get one (or more) free, buy one and get one with 50% discount, and coupons that can be exchanged for an extra volume on repurchase. All over the world, the sales promotion under volume discount is commonly practiced as more and more consumers are becoming fond of purchasing products under volume discount. Jayaraman *et al.* (2013) showed that VDS is one of the most common sales promotion tactics at Business-to-Consumer (B-to-C) level in Malaysia.

A sales promotion that is effective for your competitors may not be effective for your brand or store and a promotion that works for a product, may not work for other products.

Sinha and Smith (2000) found that volume discount is an effective way to promote storable products. However, contrary to Sinha and Smith (2000), Li *et al.* (2007) found that there is no relationship between the storability of products and the intention to purchase products under VDS. This is a real motivation for developing a conceptual framework to make it possible to test the direct and indirect relationship of factors (cause-effect) that influence VDS sales promotion.

From the consumers' point of view, SPs are more than just money-off. Raghurir and Corfman (1999) pointed out that consumers judge the quality of a product based on the depth of promotions. Further, Inman *et al.* (1990) and Raghurir (1998) remarked that, in general, SPs may mislead the consumers on the price image of the product as the product is sold at a lower price during the SP period. Therefore, it is essential to conceptualize the stimulus and situations that may create the real perception of quality and monetary savings when the product is promoted, especially under VDS.

1. Background on general framework of sales promotion

The majority of the research studies conducted before 2000 included the factor monetary savings while conceptualizing the framework, and claim that it is the only benefit of SP to the consumers (Chen *et al.* 1998). The asseverations of these studies raise a question: can monetary savings alone completely explain the consumer response behaviour to the SPs? If so, then everyday low price tactics should be successful in any store, brand, and on any products due to minimizing the search cost to the consumers. Nevertheless, previous studies have found that the everyday low price tactic cannot fully replace SP strategies (Hoch *et al.* 1994; Lal, Rao 1997). If not, what other consumer perceptions of the benefits of SPs affect consumer evaluation? Towards this, Chandon *et al.* (2000) proposed a research framework of the multiple consumer benefits of sale promotions. They categorized the benefits of SPs to the consumers as utilitarian benefits (savings, higher product quality, and improved shopping convenience) and hedonic benefits (value expression, entertainment, and exploration). They found that non-monetary promotions (free gift and sweepstake) provide more hedonic benefits and fewer utilitarian benefits than monetary promotions (price cut and free product). Therefore, they concluded that monetary promotions should be more effective for utilitarian products whereas non-monetary promotions should be more successful for hedonic products. Palazon and Delgado (2005) demonstrated that non-monetary promotion is also appropriate for utilitarian products as it generates empirical benefits.

Raghurir *et al.* (2004) extended the ideas of Chandon *et al.* (2000) and constructed an integrated SP model to assist marketers to design SP more efficiently as well as more effectively. The researchers considered additional utilitarian and hedonic benefits and explicitly address the informative effects of SP. In their research model SPs have three aspects; namely, economic, informational, and affective aspects. An economic aspect of SPs is that they generate monetary economic drivers and non-monetary drivers, such as make purchase decision cheaper, easier, and save searching time. Informational aspects refer to consumers' use of promotion as an informational tool to infer the quality and price of promoted products or as a reminder. The affective aspect of SP implies to the positive and negative consumers' feelings about their shopping deal. The findings reveal that the informative and effective aspects of SP offers are different and they can boost or diminish the attractiveness of the offer beyond the economic aspects of the SP.

The initial studies on sales promotions proposed by Chandon *et al.* (2000) and Raghurir *et al.* (2004) conceptualized the management models in general. Both models are related to sales promotions and do not focus on volume discount. In fact, the definitions and measurement of variables differ for different types of promotion as the nature of the promotions are different. Chandon *et al.* (2000) considered a reduction in search and purchase decision cost as relative factors of perceived convenience. In fact, these factors are more appropriate for price discount than VDS. Moreover, there are other factors like reduction in shopping trips and minimizing the time of purchasing through fewer trips that are not taken into account by Chandon *et al.* (2000), which are obviously essential to the study of VDS. Hence, it is necessary to have a special conceptual model for each sales promotion, and, accordingly, the present study concentrates on VDS. In addition, they did not consider the effect of situational factors in their models, which can affect consumer intention and their decision to purchase products under SPs. If situational factors, such as store type, brand type, and product category affect consumer intention to purchase products under VDS then a key managerial implication is that retailers get to know the expectations and needs of the consumers.

2. Development of the research model

The current study uses literature review and interview, to identify the factors that related to volume discount. Chandon *et al.* (2000) proposed six benefits of sales promotion that actuate the consumer to respond to sales promotion. However, there is no literature to indicate which of these six benefits are related to volume discount. Based on the structured personal interviews with 50 Malaysian consumers, the perceived savings, perceived quality, perceived

self-expression value, and perceived convenience were found to be internal evaluation factors that Malaysian consumers consider when encountering volume discount schemes. The purchase characteristics of VDS (Independent variables) are explored through meta-analysis on perceived savings (Appendix I) and perceived quality (Appendix II). A second interview was conducted with 30 respondents who have experienced the purchase of products under VDS to select the most important variables for the purchase characteristics of VDS and to develop the measurement items for new constructs.

The initial conceptual framework was developed based on the literature review and interview. The conceptual framework, as presented in Figure 1, posits that the purchase characteristics of VDS like product category, brand image, store image, scheme characteristics, message framing, and subjective norms influence the consumer internal evaluation of benefits. The link between purchase characteristics of VDS and consumer internal evaluation of benefits is mediated by consumer internal evaluation of the benefits; namely, perceived savings, perceived quality, perceived self-expression value, and perceived convenience.

In order to enrich the research framework and to have new inputs, some experts in the Malaysian consumer market (Business-to-Consumer) were interviewed. Since the literature on sales promotion particularly under volume discount scheme is not researched that much (Iranmanesh *et al.* 2013), the marketing expert views were helpful in validating the model variables and their relationships on the consumers' intention to purchase products under VDS. Towards this, eight interviews were conducted by supervisors and managers of major shopping malls of Malaysia which includes Tesco, Giant, AEON, AEON Big, Sunshine, and Cold Storage. The interviewees also confirmed the importance of considered variables and relationships in understanding consumers' response to VDS.

The links between variables are supported by the Stimulus-Organism-Response (S-O-R) model (Bagozzi 1986). The justification for using the S-O-R model in the present study is the relevant theoretical support extended to examine how marketing stimulus affect consumer intention to purchase products under VDS. The researchers (Mummalaneni 2005; Kim *et al.* 2009) have applied the S-O-R paradigm to predict consumer purchase behaviour and the findings supported its applicability. Secondly, the application of the S-O-R model has the strength of external stimulus and internal processes at the same time. The S-O-R model proposes a linear relationship between the three stages of environmental and social stimuli, which act as an external cause to the organism. This approach assumes that stimuli can affect an inactive and unprepared organism (Eysenck, Keane 2000). However, nowadays, most modern theorists assume that information processing is led by an active organism whose past experience influences not only the processing of such information but even what information is sought and received. The information processing is both stimulus driven and concept driven (Moital 2006). In the present study, the consumer's brand image, store image and subjective norms realized from the consumers' past experience are considered in addition to external stimulus, such as product category, message framing, and scheme characteristics. These variables are supported by the re-conceptualized S-O-R theory developed by Jacoby (2002) and remove the limitations of the S-O-R theory.

3. Purchase characteristics of VDS and consumers' internal evaluation of VDS benefits

Krishna *et al.* (2002) found in their study, less consistent, small and plausible deals, presence of regular price, deals in non-frequent discount stores, and deals on national brand yield higher perceived savings. They found that presenting a regular price as an external reference price reduces

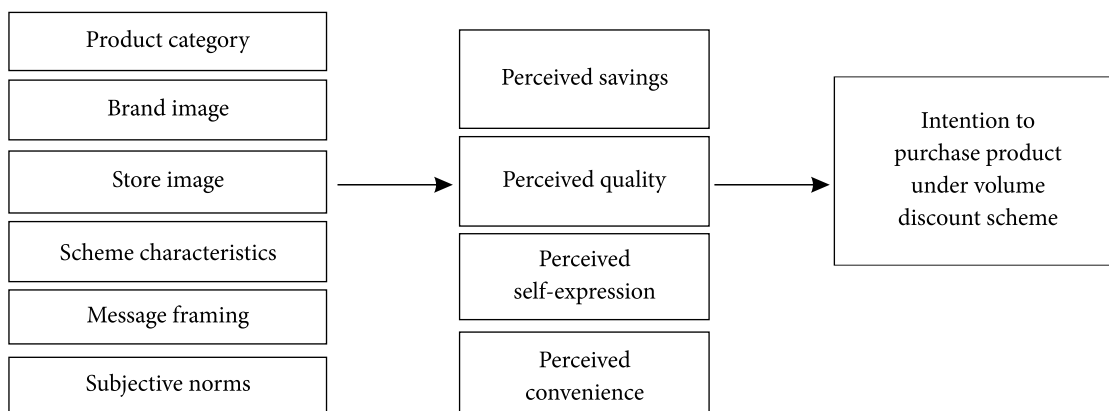


Fig.1. A volume discount scheme model

perceived savings when the deal percentage is extremely large. Sinha and Smith (2000) found that the consumers perceived significantly higher transaction value from the extra-product promotion (buy one, get one free) than the mixed promotion (buy two, get 50% off). The reason that the “Buy two, get 50% off” deal is perceived so poorly vis-à-vis “Buy one, get one free” may be that the latter clearly signals a gain, while the former inherently implies a compulsion to purchase two units to receive the price reduction.

The previous studies on the factors influencing consumers' perceived quality of the products (Chang, Wildt 1994; Dodds *et al.* 1991), have focused on the product's extrinsic cues (e.g. price, brand, and advertising). Brand image is one of the strongest signals of the unobservable qualities of a product (Pascale *et al.* 2000; Severi, Ling 2013) and when consumers use prices as a cue for quality, they infer higher quality with higher prices (Olson 1977). On the other hand, Bitta *et al.* (1981) proposed that a strong brand helps to control or stabilize the perception of quality of a product even when its price is discounted. Dodds *et al.* (1991) also found empirical support for the positive effect of brand on the perception of quality. In addition to certain product-specific information, a cognitive relationship between consumers and products (i.e. image congruence) has been found to be a significant factor associated with consumer perception of a given product's quality (Graeff 1996; Pascale *et al.* 2000). For example, Graeff (1996) found that subjective product evaluation is a positive function of the degree of congruence between a consumer's self-image and the image of the product or retail outlet. Pascale *et al.* (2000) also found that product evaluation was a positive function of self-image congruence. Therefore, the more closely the consumer perceives the stereotype image of the product, the more likely they are to possess a favourable evaluative judgment of the product's quality. Bao *et al.* (2011) found that the store image is a diagnostic cue of store equity to consumers and allows them to infer the quality of merchandise.

Consumers tend to view themselves as responsible when they make a decision that results in a good outcome. This would suggest that smart-consumer feelings have important consequences for purchasing under SPs while those consumers who missed SPs will experience regret as a consequence. Berger and Heath (2007) found that brands allow consumers to perceive self-expression value. On the other hand, Tykocinski and Pittman (2001) found that consumers who have missed an opportunity to purchase a product at a significantly reduced price are less likely to purchase the product at a later time due to promotional pricing. Hence, factors like brand, store, necessary product, and deep sales promotion are expected to increase the perception of value in the minds of consumers and affect the self-expression value.

Sometimes consumers need to travel frequently to the shops due to the nature of products in terms of fast consuming and necessity. On the other hand, if the products are non-perishable and storable, they can purchase more at one time. Therefore, the product category has an effect on consumers' perception of convenience towards purchase under VDS.

Proposition 1: There are positive relationships between the purchase characteristics of VDS and the consumers' evaluation of VDS benefits.

4. Consumer internal evaluation of VDS benefits and consumer intention to purchase products under VDS

A number of studies have examined empirically the effect of perceived quality on purchase intention (Chang, Wildt 1994; Dodds *et al.* 1991; Tsiotsou 2006). Some studies have found an indirect relationship between perceived quality and purchase intention, which is mediated by perceived value (Chang, Wildt 1994; Dodds *et al.* 1991) and satisfaction (Tsiotsou 2006). In some studies, perceived quality has been found to have a positive direct effect on purchase intention (Parasuraman *et al.* 1996; Sheau-Fen *et al.* 2012). In addition, Chandon *et al.* (2000) proposed perceived savings, perceived quality, perceived self-expression value, and perceived convenience as the predictor of purchase intention.

Proposition 2: There are positive relationships between consumers' evaluation of VDS benefits and consumer intention to purchase products under VDS.

5. Purchase characteristics of VDS and consumer intention to purchase products under VDS

Favourable brand image has a positive effect on purchase intention (Eze *et al.* 2012; Madahi *et al.* 2012). In addition, Wu *et al.* (2011) found store image affects purchase intention directly. Scheme characteristics, such as restrictions, can signal the value of a deal to the consumers (Raghubir *et al.* 2004), which leads to purchase intention. Chen *et al.* (1998) stated that message framing affects consumer intention to purchase under SPs. The subjective norm appears to have a significant effect on consumers' behavioural intention (Chang *et al.* 1996; Cheung *et al.* 1999; Chiou 2000).

Proposition 3: There are positive relationships between the purchase characteristics of VDS and consumer intention to purchase products under VDS.

6. Mediating effects of consumers internal evaluation of VDS benefits

Consumers with positive beliefs about promotional offers have tended to respond positively to the deal due to the benefits they obtain from purchasing. Therefore, it is

expected that the offer appropriate purchase characteristics of VDS will translate into better evaluations on VDS benefits, which lead to greater choice of promoted products. Bagozzi (1986) conceptualized that organisms mediate the relationship between stimulus and intention to purchase. There are many studies available in marketing (Kim *et al.* 2009; Lii, Sy 2009) that support the mediating role of the organism.

Proposition 4: Consumer internal evaluation of VDS benefits mediates the relationship between purchase characteristics and consumer intention to purchase products under VDS.

7. Discussion

There are many conceptual research frameworks available on SPs, in general (Chandon *et al.* 2000; Raghurib *et al.* 2004), while only a limited number of conceptualization studies have been undertaken on volume discount. Even in the limited number of studies on volume discounts, the researchers have not considered exhaustively all the potential purchase characteristics. Thus, a contribution of our work is to conceptualize a research framework to highlight the important purchase characteristics of consumers on VDS.

There are some conflicts in the findings of earlier researches on SPs as well as SPs on volume discount. For instance, Sinha and Smith (2000) found that there is a positive relationship between the storable characteristics of products and consumer intention to purchase on volume discount, whereas Li *et al.* (2007) found the contrary. These contradictory findings suggest that the general conclusions of prior research on important purchase characteristics of volume discount need to be researched further. The potential reasons for these conflicts may be the difference in the selected product categories, such as storability and necessary difference of the products or the difference in selected stores, such as low/high equity brand or difference in promotion characteristics, such as depth of promotion and deal frequency. The factors that affect consumer intention to purchase are interrelated, and, therefore, it is essential to consider all of them in one model and test them simultaneously. Our proposed model includes potential purchase characteristics together.

8. Managerial implications

The marketing research on promotional effectiveness is imperative at this juncture as SPs require a huge proportion of marketing expenditure (Kotler, Keller 2009). Therefore, retailers and manufacturers should identify the most suitable SP strategies based on product and situation specific to have the greatest positive impact on consumer purchase decision to gain the targeted profit. Although retailers have been using VDS as one of the SP strategies

for so long, questions relating to the situational factors that affect consumer intention to purchase products under VDS remain unanswerable. If situational factors, such as store type, brand type, and product categories affect consumer intention to purchase products under VDS then a key managerial implication is that retailers must know the expectations and needs of the consumers. In the challenging marketing situation of the present day, the consumers' expectations are very high, and, therefore, the retailers and manufacturers may seriously consider the brand image, store image, and the quality of products that are promoted under VDS. At the same time, due to heavy competition on the market, the retailers and manufacturers must study the frequency of SP under VDS to be offered for a product, the display of products of VDS (VDS banner, Price tag, packaging), the extra quantity of a product, business ethics, the duration of the scheme, and appropriate time of inception while keeping in mind the competitors for that product. The current study offers a conceptual model to test the appropriate product categories to be sold under VDS, which will aid retailers and manufacturers.

Although the retailers and manufactures have knowledge on SPs through VDS, the pricing of the products and relative quality as per the consumers' perception are conceptualized in the present study. This will give the retailers and manufactures a better estimate of price and quality of the product to be promoted under VDS from the perspective of the consumers. The VDS has many benefits to the consumers, such as good deal to purchase a product, purchase before stocks finish, save time in shopping and reduction in number of shopping trips, provided the retailers and manufacturers adopt the correct measures of business tactics.

9. Guideline for empirical testing in future

9.1. Measurement issues

To empirically test our model, appropriate measures for the constructs in our framework must be developed and purified. Table 1 presents the various constructs used in our work and guidelines for their measurement. These measures are suggested as potential starting points for detailed empirical work in this area.

9.2. Unit of analysis

Individuals whose age is above 14 years and have experienced sales promotions under VDS during the last one year will be the unit of analysis. The restriction on age above 14 years is mainly due to the working age being from 15 years in most countries and needs to be modified based on the working rule of the country in which the experimental test of the proposed model will be conducted.

Table 1. Variables, definitions, and illustrative measures

Variable	Conceptual Definition	Measure Items	Relevant References
Product Category	Difference between products based on product characteristics, namely, storable / non storable, necessary / non-necessary, fast / slow consuming, perishable / non-perishable, mobility / non-mobility products.	Storable / Necessary / Fast consuming / Non-perishable / Mobility items are suitable to have volume discounts.	Sinha, Smith (2000); Li et al. (2007)
Brand Image	Consumers' perception of the favourite brands attributed to VDS and to what extent consumers found a particular brand favourite to them from other brands.	My favourite brands attract me with VDS products; my favourite brands promote high quality merchandise under VDS; my favourite brands promote reliable products under VDS; my favourite brands promote superior products under VDS; the products under VDS in my favourite brands are good value for money; in my favourite brands the price of products under VDS are reasonable; the VDS of my favourite brands are genuine.	Grewal et al. (1998); Collins-Dodd, Lindley (2003)
Store Image	Consumers' perception of the favourite stores attributed to VDS and to what extent consumers found a particular store favourite to them from other stores.	My favourite stores attract me with VDS products; my favourite stores provide special displays for VDS products; my favourite stores promote high quality merchandise under VDS; the products under VDS in my favourite stores are good value for money; in my favourite stores the price of products under VDS are reasonable; the VDS in my favourite stores are genuine.	Grewal et al. (1998); Collins-Dodd, Lindley (2003)
Scheme Characteristics	Scheme characteristics refer to the issues concerning ethical, expiry date, frequency, timing of promotion, and depth of volume discount.	Attracted towards the depth of volume discount / volume discount with number of items restriction / the products sold under VDS not close to expiry date / the products sold under VDS are not defective / ethical VDS; time restricted / less frequent volume discount promotion is preferable.	Bitta et al. (1981); Inman et al. (1997); Raghurir et al. (2004)
Message Framing	Message framing refers to consumer guide to help them to have knowledge on price label of VDS products, its location of display in the stores and some form of instruction.	Attracted towards the display of amount of savings / percent of savings through volume discount on price label; attracted towards the display of old and new price after volume discount on price label / towards attractive label of products sold under VDS; VDS products display on "front-of-the-store"; "until stock finishes" banner for VDS products.	Gendall et al. (2006)
Subjective Norms	The influence of friends, relatives, colleagues, and store employees accompanying the respondents while purchasing products under VDS.	Believe that, close associated / people around me / store employees will not object if I purchase products under VDS.	Self-constructed
Perceived Saving	The consumer perception of monetary savings during the purchase of VDS products.	Give importance to savings when purchased under VDS; when purchase a product under VDS, get a good deal; terms under VDS are really less expensive; with VDS, I am saving Money; the product under VDS seems to be a bargain; in VDS, the price of each item is less than what I expected it to be; in VDS, the price of each item is less than the average market price.	Grewal et al. (1998); Parguel et al. (2007)
Perceived Quality	The consumers' judgment on promoted products under volume discount on the overall excellence or superiority of quality.	Give importance to quality when purchasing under VDS; satisfied with the quality of the product bought under VDS; the products which are sold under VDS are of high quality / very reliable / superior products	Parasuraman et al. (1996); Grewal et al. (1998)
Perceived Self-Expression Value	The consumers' self-perception of smartness may turn to disappointment or regret if the purchase of products under VDS yields loss.	If product purchased under VDS, have pleasure of having done a good deal; will be happy to have taken advantage of VDS offer; feel smart / feel lucky to purchase specially products under VDS; feel regret if miss out the VDS.	Parguel et al. (2007); Raghurir et al. (2004)
Perceived Convenience	The consumers' perception of convenience to purchase products under VDS.	VDS makes shopping fast / easy; VDS reduces the number of trips to shop; feel more comfortable to purchase more in one purchase.	Chandon et al. (2000); To et al. (2007)
Intention to purchase product under volume discount scheme	The consumers' intention on the probability of purchase decision under VDS.	Willingness to purchase under VDS is very high; the probability that purchase under VDS is very high; intend to purchase products under VDS when it is offered; expect to purchase products under VDS when it is offered; will recommend others to purchase special products under VDS.	Grewal et al. (1998); Jayaraman et al. (2012)

9.3. Statistical data analysis

To fulfil the main objectives of the research, partial least squares (PLS-SEM) is appropriate since it is suitable for identifying the key driver constructs and the structural model, which is complex (Hair *et al.* 2011). However, the PLS-SEM is suggested for testing the proposed model as both the theoretical knowledge and substantive knowledge on volume discount is limited.

Conclusions

Volume discount is one of the attractive promotion strategy among Asian pacific consumers and is commonly prevalent in the market. In the present study, an attempt is made to investigate the situation in which volume discount warrants for in the consumer points of view. In this context, a business model is proposed to study the determinants of volume discount in the form of product category, brand image, store image, message framing, scheme characteristics, and subjective norms. Further, the ultimate benefits of volume discount through perceived savings, perceived quality, perceived self-expression and perceived convenience on the predictor variables and the purchase intention on volume discounts are enlightened.

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APPENDIX I

Literature on perceived savings

Study variables	Effects on perceived savings	Source of literature
Amount of Deal, Percent of Deal	Positively influencing perceived savings	Krishna <i>et al.</i> (2002); Raghurir <i>et al.</i> (2004)
Regular Price	Offering regular price increases perceived savings	Krishna <i>et al.</i> (2002); Dodds <i>et al.</i> (1991); Zeithaml (1988)
Number of items on deal	Less number of items on deal increases perceived savings	Krishna <i>et al.</i> (2002)
Variance of Deals	High deal variances lead to lower perceived savings	Krishna <i>et al.</i> (2002)
Deal frequency	The greater the frequency of price promotions leads to lower perceived savings	Raghurir <i>et al.</i> (2004)
Deal regularity	The greater the deal regularity lead to lower perceived savings	Raghurir <i>et al.</i> (2004)
Brand Type: National Brands vs. Private Brands and Generics	National Brands yield higher perceived savings	Krishna <i>et al.</i> (2002); Dodds <i>et al.</i> (1991)
Type of Good: Packaged Goods vs. Other (durable, soft) Goods	Packaged Goods yield higher perceived savings	Krishna <i>et al.</i> (2002); Das (1992)
Store Type: Discount Store vs. Department and Specialty Stores	Discount Stores lead to lower perceived savings	Krishna <i>et al.</i> (2002); Dodds <i>et al.</i> (1991)
Amount of information	The display of a reference price increases perceived savings	Raghurir <i>et al.</i> (2004)
Restriction	Consumers believe that the retailer restricts the quantity of purchase as they lose many potential customers	Inman <i>et al.</i> (1997)

APPENDIX II

Literature on perceived quality

Study variables	Source of literature
Price	Yoo <i>et al.</i> (2008); Grewal <i>et al.</i> (1998)
Brand image	Dodds <i>et al.</i> (1991); Pascale <i>et al.</i> (2000); Severi, Ling (2013)
Store Image	Dodds <i>et al.</i> (1991); Yoo <i>et al.</i> (2008); Grewal <i>et al.</i> (1998); Pascale <i>et al.</i> (2000)
Country of Origin	Raghurir <i>et al.</i> (2004); Kumar <i>et al.</i> (2009)
Spent on Advertisements	Yoo <i>et al.</i> (2008)
Frequency of deal	Yoo <i>et al.</i> (2008)
Subjective Norms	Salganik <i>et al.</i> (2006); Wang, Lin (2011)

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