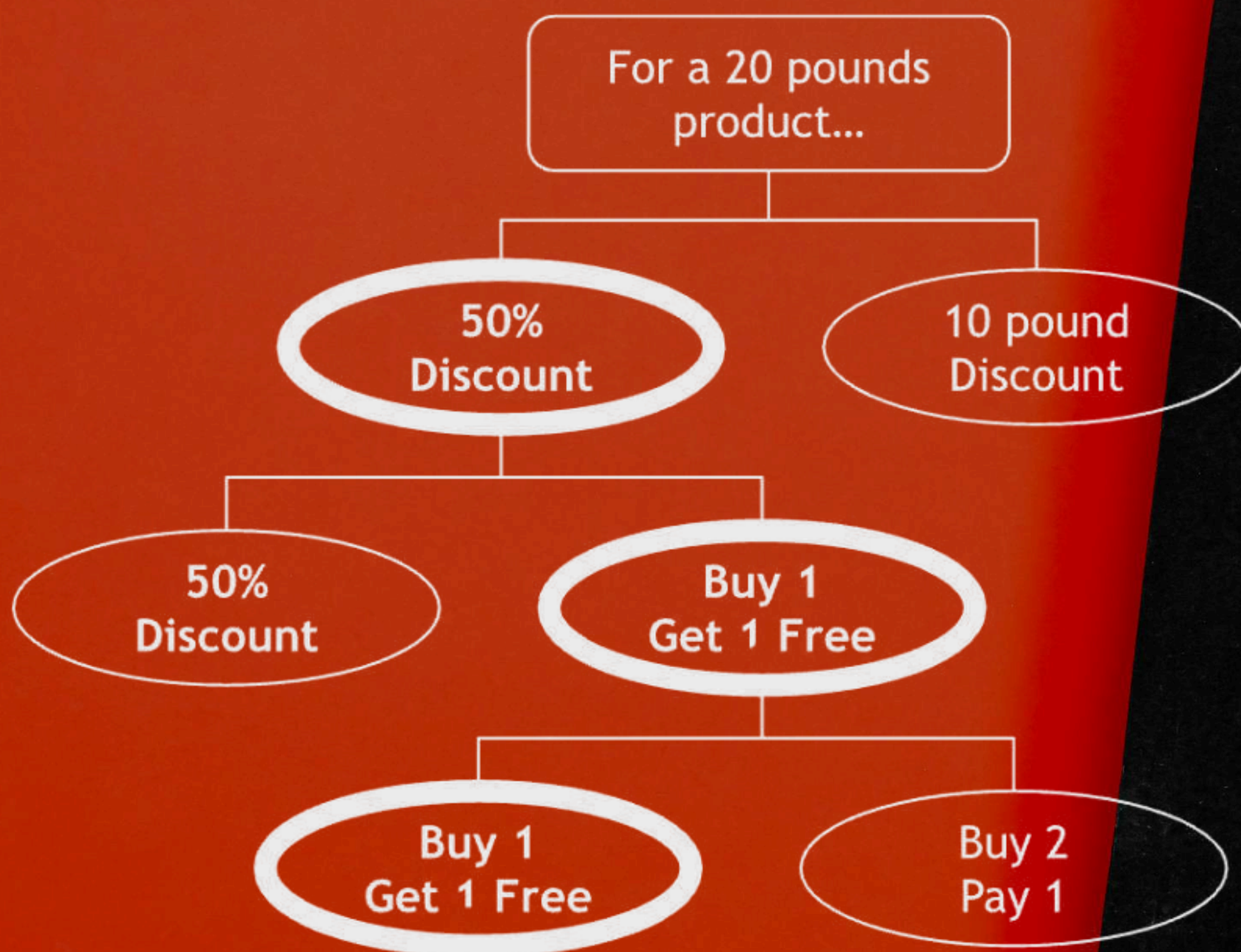


ALL  
DISCOUNTS  
ARE EQUAL;  
SOME ARE  
MORE EQUAL





The allure of red discount tags is undeniable for every shopper. But which campaign truly wins consumers' hearts? In this study, we aimed to understand preferences among different but closely matched promotional offers. To achieve this, we used a random elimination method. Each participant started with a different pairwise comparison, leading us to the most favored campaign type—along with the reasons behind their choices.





Discount Type	Advantages	Disadvantages	Verbatims
50 Percent Discount	<ul style="list-style-type: none"><li>– Perceived as a significant saving, attracting consumers seeking immediate financial benefits.</li></ul>	<ul style="list-style-type: none"><li>– May not always result in substantial savings if the item's original price is low.</li></ul>	<p>"Because it isn't often that you see such a massive discount." (Female, 21)"It feels more modern and easy to understand clear and precise." (Female, 29)"50 percent sounds more than 10 pounds discount even though it is the same amount." (Female, 53)</p>
	<ul style="list-style-type: none"><li>– Offers clarity and simplicity, as the discount is easy to understand and calculate.</li></ul>	<ul style="list-style-type: none"><li>– Not as appealing for consumers who prefer acquiring more items for the same price instead of a financial discount.</li></ul>	<p>"It gives the perception you will save more." (Male, 39)"It's a huge discount that isn't available often." (Female, 36)</p>
10 Pound Discount	<ul style="list-style-type: none"><li>– Provides a clear monetary saving that can be easily allocated to other purchases, enhancing spending flexibility.</li></ul>	<ul style="list-style-type: none"><li>– May be perceived as less valuable if the percentage savings are more significant on higher-priced items.</li></ul>	<p>"It's money in my pocket!" (Male, 51)"The 10 pounds will help me to buy other items I needed." (Male, 29)"I save money where I can try not to unnecessarily buy more than I need to." (Female, 50)</p>
	<ul style="list-style-type: none"><li>– Ideal for consumers who prefer not to buy more than they need, focusing on saving money on current purchases.</li></ul>	<ul style="list-style-type: none"><li>– The fixed discount might not look as appealing as percentage discounts that suggest larger savings.</li></ul>	<p>"I may only want one item so to have two would be a waste." (Female, 53)"It's clear, concise, and to the point with no mincing of words." (Male, 31)</p>



Discount Type	Advantages	Disadvantages	Verbatims
Buy 2 Pay 1	<ul style="list-style-type: none"><li>- Appeals to bulk buyers who value getting more products for their money, providing practical benefits for frequently purchased items.</li></ul>	<ul style="list-style-type: none"><li>- May deter consumers who do not wish to purchase in bulk or do not need additional items.</li></ul>	"I could buy 2 products and only pay for the price of the highest one, it seems like more of a bargain." (Male, 37)"It will help me get the product in abundance." (Female, 27)"People would storm to that offer." (Male, 30)
	<ul style="list-style-type: none"><li>- Generates a sense of getting something for "free," enhancing the emotional appeal of the offer.</li></ul>	<ul style="list-style-type: none"><li>- Can be confusing if not clearly communicated, leading to misunderstandings about the actual value of the promotion.</li></ul>	"It sounds more interesting. Even though they are the same." (Female, 27)"It's an emotional strategy and it attracts more buyers." (Female, 31)
Buy 1 Get 1 Free	<ul style="list-style-type: none"><li>- Creates a strong perception of value by offering an additional product at no extra cost, appealing to consumers' sense of abundance.</li></ul>	<ul style="list-style-type: none"><li>- May not be suitable for consumers who do not need additional quantities or prefer financial savings over acquiring more items.</li></ul>	"Free things attract people." (Female, 31)"Everyone loves 'free' so it will always draw attention more than other offers." (Female, 48)"Buy one get one free offers a better price option." (Male, 45)
	<ul style="list-style-type: none"><li>- Suited for stocking up on consumable or frequently used items, providing cost-effective advantages for future use.</li></ul>	<ul style="list-style-type: none"><li>- Can lead to increased spending if consumers are enticed to buy more than originally planned due to the offer.</li></ul>	"It sounds so appealing to the ears." (Male, 33)"I like stocking up on items that I use and are good value." (Female, 48)



## THE ALLURE OF HALF-PRICE

The appeal of a 50 percent discount lies in its simplicity and perceived value. Consumers are naturally drawn to the idea of paying half the usual price, which feels like a substantial saving. This perception often leads to increased impulse buying, as shoppers are more likely to purchase items they might not have considered at full price. Additionally, the straightforward nature of a 50 percent discount eliminates the complexity often associated with other promotional strategies, making it an easily understandable and attractive offer for a broad consumer base.

"50 percent discount always sounds more appealing."  
(Male, 39)

"It feels more modern and easy to understand clear and precise." (Female, 29)



## SIMPLICITY AND CLARITY OF OFFERINGS

One of the key reasons behind the popularity of 50 percent discounts is their simplicity and clarity. Unlike other promotional offers that may require additional purchases or involve complex calculations, a 50 percent discount is straightforward and easy to understand.

"50 percent discount because it sounds like you save more." (Female, 26)

"It gives the perception you will save more because of the higher numerical number." (Male, 39)



## THE PRAGMATISM OF DIRECT SAVINGS

One of the primary reasons consumers gravitate towards a "10 Pounds Discount" is its straightforward and pragmatic nature. Unlike more complex promotional offers, this discount provides clear and immediate savings without requiring additional purchases or commitments. This transparency appeals to consumers who are budget-conscious and prefer to know exactly how much they are saving at the point of purchase.

"It's money in my pocket!" (Male, 51)

"The 10 pounds will help me to buy other items I needed." (Male, 29)





## FLEXIBILITY AND VERSATILITY IN SPENDING

The "10 Pounds Discount" offers consumers the flexibility to allocate their savings towards other purchases. This versatility is particularly appealing to those with tight budgets or those who prefer to spread their spending across multiple needs.

"I'm saving money where I can try not to unnecessarily buy more than I need."  
(Female, 50)

"I would rather have the money in my purse, then an extra item in my cupboard."  
(Female, 50)





## PSYCHOLOGICAL PERCEPTION OF VALUE

A "10 Pounds Discount" carries a strong psychological appeal, as it translates directly into perceived cash savings. Unlike percentage-based discounts, which may require calculations to determine exact savings, a fixed monetary discount is easily understood and appreciated.

"10 pounds discount still makes me think I'm saving actual cash." (Male, 51)

"It's clear, concise, and to the point with no mincing of words." (Male, 31)





## PERCEIVED VALUE AND COST SAVINGS

Consumers often view this promotion as an opportunity to maximize savings by obtaining an additional item at no extra cost. This offer is especially attractive to those who frequently purchase in bulk or seek to get the most out of their shopping budget. The notion of acquiring two products for the price of one creates a sense of achievement and satisfaction, making it a popular choice among savvy shoppers.

"I could buy 2 products and only pay for the price of the highest one, it seems like more of a bargain." (Male, 37)

"It will help me get the product in abundance." (Female, 27)



## PSYCHOLOGICAL APPEAL AND MARKETING IMPACT

The psychological allure of the "Buy 2 Pay 1" promotion lies in its ability to create a compelling narrative for consumers. The offer leverages the power of "free" to attract attention, even though it involves purchasing two items.

"If the two items I am to buy cost £30 each, and 50 percent is just half of it (15) buy 2 pay 1 is far gainful." (Female, 33)

"It's a reduction off the price so now I have the choice of getting more than one." (Female, 32)



## FLEXIBILITY FOR BULK BUYERS

For consumers who often purchase in larger quantities, the "Buy 2 Pay 1" offer provides flexibility and convenience. This promotion is particularly appealing to those who frequently purchase essential or non-perishable items, allowing them to stock up while enjoying cost savings.

"I'll have an extra product for a longer time in case of price increase later." (Male, 36)

"Buy 2 pay 1 makes sense if I've budgeted for 2 or if it's a frequently used product." (Male, 29)



## THE ENTICING APPEAL OF 'BUY 1 GET 1 FREE'

The "Buy 1 Get 1 Free" offer is often perceived as providing high value, creating a sense of abundance and generosity. Consumers are drawn to the idea of receiving an additional product at no extra cost, which enhances their shopping experience. This promotion taps into the psychological allure of getting "something for nothing," making it a compelling choice for many shoppers.

"Everyone loves 'free' so it will always draw attention more than other offers."  
(Female, 48)

"Free things attract." (Female, 31)





## PRACTICAL BENEFITS AND CONSUMER SAVINGS

Beyond the psychological attraction, the "Buy 1 Get 1 Free" promotion offers practical savings for consumers. This strategy is especially appealing for frequently used or consumable items. Shoppers who regularly purchase certain products find this offer beneficial as it allows them to stock up while saving money.

"I like stocking up on items that I use and are good value." (Female, 48)

"I will always have a second item if I run out of the first." (Female, 40)





## A DISCOUNT NAMED DESIRE

This study highlights that consumers evaluate discount campaigns based on both rational and emotional factors. While percentage-based discounts like “50% off” create a strong perception of savings and eliminate the need for complex calculations, fixed monetary discounts such as “£10 off” appeal to those who prefer clear, tangible savings. Promotions that involve additional products, like “Buy 1 Get 1 Free” and “Buy 2 Pay 1”, attract consumers by leveraging the psychological appeal of getting something “for free.” However, these offers may not be as effective for those who prioritize financial savings over product quantity. Ultimately, the context of the purchase, the type of product, and individual shopping habits play a significant role in determining which discount format consumers prefer.

For brands and retailers, the key takeaway is that no single discount strategy will universally appeal to all shoppers. Instead, offering a mix of promotions tailored to different shopping behaviors can maximize engagement. While percentage discounts may work best for premium-priced products, fixed-price reductions offer clarity and trust. Meanwhile, multi-buy promotions can effectively drive bulk purchases and increase basket sizes. Understanding these consumer insights allows brands to design promotions that not only attract attention but also align with shoppers’ financial priorities and emotional triggers, leading to stronger brand loyalty and increased sales.



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For more...

[www.twentify.com/shoppingdiaries](http://www.twentify.com/shoppingdiaries)

