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Master in Management Program

INVESTIGATING THE DETERMINANTS OF CUSTOMERS' PROPENSITY
TO PLAN PURCHASES DURING SALES

Master's Thesis by the 2nd year student
Concentration — International Business
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Описание цели, задач и основных результатов	<p>Цель исследования – идентифицировать поведенческие модели покупателей, влияющие на склонность к планированию покупок и соблюдению плана покупок во время разных распродаж. Задачи исследования:</p> <ol style="list-style-type: none"> 1. Обосновать актуальность изучения влияния покупательской мотивации, покупательского поведения, маркетингового скептицизма и маркетинговой грамотности; 2. Определить как покупатели планируют свои покупки и соблюдают план покупок; 3. Разработать концептуальную модель планирования покупок и соблюдения плана покупок; 4. Определить подходящий исследовательский подход, включая сбор и анализ данных; 5. Проверить модель на основе эмпирического исследования среди покупателей распродаж; 6. Предложить рекомендации практикам по маркетингу и исследователям по дальнейшему развитию данной темы. <p>Результаты исследования показали, что покупательская мотивация, покупательское поведение, маркетинговый скептицизм и маркетинговая грамотность имеют разное влияние на поведение покупателей, их планирование и соблюдение плана покупок во время разных типов распродаж. Утилитарная мотивация покупок положительно влияет на планирование покупок и соблюдение плана покупок во время распродаж. Импульсивное покупательское поведение и маркетинговый скептицизм не подтвердили своего влияния на планирование покупок и соблюдение плана покупок во время распродаж. Кроме того, покупатели, которые пользуются преимуществами предложений распродаж, испытывают большую гедонистическую ценность и имеют более высокий уровень маркетинговой грамотности, чем те, кто не покупают на распродажах.</p>
Ключевые слова	Стимулирование сбыта, распродажи, покупательская мотивация, покупательское поведение, маркетинговый скептицизм, маркетинговая грамотность, планирование покупок, соблюдение плана покупок

ABSTRACT

Master Student's Name	Veronika Basenko
Master Thesis Title	Investigating the determinants of customers' propensity to plan purchases during sales
Educational Program	Graduate School of Management
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Academic Advisor's Name	Alkanova Olga Nikolaevna, Senior Lecturer, Marketing Department
Description of the goal, tasks and main results	<p>The purpose of the research was to identify customers' behavioral patterns that affect the propensity to plan purchases and comply with a prepared shopping plan during sales of different types. The research tasks were:</p> <ol style="list-style-type: none"> 1. To justify the relevance of the study of the effects of shopping motivation, buying behavior, marketing skepticism and marketing literacy; 2. To explore how customers plan their purchases and comply with the shopping plan; 3. To develop a conceptual model of shopping planning and compliance with the shopping plan; 4. To develop the methodological approach including data collection and data analysis; 5. To verify the model based on an empirical study among sales shoppers; 6. To suggest recommendations for practitioners to their marketing activities and researchers on the further development of the topic. <p>The result of the study shows that shopping motivation, buying behavior, marketing skepticism, and marketing literacy have different effects during short-, middle- and long-run sales. Utilitarian shopping motivation is a statistically significant factor that positively affects shopping planning and compliance with the shopping plan during sales. Impulsive buying behavior and marketing skepticism have not confirmed their impact on the planning of purchases and compliance with the purchase plan during sales. Additionally, buyers who take advantage of sales offers experience more hedonic value and have a higher level of marketing literacy at sales than non-buyers.</p>
Keywords	Sales promotion, sales, shopping motivation, buying behavior, marketing skepticism, marketing literacy, shopping planning, compliance with the shopping plan

TABLE OF CONTENTS

INTRODUCTION.....	5
CHAPTER I. THEORETICAL ANALYSIS OF THE EFFECT OF SALES PROMOTIONS ACTIVITIES ON CONSUMER BEHAVIOR.....	7
1.1 Sales promotions as a marketing communication.....	7
1.1.1 Introduction to Sales Promotions.	7
1.1.2 Description of Types of Promotion.	9
1.1.3 Time frames of Sales	11
1.1.4 Shopping planning and commitment to the plan.	15
1.2. Consumer behavior and shopping motivation.....	15
1.2.1 Hedonic and Utilitarian shopping value.....	16
1.2.2 Impulsive and compulsive buying behavior.....	18
1.2.3 Interconnections between shopping motivations and buying behaviors.....	20
1.3 Marketing literacy and marketing skepticism.....	21
1.4 Research model development.....	23
Summary of Chapter I.....	25
CHAPTER II. DEVELOPMENT OF RESEARCH DESIGN FOR ANALYSIS AND COLLECTION OF THE DATA.	27
2.2 Methods and data collection.....	27
2.2.1 Qualitative study.....	27
2.2.2 Quantitative study.....	29
2.3 Data collection.....	31
Summary of Chapter II.....	35
CHAPTER III. MODEL ANALYSIS AND DISCUSSION.	37
3.1 Factor analysis results.....	37
3.2 Short-run sales.....	39
3.3 Middle-run sales.....	43
3.4 Long-run sales.....	47
3.5 Hypothesis testing.....	51
3.6 Theoretical and practical implications.....	55
3.7 Limitations and future research directions.....	57
Summary of Chapter III.....	58
CONCLUSION	59
REFERENCES.....	61
APPENDIX 1. STUDY 1. IN-DEPTH INTERVIEW DESIGN.	66
APPENDIX 2. STUDY 2. ONLINE SURVEY DESIGN.....	67
APPENDIX 3. DISTRIBUTION OF THE SURVEY	70
APPENDIX 4. EFA ANALYSIS.....	71

INTRODUCTION

In Russia, the sales volume for promotions in stores of the modern format in different categories is continually growing. Constant innovations, new trends, and events are changing customers' needs and increasing their interest in the shopping experience, raising the level of competition within and between retail formats, which have a significant impact on how retailers conduct sales in such an environment.

The demand from customers for promotional products is becoming more intense. The industry is actively responding to this request, and retailers are increasing their offer of products at discounts from year to year. As a result, the volume of promotions increases due to three key parameters: the number of product positions on the promo, the number of stores where promotions are held, and the discount price.

In 2016, Nielsen, a marketing measurement company in the consumer goods industry, investigated the impact of promotions on consumer choice in grocery supermarkets. It conducted a study among 1,000 food buyers in nine Russian cities with a population of more than one million. The study showed that 62% of Russian customers pay attention to promotions, 33% search for them purposefully, and only 5% ignore discounts and other special offers in the stores (Nielsen, 2016).

Therefore, the Research Gap of this study is a limited understanding of how the amount of sales used by retailers changes the customers' propensity to plan purchases. The research gap of this study is quite significant. Therefore, within the study, we worked with the research problem, which is part of the current research gap. It requested: "What are the behavioral patterns of customers' behavior that form the plan of purchases when it comes to sales?" This master thesis aims to fill the research problem mentioned above.

To address the research problem, this study aims to investigate the effects of shopping motivation, buying behavior, marketing skepticism, and marketing literacy on the propensity to plan purchases by customers. In addition, we want to check whether customers who plan their purchases tend to comply with this purchase plan. In order to address the research problem, the following research question was formulated:

RQ1: Is there connection between regularity of sales and tendency of customers to plan their purchases?

RQ2: What is the connection between shopping motivation, buying behavior and the customers' intention to shop in the short-, middle-, and long-run sales?

RQ3: What is the connection between marketing skepticism and/or marketing literacy with customers' intention to shop during sales?

The subject of this master thesis is patterns of customers' behavior that affect the propensity to plan purchases and compliance with a prepared shopping plan. The object is Russian shoppers during different sales periods.

The main goal of the research is to identify customers' behavioral patterns that affect the propensity to plan purchases and comply with a prepared shopping plan during sales of different types. Based on the literature review, three types of sales were considered and classified according to sales per year's frequency. These types of sales, namely, are short-run, middle-run, and long-run sales.

Under the research goal, the following research tasks were formulated:

- To justify the relevance of the study of the effects of shopping motivation, buying behavior, marketing skepticism and marketing literacy;
- To explore how customers plan their purchases and comply with the shopping plan;
- To develop a conceptual model of shopping planning and compliance with the shopping plan and identify the factors that contribute to it;
- To develop the methodological approach including data collection and data analysis;
- To verify the model based on an empirical study among sales shoppers;
- To suggest recommendations for practitioners to their marketing activities and researchers on the further development of the topic.

This master thesis consists of an introduction, three chapters, a conclusion, a list of references, and an appendix.

The first chapter consists of a literature review, formulation of hypotheses, and creating a conceptual model for this research. It discusses sales promotion, types of sales, shopping motivation and buying behavior of customers, their level of marketing skepticism and marketing literacy.

The second chapter is devoted to the selection of research methods, the design of questionnaires, the process of data collection, and descriptive statistics of the collected data.

The third chapter contains an analysis of the collected data, the results of the analysis, hypothesis testing, verifying the final model, and recommendations for practitioners and researchers. Finally, the conclusion of the thesis summarizes all the work done.

CHAPTER I. THEORETICAL ANALYSIS OF THE EFFECT OF SALES PROMOTIONS ACTIVITIES ON CONSUMER BEHAVIOR.

1.1 Sales promotions as a marketing communication

Nowadays, growing competition in many markets for goods and services forces companies to continually look for new ways to attract the attention and interest of consumers. One of these ways is sales promotion. In order to remain competitive, companies use sales promotion tools as one of the most vital methods to encourage buying behavior to purchase a particular product (Shamout, 2016).

Sales are one of the most popular tools for trade marketing. They are held for different purposes. The most popular goal is to increase sales and get rid of old products. However, this discount campaign can be called successful when it not only sells out inventory but also helps to improve the company's image or at least does not harm it (Gedenk, Neslin & Ailawadi, 2009). Therefore, the task of marketers is to organize sales promotion in such a way that it would be not only profitable but also a remarkable event for the company and its customers.

In 2015, the global measurement company Nielsen published an article where it is said that every year up to 500 billion dollars are spent on sales promotion in the world, and manufacturers of consumer goods spend up to 20% of their revenue on promotions (Nielsen, 2015). However, it is required to understand how sensitive and responsive the customers are to these promotions and how they react to it.

1.1.1 Introduction to Sales Promotions.

There is an extensive amount of research on sales promotion in the context of different sciences, such as economics, psychology, and marketing. Over the past 35 years, much research has been done to study the impact of promotions. (Blattberg & Briesch, 2012). The definition of the term sales promotion is quite complex due to the presence of many interrelated methods and tactics. Thus, it can be found a considerable number of definitions in the literature of what is sales promotion (Table 1.1).

Table 1.1 Definitions of Sales Promotion

Definition	Source
“Comprising a range of tactical marketing techniques within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives”.	Institute of Promotional marketing

Table 2.1 Definitions of Sales Promotion (continuation)

“Media and nonmedia marketing pressure applied for a predetermined, limited period of time in order to stimulate trial, increase consumer demand, or improve product availability”.	American Marketing Association (AMA)
“An activity or series of activities done to increase sales of a particular product, for example by reducing its price or advertising it.”	Cambridge Dictionary, (2020)
“A key ingredient in many marketing campaigns, consists of a diverse collection of incentive tools, mostly short term, designed to stimulate trial, or quicker or greater purchase, of particular products or services by consumers or the trade.”	Kotler P. (2006)
“An action-focused marketing event whose purpose is to have an impact on the behaviour of the firm's customers.”	Blattberg and Neslin (1990)

Therefore, sales promotion refers to the actions of advertising activities in order to increase the interest of regular customers and attract new ones. They are temporary and most often focus on encouraging shoppers or retailers to take short-term actions (Cannon, Perreault & McCarthy, 2016).

Based on the existing researches and formulations of the concept of sales promotion, the objectives of sales promotion can be (Table 1.2):

Table 3.2 Objectives of Sales Promotion

Source	Objectives
Blattberg & Neslin (1990)	- increase in product sales due to complementary products in the store;
Kim Shyan Fam (2003)	- getting the opportunity to update the assortment by freeing up space in warehouses and shelves of retail outlets;
Philip Kotler (2006)	- increase the number of purchases made by occasional users;
Gedenk, Neslin & Ailawadi (2009)	- changing the range of products of a trade company;
	- increase the percentage of unplanned purchases by customers;
	- redistributing the flow of customers over a certain period;

Table 4.2 Objectives of Sales Promotion (continuation)

Blattberg & Briesch (2012)	- sale of product leftovers or surpluses of seasonal goods that were not sold at the reference price;
	- increasing the number of visitors and turning them into buyers;
	- attracting the buyer's attention to the new product when it is put on the market;

1.1.2 Description of Types of Promotion.

Sales promotion has three areas that are designed for different goals and different target audiences: manufacturers, retailers, and consumers (Figure 1.1). The sales promotion, which is directed at the customer, distribution channel, or sales staff members, is called retail promotion. Promotions developed by the manufacturer and targeted at retailers are called trade sales promotion. Consumer promotion - sales promotion developed by the manufacturer and aimed directly at customers in order to stimulate them to make a purchase. (Blattberg & Neslin, 1990).

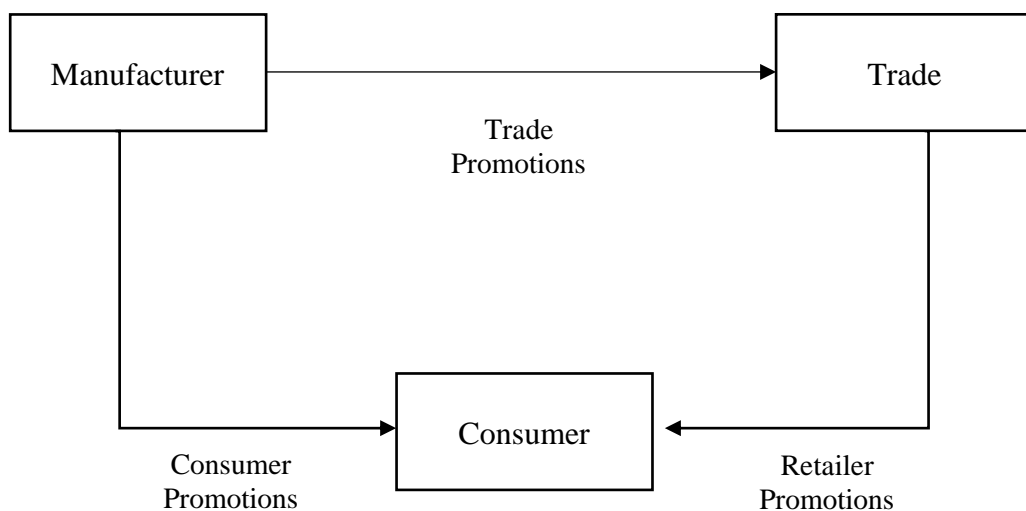


Figure 1.1 Major types of sales promotion
 [Source: Blattberg & Neslin, 1990]

The main focus of this master thesis will be on retailer promotions, which are primarily used by retailers to increase sales to consumers.

According to (Blattberg & Briesch, 2012), the most common type of sales promotion among retailers is a price discount, which can be expressed in different forms, such as buy one product and get a discount on the following product or buy-one-get-one-free (BOGO's). Table 1.3 shows the most conventional types of discounts:

Table 1.3 Common Types of Retailer Discounts

Type of Retail Promotion	Description
Price Reduction	Retailers temporarily decrease prices on product.
Retailer Coupon	Retailers issue coupons for product in their advertisement or on the shelf.
Free Goods	The consumer receives free goods as the discount. It includes buy one get one free (or buy X get Y free), as well as promotions where goods in complementary categories are given away (e.g., salsa for tortilla chip purchase).
Sweepstakes	The consumer is entered into a contest where they have the chance of winning cash or other prizes.
Free Trial	Consumers are given free samples of the product to encourage purchase of a new product.
N-for	The retailer offers a discounted price for the purchase of a set number (N) of items purchased, e.g., three for \$1.
Discount Card	Consumers sign up for a card that tracks their purchases. In return, the retailer provides discounted prices on some items in the store for only those consumers with the card.
Rebates	Consumers receive notices of a rebate at the shelf or display and then mail in proof of purchase and the rebate form.
Bundled Promotion	The retailer gives the consumer a discount for purchasing products from complementary categories (e.g., hamburgers and ketchup).

[Source: Blattberg & Briesch, 2012]

The key element of retailer promotions is a temporary price reduction (Gedenk, Neslin & Ailawadi, 2009). It was found that price reductions play an essential role not only in increasing the number of purchases of regular customers but also in stimulating the behavior of new customers to try the products offered (Shimp, 2012). However, Ehrenberg et al. (1994) state that the attraction of occasional buyers can be once, since most likely, after buying a product with a discount, the buyer will return to their familiar brand rather than buy a promo brand at full price. Retailers also use short-term price cuts and secure purchases to capture customers who have low sales resistance and are prone to impulsive buying (Kotler, 2006).

Besides, communication between customers and sales promotion is important. It is essential to inform customers about all promotions in the store that they could know about them and take advantage of using it (Blattberg & Briesch, 2012). For this reason, retailers use all types of advertising, such as flyers, store signs, displays, and ads on TV and the Internet.

Prashar et al. (2015) determined that in addition to the influence of the window display on the desire to make purchases, the atmosphere in the store also has an effect. The atmosphere is necessary to capture customers' favorable emotional reactions as an essential ingredient in the retail environment and a distinctive feature of the store. Atmospheric factors include light, music, and aroma.

Thereby, retail promotions are a potent sales tool. It is becoming more adaptable and can be targeted better at a specific customer. Retail promotions continue to thrive by attracting the customer's attention and encouraging them to make purchases (Sinha & Verma, 2020).

1.1.3 Time frames of Sales

Every day, customers around the world make thousands of small and large purchases. If we think about it, our year consists of daily spending: we buy food, medicine, pay for travel and movie tickets, choose gifts for relatives and friends on important dates, and buy something for ourselves.

There are many ways to attract customers' attention — discounts, gifts, free samples, and more. In mid-2019, Nielsen, a marketing measurement company in the consumer goods industry, investigated the impact of promotions on consumer choice in grocery supermarkets. Thus, in non-food categories, the share of promo sales in monetary terms was 53%, and in food categories 50%. Interest in discounted products continues to grow (Nielsen, 2019).

Lowering prices is the most common way to attract the attention of store users to specific products (Kaltcheva et al., 2013). There are regular sales in Russia ---- discounts on particular days of the week, specific hours, or for certain categories of customers. Usually, such sales are held by retailers at least once a month.

Perekrestok is the largest supermarket chain in Russia, the first of the modern formats to enter the Russian grocery retail market. In its stores, Perekrestok arranges permanent promotions "Superprice of the week," in which every week, the assortment of goods participating in the price reduction is updated. (Perekrestok, 2020). National retail chain Pyaterochka, the most significant Russian chain of grocery stores "close-to-home," holds promotions for specific categories of customers, such as families with children or retirees. Special conditions are provided for them, for example, for retirees, a 10% discount is available on Mondays and Thursdays from the opening of stores until 13.00 (Pyaterochka, 2020). These promotions and sales can always be found in any retail chains, which is not valid for seasonal sales or those that encourage to buy gifts for a particular holiday.

Traditionally, fashion houses produce two collections a year - one dedicated to the spring-summer season, the other to the autumn-winterer season. Accordingly, there are also two official

sales seasons, and in both cases, collections are sold out starting from the last month of the season. In other words, the summer collection will go on sale in July, and the winter collection - in January. Seasonal sales in the world last from 30 to 60 days, depending on the rules of each specific country.

In addition to the official sales season, there are also local off-season traditions. In Russia, such traditional sales include days with great discounts dedicated to such holidays as Valentine's Day (February 14), Defender of the Fatherland Day (February 23), International Women's Day (March 8), and this is not the whole list.

Another two types of significant sales that have become traditional and have adapted to markets depending on the country are Black Friday and Cyber Monday (Swilley & Goldsmith, 2013). Black Friday is a day of huge discounts and sales; it is the main holiday for all shoppers and a great solution for those who want to save money. People plan their purchases for a few months, stand in huge queues, and even make schemes of shops to have time to grab a particular product (Simpson et al., 2011).

Abroad, Cyber Monday comes on the Monday after Black Friday and is its continuation on the Internet. Since Cyber Monday, like Black Friday, is held annually in preparation for the Christmas and New Year holidays, it is one of the busiest trading days for online stores. Cyber Monday is now the traditional beginning of the online holiday shopping season (Swilley & Goldsmith, 2013).

In Russia, the concept of Black Friday and Cyber Monday appeared relatively recently. It has been held in our country since 2013, and every year is gaining more and more popularity. Nevertheless, the range does not suffer from this. As for Black Friday, several Russian websites concentrate, analyze, and provide customers with information about discounts online and in stores. Consumers can only choose, compare, and promptly pay for goods. The campaign involves many popular retail chains and Russian stores. Internal data sales for 2018 in Russia show sales growth of 527% compared to the typical day (Black-Friday.Global, 2019).

In Russia, Cyber Monday, unlike in United States, takes place on the last Monday in January, summing up a peculiar result of new year's sales. Leading online stores of electronics, home appliances, clothing, shoes, and children's toys participate in Cyber Monday. There is even a particular website about Cyber Monday sales in Russia supported by the Russian Association of Electrotechnical Companies (RAEC), the Association of Internet Trade Companies (AKIT), and the Regional Public center for Internet technologies (ROCIT).

Also, in Russia, one of the most popular sales became the Singles' Day or Double 11. This sale is held every year by Chinese online shops. Residents of China believe that 11.11 is ideal for new acquaintances and the beginning of a healthy relationship. Therefore, the date of November 11 was chosen for a world shopping day.

Since consumers spend so much during sales periods, retailers look forward to the holiday shopping season to achieve positive financial results for the year. Retailers rely heavily on advertising during the holiday season to bring customers into shops and make them shop online (Swilley & Goldsmith, 2013).

In 2003, Kim Shyan Fam published the research in which it was identified as the three main types of sales in terms of their frequency per year used by clothing and footwear retailers. In this work, the author defines three types of sales, which are measured by the regularity of use by retailers in New Zealand, Portugal, and Hungary. The first and most popular type of sales among retailers are sales with a change of seasonal clothing collection. Such sales can be held at any time of the year. The second type of sale includes General sales that retailers hold on the occasion of their store's anniversary, relocation, opening, renovation, or other similar events. The third type is the pre-Christmas and Christmas sale. General and Christmas sales are the following most important sales for retailers in the three countries, as they are intended more to attract new customers, increase profits, or reinforce the image of the store.

Based on Kim's research, and the types of sales that are held in Russia, it is possible to divide all types of sales by the frequency of holding during the year (Table 1.4):

Table 1.4 Types of sales by frequency, prepared by author

Periodicity	Type of sales	Source
Short-run	Regular sales	Adapted from Kim (2003)
Middle-run	Seasonal sales	
Long-run	Event sales	

Since in this master's thesis we want to understand whether there is a connection between regularity of sales and tendency of customers to plan their purchases, we will focus on these three sales periods and considered them in the following part of this research.

Short-run. These types of promotions are held to correct stock management and increase profit (Kim Shyan Fam, 2003). For instance, to sell something that was not bought due to weather and other conditions beyond our control, to sell something that was ordered disproportionately, or to increase the number of purchases by customers (Blattberg & Briesch, 2012).

As described earlier, these types of sales are regular and can be found in every store. They can include "Happy hours" promotion when on a particular day and time, there are significant discounts on a specific product or "Superprice" on a yellow tag with the news of a temporary cut-off price on the product, as an example.

Middle-run. Any brands of seasonal products update their product range and change their collections once or several times a year. Every time stores that have seasonal goods prepare warehouses and sales areas for the new season about a month before the launch of the new collection and hold a sale. The purpose of these sales promotions is to attract as many customers as possible, in addition to selling off the stock (Kim Shyan Fam, 2003).

Long-run. As for holiday sales, they are timed to specific events. Such sales, in contrast to seasonal sales, are designed for certain categories of customers for whom this holiday or event is of great importance. Here, the main goal of marketing specialists is to attract customers and strengthen their loyalty (Blattberg & Briesch, 2012). This type of sale is characterized by a short period, in which there is a rush of demand. In addition to holiday sales, we can add Black Friday, Cyber Monday, and Singles' Day to this category, which is held once a year. These sales can be called universal since they are not attached to social life as holiday sales. They offer a different set of products at discounts and are designed to fit any category of customers.

A visual distribution of each sale and the corresponding period is presented in the Figure 1.2:

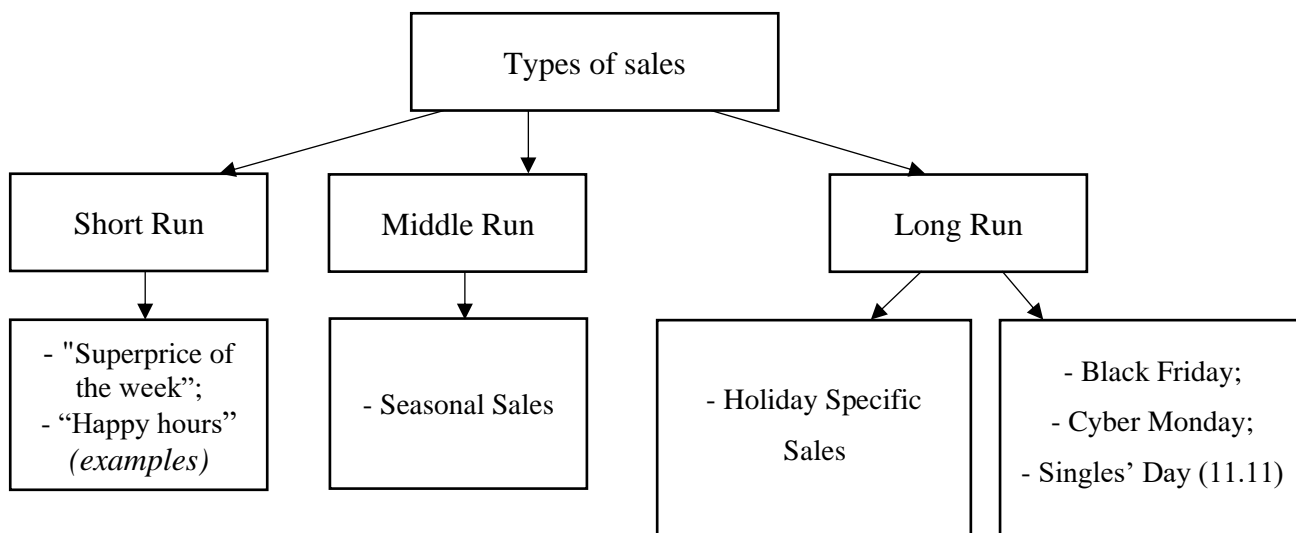


Figure 1.2 Types of sales by frequency
[Source: Created by author]

In the case of planning purchases by customers in Russia, it is vital to divide Long Run sales into two categories. The first category – Holiday Specific Sales, will include sales timed for various holidays and which have become traditional for the Russian consumer. The second category will include Black Friday, Cyber Monday, and Singles' Day, as they have appeared relatively recently on the Russian market.

1.1.4 Shopping planning and commitment to the plan.

In 2016, Nielsen conducted a study among 1,000 food buyers in nine Russian cities with a population of more than one million. The study showed that 62% of Russian customers pay attention to promotions, 33% search for them purposefully, and only 5% ignore discounts and other special offers in FMCG stores (Nielsen, 2016).

Besides, researchers who study the impact of sales promotion on the buyer, its behavior, and motivation during shopping, briefly mention in their works the customers' attitude to shopping planning and how they adhere to this plan. The study of Lennon, Johnson & Lee (2011) showed that shoppers spend significant effort in preparing and shopping during Black Friday, such as making a plan for their purchases in advance.

Buyers who plan their purchases experience the convenience and "smart shopper feeling," which has hedonic and utilitarian aspects. This connection between the feelings of a smart buyer and planning is significant and represents a group of buyers who manage to get advertised products at discounts. Additionally, the results of the study showed that buyers who spend effort on planning their purchases are also prone to impulsive purchases. Authors explain this by the fact that buyers plan their activities during sales and fulfill their plan, after which they can take advantage of unplanned transactions on their shopping path (Lennon, Johnson & Lee, 2011).

Another study confirms that shoppers are engaged in strategic planning for shopping on Black Friday. Such planning on Black Friday is consistent with traditional holiday rituals and can be the same as planning to buy gifts before Christmas (Thomas & Peters, 2011).

In a study about the impact of sales promotion on customer behavior, Laroche et al. (2003) determined that there are buyers characterized by their expertise in shopping, their planning of shopping trips and expenses. They can also provide information about favorable offers to other customers. Moreover, customers who continuously make purchases in the stores they know will be better aware of the environment and the range of products in these stores. Thus, they will properly plan their purchases and buy what they need.

All these results of various studies indirectly confirm that people plan their purchases before going to the store and try to stick to their plan during sales. Further, we will focus on different shopping motivations and buying behaviors of customers, which can influence their shopping trip.

1.2. Consumer behavior and shopping motivation.

Shopping is firmly established in our lives and is a common pastime these days. Shopping helps to relieve stress, have fun, or buy the necessary goods. The pleasure of shopping may prevail

over rational needs or vice versa. Besides, during periods of discounts and sales, we tend to make a lot of impulsive purchases and generate a lot of things around us that are not always necessary. Therefore, the premise of this research is to understand the value of different shopping experiences that sales promotion has on consumers.

Sales promotion offers the benefits of various advantages to which the consumer responds (Shimp & Andrews, 2012). The various advantages offered by sales promotion affect the consumer's psychological assessment, after which the consumer evaluates and makes conclusions about how profitable this offer is. However, the evaluation of profitability is not the only thing that determines the buyer's decision to buy; it also affects the buyer's emotional and internal feelings (Sinha & Verma, 2020).

There are two significant shopping motivations and two types of buying behaviors. Each shopping experience allows customers a combination of compulsive and impulsive buying, as well as hedonic and utilitarian shopping values (Gohary & Hanzae, 2014).

1.2.1 Hedonic and Utilitarian shopping value.

Currently, retail strategies are continually evolving, focusing not only on the aspects of utilitarian consumption but also on the satisfaction and enjoyment of customers from their shopping. Carpenter & Moore (2009) determined that even though discount retailers such as Walmart were considered to meet the basic, functional needs of the customer, they have become to provide a significant level of hedonic value of purchases, which is essential for buyers.

Hedonic purchases are usually motivated by a desire for fun and pleasure, sensory stimulation, and often include products that are thoughtless or luxurious. When we spend money on hedonic products or services, there is often an internal conflict between the necessity to save money and encourage our desires. It is happening because spending money on the second option reduces the monetary resources needed to meet basic life needs (Kivetz & Zheng, 2017).

In contrast, utilitarian shopping is based on the principle of rational purchases, which is usually based on the motivation of the need and regularly involve practical product. There are utilitarian goods and services without which it is impossible to do, and spending money on them has a natural justification. In their research, Babin, Darden & Griffin (1994) determined that utilitarian value can arise from a situationally engaged consumer who collects information as needed, so a purchase is not a necessary precursor to utilitarian purchasing value.

There is a direct link between shopping motivation and its consequences such as loyalty, retail satisfaction, and assessment of the utilitarian and hedonic value of purchases, which has been proven by research in retail (Arnold & Reynolds, 2003). It has also been confirmed that retailers

can provide both hedonic and utilitarian values while the customer is shopping (Sherry, 1990). For instance, the customer may be motivated to buy a particular item and go shopping for it, and when s/he finds that item in the first store (utilitarian value), it can be at a reduced price (hedonic value), (Carpenter & Moore, 2009).

Table 1.5 contains studies that have investigated various aspects related to sales promotion and their effectiveness in the context of a utilitarian and hedonic type of product:

Table 1.5 Review of research on moderating role of product category in the context of sales promotion

Author	Key findings
Das, Mukherjee, & Smith (2018)	Utilitarian products are linked with prevention goals and thus the popularity cue boosts the consumers' purchase intentions. Whereas, hedonic products are linked with promotion goals and therefore the scarcity cue boosts the consumers' purchase intentions.
Chaudhuri, Calantone, Voorhees, & Cockrell (2018)	Cash rebates and Financing incentives both are effective in the automobile industry but cash rebate is more effective in the context of mass market whereas financing incentives are more effective in the context of the luxury market.
Kivetz & Zheng (2017)	Promotions motivate to make purchase decisions more in case of hedonic product rather than utilitarian product. Promotions will support purchase decisions if product is framed as more hedonic or having hedonic consumption goal.
Liu & Chou (2016)	Consumer choices toward freebie promotional packages are influenced by the characteristics of focal product and freebie products in a sales package.
Eisenbeiss, Wilken, Skiera, & Cornelissen (2015)	Time constraint is a factor to increases promotional effectiveness which works more for hedonic product in comparison to utilitarian products. Discount level works to increases promotional effectiveness for utilitarian product more in comparison to hedonic products.
Luong & Slegh (2014)	Discounts are more effective for hedonic products in comparison to the products those cause displeasure.
Parreño-Selva et al. (2014)	Greater effect of price promotions on vice products comparatively to virtue products.
M. W. Liu (2014)	Consumers tend to buy a product even if the total utility is little or negative because of the attractiveness of deal.
Teck Weng & Cyril de Run (2013)	Sales promotion techniques significantly affect the purchase satisfaction and behavioural intention for convenience, shopping and speciality/luxury product. However, there is no significant effect of sales promotion techniques preferences on purchase satisfaction and behavioural intention for an unsought product.
Chowdhury, Micu, Ratneshwar, & Kim (2010)	Promotion-focused messages are comparatively more persuasive than prevention-focused messages in acquisition tasks compared to forfeiture tasks in the context of hedonic products.
Banerjee (2009)	For consumables products, most preferred type of promotion is volume discount and cash discount, whereas for consumer durable products consumer prefer non- related utilitarian freebie (NRUF) and cash discount.
Liao, Shen, & Chu (2009)	Utilitarian product linked more with a price discount promotion and hedonic product linked more with a premium promotion can persuade higher reminder for impulse buying.

Table 1.5 Review of research on moderating role of product category in the context of sales promotion (continuation)

Montaner & Pina (2008)	Monetary promotions weaken the brand image of utilitarian products more than hedonic product. Whereas Non-monetary promotions are more effective on hedonic products than utilitarian product.
Chandon et al. (2000)	Monetary promotions are more supportive of the sales of utilitarian products compared to hedonic products, while nonmonetary promotions are more supportive of the sales of hedonic products compared to utilitarian products.
Kempf (1999)	Hedonic products are more linked with arousal feeling during the trial use compared to a functional product. However, for hedonic product brand cognition is not related significantly to trial evaluation. Brand Cognitional and pleasure were significantly related with trial evaluation for a utilitarian product.

[Source: Sinha & Verma, 2020]

According to Babin, Darden & Griffin (1994), price discounts, as a promotional tool, affect both hedonic value and utilitarian one. By reducing the price, buyers perceive the utility of transactions or smart feelings of the buyer that affect the hedonic value, while the discount on the product can serve as practical completion of the task of consumption, which is a utilitarian value. On the other hand, Chandon, Wansink & Laurent (2000) found that consumers in France respond to commercial sales promotions are perceived as an opportunity to save money and to try a higher quality product. For French customers saving money have a higher overall utilitarian mean than hedonic one.

Also, it should be noted that the utilitarian and hedonic value may vary depending on the product category. Thus, Sinha & Verma (2020) in their study determined that consumers consider food products as a hedonic benefit. In contrast, personal care products are focused on meeting functional needs, which corresponds to utilitarian benefit. Moreover, depending on the product category and the value received by customers, retailers usually set price promotions for utilitarian products, and gifts or bonuses as non-monetary promotions for hedonic products.

1.2.2 Impulsive and compulsive buying behavior.

During the sales season, people all over the world make a lot of unplanned purchases that bring them only short-term pleasure. Every year in the US, a significant amount of money is spent on impulse purchases (Figure 1.3). According to Statista, purchases by people aged 18 – 24 make up half of all their purchases (Statista, 2018). In some cases, most consumers buy spontaneously, but some of them may do this more often than others. To understand this phenomenon, researchers focus on studying the impulsive and compulsive behavior of shoppers (Flight, Rountree & Beatty, 2012).

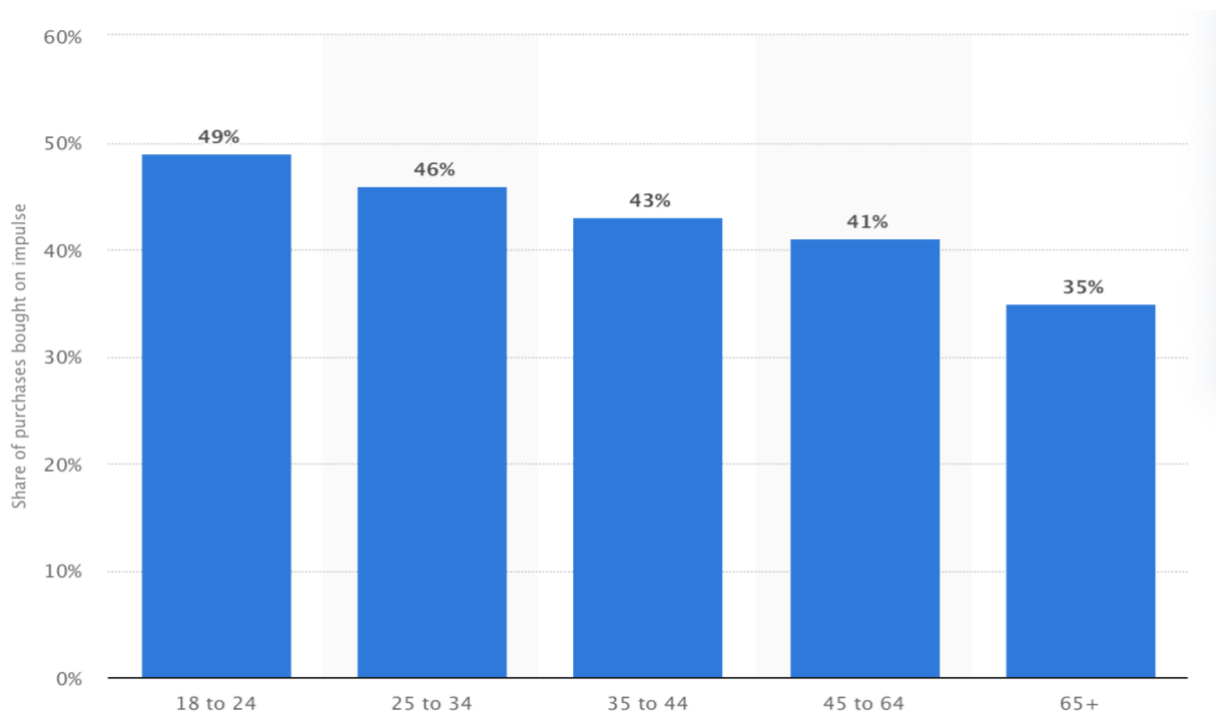


Figure 1.3 Percentage of U.S. consumers' purchases bought on impulse as of 2018, by age group
[Source: Statista, 2018]

According to Beatty & Ferrell (1998), impulsivity is the degree to which an individual can make unintended, spontaneous, and non-reflexive purchases with no pre-shopping intentions either to buy a specific product or to perform a specific purchasing task. Most customers at least occasionally make purchases on impulse, which is essential for marketers, since this is a form of purchasing action (Prashar et al, 2015).

Price is a crucial factor that affects an impulsive purchase. The number of unpredictable purchases increases if a person's mood rises at the sight of unexpected savings. So, an unexpectedly low price makes buyers think they are spending less than they originally planned, which leads them to buy impulsively (Heilman et al., 2002). According to Liao et al. (2009), customer's impulsive behavior is especially evident when they are offered an instant-reward promotion, such as a reduced price or free goods. Thus, the impact of sales promotion strategies is significant on buyers' impulsive purchases.

Another buying behavior is compulsive buying, which is defined as the consumer's tendency to be concerned about a purchase. It can be manifested through the lack of impulse control over the purchase or regularly recurring purchases (Ridgway, Kukar-Kinney & Monroe, 2008). These people cannot control this behavior (Mowen & Spears, 1999), and the aforementioned is often due to internal stress or problems in which buyers have little regard for financial, social, or personal consequences (Flight, Rountree & Beatty, 2012). Also, compulsive buying can be associated with shopaholic or excessive purchases (Lim et al., 2020).

Even though customers with compulsive behavior often spend more than they can afford, experience difficulties with credit cards, and frequently suffer financially and psychologically (Roberts & Jones, 2001), they are price-conscious. Kukar-Kinney, Ridgway & Monroe (2012) in their study, found that compulsive buyers more price-conscious, and they have higher store price knowledge than non-compulsive buyers. Therefore, compulsive buyers get more pleasure from a higher transaction value when taking advantage of a price promotion or a discount offer. Their purchases are more related to choosing the right product or brand at an attractive price, rather than mitigating negative feelings through shopping.

1.2.3 Interconnections between shopping motivations and buying behaviors.

Many studies that analyze impulsive and compulsive consumer behavior refer to hedonic and utilitarian values that influence the perception of buying behavior. Conversely, the study of hedonic and utilitarian values is connected with impulsive and compulsive behaviors. Therefore, it is important to mention how they intersect.

Babin, Darden & Griffin (1994) determined that impulsive purchases lead to more hedonic responses and are less likely to satisfy utilitarian needs. According to the authors, the same relationship is observed with compulsive behavior; it reflects a hedonistic value, but not a utilitarian one. They claim that consumers can use this type of shopping as a therapy to manage their emotions.

Against Babin, Darden & Griffin (1994), Lim et al. (2020) found that utilitarian value is positively associated with impulsive purchases. It is easier for consumers to make impulsive purchases when they prioritize money and time as a utilitarian value. This influence is especially evident in the purchase of fashion goods (Park et al., 2012).

Additionally, impulsive purchases are enhanced by the effect of socialization in shopping centers, which contributes to the manifestation of hedonic tendencies, since various advertising incentives are used there (Prashar et al, 2015).

In the context of sales promotion, research has shown that utilitarian products are more associated with price discounts, while hedonic products are associated with prizes or gifts the buyer can get after the deal that influence making an impulsive purchase (Liao et al., 2009). Besides, getting a discount on the desired product can cause additional pleasure for consumers allowing them to achieve more significant hedonic benefits, not only on impulsive but also compulsive purchases (Kukar-Kinney, Ridgway & Monroe, 2012).

1.3 Marketing literacy and marketing skepticism.

Marketing skepticism and marketing literacy is the most popular and discussed topic in recent years. Interest in the study of consumer perception of marketing impact and its attitude to it is raising. It is confirmed by an increase in the number of publications in this area (Golovacheva, 2016). Research in the field of knowledge about persuasion usually focuses on two factors that affect the perception of marketing messages. The first factor comes from people's knowledge of attempts to persuade, and the second factor is the distrust felt for the marketing message, which is also often called skepticism (Isaac & Grayson, 2019).

The knowledge about marketing persuasion is the basis for the formation of marketing skepticism and marketing literacy of consumers. In researches, marketing skepticism is defined as distrust, which is sometimes experienced by the customers concerning the market and marketing tools (Isaac & Grayson, 2019). According to Obermiller & Spangenberg (1998), the factors that shape skepticism can be very different such as social interactions, customers' experiences related to the market, or media comments and discussions about how people are affected by marketing and advertisement.

It has been found that people who are skeptical of advertising are conservative about it and less likely to be convinced. In her research, Fong Yee Chan (2019) proved that people with a low level of skepticism and perceived credibility of advertising could positively affect the results of product promotion. On the contrary, a high level of skepticism leads to a more negative perception of the brand in advertising since such buyers do not like it when they are intentionally manipulated or sold something.

Marketing literacy not only applies to people whose education or professional activities are related to marketing or those who have studied marketing closely at university and conducted research on it. Today, consumers who are familiar with the ideas, goals, and marketing methods and advertising also belong to the group of marketing-literate consumers. It was determined that the consumers' expression of skepticism about the techniques used by marketers and their confidence in evaluating advertising statements and making judgments is proof that consumers are becoming literate in the field of marketing (Macdonald & Uncles, 2007).

In 2017 Golovacheva K. S. and Smirnova M. M. developed a structural model that identifies the key components of consumer knowledge about marketing impact and determines the relationship between them. Based on this structural model, they created a typology of consumers. Since the authors have collected and analyzed the most fundamental research in the field of marketing impact knowledge, their typology of consumers will be considered in the following part of this research.

The authors identify the following factors that influence the formation and development of knowledge about marketing impact and cause their differences:

- **socio-historical factors** include the historical context, consumer culture, or consumer mentality;
- **individual factors** are based on consumer activity and involvement in market transactions, personal experience of interacting with the market and experiences associated with it;
- **market factors** consist of common marketing tactics, government regulation of marketing activities, and the level of market development.

These factors and knowledge about marketing impact determine how consumers perceive and respond to attempts at marketing influence.

Further, the authors combine consumers with similar knowledge of marketing impact and divide them into segments based on the level of marketing skepticism and marketing literacy they have, identifying four "ideal types" of consumers (Figure 1.4):

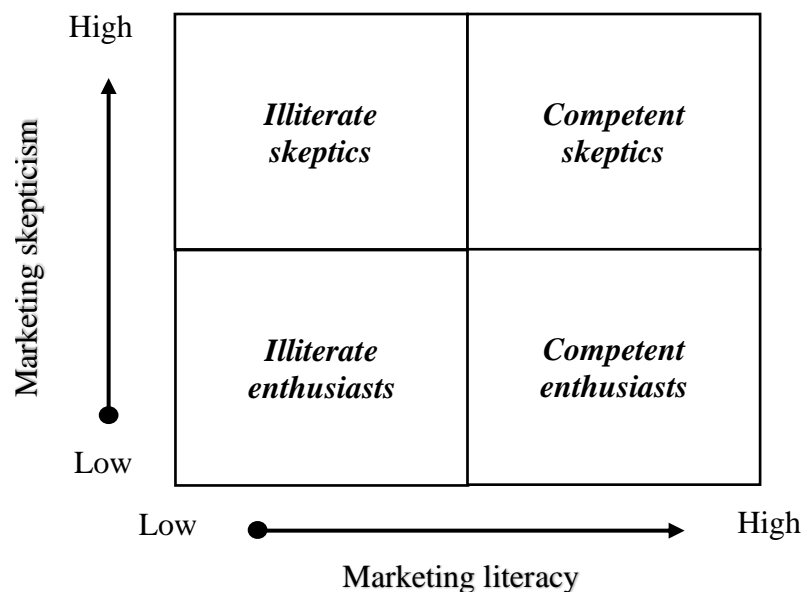


Figure 2.4 A typology of consumers by the level of marketing skepticism and marketing literacy [Source: Golovacheva & Smirnova, 2017]

Illiterate enthusiasts have a low level of marketing literacy and marketing skepticism. They are very sensitive to attempts at marketing influence and can become victims of unfair marketing tactics. According to the authors, this may occur as a result of a low level of interaction with companies or due to an undeveloped market.

Competent skeptics are the exact opposite of illiterate enthusiasts. Their level of marketing skepticism and literacy are high. These consumers have a somewhat critical view of marketing that was formed as a result of the personal negative experience of interacting with the company or market. They effectively cope with the impact of marketing but sometimes can make unprofitable decisions due to a negative perception of the company's actions.

Illiterate skeptics combine a high level of marketing skepticism and a low level of literacy. Due to inexperience with marketing, this combination may lead to an incorrect evaluation of marketing offers and rejection of profitable offers.

Competent enthusiasts mix a high level of marketing literacy and a low level of marketing skepticism. Such consumers know marketing well and can effectively respond to attempts at marketing influence since their professional sphere is connected with this subject of science.

Thus, marketing skepticism and marketing literacy are two closely related concepts. These concepts will be used to describe the impact on customers' shopping planning and adherence to the purchase plan. The typology of consumers by levels of marketing skepticism and marketing literacy described above will be used in further research.

1.4 Research model development.

Research hypotheses have been formulated based on previous studies. Despite the close relationship between the utilitarian and hedonic value displayed by customers during periods of reduced prices in stores, the authors of previous researches determined that discounts on goods lead to the practical completion of the task of consumer consumption (Babin, Darden & Griffin, 1994) and saving money (Chandon, Wansink & Laurent, 2000), which defines the utilitarian motivation of shopping. Thus, we expect that the utilitarian motivation of shopping will prevail over the hedonic one during sales periods.

H1: Customers who take advantage of sales offers will be more prone to have a utilitarian shopping motivation than a hedonic one.

H2: A tendency to utilitarian shopping motivation has a positive effect on (a) a propensity for shopping planning, (b) compliance with a prepared shopping plan during sales.

Many customers make their purchases spontaneously, being under the influence of the moment that defines their behavior as impulsive and compulsive. (Flight, Rountree & Beatty, 2012). With compulsive behavior, buyers are more price-conscious (Kukar-Kinney, Ridgway & Monroe, 2012), while impulsive behavior shows that a temporary decrease in price is a crucial factor for unplanned purchases (Heilman et al., 2002). In connection with these findings, we

assume that impulsive buying behavior will be more considerable during sales seasons than compulsive buying behavior. Also, buyers with impulsive buying behavior before going to the store will tend to plan their shopping list and stick to this plan, after which they can take advantage of the opportunity to make unplanned purchases (Lennon, Johnson & Lee, 2011).

H3: Customers who take advantage of sales offers will be more prone to have impulsive buying behavior than compulsive buying behavior.

H4: A tendency to impulsive buying behavior has a negative effect on (a) a propensity to plan purchases, (b) compliance with a prepared shopping plan during sales.

According to Golovacheva & Smirnova (2017), a high level of marketing skepticism leads the buyer to reject beneficial offers due to biased evaluation of marketing actions. People with a low level of skepticism, on the contrary, will show a positive attitude to the advertised brand or product if they believe that the accompanying ad looks believable (Fong Yee Chan, 2019). Based on these findings, we expect that people who have a low level of marketing skepticism will be more likely to make purchases during sales, and this will also have a positive impact on making a shopping plan and sticking to a made shopping plan while shopping.

H5: Customers with a low level of marketing skepticism will be more prone to make purchases during sales than customers with a high level of marketing skepticism.

H6: A low level of marketing skepticism has a positive effect on (a) the propensity to plan purchases, (b) compliance with a prepared shopping plan during sales.

Marketing literacy refers to the ability of customers to understand advertising techniques and understand the messages that underlie it. Marketing literacy leads customers to a better understanding of markets and the ability to use this knowledge to achieve better consumer solutions (Golovacheva & Smirnova, 2017). In this paper, we assume that a high level of marketing literacy will affect the propensity of customers to buy during sales, as well as plan their purchases and commit with a prepared shopping plan.

H7: Customers with a high level of marketing literacy will be more prone to make purchases during sales than customers with a low level of marketing literacy.

H8: A high level of marketing literacy has a positive effect on (a) the propensity to plan purchases, (b) compliance with a prepared shopping plan during sales.

In this master thesis, we introduce a typology of sales based on the frequency of sales holding per year. We assume that the above effects (formulated in hypotheses) will also differ

depending on the type of sale. Purchase planning and compliance with the purchase plan will be adjusted during sales, depending on the type of sale. These outcomes are based on indirect indications about planning purchases, which were found during the literature analysis. Thus, we can make the following proposition:

The effects mentioned above (H1- H8) will differ depending on the type of sales.

Based on the literature analysis and research hypotheses, a conceptual model of the current study was formed (Figure 1.5). Shopping planning and compliance with the purchase plan were divided into two resulting variables, which will be influenced by factors such as customers' hedonic and utilitarian shopping motivation, impulsive and compulsive buying behavior, marketing skepticism, and marketing literacy. Since we assume that the main effects will vary under the influence of different types of sales, we have been marked this influence with dashed lines.

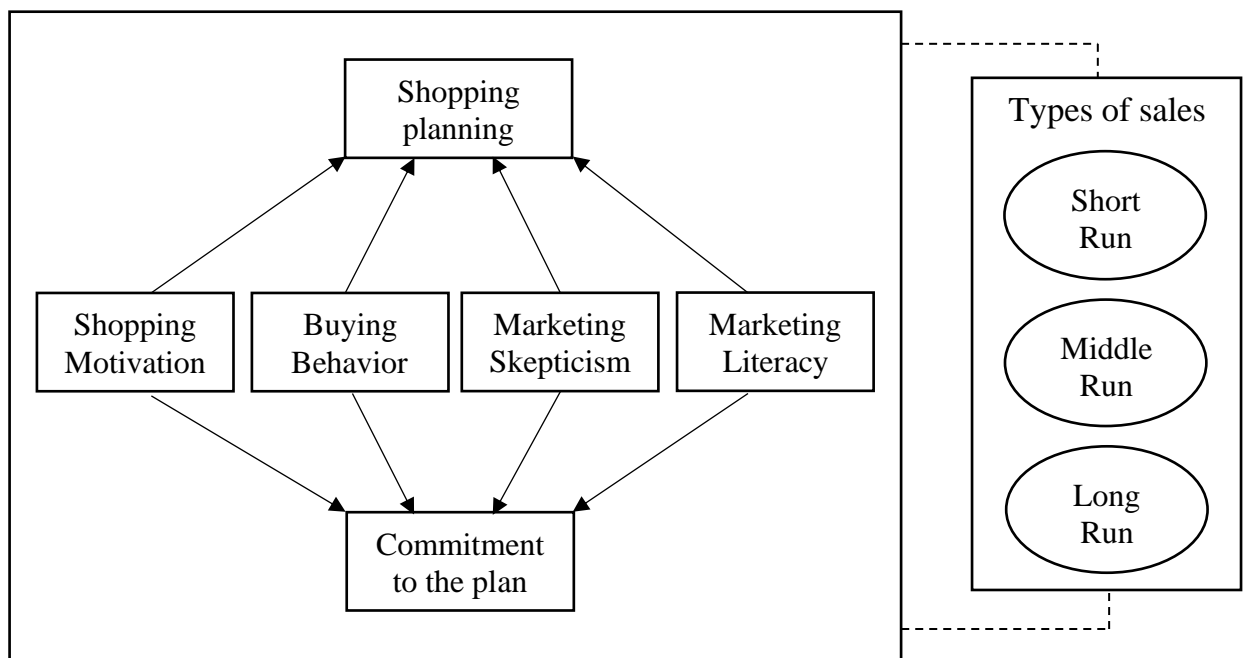


Figure 1.5 Conceptual model of the research
[Source: Created by author]

Summary of Chapter I.

This chapter discussed the sales promotion concept and its types, customers' hedonic and utilitarian shopping motivation, impulsive and compulsive buying behavior, as well as marketing skepticism, and marketing literacy of buyers.

The types of sales held in Russia and its difference were considered in detail. Based on these reflections, three types of sales by frequency per year were formed and justified for this study. Based on existing studies, research hypotheses were formulated, and a conceptual model of the current study was presented.

Chapter 2 will describe the research design of the current study, as well as the determination of research methods. The questionnaires will be developed, and the collection of the data explained and discussed.

CHAPTER II. DEVELOPMENT OF RESEARCH DESIGN FOR ANALYSIS AND COLLECTION OF THE DATA.

This chapter contains the research design of this study. It will describe the empirical research methodology, the development of the questionnaire, and the collection of the data for this study. Also, in this chapter the descriptive statistics of the sample will be provided.

2.2 Methods and data collection

The empirical study was performed in a mixed format and consist of a qualitative and quantitative study.

The qualitative study of empirical research aims to identify and confirm the factors that influence whether the customer will shop during short-, middle- and long-run sales and the process of planning purchases and compliance with the purchase plan during these types of sales. The reason for choosing this method is since it allows to identify the underlying reasons why customers choose or do not choose sales to purchase products at discounts and how they relate to planning their purchases during these periods. The questionnaire structure for the qualitative method consists of open questions.

The quantitative study's objective is to identify the extent of the influence of factors that affect the behavior of buyers during the three types of sales identified at the stage of in-depth interviews. This method is an online - survey, the results of which were analyzed and discussed. The structure of the questionnaire for the quantitative method consists of open and closed questions.

2.2.1 Qualitative study.

As part of the qualitative study, a series of in-depth interviews were conducted to identify and confirm factors that determine the attitude and behavior of customers during sales periods. Black Friday sale was chosen as the main topic of the interview. Earlier, in this work, Black Friday was defined as a long-run sale, which is held once a year. The choice of this particular sale was due to several reasons. Firstly, this sale was chosen as a "universal" sale, in which almost all Russian retailers participate and provide a different set of products at discounts. Secondly, this sale is not timed to any event or holiday and is designed to fit any category of customers. Thirdly, in-depth interviews were conducted in November 2019. In 2019, Black Friday in Russia was officially held for three days - from November 29 to December 1. Therefore, it was essential for us to understand how well Russian buyers are aware of this sale, whether they are going to take

advantage of buying products at discounts and whether they are preparing for it by making a shopping list.

The respondents were selected according to their personal desire to participate in the interview. All of them received a mini-questionnaire before the in-depth discussion, with questions that determined their age, marital status, having children, and their occupation. Respondents were chosen in such order that their age, marital status, and profession did not recur with other respondents to obtain the relevant information for the research. The respondents were selected from 18 to 55 years, as this category is not only the most active in terms of Internet use but also can independently make decisions about buying goods at sales. Also, with closed-ended questions like "are you going to take advantage of the upcoming Black Friday discount offers?", it was determined on which block of questions it is necessary to conduct a conversation with the respondent (Appendix 1). There were five such blocks:

- General questions about different types of sales;
- General questions about Black Friday;
- Questions for respondents who took advantage of discount offers during Black Friday last year (in 2018);
- Questions for respondents who planned to take advantage of discount offers during the upcoming Black Friday (in 2019);
- Questions for respondents who do not use discount offers during Black Friday sales.

A total of 13 respondents took part in the in-depth interviews. All interviews were recorded on a voice recorder with the verbal permission of the respondents. After that, the voice recordings were transcribed into written text based on which the content analysis was performed. The results of content analysis are presented in the Table 2.1:

Table 2.1 Findings from in-depth interviews

Findings	Citation
Most respondents participate in sales at least twice a year. However, they do not always remember when certain sales take place and react only to ads about them.	"I participate four times per year, during seasonal sales, and such big sales as Black Friday and Cyber Monday."
Most respondents do not remember what kind of impulsive purchases they made during the Black Friday sale.	"I do not remember, but it was probably some clothing..."

Table 2.1 Findings from in-depth interviews (continuation)

The respondents (13) mentioned that they do not believe in Black Friday discount offers in Russia.	“I feel more neutral emotions, closer to skepticism, because this event has gained popularity in Russia, there is a comment with which I agree that there cannot be quiet discounts of 70-80% for a group of some electrical equipment...”
All respondents would recommend taking advantage of Black Friday discount offers for their friends because it can be profitable.	“I will advise my friend to take advantage of discount offers during Black Friday sale because he can profitably buy the thing he likes.”
Even though respondents are skeptical, they continue to monitor the prices of their favorite products on Black Friday sale.	“I really wanted LEGO, and I looked at the prices because I knew it would be Black Friday sale... Also, I followed the price of the cream that I use every day; maybe there will be a discount...”
Some respondents were not going to shop without a pre-made list in the upcoming Black Friday sale.	“At the moment, I do not have a well-thought-out list of what I need. Although I might have looked at New Year’s items or gifts, however, I think that if I go now without a list, I will spend more than planned on things that will later turn out to be unnecessary.”
Usually, respondents make a shopping plan of what they want to buy but do not adjust it to particular sales.	“I keep a list of what I need to buy, but it is not timed for sales...”
After completing the purchase plan, respondents can make additional “small” purchases.	“When I was buying 3-5 shirts, I could buy a few extra ties that in non-sale periods I would have been unlikely to buy...”

Thus, a qualitative study results confirmed shopping motivation, purchasing behavior, marketing skepticism, and marketing literacy among Russian buyers who make purchases at sales. It was also found that respondents remember many sales held by retailers, such as seasonal sales and regular sales, in addition to describing their shopping experience at the Black Friday sale. Based on these results and the literature review, a questionnaire for quantitative research was compiled.

2.2.2 Quantitative study.

As part of the quantitative research, an online survey was conducted. The survey was developed based on a conceptual research model and the results of in-depth interviews. The survey was compiled that it was possible to test the research hypotheses and check the proposition described in the first chapter of this work.

The survey consisted of four different parts and eight sections (see more details in Appendix 2). Each section included a particular set of questions. The name of each section and the number of its questions are shown in Table 2.2:

Table 2.2 Sets of questions

	Set of questions	Number of questions
Part 1	General questions about shopping planning	5
Part 2	Questions about short-run sales	11
	Questions about middle-run sales	12
	Questions about long-run sales	13
Part 3	Marketing skepticism and marketing literacy	17
	Buying behavior	12
	Shopping motivation	14
Part 4	Socio-demographic characteristics	9

The first part of the questionnaire was introductory. The respondents were asked how often they plan their purchases, how often they adhere to the purchase plan, and how much time they spend on planning their purchases. Also, respondents were asked about the products they buy at various sales or discounts, in which shop they mostly do it. These questions were directed to remind them of their shopping experience during sales periods.

The second part contained three sets of questions. It was given regarding short-, middle- and long-run sales that were defined in the first chapter. In each of these sets, respondents were asked to answer two filter questions about whether they buy at particular sales and whether they plan their purchases. In case the respondent positively answered the two filter questions, s/he was asked several questions about their experience of planning purchases and compliance with the plan during a particular sale. Those who responded negatively to the filter questions were automatically sent by questionnaire to the following sets of questions.

The purpose of the third part of the questionnaire was to evaluate the constructs under this study. Each section was aimed at measuring marketing skepticism and marketing literacy, shopping motivation, and buying behavior. The scales were selected based on their significance in other studies. These scales were adapted and adjusted according to sales. All items of scales were measured by a five-point Likert scale from “1” to “5”, where “1” - “strongly disagree” and “5” - “strongly agree.” The scales adopted in this study are summarized in Table 2.3:

Table 2.3 Multi-item scales

Variable	Items	Source
Marketing skepticism	9 items	Macdonald & Uncles (2007)
Marketing literacy	8 items	Obermiller & Spangenberg (1998)

Table 2.3 Multi-item scales

Impulsive buying behavior	6 items	Flight, Rountree & Beatty (2012)
Compulsive buying behavior	6 items	
Utilitarian shopping motivation	5 items	Babin, Darden & Griffin (1994)
Hedonic shopping motivation	9 items	

The final part of the survey contained socio-demographic factors. It consisted of 9 basic questions: gender, age, residence, educational degree, employment status, leisure activities, marital status, having children, and income level.

Since the final version of the questionnaire was quite large and time-consuming for the respondent, it was decided to publish it in the style of storytelling. Between questions, the survey contained phrases that created a sense of dialogue between the researcher and the respondent, such as "Tell us a little more about your shopping experience. It is exciting to listen". Also, several images were added to the survey that does not push the respondents to any specific answers but allows them to distract from the monotonous reading of questions. This technique permitted respondents to pass the survey more efficiently and carefully, which was confirmed by some of them in the feedback.

2.3 Data collection.

For this study, a sample was taken from the entire population. It includes all people living in the territory of Russia. The data was collected through the publication of the survey in popular social media. The survey was published in the Instagram photo and video sharing app and was advertised in the famous Russian app - VK. The questionnaire was also distributed through a popular channel such as Telegram. The questionnaire was completely anonymous in order to contribute to the willingness of respondents to give truthful answers.

To increase the number of responses and make the respondents more motivated, they were invited to participate in a prize draw. To do this, they had to fill out the form entirely and leave their contacts at the end of the survey. Under the terms of the lottery, participants could fill out a form to get a prize and distribute the form to their friends and acquaintances to increase the number of prizes and chances of winning. This incentive for completing the questionnaire allowed us to collect 553 responses. The terms of the lottery can be found in Appendix 3.

The answers received were without missing data since the questionnaire contained questions marked as mandatory questions. All responses were carefully checked. Responses from

respondents who do not live in Russia or under 18 years old were deleted. After screening the data, only 493 responses were allowed for further analysis.

Socio-demographic characteristics of the sample are presented in Table 2.4:

Table 2.4 Descriptive statistics

Characteristics	Item	Frequency	Percentage
Gender	Male	92	18.7
	Female	401	81.3
Age	18–25 years old	156	31.6
	26–35 years old	101	20.5
	36–45 years old	114	23.1
	46–55 years old	91	18.5
	56–65 years old	26	5.3
	66–75 years old	5	1.0
Education	Secondary degree	19	3.9
	Specialized secondary degree	36	7.3
	Incomplete higher degree	72	14.6
	Higher degree	356	72.2
	Academic degree	10	2.0
Employment status	Unemployed	37	7.5
	Students	105	21.3
	Business workers	179	36.3
	Budget institution workers	101	20.5
	Entrepreneurs	43	8.7
	Retirement	15	3.0
Marital status	Married	218	44.2
	Have relationship	108	21.9
	Not married/have relationships	106	21.5
	Divorced	48	9.7
	Widowed	13	2.6
Children presence	No	225	45.6
	1	129	26.2
	2	112	22.7
	More than 3	27	5.5
Income level	1	1	0.2
	2	14	2.8
	3	232	47.1
	4	161	32.7
	5	60	12.2
	6	25	5.1

Descriptive analysis has shown that the vast majority of the sample are women 81.3%, and the remaining part (18.7%) is men. This distribution may be related to the topic of the

questionnaire, which is dedicated to sales and shopping, as women are more disposed to this activity (Gohary & Hanzaee, 2014).

The majority of respondents are in the age group of 18-25 years old (31.6%) and 36-45 years old (23.1%). They are followed by the group of 26-35 and 46-55 years old, represents 20.5% and 18.5% of the sample, respectively. The remaining groups over 55 years old make up 6.3% of respondents who answered the survey.

The largest group of the sample has a higher degree and represented by 72.2%. Regarding occupation, the sample has responses from business workers (36.6%), budget institution workers (20.5%), and entrepreneurs (8.7%). Also, there are students (21.3%), unemployed respondents (7.5%), and respondents who are retired (3%).

The sample consisted of 44.2% married respondents, respondents who have relationships, or do not have relationships divided almost equally 21.9% and 21.5%, respectively. Also, some respondents are divorced (9.7%) and widowed (2.6%). Regarding children's presence in the family, the sample had the following responses: 268 respondents have one, two or more than two children (54.4%), and 225 respondents do not have any children (45.6%).

Regarding the respondents' income status, they were asked to choose which statement of income level describes their financial situation better. It was done to get the most truthful answer and avoid biases since everyone has a different attitude to spending. The distribution by income levels is shown in the Figure 2.1:

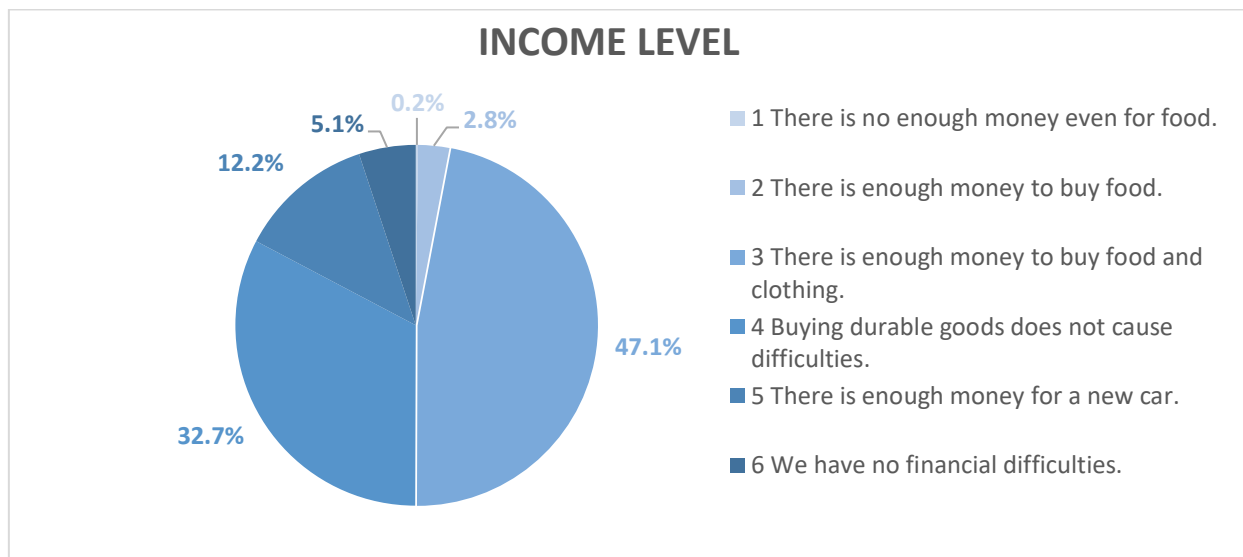


Figure 2.1 Income level distribution
[Source: Created by author]

Descriptive analysis showed that 232 (47.1%) respondents have enough money to buy food and clothing, but they have to save money to buy durable goods. 161 (32.7%) respondents can

easily afford to buy goods such as a refrigerator or TV, but buying a car or apartment is difficult for them. 60 (12.2%) respondents can afford to buy a car, and 25 (5.1%) respondents indicated that they could afford to buy relatively expensive things, such as an apartment or a cottage. In the minority, some respondents only have enough money to buy food – 14 (2.8%), and one respondent indicated that there is not enough money even to buy food (0.2%).

Additionally, information regarding respondents' shopping habits was also collected (Table 2.5).

Table 2.5 Descriptive statistics of habits

Characteristics	Item	Frequency	Percentage
Shopping planning	Never	42	8.9
	Rarely	141	29.8
	Sometimes	159	33.6
	Quite often	106	22.4
	Very often	25	5.3
Commitment to the plan	Never	44	9.3
	Rarely	73	15.4
	Sometimes	107	22.6
	Quite often	196	41.4
	Very often	53	11.2
Time for planning	Never plan	42	8.5
	Few hours before	199	40.4
	One day before	92	18.7
	Few days before	123	24.9
	Few weeks before	14	2.8
	One month before	1	0.2
	Few months before	3	0.6
	Other	19	3.9
Products typically purchased at sales	Food and beverages	261	12.1
	Liquors	148	6.9
	Cleaning supply	226	10.5
	Clothes	341	15.8
	Footwear	291	13.5
	Accessories	102	4.7
	Baby products	64	3.0
	Home appliances	118	5.5
	Electronics	100	4.6
	Home furnishing	107	5.0
	Beauty care	148	6.9
	Online courses	71	3.3
	Digital media	51	2.4
	Travelling	126	5.8

Table 2.5 Descriptive statistics of habits (continuation)

Stores typically used for shopping	Markets and fairs	67	4.6
	Booths	42	2.9
	Supermarkets	353	24.2
	Hypermarkets	295	20.2
	Discount store	70	4.8
	Shopping malls	366	25.1
	Online stores	267	18.3

As it can be seen from the descriptive statistics analysis, most respondents sometimes (33.6%) plan their purchases, followed by respondents who rarely plan (29.8%) and often plan (22.4%) their purchases. Those who never plan their purchases make 8.9% or, in contrast, respondents who always prepare their shopping lists perform 5.3%. With these indicators, respondents who make a shopping plan before going to the store often commit to this shopping plan (41.4%), the next group of respondents sometimes commit to their purchases on the list (22.6%), the rest of respondents rarely follow (15.4%) or very often follow their lists of purchases (11.2%).

Also, respondents were asked how much time in advance they plan their purchases. The most popular response was a few hours before shopping (40.4%), a few days (24.9%), and one day before shopping (18.7%). The rest of the answers were not popular, which means that people do not plan their purchases so far before sales, such as a few weeks (2.8%), a month (0.2%), or a few months (0.6%). The "other" option included responses where respondents mostly said that all their planning depends on the situation. For example, one of the respondents answered in the survey: "Sometimes I go to the store for a specific thing (ex. for a swimsuit in March), and sometimes I go shopping based on my mood; then I do not plan to buy something at all."

Respondents were asked to choose which products they usually buy at sales and in which types of stores they do it. They could choose several answers to these questions. The most popular category of goods purchased during sales was clothes (15.8%), footwear (13.5%), food and beverages (12.1%), and cleaning supply (10.5%). All other product categories were equally distributed by the frequency of purchases at sales among respondents. Lastly, shopping malls (25.1%), supermarkets (24.2%), hypermarkets (20.2%), and online stores (18.3%) were the most popular stores for shopping.

Summary of Chapter II.

In this chapter, the research methods were discussed. A mixed research method was accepted for the study. The in-depth interview was chosen as qualitative marketing research; the

purpose was to collect data on the actual motives of consumers ' behavior during sales. The online survey was chosen as a quantitative research method to quickly obtain primary data from customers about their shopping experience during different types of sales.

The development of questionnaires and data collection was discussed. The choice of 6 constructs for online-survey was explained. These constructs were taken from existing marketing studies and consisted of: utilitarian and hedonic shopping motivation, impulsive and compulsive buying behavior, marketing skepticism, and marketing literacy. Two constructs were developed to determine the propensity to plan purchases and compliance with the purchase plan during three different types of sales. All collected data were checked and processed. The results of the descriptive statistics are exhibited.

In Chapter 3, a detailed analysis of the data will be provided, as well as the study results, and their application will be explained and discussed.

CHAPTER III. MODEL ANALYSIS AND DISCUSSION.

This chapter is dedicated to a detailed analysis of the data and discussion of the study results. It consists of five sections. The first section begins with a preliminary analysis of the data. The data of short-, middle- and long-run sales will be investigated in the second section. Then the hypotheses will be tested, and a report on the results will be presented. The chapter concludes with a discussion of the results, and practical implications for marketers.

3.1 Factor analysis results.

In this master thesis, dependent and independent variables were measured using multi-item scales, which were verified and empirically tested by other researchers in existing studies. These scales namely are utilitarian and hedonic shopping motivation, impulsive and compulsive buying behavior, marketing skepticism, and marketing literacy. These scales were taken and adapted for the current research. Also, other studies have verified the reliability of these scales. However, all of them were built by foreign scientists and tested in other countries. Thus, we required to be sure that these scales can be applied to measure the shopping habits of Russian customers.

Moreover, all items were translated into Russian and modified following the conditions under which customers make purchases during sales. Additionally, shopping planning scale and compliance with a shopping plan scale were explicitly developed for the current study. These scales have not been empirically tested in any study before. Therefore, it was necessary to check the reliability of all scales.

In order to assess the reliability of the scales, the Cronbach's alpha indicator was calculated. This indicator shows internal consistency between items within the same scale. Typically, the Cronbach's alpha indicator should have a coefficient higher than 0.70, which means that the scale is reliable. Preliminary analysis of reliability showed that all scales used in this study are reliable. Their indicator is more than 0.70, except the scale of the utilitarian shopping motivation, which showed the coefficient 0.55.

Further, exploratory factor analysis was conducted to solve the issue with the utilitarian shopping motivation scale and reduce the dimension of variables. All analysis was carried out in the SPSS statistical program. Each variable was assigned with its shorter name for comfortable reading of results.

Table 3.1 shows all dependent and independent variables with their corresponding names. These names will be used in this work to explain the results of the analysis.

Table 3.1 Names of constructs

Construct	Name
Marketing skepticism	MS
Marketing literacy	ML
Impulsive buying behavior	IB
Compulsive buying behavior	CB
Hedonic shopping motivation	HV
Utilitarian shopping motivation	UV

Factor analysis was performed using the principal component method, and the rotation technique was chosen in favor of Varimax rotation as the most frequently used. Further, in the course of repeated manipulations of the factor analysis, items with a value of less than 0.5 and items that showed cross-loading on the components were excluded. A total of 3 items were excluded: CB6, ML4, ML5.

Also, the two constructs were split into two independent factors during the factor analysis. The first UV construct was divided into a utilitarian shopping motivation associated with rational buying during shopping (UV1) and a utilitarian shopping motivation related to shopping productivity (UV2). Another ML construct is divided into marketing literacy concerning advertisement (ML1) and marketing literacy demonstrated during shopping (ML2).

The final model consisted of 8 factors and 40 items. The Kaiser-Meyer-Olkin Test and Bartlett's Test of Sphericity showed a coefficient of 0.876 and confirmed the significance. The selected factors explain 62% of the variance observed in the sample. After EFA analysis, each factor again was tested for reliability by Cronbach's alpha. All factors showed reliability above 0.7, and the utilitarian shopping motivation scale increased to its maximum value of 0.69. EFA results can be observed in Appendix 4.

To confirm the results of the factor analysis, particular indicators were calculated to determine convergent validity. Convergent validity is confirmed by the Composite Factor Reliability (CR) and Average Variance Extracted (AVE). The results of the calculations are shown in Table 3.2.

Table 3.2 Convergent validity and scale reliability

Factors	AVE	CR	CA
HV	0,540	0,913	0,914
MS	0,551	0,916	0,899
IB	0,492	0,870	0,861
CB	0,496	0,797	0,750
ML1	0,636	0,840	0,800
UV1	0,449	0,762	0,690
ML2	0,448	0,705	0,799

Further, an analysis was conducted for each type of sales, namely short-run, middle-run and long-run sales. The analysis of each type of sale corresponds to its sub-chapter. A Mann-Whitney U-test, two binary logistic regressions, and two multiple linear regressions were performed for each sale. Estimates and analysis results are provided following in this chapter.

3.2 Short-run sales.

As was described earlier, short-run sales are regular and can be found in every store. They can include "Happy hours" promotion when on a particular day and time, there are significant discounts on a specific product or "Super price" on a yellow tag with the news of a temporary cut-off price. Usually, such sales are held by retailers at least once a month.

First, it was necessary to determine whether there is a difference between buyers and non-buyers according to the factors identified at the stage of EFA analysis. It was necessary to verify the normality of the distribution of the analyzed variables, to understand which test to conduct for the parameters of the sample and get results. For this purpose, the Shapiro-Wilk test was used, which showed that all predictors' significance is lower than the coefficient 0.05. It reflects that the data does not have a normal distribution, so it was necessary to conduct a nonparametric test. The most commonly used is the Mann and Whitney U-test, a well-known test for nonparametric comparison of two independent samples. The results of the Mann-Whitney U-test are shown in Table 3.3.

Table 3.3 Mann-Whitney test for short-run sales

	HV	UV1	UV2	IB	CB	MS	ML1	ML2
Mann-Whitney U	24618	29818	28019,5	29927,5	27706,5	23375,5	28033,5	18165,5
Wilcoxon W	60933	55018	64334,5	66242,5	64021,5	59690,5	64348,5	54480,5
Z	-3,500	-0,198	-1,374	-0,127	-1,606	-4,292	-1,337	-7,646
Asymp. Sig. (2-tailed)	0,000	0,843	0,169	0,899	0,108	0,000	0,181	0,000

There is a statistically significant difference between buyers and non-buyers in terms of hedonic shopping motivation, marketing skepticism, and marketing literacy regarding shopping ($p < 0.05$). Table 3.4 shows how different these indicators are between those who buy during regular sales and those who do not buy.

Table 3.4 Test statistics for short-run sales

Factor	N		Mean Rank	Sum of Ranks
HV	non-buyers	269	226,52	60933
	buyers	224	271,6	60838
MS	non-buyers	269	221,9	59690,5
	buyers	224	277,15	62080,5

Table 3.4 Test statistics for short-run sales (continuation)

ML2	non-buyers	269	202,53	54480,5
	buyers	224	300,4	67290,5

Based on the U-test results, buyers who take advantage of sales offers experience more shopping enjoyment during this type of sales than those who do not buy during these periods. Also, buyers are less skeptical concerning commercials about upcoming sales or advertised products. Moreover, buyers' level of marketing literacy is much higher than that of non-buyers at regular sales. These customers can find benefit deals while shopping.

The next step in the analysis was to determine the probability of a purchase occurring during regular sales, depending on the independent variables. A binary logistic regression was conducted for this purpose. The Enter method was chosen as the estimation method, in which all independent variables are simultaneously involved in the calculation. Also, the logistic regressions were tested for stability, non-bias, and homoscedasticity. The conducted validation showed that the regression meets all these requirements. The estimation results are shown in Table 3.5.

Table 3.5 Binary logistic regression predicting the probability of purchase for short-run sales

	B	S.E.	Wald	df	Sig.	Exp(B)
HV	0,138	0,12	1,336	1	0,248	1,148
UV1	-0,606	0,177	11,656	1	0,001	0,546
UV2	0,127	0,08	2,513	1	0,113	1,136
IB	-0,279	0,13	4,646	1	0,031	0,756
CB	0,019	0,141	0,018	1	0,895	1,019
MS	0,308	0,139	4,904	1	0,027	1,361
ML1	-0,207	0,115	3,27	1	0,071	0,813
ML2	1,236	0,167	54,421	1	0,000	3,441
Constant	-2,182	0,799	7,448	1	0,006	0,113

(Sample size for calculation: full sample collected for short-run sales)

The binary regression model showed that utilitarian shopping motivation ($B = -0.61$, $Wald \chi^2(1) = 11.66$, $p = 0.001$) impulsive buying behavior ($B = -0.28$, $Wald \chi^2(1) = 4.65$, $p = 0.03$), the level of marketing skepticism ($B = 0.31$, $Wald \chi^2(1) = 4.9$, $p = 0.027$) and the level of marketing literacy demonstrated during shopping ($B = 1.24$, $Wald \chi^2(1) = 54.42$, $p = 0.000$), statistically significantly predict that customers will purchase goods at regular sales.

Based on the obtained coefficients, it is possible to predict the probability of purchase for each particular respondent in the sample during the regular sale. Using the formula of probability, it was calculated that the customer with balanced predictors (UV1, IB, MS, ML2 = 3) could buy the goods at the regular sale with a probability of 55%.

The next step was to calculate a binary logistic regression to determine the probability of making a purchase plan among shoppers during regular sales. The same variables were predictors of probability and are shown in Table 3.6.

Table 3.6 Binary logistic regression predicting the probability of planning purchases for short-run sales

	B	S.E.	Wald	df	Sig.	Exp(B)
HV	-0,203	0,209	0,939	1	0,333	0,816
UV1	0,092	0,289	0,101	1	0,751	1,096
UV2	-0,001	0,14	0	1	0,995	0,999
IB	-0,318	0,219	2,106	1	0,147	0,728
CB	0,387	0,236	2,684	1	0,101	1,473
MS	-0,03	0,219	0,018	1	0,892	0,971
ML1	0,153	0,197	0,599	1	0,439	1,165
ML2	0,105	0,28	0,14	1	0,708	1,11
Constant	-1,606	1,272	1,594	1	0,207	0,201

(Sample size for calculation: for respondent who make plan on short-run sales)

As can be seen from Table 3.6, none of the predictors were statistically predictive of whether or not shoppers will make a purchase plan during regular sales.

The last stage of analysis for a regular sale was measuring two multiple linear regressions in which the dependent variables were the propensity to plan purchases and the propensity to compliance with the purchase plan during regular sales. The linear regressions were checked for linearity, independent residuals, multicollinearity, and homoscedasticity. The data met all these assumptions. The independent residuals with the Durbin-Watson coefficient were in the interval between 1.5 and 2.5. It was satisfied with the assumption of collinearity as indicated by tolerance values greater than 0.1 and variance-inflation factor less than 10. The scatterplot of standardized predicted values indicated that the assumption of homoscedasticity was not violated.

The first linear regression tests what factors influence customers' propensity to plan purchases during short-run sales (Table 3.7). This model accounted for approximately 43% of the variance of the dependent variable ($R^2 = 0.434$). The model itself proved to significantly predict the propensity of shopping planning. Linear regression has shown that utilitarian shopping motivation ($\beta = 0.443$, $p = 0.01$) and compulsive buying behavior ($\beta = 0.481$, $p = 0.019$) are positively associated with the consumers' tendency to plan their purchases during regular sales.

Table 3.7 Multiple regression predicting propensity to plan purchases for short-run sales

Variable	Unstandardized B	Coefficients Stand. Errors	Standardized Coeff. Beta	Sig.
Constant	2,039	,636		,003
HV	-,093	,109	-,169	,402
UV1	,356	,131	,443	,010
UV2	-,128	,071	-,280	,079
IB	-,020	,120	-,033	,870
CB	,439	,178	,481	,019
MS	-,080	,107	-,129	,459
ML1	,076	,124	,111	,544
ML2	,192	,140	,261	,180

(Sample size for calculation: for respondents who make the plan for short-run sales)

The second dependent variable analyzed is the compliance of buyers with the purchase plan during regular sales. The model explained approximately 35% of the variance of the dependent variable ($R^2 = 0.349$). In this case, the regression analysis showed that only utilitarian shopping motivation ($\beta = 0.486$, $p = 0.005$) affects buyers when they follow the purchase plan (Table 3.8).

Table 3.8 Multiple regression predicting propensity to compliance with the purchase plan for short-run sales

Variable	Unstandardized B	Coefficients Stand. Errors	Standardized Coeff. Beta	Sig.
Constant	2,238	,683		,002
HV	-,122	,116	-,216	,300
UV1	,414	,140	,486	,005
UV2	-,070	,075	-,148	,355
IB	,047	,129	-,076	,720
CB	-,007	,195	-,008	,970
MS	,116	,115	,180	,319
ML1	,178	,131	,256	,184
ML2	-,058	,150	-,077	,703

(Sample size for calculation: for respondent who make the plan for short-run sales)

Thus, summing up the results about short-run sales, there is a 55% probability that buyers will purchase products at regular sales. According to the analysis, they experience more pleasure from shopping with discounts during these sales, show less marketing skepticism about advertising. They are entirely marketing literate about shopping, which allows them to find the best price for the product and receive benefit offers.

Nevertheless, none of the factors statistically significantly predicts whether buyers will make a purchase plan before this type of sales. Despite this, among buyers of regular sales, the tendency to plan is explained by their rational feeling to buy and compulsive buying behavior.

Compulsive buying behavior suggests that customers yield to their emotions when acquiring products. However, they are quite well-versed in the store's prices, and they need to buy a high-quality product at a favorable price (Kukar-Kinney, Ridgway & Monroe, 2012).

The fact that customers adhere to their shopping plans under the influence of rational shopping motivation is undeniable enough for this type of action. Based on previous researches, it can be assumed that such buyers, who are well aware of discounts, distribute their expenses and buy the goods they need (Laroche et al., 2003).

3.3 Middle-run sales.

This type of sale includes seasonal sales that are held by retailers at least twice a year. Any brands of seasonal products update their product range and change their collections. The purpose of these sales promotions is to attract as many customers as possible and sell off the stock (Kim Shyan Fam, 2003).

As for regular sales, a U-test was conducted for two independent samples to compare whether buyers and non-buyers of seasonal sales differ by our predictors. The results of the Mann-Whitney U-test for seasonal sales are shown in Table 3.9.

Table 3.9 Mann-Whitney test for middle-run sales

	HV	UV1	UV2	IB	CB	MS	ML1	ML2
Mann-Whitney U	21014,5	26545,5	26059	23876	26774	24668	24328	19856
Wilcoxon W	34544,5	80830,5	80344	37406	81059	38198	37858	33386
Z	-4,004	-0,292	-0,633	-2,084	-0,143	-1,552	-1,788	-4,811
Asymp. Sig. (2-tailed)	0,000	0,770	0,527	0,037	0,886	0,121	0,074	0,000

There is a statistically significant difference between buyers and non-buyers in terms of hedonic shopping motivation, impulsive buying behavior, and marketing literacy regarding shopping ($p < 0.05$). Table 3.10 shows how different these indicators are between those who buy during seasonal sales and those who do not buy.

Table 3.10 Test statistics for middle-run sales

Factor	N		Mean Rank	Sum of Ranks
HV	non-buyers	164	210,64	34544,5
	buyers	329	265,13	87226,5
IB	non-buyers	164	228,09	37406
	buyers	329	256,43	84365
ML2	non-buyers	164	203,57	33386
	buyers	329	268,65	88385

The U-test results showed that shoppers experience a higher level of shopping pleasure while shopping at seasonal sales. They are more likely to make unplanned purchases, and their level of marketing literacy regarding shopping is much higher than that of non-buyers. They know when most sales are held and can find the best price for the product.

Further, the binary logistic regression was conducted to determine the probability of a purchase occurring among shoppers during seasonal sales. As in the estimation of the previous type of sale, the Enter method was chosen as the calculating method. Also, the logistic regressions were tested for stability, non-bias, and homoscedasticity. The conducted validation showed that the regression meets all these requirements. The estimation results are shown in Table 3.11.

Table 3.11 Binary logistic regression predicting the probability of purchase for middle-run sales

	B	S.E.	Wald	df	Sig.	Exp(B)
HV	0,303	0,121	6,22	1	0,013	1,353
UV1	-0,358	0,169	4,5	1	0,034	0,699
UV2	-0,082	0,078	1,104	1	0,293	0,921
IB	0,142	0,125	1,29	1	0,256	1,153
CB	-0,378	0,14	7,323	1	0,007	0,686
MS	0,042	0,136	0,096	1	0,757	1,043
ML1	0,036	0,112	0,101	1	0,750	1,036
ML2	0,579	0,145	15,993	1	0,000	1,785
Constant	-0,432	0,754	0,328	1	0,567	0,649

(Sample size for calculation: full sample collected for middle-run sales)

The binary regression model showed that hedonic shopping motivation ($B = 0.3$, $Wald\ x_2(1) = 6.22$, $p = 0.013$), utilitarian shopping motivation ($B = -0.75$, $Wald\ x_2(1) = 4.5$, $p = 0.034$) compulsive buying behavior ($B = -0.38$, $Wald\ x_2(1) = 7.32$, $p = 0.007$) and the level of marketing literacy demonstrated during shopping ($B = 0.58$, $Wald\ x_2(1) = 15.99$, $p = 0.000$), statistically significantly predict that customers will purchase goods at seasonal sales.

Based on the obtained coefficients, it is possible to predict the probability of purchase for each particular respondent in the sample during the middle-run sales. Using the formula of probability, it was calculated that the customer with balanced predictors (HV, UV1, CB, ML2 = 3) could buy the goods at the seasonal sale with a probability of 86%.

The next step was to calculate a binary logistic regression to determine the probability of making a purchase plan among shoppers during seasonal sales. The same variables were predictors of probability and are shown in table 3.12.

Table 3.12 Binary logistic regression predicting the probability of planning purchases for middle-run sales

	B	S.E.	Wald	df	Sig.	Exp(B)
HV	-0,011	0,199	0,003	1	0,957	0,989
UV1	0,111	0,3	0,136	1	0,713	1,117
UV2	-0,129	0,131	0,971	1	0,324	0,879
IB	-0,456	0,213	4,58	1	0,032	0,634
CB	0,398	0,248	2,59	1	0,108	1,49
MS	-0,079	0,213	0,136	1	0,712	0,924
ML1	0,545	0,207	6,942	1	0,008	1,724
ML2	0,313	0,266	1,385	1	0,239	1,368
Constant	-3,958	1,355	8,529	1	0,003	0,019

(Sample size for calculation: for respondent who make plan on middle-run sales)

The binary regression model showed that only impulsive buying behavior ($B = -0.46$, $Wald\ x_2(1) = 4.58$, $p = 0.032$) and the level of marketing literacy concerning advertisement ($B = 0.55$, $Wald\ x_2(1) = 6.94$, $p = 0.008$), statistically significantly predict that customers will make a plan of purchases at seasonal sales.

The probability of making a purchase plan among buyers during the middle-run sales was calculated based on the obtained coefficients. It was found that the customer with balanced predictors (IB, ML1 = 3) will prepare its shopping plan at the seasonal sale with a probability of 98%.

The last step of analysis for the middle-run sales was measuring two multiple linear regressions in which the dependent variables were the propensity to plan purchases and the propensity to compliance with the purchase plan during seasonal sales. The data met all the assumptions about linearity, independent residuals, multicollinearity, and homoscedasticity.

The following multiple regression analyzed what factors influence customers' propensity to plan purchases during seasonal sales (Table 3.13). This model accounted for approximately 58% of the variance of the dependent variable ($R^2 = 0.579$). Compared to regular sales, utilitarian shopping motivation concerning rational purchases ($\beta = 0.517$, $p = 0.001$) and the productivity of shopping trip ($\beta = 0.37$, $p = 0.005$) has a more substantial impact on customers' shopping planning during seasonal sales. Other factors do not statistically predict the propensity to plan purchases.

Table 3.13 Multiple regression predicting propensity to plan purchases for middle-run sales

Variable	Unstandardized B	Coefficients Stand. Errors	Standardized Coeff. Beta	Sig.
Constant	,408	,897		,652
HV	,122	,123	,168	,330
UV1	,791	,211	,517	,001

UV2	,200	,067	,370	,005
IB	-,065	,139	-,074	,645
CB	-,215	,146	-,232	,150

Table 3.13 Multiple regression predicting propensity to plan purchases for middle-run sales (continuation)

MS	,134	,114	,169	,247
ML1	-,249	,144	-,255	,092
ML2	,139	,159	,146	,388

(Sample size for calculation: for respondent who make the plan for middle-run sales)

The last dependent variable for middle-run sales analyzed is the propensity to comply with the purchase plan during seasonal sales (Table 3.14). The model explained approximately 37% of the variance of the dependent variable ($R^2 = 0.366$). As in the previous result of multiple regression regarding propensity to plan, in this case, regression analysis showed that utilitarian shopping motivation concerning rational purchases ($\beta = 0.407$, $p = 0.005$) and the productivity of shopping trip ($\beta = 0.441$, $p = 0.02$) affects buyers when they follow the shopping plan during seasonal sales.

Table 3.14 Multiple regression predicting propensity to compliance with the purchase plan for middle-run sales

Variable	Unstandardized B	Coefficients Stand. Errors	Standardized Coeff. Beta	Sig.
Constant	1,100	1,198		,365
HV	-,149	,161	-,187	,364
UV1	,687	,281	,407	,005
UV2	,275	,092	,441	,020
IB	-,046	,191	-,047	,813
CB	,011	,196	,010	,956
MS	,161	,156	,182	,311
ML1	-,262	,167	-,272	,125
ML2	,099	,223	,089	,659

(Sample size for calculation: for respondent who make the plan for middle-run sales)

The analysis findings showed that, unlike non-buyers, buyers of seasonal sales experience the enjoyment of shopping and a tendency to unplanned purchases. They can find favorable offers for products during the seasonal sale, which shows their high level of marketing literacy regarding shopping.

Also, seasonal sales are quite popular among shoppers. The probability of purchasing at the seasonal sale is 86% and is predicted by hedonic and utilitarian values, compulsive buying behavior, and the level of marketing literacy regarding shopping. Therefore, customers can buy during this type of sale not only under the influence of their rationality but also in order to enjoy

shopping. Compulsive buying behavior can be seen as an attempt to make an excellent transaction at a reasonable price while at the same time finding the best prices.

Furthermore, the probability of making a purchase plan during these sales among buyers is 98% and is explained by the propensity for impulsive purchases and marketing literacy concerning advertising. Thus, buyers who can identify the methods of influence used in advertising and those affected by the spur-of-the-moment will plan their purchases before the seasonal sale with a high probability.

The propensity to plan and compliance with the purchase plan among buyers who are shopping at seasonal sales significantly affects by utilitarian shopping motivation. For these buyers, it is important to plan their purchases, as this helps them find the best prices for goods, and adherence to the purchase plan helps them save money and not make extra purchases during seasonal sales.

3.4 Long-run sales.

Long-term sales or they can be called event sales, are divided into two categories: sales timed to the holidays and such sales as Black Friday, Cyber Monday, and Singles' Day. The purpose of holiday sales is to attract customers and strengthen their loyalty (Blattberg & Briesch, 2012). At the same time, Black Friday, Cyber Monday, and Singles' Day offer a different set of products at discounts and are designed to fit any category of customers.

As for other types of sales, a Mann-Whitney U-test was conducted for two independent samples to compare whether buyers and non-buyers of event sales differ by our predictors. The results of the Mann-Whitney U-test for long-run sales are shown in Table 3.15.

Table 3.15 Mann-Whitney test for long-run sales

	HV	UV1	UV2	IB	CB	MS	ML1	ML2
Mann-Whitney U	22090,5	29469,5	27693	23973	26245,5	26985,5	27866,5	24553
Wilcoxon W	44035,5	69939,5	49638	45918	48190,5	48930,5	49811,5	46498
Z	-4,857	-0,134	-1,303	-3,654	-2,293	-1,724	-1,165	-3,301
Asymp. Sig. (2-tailed)	0,000	0,893	0,192	0,000	0,022	0,085	0,244	0,001

There is a statistically significant difference between buyers and non-buyers in terms of hedonic shopping motivation, impulsive and compulsive buying behavior, and marketing literacy regarding shopping ($p < 0.05$). Table 3.16 shows how different these indicators are between those who buy during event sales and those who do not buy.

Table 3.16 Test statistics for long-run sales

Factor	N		Mean Rank	Sum of Ranks
HV	non-buyers	209	210,7	44035,5
	buyers	284	273,72	77735,5
IB	non-buyers	209	219,7	45918
	buyers	284	267,09	75853
CB	non-buyers	209	230,58	48190,5
	buyers	284	259,09	73580,5
ML2	non-buyers	209	222,48	46498
	buyers	284	265,05	75273

The U-test results showed that shoppers experience a higher level of shopping pleasure while shopping at seasonal sales. They are more likely to make unplanned purchases and more likely related to choosing the right product or brand at an attractive price. Their level of marketing literacy regarding shopping is much higher than that of non-buyers. They can find the best price for the product and make a profitable deal.

On the next stage, the binary logistic regression was conducted to determine the probability of a purchase occurring among shoppers during event sales. The binary logistic regressions were tested for stability, non-bias, and homoscedasticity. The conducted validation showed that the regression meets all these requirements. The estimation results are shown in Table 3.17.

Table 3.17 Binary logistic regression predicting the probability of purchase for long-run sales

	B	S.E.	Wald	df	Sig.	Exp(B)
HV	0,276	0,113	5,932	1	0,015	1,318
UV1	-0,127	0,158	0,638	1	0,424	0,881
UV2	0,071	0,073	0,944	1	0,331	1,074
IB	0,202	0,119	2,908	1	0,088	1,224
CB	0,041	0,136	0,089	1	0,765	1,041
MS	0,035	0,129	0,072	1	0,788	1,035
ML1	-0,031	0,106	0,088	1	0,767	0,969
ML2	0,361	0,135	7,113	1	0,008	1,435
Constant	-2,045	0,744	7,551	1	0,006	0,129

(Sample size for calculation: full sample collected for long-run sales)

The binary regression model showed that hedonic shopping motivation ($B = 0.28$, $Wald\ x^2(1) = 5.93$, $p = 0.015$) and the level of marketing literacy demonstrated during shopping ($B = 0.361$, $Wald\ x^2(1) = 7.11$, $p = 0.008$), statistically significantly predict that customers will purchase goods during event sales.

In order to predict the probability of purchase for each particular respondent in the sample during the long-run sales, the formula of probability was used. It was found that the customer with balanced predictors (HV, ML2 = 3) could buy the goods at the event sale with a probability of 53%.

Further, one more calculation of a binary logistic regression was conducted. The determination of the probability of making a purchase plan among shoppers during event sales is presented in the Table 3.18.

Table 3.18 Binary logistic regression predicting the probability of planning purchases for long-run sales

	B	S.E.	Wald	df	Sig.	Exp(B)
HV	0,057	0,187	0,092	1	0,762	1,058
UV1	0,630	0,271	5,400	1	0,020	1,878
UV2	-0,081	0,124	0,423	1	0,515	0,922
IB	-0,371	0,203	3,330	1	0,068	0,690
CB	0,103	0,218	0,225	1	0,635	1,109
MS	0,029	0,20	0,021	1	0,884	1,030
ML1	0,115	0,170	0,458	1	0,499	1,122
ML2	0,124	0,232	0,287	1	0,592	1,132
Constant	-3,667	1,252	8,586	1	0,003	0,026

(Sample size for calculation: for respondent who make plan on long-run sales)

The binary regression model showed that only utilitarian shopping motivation (B = 0.63, Wald $\chi^2(1) = 5.4$, $p = 0.02$) statistically significantly predicts that customers will make a plan of purchases at event sales.

The probability of making a shopping plan among buyers during the long-run sales was calculated based on the obtained coefficients. It was found that the customer with balanced predictors (UV1 = 3) will prepare its shopping plan at the seasonal sale with a probability of 86%.

The final step of analysis for the long-run sales was measuring two multiple linear regressions in which the dependent variables were the propensity to plan purchases and the propensity to compliance with the purchase plan during event sales. As for previous types of sales, the data met all the assumptions about linearity, independent residuals, multicollinearity, and homoscedasticity.

The following linear regression tested what factors influence buyers when planning their purchases during event sales. This model accounted for approximately 58% of the variance of the dependent variables ($R^2 = 0.583$). During event sales, the factors that affect the planning of purchases are hedonic shopping motivation ($\beta = -.366$, $p = 0.015$) and utilitarian shopping motivation ($\beta = 0.498$, $p = 0.000$).

Table 3.19 Multiple regression predicting propensity to plan purchases for long-run sales

Variable	Unstandardized B	Coefficients Stand. Errors	Standardized Coeff. Beta	Sig.
Constant	,098	,683		,886
HV	-,263	,104	-,366	,015
UV1	,596	,155	,498	,000
UV2	,119	,059	,225	,052
IB	,079	,102	,105	,442
CB	,145	,121	,158	,239
MS	,045	,100	,059	,653
ML1	,151	,093	,197	,112
ML2	,259	,148	,270	,088

(Sample size for calculation: for respondent who make the plan for long-run sales)

The last linear regression showed what factors influence compliance with the purchase plan during event sales (Table 3.20). This model accounted for 43% of the variance of the dependent variable ($R^2 = 0.438$). As with all previous types of sales, utilitarian shopping motivation ($\beta = .306$, $p = 0.038$) affects customers' compliance with the purchase plan during event sales. Also, marketing literacy concerning advertisement ($\beta = .514$, $p = 0.002$) statistically predicts compliance with the prepared shopping plan.

Table 3.20 Multiple regression predicting propensity to compliance with the purchase plan for long-run sales

Variable	Unstandardized B	Coefficients Stand. Errors	Standardized Coeff. Beta	Sig.
Constant	2,052	,725		,007
HV	-,113	,100	-,191	,268
UV1	,319	,156	,306	,038
UV2	,018	,064	,038	,783
IB	-,008	,109	-,013	,940
CB	,152	,131	,183	,251
MS	-,100	,110	-,149	,371
ML1	,335	,101	,514	,002
ML2	,026	,149	,032	,864

(Sample size for calculation: for respondent who make the plan for long-run sales)

Summing up the analysis of long-run type of sales, it was found that buyers of these sales experience hedonic value from purchases and make more unplanned purchases under the influence of impulsive and compulsive purchasing behavior. Also, they are more marketing literate about shopping during these periods, in contrast to non-buyers. For buyers of event sales, unplanned purchases can happen on the spur-of-the-moment or depending on their emotional state. Despite this, they can find great deals and know when most sales are taking place.

With a 53% probability, shoppers tend to buy at event sales, which is also explained by hedonic shopping motivation and marketing literacy demonstrated during shopping. Furthermore, the probability of making a plan among buyers of such sales is 86% and is explained only by rational motives to make purchases.

The analysis also showed that the utilitarian value influences the propensity to make a purchase plan, but at the same time, the hedonic value will be reduced. Following a shopping plan during event sales, customers are guided by the level of marketing literacy with the advertisement. They can determine the information provided by promotion. Additionally, utilitarian value has a role in the case of commitment, which is evident for such actions.

3.5 Hypothesis testing.

Based on the analysis of the short-, middle- and long-run sales, it is possible to draw conclusions and test the hypotheses of this study. In total, eight hypotheses were tested.

The first hypothesis stated that customers who take advantage of sales offers would be more prone to have a utilitarian shopping motivation than a hedonic one. The analysis showed that buyers are more prone to hedonic shopping motivation than utilitarian ones during all types of sales. Based on these results, the first hypothesis was rejected.

The second hypothesis claimed that customers' tendency to utilitarian shopping motivation has a positive effect on a propensity for shopping planning and compliance with a prepared shopping plan during sales. The regression analysis showed that in all types of sales, utilitarian shopping motivation is a statistically significant factor that positively affects the planning of purchases and commitment with the purchase plan during sales. Thus, our second hypothesis is confirmed.

According to the third hypothesis, customers who take advantage of sales offers will be more prone to have impulsive buying behavior than compulsive buying behavior. Since buyers are more likely to have impulsive buying behavior than compulsive buying behavior during middle-run and long-run sales, the third hypothesis can be partially confirmed.

The fourth hypothesis stated that the tendency to impulsive buying behavior has a negative effect on a propensity to plan purchases and compliance with a prepared shopping plan during sales. The multiple linear regression analysis has shown that impulsive buying behavior does not significantly predict propensity to plan purchases and commitment to the shopping plan. Since it is not significant, the fourth hypothesis was rejected.

Based on the fifth hypothesis, customers with a low level of marketing skepticism will be more prone to make purchases during sales than customers with a high level of marketing

skepticism. The analysis showed that the level of marketing skepticism is evident for buyers who take advantage of sales offers at short-run sales. They are less skeptical than those who do not buy on this type of sales. Thus, the fifth hypothesis is partially confirmed.

Marketing skepticism in all three types of sales did not show its significance. This means that the level of marketing skepticism does not affect the propensity to plan and adhere to the purchase plan during sales. We can reject the sixth hypothesis, which claimed that a low level of marketing skepticism has a positive effect on the propensity to plan purchase and compliance with a prepared shopping plan during sales.

According to the seventh hypothesis, customers with a high level of marketing literacy will be more prone to make purchases during sales than consumers with a low level of marketing literacy. The level of marketing literacy concerning advertising does affect customers' shopping during event sales. At the same time, customers' marketing literacy is shown during shopping, which allows them to find the best price for the product. People who use the advantage of sale offers are more marketing-savvy about setting prices at sales than those who do not buy during these periods. Therefore, our seventh hypothesis can be confirmed.

The last hypothesis claimed that a high level of marketing literacy has a positive effect on the propensity to plan purchases and compliance with a prepared shopping plan during sales. Based on the analysis, those customers who commit to their purchase plan during long-run sales are shown marketing literacy regarding advertisement. Thus, the eighth hypothesis could be partially confirmed.

The results of hypotheses testing are summarized in the Table 3.21:

Table 3.21 Results of hypotheses testing

Hypotheses	Results
H1: Consumers who take advantage of sales offers will be more prone to have a utilitarian shopping motivation than a hedonic one.	Not supported
H2: A tendency to utilitarian shopping motivation has a positive effect on (a) a propensity for shopping planning, (b) compliance with a prepared shopping plan during sales.	Supported
H3: Consumers who take advantage of sales offers will be more prone to have impulsive buying behavior than compulsive buying behavior.	Partially supported
H4: A tendency to impulsive buying behavior has a negative effect on (a) a propensity to plan purchases, (b) compliance with a prepared shopping plan during sales.	Not supported
H5: Consumers with a low level of marketing skepticism will be more prone to make purchases during sales than consumers with a high level of marketing skepticism.	Partially supported

Table 3.21 Results of hypotheses testing (continuation)

H6: A low level of marketing skepticism has a positive effect on (a) the propensity to plan purchases, (b) compliance with a prepared shopping plan during sales.	Not supported
H7: Consumers with a high level of marketing literacy will be more prone to make purchases during sales than consumers with a low level of marketing literacy.	Supported
H8: A high level of marketing literacy has a positive effect on (a) the propensity to plan purchases, (b) compliance with a prepared shopping plan during sales.	Partially supported

In addition to the hypotheses that were formulated after the analysis of the existing studies, it was assumed that the size of the effects mentioned in Hypotheses 1-8 would differ depending on the type of sales. The analysis results confirmed that shopping motivation, buying behavior, marketing skepticism, and marketing literacy have different extents of influence during short-, middle- and long-run sales. Thus, the proposition made in this study can be confirmed.

The conceptual models for each type of sales presented below (Figure 3.1, 3.2, 3.3):

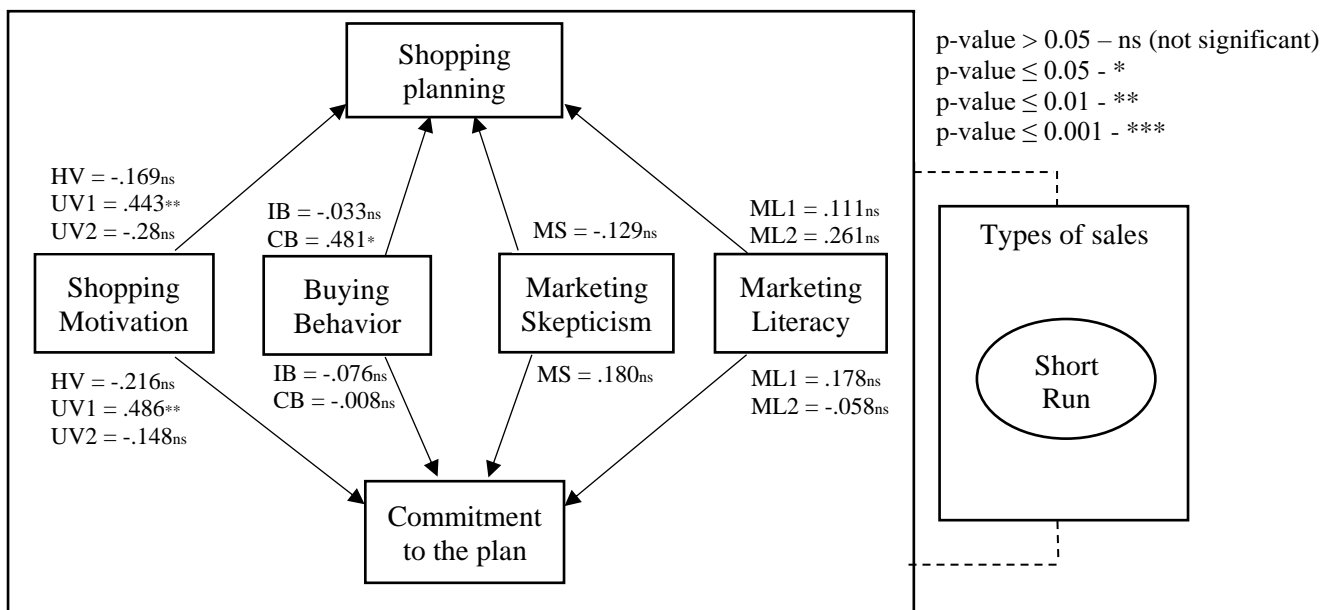


Figure 3.1 Conceptual model of the research for short-run sales

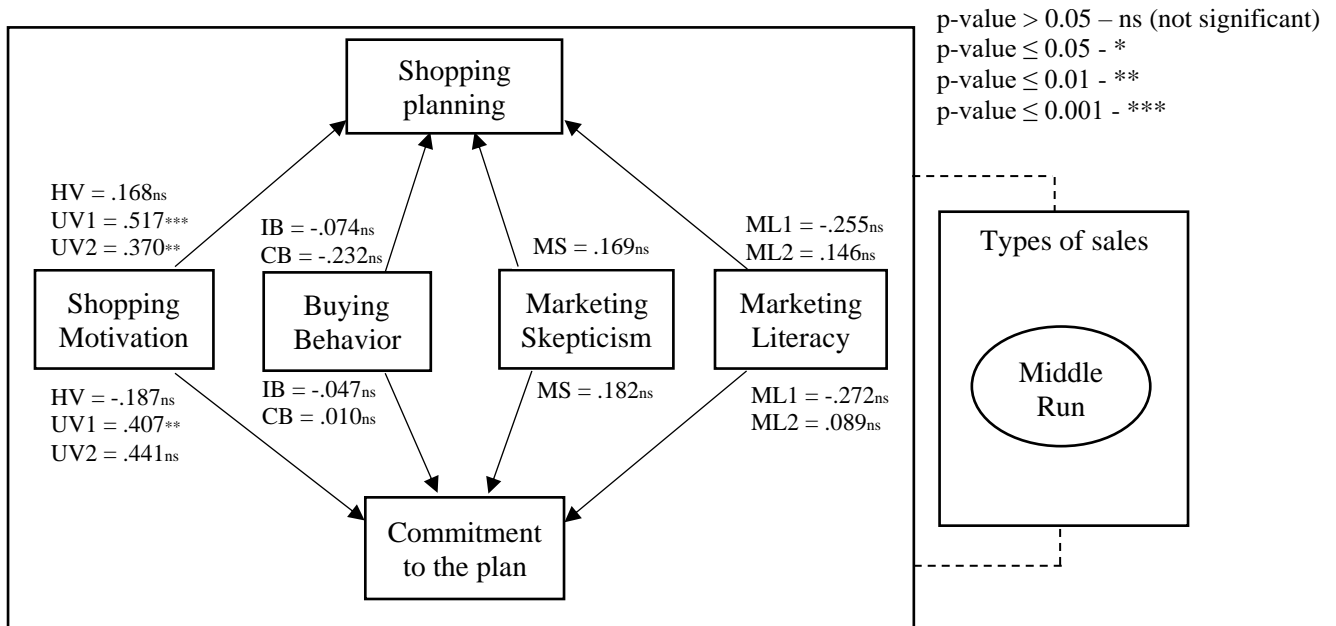


Figure 3.2 Conceptual model of the research for middle-run sales

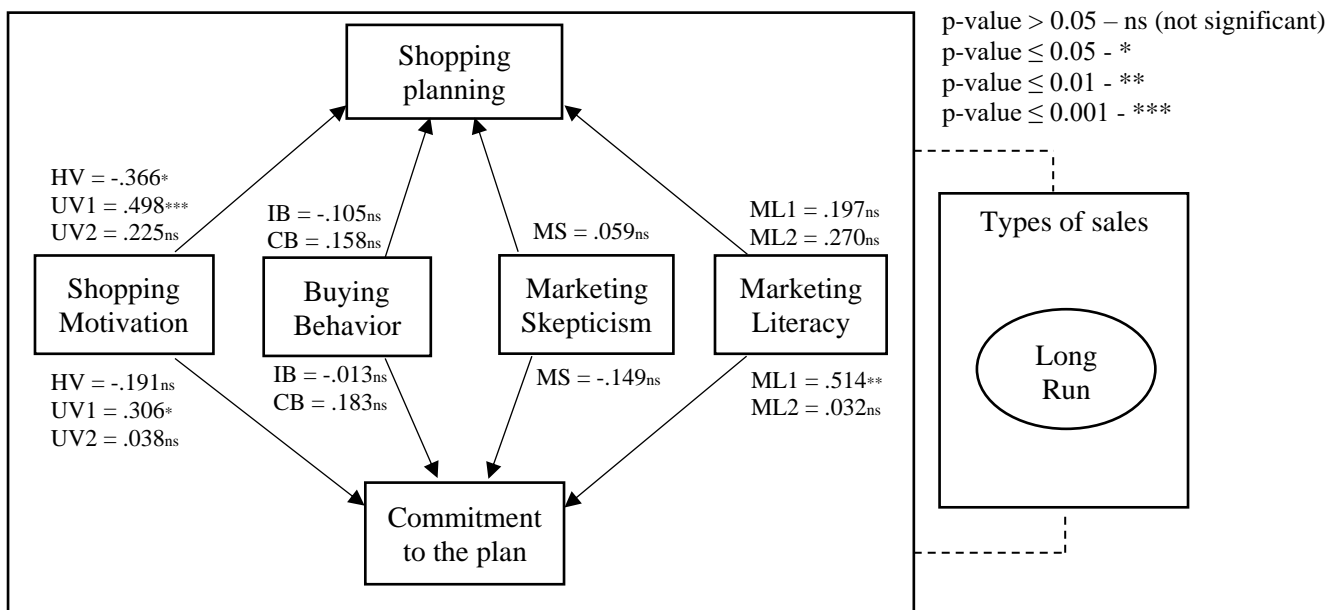


Figure 3.3 Conceptual model of the research for long-run sales

Each model shows for each type of sale which factors are statistically significant and which are not and what influence they have on the propensity to plan purchases and compliance with the purchase plan.

3.6 Theoretical and practical implications.

The results obtained are of interest to researchers and management practitioners to form a deeper understanding of Russian consumers' behavior during sales periods. As the results show, planning purchases for sales is a healthy choice of a rational buyer who wants to optimize the budget for everyday expenses. This research helps retailers understand how greatly shoppers plan their purchases and how fully they commit to their shopping plan during various types of sales.

As for *managerial implications*, our findings can be used by retailers. According to the quantitative study, all buyers experience utilitarian shopping motivation during sales. However, the hedonic value is more substantial in shoppers who buy at sales than those who do not buy. Therefore, it makes sense for retailers to increase customer satisfaction by bringing them hedonic values. Nielsen determined that there are buyers who enjoy purchasing products at special discounts and promotions in its research (Nielsen, 2016). Another study in the US showed that buyers, despite their rationality, will be more likely to make purchases in a store where not only the best offers but also where there are an excellent merchandise and store environment that will appeal to the hedonic values of the buyer (Carpenter & Moore, 2009). Moreover, hedonic motivation was also mentioned by respondents in in-depth interviews who said they enjoyed shopping during the holiday sales, as they are attracted to the beauty and festive atmosphere in stores.

Also, as the results of the analysis show, sales are a source of pleasure for customers, which is one of the factors of loyalty that affects the long-term relationship between the buyer and the retailer (Arnold & Reynolds, 2003). Therefore, retailers should not refuse to use promotions at all. They can initially include the cost of promotions in the product price that there will be an opportunity to reduce the price during sales periods.

If buyers and non-buyers of all three types of sales are compared, the less often the sale is held, buyers make the more unplanned purchases. Thus, buyers of seasonal sales tend to make purchases under the spur-of-the-moment, and buyers of event sales can not only buy under the influence of the situation but also because their emotional state pushes them to buy the product at a discount. Therefore, retailers may consider event sales as a profitable opportunity to increase their sales.

In a regular type of sale, buyers show a lower level of marketing skepticism that those who do not buy. This may be related to a commercial that advertises regular sales or promotional goods. To attract new customers, it is necessary to reduce the level of marketing skepticism among those who do not buy at this type of sale. Retailers can do this by providing complete and truthful information about the benefits that customers can receive when choosing their store. Often, when

conducting promo offers, it should be advertised not only a temporary price reduction of some goods but also the opportunity to get a gift, sweepstakes, etc. For example, if a customer purchases items in one store for a certain amount of money, they may receive a gift. In this case, the conditions for receiving additional goods for the purchase should be informative and explain clearly what kind of gift the buyer can get and on what conditions. It will help to reduce the level of marketing skepticism and attract new customers during regular sales.

Retailers may be offered a more technological approach to attracting customers to the store. Smart technologies allow the buyer to attract better and work more effectively for the benefit of the company. This way, retailers could use electronic price tags on their store shelves. It would be practical since it would allow retailers to quickly change prices for certain products or adjust them to a specific target group. Given all of the above, the results of the study can be applied by retailers and bring them significant benefits if implemented and maintained.

The completed research has not only practical value, but also *academic value*. Theoretically, the results of the current study contribute to an understanding of what are the behavioral patterns of customers' behavior that form the plan of purchases when it comes to sales.

As it was found, utilitarian shopping motivation affects the propensity to plan and comply with the shopping plan, which looks quite reasonable. Previously, other studies confirm that utilitarian value is acquired by completing a practical task (such as completing a shopping plan) (Babin, Darden & Griffin, 1994) and saving money (Chandon, Wansink & Laurent, 2000).

Also, shopping planning leads to a sense of convenience and smart shopper feeling, so this study confirms all the beforehand found results on utilitarian value by other researchers. It should be added that research conducted in the United States about Black Friday sale has determined that buyers receive hedonic and utilitarian value when planning their purchases for this sale. The current study also confirmed that results that hedonic shopping motivation has its significance when customers plan their purchases (Lennon, Johnson & Lee, 2011).

It was found that the level of marketing skepticism does not affect the planning of purchases or compliance with the purchase plan. However, a statistically significant difference is observed between buyers and non-buyers of regular sales. Buyers who buy at this type of sale have a lower level of marketing skepticism than non-buyers. The same results were obtained in the study of Fong Yee Chan (2019), showing that people who have a positive attitude to advertising will be more likely to make purchases.

Moreover, since sales were classified into three types in this study, this typology can be used in further research and become a considerable contribution to the theory. In this paper, the proposition made that the effects of factors affecting buyers' shopping planning vary depending on the types of sales - were confirmed. Thus, this typology can be used for future researches and

identify other differences between all market participants depending on the short-, middle- and long-run type of sale.

3.7 Limitations and future research directions.

This study had several limitations that may be covered in future studies. The sample of the current research was significantly skewed towards female customers. It would be useful to study a more balanced sample, since sales are quite famous and regular in Russia and attract not only women but also men to make purchases.

Future research could conduct in-depth comparisons of women's and men's shopping behavior at sales, and examine their differences in planning their purchases and how they adhere to their shopping plan. Such results could provide new ways for retailers to attract target customers.

Besides, the current sample of this master thesis was quite small, for buyers who plan their purchases and make a shopping plan before sales. Thus, further research may involve more respondents who make shopping lists before sales to get more representative results.

Since linear regression models showed that R^2 explains less than or about 50% of the variance of the dependent variable during the analysis, we can conclude that the propensity to plan purchases and compliance with the purchase plan during sales can be due to other influencing factors not considered in this paper. In this way, subsequent research can examine other predictors, such as customers' traits, emotional state, or external stimuli.

Also, this study did not distinguish between purchases in an online store or a brick-and-mortar store. The following research may benefit from examining the relationships between shopping motivation, buying behavior, marketing skepticism, and marketing literacy in both online and offline shopping.

The proposed model was empirically tested only on Russian consumers, and most of the sample was presented of respondents from the largest cities in Russia. Future research may apply the developed model to a more significant number of Russian regions. The formed model can also be applied to other countries and check whether it applies to a broader range of countries and how varied the effects described in this work are between different cultures.

Studying all these aspects can expand the understanding of customers across Russia and allow retailers to develop strategies to attract customers' attention better and adapt to different markets.

Summary of Chapter III.

This chapter discussed the analysis of data collected in the course of a quantitative study. Factor analysis was performed to reduce the number of variables. Some of the items were deleted during verification.

Besides, an examination was conducted for all three types of sales separately. The analysis for each sale included a Mann-Whitney U-test, two binary logistic regressions, and two multiple linear regressions. Based on the outcomes received, two hypotheses were supported, three were partially confirmed and three were not supported. The proposition formulated in the first chapter was also confirmed.

Recommendations for practitioners were made based on the results achieved. Theoretical contribution was described. Finally, the limitations of this study and recommendations for further research are suggested.

CONCLUSION

This work has both theoretical and practical contributions that can be used by researchers for further study and marketing practitioners who work in retail.

The purpose of the research was to identify customers' behavioral patterns that affect the propensity to plan purchases and comply with a prepared shopping plan during sales of different types. We investigated customers' behavioral patterns and made an attempt to better understand how shopping motivation, buying behavior, marketing skepticism and marketing literacy affect the propensity to plan purchases and comply with a prepared shopping plan during short-, middle- and long-run sales.

In the first chapter, we reviewed the existing literature and concepts such as sales promotion, shopping motivation, buying behavior, marketing skepticism, and marketing literacy. A classification of sales by frequency per year was suggested. There are three of them: short-run, middle-run and long-run sales. Eight hypotheses were formulated, and one proposition was made. A conceptual model was also developed for studying the propensity to plan purchases and compliance with the purchase plan during sales.

In the second chapter of this work, two studies were conducted in a mixed format, and data was collected. A questionnaire was designed for each study based on the literature review. As part of the qualitative research, the in-depth interviews were conducted to identify the underlying motivations and factors that influence buyers and determine their attitude to sales, shopping planning, and compliance with the purchase plan. As part of the quantitative study was an online survey that collected 553 responses. All data was prepared for further analysis.

In the third chapter, we analyzed the data collected in the course of a quantitative study. The analysis was carried out using the statistical program SPSS. The analysis consisted of factor analysis, Mann-Whitney U-tests estimation, binary logistic regressions, and multiple linear regressions for each of the three types of sales.

Based on the analysis results, two hypotheses were supported, three hypotheses were partially supported, and three hypotheses were rejected. The concept model was designed for three types of sales according to its effects.

The result of the study shows that shopping motivation, buying behavior, marketing skepticism, and marketing literacy have different effects during short-, middle- and long-run sales. Utilitarian shopping motivation is a statistically significant factor that positively affects shopping planning and compliance with the shopping plan during sales. Impulsive buying behavior and marketing skepticism have not confirmed their impact on the planning of purchases and compliance with the purchase plan during sales. Additionally, buyers who take advantage of sales

offers experience more hedonic value and have a higher level of marketing literacy at sales than non-buyers.

Several recommendations were made for retailers to improve their strategies to satisfy their customers and attract new ones during various sales periods. Also, the theoretical contribution of this study was reviewed, and the results of previous studies based on the findings of this work were confirmed.

Finally, as in any other researches, the limitation of this work and direction for future research were considered.

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APPENDIX 1. STUDY 1. IN-DEPTH INTERVIEW DESIGN.

Знакомство.
1. Сколько Вам лет? 2. Какая у Вас занятость? 3. Какое у Вас семейное положение? 4. Есть ли у Вас дети? Сколько их? 5. Участвуете ли Вы в сезонных распродажах? 6. Планируете ли Вы свои покупки во время распродаж? 7. Пользовались ли Вы скидочными предложениями во время прошлой Черной Пятницы? 8. Планируете ли Вы воспользоваться скидочными предложениями предстоящей Черной Пятницы?
Распродажи.
9. Как часто вы участвуете в распродажах? 10. Какие сезонные распродажи вы знаете? Перечислите их. 11. Какая сезонная распродажа проводится в конце ноября? 12. Для каких целей вы пользуетесь распродажами? Есть ли для вас разница в каких целях использовать распродажи? 13. Покупаете ли вы обычно что-либо сверх запланированных покупок на распродажах?
Черная Пятница. (общее)
14. Знаете ли вы когда проводится Черная Пятница? 15. С чем у вас ассоциируется Черная Пятница? 16. Как вы относитесь к Черной Пятнице? Какие эмоции она у вас вызывает? Почему вы так относитесь? 17. Как вы считаете, когда начинается и когда заканчивается Черная Пятница?
Я воспользовался скидочными предложениями во время Черной Пятницы в прошлом году.
18. Что повлияло на ваше решение поучаствовать в Черной Пятнице? 19. Как вы предпочитаете делать покупки во время Черной Пятницы? Делаете покупки в онлайн магазинах на сайтах или посещаете торговые центры? 20. Как вы планировали покупки для Черной Пятницы? В чем выражается ваше планирование? 21. Расскажи подробнее о том какие покупки вы совершали и почему? 22. Что влияет на выбор определенного товара? 23. Какую необдуманную покупку вы совершали во время Черной Пятницы? Что это было? 24. Почему вы считаете покупки во время Черной Пятницы выгодными? В чем это выражается? 25. Насколько вы удовлетворены сделанными покупками во время Черной Пятницы? 26. Для кого вы делаете покупки? 27. Почему вы считаете Черную Пятницу хорошей возможностью купить новогодние подарки?
Я планирую воспользоваться скидочными предложениями во время предстоящей Черной Пятницы.
28. Что влияет на ваше решение поучаствовать в Черной Пятнице? 29. Что вы планируете купить во время предстоящей Черной Пятницы? 30. Как вы планируете покупки для Черной Пятницы? В чем выражается ваше планирование? 31. Для кого вы планируете делать покупки? 32. Почему вы считаете Черную Пятницу хорошей возможностью купить новогодние подарки? Насколько вам свойственно покупать подарки к новому году? Как вы их обычно покупаете? 33. Что вы ожидаете от Черной Пятницы?
Я не пользуюсь скидочными предложениями во время Черной Пятницы.
34. Почему вы не участвуете или не станете участвовать в Черной Пятнице? По какой причине? 35. Вы склонны делать покупки сразу, как только они вам необходимы или есть другой сценарий? 36. В каких ситуациях вы все-таки могли бы воспользоваться скидочными предложениями во время Черной Пятницы?
Завершение.
37. Чем распродажи отличаются для вас от обычных акций в магазине? 38. Сейчас я зачитаю Вам несколько незавершенных фраз. Пожалуйста, закончите их. - Я посоветую своему другу воспользоваться скидочными предложениями во время Черной Пятницы, потому что... - Я не посоветую своему другу воспользоваться скидочными предложениями во время Черной Пятницы, потому что...

APPENDIX 2. STUDY 2. ONLINE SURVEY DESIGN.

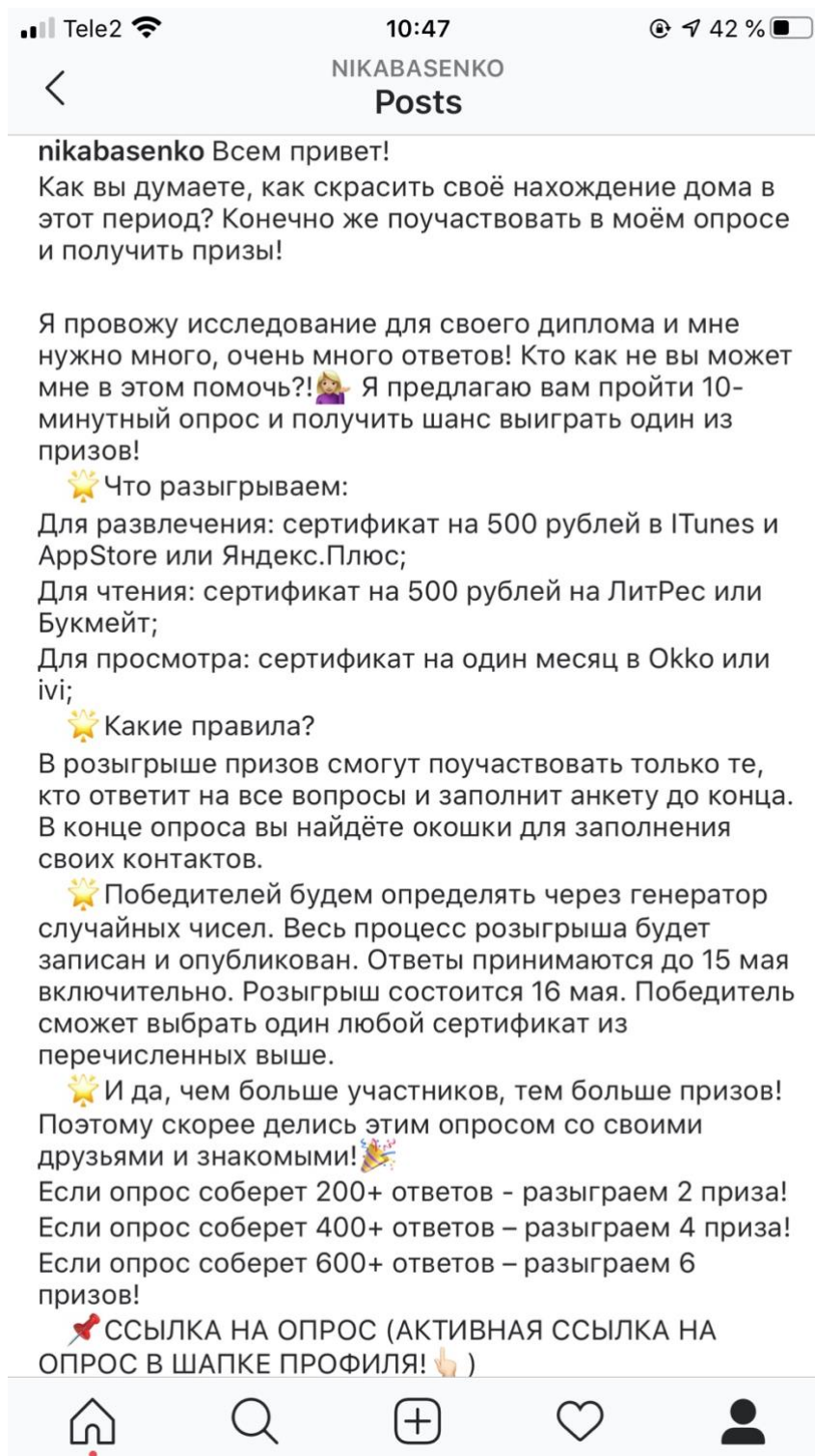
1	Составляете ли вы обычно список покупок перед поездкой по магазинам? Никогда – Редко – Иногда – Часто – Всегда
2	Как вы считаете, насколько вы придерживаетесь составленного списка покупок в магазине? Никогда не придерживаюсь – Редко – Иногда – Часто – Всегда придерживаюсь
3	Насколько заранее вы обычно планируете свои покупки перед поездкой по магазинам? Никогда не планирую - За несколько часов до шопинга - За день до шопинга - За несколько дней до шопинга - За несколько недель до шопинга - За месяц до шопинга - За несколько месяцев до шопинга - Другое
4	Товары из каких категорий вы обычно приобретаете на распродажах или по скидкам? Продукты и напитки - Дорогой алкоголь - Бытовая химия - Одежда - Обувь - Аксессуары - Детские товары - Бытовая Техника - Электроника (компьютеры, планшеты, смартфоны) - Изделия для дома и интерьера - Косметический уход - Онлайн-курсы - Цифровые медиа (кино, музыка и др.) - Путевки, билеты, отели - Другое
5	Где вы обычно совершаете покупки? Открытые рынки и ярмарки - В магазинах, торгующих через прилавок – Супермаркетах – Гипермаркетах - Дискаунтерах - В торговых центрах - В интернет-магазинах - Другое
6	Покупаете ли вы товары по регулярным скидочным акциям (Например: Скидки по каталогам, Скидки по дням недели, Счастливы часы, Цена недели и т.д.) которые компании объявляют не реже раза в месяц? (Далее – скидочные акции) Да - Нет
	<i>Вспомните свой последний раз, когда вы совершали такие покупки в магазине.</i> Составляли ли вы список покупок перед этим? Да - Нет
	Купили ли вы все что планировали по списку? Да, купил все по списку - Отдельные товары из списка не были куплены - Нет, ничего не купил
	Купили ли вы что-то сверх запланированного плана? Да, купил(-а) - Нет, не купил(-а) - Затрудняюсь ответить
	Склонность к планированию покупок. Для меня важно планировать свои покупки в периоды скидочных акций в магазине. Я чувствую себя умным покупателем при планировании покупок во время скидочных акций в магазине. Благодаря планированию покупок во время скидочных акций в магазине, я могу найти лучшие цены на товары.
	Склонность к соблюдению плана покупок. Для меня важно придерживаться своего плана покупок, когда я иду в магазин во время скидочных акций. Соблюдение плана покупок в период скидочных акций помогает мне сэкономить во время шопинга. Соблюдение плана покупок помогает мне не купить лишнего во время скидочных акций.
	Выберите, какое утверждение лучше описывает вас. Большую часть своих покупок по скидочным акциям я совершаю онлайн. Большую часть своих покупок по скидочным акциям я совершаю офлайн. Затрудняюсь ответить.
7	Совершаете ли вы покупки на сезонных распродажах? Покупаю на летней/зимней сезонной распродаже - Не покупаю на этих распродажах
	Составляете ли вы список покупок перед этими распродажами? Да - Нет
	<i>Вспомните последнюю сезонную распродажу, на которой вы лично совершали покупки, составив предварительно список.</i>
	Насколько заранее вы планировали свои покупки перед этой распродажей? За несколько часов до шопинга - За день до шопинга - За несколько дней до шопинга - За несколько недель до шопинга - За месяц до шопинга - Другое
	Купили ли вы все что планировали по списку? Да, купил все по списку - Отдельные товары из списка не были куплены - Нет, ничего не купил
	Купили ли вы что-то сверх запланированного плана? Да, купил(-а) - Нет, не купил(-а) - Затрудняюсь ответить
	Склонность к планированию покупок. Для меня важно планировать свои покупки в периоды сезонных распродаж. Я чувствую себя умным покупателем при планировании покупок во время сезонных распродаж. Благодаря планированию покупок во время сезонных распродаж, я могу найти лучшие цены на товары.
	Склонность к соблюдению плана покупок. Для меня важно придерживаться своего плана покупок, когда я иду в магазин во время сезонной распродажи. Соблюдение плана покупок в период сезонной распродажи помогает мне сэкономить во время шопинга.

	Соблюдение плана покупок помогает мне не купить лишнего во время сезонной распродажи.
	Выберите, какое утверждение лучше описывает вас. Большую часть своих покупок во время сезонных распродаж я совершаю онлайн. Большую часть своих покупок во время сезонных распродаж я совершаю офлайн. Затрудняюсь ответить.
8	Совершаете ли вы покупки на распродажах, приуроченных к конкретной дате? (Например, к праздникам – Новый Год, 23 февраля, 8 марта и т.д.; или Черная Пятница, Кибер Понедельник, 11.11 и т.д.) (Далее – событийные распродажи) Да - Нет
	Составляете ли вы список покупок перед этими распродажами? Да - Нет
	<i>Вспомните последнюю событийную распродажу, на которой вы лично совершали покупки, составив предварительно список.</i> Какая это была распродажа? Краткий ответ
	Насколько заранее вы планировали свои покупки перед этой распродажей? За несколько часов до шоппинга - За день до шоппинга - За несколько дней до шоппинга - За несколько недель до шоппинга - За месяц до шоппинга - За несколько месяцев до шоппинга - Другое
	Купили ли вы все что планировали по списку? Да, купил все по списку - Отдельные товары из списка не были куплены - Нет, ничего не купил
	Купили ли вы что-то сверх запланированного плана? Да, купил(-а) - Нет, не купил(-а) - Затрудняюсь ответить
	Склонность к планированию покупок. Для меня важно планировать свои покупки в периоды событийных распродаж. Я чувствую себя умным покупателем при планировании покупок во время событийных распродаж. Благодаря планированию покупок во время событийных распродаж, я могу найти лучшие цены на товары.
	Склонность к соблюдению плана покупок. Для меня важно придерживаться своего плана покупок, когда я иду магазин во время событийной распродажи. Соблюдение плана покупок в период событийной распродажи помогает мне сэкономить во время шоппинга. Соблюдение плана покупок помогает мне не купить лишнего во время событийной распродажи.
	Выберите, какое утверждение лучше описывает вас. Большую часть своих покупок во время событийных распродаж я совершаю онлайн. Большую часть своих покупок во время событийных распродаж я совершаю офлайн. Затрудняюсь ответить.
	<i>Далее мы просим вас оценить, насколько вы согласны с утверждениями, по шкале от 1 (полностью не согласен) до 5 (полностью согласен).</i>
	<i>Для начала, давайте обсудим, как вы воспринимаете рекламу и продвижение товаров. Как вы к ним относитесь?</i>
9	Маркетинговый скептицизм (Obermiller & Spangenberg, 1998) 1. Я рассчитываю, что получу достоверную информацию из большинства рекламных объявлений. 2. Цель рекламы - информировать потребителя. 3. Я считаю, что реклама информативна. 4. Реклама, как правило, правдива. 5. Реклама – надежный источник информации о качестве и эффективности выпускаемой продукции. 6. Реклама - хорошо поданная правда. 7. В целом, реклама представляет собой достоверную информацию о рекламируемом продукте. 8. Я чувствую, что был(-а) хорошо проинформирован(-а) о товаре, после просмотра большинства рекламных объявлений. 9. Большая часть рекламы обеспечивает покупателей необходимой информацией.
	<i>Как вы думаете, насколько вы разбираетесь в рекламе?</i>
10	Маркетинговая грамотность (Macdonald & Uncles, 2007). 1. Просматривая рекламу, я могу определить используемые там методы убеждения для покупки товара. 2. Я знаком(-а) с маркетинговым сленгом. 3. Я умею определять истину, спрятанную за чрезмерным убеждением в рекламе. 4. Благодаря рекламе я всегда узнаю о новейших продуктах и технологиях. 5. Благодаря рекламе я всегда в курсе лучших предложений на товары. 6. Когда я хожу по магазинам, я могу найти выгодное предложение. 7. Я умею находить лучшую цену на товар. 8. Я знаю, когда проходят все распродажи, и тогда делаю большую часть своих покупок.
	<i>Расскажите нам о том, как вы обычно совершаете покупки и относитесь к шоппингу.</i>
11	Импульсивная тенденция покупки (Flight, Rountree & Beatty, 2012). 1. Покупать спонтанно — это весело. 2. Я часто покупаю вещи не задумываясь.

	<p>3. Иногда мне хочется купить что-нибудь под влиянием момента.</p> <p>4. "Купи сейчас, подумай об этом позже" – это обо мне.</p> <p>5. Я могу купить вещи, которые не собирался/не собиралась покупать.</p> <p>6. Я делаю незапланированные покупки.</p>
	<i>Расскажите еще немного о своем шопинге. Уж очень интересно послушать.</i>
12	<p>Компульсивная тенденция покупки (Flight, Rountree & Beatty, 2012).</p> <p>1. Я думаю, что другие люди были бы в ужасе, если бы узнали о моих привычках тратить деньги в магазине.</p> <p>2. Я пользуюсь кредитной картой, даже когда знаю, что у меня нет достаточно средств чтобы покрыть свои расходы на покупки.</p> <p>3. Я чувствую беспокойство или нервозность в те дни, когда не хожу за покупками в магазины.</p> <p>4. Я покупаю товары даже если они мне не по карману.</p> <p>5. Я чувствую, что вынужден ходить по магазинам и тратить деньги, даже когда у меня нет ни времени, ни денег.</p> <p>6. Я покупаю товары, когда они мне не нужны.</p>
	<i>Как происходит ваш шопинг? Что вы думаете о нем?</i>
13	<p>Утилитарный мотив (Babin, Darden & Griffin, 1994).</p> <p>1. В своих поездках по магазинам я покупаю именно то, что хочу.</p> <p>2. В своих поездках по магазинам я покупаю именно то, что мне нужно.</p> <p>3. Я расстраиваюсь, когда во время шопинга мне приходится идти в другой магазин(ы), чтобы завершить свои покупки.</p> <p>4. Обычно мои поездки по магазинам продуктивны.</p> <p>5. Я чувствую себя умным покупателем во время шопинга.</p>
	<i>Так, так, так... А что вы испытываете во время шопинга?</i>
14	<p>Гедонический мотив (Babin, Darden & Griffin, 1994).</p> <p>1. Я испытываю радость во время шопинга.</p> <p>2. Мне приятнее тратить время на шопинг, чем на другие дела.</p> <p>3. Во время похода по магазинам я чувствую восторг от поиска товаров.</p> <p>4. Поход по магазинам действительно похож на побег от чего-то.</p> <p>5. Мне нравится быть погруженным в атмосферу новых товаров в магазине.</p> <p>6. Я наслаждаюсь поездкой по магазинам ради нее самой, а не только из-за вещей, которые я, возможно, куплю.</p> <p>7. Я могу продолжать ходить по магазинам, но не потому, что это необходимо, а потому, что мне этого хочется.</p> <p>8. Шопинг помогает мне забыть о своих проблемах.</p> <p>9. Для меня шопинг сродни приключению.</p>
	<i>А напоследок поговорим немного о Вас лично!</i>
15	<p>Ваш пол: Мужской - Женский</p>
16	<p>Ваш возраст: Меньше 18 лет - 18-25 лет - 26-35 лет - 36-45 лет - 46-55 лет - 56-65 лет - 66-75 лет - Больше 75</p>
17	<p>Город Вашего постоянного проживания: Краткий ответ</p>
18	<p>Укажите уровень Вашего образования: Неполное среднее - Среднее - Среднее специальное - Неполное высшее - Высшее - Учёная степень - Другое</p>
19	<p>Укажите свою сферу занятости: Безработный/безработная, домохозяйин/домохозяйка - Студент/студентка - Работаю в компании - Занимаюсь предпринимательской деятельностью - Работаю в бюджетном учреждении - На пенсии - Другое</p>
20	<p>Чем вы обычно занимаетесь в свое свободное от работы/учебы время? Активный отдых, спорт - Творчество (живопись, музыка) - Самообразование (чтение, онлайн-курсы) Рукоделие - Компьютерные игры - Просмотр фильмов и сериалов - Поездки и путешествия - Фотография и видеосъемка - Посещение кино, театров, музеев и т.д. - Другое</p>
21	<p>Укажите Ваше семейное положение: Состою в зарегистрированном браке - Состою в отношениях - Вдовец/вдова - Разведен(-а), разошлись - Не состою в браке или отношениях</p>
22	<p>Есть ли у Вас дети? Если да, то сколько? Нет – 1 – 2 - Более 2-х</p>
23	<p>Какое утверждение лучше всего описывает Ваш уровень дохода? Денег не хватает даже на приобретение продуктов питания. Денег хватает только на приобретение продуктов питания. Денег достаточно для приобретения необходимых продуктов питания и одежды, но на более крупные покупки приходится откладывать. Покупка большинства товаров длительного пользования (холодильник, телевизор) не вызывает трудностей, однако приобрести автомобиль мы не можем.</p>

Денег хватает на новый легковой автомобиль, однако покупка квартиры или дома является для нас затруднительной.
Материальных затруднений не испытываем; мы можем позволить себе приобрести квартиру или дом.

APPENDIX 3. DISTRIBUTION OF THE SURVEY



APPENDIX 4. EFA ANALYSIS

Rotated Component Matrix

	Component							
	1	2	3	4	5	6	7	8
HV7	,823							
HV6	,811							
HV8	,792							
HV5	,792							
HV9	,784							
HV3	,702							
HV2	,659							
HV1	,612							
HV4	,596							
MS7		,843						
MS4		,819						
MS5		,800						
MS9		,761						
MS6		,753						
MS8		,740						
MS3		,724						
MS1		,649						
MS2		,549						
IB2			,750					
IB6			,738					
IB5			,732					
IB3			,721					
IB4			,702					
IB1			,696					
CB1			,549					
CB5				,806				
CB4				,676				
CB3				,673				
CB2				,653				
ML2					,807			
ML3					,805			
ML1					,780			
UV2						,753		
UV1						,746		
UV4						,633		
UV5						,521		
ML7							,744	
ML6							,714	
ML8							,530	
UV3								,849

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.