

Personal Values Perceptions on Involvement and Attitude Towards Discount Sales Promotion - Individualistic and Collectivist Values Perspective

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ABSTRACT

This study explores the effect of personal values (individualistic and collectivist values) on consumers' involvement and attitude towards discount sales promotion. In order to create and test a more parsimonious predictive-based research model, this study used a closed-ended survey and a two-stage technique using partial least square structural equation modelling. The findings imply that individualistic and collectivist beliefs influence consumer involvement and attitude toward discount sales promotions. Furthermore, the findings of this study expand current knowledge on similar sales promotion areas where this study details the effect of personal value (from both the lens of individualistic and collectivist values perspective) on involvement and attitude towards discount sales promotion, as well as the mediating effect of involvement on personal values (individualistic

and collectivist values) and attitude towards sales promotion. Understanding the impact of personal values, involvement, and attitude toward discount sales promotion is crucial, according to this study, especially when selecting appropriate strategies for better market segmentation and targeting.

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INTRODUCTION

One of the main reasons propounded for sales promotion is to gain immediate and direct responses from consumers (Jee & De Run, 2016; Ndubisi & Chiew, 2006; Sinha & Verma, 2020). Nevertheless, this does not necessarily turn into sales as not all sales promotions are equally effective in helping retailers and marketers move their products from the shelves to the carts of their consumers. Furthermore, past studies in retailing and consumer behaviour field indicated that consumers' spending correlates with the perceptions they hold against using a specific sales promotion (Jee, 2021; Sinha & Verma, 2020).

While merchants frequently employ favoured promotional tactics to entice customers to buy a specific product or brand, consumers place a high value on perceptions and involvement with product purchases encouraged by retailers who utilise a specific sales promotion, while other factors are sometimes overlooked (Jee, 2021). It is especially true for consumers in Asian nations like Malaysia, where sales promotion strategies frequently capitalise on attitudinal responses (Jee et al., 2016; Jee & De Run, 2013; Ndubisi & Chiew, 2006), the notion of value reinforcement, and involvement (Jee et al., 2016; Inoue et al., 2017).

In relation to consumers' sales promotion techniques preferences, retailers and marketers often create and shape the extrinsic attributes that motivate consumers' attitudes, most notably personal values (Jee, 2018; Rønnow-Rasmussen, 2007,

2011). Additionally, studies have shown the need to contextualise personal values towards involvement to deliver intended attitudes towards specific sales promotion preferences, particularly price discount sales promotion (Jee, 2018; Roux, 2014). However, little is known about which type of personal values are the most pertinent towards attitude towards discount sales promotion preferences, including whether there are any mediating effects of involvement on the relationship between personal values and attitude towards price discount sales promotion techniques or not. As a result, it is uncertain whether personal values and involvement are linked. If so, how the personal value (as seen through the lenses of individualistic and collectivist values) might be controlled to influence consumers' attitudes toward sales promotion preferences. Given the widespread use of discount sales promotions by merchants and marketers in Malaysia, knowing this effect is extremely relevant and might be highly valuable (Jee, 2018). The current paper argues that more research is needed to better understand the impact of personal values, from both individualistic and collectivist perspectives, on specific sales promotion and consumer responses (i.e., involvement and attitude) towards it.

Hence, this paper aims to address the gaps in understanding sales promotion by developing and testing a more parsimonious predictive-based research model that can better explain the effects of personal values (individualistic and collectivist values) on involvement and attitude towards discount

sales promotion. The next section will review the relevant literature, followed by discussions on the hypotheses development, before outlining the conceptual framework. The remaining sections will cover the methods used in this study as well as the research findings before moving on to the theoretical implications and managerial implications. The conclusion and limitations of the study and future research directions are covered in the final section of this study.

LITERATURE REVIEW

Sales Promotion

Studies on consumers' responses towards sales promotion have progressed over the years due to the increasing growth of its importance in the retail marketing environment (McNeill, 2012; Sinha & Verma, 2020). These sales promotions also impact consumers' brand choices (Joseph et al., 2020). However, it mainly results from the effectiveness of using sales promotion as a part of retailers' and manufacturers' integrated marketing (Fam et al., 2019a).

In Asian countries such as Malaysia, sales promotion techniques such as price discounts, free samples, and bonus packs are preferred (Iranmanesh et al., 2016; Jee & De Run, 2013). These sales promotion techniques have been generally accepted as monetary-based benefits or utilitarian-based sales promotions that give consumers the monetary benefits they seek. Such a condition is mainly due to the materialistic nature of the consumers from these countries (Moschis et al., 2009). Such monetary-based benefits sales promotion will result in short-

term benefits and an increase in sales to the retailers and manufacturers (Ganesha & Aithal, 2020).

Among the many sales promotion techniques used by retailers as marketing tools to simulate promotional-prone consumers, monetary-based sales promotion such as discounts, free samples, coupons, and bonus packs are more preferred by consumers and widely implemented by retailers (Jee et al., 2016; Ndubisi & Chiew, 2005, 2006). In Asian countries such as Malaysia, sales promotion techniques such as price discounts, free samples, and bonus packs are more preferred (Iranmanesh et al., 2016; Jee & De Run, 2013). Such sales promotional techniques are not just prevalently sought by monetary savings and values seeking consumers (Jee et al., 2016; McNeill, 2012, 2013), but even retailers incessantly use such monetary-based sales promotion techniques to reinforce monetary savings and values enticed with the uses of it in purchases (Tellis, 1998). These sales promotion techniques have been generally accepted as monetary-based benefits or utilitarian-based sales promotions that give consumers the monetary benefits they seek. Such a condition is mainly due to the materialistic nature of the consumers from these countries (Moschis et al., 2009).

Personal Values and Involvement

Personal values refer to the motivational conditions consumers possess to achieve their goals (Schwartz, 2012). In physical service settings, personal values can be controlled and designed to create positive

appeals in the delivery of services and thus be used to encourage desired behaviour (Jee, 2018; Jee & De Run, 2013; Kaveh et al., 2021). The contribution of values studies comes primarily from social marketing and cause-related marketing (Jee, 2018), consumers' ethics and behaviours (Chen et al., 2019; Nonis & Swift, 2001), international business typecasting (Ariail et al., 2020), and salesperson performance (Ismail et al., 2019)

Studies on values are also documented in human psychological settings to predict and explain behaviours and attitudes (Kropp et al., 2005). The fundamental foundations of researchers' concentration on value studies in the respective field were based on strong potential values explanations of human behaviours (Kamakura & Mazzon, 1991; Munson & McIntyre, 1979). When values are used in different cultural contexts, situations, and behavioural guiding codes, it was shown to affect consumers' involvement (Ganesha & Aithal, 2020) and attitudes and behaviours formation in various cross-cultural research across countries (Sagiv & Schwartz, 2000; Schwartz, 2012). These personal values include power, achievement, hedonism, stimulation, self-direction, universalism, benevolence, tradition, conformity, security, and spirituality (Schwartz, 1992, 2012).

Personal values have been the topic of substantial research due to their ability to give retailers and marketers competitive advantages (Jee, 2018; Kaveh et al., 2021). As a result, the ability to categorise different personal values into individualist and

collectivist values (Kapoor et al., 1995), as well as the impact of different personal values on involvement, can help to break down deadlocks caused by discount sales promotion techniques in highly competitive marketplaces (Jee, 2021). Such personal values are also widely documented to serve individuals' or groups' interests (Jee, 2018; Jee & De Run, 2013; Kaveh et al., 2021). Within the individualistic values perceptives, it tends to drive the notion of power, achievement, hedonism, stimulation, and self-direction, whereas the perspective of the collectivist values mainly drives the values associated with benevolence, tradition, and conformity towards widely accepted societal norms practices (Kapoor et al., 1995).

Previous studies have shown that personal values can be associated with sales promotion technique preferences (Jee, 2018; Sheth & Usley, 2007). Thus, when consumers engage with such preferences, they are more likely to derive values from them (Kaveh et al., 2021; Vivek et al., 2012). In this regard, consumers' conformance to either individualistic or collectivist values impacts their participation in a preferred sales pitch. It led to the following hypotheses:

H1: Individualistic values perceptions influence consumers' involvement with preferred sales promotion techniques (i.e., discount).

H2: Collectivist values perceptions influence consumers' involvement with preferred sales promotion techniques (i.e., discount).

Involvement and Attitude

Involvement is generally understood by the degree of relevance and its importance (Sharma & Klein, 2020). It has been continuously reviewed over the years on its impact on organisational behaviour (Nnadozie et al., 2019), psychology (Brewster et al., 2020; Qian et al., 2017), and marketing (Yang et al., 2019). Previous studies on involvement were predominantly done to explain consumers' purchase intention (McClure & Seock, 2020) and as a mediating construct (Lim et al., 2019).

Involvement, on the other hand, can also be used to explain attitude (Zhu et al., 2017; Pressca et al., 2019). For example, consumers' involvement with price discount sales promotion techniques often creates convivial experiences that facilitate preferable attitudes (Jee, 2018), such as those described in the landscape of attitude change (Chandon et al., 2000; Fam et al., 2019b; Leong et al., 2020). It led to the following hypothesis:

H3: Involvement with price discount sales promotion techniques is positively related to its attitude.

Past studies conducted in retailing settings has shown that consumers' involvement enhances consumers' attitude more favourably (Liu et al., 2020; McClure & Seock, 2020). Therefore, this study further hypothesises that involvement will mediate the relationship between personal

values and attitude. Furthermore, past studies done by Inoue et al. (2017) indicated that involvement plays a mediating effect between values and attitude. Nevertheless, limited studies were done to test the mediating effect of involvement on attitude towards specific sales promotion techniques (Jee, 2018, 2021; Jee & De Run, 2013). It led to the following hypotheses:

H4: Individualistic values perceptions influence consumers' attitude toward sales promotion techniques (i.e., discount), mediated by involvement towards it.

H5: Collectivist values perceptions influence consumers' attitude toward sales promotion techniques (i.e., discount), mediated by involvement towards it.

CONCEPTUAL FRAMEWORK

Building on the extant of Schwartz and Bilsky's (1987) universal values theory alongside Kapoor et al.'s (1995) conceptualization of individualistic and collectivist values, this study hypothesizes the relationships between the various personal values dimension (refer to Figure 1) and its impact on involvement and attitude towards discount sales promotion. This can be seen in Figure 1.

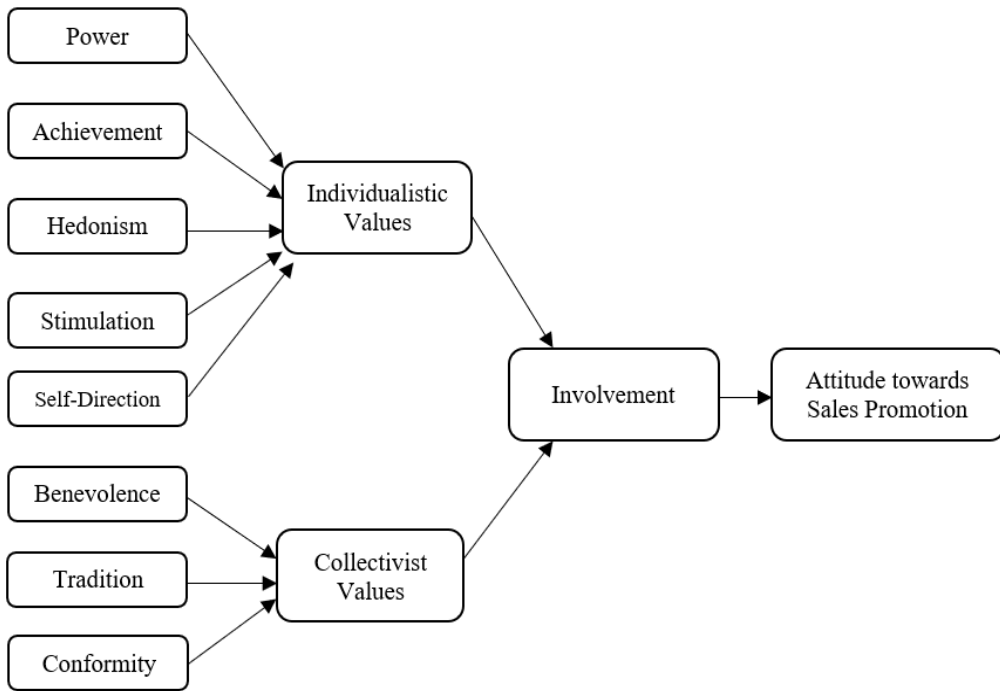


Figure 1. Individualistic and Collectivist Values Influence on Discount Sales Promotion Technique Preference
Source: Jee (2018); Kapoor et al. (1995); Schwartz and Bilsky (1987)

Methodology

This research used quantitative methodology and a purposive sampling method for individual selection of respondents with established criteria. The criteria used to choose the respondents are as follows; (1) had used at least once sales promotion techniques in the recent purchases [not more than two months], (2) and are conscious of the uses of the sales promotion techniques in their purchases [e.g., uses of price discount sales promotion in the recent purchases].

Respondents were selected from a cross-section of the ‘purchasing enabled’ in Malaysia. Consumers in the 21 to 55-years-old age group were identified as sampling

targets, estimated at 16 million (Department of Statistics Malaysia, 2016). As such, 501 respondents were surveyed to allow for meaningful statistics to be calculated from responses. The minimum sample size for the study stage is based on the power analysis procedures through the G*Power algorithm, which is mainly recommended for the model testing procedure (Akter et al., 2011). Therefore, the recommended minimum sample size is calculated at 111 respondents.

The self-administered survey questionnaire was used to capture the underlying constructs in the conceptual framework. The self-administered survey

questionnaire is divided into two parts. Part one comprises items relating to the respondents' latest purchase with price discount sales promotion and their attitude towards price discount sales promotion used. The attitude variables consist of 8 items on attitude adopted from Kraft et al. (2005). Part two comprises 20 items from the 56 items on personal value adopted from Schwartz and Bilsky (1987) and four items related to involvement adopted from Zaichkowsky (1985) regarding their current purchase. In addition, respondents were asked to respond to a 6-point Likert scale where the level of agreement was on a scale of 1 to 6, with six being strongly agreed. A 6-point Likert scale was used in the questionnaires to ensure an answer that is not median-based (Chang, 1994).

A two-stage approach technique in PLS-SEM was used (Becker, 2012) to cater to the impact of the higher-order constructs (HOCs) in the model tested in this study. Such an approach enabled the researchers to avoid both the Type 1 and Type 2 models, resulting in inaccurate modelling (Ting et al., 2015). It was done by employing the reflective-formative HOCs model based on Kapoor et al. (1995) and Schwartz and Bilsky (1987) to accommodate the distinct individualistic values (INDV) and collectivist values (COLV). While the model is reflective in the lower order component model, they form individualistic values (INDV) and collectivist values (COLV). Lastly, both involvement and attitude use reflective measurement.

Table 1
Descriptive findings for personal values, involvement, and attitude

Variables	Mean	Standard Deviation
Personal Value		
<i>Power</i>	3.93	1.18
<i>Achievement</i>	4.62	1.00
<i>Hedonism</i>	4.96	0.96
<i>Stimulation</i>	4.75	0.99
<i>Self-direction</i>	4.54	1.12
<i>Benevolence</i>	5.00	0.91
<i>Tradition</i>	4.59	1.01
<i>Conformity</i>	4.49	1.31
Involvement	4.35	0.98
Attitude	4.97	0.82

Findings

The discount sales promotion technique was chosen as the focal point of this study. It is the most likely used and preferred sales promotion technique in Malaysia by both retailers and consumers (Jee, 2021; Jee et al., 2016). Table 1 presents the descriptive findings for all the personal value construct tested, as well as involvement and attitude towards price discount sales promotion techniques.

Manipulation Checks

Common method bias was first examined using Harman's Single Factor technique (Podsakoff et al., 2012). The factor analysis result shows that the largest variance explained by the first factor was 37.12% of the total variance, which indicated that no general factor emerged. Therefore, common method bias is not a significant problem for this study.

Measurement Model Assessments

Multiple reflective items are used in the structural model, which shows the relationship between the construct and the items (Hair et al., 2014). Since all items are reflective, items with a factor loading of below 0.40–0.70 and contribute to low Average Variance Extracted (AVE) are removed from the model. No items are deleted from the measurement model as all items indicate factor loading of 0.70 and above.

In order to check the convergent validity of all the constructs in the measurement model, the requirement of composite reliability (CR) was tested (Hair et al., 2014). CR is tested with a threshold predetermined at 0.50 for each factor loading and Average Variance Extracted (AVE) as shown in Table 2. (Fornell & Larcker, 1981; Wong, 2013)

Table 2
Convergent validity and reliability

Constructs	Items	Loading	AVE	CR
Power (POW)	POW1	0.887	0.793	0.884
	POW2	0.894		
Achievement (ACH)	ACH1	0.780	0.640	0.780
	ACH2	0.819		
Hedonism (HED)	HED1	0.868	0.747	0.855
	HED2	0.861		
Stimulation (STI)	STI1	0.822	0.694	0.819
	STI2	0.843		
Self-direction (SD)	SD1	0.738	0.605	0.753
	SD2	0.815		

Table 2 (Continue)

Constructs	Items	Loading	AVE	CR
Benevolence (BEN)	BEN1	0.885	0.783	0.878
	BEN2	0.885		
Tradition (TRA)	TRA1	0.866	0.741	0.852
	TRA2	0.856		
Conformity (CON)	CON1	0.940	0.564	0.703
	CON2	0.945		
Involvement (INV)	INV1	0.729	0.572	0.842
	INV2	0.740		
	INV3	0.779		
	INV4	0.776		
Attitude (ATT)	ATT1	0.771	0.613	0.905
	ATT2	0.777		
	ATT3	0.823		
	ATT4	0.793		
	ATT5	0.802		
	ATT6	0.727		

Note: ^a Average variance extracted (AVE) ^b Composite Reliability (CR)

Table 3 and Table 4 depict the results of the discriminant validity of the measurement model based on the Fornell and Larcker (1981) criterion and Henseler’s heterotrait-monotrait (HTMT) (2015) criterion.

The findings in Table 3 show that multicollinearity was not found because the square of the root of AVE using is greater than each correlation coefficient. The findings in Table 4 shows that all the constructs are distinctively different at the HTMT_{0.90} threshold, which indicates that discriminant validity has been established between two reflective constructs.

Formative Second-Order Constructs Assessments

Collinearity issues of the assessment of formative second-order construct for both individualistic and collectivist values are assessed as depicted in Table 5. The VIF values below 3.3 for each structural model construct show that collinearity is not a concern (Diamantopoulos & Sigauw, 2006). Such findings suggest that these constructs are distinct and measure individualistic values (INDV) and collectivist values (COLV) distinctively.

Table 3
Fornell-Larcker Criterion

	ACH	ATT	BEN	CON	HED	INV	POW	SD	STI	TRA
ACH	0.800									
ATT	0.206	0.783								
BEN	0.438	0.251	0.885							
CON	0.172	0.181	0.212	0.751						
HED	0.487	0.140	0.406	0.129	0.865					
INV	0.302	0.200	0.267	0.141	0.273	0.756				
POW	0.378	0.151	0.122	0.156	0.163	0.213	0.890			
SD	0.457	0.215	0.285	0.170	0.385	0.325	0.246	0.778		
STI	0.512	0.111	0.336	0.076	0.532	0.318	0.214	0.325	0.833	
TRA	0.267	0.188	0.316	0.250	0.276	0.236	0.199	0.278	0.218	0.861

Note: Diagonals represent the square root of the AVE while the off-diagonal represent the correlations

Table 4
Heterotrait-Monotrait (HTMT) Matrix

	ACH	ATT	BEN	CON	HED	INV	POW	SD	STI	TRA
ACH										
ATT	0.347									
BEN	0.783	0.321								
CON	0.454	0.308	0.363							
HED	0.905	0.191	0.585	0.275						
INV	0.528	0.244	0.362	0.288	0.386					
POW	0.659	0.192	0.167	0.407	0.231	0.287				
SD	0.607	0.376	0.538	0.53	0.801	0.625	0.493			
STI	0.757	0.177	0.522	0.208	0.872	0.49	0.336	0.725		
TRA	0.502	0.247	0.459	0.532	0.419	0.337	0.289	0.578	0.355	

Table 5
Collinearity assessment

	Collinearity Assessment (VIF)	
	Individualistic Value (INDV)	Collectivist Value (COLV)
POW	1.180	
ACH	1.773	
HED	1.584	
STI	1.586	
SD	1.337	
BEN		1.134
TRA		1.156
CON		1.089

Furthermore, the weights and path coefficients from bootstrapping results for each formative second-order construct are depicted in Table 6 (Hair et al., 2014). The results indicated that all values were significantly related to all individualistic values (INDV) and collectivist values (COLV), respectively.

Table 6
Path coefficient assessment

	Direct Effect (β)	Standard Error	T-Statistic	P-Value
POW -> INDV	0.241	0.025	9.580**	0.000
ACH -> INDV	0.295	0.013	23.266**	0.000
HED -> INDV	0.323	0.017	19.130**	0.000
STI -> INDV	0.305	0.015	20.880**	0.000
SD-> INDV	0.235	0.016	14.564**	0.000
BEN -> COLV	0.576	0.033	17.533**	0.000
TRA -> COLV	0.521	0.028	18.657**	0.000
CON -> COLV	0.263	0.036	7.159**	0.000

Note: ***p<0.01, **p<0.05 (one-tailed)

Structural Model Assessments

The collinearity of the structural model was firstly assessed to ensure the final model is free from collinearity issues, as

shown in Table 7. The VIF values below 3.3 for each structural model construct show that collinearity is not a concern (Diamantopoulos & Siguaw, 2006).

Table 7
Collinearity assessment

	Collinearity Assessment (VIF)	
	INV	ATT
INDV	1.295	
COLV	1.295	
INV		1.000

The findings in Table 8 further accept all the hypothesized relationships. All the path relationships are found to be significant (Individualistic Value -> Involvement, $\beta =$

0.346, P-value = 0.000; Collectivist Value -> Involvement, $\beta = 0.170$, P-value = 0.001; Involvement -> Attitude, $\beta = 0.209$, P-value = 0.000)

Table 8
Path co-efficient assessment

	Direct Effect (β)	Standard Error	T-Statistic	P-Value
INDV -> INV	0.346	0.048	7.000**	0.000
COLV -> INV	0.170	0.047	3.420**	0.001
INV -> ATT	0.209	0.044	4.570**	0.000
<i>Post hoc (mediation) analysis</i>				
INDV -> INV -> ATT	0.072	0.018	3.674**	0.000
COLV -> INV -> ATT	0.036	0.013	2.585**	0.010

Note: ***p<0.01, **p<0.05 (one-tailed)

Table 9 further depicts the predictive capability of the model through the blindfolding procedure by assessing the cross-validated redundancy through Stone-Geisser's predictive relevance (Q^2) estimates and co-efficient of determination (R^2), as well as the effect size (f^2) (Hair et al., 2014). The value of R^2 in Table 9 indicated that individualistic values explain 19.2% of the variance in involvement and 4.0% in attitude. The Q^2 value for involvement and attitude suggests predictive relevance in the overall model. The interpretation of

f^2 results is adopted from Cohen (1988), where f^2 values are classified into small, medium, and large (0.020, 0.150, and 0.350), respectively. From Table 9, it can be established that individualistic value ($f^2 = 0.159$) has medium effect size on involvement compared to collectivist value ($f^2 = 0.025$). It indicates that individualistic value factors are more important than collectivist value factors in explaining and predicting involvement with discount sales promotion techniques. Lastly, involvement ($f^2 = 0.042$) had small effect size on attitude.

Table 9

Determination of coefficient (R^2), predictive relevance (Q^2), and effective size (f^2)

	Determination of Coefficient (R^2)	Predictive Relevance (Q^2)	Effect Size (f^2)		
			INV	ATT	f^2
INDV			0.159		Medium
COLV			0.025		Small
INV	0.192	0.022		0.042	Small
ATT	0.040	0.103			

DISCUSSION

This discussion is illustrated from the influence of individualistic and collectivist values perceptions on consumers' involvement and attitude towards preferred sales promotion techniques (i.e., discount). The findings from this study largely reveal that when consumers are involved in the decision-making stage (evident in the individualistic values these consumers associated with), the more likely they will show any involvement and attitudinal

responses towards the preferred sales promotion technique (i.e., discount). It is especially evident when looking at shopping products (apparel) enticed with discount sales promotion (Jee & De Run, 2013; McNeill, 2012, 2013; Sinha & Verma, 2020). Such characteristics, in return, will have an impact on consumers' overall attitudinal responses towards discount sales promotion techniques used.

The personal values issue is important for consumers. The significant relationship

indicates that discount sales promotion must provide immediate gratification and values (i.e., individualistic values) to allow for involvement and attitude to hold. It aligns with consumers' needs and wants, which are closely tied with the values they assimilated with (Jee, 2018; Jee & De Run, 2013; Kaveh et al., 2021). It happens as consumers like to appear smart and decisive in their shopping decisions (Jallow & Dastane, 2016; Jee, 2018, 2021; Jee et al., 2016; Jee & De Run, 2013; Ndubisi & Chiew, 2006), whilst creating positive involvement and attitude in their purchases.

At the same time, consumers associated with the collectivist values annotate the needs and wants of the larger society (Kacen & Lee, 2002; Saad & Samet, 2020). It can be seen from the preference and involvement towards monetary-based sales promotion techniques (i.e. discount) in highly collectivist societies such as Malaysia (Jee et al., 2016; Jee & De Run, 2013, 2016). It is true that the cultural build-up of such a collectivist community, which consists of strong societal norms and beliefs, has a clear and strong impact on their purchase behaviour (i.e. attitude and purchase intention) (Huang et al., 2016; Madahi & Sukati, 2012). Hence, consumers largely expect to acquire better quality in their purchases, which accentuates the collectivist values hold within such a collectivist society, for example, in Malaysia (Jee, 2021). Such societal reinforcement will increase their susceptibility towards utilising sales promotions when they shop.

While personal values dimensions (i.e., individualistic and collectivist values) play an essential role in understanding Malaysian consumers' involvement in discount sales promotions, subsequent research on the mediating impact of involvement on discount sales promotion attitudes yields similar results. Consumers usually believe that their preferences for discount sales promotion strategies were desirable, bolstered by their participation in the transactions.

Theoretical Implications

The study has three major implications for theory. First, the positive relationship between individualistic and collectivist values dimensions on the involvement and attitude towards discount sales promotion preferences. It indicates that Malaysian consumers believe that preference for monetary-based sales promotion (i.e. discount) accentuates the values that they seek (Kaveh et al., 2021; Sinha & Verma, 2020). Specifically, the results showed that consumers consider the personal values which best fit them on a personal level as well as the mass (e.g., power, achievement, hedonism, stimulation, and self-direction, which is associated with pleasure and sensuous gratification for oneself, and benevolence, tradition, and conformity which is associated with the societal expectations) when evaluating discount sales promotion. These results may be attributable to the significant effects that personal values and the ideology these values (individualistic and collectivist) affirm. Hence, it is best that their values are

to be grouped into distinct individualistic and collectivist perspectives to predict consumers' involvement better and attitude towards sales promotion in a more meaningful way as identified in previous studies (Jee, 2018; Jee et al., 2016; Jee & De Run, 2013; Kaveh et al., 2021; Ndubisi & Chiew, 2006; Sinha & Verma, 2020) and the current study.

Secondly, the findings on the positive relationship between involvement and attitude towards discount sales promotion, as illustrated earlier, support the findings of previous studies that emphasised the importance of gratification, including the need to contextualise these conditions to deliver certain experiences in a retailing setting which appeals to the mass (Jee, 2018; Jee et al., 2016; Jee & De Run, 2013).

Finally, the study's findings indicated that involvement mediates the relationship between the various personal values constructs on attitude towards discount sales promotion. Such findings are novel and important. The study showed that involvement could exemplify the relationship between personal values and attitude towards discount sales promotion. It is in line with previous studies' findings that emphasised the importance of involvement in shaping consumers' attitudes (Gbadamosi, 2009; Jee, 2018; Krishnamurthy & Kumar, 2018; Liu et al., 2020; McClure & Seock, 2020; Ndubisi & Chiew, 2006). Notably, the finding from this study shows that the mediating effect of involvement can occur in both ways; increased immediate sale and upholding the value of a brand or product for highly involved consumers.

Managerial Implications

This study affirms that sales promotion impacts consumer involvement and attitude towards sales promotion (i.e., discount) through individualistic and collectivist values perceptions. It further reveals the difference in consumer perceived personal values (individualistic and collectivist) for the same promotion technique under investigation (i.e., discount). Such findings are useful in developing a workable target approach according to individualistic and collectivist values of a particular preferred sales promotion technique within a specific market context. Furthermore, with its wide implication on consumers' involvement and attitude, such findings provide a different angle to investigate sales promotion technique perceptions, thus further articulating more effective sales promotion strategies and implementation in the marketplace.

The results provide practical insights for the operation of discount sales promotion preferences. Notably, this study found empirical evidence suggesting that Malaysian consumers favour discount sales promotion, resulting in favourable involvement and attitude. It can be achieved by cultivating the values (individualistic and collectivist) associated with Malaysian consumers when designing their sales promotion campaign, focusing on power, achievement, hedonism, stimulation, and self-direction to develop individualistic values and benevolence tradition conforming to develop collectivist values. Retailers and marketers can further invest in various discount promotional

campaigns which accentuate the needs for both individualistic and collectivist values perceptions by integrating both perceptions to generate a more positive involvement and attitudinal responses towards it. It can be done by incorporating messages and visuals into retailers' and marketers' promotional campaigns to accentuate different values perceptions (individualistic and collectivists). Retailers and marketers can further link these messages and visuals to their other ongoing programs (e.g., loyalty programs) in alignment with the previously stated implications.

CONCLUSION

Sales promotions are used by businesses to stimulate consumers' desires and curiosity, encourage consumers to try new goods and increase sales, promote trade, or channel members, hence making it an important tool for marketing strategy success. However, businesses generally use sales promotions for short-term monetary gain, mainly by providing monetary incentives to consumers to induce their purchases. Findings from the present study provide useful insights for business practitioners on discount sales promotion preferences, particularly from the lens of different personal values (individualistic and collectivist), on consumers' involvement and attitude towards preferred sales promotion techniques (i.e., discount). Hence, discount sales promotion must be included in the business's crucial marketing plan and strategy.

Limitations and Future Research

This study contributes to the theory and practice of sales promotion technique preferences and usages, but it did have two main limitations. First, the scope of the study, which was to explore discount sales promotion techniques, has limited the effect of other sales promotion techniques preferences and other product types. Previous research has shown that different sales promotion techniques are associated with different product types (Jee & De Run, 2013). Thus, future research should broaden this study's findings by exploring other product types and sales promotion techniques associated with it.

This study is also limited to the studies of personal values from individualistic and collectivist perspectives in explaining consumers' involvement and attitude towards sales promotion. Future research can examine other indicators such as value consciousness to explain better consumers' involvement and attitudinal responses towards sales promotion techniques. Other possibilities could include identifying and testing other components of personal values (such as mixed values—the combination of universalism, security, and spirituality) to explain better consumers' sales promotion techniques perceptions, preferences, and the purchase decisions associated with it.

Even though the variety of places and people taken as samples for this study considers a wide diversity, it also failed to consider the younger or older generations who might have a different perspective.

Further studies on these issues can be conducted. The results from this study also provide a perspective on the effect of sales promotion as a double-edged sword to get new customers, but that alienates highly involved (or lowly involved) customers from the current view. Further studies on this issue can also be conducted.

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