

TIMING, CONGRUENCE, ATTRACTIVENESS AND VALUE: THE IMPACT OF PREMIUM CHARACTERISTICS ON CONSUMERS' PERCEPTIONS OF SALES PROMOTIONS

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ABSTRACT

In this article, we report the results of an experimental study where four characteristics of premium-based sales promotions were manipulated in the context of a computer purchase: the attractiveness of the premium, the extent to which it fits the product category, the reception delay of the premium, and the mention of its value. The results show that these factors had interactive effects on consumer reactions. Thus, although the attractiveness of the premium had a generally positive impact on consumer appreciation of the promotional offer, a promotion including an unattractive premium was nevertheless positively evaluated if the premium was a good fit to the product category. Sales promotions including a premium that fits well the product category were less likely to be perceived as manipulative. However, if the product-premium fit was poor and the premium was not attractive, mentioning the value of the premium helped to reduce the perceptions of manipulation intent. It is concluded that more research is needed on this managerially relevant topic in light of the complex dynamics that appear to underlie the relationships between the characteristics of premium-based promotions and consumer reactions.