

The Effects of Consumer Perception of Volume Discount Benefits on Impulsive Buying Behavior

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Abstract

This cross-sectional study investigates the effectiveness of the factors that affects the intentions of the consumers buying products under volume discount schemes (VDS). The paper investigates the magnitude of perceived savings, perceived quality, self-expression value motivation, and perceived convenience in relation to the buying intentions of the consumers. Using unrestricted non-probability (convenience) sampling technique total 250 target audience were included in this study. Through deductive approach by employing quantitative methods regression test was run to test the research hypotheses. Findings confirmed that perceived savings has a significant impact on purchase intentions. Moreover, perceived self-expression has statistically significant impact on purchase intentions of the buyers. Interesting, the test results confirmed that perceived quality and perceived convenience have no significant impact on purchase intentions of the consumers.

Keywords: Perceived savings, perceived quality, perceived convenience, perceived self-expression, volume discount schemes, consumers' purchase intentions

JEL Classification: L25, L29, M11, M19, M31

1. Introduction

1.1. Background

For over fifty years, many researchers have strived to conduct research on consumer's impulsive buying behavior to define an effective understanding of the reasons behind unplanned purchases. In previous studies, information derived by researchers collected from retailers and managerial interests. In this direction, research focuses on strategic approach to categorizing products into impulsive or non-impulsive products to facilitate market strategy like availability of product through promotion of point-of-purchase, marketing, or promotional activity in store. However, market conditions based on local market behavior, exchange systems and several cultural forces influence how consumer's behavior operates on unplanned impulsive buying product.

Purchase of impulsive nature is an occurrence or approaches which grown in last era based on product and services nature and preferences. Instinct purchasing has massive audit acknowledged by retailers. In studies, the volume discount's technique has reflected that such techniques have impact on final users of the product' due to impulsive buying behavior. Impulsive buying is a term for unplanned purchasing activities. It denotes to any purchase-transaction made by the customer without preplanned buying decision. Marketers utilize Sales Promotions in various shapes to attract buyers and all together, surge their business space. There are definite reasons that Volume Discount nominated at the Business-to-Consumer level as the center of attention of thesis. First, the Volume Discount is very common type of Sales promotions at the Business-to-Consumer level, especially in Pakistan (Cummins & Mullin, 2010). second, despite the sample research on various types of Sales Promotions. Detailed exploration into the critical dimension of such types of Sales Promotion in numerous researches, studies on Volume Discounts, particularly at the Business-to-

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Consumer level, are occasionally researched (Gendall, Hoek, Pope, & Young, 2006). Third, outcomes of the research on various types of Sales Promotion could not consider to Volume Discounts since the purposes and behavior of the number of Sales Promotions considered dissimilar. Hence, center of attention of this research is on Volume Discounts to the Business -to-Consumer level to cover the literature gap.

The earlier research on Volume Discounts at the Business-to-Consumer side by side can be characterized into 3 major research. The First stream relates the influence of Volume Discounts and price discounts and brand equity. The outcomes of the studies illustrate that price-discount might decrease the mention price of consumers (Lowe, Chan Fong Yee, & Yeow 2014), which would leave an unwanted effect regarding the perception of quality (Darke & Chung, 2005) and destructive the brand-image and brand-equity (Theotokis, Pramataris, & Tsiros, 2012). Volume Discounts support retailers to achieve a competitive edge, not making them to decrease the price. From this point of view, the Volume Discount is an effective method as compared to the price-discount. To discover the ideal method, the second relates effectiveness of Volume Discounts with possible form of Sales Promotion method (Shi, Cheung & Prendergast, 2005) Such researches delivered few enlightenments on the causes why customers wish one type of Sales Promotion to one another. Third, research discovers the marketing features, which have an influence on customers' preferences for Volume Discounts than other Sales Promotion methods, particularly price-discount (Chen et al., 2012)

1.2. Problem statement:

This study investigates the effectiveness of the factors that influence consumers' intention to buying products under volume discount scheme (VDS). In earlier researches, there is a lacking in research that what is the psychological reasoning behind why consumers have the intention to buy the products under Volume Discounts. Therefore, this study has implemented the (Chandon, Wansink, & Laurent 2000) model-of-consumers' perception of advantages to describe the psychological causes for consumers' intention to make purchases. They characterized the benefits of Sales Promotions to consumers into useful advantages (like savings, higher product quality) and hedonic advantages (like. value expression etc)

There are other reasons, which makes volume discount sales promotion technique more successful as compare to other sales promotions techniques like price discount etc which needs to be addressed. This study also examines the preferred method, as compared to other types of Sales Promotions methods with volume discount shaving more effectiveness (Gilbert & Jackaria, 2002).

1.3. Research Question:

- To what extent does Perceived savings influence Consumers' buying intention under volume discounts?
- To what extent does Perceived quality influence the consumers' buying intention under volume discounts?
- To what extent Perceived self-expression value motivates the consumers' buying intention under volume discount?
- To what extent Perceived convenience influence the consumers' buying intention under volume discounts?

1.4. Aim

The aim of this study to improves the information in the Sales Promotion field by defining the special effects of the likely advantages of Volume Discounts on the consumers-intention to purchase. By considering the above-mentioned relationships, referring to retailers & manufacturers

who can efficiently stimulate their products underneath the volume discount approach for purchasing. This research enlightens the marketers by enhancing their knowledge about how Volume Discounts support retailers to take advantage in a competitive edge by not compelling them to decrease the price.

1.5. Significance of the study

As per Banks and Moorthy (1999), sales-promotion underneath Volume Discounts lead to constructive boost of sales experience by retailers due to price consciousness of customers. (Sinha & Smith, 2000) commented that consumers should have no problem in buying the product as there is no additional cost to the customer. Consumer Behavior (9th ed). Fort Worth, TX: Harcourt College Publishers. recognized that price discounts play an important role in influencing customer product trial actions, ultimately attracting more new users. According to (Agarwal & Aggarwal, 2012), the price of the product plays an important role in getting the consumer's attention (through perception) and the extent to which the impression of the consumer is influenced by nature.

Therefore, volume discount techniques can be taken into account to increase consumer's impulsive buying behavior by providing them perceived saving perceived quality perceived self expression value perceived convenience to satisfy consumers' purchase at fullest. The outcomes of this study will be of Significance for dealers to have better understanding of their consumers'. This study is also significant since through this study retailers will be able to increase sales under impulsive buying behavior through perceived saving and convenience by availing volume discounts ultimately achieving customers' sustainability in the long run.

1.7 Definitions

1.7.1 Perceived quality

Perceived quality can be explained as the perception in the mind of the consumer about the quality of a product in comparison to its substitute

1.7.2. Perceived Saving

The monetary savings perceived by the customer of a product or service in comparison to its substitutes before buying the product or service

1.7.3 Perceived Convenience

The element of experience of the customer that saves the effort and time of that customer before taking the purchase decision

1.7.4 Perceived self-expression value

Prior to purchasing the thoughts and feelings associated with the product, the customer is willing to buy

2. Literature Review

2.1. Theoretical Background

Marketing and Sales Promotions has the utmost and effective marketing strategy with the optimal costs in comparison of other strategies of selling products (Belch & Belch, 2007). These are the two options where marketers usually pay more attention to take decisions about assigning the budgets appropriately. Sales Promotions and advertising had been essential parts of advertising strategy until the 1980s, but the later it has turned into the ideal advertising instrument for attracting customers and boost up sales. Since the 1980s, the significance of Sales Promotions has grown significantly due to which budget for marketing has been re-located. Hence, Sales Promotion techniques declared as more imperative in comparison of advertising, and the budget for marketing allocated for Sales Promotions is higher as per earlier figures. As per (Belch & Belch, 2007), 60%

to 75% of budgets for promotional activities allocated to increase Sales Promotions by marketers.

SPs techniques proven direct impact on resellers, salespersons or customers in form of enticement, offers (which create value addition) or incentive receive against product. (Nagadeepa, Selvi, & Pushpa, 2015). Explained that SPs creates value addition, which plays a role to stimulate demand for the product in consumers' mind resulting in impulsive buying under sales promotion techniques. (Blattberg, Robert, & Scott, 1990). to increase sales under sales promotional techniques, have category of different types of Sales Promotions induced via the retailers. Such promotional activities improve the product value by either adding value or dropping cost. (Cuizon 2009) notified that SP techniques implemented by the marketer are not only cost effective but are also extra efficient for achieving short term sales and efficient more than advertisement (Nema, Nagar, & Shah. 2012) categorized promotions for sales as promotions for consumer's sales and Sales promotion for Trade. As per study, to gain consumer attraction towards products, retailers preferred to one of the short-term promotional techniques designed.

2.1.1. Sales Promotion on consumer buying behavior

According to Banks and Moorthy (1999), due to convenient price for consumers in sales promotions, sales ratio led to increase in sales in short time of period experienced by retailers. (Sinha & Smith, 2000) observed that consumers influenced easily to make purchases under sales promotions as consumers are receiving more beneficial product without paying extra. Acknowledged new consumer behavior under price discounts techniques. Such techniques play an important part to influence consumer's atleast to try a new product, which has offered under SPs. According to (Agarwal, & Aggrawal, 2012) price of product has an effect in determining customer views regarding products and the degree to which perception has affected, has gotten from the idea of customer behavior. The great collection of writing on Sales Promotions has comprised of five-standards the primary research stream, which has an explanatory kind, worried about the experimental estimation of the Sales Promotions' effects on outcomes of market. Such marketing outcomes has classified as brand switcher, sales, and share of market. (Sun, Neslin, & Srinivasan. 2003; Abril, Sanchez, & García-Madariaga. 2015). It's important to mention the first category attempts to determine the importance of the promotion on sales (Akaichi, NaygaJr, & Gil. 2015) and its effect after promotion, on the average repeat purchase rate (DeVecchio, Henard, & Freling. 2006). The second research work strive to describe the sensitive consumer of promotion in terms of demographically, psycho graphically and purchasing behavior. The third stream focuses on comparing the effectiveness of different types of sales promotions to identify the most pleasing type (Banerjee, 2009). To simplify the reasons behind consumers, respond to promotions, the fourth kind of research work uses theories of psychology on consumer's behavior and model (Pacheco & Rahman, 2015). Eventually, the fifth type of research inquires the reasons of consumer's motivation towards products offered under sales promotions based on the number of environmental factors. (Gamliel & Herstein, 2012; Chandon, Wansink, & Laurent, 2000) promotions categorized as financial and non- financial technique of promotions. While the significance of non-monetary promotions in consumer buying behaviour has been widely recognized, such as Volume discount in above defined stream still lacking. Nature of promotions differ from each other whether they are in form of monetary or non-monetary, same like that for different products efficiency of such promotional technique has unique impact on diverse situations and consumer behavior (Sinha & Smith, 2000) More, promotion in form of monetary has specific constraints observed to face in comparison of promotions in form of non-monetary.

For example, price reductions are expensive for retailers and have a negative impact on lowering the prices for consumers (Lowe, Chan Fong Yee, & Yeow. 2014), thus damage the quality value perceived against product (Darke & Chung, 2005) and undermine image of brand & equity of brand (Theotokis, Pramataris, & Tsiros, 2012). In volume discounts, because marketers remunerate

customers for buying large quantities of goods, buyers believe that retailers earn profit when they sell more goods, in this way instigating a negative impact on perceived quality and image of brand. Compared with monetary promotion, the reward of Volume Discounts enhances its recognition. Considering the increasing use of volume discount in the market and the lack of concentration of research on Volume Discount, especially in the market of Asia, it has compulsory to conduct more research on Volume Discount. In the present study, Sales Promotions under Volume Discounts has completely explored about Business to Consumer to create more information in the showcasing hypothesis.

2.1.2. Nature of Impulsive Buying:

Impulsive purchases are unreflective because such purchases made without extensive evaluation. People who buy impulsives are unlikely to consider the costs or consider carefully before buying. Finally, in accordance with the general impulsive, purchases under impulsive buying nature are quick (Barratt, 1985; Rook, 1987)

Impulsive Buying Behavior: Following to 1982, impulsive buying began, and researchers started to study the dimensions of behavior in shape of impulsive buying. In recent times, researchers seem to concur that impulsive purchases include hedonistic or emotional factors (Cobb & Hoyer, 1986) For example, reports on the accounts of customers who believe that the product "calls" them and utmost requires them to buying the product. The emphasis on the elements of impulsive purchase behavior leads to the explanation of impulsiveness as follows. (Rook & Hock, 1983) recognize five essential components in impulsive purchasing: unexpected and unconstrained behavioral desires, a condition of imbalances in terms of psychology, psychological disagreement and struggling episodes, reduced cognitive assessment, and lack of attention to behavioral consequences in terms of impulsive purchase.

Volume Discount

In sales promotions techniques, volume discount has widely recognized out of all techniques. In volume discounts, consumers who buy products in bulk quantity or purchase product in single unit avail rewards from the sellers and manufacturer by offering a less price for single unit purchase or number of products. For instance, Volume Discounts are 5% extra; purchase one BOGO and get one BOGO) free of cost; up to seventy percent reduction on BOGO; increase the repurchase offer voucher and get ten points on a membership card upon two purchase. Retailers every now and again use Volume Discounts to make spontaneous purchasing (Abdullah, Zailani, Iranmanesh, & Jayaraman, 2016) because this brings benefits to consumer (i.e. value for money) for customers (Laroche et al., 2003).

Past research has attempted to give the reasons why buyers have a preference toward one sort of Sales Promotion to alternative. For instance, Chen et al. (2012) Research conducted using in-store sales data. According to their findings, offering a free bonus package to consumers will result in higher sales than the same number of price discounts. They clarified the customer's choices for Volume Discounts via ("base value neglect" model). The model represented the shortcoming in buyers' capacity in preparing the numerical values. For further explanation, customers tend to use the applicable percentage as their basic method of finding rather than considering the underlying value. For example, if the price of a product is \$12.00 per pound, the recommended marketing price for the marketer will increase by 50% (24 ounces), otherwise it is possible to sell the pound (\$8.00) at a discount of 33%. Although the effectual price in both cases \$0.50 per ounce, consumers are eager to receive a bonus because of the higher percentage of 50-33%.

In another examination, (Shampanier, Mazar, & Ariely, 2007), recommended those consumers' sentiments play an essential role in attracting consumers' willingness to make purchases. Because of the positive effect of free of cost goods, even to a similar degree, they are most favorable than

discounted goods (Chandra, 2006). The benefit of Volume Discount has commonly obvious to the buyers and can strongly effect the decision of buyers choice have likewise discovered that, while choosing the advantages, customers are far from weighing tradeoffs (counting discount estimate, which needs a psychological exertion). Buyers have a clear impression of free, which has the absolute cost. Hence, the quotation does not involve concerns and calculations of loss. In this way, they choose Volume Discounts compared to different kinds of value rebate. The preference of volume discounts over price discounts explained by implementation of vision theory. Consumers may hate losses, "loss greater than revenue". In the Sales Promotion field, any price discount can be seen as a reduction in losses; at the same time, Volume Discount is more likely to be considered a separate benefit, so VD viewed as more good than offering discount in price additionally recommended that buyers appreciate Volume Discounts as a result of the sentiment of gathering free product According to their research, the clear value added got from the reward pack could impact customers' willingness to buy. Although past studies have attempted to explain why consumers prefer Volume Discount rather than different sort of Sales Promotions, the consumer's psychological reasons behind buying products under VD still not known yet. Therefore, this research attempts to cover this gap by using (Chandon, wansink, & Laurent. 2000) the consumer perception of benefits model.

2.1.3. Variables

Perceived Savings

When we talk about saving it simply, refer to control expenses by spending less to get to save money (Mimouni-Chaabane & Volle, 2010). Volume Discount provides a sense of savings in monetary form by giving reimbursements or providing repays on unplanned purchases or by offering other products free. This way consumer can reduce the pain of paying money and can derive the view of money savings through both deviation and from the reference cost and reduction in the price of amount (Sinha & smith, 2000) pointed out that in comparison of mixed promotions (purchase two, get fifty percent off), customers saw an essentially higher exchange value between monetary and promotion of extra product (get one, get one free) on the grounds that the "Purchase two, get 50 percent off" bargain was seen ineffectively versus "Get one, get one free". The last obviously conveys on an increase; while, the former naturally recommends to buy two units to get the cost decrease. A "get one, get one free" bargain for sure means an increase of an extra unit through the utilization of the expression "free" (Seibert, 1997). Most Sales Promotion analysis and measurement models believe that saving money has the main motivation for consumers to use Sales Promotion (Blattberg & Neslin, 1993). Bluschke (2011) said that saving perceived from Sales promotions essentially influence buyers' expectation to purchase.

Perceived Quality

Two aspects of quality found, specifically, quality perceived from product or personal and objective quality. The term objective quality has used to do the assessment of the factor called actual technical control (Hjorth-Andersen, 1984). In any case, objective quality has not of concentration for the present study because the purchaser eventually leads quality assessment did not create an objective measure, also utilizing an individual procedure rather (Hjorth-Andersen, 1984). Judgment of the consumers about the value of a certain product derived through subjective or perceived quality (Zeithaml, 1988). Mixed empirical evidence helps to described efficiency of sales promotions for high and low value brands. However, study examined that higher quality brands negatively influenced by reduction in price by discounts than lower quality brands (Blattberg, & Wisniewski, 1989). Other study is the inverse (Li, & Jiang, 2013) pointed out quality perceived out of any product essentially influence customers' willingness to buy.

Perceived self-expression value

Value of self-expression perceived indicates self-perception of consumers for acting smart while shopping if consumer purchase goods under volume discounts (Buil, Chernatony, & Montaner, 2013). Customers prefer to wait for the time of sales also prefer the ability to have the product with same quality at a lesser price. As a result, because of the efforts of the consumers who put efforts in search of great deals, those consumers spend less than the other consumers do for the same products and obtain more for paying lesser than others. (Schindler, 1992). Such consumers call themselves perceptive and smart – when these consumers find a great deal offered by manufacturer and retailers; they find those sales promotions are fair enough for consumers by retailers or manufacturers.

In the meantime, as smart consumers, consumers enhance and express themselves as earning social identification or association drive other customers to react to sales promotions too (Schindler, 1992). Cited consumers choice and intention derive from an important aspect called the self-expression value. Online promotions play vital role in identifying the need to improve the Perceived value of consumers from purchases under sales promotion (Park & Lennon, 2009).

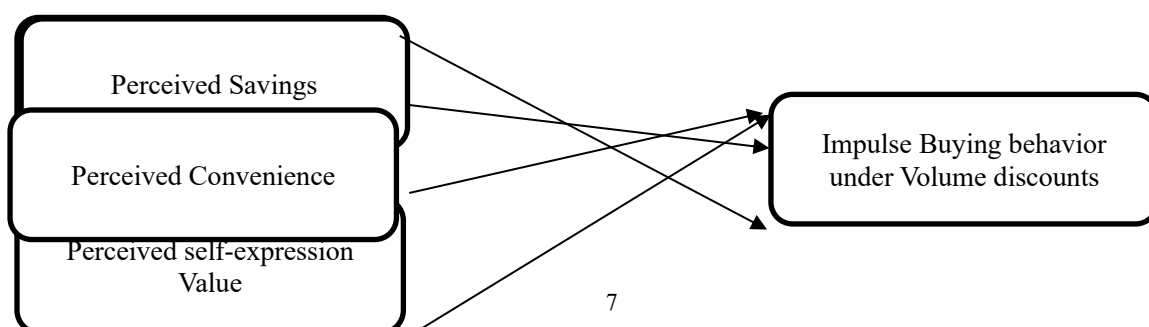
Perceived Convenience

Convenient perception refers decline in the number of trips to the store, the reduction in the buying time to buying more products at a time, and the reduced convenience of search and cost of decision-making. As an occurrence, there are number of aspects of convenience. This variable reminds you of slight struggle required to complete a mission. It has identified with the time duration spent for shopping, and includes 3 segments, namely, intelligence, physical strength, and time (Yale & Venkatesh, 1986). In the advertising literature, a convenient construction include effort and time (Berry, Seiders, & Grewal, 2002). It has imperative while taking decision for purchases. However, in the marketing theory observed a little attention in research that has a focus of on convenience concept (Chandon, Wansink, & Laurent, 2000) recommended that consumer's purchases under sales promotion because of the reason of convenience (Bluschke, 2011) observed that convenience could expressively influence customers' willingness to buy. As a result, Volume Discounts can boost consumers to buy items by decreasing shopping trip's number and cutback their valuable time.

2.2 Empirical Reviews

There are four variables; four of them are independent and one variable is dependent that is impulsive buying behavior under volume discount. First variable perceived saving has significant impact on the customers to buy availing volume discount in the form of sales promotion technique. Quality perceived under volume discount purchasing products has encouraging impact on customers to attract towards purchases under volume discounts. Self-expression value helps the customers in a positive way to make decisions for purchases under volume discounts. Perceived convenience motivates the consumer's intentions to purchase under volume discounts. Impulsive buying under volume discount positively affects sales by providing consumers value added features through sales promotion technique.

Research Framework



Research Hypotheses

H1: A significant relationship exists between perceived savings and impulsive buying behavior

H2: A significant relationship exists between perceived quality and impulsive buying behavior

H3: A positive relationship exists between perceived self-expression value and impulsive buying behavior

H4: A positive relationship exists between perceived convenience and impulsive buying behavior

Research Methodology

The process used to collect the required information and data for the purpose of achieving the research objectives of the research project. This research uses deductive approach. The difference between inductive and deductive is that in deductive take a theory or generalization and tests it on a sample drawn from population. Deductive approach is used in research to attain reach certain conclusion by deducing technique, which is common in the social science research papers (Haque et al. 2017; Imran et al. 2018; Imran et al. 2018; Imran et al. 2018; Javed et al. 2018; Javed et al. 2018; Ślusarczyk, & Haque, 2019; Urbański et al. 2019; U-Hameed et al. 2019; Rahman et al. 2020; Ślusarczyk et al. 2020). This study has used deductive methods. Furthermore, any phenomena about what no knowledge or limited knowledge a person then exploratory research have is used. It is a type of study that is used to explain the aspects of the study in details (Haque & Aston, 2016; Haque et al, 2016; Haque et al, 2018. It is also known as causal research. This type of research has used to measure the cause and effect of variables in order to test the hypothesis (Manheim, 2011). Hence, this research is exploratory in nature.

Quantitative methods measure the problems by way of taking numerical data or the data that could change into meaningful results (Gusakov et al. 2020; Hussain et al. 2019; Faizan & Haque, 2015; Faizan & Haque, 2016; Haque et al. 2015; Haque & Yamoah, 2014; Faizan et al. 2018, Faizan et al. 2019; Faizan & Haque, 2019; Haque & Yamoah, 2014; Haque & Aston, 2016; Haque et al., 2016; Haque et al. 2018; Haque & Oino, 2019; Haque et al. 2019; Haque, Kot & Imran, 2019; Haque et al. 2020; Haque et al, 2020; Kot et al. 2020; Kot et al. 2019; Kot et al. 2019). It utilizes to measure frames of mind, conclusions, and other characterized factors – and figure up results from a bigger example populace (Spiderman, 2010). Correlational research is a type of non - experimental research, in this a researcher identify the statistical relationship between two or more variables it could be positive or negative. On the other hand, experimental research design is concerned to identify the influence of independent variable over dependent variable, where the independent-variable is deployed by interventions and the effect of those interventions are observed on dependent variable (Kot et al. 2019). Descriptive research is a research method, which explains characteristics of the phenomenon, or population, which has studied. This method focuses on what is the subject of research instead of why the subject of this research is.

In this research target is those people who has an experience of buying of products, grocery or from the households who is buying products on which different sales promotion's offer is given. I conducted my research study on five major grocery stores of Karachi. Therefore, my sample size is 250 respondents, attained through convenience sampling technique. In this type of sampling technique, there is a non-random selection of population. It depends on the subjective judgment of researcher. It has four types, one known as Quota, Snowball, and Judgmental and last one is convenience-sampling technique. In my research paper, I have used the unrestricted non-probability sampling (Convenience). Judgmental sample is also called authoritative sampling in which target audience decide based on researcher's conclusion or knowledge. Researcher's knowledge work as an instrument while selecting sample in sampling. It known as non-probability sample technique utilize for the purpose of identification of subject if it is difficult to locate them. This sampling technique has used to gather data from a group. This sampling is to select the sample

of people out of total according to your need for example we have a population set of 100 people, but research requirement is to select 50 people and for that requirement set the criteria of first come first serve-fill condition. This sampling is unrestricted, as this sampling technique is not bound to collect data from particular person, in this research this technique has applied as in this data can be collected randomly.

The procedure of based on questionnaire (close-ended question) of 2 to 3 lines with the help of LIKERT data collection scale of 5 point. The data in this study collected by primary medium. Online questionnaire used to collect primary data. These are the statistical techniques EFA, CFA, Reliability, and validity. Reliability is the degree of consistency of a measure. A test will be reliable when it gives the same repeated result under the same conditions. It is measured by Cronbach's Alpha. Validity in data collection means that your findings actually represent the observable fact you are claiming to measure. Valid claims are solid claims.

3. Results, Findings, and Discussions.

Analyzing the Data

In this research, the data gathered by investigating the participants using a survey questionnaire. The variables that chosen for this study were Perceived Quality, Perceived Savings, Perceived Convenience and Perceived Self Expression value as independent variables, whereas Impulsive buying behavior under volume discount was the dependent variable. In this research regression analysis was used.

Reliability

Internal consistency among the question design in research measured by Cronbach's Alpha that shows "Reliability" between dependent and independent variables.

Table 1: Reliability Statistics

Cronbach's Alpha	N of Items
.946	25

The data of 250 respondents shows a strong Internal Consistency, as the "Reliability" is 94.6 %, all the questions accurately filled by among all variables

Table 2: Model Summary

Model	R	R Square	Adjusted Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. Change
1	.840 ^a	.706	.701	3.06683	.706	144.045	4	240	.000

a. Predictors: (Constant), Perceived convenience, Perceived Quality, Perceived-self Expression, Perceived savings

Interpretation

In table 4.4 contain model summary, R =.840. or 84.0 % shows there is a strong relationship between dependent and independent variable where R Square that 0.701 or 70.1% variation in Dependent variable explained by model where Adj. R Square .706 or 70.6% variation in dependent variable explained by model after adjusting variables.

Regression

Table 3: ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	5419.207	4	1354.802	144.045	.000b
Residual	2257.300	240	9.405		
Total	7676.507	244			

a. Dependent Variable: Purchase Intension

b. Predictors: (Constant), Perceived convenience, Perceived Quality, Perceived-self Expression, Perceived savings

The above ANOVA after model summary reflects the whether the model is significant for further analysis or not. The value of sig is (<0.05) which showed there is the significant relation in the model. Therefore, the model is a good fit.

Table 4: Coefficient

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.863	.980		.880	.380
Perceived savings	.794	.086	.580	9.257	.000
Perceived Quality	-.179	.085	-.108	-2.095	.037
Perceived-self Expression	.503	.066	.386	7.581	.000
Perceived convenience	.043	.081	.030	.537	.592

a. Dependent Variable: Purchase Intension

The above table summarizes each hypothesis whether that hypothesis is accepted or not. After the analysis it was observed that Perceived savings and Perceived-self Expression. Is accepted since its sig value ($p < 0.05$) which showed there is the significant relation between variable and Perceived Quality and Perceived convenience is rejected because its sig value ($p > 0.05$).

Hypotheses Assessment Summary

Items	Sig value	Results
H1: Perceived savings has a significant impact on purchase Intension	.000	Accepted
H2: Perceived Quality has a significant impact on purchase Intension	.037	Rejected
H3: Perceived self-expression has a significant impact on purchase Intension	.000	Accepted
H4: Perceived convenience has a significant impact on purchase Intension	.592	Rejected

The main theme of this research study is to evaluate that the above-mentioned variables have effect on the dependent variable as Impulsive Buying behavior under Volume discounts

This research examines the impact of perceived saving, perceived quality, perceived self-expression and perceived convenience on Impulsive buying behavior under volume discount in Pakistan. First, we look at the impact of variables on the purchase decision affects consumer behavior. Second, it also clarifies the attitude of consumer towards volume discount.

H1: A significant relationship exists between perceived savings and impulsive buying behavior.

The results of this research indicate that the hypothesis offering Perceived savings has a significant impact on impulsive buying behavior under volume discount because the sig value is less than 0.05 so perceived saving is accepted and it plays an important role in impulsive buying behavior under volume discount. As per previous studies the achieved result is consistent reported by many studies, such as Chandon et al. (2000) and Raghubir et al. (2004). Bluschke (2011) in previous research identified that perceived savings play a vital role in boosting sales and motivates consumers to but under volume discount to avail savings. Under volume discount consumers pay less than actual price of single unit and this strategy not only give them discount but also give them sense of monetary saving (Blattberg and Neslin, 1990).

H2: A significant relationship exists between perceived quality and impulsive buying behavior.

The hypothesis concerning the impact of perceived quality on Impulsive buying behavior under volume discount has been rejected, the achieved results are consistent as compared to the previous research conducted, such as Li et al. (2013). One of the reasons behind it could be that the current study is entirely focused on volume discount and such promotional techniques have high impact on consumer's intention. In this promotional technique consumer are able to but two products at one price or less price, which grab consumers attention from quality to quantity. These way consumers plan to save more by making wise decisions during purchasing and feel happy about it.

H3: A positive relationship exists between perceived self-expression value and impulsive buying behavior.

The results of this research indicate that the hypothesis offering perceived self-expression value has a significant impact on impulsive buying behavior under volume discount because the sig value is less than 0.05 so perceived saving is accepted and it plays an important role in impulsive buying behavior under volume discount. The acquired findings are same as studied in previous studies of Silverstein and Butman (2006). In one of the previous studies, Coulter (2012) found that restrictions in time of deal availability in form of volume discount and to avail high quantity under volume discount would result in more self-expression value.

H4: A positive relationship exists between perceived convenience and impulsive buying behavior.

The results of this research indicate that the hypothesis offering Perceived convenience has an insignificant impact on Impulsive buying behavior under volume discount because the sig value is greater than 0.05 so perceived convenience is rejected. Asper previous research, this is the finding same as Jih (2007), who described importance and essential need of perceived convenience during purchasing tings under volume discount. As per previous research Li et al. (2007), buyers find it more convenient to purchase those products, which are fast moving consumer goods under volume discount.

4. Conclusion, Limitations, and managerial implications

In this research, four sales promotional benefits were investigated based on volume discount attributes to identify impulsive buying behavior under volume discount. In this research, I have used two methods one is regression analysis and other is factor analysis. According to the results of these two methods Perceived saving and Perceived self-expression value is accepted and has a significant impact on impulsive buying behavior under volume discount, while the other variables including perceived quality and perceived convenience are insignificantly associated with purchase intentions. In this study, findings shows that perceived savings and perceived self-expression value play a vital character in deciding bulk purchases under volume discounts. The drivers of the benefits identified in this research should be inspected more in detail to find the best effective way to maximize the benefits.

The research implies that Perceived saving and Perceived self-expression value can be used to improve the strategies of impulsive buying under volume discount in big stores mart and retailer's shop. In the form of theory, this research contributed to find the perception of the customers towards volume discount in their intentions and behavior while shopping. Volume discounts play vital role in getting more attention of buyers in all sale's promotional techniques, but it was not much discovered in previous studies. The positive impact of Perceived saving and Perceived self-expression value proved by other researchers as well that it has significant impact on the intentions of consumers to buy under volume discounts

Chandon et al. (2000), who stated that saving money is not the only advantage that the customers can get out of sales promotions. Further, this has been also identified that the general model cannot be effective to identify impact of all types of sales promotions based on consumers responses. In Chandon et al.'s (2000) general model, perceived quality is recognized as one of the drivers of consumers' intention to purchase products under SPs, which has not been supported in the present study. The insignificant impact of perceived convenience and perceived quality suggests developing a different framework under volume discount context for different types of sales promotion

The limitation of this research study is that I have only target Karachi's population and the results may not apply to other parts of the country. This study based on the sample size of 250 respondents who are mainly youngsters, which might not be accurate presentation of the whole population of different age group that might reduce the effectiveness of data and might results in increasing the findings errors.

In addition, the questionnaires mainly distributed among limited sample, reflecting the whole population. Furthermore, the data collected from the respondents only reflect their selected option and ignoring their emotional feeling attached with them. In this study, findings shows that perceived savings and perceived self-expression value play a vital character in deciding bulk purchases under volume discounts. The drivers of the benefits identified in this research should be inspected more in detail to find the best effective way to maximize the benefits.

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