

## Abstract

The effects of discount reason, store type and discount frequency on the believability, attractiveness and perceived discount level of a price promotion were assessed. Significant main effects of discount reason were observed in all variables, but no effect was found for store type and discount frequency. Diagnostic effect of store type was demonstrated : chain store was diagnostic for respondents to make judgment on the measures, but supplementary information was needed when independent store was the only information available to the respondent.