Studying Impacts of Sales Promotion on Consumer’s Psychographic Variables
(Case study: Iranian Chain Stores at City of Kerman)

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Abstract
Sale promotion is one of the key elements in marketing mix for many consumers’ products worldwide that has been used in order to stimulating consumer purchases. Usually the budget that allocated to sales promotions has been rapidly growing with marketers shifting their attentions to the applying sales promotions more than other devices such as advertising. Increased media costs have been characterized as the main factor in this change of emphasis. The increasing use of sales promotions have influenced consumers to become deal prone more than past times, and it in turn stimulate marketers to rely more on sales promotions in order to respond to this consumer behavior trends and to keep their consumers from competitors’ products Stafford. Based on it, this article was aimed to Studying Impacts of Sales promotion on psychographic variables deal-proneness consumer. In order to this a questionnaire has been distributed between 171 of consumers who are in Iranian chain stores at city of Kerman in 2010. The results indicate that psychological variables including quality consciousness, price consciousness, innovativeness, variety seeker, store loyalty, and planning have been influenced by sales promotions and have significant relationship with these variables and sales promotions. But some variables such as financial constraints enjoy shopping, impulsive behavior, brand loyalty and the time pressure don’t influenced by sales promotions and it is resulted that there are not significant relationship between these variables and sales promotion. Finally some empirical suggestions have been suggested.

Keywords: Sales promotions, psychographic variables, and Consumer behavior.

Introduction
Many researches studied promotional activities and it is determined does consumer want to by promotional goods how is his/her reaction to promotional activities. One of the new issues in marketing literature is that what consumer behavior is. It is one of the disputable and challengeable issues which include people. This includes purchasing, the

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reason and method of buying, marketing and mixture of market and marketing. Wilckey and Salmoon defined consumer behavior as physical, emotional, and mental activities which are used by people in choosing, buying and leaving a product to supplying and satisfying their needs (Gholchinfar & Bakhtai, 2006). All of the promotional activities should be recognized as secondary system in marketing system and during the study of company systems. It means that selling activities, publicity programs, and other promotional activities should harmonized (Roosta, Venous and Ebrahimi, 2004). Within the retail marketing mix, sales promotions have the strongest impact on short-term consumption behavior. Sales promotions are beneficial to retailers in several aspects: First, promotional variables such as in-store display and “two-for-one” are often used to trigger unplanned purchases. Second, sales promotions encourage consumers to purchase no promoted merchandises. Finally, sales promotions accelerate the number of shopping trips to the store (Chen & Monroe, 1998).

Most econometric or game-theoretic studies assumed that monetary savings are the only benefit that sales promotions have for consumers. If this is true, an everyday-low-price may indeed represent an efficient solution for providing consumers with these savings while minimizing search costs for the consumers and logistical costs for the firms. On the other hand, as these research agues, if sales promotions provide consumers with an array of hedonic and utilitarian benefits beyond monetary savings, then everyday low prices cannot fully replace sales promotions without the risk of alienating consumers who value the non-monetary benefits of sales promotions. From a researchers perspective, the existence of multiple consumer benefits may also help to understanding some puzzling consumer responses to sales promotions which cannot be fully explained through the search for savings (e.g., Dhar and Hoch 1996; Hoch, Drèze and Purk 1994; Inman, McAlister, and Hoyer 1990; Schindler 1992; Soman 1998). Most of analytical and econometric models of sales promotions simply assume that monetary savings are the only benefits of motivating consumers to respond to sales promotions (Blattberg and Neslin, 1993).

Lichtenstein & et al (1997) defined deal-proneness as tendency to reacting to promotions when they are in transaction processes. (Lichtenstein & et al, 1997) Importance of this definition is that deal-proneness isn’t real buying behavior but it is psychological tendency to buying. Therefore consumers react to price based benefits because they are in transaction processes. (Del Vecchio, 2005) Deal-proneness is the consumers tendency to attend promotions when they buying products and services. This means that consumer’s tendency to consumption, searching, and achieving benefits. Also the concept of deal-proneness usually is used to describing consumer’s tendency to attending and using promotions, coupons, price specials, and displays. Based on it promotion information, searches, promotions, and coupons are Out-of store deal-proneness but Price specials and Displays are In-store promotion proneness (Ailawadi & et al, 2001, Schneider & Currim, 1991, Martinez & Montaner, 2006, Añez & Radas, 2006)

Schneider & Currim (1991) categorized deal-proneness to two sets as active and inactive. Active deal-proneness is the consumer’s sensitivity to advertisements and coupons. This requires consumers to searching and examining promotions in order to select from them. But inactive deal-proneness requires to searching and examining limited promotions. This type of deal-proneness is related to consumer’s sensitivity to In-store promotion proneness. (Schneider & Currim, 1991)
From the marketing perspective, understanding traits of deal-prone consumers enable marketers to designing better promotional campaigns (Bawa and Shoemaker, 1987; Blattberg and Neslin, 1990; Laroche et al., 2003). The first study attempted to understanding traits of deal prone consumers fundamentally based this characterization on socio-demographic variables. Having obtained in conclusive results, psychographic and purchasing habit variables have been recommended to identifying the deal-prone consumers (Schneider and Currim, 1991; Grover and Srinivasan, 1992; Sanchez and Del Barrio, 1998).

Because the sales promotions could affect the purchase process (Alvarez, 2002), we may explain the different responses to promotions through analyzing the variables which influence the purchase process. Some researchers used economic benefits or purchase costs a reference in order to understanding traits of deal-prone consumers (Blattergetal., 1978; Bawaand Shoemaker, 1987). But some authors emphasized on hedonic benefits generated by the purchase of a promoted product (Shimpand Kavas, 1984; Schindler, 1989). However, Chandon et al (2000) integrated both perspectives and considered that consumers respond to sales promotions due to the positive experience provided and thus they attempt to explain how both economic and hedonic benefits and costs influence deal proneness. This study is based on this perspective and the refore we will briefly describe these benefits or costs in order to relate them to the buyers’ trait. Economic or functional benefits are tied to the product’s attributes; they provide the customer with functional information and refer to tangible or intangible aspects product-related. Among those functional benefits, we should highlight savings and quality (Chandon et al., 2000; Ailawadi et al., 2001).

Promotions provide a saving feeling and reduce the pain of paying. They may also grant the access to higher quality brands which could not be bought at their normal price. Hedonic benefits are tied to intangible attributes and are experiential and affective. Some indicate that hedonic benefits of promotional actions are entertainment, exploration and expression. For example, for those consumers who enjoy hopping, some promotions may be amusing and increase this entertainment benefit provided by the product purchases.

Along the purchase decision process, the consumer Weighs up both the benefits and the costs of a promotion. Some costs related to the purchase of promoted products, as it will be explained below, may be switching, search and inventory costs. Some authors identified socio-demographic and psychographic traits of the consumer associated to each of these benefits and costs and they related them to deal proneness. In the following section the psychographic traits have been emphasized which might be related to deal-proneness.

Consumer Traits Associated to Economic Benefits of Promotions

Some of promotions may provide savings for the consumer that reducing the pain of paying. Consequently, some consumers will purchase promoted products to obtain these economic benefits. Savings will be remarkable for those price-conscious consumers and for those with financial constraints. Price consciousness is defined as “the degree to which the consumer focuses exclusively on paying a low price” (Lichtensteinetal.1993, p.235). Essentially, the purpose of further price search was to obtain a better price for the product or an attempt to verify the attractiveness of the deal. Hence, it can be expected that consumers that are highly price conscious are likely to have higher search intentions than others when exposed to a discount (Alford & Biswas,2002). Income is one of the most important
demographic variables that considered as influential to consumer responses to sales promotions. Compared to those who have higher income, lower income consumers were less likely to perceive themselves to be financially well off (Mittal 1994), and were more likely to be financially constrained (Ailawadi et al. 2001). Due to this perception, they are more likely to become price conscious and will search extensively for promotional information through a variety of media. They are likely to have price knowledge, recognize the price advantage of the discounted brand (Lichtenstein & Ridgway 1993), and focus on the amount of money they could save from a purchase (Ailawadi et al. 2001; Lichtenstein & Ridgway 1993; and Mittal 1994). Most researchers concluded that price conscious consumers with financial constraints respond well to promotional actions (Martínez & Montaner. 2006). Quality is another utilitarian benefit associated with the purchase of a product. Promotional activities may produce a negative effect on the perceived quality of products (Grewal et al., 1998) and considering that quality conscious consumers attach little importance to price, quality conscious people are expected to show low proneness to promotions (Martínez & Montaner. 2006). Price discounts, however, are likely to have a negative impact on perceptions of quality (Blattberg and Neslin, 1990). Perceptions of quality can be explained using self-perception theory, a type of attribution theory which describes how consumers explain events. If a consumer purchases a product on discount they often "attribute" the fact that it was on discount because it is a poorer quality product (Dodson, Tybout, and Sternthal, 1978, Grewal and et al, 1998).

**Consumer Traits Associated to the Hedonic Benefits of Promotions**

Hedonic benefits refer to experiential and affective aspects and they are not based on the objective aspects of the product or the promotion. When buying a promoted good, the consumer may obtain hedonic benefits such as entertainment, exploration and self-expression. The entertainment benefits are important for people who enjoy shopping. People who enjoy shopping equally enjoy searching for information on available promotions (Beatty and Smith, 1997), obtain an additional utility tied to low-price buying (Urbanyetal.,1996), Over all they present a higher proneness to use both in-store and out-of-store promotions (Ailawadietal.,2001) since these activities increase the benefit, so they obtain with the purchase (Martínez & Montaner.2006). On the other hand, the exploration benefit, as noted by Ailawadi et al. (2001), evokes traits such as innovation, variety seeking and impulsiveness. Innovative people may show a favourable attitude to promotions since these actions encourage them to try new products (Martínez & Montaner., 2006). The influence of variety seeking on consumer responses to price promotions can be explained by the concept of perceived exploration utility (Ailawadi et al. 2001). Exploration benefits exist when buying a product helps consumers to fulfill their own intrinsic needs for information, variety, or innovativeness (Baumgartner, Steenkamp & Steenkamp 1996; Kahn & Louie, 1990; Kahn & Raju, 1991). Variety seekers are consumers who are still satisfied with their existing brands but just have the desire to switch to a different brand (Hoyer & MacInnis, 1997) simply for a change of pace and to relieve boredom (Steenkamp & Baumgartner 1992). Boredom incurs when their purchasing is repetitive and this in turn causes the internal level of stimulation to fall below the internal ideal level of arousal (Joachimsthaler & Lastovicka 1984). Consumers are normally motivated to maintain their optimum level of stimulation by acting to correct the level, for example buying a new brand. Thus they can feel better (Mowen & Minor 1998). Variety seeking consumers are likely to try different products and/or
brands (Peter & Olson 2002). These consumers have been found to respond positively to products promoted through sales promotions (McCann 1974; Wakefield & Barnes 1996) because sales promotions encourage them to try the promoted product (Ailawadi et al. 2001; Montgomery 1971). The market also presents a segment of consumers who enjoy constantly trying out different brands, the so called variety seekers. Brands witching provide them with more satisfaction than always buying the same product. These consumers are more sensitive to promotions because they stimulate brand switching (Martínez & Montaner 2006). Impulsive shopping is a common behavior at the store. The increase of promotions at the point of sale drives consumers to make decisions there (Narasimhan et al., 1996). However, impulsive consumers have also been found to respond unfavorably to sales promotions that require preparation before the shopping trip (Ailawadi et al. 2001) because impulsive consumers are less likely to enter the decision making process completely by forming perceptions and thinking deliberately prior to purchase a product. It appears that they would rather quickly develop a positive attitude towards a purchase, and decide to buy a product they have not planned on buying, at the point of purchase (Hoyer & MacInnis 1997; Mowen & Minor 1998; Rook & Fisher 1995).

**Consumer Traits Associated to the Costs of Promotions**

Buying promoted products may entail brand switching or store switching. These changes may lead to many costs for those who are loyal to brands or establishments. The more the store loyalty, the higher the costs the consumer has to bear for store switching (Mittal, 1994). Therefore, there will be a negative relationship between proneness to out-of-store promotions and store loyalty, since these promotions often require store switching (Bawa and Shoemaker, 1987). Furthermore, the customers who are loyal to an establishment tend to be less sensitive to prices and they are not influenced by coupons nor store flyers (Kimetal., 1999), but they feel satisfied with the promotions developed at that Point of sales (Alvarezetal., 1999). Customers who are loyal to brands present a lower level of proneness to promotions since they attach more importance to the product than to the price (Massy and Frank, 1965; Wakefield and Barnes, 1996), whereas non-loyal consumers are more prone to buy promoted products because they attach more importance to the price than to the product’s attributes (Webster, 1965; Bawa and Shoemaker, 1987). In order to obtaining the benefits provided by promoted products, some search activities are often necessary. These activities may have remarkable costs for some consumers. These search costs will vary according to the extent the consumer plans their shopping and the time pressure they may have (Martínez & Montaner, 2006). Shopping plan is related to search costs (improved convenience utility). Consumers who respond favorably to discounted products are likely to perceive that sales promotional programs can help them to reduce search costs by providing them with an easy decision heuristic for a product purchase (Ailawadi et al. 2000; Wansink et al. 1998). Shopping plan has been found to have a positive relationship with in-store and out-of store sales promotions (Ailawadi et al. 2001). Time pressured consumers have been shown to be less likely to favorably respond to specific sales promotions such as coupon redemptions, because coupon redemptions require ongoing effort from consumers (Bawa & Shoemaker 1987), and these consumers are unlikely to have time for clipping, organizing, and redeeming coupons (Mittal 1994). However, time pressured consumers might respond positively to other in-store sales promotions, such as price reductions, because these promotions enable them to save time by providing easily recognizable cues for simplifying the
purchase decision process (Ailawadi et al. 2001). Based on literature that has been referred, these studies hypotheses offered as following:

H1: Quality-conscious consumers are influenced by sale promotions.
H2: Price-conscious consumers are influenced by sale promotions.
H3: Consumers with financial constraints are influenced by sale promotions.
H4: Consumers who enjoy shopping are influenced by sale promotions.
H5: Innovative consumers are influenced by sale promotions.
H6: Variety-seeking consumers are influenced by sale promotions.
H7: Impulsive shoppers are influenced by sale promotions.
H8: Consumers who are loyal to the establishment are influenced by sale promotions.
H9: Brand loyal consumers are influenced by sale promotions.
H10: Consumers who plan their shopping are influenced by sale promotions.
H11: Consumers with time pressure are influenced by sale promotions.

Research Methodology
As mentioned at previous sections, this article was aimed to Studying Impacts of Sales promotion on psychographic variables deal-proneness consumer. In order to this, a questionnaire including questions about effects of psychological variables on consumer purchasing behavior according to Lickert range with five choices (very much: 1, much: 2, average: 3, little: 4, and little: 5). this questionnaire has been provided by researchers. Then these questionnaires have been distributed between 171 of consumers who buying at Iranian chain stores at city of Kerman in 2010. In order to analyzing data and resulting, simple lines regression has been used.

Discussion
In this section simple lines regression has been used to analyzing hypotheses. Therefore first hypothesis that referred following has been analyzed.

H1: Quality-conscious consumers are influenced by sale promotions.
According to results at table 1, sig level for variable of quality-conscious is 0/043 which is less than 0/05, so it is concluded that consumers who are quality-conscious are influenced by sale promotions consumers are influenced by sale promotions. So the first hypothesis of this study has been accepted and it is concluded that consumers who are quality-conscious are influenced by sale promotions consumers are influenced by sale promotions.
H2: Price-conscious consumers are influenced by sale promotions.
According to results at table 1, because the sig level is 0/042 (less than 0/005) it is concluded that these is meaningful relationship between Price-conscious and sale promotions. So the second hypothesis of this study has been accepted and it is concluded that consumers who are Price-conscious are influenced by sale promotions consumers are influenced by sale promotions.

H3: Consumers with financial constraints are influenced by sale promotions.
According to results in table 1, because the sig level is 0.518 (more than 0.05) it is concluded that there is no meaningful relationship between financial constraints and sale promotions. So is concluded that Consumers with financial constraints aren’t influenced by sale promotions and based on this third hypothesis of this study has not been accepted.

H4: Consumers who enjoy shopping are influenced by sale promotions.

According to table 1, because the sig level is 0.404 (more than 0.05) it is concluded that there is no meaningful relationship between shopping enjoyment and sale promotions. So it is concluded that consumers who enjoy shopping are influenced by sale promotions and based on this forth hypothesis of this study has not been accepted.

H5: Innovative consumers are influenced by sale promotions.

According to table 1, because the sig level is 0.038 (less than 0.05). So it is concluded that there is meaningful relationship between innovativeness and sale promotions. Therefore it is concluded that innovative consumers are influenced by sale promotions and based on this, fifth hypothesis of this study has been accepted.

H6: Variety-seeking consumers are influenced by sale promotions.

As mentioned at table 1, because sig level is 0.000 (less than 0.05) it is concluded that there is meaningful relationship between variety seeker and sale promotions and it is resulted that variety-seeking consumers are influenced by sale promotions. Therefore sixth hypothesis of this study has been accepted.

H7: Impulsive shoppers are influenced by sale promotions.

According to table 1, the sig level is 0.891 (more than 0.05) it is concluded that there is no meaningful relationship between impulsive behavior and sale promotions. Therefore it is concluded that Impulsive shoppers aren’t influenced by sale promotions and it is concluded that seventh hypothesis of this study hasn’t been accepted.

H8: Consumers who are loyal to the establishment are influenced by sale promotions.

According to table 1, the sig level is 0.000 (less than 0.05) it is concluded that there is meaningful relationship between loyalty to store loyalty and sale promotions and it is resulted that consumers who are loyal to the establishment are influenced by sale promotions. Based on this eighth hypothesis of this study has been accepted.

H9: Brand loyal consumers are influenced by sale promotions.

As mentioned at table 1, the sig level is 0.093 (more than 0.05) it is concluded that there is no meaningful relationship between brand loyalty and sale promotions and it is resulted that brand loyal consumers are influenced by sale promotions. Based on this ninth hypothesis of this study has not been accepted.

H10: Consumers who plan their shopping are influenced by sale promotions.

According to table 1, the sig level is 0.001 (less than 0.05) it is concluded that there is meaningful relationship between planning and sale promotions and it is resulted that consumers who plan their shopping are influenced by sale promotions. Based on this tenth hypothesis of this study has not been accepted.

H11: Consumers with time pressure are influenced by sale promotions.

Table 1 shows that the sig level is 0.088 (more than 0.05) and indicate that there is no meaningful relationship between time pressure and sale promotions. Therefore it is concluded that consumers with time pressure are influenced by sale promotions. Finally eleventh hypothesis of this study has not been accepted. Summary of these eleven hypothesis and them details has been indicated at table 1.
Conclusion

As we know, sales promotions are one of the key elements in the marketing mix for many consumer products worldwide that have been used in order to stimulating consumer purchases. Usually, the budget allocated to sales promotions has been rapidly growing with marketers shifting their attention to the applying sales promotions more than other devices such as advertising. Increased media costs have been characterized as the main factor in this change of emphasis. The increasing use of sales promotions have influenced consumers to become deal prone more than past times, and in turn, forced marketers to rely more on sales promotions in order to respond to this consumer behavior trends and to keep their consumers from competitors’ products (Stafford). Based on it, this article was aimed to studying the impacts of sales promotion on psychographic variables deal-proneness consumer. In order to this, a questionnaire has been distributed between 171 of consumers who are in Iranian chain stores at city of Kerman in 2010. The results indicate that psychological variables including quality consciousness, price consciousness, innovativeness, variety seeker, store loyalty, and planning have been influenced by sales promotions and have significant relationship with these variables and sales promotions. But some variables such as financial constraints, enjoy shopping, impulsive behavior, brand loyalty, and the time pressure don’t influence by sales promotions and it is resulted that there are not significant relationship between these variables and sales promotion. Based on findings recognition of consumers by marketers and sellers are key factors in success of sale promotions program. They should provide suitable sale promotions programs to encourage consumers to buy products. The consumers pay attention to quality and profits of product which are provided by discount. In order to encourage of consumers for discounted products, marketers and sellers can consider expensive products with multiquality and characteristics in promotional programs to show consumers that of products have high quality and low price. TV programs should provide to advancement of promotional activities to show promotional events. Promotional programs and strategies for propaganda, promotional shows, products introducing and expert consults should provide. Consumer traits and their effects on consumer’s responses on sale promotions should be recognized. The marketers can increase the effect of sale promotion using comparing kind of promotion and promoted products. Using different brands in promotion, some of promotions with profitable benefits for pleasure can be mixed. Also, promotions can designed which mix monetary and immovable profits. Marketers and sellers should help to consumers to decrease making decision prices using promotional activities to easy decision.
References:


### Annexure

**Table 1: Results of Data analysis**

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<th>Expectancy variable</th>
<th>B</th>
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<th>sig</th>
<th>R</th>
<th>R square</th>
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