CSJSC
Community Service for Sustainable Community Journal
CSJSC 1(2): 1–14
ISSN 3047-8448

Institute for Advanced Science, Social and Sustainable Future
MORALITY BEFORE KNOWLEDGE

Promoting value-oriented consumer behavior among millennials: The mediating role of attitudes toward sales promotion techniques in economic empowerment initiatives

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Received Date: December 8, 2024 Revised Date: February 28, 2025 Accepted Date: February 28, 2025

ABSTRACT

Background: Limited marketing literacy among youth often hinders the development of micro-enterprises and community-based entrepreneurship. To address this challenge, a community service initiative was carried out to educate young entrepreneurs on value-based sales promotion, particularly focusing on the strategic use of discounts. This study aims to evaluate the impact of educational outreach on sales promotion techniques—grounded in utilitarian motivation—on attitude change and behavioral intentions among youth within a local entrepreneurship community in urban Indonesia. **Methods**: The program involved interactive workshops for 50 youth participants from a community of aspiring entrepreneurs. The impact of the training was assessed through a quantitative approach using Structural Equation Modeling (SEM) to examine the relationships between utilitarian motivation, attitudes toward promotional techniques, and entrepreneurial behavioral intentions. **Findings**: The results revealed that education on discount-based promotion significantly improved participants' strategic understanding of value-driven marketing. Positive attitudes toward promotion techniques were found to mediate the influence of utilitarian motivation on the intention to start and grow a business. **Conclusion**: alue-based promotion education serves as an effective community empowerment strategy to enhance marketing literacy and economic resilience among youth. The program offers a replicable model for strengthening community business capacity and promoting sustainable livelihoods through practical marketing knowledge. **Novelty/Originality of this article**: This study offers a novel contribution to community service literature by integrating consumer behavior theory into entrepreneurship education for youth empowerment. It bridges academic insight and practical outreach to foster inclusive, sustainable economic development at the grassroots level.

KEYWORDS: attitude; customer behavioral; discount effectiveness; sales promotion.

1. Introduction

Sales promotion plays a very important role in product marketing strategies, especially in the face of increasingly fierce competition in the market. As part of the promotional mix, the main objective of sales promotion is to drive increased sales in a relatively short time (Bandyopadhyay et al., 2021). These promotions are designed to have a direct and immediate impact on consumer buying behavior (Blattberg & Neslin, 1990). As such, sales promotions aim to create stimuli that influence consumer behavior, which in turn will

Cite This Article:
Parulian, J, T., & Halim, R, E. (2025). Promoting value-oriented consumer behavior among millennials: The mediating role of attitudes toward sales promotion techniques in economic empowerment initiatives. *Community Service for Sustainable Community Journal*, 2(1), 1-14. https://doi.org/10.61511/csjsc.v2i1.2025.1378

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influence their purchasing decisions. This promotion serves as a tool to attract consumers' attention and encourage them to make purchases immediately.

There are two types of sales promotions that can be distinguished, namely monetary promotions and non-monetary promotions. Monetary promotions provide direct financial benefits to consumers, such as product price reductions, which allow them to buy products at lower prices and save costs (Sinha & Verma, 2020). In this case, consumers feel a direct financial benefit when making a purchase. In contrast, non-monetary promotions offer other benefits that are not directly related to money, such as gifts, bonuses, or sweepstakes (Sinha & Verma, 2020). These two types of promotions have the same goal, which is to encourage consumer purchasing behavior, but in different ways.

Consumers generally want value from every shopping activity they do. The benefits gained through purchasing promotional products can affect consumers' psychological perceptions, including how they perceive the product. When consumers make sacrifices both materially and emotionally to get a product, the benefits they feel will create what is called perceived value (Çavuşoğlu et al., 2020). These perceptions ultimately shape the value they feel during the shopping process (Limon et al., 2009). Broadly speaking, there are two types of values that are often associated with consumers' shopping experiences, namely utilitarian and hedonic values (Holbrook & Hirschman, 1982; Babin et al., 1994). These values influence how consumers judge whether their shopping experience matches their expectations and needs.

Utilitarian values, which emphasize the functional aspects of shopping, are particularly influential in rational purchasing decisions. Consumers who focus on utilitarian values tend to look for products that meet their practical and functional needs, and shop with rational consideration (Çavuşoğlu et al., 2020). This encourages them to make purchases that are efficient and not excessive. In contrast, hedonic values are more related to achieving pleasure or emotional satisfaction when shopping. This value can encourage more impulsive and unplanned purchasing behavior, where consumers tend to buy products based on personal pleasure drives. According to Wood (2005), consumers who prioritize hedonic values often engage in impulse buying behavior, which is driven by the desire to feel pleasure in the shopping process.

Discounts are one of the most frequently used sales promotion methods to attract consumer attention. Discounts serve as a promise to consumers that they will benefit from their purchases (Çavuşoğlu et al., 2020). Consumers who prioritize utilitarian values tend to see discounts as an opportunity to gain economic benefits, especially in the form of cost savings when shopping. In addition, Consumption driven by hedonic values also contributes to increased interest in and purchase behavior of discounted products. This suggests that discounts not only drive utilitarian value, but can also increase hedonic value in consumers. Thus, discounts as a sales promotion strategy can influence consumer attitudes and strengthen their purchase intentions towards the products offered.

Attitude plays an important role in influencing consumers' purchase intentions before they decide to buy a product. A positive attitude towards a product or brand can strengthen consumer purchase intentions (Bhuian & Sharma, 2017). According to Newberry et al. (2003), consumers who have a positive attitude towards a particular business or product tend to have higher purchase intentions compared to those who do not have a positive attitude. In this context, consumer attitudes not only function as a reaction to the product, but also as a driver to carry out purchasing decisions. Thus, a favorable and positive attitude towards a promotion or product can be a major factor that accelerates consumers' decision to buy, especially if they see the value offered.

The lack of exploration of the topic leads to insufficient understanding of sales promotions specifically through the perspective of hedonic and utilitarian benefits, and whether or not a sales promotion is able to influence consumer purchasing decisions (Palazon & Delgado-Ballester, 2013; Sinha & Verma, 2020). Most research on sales promotion predominantly examines the direct effects of various antecedents of sales promotion techniques on various consumer purchasing decisions (Jee et al., 2016). In addition, most research on sales promotion focuses on the mediating effects of variables

such as perceived value (Sinha & Verma, 2020) and perceived quality between brand loyalty and advertising endorsers (Chi et al., 2009) on purchasing decisions. However, there is no research related to sales promotion that examines the mediating effect of attitude on behavioral intention (Jee et al., 2016; Jee & De Run, 2013). Therefore, this study can help gain an understanding of the mediating effect of attitude on behavioral intention in the context of sales promotion.

The consumer decision-making process may vary depending on the type of product chosen (Bandyopadhyay et al., 2009; Jeng, 2017), which means that the impact of sales promotions may also differ for each product category (Kivetz & Zheng, 2017; Parreño-Selva et al., 2014). While sales promotions can generally increase product sales volume, their effect is not uniform across product categories (Banerjee, 2009; Bogomolova et al., 2017). Therefore, it is important to understand how sales promotions can impact specific product categories, both in terms of utilitarian benefits and hedonism. Sales promotion activities play a very important role in product category management (Dhara et al., 2001), which demands researchers to explore the effectiveness of both benefits in the context of specific product categories. In this study, focus will be given to the fashion product category to understand how sales promotion can influence consumer behavior in this category.

Fashion products have become one of the most sought-after categories by consumers on e-commerce platforms. In 2021, the fashion and accessories category was recorded to have the largest proportion of e-commerce transactions (Dihni, 2021). E-commerce allows consumers to explore a wide selection of fashion products more easily and efficiently, without having to leave the house or go to a physical store. This is further reinforced by survey results from Jakpat (2022), which found that fashion products topped the list as the most purchased product category online in the first half of 2022. The ease of online shopping and the wide selection of fashion products make this category the main choice of consumers who shop through e-commerce platforms. Therefore, further understanding of sales promotions in this category is very important.

In the e-commerce era, online sales of fashion products are growing rapidly, triggering intense competition among sellers. E-commerce platforms make it easy for consumers to compare product prices from various sellers. This condition leads to price competition among fashion product sellers, which benefits consumers by reducing prices due to increased competition. Therefore, sales promotions, including discounts, are one of the strategies widely applied by sellers to attract consumers and influence their purchasing decisions. Discounts are a highly demanded promotional method in Indonesia, indicating that consumers feel more attracted to products offered at lower prices. Discounts not only serve to attract attention, but also as an effective way to encourage consumers to buy the products offered.

In this study, the researcher adapted the model from Jee (2021) to explore how the utilitarianism and hedonism benefits of discounts influence consumer purchasing behavior. The researcher also intends to analyze the mediating role of consumer attitudes in the relationship between these two benefits and the decision to purchase fashion products through e-commerce. The focus of this research is on fashion products sold through e-commerce platforms in Indonesia. The main objective of this study is to understand how the benefits of utilitarianism and hedonism offered through discount promotions influence consumer purchasing behavior. This research aims to provide deeper insights into how discounts as a sales promotion strategy can influence purchasing decisions, especially in the context of the Indonesian e-commerce market.

2. Methods

2.1 Research model

Sales promotion is a series of strategies designed to encourage consumers to buy goods or services within a short period of time (Kotler, 2012). The main objective of sales promotion is to have a direct and immediate impact on consumer purchasing behavior

(Blattberg & Neslin, 1990). One commonly used promotional method is discounts, which aim to attract the attention of consumers to make purchases immediately. Consumers tend to respond to promotional offers because they want to experience the various benefits offered. The benefits of this sales promotion can be divided into two types, namely hedonic benefits and utilitarian benefits (Akram et al., 2017), each of which describes the emotional and functional benefits obtained by consumers from these promotional offers.

The conceptual framework in this study can be analyzed using the Stimulus Organism Response (S-O-R) model developed by Mehrabian & Russell (1974). This model suggests that certain external stimuli can influence individuals' perceptions or attitudes, which will then shape their intentions and behavior (Han et al., 2022). Stimulus, in this case, refers to external factors that influence individuals (Moon et al., 2017). Organism includes the internal condition of the individual, such as feelings or perceptions triggered by the stimulus (Moon et al., 2017; Xu et al., 2020). Meanwhile, Response is the final result in the form of behavior that appears as a reaction to the stimulus and organism (Moon et al., 2017). In this study, the S-O-R model is applied by operationalizing price-quality perception and smart shopper self-perception as stimulus, attitude towards discount as organism, and behavioral intention as response.

The research model used in this study refers to research conducted by Jee (2021) entitled The Perception of Discount Sales Promotions - A Utilitarian and Hedonic Perspective. This study examines the influence of utilitarian on consumer purchasing decisions. In this research model, price-quality perception and smart shopper self-perception act as independent variables, while behavioral intention is the dependent variable. In addition, attitude towards discount serves as a mediating variable that connects the influence of the independent variables on the dependent variable. By using this model, it is expected to understand more deeply how consumers' perceptions of discounts affect their attitudes and intentions to buy.

Previous research has focused on the effect of discounts as a sales promotion technique in general, with the context of offline shopping and a variety of products. This research will also examine discounting as a promotional technique, but with a focus on fashion products in the context of online shopping through e-commerce platforms. This approach provides a more specific understanding of consumer dynamics in purchasing fashion products through digital channels. The focus on e-commerce is also relevant given the increasing trend of online shopping, which has a major influence on consumer behavior in responding to discounts. Therefore, this research aims to expand insights into how discount promotions function in the growing context of online shopping.

2.2 Research design

The research design is the steps needed to collect data to solve the research problem (Malhotra & Dash, 2016). In this study, the approach used is quantitative, which aims to systematically investigate phenomena through statistical and mathematical analysis, and numerical data processing (Bhattacherjee, 2012). The type of design chosen is conclusive research, which aims to test hypotheses and relationships between certain variables (Malhotra & Dash, 2016). This conclusive research design is further divided into two types, namely descriptive research and causal research. This research will use a descriptive research approach, which serves to describe the model applied in this study, as well as provide the information needed for decision making based on the results obtained (Malhotra & Birks, 2007).

The main objective of this study is to describe the effect of perceived utilitarian benefits caused by discounts on consumer behavioral intentions, with attitude towards discounts serving as a mediating variable. This research will test several relevant hypotheses and analyze the relationship between variables in a predetermined research model. Data collection will be conducted using a single cross-sectional study, where data is collected from only one sample taken from the target population. In this approach, information is collected at one specific time and only done once, without repetition (Malhotra & Dash,

2016). This allows the research to get a clear and precise picture of the phenomenon being studied, as well as minimize potential bias in the analysis.

2.3 Data collection techniques

A questionnaire is one of the structured data collection techniques, which contains a series of questions used to obtain information from respondents (Malhotra & Dash, 2016). To ensure the data obtained is more specific, this study will use a structured questionnaire (Malhotra & Birks, 2007). The type of questionnaire that will be used is a self-administered questionnaire, where respondents will fill out the questionnaire independently. This allows for more efficient and accurate data collection, as respondents directly provide answers based on their understanding of the questions provided.

The sampling technique applied in this study is non-probability sampling, a subjective procedure in which each element in the population has no definite chance of being selected as a sample (Cooper & Schindler, 2014). More specifically, this study uses purposive or judgment sampling, where the sample is selected based on certain criteria determined by the researcher (Cooper & Schindler, 2014). The respondents required in this study are individuals aged between 18 to 35 years old who have purchased discounted fashion products through e-commerce platforms in the past three months. This age group was chosen because they accounted for about 71% of total online shopping transactions in 2021 (Dihni, 2022), which indicates that they are an active group in online shopping.

Data collection was conducted using a questionnaire distributed online. Hair et al. (2017) suggested that the minimum number of research samples is as many as the number of research indicators multiplied by five. The number of indicators in this study were 20 indicators so that data collection required a minimum of 100 respondents. Respondent collection was carried out by distributing questionnaires online through social media, such as Instagram and Line. Then, the researcher's relatives also helped distribute the research questionnaire so that this research could reach more respondents. The researcher also used a platform that helps academics and researchers to distribute their questionnaires and obtain respondents who have been verified by the platform.

2.4 Data analysis model

Data preparation or data cleansing is an important step to ensure data quality and avoid problems when conducting data analysis. In this study, the total number of respondents who filled out the questionnaire was 332. The researcher then checked all responses and ensured that there were no missing values in all indicators. After the data preparation process was completed, only 249 responses were valid and could be used for further analysis. This process aims to ensure that the data used in this study is accurate and suitable for further processing, so that the analysis results are more reliable.

Descriptive analysis or frequency distribution is carried out to describe the number of respondents who can be grouped in certain categories. The collected data were then classified into several categories to facilitate understanding of the distribution of respondents in each category. The categories used in this study include aspects such as gender, place of residence, age, occupation, type of fashion product purchased, and brand of fashion product purchased. With this classification, researchers can see an overview of the characteristics of respondents as well as the patterns of purchasing fashion products that they do.

Frequency distribution is a statistical technique used to count the number of responses related to different values of a variable and present them in percentage form (Malhotra & Dash, 2016). Descriptive analysis aims to provide a clear description of the data that has been collected regarding the object of research (Sugiyono, 2016), so that the information is more easily understood by the reader. In describing the data obtained, researchers will calculate several important values such as the minimum, maximum, average indicator,

standard deviation, and average for each variable (Malhotra, 2010). Thus, this descriptive analysis provides deep insight into the characteristics and patterns in the data collected.

Before starting the research, pretesting is conducted to test the feasibility of the questions and instruments used (Cooper & Schindler, 2014). This pretesting will be conducted using SPSS software, by distributing questionnaires to 30 respondents. This number of respondents is in accordance with the guidelines of Hogg & Tanis (2005), which suggest a minimum of 30 people to conduct analysis using SPSS. In the pretesting process, the researcher will test the validity and reliability of the data collected. This is important to ensure that the instruments used in this study can produce accurate and consistent data.

The validity test in this study will be carried out by analyzing the Kaiser-Meyer-Olkin (KMO) value, Bartlett test, and factor loadings. Variables are considered valid if the KMO value and factor loadings reach 0.5 or more (≥ 0.5) (Malhotra & Dash, 2016). In addition, variable reliability will be measured using Cronbach's Alpha, which is considered qualified if the Cronbach's Alpha value reaches 0.6 or more (≥ 0.6). According to Nunnally (1978), in the early stages of construct development, a minimum reliability of 60 percent is sufficient to ensure the consistency of the measuring instrument used in the study. Therefore, these values will be used to ensure that the research instruments provide valid and reliable results.

To test the main hypothesis in this study, researchers will use the structural equation modeling (SEM) method. SEM is a procedure used to estimate the relationship between a set of constructs described by measured variables and arranged in an integrated model (Malhotra & Dash, 2016). This method allows researchers to evaluate the proposed hypotheses as well as analyze the effects exerted by constructs on various variables through direct, indirect, or bidirectional influence paths (Baumgartner & Homburg, 1996). SEM was chosen because of its ability to examine the complexity of the relationship between variables in the research model in more depth.

There are two fundamental methods in applying SEM, namely covariance-based SEM (CB-SEM) and partial least square SEM (PLS-SEM) (Hair & Alamer, 2022). This study uses the partial least square SEM (PLS-SEM) method, (i) to examine the relationship between observed variables to validate latent variables through the utilization of discriminant validity and convergent validity; (ii) to analyze the direct and broad relationships between endogenous variables and exogenous variables included in the research framework (Jee, 2021) through bootstrapping procedures. PLS-SEM allows researchers to test the casual (confirmatory) explanations between perceived hedonic benefits and utilitarian benefits of sales promotions on consumer attitudes and behaviors (Jee, 2021).

The PLS-SEM method is designed as a prediction-oriented approach to SEM so that the requirements related to data and relationship specifications are more flexible than CB-SEM (Rigdon, 2012). PLS-SEM is also suitable for research where the context is exploratory. This research will explore how the relationship of the mediating effect of attitude towards sales promotion on behavioral intention. Therefore, PLS-SEM was chosen as the method used in this study. PLS-SEM analysis in this study will be carried out using SmartPLS v.3.2.9 software. Hair & Alamer (2022) explained that the PLS-SEM solution can be obtained by performing two essential steps: (i) assessing the validity and reliability of the outer model, and (ii) assessing the predictive power of the inner model.

Mediation is a situation where one or more mediator variables explain the process by which exogenous constructs affect endogenous constructs (Hair et al., 2017). In this study, there is mediation, where the mediator variable is represented by attitude towards discount. Attitude towards discount mediates the relationship between utilitarian benefit perception and behavioral intention. Hair et al. (2017) based on the Zhao et al. model. (2010) from the Baron & Kenny (1986) approach explains that there are several mediation effects that can be used in PLS-SEM, namely, direct-only mediation; there is a direct effect, but no indirect effect, no-effect nonmediation; there is no direct or indirect effect, complementary mediation; there are significant indirect and direct effects and both show the same direction, competitive mediation; there is a significant indirect effect and direct

effect and both show the opposite direction and indirect-only mediation; there is a significant indirect effect, but no direct effect.

3. Results and Discussion

3.1 Structural model analysis

Structural model analysis aims to describe the conceptual relationship between latent variables through model feasibility testing. In this analysis, testing is carried out to ensure that the model used can accurately describe the relationship between variables. Some of the tests carried out in structural model analysis include collinearity test, coefficient of determination (R2) measurement, and predictive relevance testing. This test provides an overview of how well the relationship between latent variables can be explained and predicted based on the model used. Through these tests, the resulting model is expected to describe the relationship between variables more clearly and validly.

One of the tests carried out is the collinearity test to measure whether there is multicollinearity between variables in the structural model. The collinearity test is conducted by evaluating the inner variance inflation factor (inner VIF) value, which shows how much influence each variable has on other variables. Ideally, the relationship between variables in the structural model is considered good if the inner VIF value is less than 5.0. Thus, the structural model tested can be considered valid and suitable for use to describe the relationship between latent variables. The results of collinearity testing with inner VIF can be seen in Table 1.

Table 1. Collinearity test results with inner VIF

	ATT	BI	PQP	SSS
ATT		1.238		
BI				
PQP	1.079	1.153		
SSS	1.079	1.193		

Coefficient of determination (R2) is used to measure the extent to which exogenous variables can explain variations in endogenous variables. This R2 test is important for assessing the feasibility of structural models in research. The higher the R2 value, the better the model predicts the constructs. The R2 value ranges from 0 to 1, where a higher value indicates a higher level of prediction accuracy. In other words, a model that has a high R2 value can be relied upon to provide an accurate picture of the relationship between variables. Conversely, a low R2 value indicates an inadequate prediction of the model against the data tested.

In addition to the R2 value, there is also an adjusted R2 value which is usually smaller than the usual R2 value. This is because in its calculation, R2 adjusted considers exogenous latent variables that are not significant in the research model. R2 adjusted provides a more realistic assessment of the feasibility of the model by correcting for variables that do not make a significant contribution. According to Hair et al. (2017), R2 adjusted is more reliable in assessing the quality of the model, especially when it involves variables that are not very influential. Therefore, these two values are used to provide a more comprehensive picture of the accuracy of predictions in the research model. The results of testing the coefficients of determinants can be seen in Table 2.

Table 2. The result of testing the coefficient of determination

	R Square	R Square Adjusted
ATT	0.192	0.186
BI	0.394	0.386

Predictive relevance testing is carried out using the blindfolding procedure contained in the SmartPLS software. This process aims to measure the predictive relevance of the research model used. To assess predictive relevance, the cross-validated redundancy approach is applied by calculating the Q2 value on each endogenous construct in the model. The Q2 value is used to assess whether the model has sufficient predictive ability. A construct is said to have good predictive relevance if its Q2 value is greater than 0, which indicates that the model can accurately predict the variable in question.

Based on the results recorded in Table 3, it can be seen that the predictive relevance requirement for this research model has been met. The Q2 value for the Attitude Towards Discount variable is recorded at 0.111, while the Q2 value for the Behavioral Intention variable is 0.313. Both Q2 values are greater than 0, which indicates that the model used has good predictive ability. This indicates that the model built in this study is able to provide relevant predictions for the endogenous constructs involved, namely Attitude Towards Discount and Behavioral Intention. Thus, the results of this test support the validity and effectiveness of the model in describing the relationship between existing variables. The results of predictive relevance testing with Q2 cross-validated redundancy can be seen in Table 3.

Table 3. Results of predictive relevance testing with Q2 cross-validated redundancy

	SSO	SSE	Q^2(=1-SSE/SSO)
ATT	1992.000	1771.586	0.111
BI	996.000	684.595	0.313
PQP	996.000	996.000	
SSS	996.000	996.000	

After the measurement model and structural model are declared feasible, the next step is to conduct an analysis to measure and determine the significance value of all variables involved. This analysis process is carried out using the bootstrapping technique, which involves 5,000 subsamples, to obtain more accurate results. This type of research uses a two-tailed test with a significance level of 0.05. In this analysis, the path coefficient will be considered significant if the T statistics value obtained is greater than or equal to 1.96, or smaller than or equal to -1.96. This T statistics value provides an indication of the significance level of the relationship between variables in the model.

The p values are also evaluated in this analysis, provided that the p value must be less than 0.025 or greater than -0.025 for the relationship between variables to be significant. In addition, the direction of the relationship between variables can be determined by looking at the Original Sample value. If the Original Sample value shows a positive number, it can be concluded that the relationship between these variables is positive. Conversely, if the Original Sample value is negative, this indicates that the relationship between the variables is negative. This process allows researchers to understand the strength and direction of the relationship that exists between the variables in the structural model. The results of testing the direct path coefficient with the bootstrapping technique can be seen in Table 4.

Table 4. Results of direct path coefficient testing with bootstrapping technique

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
ATT -> BI	0.369	0.370	0.061	6.099	0.000
PQP -> ATT	0.245	0.251	0.063	3.868	0.000
PQP -> BI	0.133	0.132	0.068	1.946	0.052
SSS -> ATT	0.303	0.308	0.059	5.099	0.000
SSS -> BI	0.315	0.315	0.063	4.962	0.000

Based on the direct path coefficient test results presented above, it can be concluded that the Attitude Towards Discount variable has a significant influence on Behavioral Intention with a positive relationship direction. This means that the more positive

consumers' attitudes towards discounts, the higher their intention to buy the product. In addition, Price-Quality Perception also shows a significant relationship with Attitude Towards Discount, which indicates that perceptions of price and product quality affect consumer attitudes towards discounts. However, testing the path coefficient between Price-Quality Perception and Behavioral Intention did not show a significant effect. This indicates that although price and quality perceptions are important in shaping attitudes towards discounts, they do not directly influence purchase intentions.

Furthermore, the Smart Shopper Self-perception variable has a significant influence on both Attitude Towards Discount and Behavioral Intention. This suggests that consumers who perceive themselves as smart shoppers are more likely to have a positive attitude towards discounts and ultimately, more intention to purchase the product. Based on Table 19, the largest path coefficient value is found in the relationship between Attitude Towards Discount and Behavioral Intention, which is 0.369. This indicates that if consumers' attitude towards discounts increases by one unit, then their intention to purchase the product will increase by 36.9%. This finding emphasizes the importance of consumer attitudes towards discounts in influencing purchasing decisions.

Table 5. Results of direct path coefficient testing with bootstrapping technique

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
ATT->BI	0.369	0.370	0.061	6.099	0.000
PQP->ATT	0.245	0.251	0.063	3.868	0.000
PQP->BI	0.133	0.132	0.068	1.946	0.052
SSS->ATT	0.303	0.308	0.059	5.099	0.000
SSS->BI	0.315	0.315	0.063	4.962	0.000

One of the main objectives of this study is to evaluate the mediating effect of Attitude Towards Discount in the relationship between Price Quality Perception and Behavioral Intention, as well as the relationship between Smart Shopper Self-perception and Behavioral Intention. Therefore, an indirect effect analysis was conducted to evaluate the extent to which the Attitude Towards Discount variable can mediate both relationships. This process involves testing the T statistics and P value, with the restriction that the T statistics value must be at the limit of ≥ 1.96 or ≤ -1.96. In addition, a significant P value must be at a value of < 0.025 or > -0.025 to support the mediation hypothesis. The results of testing the indirect path coefficient with the bootstrapping technique can be seen in Table 6.

Table 6. Results of indirect path coefficient testing with bootstrapping technique

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
PQP -> ATT -> BI	0.091	0.093	0.028	3.194	0.001
SSS -> ATT -> BI	0.112	0.114	0.028	3.968	0.000

Based on the indirect path coefficient test results shown in the table above, it can be concluded that the Attitude Towards Discount variable has an important role in mediating the relationship between Price Quality Perception and Behavioral Intention. The significant indirect path coefficient value indicates that there is a strong influence of Attitude Towards Discount in this relationship, with a positive relationship direction. This means that a positive attitude towards discounts can increase consumers' intention to buy products, especially if they have a positive perception of price and product quality. In addition, Attitude Towards Discount also significantly mediates the relationship between Smart Shopper Self-perception and Behavioral Intention, with the direction of the relationship also being positive. This indicates that consumers who have a self-perception of being smart

shoppers are more likely to form a positive attitude towards discounts, which in turn increases their intention to make a purchase. Thus, this finding confirms the importance of consumer attitudes towards discounts as a mediating factor that strengthens the influence between perceived price-quality and purchase intention. Therefore, promotional strategies that utilize discounts can be more effective if supported by communications that build positive attitudes towards discount offers.

3.2 Hypothesis testing results

Hypothesis testing in this study uses a two-tailed test approach with a significance level set at 5%. In this test, a variable is said to have a significant influence on other variables if the T statistics value obtained is within the limits of ≥1.96 or ≤-1.96. If the T statistics is greater than 1.96 or smaller than -1.96, then the hypothesis can be accepted and indicates a significant relationship between the variables tested. Conversely, if the T statistics value is between -1.96 and 1.96, then the hypothesis cannot be accepted, which means there is no significant influence between the variables tested. In addition, researchers also compare the results of hypothesis testing obtained with the results of hypothesis testing from relevant reference journals to ensure the validity of the findings in the context of previous research. This comparison is important to see whether the results of this study are in line with the findings of previous studies or provide significant new evidence. In this way, this study not only tests the hypothesis internally, but also places the results in a broader research framework to strengthen the conclusions drawn. A summary of the results of hypothesis testing can be seen in Table 7 below.

Table 7. Summary of hypothesis testing results

Hyp.	Hypothesis Statement	T Stat	P Value	Research Results	Research Results Refereed Journal
H1a	Utilitarian benefit (price-quality perception) on discounts as a sales promotion technique affects consumer's attitude towards discounts	3.868	0.000	Data supports the hypothesis	Data supports hypothesis
H1b	Utilitarian benefits (price-quality perception) on discounts as a sales promotion technique influence consumer's behavioral intention	1.946	0.052	Data does not support the hypothesis	Data does not support the hypothesis
H2a	Utilitarian benefits on discounts influence consumer's behavioral intention, mediated by attitude towards discount as a sales promotion technique	3.194	0.001	Data supports the hypothesis	Data supports the hypothesis

The results of testing hypothesis H1a show that utilitarian benefits, which in this case relate to perceived price and product quality, significantly influence consumer attitudes towards discounts. The T-statistics value of 3.868 and a very low P-value (0.000) indicate a strong and significant influence of perceived utilitarian benefits on consumer attitudes towards discounts. Thus, hypothesis H1a is supported by the data obtained from this study. These results also indicate the positive direction of the relationship, which means that the higher consumers' perception of the functional benefits of discounts, the more positive their attitude towards the discounts.

4. Conclusions

Based on the results of the study, it was found that Price Quality Perception (PQP) has a positive and significant influence on Attitude Towards Discount (ATT), which indicates that consumers' perceptions of price quality can form a positive attitude towards the discounts offered. However, PQP does not have a significant direct effect on Behavioral Intention (BI), which means that perceived price and product quality are not strong enough to directly influence consumers' purchase intentions. However, this study also shows that PQP can influence purchase intention through the mediation of attitude towards discounts. This indicates that a positive attitude towards discounts formed from perceived price and product quality acts as a link that strengthens the influence on the intention to buy the product.

The utilitarian benefits of discounts on fashion products, which consumers often expect to directly increase purchase intentions, have no direct effect. In order for these utilitarian benefits to increase purchase intentions, it is necessary to first build positive attitudes or feelings in consumers towards these discounts. This positive attitude will be a key factor linking price and quality perceptions to consumer purchasing decisions. Therefore, for marketers, it is important to focus their efforts on building positive attitudes towards discounts, so that the functional benefits of discounts can increase product purchase intentions among consumers.

Sellers need to convey a clear message that the fashion products they offer are of high quality and can fulfill consumers' needs. It is important to emphasize that although the price of the product is lower, the quality offered is still well maintained. In addition, sellers should also emphasize that consumers can enjoy the benefits of more affordable prices, allowing them to purchase quality fashion products at a lower cost. This message will help create a positive perception of the value of the products offered, thus increasing their appeal in the eyes of consumers.

In addition, sellers need to focus on communicating the functional benefits that consumers can gain, especially in terms of money savings. These savings will be an important factor driving purchase decisions, as consumers tend to be more interested in benefits that can provide direct benefits to them. Therefore, communication about the savings obtained through discounts or lower prices should be done regularly. With a high frequency of communication, sellers can help maintain and reinforce consumers' positive attitudes towards their products and offerings, thereby increasing the likelihood of consumers making future purchases.

Acknowledgement
The authors have no acknowledgements to declare.

Author Contribution
The authors contributed fully to the research.

Funding
This research did not receive funding from anywhere.

Ethical Review Board Statement
Not available.

Informed Consent Statement
Not available.

Data Availability Statement
Not available.

Conflicts of Interest

The authors declare no conflict of interest.

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