

Supplementary material for “Do Discount Presentations Influence Gift Purchase Intentions and Attitudes of Chinese Outbound Tourists?”

Appendix A: Scenarios

Study 1:

Chinese version

请想象你正在某个西方发达国家旅游。由于明天你就要结束行程乘坐飞机回国，你准备今天为你国内的亲朋购买一些纪念品。你来到了位于市中心的一家著名旅游纪念品商店。你发现目前这家商店正在进行全店促销，横幅上用英语写着：“Pay 88% of the regular price” (中文翻译: “全场 88 折”) vs. “Get 12% off the regular price” (中文翻译: “全场减价 12%”) vs. “Pay 85% of the regular price” (中文翻译: “全场 85 折”) vs. “Get 15% off the regular price” (中文翻译: “全场减价 15%”)。

English version

Imagine you were traveling in a Western-developed country for leisure purposes. Today you planned to buy some gifts for your relatives and friends in China, as tomorrow you would fly back. You came to a famous gift shop in the city downtown and found that the gift shop was on a storewide promotion. What was written on the promotion banner was “Pay 88% of the regular price” (Chinese translation: “全场 88 折”) vs. “Get 12% off the regular price” (Chinese translation: “全场减 12%”) vs. “Pay 85% of the regular price” (Chinese translation: “全场 85 折”) vs. “Get 15% off the regular price” (Chinese translation: “全场减 15%”).

Study 2:

Chinese version

请想象你正在某个西方发达国家旅游。由于明天你就要结束行程乘坐飞机回国，你准备今天为你国内的亲朋购买一些纪念品。你来到了位于市中心的一家著名旅游纪念品商店。你发现目前这家商店正在进行全店促销，横幅上用英语写着：“Pay 88% of the regular price” (中文翻译: “全场 88 折”) vs. “Get 12% off the regular price” (中文翻译: “全场减价 12%”)。

你得知这家旅游纪念品商店的店主是中国人 vs. 西方人。

English version

Imagine you were traveling in a Western-developed country for leisure purposes. Today you planned to buy some gifts for your relatives and friends in China, as tomorrow you would fly back. You came to a famous gift shop in the city downtown and found that the gift shop was on a storewide promotion. What was written on the promotion banner was “Pay 88% of the regular price” (Chinese translation: “全场 88 折”) vs. “Get 12% off the regular price” (Chinese translation: “全场减 12%”).

The owner of this gift shop was “Chinese” vs. “a Westerner.”

Appendix B: Measures

Variables	Measures (all 7-point scales)	Reliability Coefficients	
		Study 1	Study 2
Purchase intentions (Oliver and Swan 1989)	What is the likelihood of you purchasing some gifts in this gift store based on the scenario? (unlikely-likely, impossible-possible, improbable-probable)	$\alpha = 0.82$	$\alpha = 0.79$
Attitudes towards the gift shop (Letheren, Martin, and Jin 2017)	What do you think about the gift shop? (bad-good, unfavorable-favorable, negative-positive)	$\alpha = 0.80$	$\alpha = 0.81$
Attitudes towards the destination (Letheren, Martin, and Jin 2017)	What do you think about the city where the gift shop is located? (bad-good, unfavorable-favorable, negative-positive)	$\alpha = 0.82$	$\alpha = 0.84$
Familiarity (Kim and Kramer 2006)	How do you perceive the price discount presentation used in the scenario? (unfamiliar-familiar)	-	-
Cultural icon *	Please indicate your agreement on the following statement: (1 = strongly disagree, 7 = strongly agree) 1. X** is a lucky number combination. 2. X has a special meaning exclusively to Chinese people. 3. X is a cultural icon for Chinese people.	$\alpha = 0.92$	$\alpha = 0.89$
Cultural acknowledgment (Kraemer, Gouthier, and Heidenreich 2017)	Please indicate your agreement towards the following statements: (1 = strongly disagree, 7 = strongly agree) 1. The shop owner acknowledges my culture. 2. This destination retailer recognizes my culture. 3. This destination city respects my culture. 4. My culture is honored by this Western country.		$\alpha = 0.87$
Positive affect (Williams and DeSteno 2008)	Please indicate the extent to which you felt as you were reading the scenario on the following scale (1 = not at all, 7 = extremely) 1. Good 2. Happy 3. Pleasant 4. Content		$\alpha = 0.88$
Retailer COO	Please recall the scenario, what is the retailer country of origin? (Chinese-Western)		-

Notes:

* Items in this construct were developed based on the definition of a cultural icon.

** X represents the number (e.g., 88, 12, 85, and 15) in the discount presentation.

Reference

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